

Iveriq.

The Executive Guide to AI Opportunity Assessments

How UK SMEs can identify high-impact AI opportunities before investing in technology.

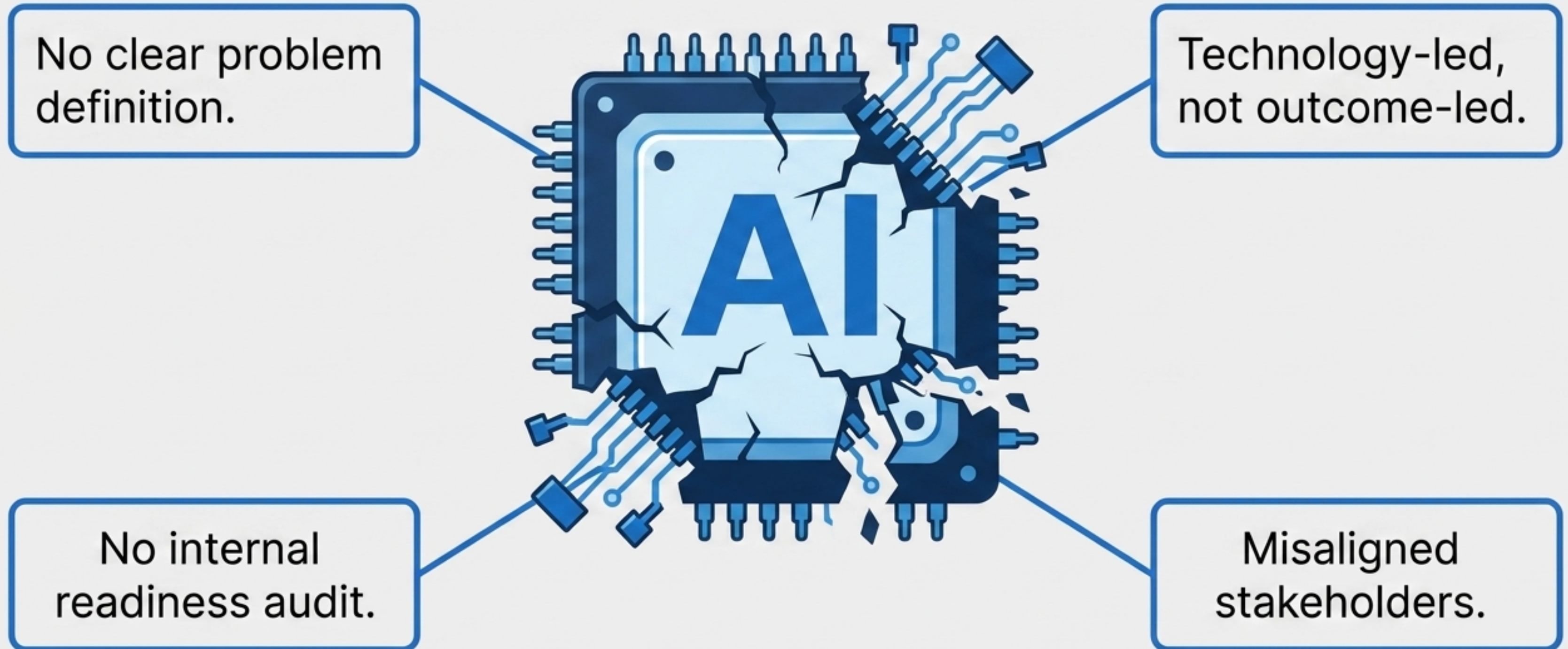
Core Client: UK SMEs (50–200 Employees)

Focus: Operational Leadership, Not Vendor Hype

The question is never
‘which AI tool should we
buy?’ — it is ‘**where** in our
business would AI create the
most **meaningful return?**’

The vast majority of AI initiatives fail because organizations rush toward tools before they understand the problem. The result is cost, disruption, and a leadership team left wondering why the promised returns never materialised.

