

AI Challenge Evaluations

1. Daniel Kates

Overall: ★★★★★ (5/5)

ID: 4.0 | dkates@starwood.com | 2025-08-24T22:16:03

Rephrased Submission

Automation script for handling securitization emails in Outlook, improving organization and efficiency for Capital Markets team.

Category	Score (1-5)
Specificity	5
Strategic Alignment	5
Value Roi	5
Feasibility	5
Non Technical Usability	5
Novelty Creativity	4
Technical Complexity Vs Value	5
Overall Verdict	5

Reasoning

- Specificity:** Clearly defines automation of email handling and file organization.
- Strategic Alignment:** Directly supports Capital Markets operations, enhancing efficiency and accuracy.
- Value Roi:** Saves 5-10 minutes per analyst daily, improving productivity and decision-making.
- Feasibility:** Can be built with existing tools; uses Python and Outlook integration.
- Non Technical Usability:** Analysts can easily understand and benefit from the automation.
- Novelty Creativity:** Unique application of automation to a specific operational challenge.
- Technical Complexity Vs Value:** Low complexity; high value in terms of time savings and operational reliability.
- Overall Verdict:** Highly valuable; addresses a specific need with measurable impact.

Implementation Roadmap

Implement across departments with similar email handling needs; adapt script logic for various workflows.

2. Daniel Kates

Overall: ★★★★ (5/5)

ID: 13.0 | dkates@starwood.com | 2025-09-26T15:34:25

Rephrased Submission

Python script automates securitization email handling in Outlook, improving organization and efficiency for analysts.

Category	Score (1-5)
Specificity	5
Strategic Alignment	5
Value Roi	5
Feasibility	5
Non Technical Usability	5
Novelty Creativity	4
Technical Complexity Vs Value	4
Overall Verdict	5

Reasoning

- Specificity:** Clearly defines automation of email handling and file organization.
- Strategic Alignment:** Supports operational efficiency in Capital Markets, enhancing accuracy and speed.
- Value Roi:** Saves 5-10 minutes per analyst daily, improving productivity and decision-making.
- Feasibility:** Can be built using existing infrastructure and tools like Python and Outlook.
- Non Technical Usability:** Analysts can easily understand and benefit from the automation.
- Novelty Creativity:** Unique application of automation to a specific, repetitive task.
- Technical Complexity Vs Value:** Moderate technical effort; significant value in time savings and reduced errors.
- Overall Verdict:** This idea is valuable for improving operational efficiency in Capital Markets.

Implementation Roadmap

Deploy script on VP's Outlook account; train analysts on usage; explore adaptation for other teams.

3. Daniel Kates

Overall: ★★★★ (5/5)

ID: 15.0 | dkates@starwood.com | 2025-09-26T20:08:31

Rephrased Submission

Implemented ChatGPT to standardize SFR deal annexes, improving efficiency and accuracy in data extraction and analysis.

Category	Score (1-5)
Specificity	5
Strategic Alignment	5
Value Roi	5
Feasibility	5
Non Technical Usability	5
Novelty Creativity	4
Technical Complexity Vs Value	5
Overall Verdict	5

Reasoning

- Specificity:** Clearly defines AI's role in standardizing data extraction from inconsistent Excel formats.
- Strategic Alignment:** Directly supports asset management by enhancing deal analysis efficiency and accuracy.
- Value Roi:** Delivers significant productivity gains, reducing manual effort by 80-90% and improving decision-making speed.
- Feasibility:** Realistically built using existing data and tools; adaptable across various asset classes.
- Non Technical Usability:** Non-technical users can easily understand and utilize the standardized outputs.
- Novelty Creativity:** Unique solution addressing a common problem; not a generic AI application.
- Technical Complexity Vs Value:** Low technical effort relative to high value; justifies resource investment.
- Overall Verdict:** Highly valuable; significantly enhances operational efficiency and decision-making in asset management.

Implementation Roadmap

Expand to other asset classes, validate outputs, and train teams on the new workflow.

4. Michael Warrenger

Overall: ★★★★ (5/5)

ID: 5.0 | mwarrenger@starwood.com | 2025-08-27T19:26:41

Rephrased Submission

Custom GPT for generating deal summary bullets for Debt Origination Team, improving speed and consistency.

Category	Score (1-5)
Specificity	5
Strategic Alignment	5
Value Roi	5
Feasibility	4
Non Technical Usability	5
Novelty Creativity	4
Technical Complexity Vs Value	4
Overall Verdict	5

Reasoning

- Specificity:** Clearly defines AI's role in summarizing debt RFPs into bullet points.
- Strategic Alignment:** Directly supports debt origination and capital markets functions.
- Value Roi:** Reduces preparation time from 45-60 mins to 5 mins, enhancing efficiency.
- Feasibility:** Can be built using existing tools; requires tailored training data.
- Non Technical Usability:** Designed for easy use by analysts and portfolio managers.
- Novelty Creativity:** Unique application of GPT for specific asset management needs.
- Technical Complexity Vs Value:** Moderate complexity; significant value justifies resources.
- Overall Verdict:** This idea is valuable for improving efficiency in debt origination processes.

