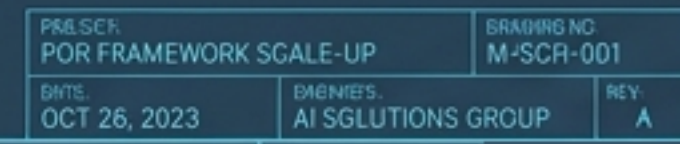


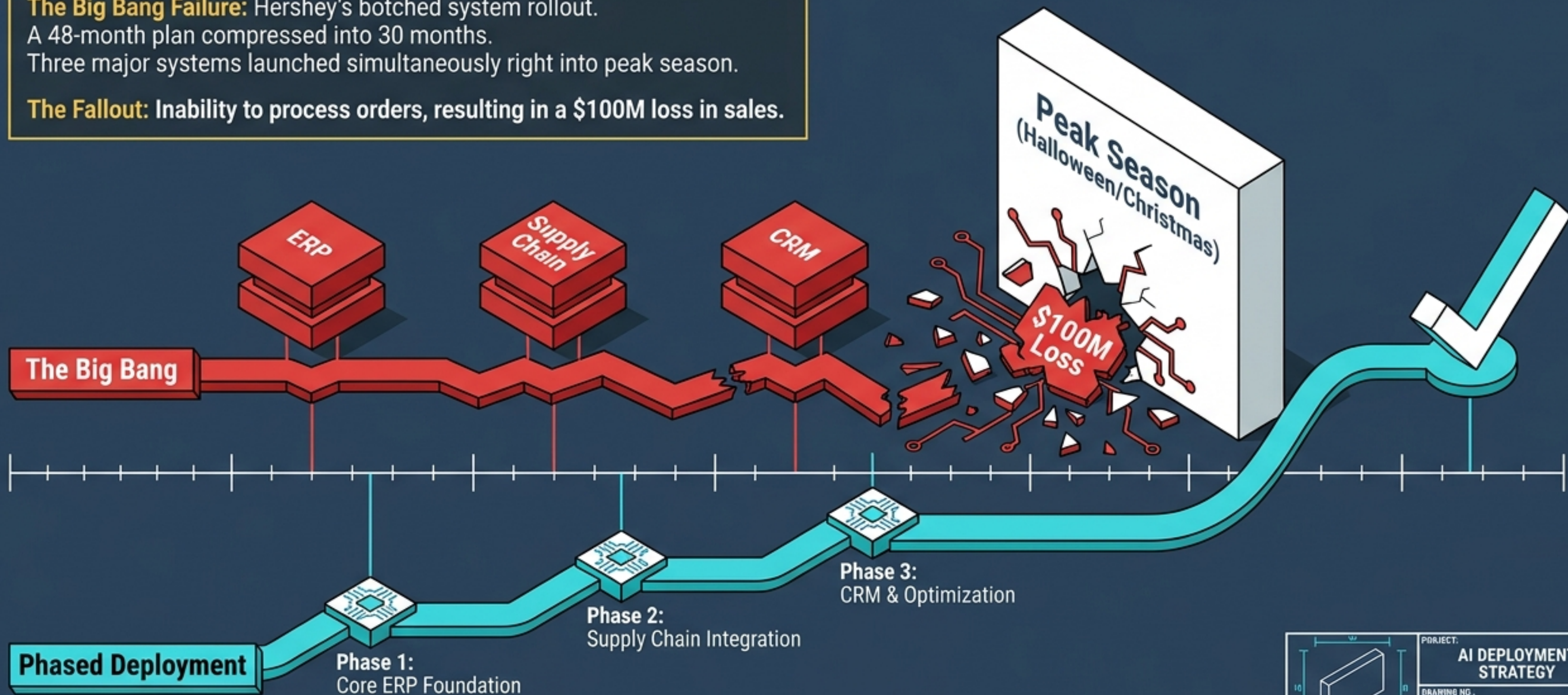
Moving from risky experiments to robust, enterprise-grade AI solutions.

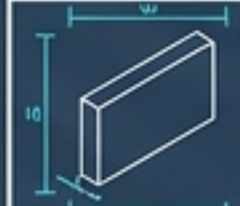


The Greatest Risk in AI is the Urge to Rush

The Big Bang Failure: Hershey's botched system rollout.
A 48-month plan compressed into 30 months.
Three major systems launched simultaneously right into peak season.

