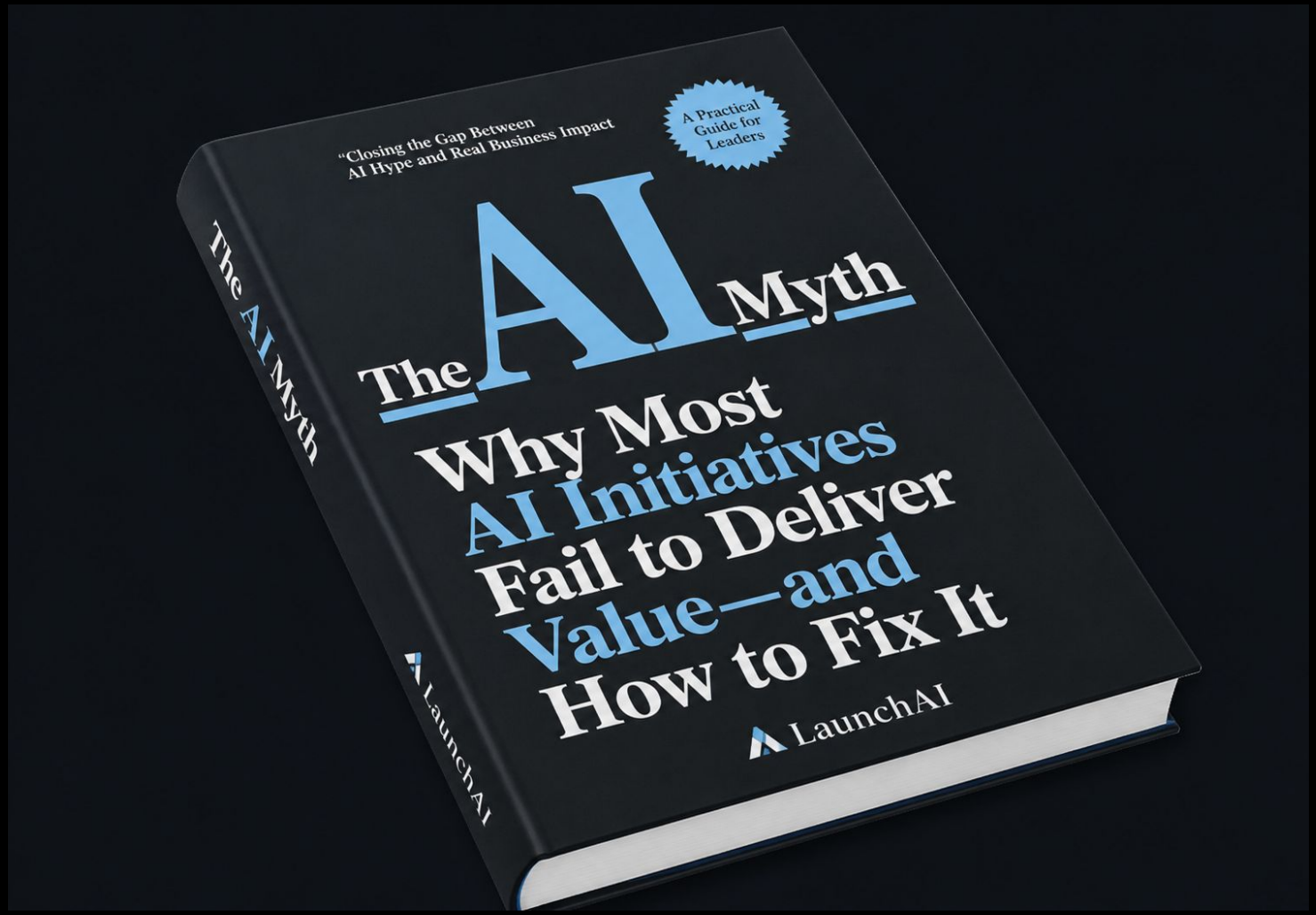

"Closing the Gap Between AI Hype and Real Business Impact
A Practical Guide for Leaders
The AI Myth
Why Most AI Initiatives Fail to Deliver Value—and How to Fix It
LaunchAI
The AI Myth
LaunchAI