Implementation Roadmap

Roll out to Debt Origination, refine for other departments, and train staff on usage.

5. Rhonda Chan

Overall: ★★★★ (5/5)

ID: 16.0 | Rchan@starwood.com | 2025-09-29T21:25:36

Rephrased Submission

Custom GPT for drafting standardized cover emails from deal memos, improving clarity and reducing preparation time.

Category	Score (1-5)
Specificity	5
Strategic Alignment	5
Value Roi	5
Feasibility	4
Non Technical Usability	5
Novelty Creativity	4
Technical Complexity Vs Value	4
Overall Verdict	5

Reasoning

- Specificity:** Clearly defines AI's role in drafting emails from deal memos.
- Strategic Alignment:** Supports capital markets functions by enhancing communication with repo counterparties.
- Value Roi:** Reduces drafting time significantly, improving efficiency and consistency.
- Feasibility:** Can be built using existing data and tools; feasible implementation.
- Non Technical Usability:** Designed for easy use by analysts and portfolio managers.
- Novelty Creativity:** Unique application of GPT; not a generic AI tool.
- Technical Complexity Vs Value:** Moderate complexity; high value in time savings and consistency.
- Overall Verdict:** Highly valuable; addresses a specific need with measurable impact.

Implementation Roadmap

Integrate GPT into existing email systems; train on additional examples for broader applications.

6. Alexandra Roberts

Overall: ★★★★■ (4/5)

ID: 11.0 | aroberts@starwood.com | 2025-09-26T15:00:05

Rephrased Submission

ChatGPT prompt to streamline NDA processing, improving efficiency and productivity.

Category	Score (1-5)
Specificity	4
Strategic Alignment	4
Value Roi	4
Feasibility	5
Non Technical Usability	5
Novelty Creativity	3
Technical Complexity Vs Value	4
Overall Verdict	4

Reasoning

- Specificity:** Narrow focus on NDA processing; AI assists in redlining.
- Strategic Alignment:** Supports client service by improving document turnaround times.
- Value Roi:** Saves time per NDA, enhancing productivity; potential for cost savings.
- Feasibility:** Can be implemented with current tools; low technical barriers.
- Non Technical Usability:** Analysts can easily use the prompt without technical skills.
- Novelty Creativity:** Idea is somewhat generic; similar AI applications exist.
- Technical Complexity Vs Value:** Low complexity; high value in time savings justifies effort.
- Overall Verdict:** This idea is relevant and valuable for improving efficiency in document processing.

Implementation Roadmap

Develop and test the prompt with legal team; gather feedback; refine for broader use.

7. Brian Nordlinger

Overall: ★★★★■ (4/5)

ID: 1.0 | bnordlinger@starwood.com | 2025-08-12T15:33:38

Rephrased Submission

Custom GPT for Anaplan documentation to assist with formula troubleshooting and generation.

Category	Score (1-5)
Specificity	5
Strategic Alignment	4
Value Roi	4
Feasibility	5
Non Technical Usability	5
Novelty Creativity	4
Technical Complexity Vs Value	4
Overall Verdict	4

Reasoning

- Specificity:** Clearly defines AI's role in troubleshooting and formula generation.
- Strategic Alignment:** Supports asset management functions by enhancing Anaplan usability.
- Value Roi:** Delivers time savings and improved decision-making for users.
- Feasibility:** Can be built with existing tools and data infrastructure.
- Non Technical Usability:** Designed for non-technical users, enhancing accessibility.
- Novelty Creativity:** Unique application of AI tailored for Anaplan, not generic.
- Technical Complexity Vs Value:** Moderate complexity; value justifies the effort required.
- Overall Verdict:** Valuable tool for enhancing Anaplan efficiency in asset management.

Implementation Roadmap

Integrate with existing Anaplan systems, train users, and monitor effectiveness.

8. Cameron Pearson

Overall: ★★★★■ (4/5)

ID: 9.0 | cpearson@starwood.com | 2025-09-25T10:12:54

Rephrased Submission

Automated Excel rollups using ChatGPT-generated VBA codes, significantly reducing manual effort and improving productivity.