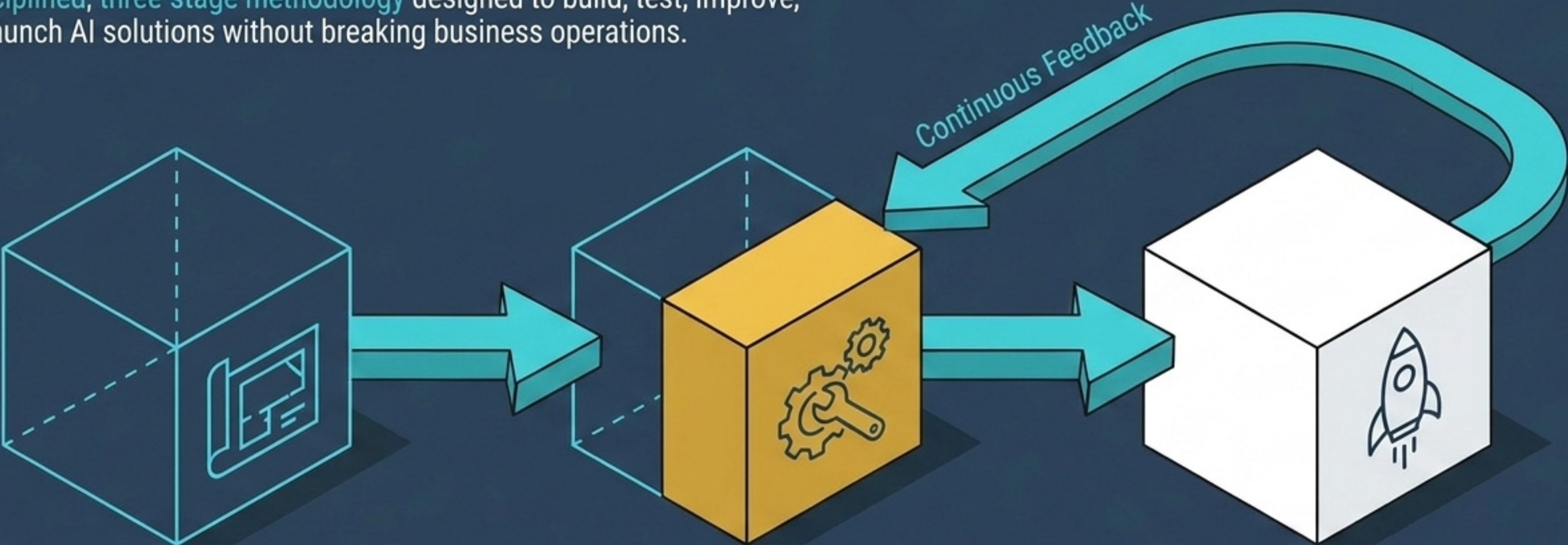
The Fallout: Inability to process orders, resulting in a \$100M loss in sales.



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The Antidote: The Pilot-Optimize-Rollout (POR) Framework

A disciplined, three-stage methodology designed to build, test, improve, and launch AI solutions without breaking business operations.



PILOT

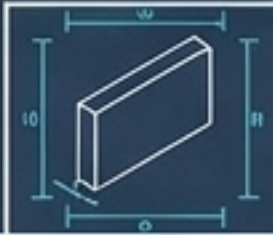
Focus: Does it work?
Build MVP, controlled testing

