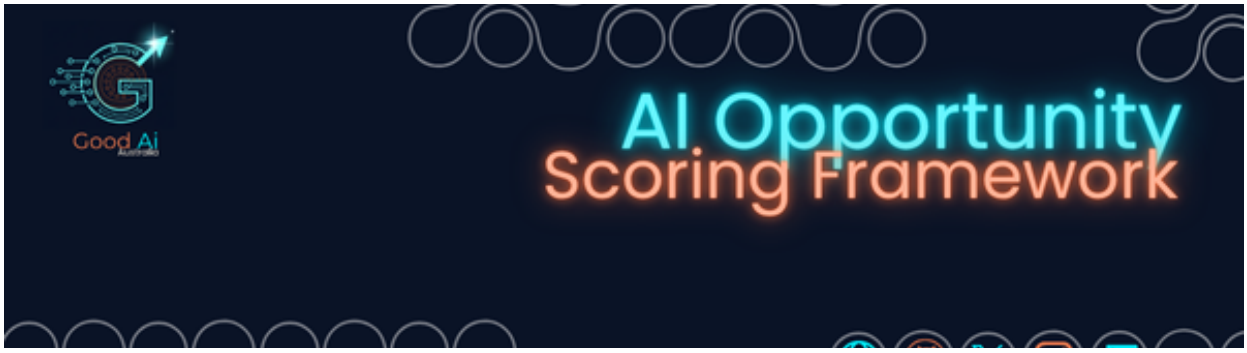

The Ai Opportunity Scoring Framework

The Ai Opportunity Scoring Framework is a powerful, two-part evaluation tool designed to assess both the immediate appeal and long term strategic value of Ai projects. It is structured to prevent decision makers from being swayed by a single aspect, ensuring a balanced and comprehensive analysis

System 1 Score (Quick, Gut Feeling)

This score captures the immediate attractiveness of an AI Idea, much like an intuitive first impression. It measures factors that quickly grab attentio:

- **Opportunity Name & Description:** A clear, compelling name and summary enhance immediate appeal.
- **Problem Statement:** Assesses how effectively the project addresses a recognized and urgent organizational problem, like an AI for faster guest check-in. A high score indicates a solution that feels important and urgent.
- **Quick Win Potential:** Evaluates the project's ability to demonstrate clear improvements within a short timeframe (e.g., under six months), building enthusiasm for AI's capabilities.
- **Intuitive Fit:** Measures how much the idea "just makes sense," such as an AI chatbot for common questions. A high score signifies a common-sense solution.
- **Implementation Friction (Low is good):** Assesses the perceived ease of putting the project into action, considering technical complexity, training needs, and disruption to existing workflows. Projects that are easy to start receive a higher score.

System 2 Score (Smart, Long-Term Planning)

This score involves a deeper, analytical evaluation of an AI idea, moving beyond first impressions to assess its robustness and alignment with long-term organizational goals. It encourages a thorough examination of facts, competitive landscape, and sustainability:

- **Strategic Alignment:** Evaluates how well the project contributes to major organizational goals over 3-5 years, such as customer growth, brand enhancement, market leadership, or long-term profitability. A high score signifies a clear, logical connection to the company's core strategy.
- **Data Complexity & Readiness:** A critical reality check on the data required for the AI to function. It assesses data availability, cleanliness, completeness, and connectivity, mitigating the common risk of AI project failure due to insufficient data quality.
- **Competitive Differentiation:** Examines whether the AI project offers a unique advantage over competitors or merely matches existing solutions. This requires understanding rival activities and identifying opportunities to stand out.
- **Scalability & Future-Proofing:** Looks ahead to assess the solution's ability to grow with the business, be implemented in multiple locations, handle increasing data and users, and adapt to new technologies, preventing investment in short-lived ideas.
- **Long-Term ROI Profile:** A detailed financial analysis predicting the project's long-term monetary returns, including increased customer lifetime value, brand enhancement, market share gains, and sustained profits. This requires careful, calculated financial projections.

Composite Score: Deciding Which Projects Are Most Important

The Composite Score rates and ranks projects based on their overall value by combining the System 1 and System 2 scores.

- **System 1 Score:** Represents immediate benefits and ease of initiation.
- **System 2 Score:** Represents long-term strategic value and impact.

Instead of a simple sum, the composite score uses "weights" based on current organizational priorities:

- **Long-term growth focus:** Projects with a higher System 2 score may be weighted more heavily.
- **Need for quick improvements/wins:** Projects with a higher System 1 score may be given more importance.

This approach helps prevent:

- Over-reliance on easy, short-term projects that lack strategic impact.
- Getting bogged down by complex, long-term projects due to immediate difficulties.

Quadrant Visualization: Mapping Your Projects

The Quadrant Visualization graphically categorizes projects based on their System 1 and System 2 scores:

- **X-Axis (Horizontal):** System 1 score (immediate benefit, ease of implementation). Projects further right have higher System 1 scores.
- **Y-Axis (Vertical):** System 2 score (long-term strategic value, importance). Projects higher up have higher System 2 scores.

This creates four distinct quadrants:

1. **Strategic Gems (Top Right):**
    - **Description:** High in both immediate benefits/ease (System 1) and long-term strategic value (System 2). These are the most desirable projects.
    - **Action:** Prioritize and allocate significant resources, initiating them promptly.
2. **Hidden Champions (Top Left):**
    - **Description:** Low in immediate benefits/ease (System 1) but high in long-term strategic value (System 2). These projects require more effort upfront but offer substantial future returns.
    - **Action:** Develop a clear implementation plan, secure resources, and communicate their long-term importance to stakeholders for buy-in.
3. **Quick Wins / Potential Traps (Bottom Right):**
    - **Description:** High in immediate benefits/ease (System 1) but low in long-term strategic value (System 2). These projects offer quick results but may not significantly contribute to overall strategic goals.
    - **Action:** Undertake judiciously for short-term gains, but avoid consuming resources that could be allocated to more strategic initiatives or getting stuck in a cycle of "quick fixes."
4. **Low Priority (Bottom Left):**
    - **Description:** Low in both immediate benefits/ease (System 1) and long-term strategic value (System 2). These projects offer minimal returns.
    - **Action:** De-prioritize or discontinue these projects; avoid investing resources.

This comprehensive system enables organizations to make informed project selection decisions, ensuring efforts align with strategic objectives and resources are effectively utilized, rather than being driven solely by immediate appeal or perceived ease.