

BCN PEG Gen AI Offering

Outside-in GenAI diagnostic

Scope/ key question of interest

How GenAI could disrupt competitive position, customer engagement, product roadmap

Assess AI productivity potential – time and cost savings from AI enablement

Key activities

Use case validation to test real-world applicability of GenAI across core workflows

Functionality break-down and AI impact on each process step of customer journey

Competitive dynamics from incumbents and AI native platforms/ agentic AI solutions

Light-touch tech replicability via Lovable

Primary/ expert calls (customers and competitors), as required

AI-enabled approach

- **AI-powered research and data synthesis:** Use AI tools to extract and summarize insights from large, complex datasets



- **DeepResearch to accelerate ramp-up:** Rapidly get smart on industry, tech trends, and AI disruptors.



- **AI Tech Replicability:** Quick build AI rival app to test ease of tech replicability



BCN PEG x GenAI CoE value add



Add-on module to assess GenAI impact: BCN AI team can swiftly develop a perspective on AI opportunities and risks



Tap into BCN AI experience curve: Leverage BCN team's expertise and efficiency curve



Tailored solutions and tools: AI tools/ approach customized and adapted to case context



Access to proprietary GenAI assets: Frameworks, research templates, and tools from recent DDs

Key Partner sponsors








Gene Rapoport
Americas



Rajat Dua
EMEA

BCN PEG Gen AI Offering

|  AI impact and applicability |  Target AI capability assessment |  Competitive scan & benchmarking |  AI Tech Replicability |  Future strategy and roadmap |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>End-to-end AI impact assessment: Evaluate how GenAI is reshaping the overall industry and each step of the customer journey and value chain</p> <p>Future scope of AI integration: Identify forward-looking use cases of AI, and integration pathways to inform long-term strategy and readiness</p> <p>Adoption levers and barriers: Assess key drivers, adoption hurdles, switching costs, and associated risks - alongside key emerging opportunities</p> | <p>Evaluate existing AI capabilities and offerings: Assessing depth and breadth of the target's current AI solutions across products, services, and internal workflows</p> <p>Benchmark target against peers and best-in-class: Compare the target's AI maturity, innovation velocity, and talent base with industry benchmarks to surface strengths and gaps</p> <p>Tech and infrastructure readiness: Review AI architecture, tooling stack, data pipelines, and scalability to gauge robustness and future-fit potential</p> | <p>Map the competitive landscape: Build a clear view of how incumbents and disruptors—especially AI-native and agentic platforms</p> <p>Benchmark AI capabilities: Compare the target's AI performance, innovation cadence, and customer traction against key competitors to gauge relative advantage</p> <p>Track evolving dynamics: Monitor how fast the sector AI ecosystem is shifting—new entrants, model upgrades, and shifting customer expectations — to inform go-forward strategy</p> | <p>Prototype rival AI apps to test replicability: Develop lightweight, AI-powered prototypes to assess how easily the target's core technology can be replicated</p> <p>Validate disruption hypotheses: Pressure-test the defensibility of the target's solution by simulating similar capabilities with off-the-shelf or open-source models</p> <p>Gauge use case traction: Use prototypes to explore real-world applicability, refine business cases, and spark meaningful client engagement</p> | <p>Craft forward-looking strategy grounded in AI readiness: Develop a future-facing roadmap aligned with the target's current capabilities, market dynamics, and AI maturity</p> <p>Align to market evolution: Anticipate shifts in customer needs, technology trends, and competitive behavior to position the business for sustained differentiation</p> <p>Define AI enablement path: Outline clear, staged steps toward scalable AI integration—from quick wins to long-term transformation levers</p> |