OPTIMIZE

Focus: Do users love it?
Refine UX, integrate data

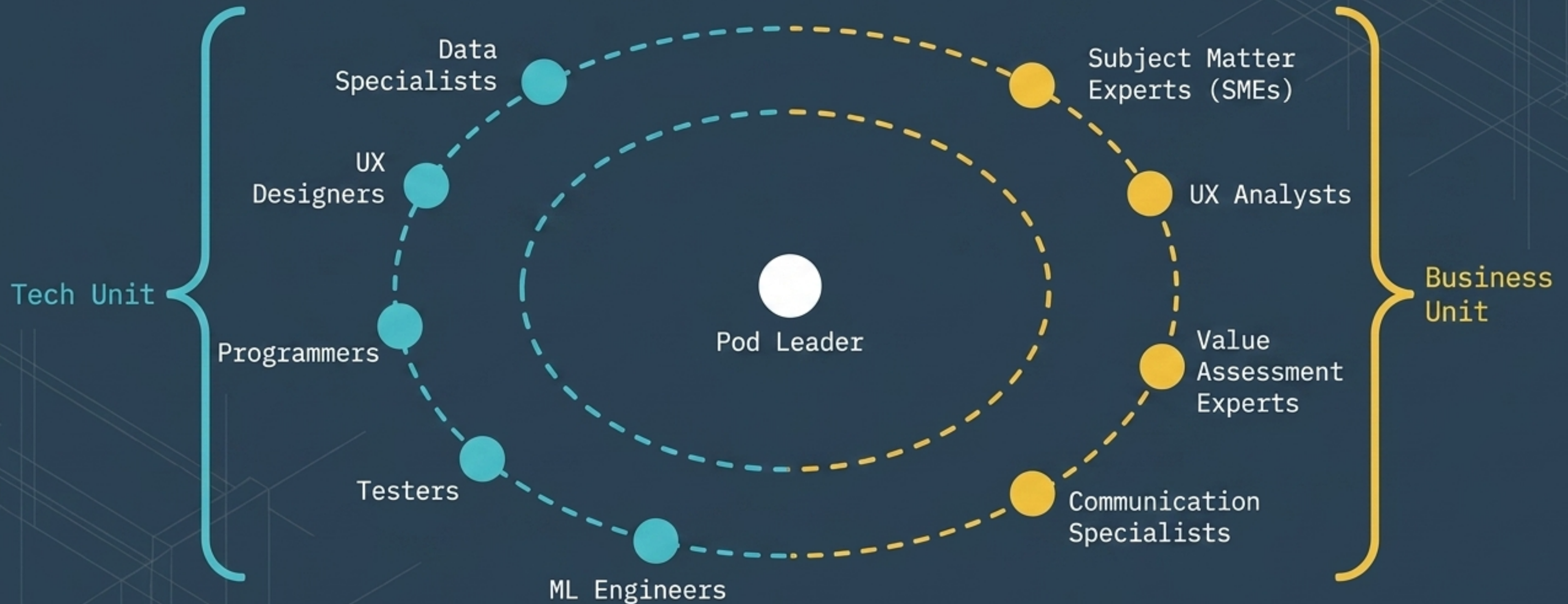
ROLLOUT

Focus: Scaling safely
Gradual release, live monitoring

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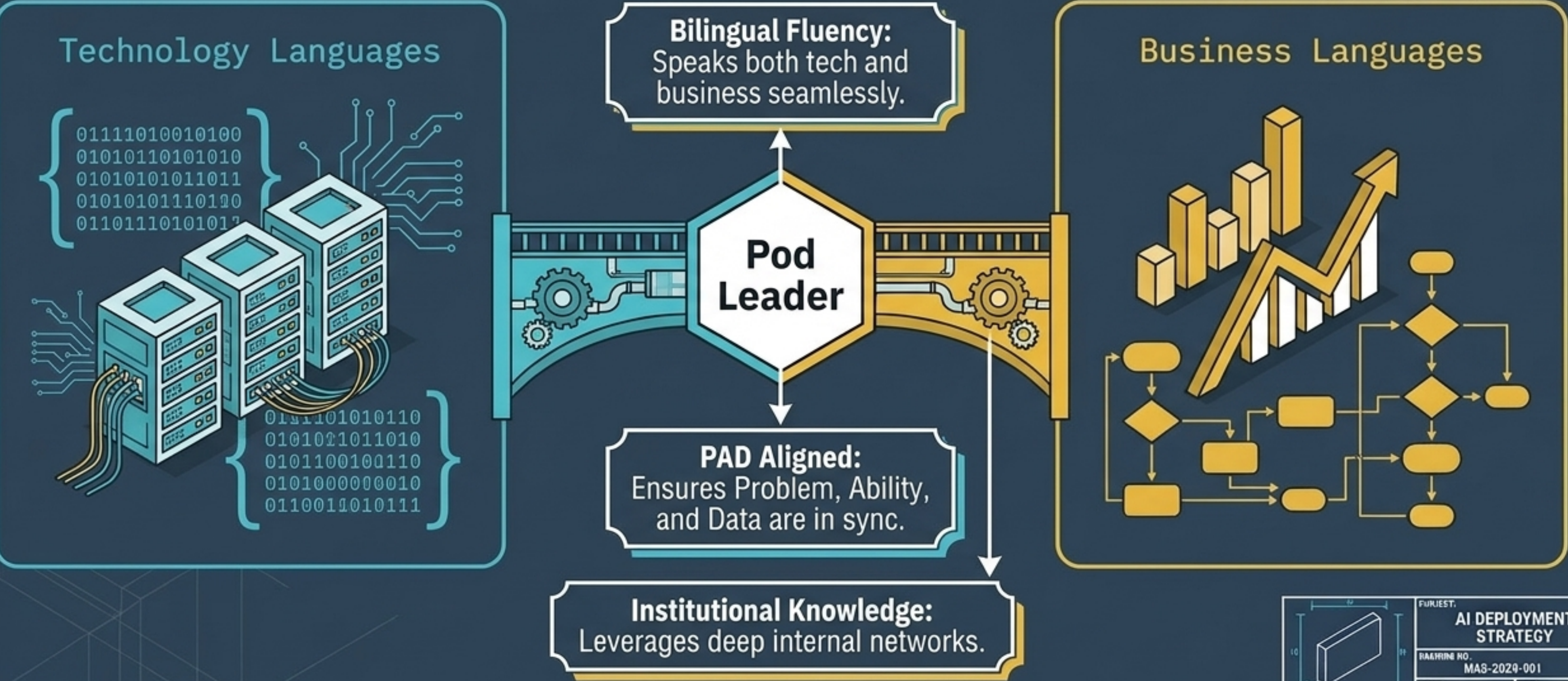
The Engine: The Innovation Pod

POR cannot be executed in a silo. It requires an autonomous, cohesive team of ~12 members handling end-to-end design, development, and testing.



