

TransformX

Microsoft March 2025

hackathon

AI CHANGE MANAGEMENT PLATFORM

CHRISTINE INE, KAI OUYANG, SAMBHAV MATTOO,
SARVESH GADE AND VIJAY SITHAMBARAM



The Challenge of Change Management Initiatives Today

“ Before worrying about how to change, executive teams need to figure out **what** to change—in particular, what to change first
- HBR, 2017 ”

“ Successful change isn't a linear path – it's a cycle. Understand and work with this cycle rather than against it.
- Andrea Feinberg, 2025 ”

The Problem:

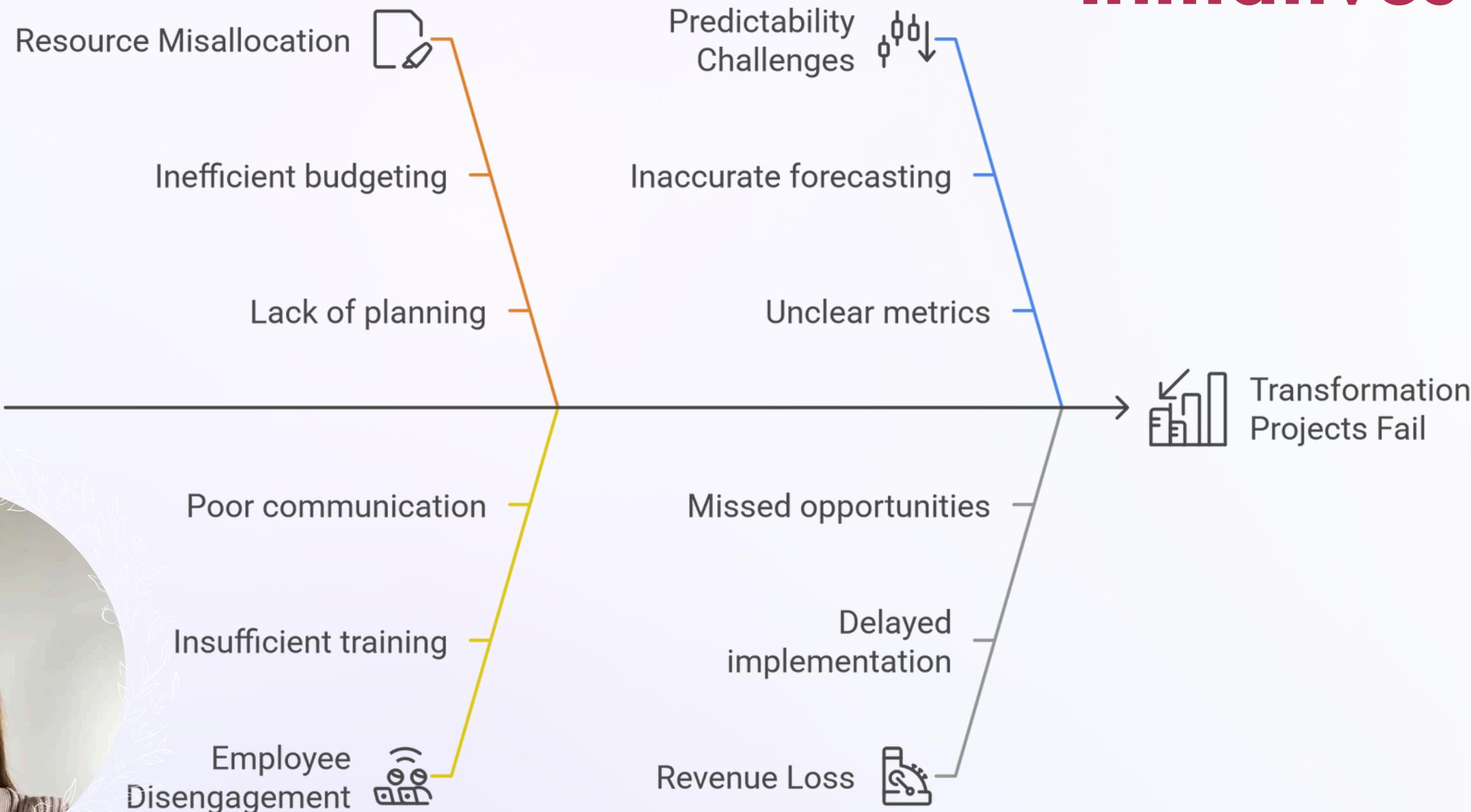
- Businesses struggle with implementing successful change management initiatives.
- Transformation initiatives are complex, risky, and costly.
- Most change initiatives fail or end up delayed (research says between 66% - 70%)

The Impact:

- Millions of Dollars lost annually,
- Lost productivity and reduced employee morale
- Missed growth opportunities, all due to poor change adoption.



Why 70% of Change Initiatives Fail?



The Solution: TransformX



An Intelligent, Precise & Customizable ROI calculator

- **Cost prediction and breakdown:** TransformX predicts hidden costs by using McKinsey's proprietary risk frameworks to model financial, operational and cultural impacts
- **ROI Reality Check:** Uses AI to calculate the true cost of change management initiatives and strategies; not just upfront savings but also lost revenue - like Boeing skipping training
- **Conversational Insights:** Executives could ask, "what's the worst case scenario if we proceed without training?". The AI responds with data like - "95% risk of technical failure"
 - **Change Readiness Analysis:** Assesses and quantifies organizational change readiness and its impact on transformative initiatives



Take the guess work out of the equation || Get precise solutions!

