

# 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 | sconolly@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.