Why AI Projects Fail Before They Begin



Why SMEs Face a Distinct Challenge

Large Enterprises

Dedicated AI teams
& data scientists



Experimentation slush funds



Multi-year transformation
programs



Technology implementation
partners



UK SMEs



No internal AI expertise to evaluate
vendor claims objectively



Every investment must demonstrate
clear, immediate ROI



Finite leadership bandwidth; fear
of disrupting working processes



Trusted advisors starting with
business operations, not product
catalogues

Business-First Advisory for the SME Market



Independent & Vendor-Neutral

We hold no vendor affiliations and receive no referral fees. The recommendation starts with your business problem, not a platform we want to sell.



Operationally Grounded

Built for businesses of 50–200 employees. We identify high-value opportunities without introducing enterprise-level bureaucracy.

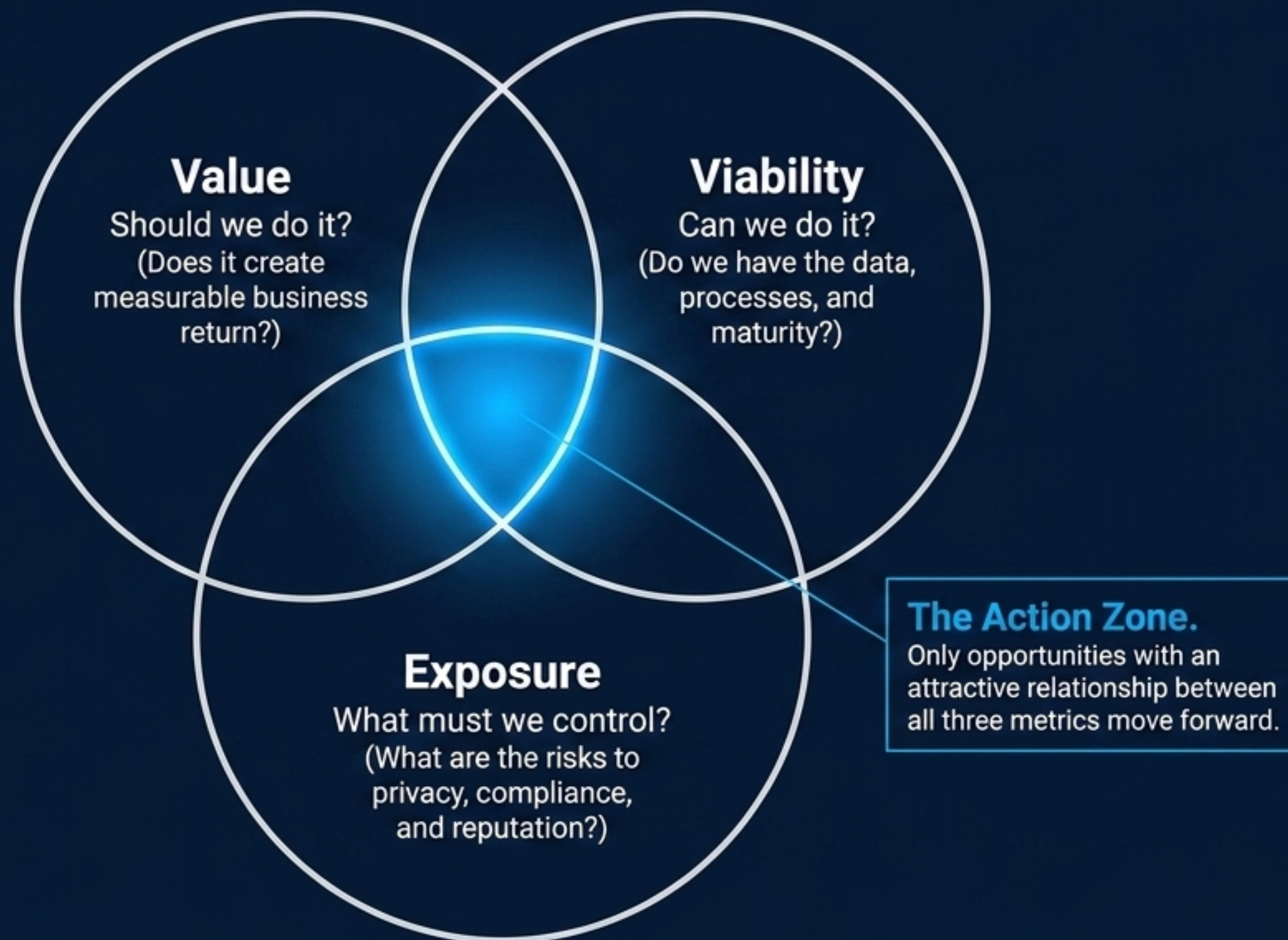


Actionable Roadmaps

Delivering clarity on where AI is worth the investment, what to prioritise, and the exact steps to take next.

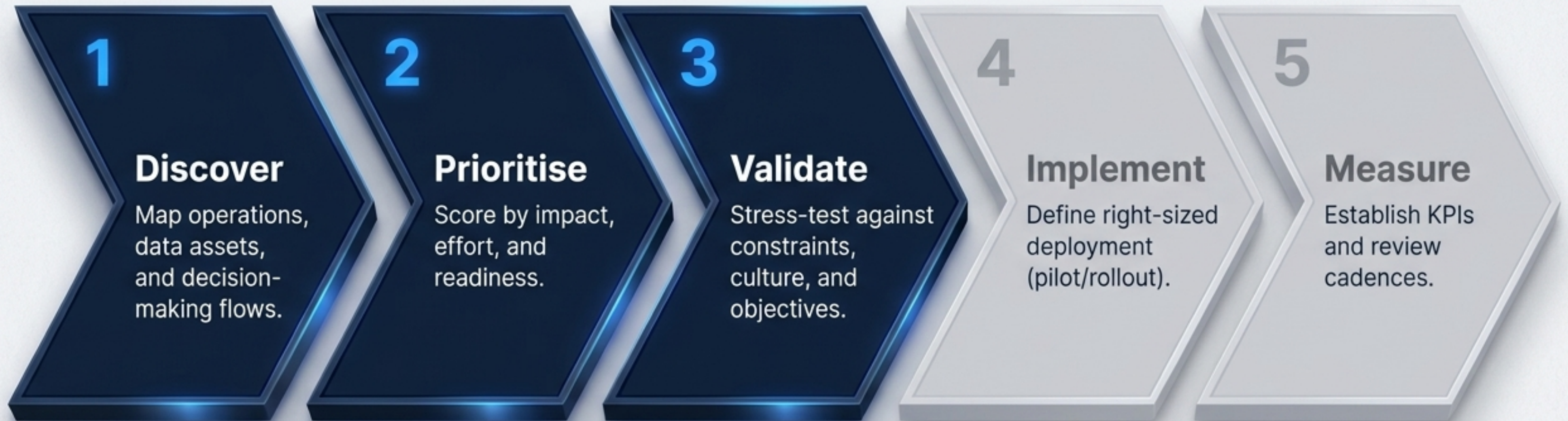
The Iveriq AI Decision Framework™

Every opportunity must pass through three critical lenses before investment.



An Evidence-Based Approach to Adoption

The Iveriq AI Opportunity Assessment covers the first three critical stages in full—delivering a complete strategic picture before any technology commitment.