The Pod Leader: The Mini-CEO

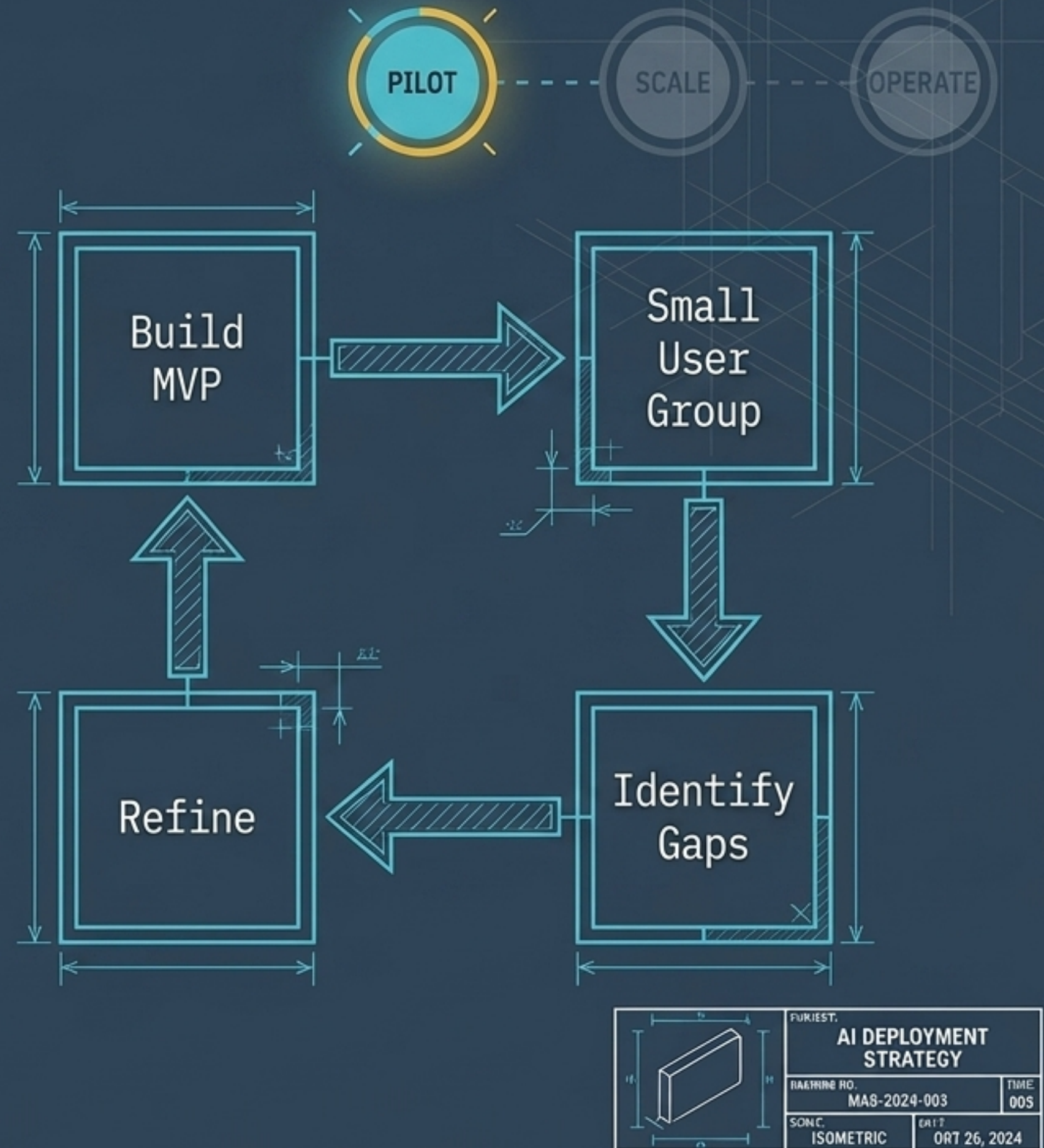
An internal, senior strategic lead responsible for translating the solution blueprint into a working product.



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Phase 1: PILOT

- **Primary Focus:** Does it work?
- **Objective:** Build an initial proof of concept (MVP) quickly to validate basic capabilities.
- **Testing Environment:** A small, highly controlled group of real users.
- **Data Collection:** Gather both attitudinal (what users say) and behavioral (what users do) data to uncover gaps early.



Pilot in Action: University of Michigan's Maizey AI

Validating core functionality while discovering where the basic interface fell short.



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Synthesis Matrix: The Pivot from MVP to MLP

Transitioning to the Optimize phase requires a fundamental mindset shift. You are no longer just fixing bugs; you are engineering adoption.

Minimum Viable Product (MVP)	Minimum Lovable Product (MLP)
• Goal: Does it work? • Audience: Controlled Testers • Focus: Basic functionality & bug catching	• Goal: Do users enjoy it? • Audience: Broader user base • Focus: Intuitive UI, engaging design, workflow alignment





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Phase 2: OPTIMIZE

Primary Focus: Do users love it?

Objective: Refine the solution based on Pilot data to create a polished Version 1 before it hits the masses.

Key Actions: Streamline the interface, integrate new data sources, and balance advanced technical functionality with UX simplicity.