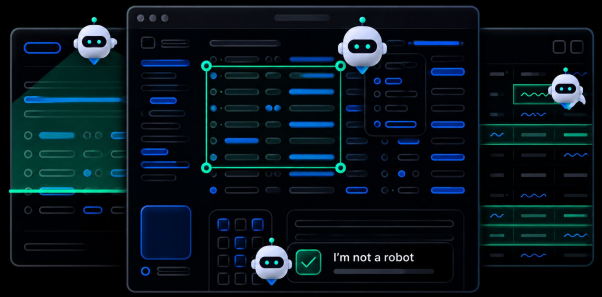
Agenda

- The AI Myth
- The AI Landscape
- The AI Transformation Roadmap






The AI Myth



The Myth

AI transformation is a technology project.

Organizations believe that if they buy the right AI tool, deploy a chatbot, purchase Copilot licenses, or implement automation software, business value will naturally follow.

The Reality

AI transformation is an operational transformation enabled by technology.

Value is created when organizations:

- Understand how work actually flows through the business.
- Identify the right opportunities for AI and automation.
- Integrate AI into standardized processes and management systems.
- Prepare people, roles, and workflows for new ways of working.
- Continuously measure, improve, and scale what works.



So how do we leverage AI?

What are your teams doing today?

Where did your company begin with AI deployment?

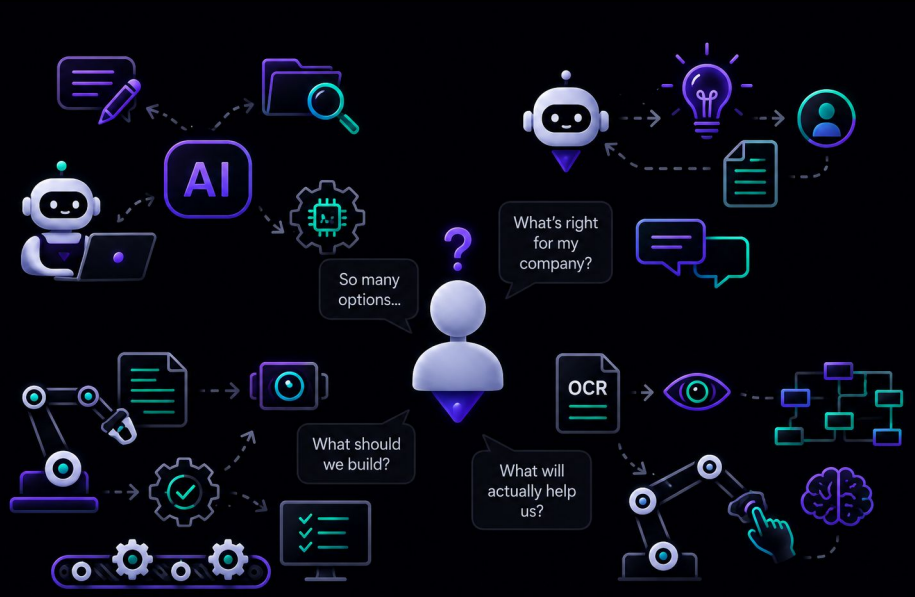


LaunchAI’s Transformation Roadmap

The AI **Landscape**

Not all AI drives operational transformation. Understanding the difference is critical.

- AI in business falls into categories
- Some tools enhance individual productivity — others transform workflows
- Most organizations overestimate “chat AI” and underestimate automation
- Sustainable impact comes from systems, not experiments
- Our role: Align the right AI capability to the right operational gap



Generative AI subs

LLM Platforms & Chat Interfaces

Large Language Models that generate content, summarize information, brainstorm ideas, and accelerate individual productivity.

- Creates content, emails, presentations, and reports.
- Summarizes large amounts of information.
- Supports brainstorming, research, and training development.

Business Use Case

- Marketing teams using ChatGPT or Claude to create first drafts of campaigns, blogs, training materials, and customer communications.

