

# VALUE CREATION – ALTERNATIVE

 Value proposition to VC-A Members



## AI Adoption



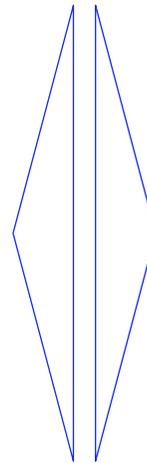


## SITUATION

**Companies who are early adopters of AI will see serious competitive advance versus late adopters**

Adopters versus Non-Adopters<sup>1</sup>:

- ✓ Frontrunners' cash flow may double by 2030
- ✓ Nonadopters' cash flow may decline by 20%



(1) Source: McKinsey Global Institute: Modeling the impact of AI on the world economy, Sept 4, 2018. VC-A research and internal know-how.



## COMPLICATION

# Top 10 challenges to successful AI Adoption

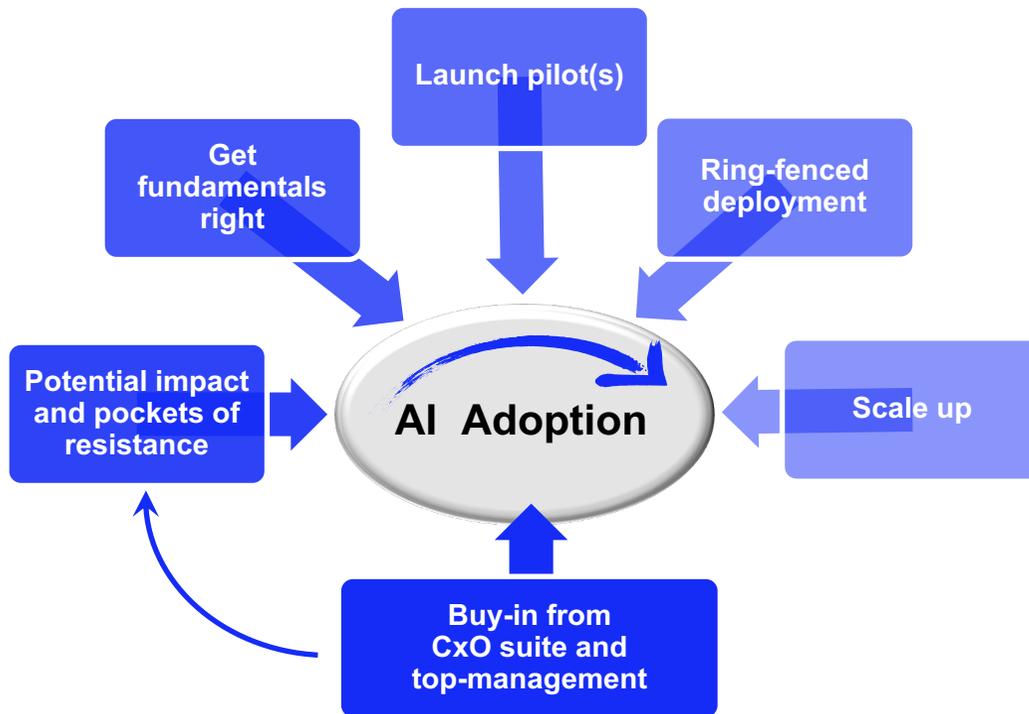
1. Allocating a specific AI budget.
2. Addressing the skills gap.
3. Identifying automation opportunities.
4. Balancing effectively “accuracy” and “explainability”.
5. Sourcing the right data, either internally or externally.
6. Ensuring security and safety.
7. Deciding what stays in-house or outsourced.
8. Selecting the right AI building blocks and platforms.
9. Mitigating employees fears of being displaced.
10. Fostering the right culture (Ambidexterity, Acuity, Agility, Audacity).

(1) Source: the London Business School, the Business of AI; Forbes, 11 Challenges Of Adopting AI In Business, Oct. 2023; VC-A research and internal know-how.



## SOLUTION

**VC-A accompanies its clients throughout the entire life cycle of a successful AI transformational project<sup>1</sup>**



- ❖ Europe, UK, Asia, Middle East, USA, Canada, Australia and Latin America
- ❖ All sectors
- ❖ Market research
- ❖ Corporate advisory
- ❖ Coordination of all parties

(1) Source: the London Business School, the Business of AI; VC-A research and internal know-how.