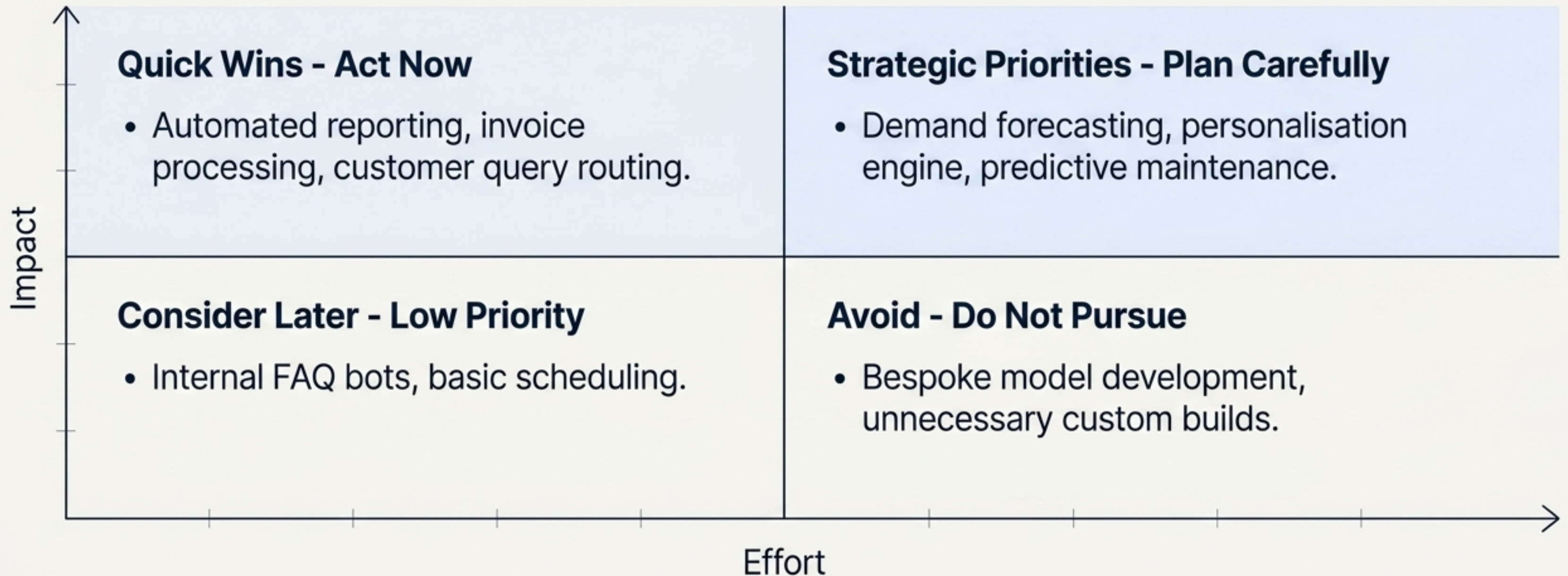
The 90-Minute Assessment



A structured executive conversation, not a sales pitch. Led by an advisor with direct operational leadership experience. Every question is grounded in business outcomes—not technology capability.