Category	Score (1-5)
Specificity	4
Strategic Alignment	4
Value Roi	4
Feasibility	5
Non Technical Usability	4
Novelty Creativity	3
Technical Complexity Vs Value	4
Overall Verdict	4

Reasoning

- Specificity:** Idea focuses on automating Excel processes using specific VBA codes generated by ChatGPT.
- Strategic Alignment:** Supports asset management functions by streamlining data rollups for property analysis.
- Value Roi:** Delivers measurable time savings and productivity improvements; applicable across departments.
- Feasibility:** Can be built using existing Excel and VBA infrastructure; requires minimal technical resources.
- Non Technical Usability:** Non-technical users can easily implement and modify VBA codes with ChatGPT guidance.
- Novelty Creativity:** Utilizes AI in a practical way, but VBA automation is not entirely new or unique.
- Technical Complexity Vs Value:** Low technical complexity; high value in time savings justifies the effort.
- Overall Verdict:** This idea is valuable for improving efficiency in data management tasks.

9. Christopher Rockensies

Overall: ★★★★■ (4/5)

ID: 14.0 | crockensies@starwood.com | 2025-09-26T16:15:29

Rephrased Submission

Developed an Excel tool using queries and macros for efficient YTD ledger reporting, reducing manual effort significantly.

Category	Score (1-5)
Specificity	4
Strategic Alignment	5
Value Roi	5
Feasibility	5
Non Technical Usability	4
Novelty Creativity	2
Technical Complexity Vs Value	4
Overall Verdict	4

Reasoning

- Specificity:** Clearly defines use of queries and macros for ledger summarization.
- Strategic Alignment:** Supports financial reporting and forecasting functions directly.
- Value Roi:** Saves 1-2 days of work monthly, improving reporting efficiency.
- Feasibility:** Utilizes existing Excel tools, feasible with current infrastructure.
- Non Technical Usability:** Non-technical users can easily refresh and use the tool.
- Novelty Creativity:** Application of existing tools; lacks unique innovation.
- Technical Complexity Vs Value:** Moderate complexity; value gained justifies effort.
- Overall Verdict:** This idea enhances reporting efficiency but lacks uniqueness.

Implementation Roadmap

Roll out to other teams with minor adjustments for specific needs.

10. Natasha Barker

Overall: ★★★★■ (4/5)

ID: 2.0 | sbarker@starwood.com | 2025-08-18T10:15:32

Rephrased Submission

Implement AI for EA assignments in intranet directory and a searchable database for deal fund splits.

Category	Score (1-5)
Specificity	5
Strategic Alignment	4
Value Roi	4
Feasibility	5
Non Technical Usability	5
Novelty Creativity	4
Technical Complexity Vs Value	4
Overall Verdict	4

Reasoning

- **Specificity:** Clearly defines AI's role in improving EA contact visibility and expense allocation.
- **Strategic Alignment:** Supports operational efficiency in asset management functions, particularly for EAs and expense reporting.
- **Value Roi:** Potential for significant time savings and improved accuracy in expense processing.
- **Feasibility:** Can be built with existing intranet tools; requires minimal technical infrastructure.
- **Non Technical Usability:** Designed for easy use by non-technical staff, especially EAs.
- **Novelty Creativity:** Addresses specific operational inefficiencies; not a generic AI application.
- **Technical Complexity Vs Value:** Low complexity with high potential value; justifies resource investment.
- **Overall Verdict:** This idea is relevant and could significantly enhance operational efficiency for EAs.

Implementation Roadmap

Develop intranet features for EA contact info and searchable deal database; pilot with EAs, gather feedback, and iterate.

11. Peter Hamernick

Overall: ★★★★■ (4/5)

ID: 10.0 | phamernick@starwood.com | 2025-09-25T14:29:41

Rephrased Submission

Custom Yardi export report using AI for SQL script generation to streamline accounting processes.

Category	Score (1-5)
Specificity	4
Strategic Alignment	4
Value Roi	5
Feasibility	4
Non Technical Usability	4
Novelty Creativity	3
Technical Complexity Vs Value	4
Overall Verdict	4

Reasoning

- Specificity:** Focuses on generating SQL scripts for reporting; clear AI application defined.
- Strategic Alignment:** Supports accounting functions; enhances month-end close processes.
- Value Roi:** Potential for significant time and cost savings; applicable across departments.
- Feasibility:** Can be built with existing SQL tools and infrastructure.
- Non Technical Usability:** Analysts can easily use prompts to generate reports without deep technical skills.
- Novelty Creativity:** Utilizes AI in a specific reporting context; not entirely unique but practical.
- Technical Complexity Vs Value:** Moderate technical effort; value gained justifies the resources needed.
- Overall Verdict:** This idea is relevant and could improve efficiency in accounting processes.

Implementation Roadmap

Develop a prototype report using AI prompts; test with accounting team; gather feedback for improvements.

12. William Kanders

Overall: ★★★★■ (4/5)

ID: 3.0 | wkanders@starwood.com | 2025-08-22T13:45:35

Rephrased Submission

Automated email project tracker using Power Automate and Chat GPT for team project updates.