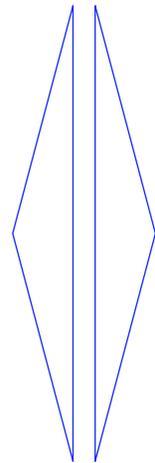


# AI ADOPTION

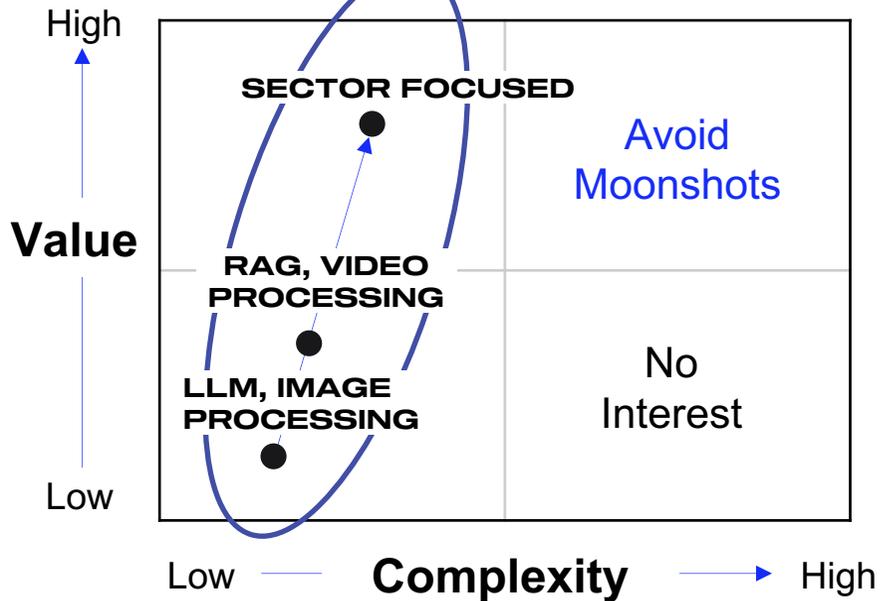
## COLLABORATION

## Probit adoption versus epidemic adoption<sup>1</sup>

Manage the 4-Horsemen of AI-Pocalypse



Ambidexterity, Acuity, Agility, Audacity

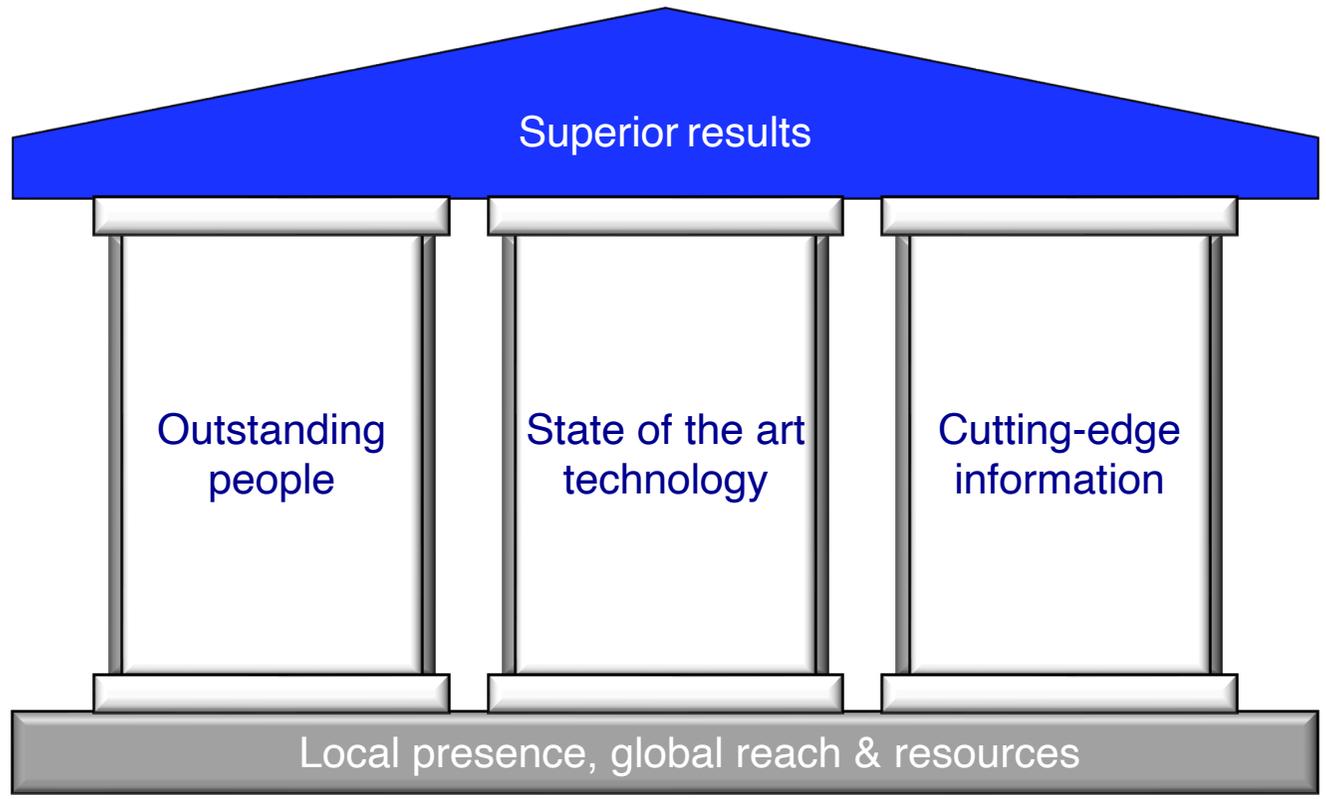


(1) Source: the London Business School, the Business of AI; VC-A research and internal know-how. (2) DALL-E originated picture