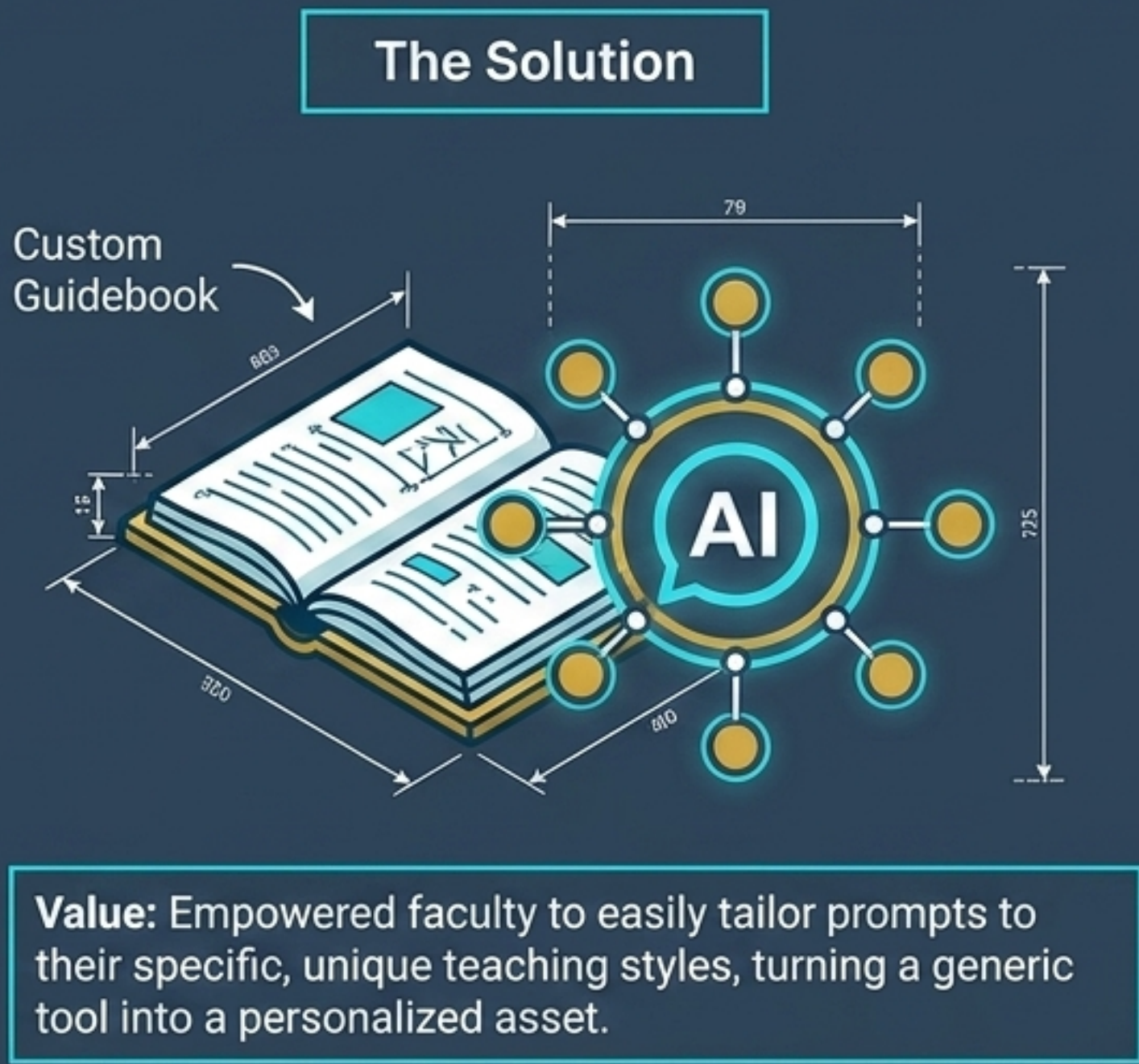
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The Innovation Pod didn't just fix backend bugs; they drastically improved the user experience.



