67%

of AI implementations fail

33% succeed

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The 3 Mistakes

Feature Add	→	No Moat	→	Commoditized
Ignore Economics	→	$5 CAC/20 LTV	→	Death
Deterismistic	→	Prod Fails	→	60%

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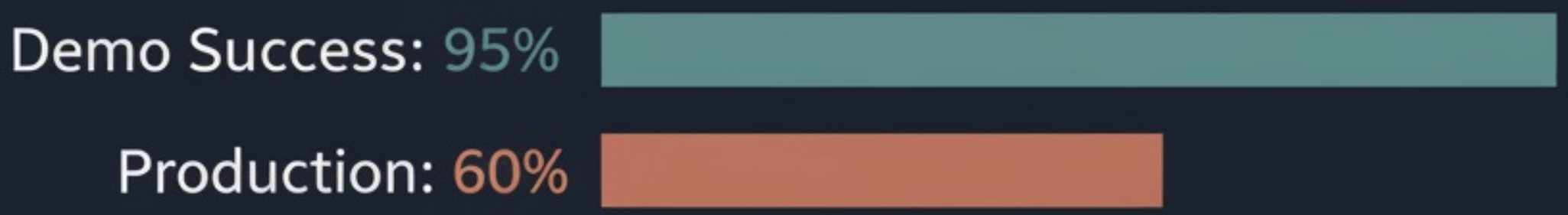
€20M

average loss per failed AI program

Source: BCG



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The Winner's Framework

	AI as Feature	AI as Core
Model Economics		**WINNERS**
Ignore Economics		

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What's your AI product strategy?

Share your approach ⇩

Sid Dani