



# Get AI working in the business. **Not just sitting in a pilot.**

Opportunity mapping, process readiness, governance, enablement, and value tracking, so mid-market AI efforts stop stalling and start creating lasting capacity for firms with 50+ employees.

VETERAN - OWNED · OWNER - OPERATED

## WHY MID-MARKET AI EFFORTS STALL

### Any of these sound familiar?

#### 01 Unclear Priorities

Teams chase shiny tools or freeze because they cannot see which problems are worth solving first. AI spend scatters.

#### 02 Broken Processes Underneath

AI gets bolted onto undocumented workflows. Automating the current state just accelerates the exceptions.

#### 03 Shadow AI Already Running

Unofficial ChatGPT and Claude use is already widespread. Without guardrails, risk rises and formal projects stall.

#### 04 Pilots That Never Scale

Early deployments stop at the pilot. Leaders cannot see clear ROI, so budgets stall and success never expands.

#### 05 People Layer Never Catches Up

Staff resist or under-use new tools. Managers cannot reinforce the new behaviors, so capacity gains never appear.

#### 06 Data and Tools Blocking Progress

Use cases stall on incomplete data, siloed systems, or platforms that do not fit mid-market constraints.

OUTCOMES FIRST. ALWAYS.

### The Win Either Way Guarantee

We agree on the outcomes before any work begins. If we do not hit what we agreed on together, you get **50% of your investment back**. A strong win when we win together. A safety net if we don't.

50%

BACK IF WE MISS

RIGHT-SIZED FOR MID-MARKET ADOPTION

## Two ways to engage.

Most engagements start with a diagnostic, then sequence the initiatives that free up the most time. Every path carries the same Win Either Way Guarantee, and final scope is confirmed on a short intro call.

**BEST STARTING POINT**

TIER 01 · ASSESSMENT

### AI Opportunity Mapping

**Best for:** Leadership teams that need a ranked shortlist of AI opportunities before committing budget or bandwidth.

**\$4,500**

STARTING

TIER 02 · FULL PROGRAM

### Full Adoption Program

**Best for:** Firms ready to sequence a multi-initiative adoption program after the diagnostic, with final scope set on the intro call.

**Scoped**

ON YOUR INTRO CALL

FEATURED INITIATIVE · AA-01

### AI Opportunity Mapping & Prioritization

IMPACT

Very High



COMPLEXITY

2 / 5



DONE-FOR-YOU EST.

**\$4,500**

STARTING

WHAT YOU GET

- Structured discovery across operations, finance, service, and people functions
- Impact vs. effort scoring of candidate use cases with clear owners
- A 90-day starter roadmap with one primary and two secondary opportunities

HOW WE PROVE IT · YOUR AGREED METRICS

- ✓ Number of validated, ranked opportunities with owners and metrics
- ✓ How unanimous leadership is on the first opportunity to fund
- ✓ Time from workshop to approved first initiative

**Most firms chase shiny AI tools or freeze, unable to see which problems are worth solving first.** Leadership leaves with a prioritized shortlist ranked by business impact, feasibility, and speed-to-value, and knows what success looks like in the first 90 days.

## TAKE THE FIRST STEP

## Three ways to start adoption work.

Most mid-market engagements begin with a diagnostic, then sequence two to four initiatives over 90–180 days. Pick the entry that fits where you are.

## → STEP 01

### Book a short intro call

On Zoom or at your place, we hear where AI work is stalling, outline a practical next step, and map whether AI Opportunity Mapping or a package fits. No pitch, no obligation.

## → STEP 02

### Start with AI Opportunity Mapping

AI Opportunity Mapping & Prioritization (AA-01) starts at \$4,500. Leadership leaves with a ranked shortlist, owners, and a 90-day starter roadmap: clarity before a larger program.

## → STEP 03

### Sequence the right package

After the diagnostic, most firms run a Foundation, Adoption, Shadow-AI, or Leadership package, typically two to four initiatives over 90–180 days, with agreed metrics on every engagement.



### About Zachary Poskevich

OWNER OPERATOR · SCALEDUP.NET

More than 10 years spent on the problem most AI programs actually run into: not the technology, but the priorities, processes, and people around it. A U.S. Army veteran with a career across government contracting, consumer technology, and professional services, including deputy chief engineer on the TSA PreCheck enrollment platform, Zach works with leadership to decide what is worth doing, then builds alongside the teams who have to live with it, until adoption sticks.