Common Pitfalls

- AI-generated "slop" that still requires significant review and editing.
- Productivity gains remain isolated to individuals rather than transforming business processes.



Generative: THE BEST USE CASE



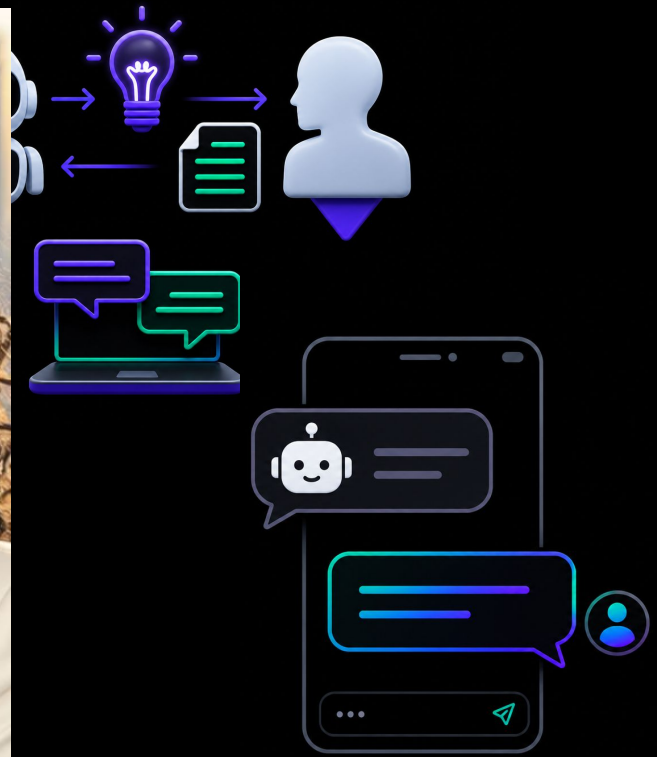




Generative: THE BEST USE CASE







Assistants and Embedded AI

AI tools embedded within workflows that help employees make decisions, retrieve information, and complete work faster.

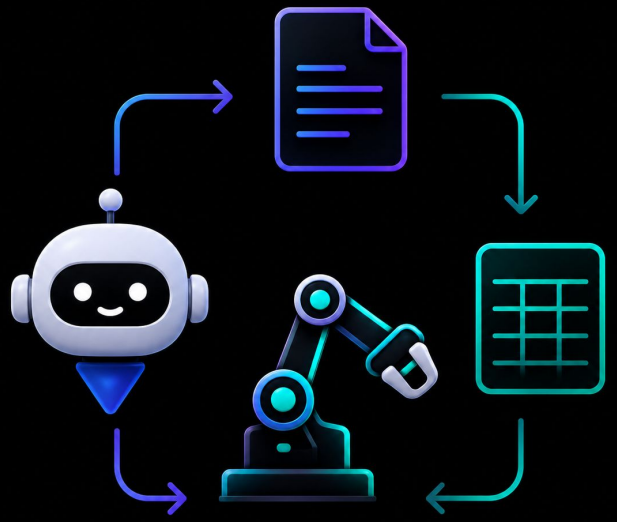
- Answers questions using company knowledge and documentation.
- Assists with drafting, analysis, and decision support.
- Guides employees through complex workflows and procedures.

Business Use Case

- An HR assistant that instantly answers employee questions about benefits, policies, PTO, and procedures.
- ERP systems that can review data and generate reports automatically.

Common Pitfalls

- Poor knowledge management or outdated source information.
- Assuming assistants can replace process ownership or employee judgment



Process Automation

Technology that reads, extracts, validates, and moves information from documents through predefined business workflows.