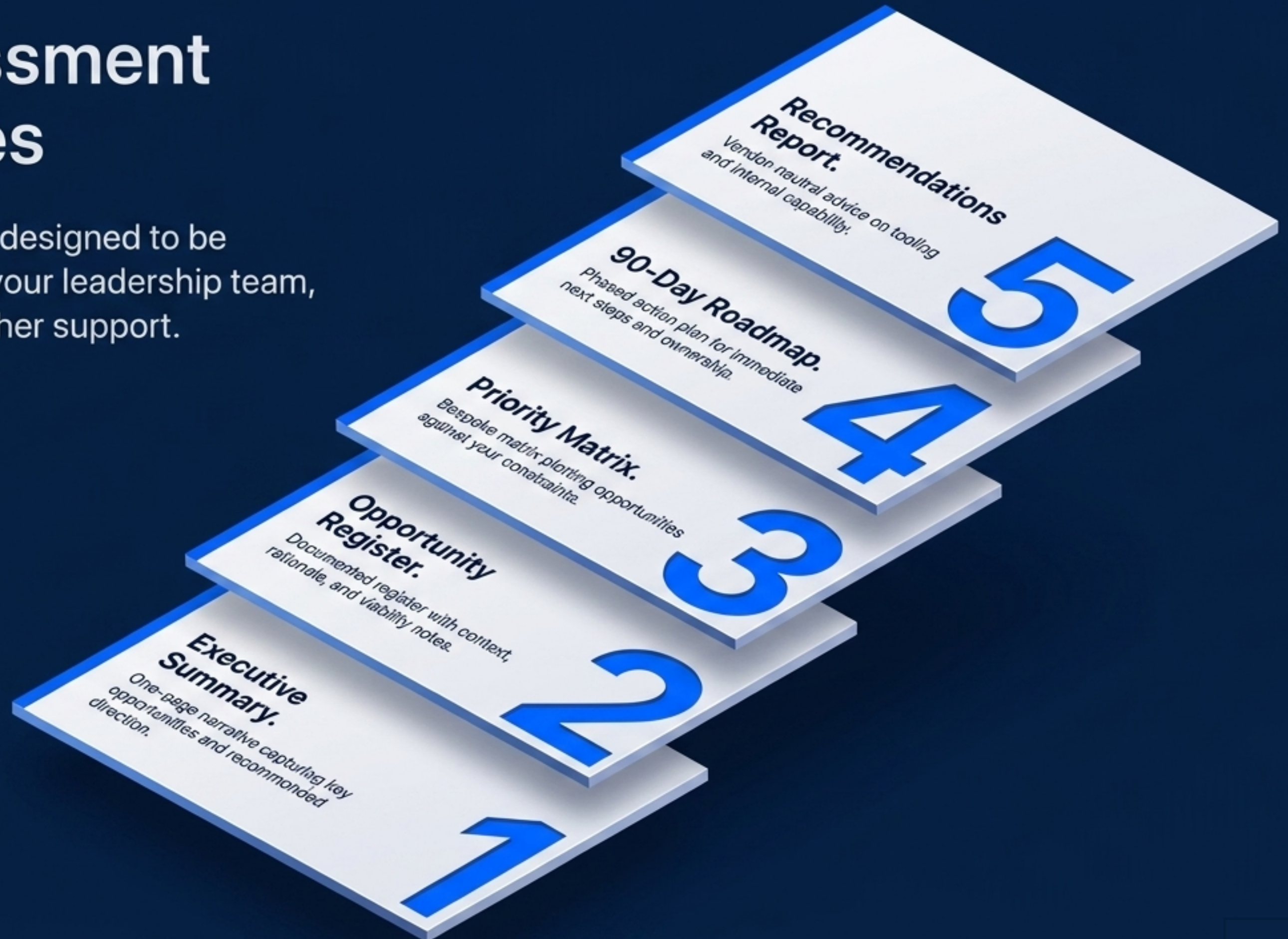
Prioritising What Matters: Impact vs. Effort

Not all AI opportunities are equal. Opportunities are plotted against your specific operational context—not generic industry benchmarks.



Your Assessment Deliverables

Five structured outputs designed to be immediately usable by your leadership team, independent of any further support.



Business-First. Always.

20+ 100%

Years Operational Leadership

Advisors hold P&L responsibility and have navigated SME pressures firsthand. We know what works—and what fails—from the inside.

Independent

Zero technology vendor partnerships or referral arrangements. Our only commercial interest is the quality of your outcome.



Applied Master's in AI

Academically grounded in applied artificial intelligence. We bring academic rigour to your business, not marketing narratives and vendor certifications.

Frequently Asked Questions

We are not technical. Is this still relevant?

Entirely. The assessment is a business conversation, not a technical audit. The absence of internal assumptions often leads to sharper, more honest findings.

Are we obligated to proceed further?

Not at all. Deliverables are designed to be fully actionable independently. Many clients share the outputs directly with their existing technology partners.

Is the assessment confidential?

Completely. All session content is covered under a mutual NDA signed prior to the session. Deliverables are returned within five working days.

Turn AI Uncertainty into Clear Priorities

A 90-minute conversation.
Five structured deliverables.
Complete clarity on where AI
can create genuine value in
your business — before you
spend a pound on technology.

**Book your 90-Minute AI
Opportunity Assessment**

giorgio@iveriq.co.uk

Iveriq.
AI ADVISORY

Iveriq AI Advisory · Serving UK SMEs