Category	Score (1-5)
Specificity	4
Strategic Alignment	4
Value Roi	4
Feasibility	5
Non Technical Usability	5
Novelty Creativity	2
Technical Complexity Vs Value	4
Overall Verdict	4

Reasoning

- Specificity:** Idea is focused on automating project updates via email. AI assists in coding HTML for formatting.
- Strategic Alignment:** Supports project management functions, enhancing visibility and accountability across teams.
- Value Roi:** Saves 1-2 hours weekly in planning and meetings. Potential for broader application across departments.
- Feasibility:** Can be built with existing Microsoft tools and data infrastructure. Low technical barriers.
- Non Technical Usability:** Non-technical users can easily understand and utilize the automated email updates.
- Novelty Creativity:** Concept is somewhat generic; similar tools exist but lacks significant differentiation.
- Technical Complexity Vs Value:** Low technical complexity with reasonable value; implementation is justified by time savings.
- Overall Verdict:** This idea is valuable for improving project visibility and efficiency but lacks uniqueness.

Implementation Roadmap

Expand usage to other departments, refine HTML features, and gather user feedback for continuous improvement.

13. Kieran Hagan

Overall: ★★★■■ (3/5)

ID: 7.0 | khagan@starwood.com | 2025-09-12T09:07:47

Rephrased Submission

Developed DDQ GPT to enhance onboarding and understanding of SREIT for Investor Relations role.

Category	Score (1-5)
Specificity	4
Strategic Alignment	4
Value Roi	4
Feasibility	5
Non Technical Usability	5
Novelty Creativity	3
Technical Complexity Vs Value	4
Overall Verdict	3

Reasoning

- Specificity:** Idea focuses on using GPT for onboarding and knowledge enhancement.
- Strategic Alignment:** Supports Investor Relations and Due Diligence functions directly.
- Value Roi:** Delivers time savings and improved understanding, enhancing productivity.
- Feasibility:** Can be built with existing tools and data infrastructure.
- Non Technical Usability:** Non-technical users can easily utilize the GPT for learning.
- Novelty Creativity:** Application of GPT is somewhat common; lacks unique differentiation.
- Technical Complexity Vs Value:** Implementation is low complexity; value gained is moderate.
- Overall Verdict:** This idea is relevant but lacks significant innovation for broader impact.

Implementation Roadmap

Integrate DDQ GPT into onboarding processes; train staff on usage; evaluate effectiveness quarterly.

14. Sarah Connolly

Overall: ★★■■■ (2/5)

ID: 8.0 | sconnolly@starwood.com | 2025-09-24T22:09:14

Rephrased Submission

Talent Match Studio evaluates candidates based on job descriptions and feedback, generating scorecards for hiring managers.

Category	Score (1-5)
Specificity	4
Strategic Alignment	2
Value Roi	3
Feasibility	4
Non Technical Usability	5
Novelty Creativity	2
Technical Complexity Vs Value	3
Overall Verdict	2

Reasoning

- Specificity:** Idea is focused on candidate evaluation using AI-driven scorecards.
- Strategic Alignment:** Supports HR functions but lacks direct asset management relevance.
- Value Roi:** Improves hiring efficiency but unclear cost savings or ROI for asset management.
- Feasibility:** Can be built with current tools but may require HR-specific data integration.
- Non Technical Usability:** Recruiters can use it easily, but asset managers may find it irrelevant.
- Novelty Creativity:** Concept is not unique; similar tools exist in HR tech.
- Technical Complexity Vs Value:** Moderate effort needed; value for asset management is questionable.
- Overall Verdict:** This idea is relevant to HR but offers limited value to Starwood's core asset management strategy.

15. Marvin Saint-Fleur

Overall: ★■■■■ (1/5)

ID: 6.0 | msaintfleur@starwood.com | 2025-09-10T10:04:49

Rephrased Submission

A super cool app that saves associates time for other functions.

Category	Score (1-5)
Specificity	1
Strategic Alignment	1
Value Roi	2
Feasibility	1
Non Technical Usability	2
Novelty Creativity	1
Technical Complexity Vs Value	1
Overall Verdict	1

Reasoning

- **Specificity:** Vague description; lacks clear AI functionality details.
- **Strategic Alignment:** Does not specify how it supports asset management functions.
- **Value Roi:** Unclear measurable business value; only mentions time savings.
- **Feasibility:** No details on data or infrastructure requirements.
- **Non Technical Usability:** Ambiguous usability; unclear for non-technical users.
- **Novelty Creativity:** Generic idea; lacks unique features or differentiation.
- **Technical Complexity Vs Value:** Uncertain technical effort; unclear if value justifies resources.
- **Overall Verdict:** This idea lacks clarity and relevance to Starwood's strategy.