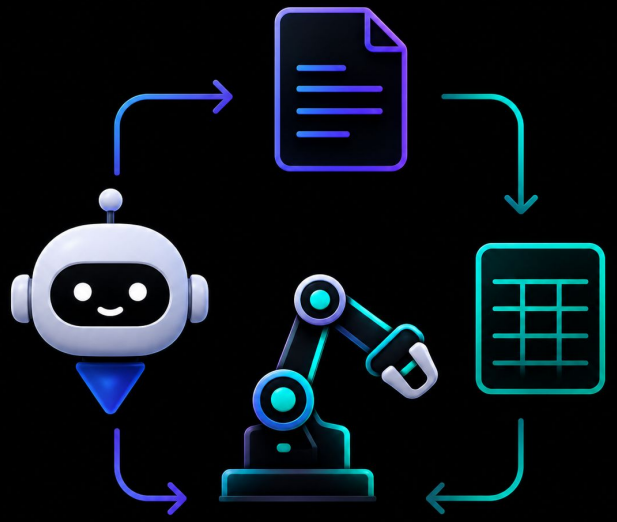
- Extracts data from PDFs, invoices, forms, emails, and scanned documents using OCR.
- Automates repetitive, rule-based tasks and system interactions using RPA.
- Reduces manual data entry and accelerates document-driven processes.

Business Use Case

- Accounts Payable: OCR reads incoming invoices, extracts key fields, and RPA enters the information into the ERP system for processing.

Common Pitfalls

- Accuracy declines when document formats are inconsistent or poorly scanned.
- Processes often remain dependent on rigid rules and struggle with exceptions or changing business requirements.



VLI-Enhanced Automation

(Vision Layer Interface)

AI-powered digital workers that execute business processes, complete transactions, and perform repetitive work with minimal human intervention.

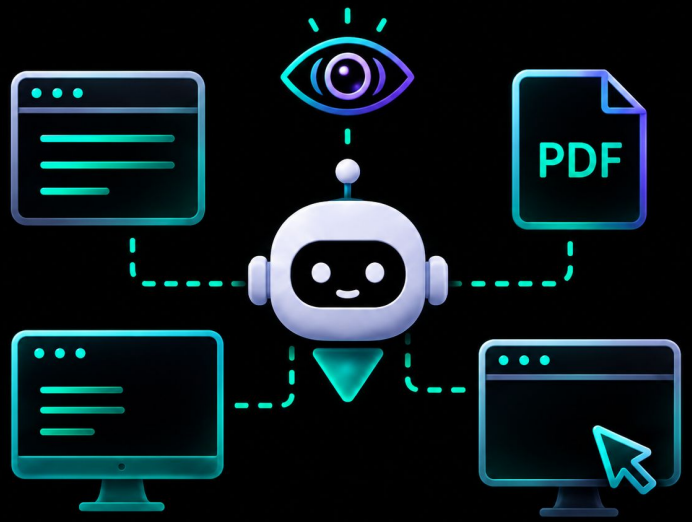
- Automates repetitive, high-volume business processes.
- Works on a computer like a human.
- Moves data between systems and applications.
- Executes rule-based and structured workflows.

Business Use Case

- Sales order entry: Read incoming orders, validate information, enter transactions into ERP systems, and route exceptions to employees.