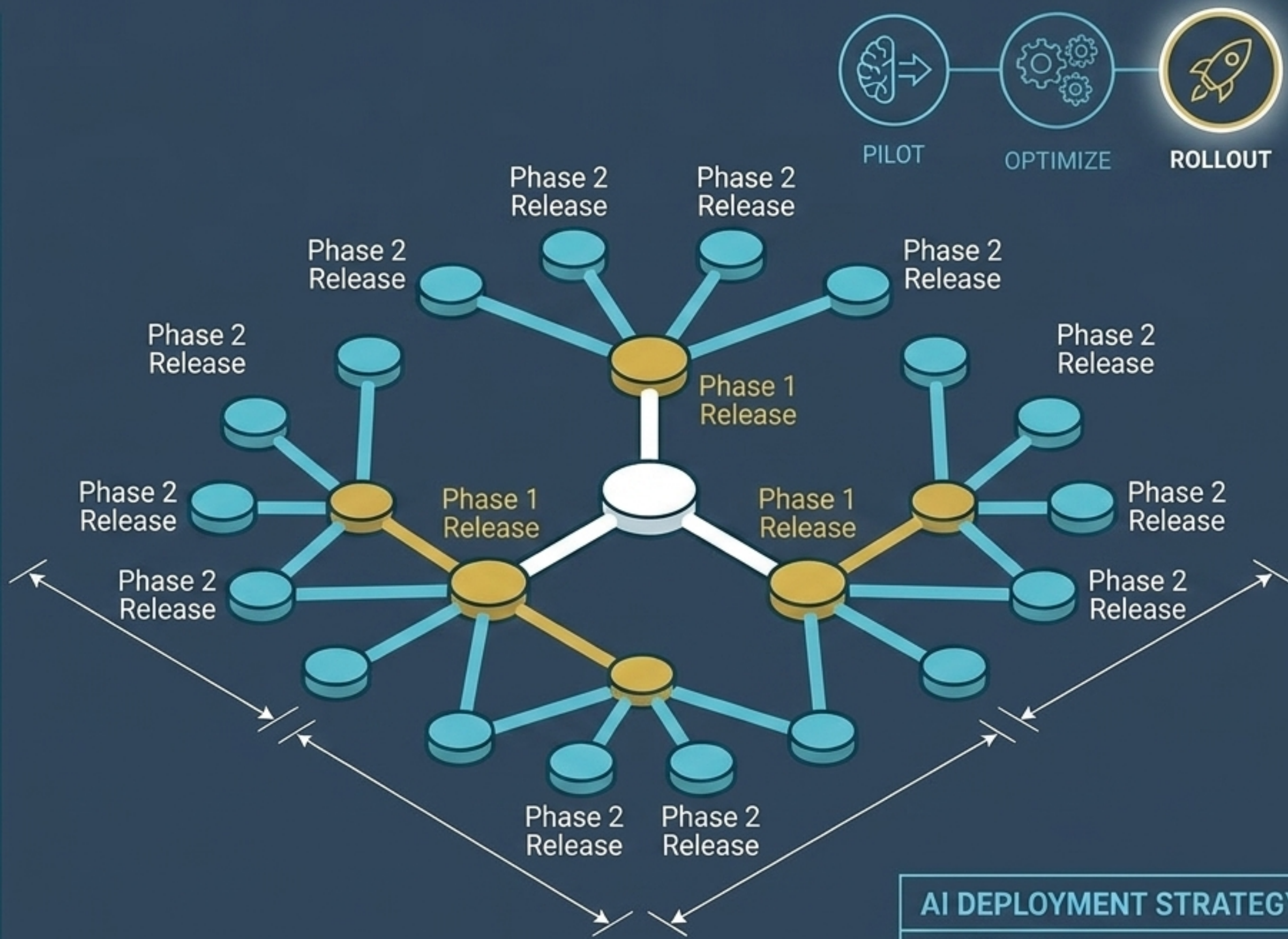
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Phase 3: ROLLOUT

Primary Focus: Scaling Safely

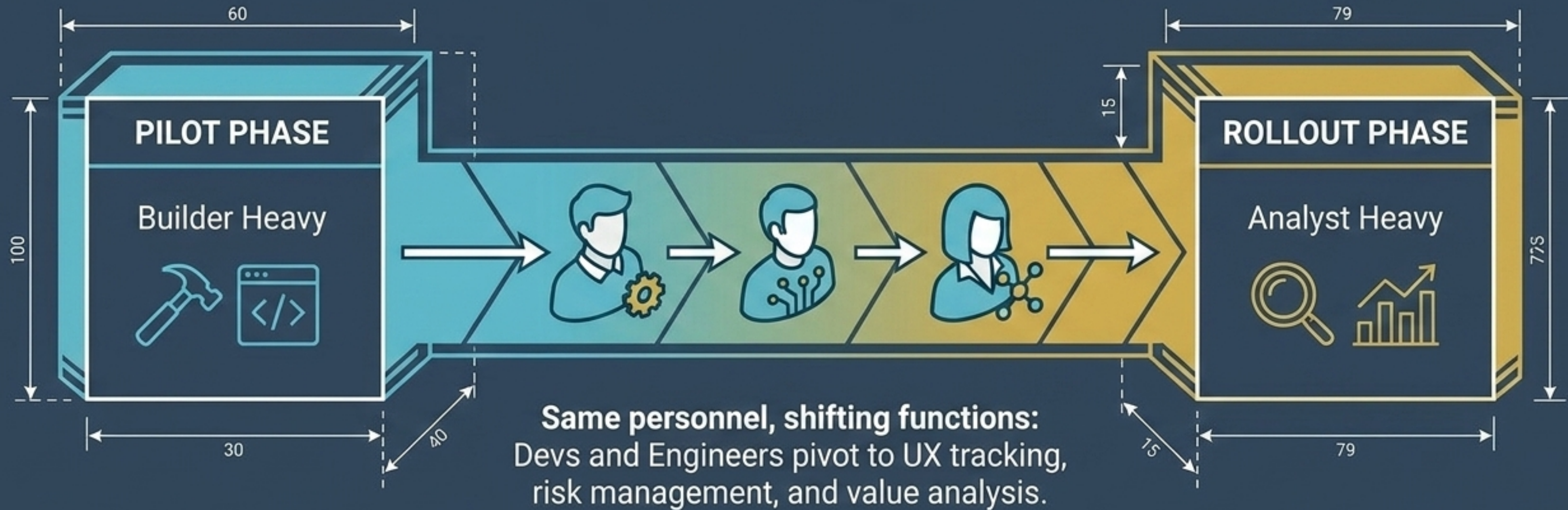
Objective: Launch the polished MLP gradually to the broader audience.

The Method: Reject the “Big Bang.” Utilize phased releases with continuous monitoring of real-time feedback and performance metrics, allowing for agile adaptation.