Our Approach

- **Scalable AI Platform for Change Management**

- Sustainable, replicable framework adaptable to any industry or data source.

- **Dynamic ROI Engine**

- Formulas auto-adjust based on variables like employee count, enabling real-time strategy refinement.

- **Flexible Data Integration**

- Supports custom inputs (e.g., case studies, financials) to tailor insights to organizational needs.

- **Fine-Tuned Change Management Agent**

- Trained on proprietary case studies to deliver actionable, context-aware recommendations.

- **Executive-Ready Intelligence**

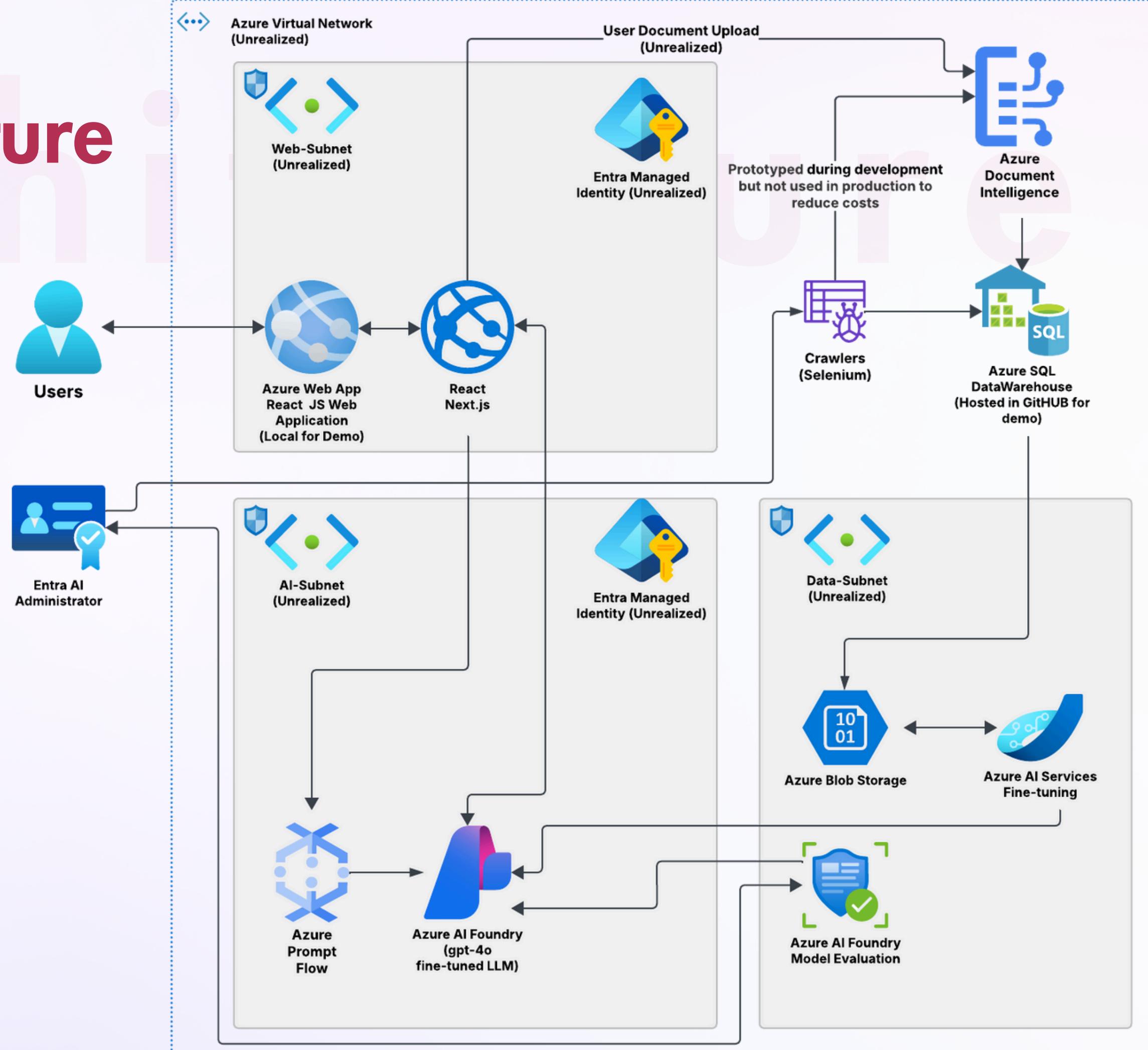
- Queryable dashboards translate complex data into strategic priorities for decision-makers.

- **Ethical AI Foundation**

- Proof of Concept integrates Azure Model Evaluation tools, addressing potential biases initiatives.

Architecture

How it works



Challenges And Learnings



- Proprietary Data Barriers
- Measuring Human Impact
- Data Democratization
- Resource Intensity
- Precision Tuning
- Cross-Functional Dependency

Our Team

The team is made up of 4 Engineers and 1 Product Manager with diverse skills in Machine Learning, Computer Science, UX Design, Natural Language Processing, Cloud Engineering, Marketing and Communications.



Sambhav Mattoo

Engineer

Georgia Tech Masters Graduate
Computer Science - Machine
Learning



**Vijay
Sithambaran**

Engineer

Cloud Certified Data Scientist with
experience in Machine Learning,
Natural Language Processing, data
engineering and automation

Christine Ine

Product Manager

Product Management, UX
Design, and Digital
Marketing



Founder

Kai Ouyang

Engineer

Georgia Tech Masters Graduate
Computer Science - Machine
Learning



Sarvesh Gade

Engineer

Computer Science
undergrad at Georgia Tech