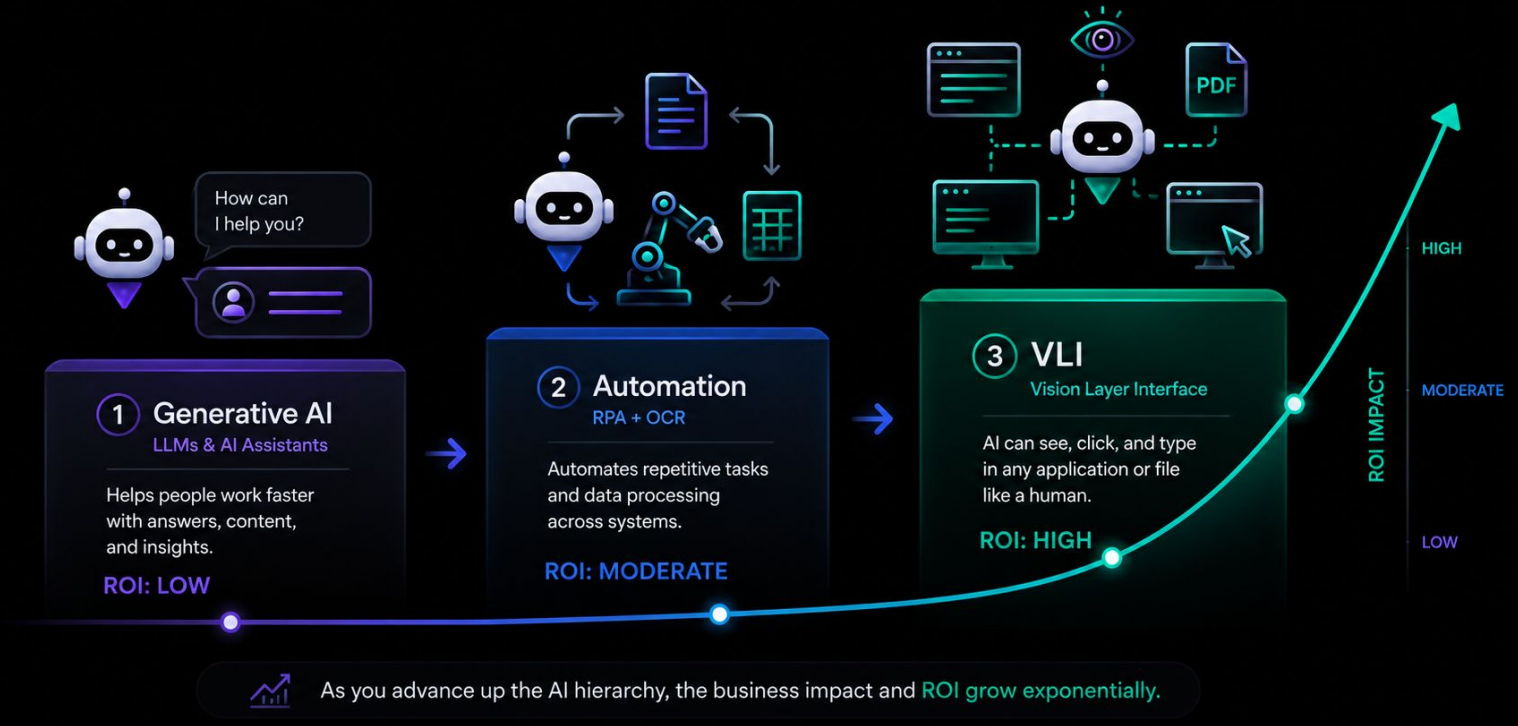
Common Pitfalls

- Automating broken or poorly defined processes.
- Lack of process ownership, monitoring, and continuous improvement after deployment.



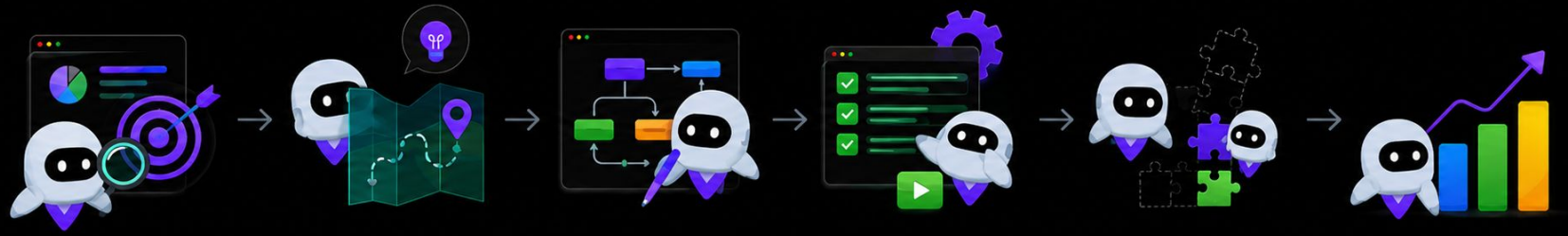
LaunchAI's Transformation Roadmap

The AI **Hierarchy**



As you advance up the AI hierarchy, the business impact and ROI grow exponentially.