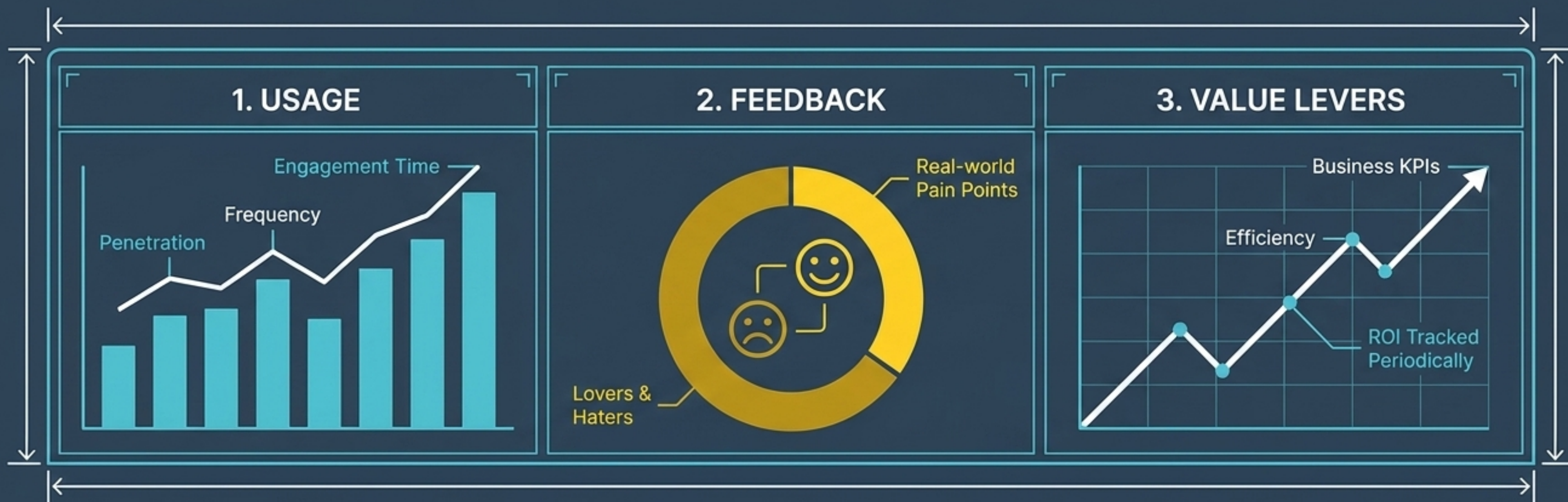
Team Evolution Across the Lifecycle

Applying Crew Resource Management (CRM) principles: Avoid changing members to maintain cohesion; instead, reskill them.



The Oversight Triad

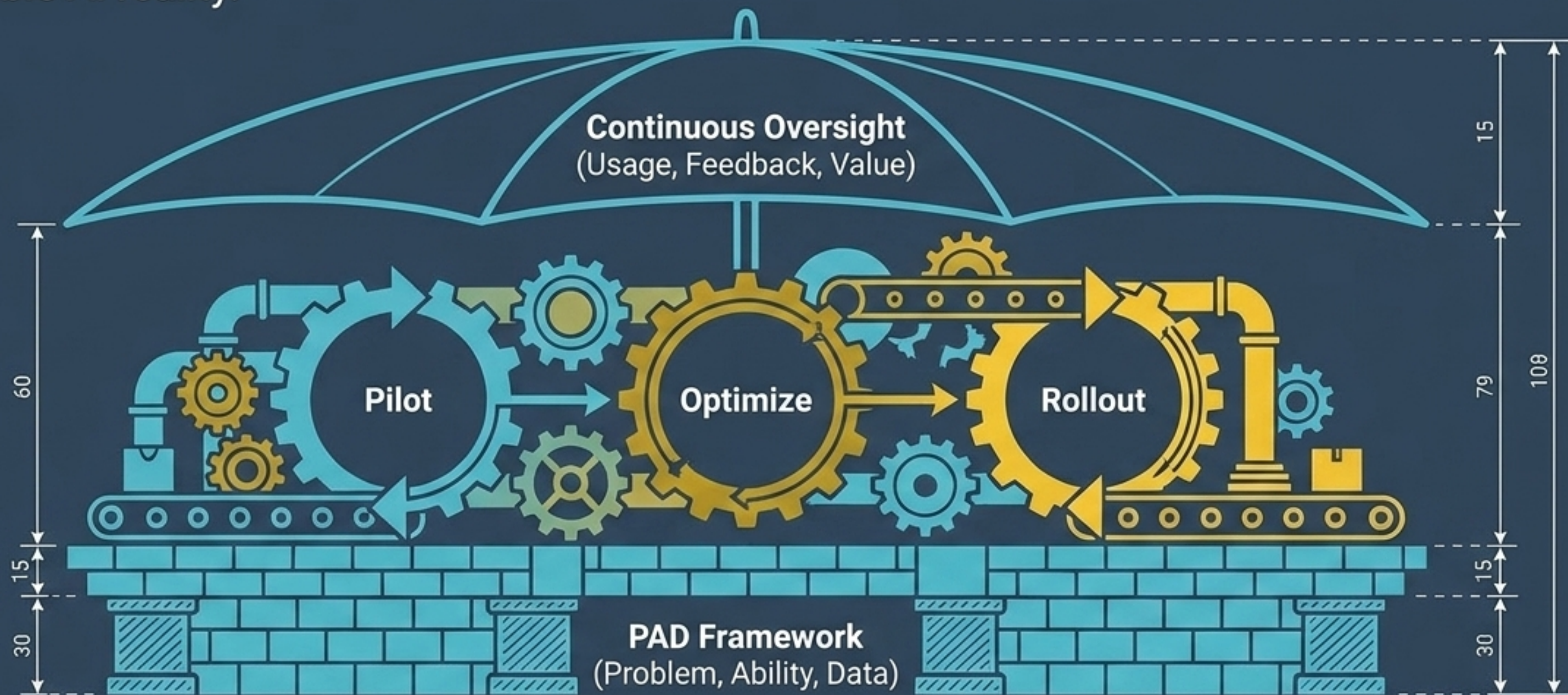
Rollout is not the finish line. Post-launch complacency leads to failures (e.g., Boeing 737 MAX, Microsoft Kinect). Sustained success requires continuous telemetry.