COLLABORATION

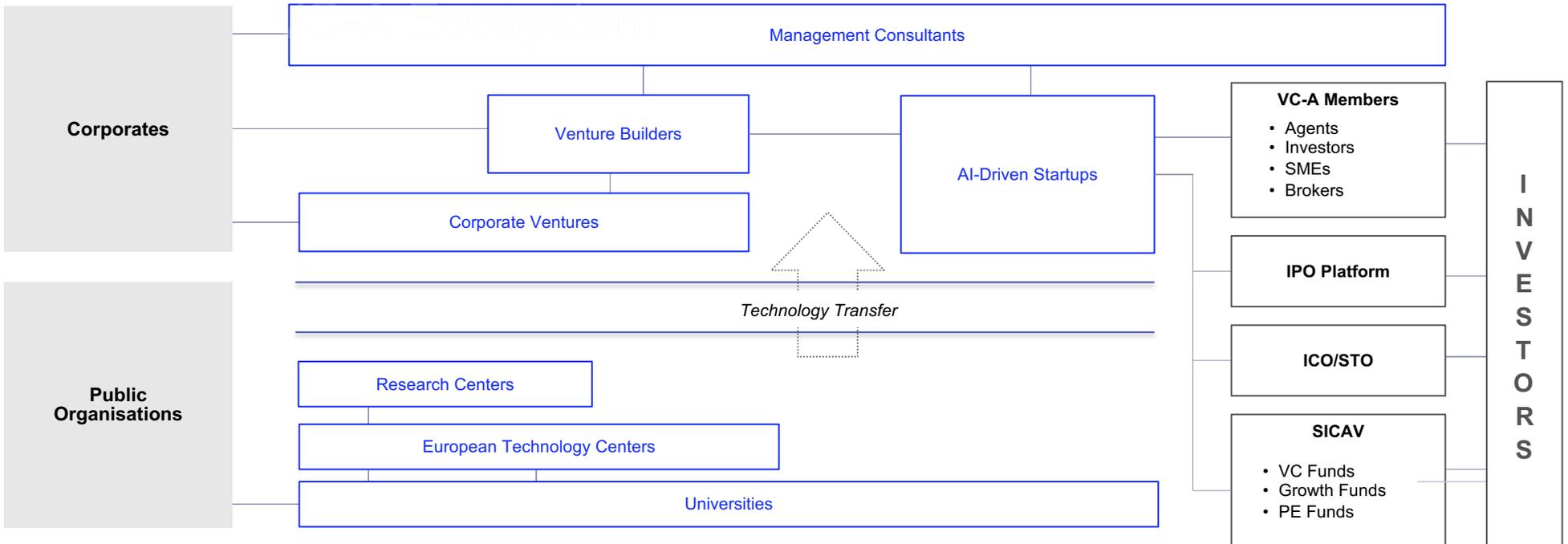
### 3 pillars of value creation





## COLLABORATION

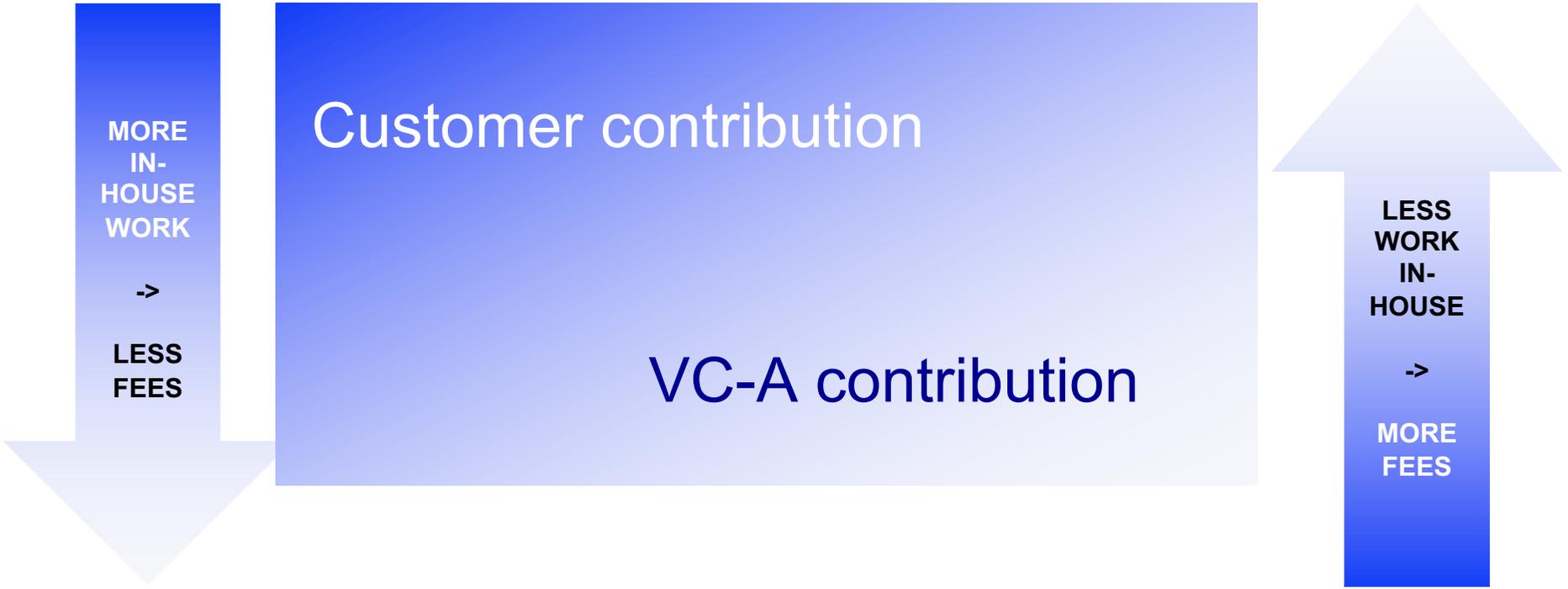
# VC-A's ecosystem to help organisations adopt AI





## COLLABORATION

## VC-A collaborative fee structure





## COLLABORATION

### **10 most common mistakes made by corporates when adopting AI<sup>1</sup>**

1. Failing to secure buy-in from the CxO suite.
2. Delegating decision-making solely to the IT department.
3. Aiming for moonshots instead of real options.
4. Trying to handle everything in-house.
5. Underestimating internal resistance.
6. Seeking consensus instead of making top-down decisions.
7. Underestimating maintenance costs.
8. Ignoring ethical, compliance and reputational risks.
9. Treating AI adoption like any other IT transformation.
10. Trusting certainty-mongers.