LaunchAI's - Transformation Roadmap



Operational Clarity

Understand where you are and what matters most.

Opportunity Discovery

Surface high-impact opportunities powered by AI.

Solution Design

Design intelligent solutions tailored to your operations.

AI Implementation

Build and deploy secure, scalable AI agents.

Operational Integration

Seamlessly integrate AI into your workflows and teams.

Continuous Optimization

Monitor, learn, and improve—driving continuous impact.

LaunchAI’s Transformation Roadmap

Phase 1 - Gain Operational Clarity

Purpose

Create visibility into how the business actually operates — not how it’s assumed to operate

Focus Areas

- True North alignment (vision, financial targets, operational goals)
- High-level end-to-end value stream mapping
- Process maturity assessment
- How is work currently flowing
- Bottleneck & constraint identification

Key Outcome

A high-level documented operational blueprint and clear understanding of friction, waste, and variability



LaunchAI's Transformation Roadmap

Phase 2 - **Opportunity Discovery**

Purpose

Systematically evaluate where automation and AI can create measurable impact

Focus Areas

- Repetitive, rules-based process analysis
- Cost analysis
- Data availability & readiness assessment
- Baseline KPI review
- ROI modeling

Key Outcome

Ranked AI Opportunity Matrix. Select top opportunities



LaunchAI's Transformation Roadmap

Phase 3 - **Solutions Design**

Purpose

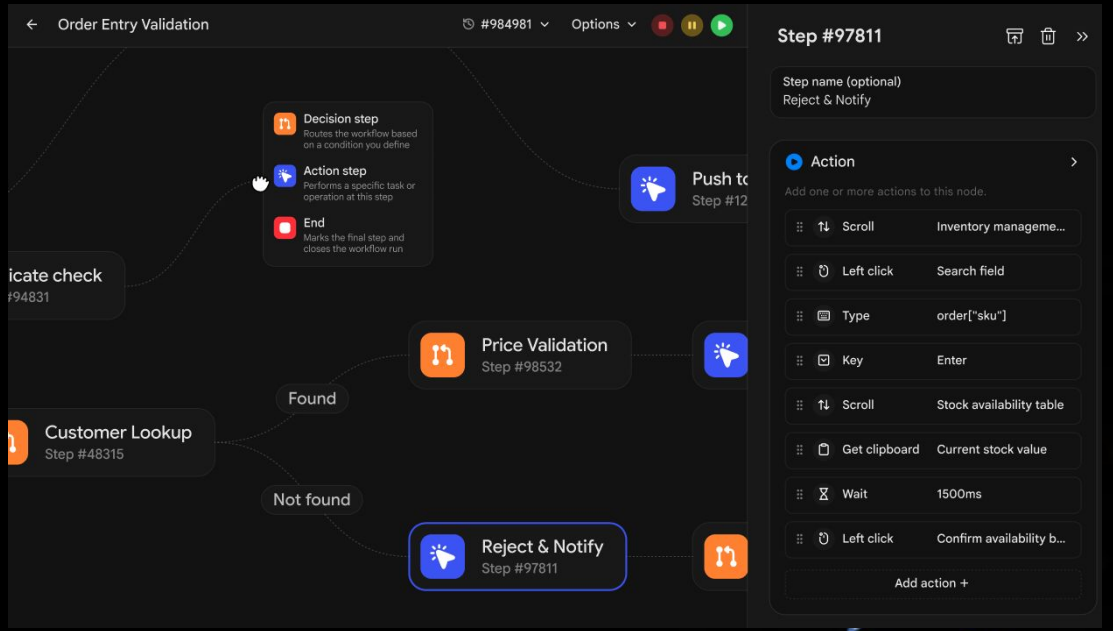
Design AI leveraged workflows that integrate with human systems

Focus Areas

- Ideal state process design
- Check reality & process piloting
- AI role definition
- Exception logic
- Governance and risk controls
- Change Impact analysis