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The Unified GenAI Lifecycle

A complete, interconnected blueprint for moving from a business problem to a scaled, sustainable AI reality.



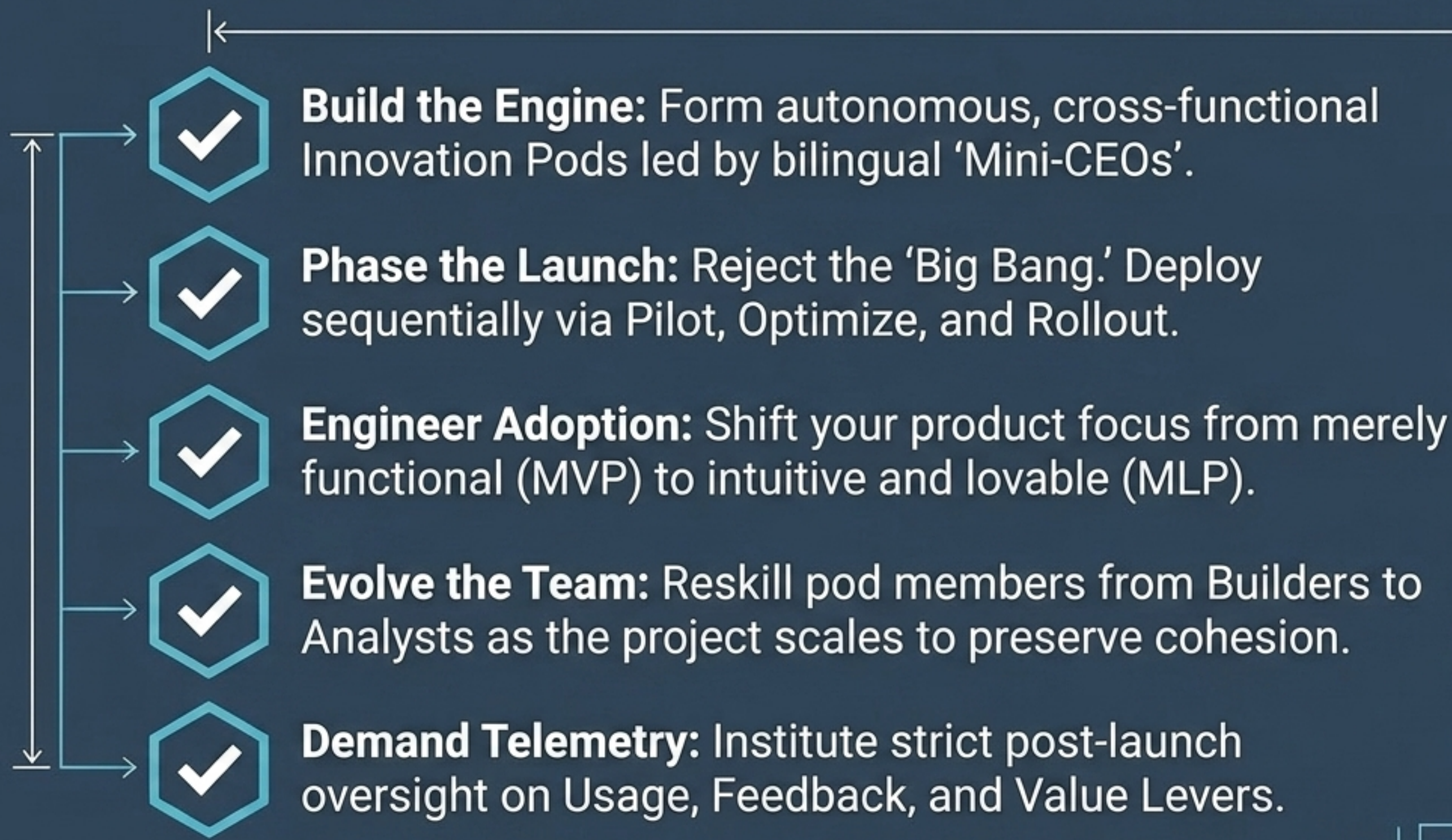
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The Executive Blueprint for Execution



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