(1) Source: the London Business School, the Business of AI; VC-A research and internal know-how.



# AI ADOPTION

## COLLABORATION



## 7 Habits of the Intelligent Enterprise™

Intelligent Enterprises are designed for change, data enabled and AI-powered<sup>1</sup>

(1) Source: VC-A research and internal know-how.



# Examples of Pain Points Solvable with AI

Pain Points	Description of the Complication	Solution
<b>Corporate Amnesia</b>	Corporate amnesia, the challenges corporates face when employees leave, cost billions of dollars and impacts legal and compliance, strategic alignment, reputation, opportunities, and efficiency.	Build and operate a retrieval-augmented generation platform (RAG) and ask your millions of files and database records any question, anytime, anywhere, and in any language using your own words.
<b>Customer Satisfaction</b>	Customers are becoming more demanding due to ubiquitous access to information, real-time services, highly personalized omnichannel experiences, and increased customer empowerment.	Use AI to analyse customer behaviour and preferences to provide personalised product or service recommendations, improve efficiencies and uncover data-driven insights.
<b>Predictive Behaviours</b>	The future is today's competitive battleground. Companies that can accurately predict future customer orders, harvesting requirements, drug reactions, market trends, or weather hazards will dominate their industries.	Leverage AI to process large amounts of data acquired from IoT devices, beacons, sensors, cameras, drones or satellite imagery to build predictive models.



# AI ADOPTION

## Some of our credentials 1/2<sup>1</sup>

Architecture	AI-Based Solution Adopted	Sector
Biomarkers digital twin	Predicting age-related diseases and anti-aging drug discovery	BioTech
Algorithmic trading	AI-driven asset management platform capturing superior alpha	Capital Markets
Intelligent web	Planning of investments in e-Business	eBusiness
Grid-connected hybrid photovoltaic systems	Planning and decision making	Energy
Intelligent systems	Data capture and analysis	Farming
Knowledge management system	Breast cancer treatment	Healthcare
Data & AI platform	AI-driven twin platform for industrial innovation, supply chain smart machines and cobots management	Industry

(1) Illustrative only. VC-A is a network of more than 1200 members spanning across 5 continents.



# AI ADOPTION

## Some of our credentials 2/2<sup>1</sup>

Architecture	AI-Based Solution Adopted	Sector
Intelligent systems	Warehouse management for farmers	Farming, Logistic
Proprietary sensing hardware	Seaweed farming intelligence, delivered through proprietary sensing hardware, IoT platform and AI	Ocean Tech
Information system	Semantic management of supplies in construction	Real Estate and Construction
AI and IoT platform	Ships operations planning for water and energy savings	Shipping
Research	Effectiveness of the healthcare system on gender equality and the reduction of poverty	Social, Public Sector
Telco-data driven	Dynamic analysis tool for large scale project planners, Smart Cities and critical security decisions making	Smart Cities
Advanced ICT-based application	Management of SMEs' rural tourism accomodations	Tourism

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## Next steps

- Visit our website: <https://www.vc-alternative.com>
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- Register for free as a VC-A Member: <https://vc-alternative.com/3110-2/>
- Book a video conference: <https://calendly.com/cschwoertzig/25min>
- Contact us by email at [info@vc-alternative.com](mailto:info@vc-alternative.com)



# AI ADOPTION

- ❖ Value Creation – Alternative is a Corporate and Investment Advisory firm. We help companies to develop their business through acquisition and fundraising. We accompany our clients throughout the entire life cycle of their corporate development programme: strategy definition, target search, due-diligence, negotiation, fundraising, post merger integration and digital transformation.
- ❖ We are a worldwide network of more than 1,200 seasoned professionals, with more than 35,000 contacts
- ❖ We support complex strategic and operational business decisions with deep analysis and robust processes. Our methodology is a combination of desk research, interviews and application of our internal know how.
- ❖ We leverage our ecosystem to help our clients accelerate their AI adoption.

# VALUE CREATION – ALTERNATIVE

Value proposition to VC-A Members



## Adopting AI

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