Key Outcome

Approval of AI workflow and operating system



LaunchAI's Transformation Roadmap

Phase 4 - **AI Implementation**

Purpose

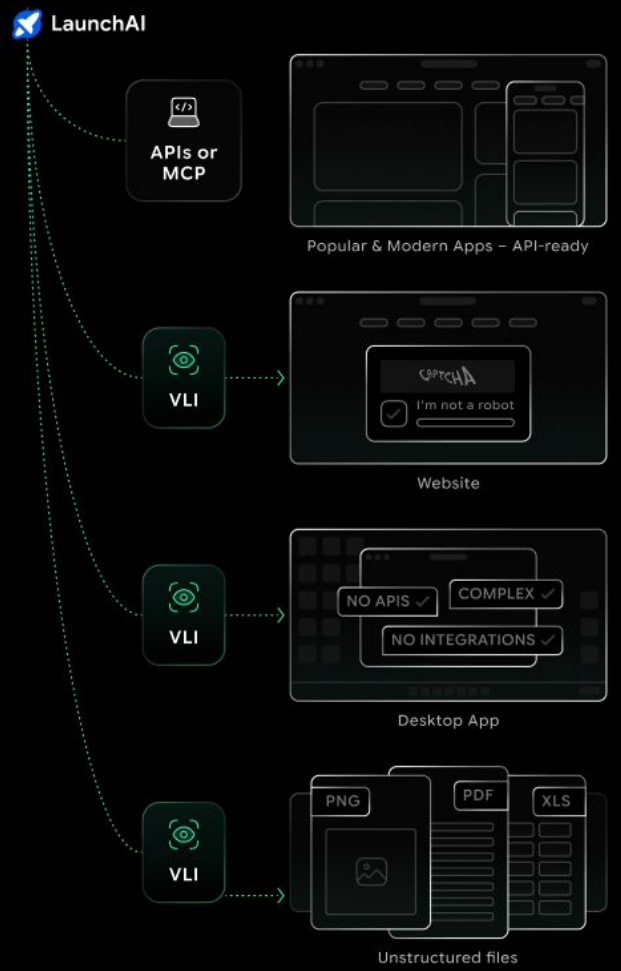
Deploy AI workers and verify work deliverables

Focus Areas

- Pilot deployment
- Testing and validation
- Go live

Key Outcome

Operational AI workflows delivering desired outcomes



LaunchAI's Transformation Roadmap

Phase 5 - **Operational Integration**

Purpose

Ensure AI becomes part of how the organization operates - not a side tool.

Focus Areas

- Stand up KPI reporting structure
- Establish repeatable feedback loops
- Define and align on role clarity between AI and humans
- Escalation pathways & Leadership coaching

Key Outcome

AI embedded into operational rhythm and decision making systems



LaunchAI's Transformation Roadmap

Phase 6 - **Continuous Optimization**

Purpose

Evolve the system continuously as process and business results justify

Focus Areas

- Strategic reinvestment roadmap
- CI training
- AI expansion plan
- AI job performance monitoring

Key Outcome

Self-sustaining improvement engine powered by discipline and data



LaunchAI's Transformation Use Case

Skyline Electric

- **Baseline:** 30 POs × 7 minutes = **3.5 hours of manu**
- **Current, at 70% automated: 2 hours 27 minutes s**
- **Improvement underway:** Specific exception reasons identified an opportunity to increase coverage to **85%**.
- **Projected: About 2 hours 59 minutes saved daily**, or **14.9 hours weekly**—an additional **32 minutes per day**.



LaunchAI's Transformation Use Case

Code-less Builds and the Future for AI Automation

- Evolving technologies are making automation more affordable and available.
- LaunchAI is putting the tools to design, build, and manage an AI workforce into nontechnical users' hands.
- Teams closest to the work can identify opportunities and build the automation they need.
- AI flags nonstandard cases, revealing missing rules, process gaps, and recurring issues.
- Teams use those insights to improve the process, test changes, and expand automation.
- **The cycle: automate, measure, learn, improve, repeat.**

