The AI Value Canvas

Sort your own list of AI use cases before anyone argues about any of them. Placing each one on a path first means you compare options with their own kind, instead of comparing everything at once.

BEFORE THE PATHS: TWO QUESTIONS

Answer these first. If either one has no answer, the portfolio conversation is premature and the canvas will not save it.

1. What are you trying to change?

If there is no answer beyond doing something with AI, stop here.

2. Should this process exist in its current form at all?

Delegating work to AI requires the process to be defined. Organizations that try find out how much of their complexity is accidental. Simplification is often the larger prize, and it needs no AI at all to collect.

THE THREE PATHS

01

Boosting productivity

Perform tasks and workflows faster, at larger scale, higher quality, and lower cost.

02

Creating new value

Build innovative solutions to accelerate time to value for your stakeholders.

03

Driving disruption

Challenge value chains, business models and modes of operation.

WHO OWNS EACH, AND HOW EACH ONE FAILS

PATH	USUALLY OWNED BY	TIME TO FIRST RESULT	MAIN FAILURE MODE
Boosting productivity	Functional leaders	Weeks	Tools rolled out, workflows unchanged
Creating new value	Product and business owners	Quarters	Feature added, customer problem unverified
Driving disruption	Executive team and board	Longer	Discussed annually, never resourced

PLACE YOUR USE CASES

One row per use case. Write it in the words the person who proposed it used, not in tidied-up words: the tidying is where the assumptions get buried.

#	THE USE CASE, AS PROPOSED	PATH	WHO WOULD OWN IT	WHAT WOULD HAVE TO BE TRUE	FIRST RESULT BY
1					
2					
3					
4					
5					
6					
7					
8					

Keep the answers in **"What would have to be true"** short enough to check. If the answer runs to four clauses, what you have is a program rather than a use case, and it belongs on the roadmap conversation instead of this page.

READ YOUR OWN PORTFOLIO

Count the use cases on each path.

01 Boosting productivity	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	____ of ____
02 Creating new value	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	____ of ____
03 Driving disruption	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐	____ of ____

The framework pays off in the mix. Three shapes worth naming:

- **All of path one.** Real savings, no strategic position. Competitors are buying the same tools this quarter.
- **Path three with no path one.** No internal capability to execute with.
- **Nothing on path three.** No view on what changes if the economics of your own market move.

The right proportions depend on your sector, your risk tolerance and your culture. The wrong proportion is all of one.

WHAT TO DO WITH THE CANVAS

1

Fill it in alone first. Ten minutes.

2

Have three or four colleagues fill in their own, separately.

3

Compare. Where two of you placed the same use case on different paths, that is the conversation to have, and you will not get it if you fill the canvas in as a group.

Bring your filled-in canvas to a 30-minute call.

We will work through the use cases with you, and say where we would start.
calendly.com/amir-elion/meet-amir