

Diagnose your AI activity

STEP 1 Score value-chain control (your internal context)

How much of the path from idea to market does this activity control? 1 = strongly disagree, 5 = strongly agree.

Statement	1	2	3	4	5
<i>Circle one box per row</i>					
A1 We own or strongly shape the design of the product or service.					
A2 We control or directly run the core production or delivery, rather than depending on others to make it.					
A3 We own the route to the end customer (direct relationship, channel, or installed base), not only access through intermediaries or platform partners.					
A4 We can test, iterate and scale an innovation without waiting for an outside partner, regulator or licensor to validate it.					
A5 We hold the customer and usage data this offering generates.					
A6 When we decide to change something, we can push it through the whole chain quickly and at scale.					

Control: sum of 6 _____ /6 = average _____ (your coordinate, 1.0 to 5.0)

STEP 2 Score technological breadth (your external terrain)

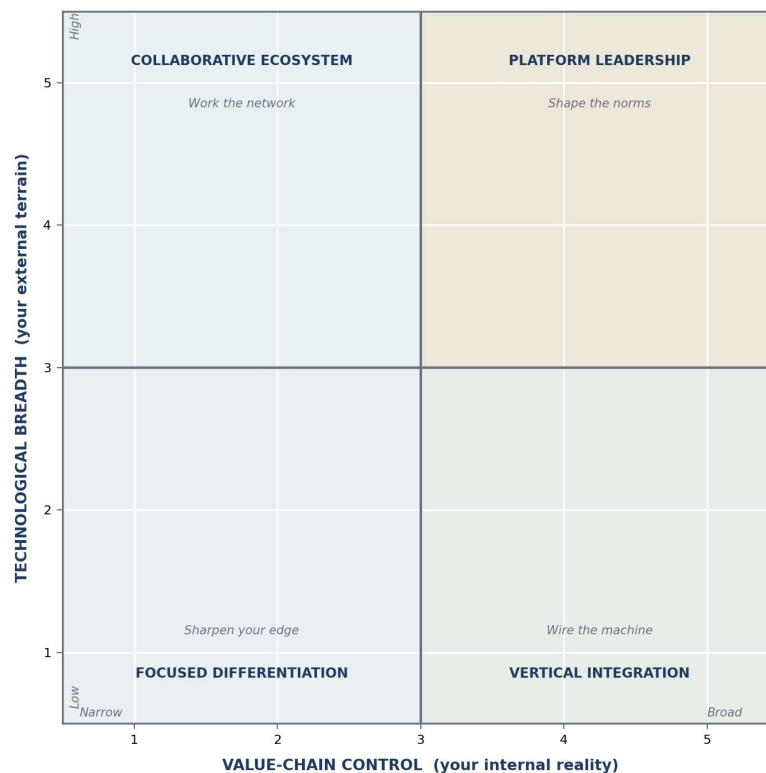
How many fast-moving, interdependent technologies must this activity integrate to compete?

Statement	1	2	3	4	5
<i>Circle one box per row</i>					
B1 Competing here means integrating several distinct, fast-moving technologies (sensors, machine learning, materials, cloud or edge, robotics), not refining a single one.					
B2 The relevant technologies move fast: what counts as state of the art shifts in months, not years.					
B3 Success depends on tightly coupling technologies from different domains or disciplines.					
B4 We must track and absorb breakthroughs that originate outside our own industry.					
B5 AI here rarely works in isolation. It has to be woven into a wider technical web.					
B6 Falling behind on any one of these converging technologies would put the whole offering at risk.					

Breadth: sum of 6 _____ /6 = average _____ (your coordinate, 1.0 to 5.0)

STEP 3 Plot and chart the journey

Mark today's position as a dot at (control average, breadth average). Then draw an arrow to where you think this activity is heading in the next 2 to 3 years.



STEP 4 Name the journey

Your Step 3 arrow has two ends. On the strategies below, mark today's position with **T** and where it is heading with **H**.

Focused differentiation	Vertical integration	Collaborative ecosystem	Platform leadership
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STEP 5 Anchor it

One opportunity of moving position

One risk