

A 10-DAY ADVISORY SPRINT

AI Opportunity Blueprint™

A clearer operating map for SMB leadership — before the next platform, the next internal AI project, or the next round of unclear execution.

EMEDIAAI.COM

PREPARED FOR SMB LEADERSHIP

ECONOMIC STAKES

The cost is not
missing AI.

*It's unclear
execution.*

Most AI initiatives don't fail because the tools are weak. They fail because leadership is deciding what to fund without a clear view of what is worth improving, what needs cleanup, and what creates value without creating operational chaos.

FIVE SYMPTOMS OF AI WITHOUT STRATEGY

- 01 Capable employees stuck in repetitive admin and follow-up.
- 02 Disconnected tools that create more reporting and handoff friction.
- 03 Unclear ownership turning AI into another half-owned project.
- 04 Weak governance creating avoidable data and privacy risk.
- 05 Tool-first decisions that create spend before strategy.

WHAT THE BLUEPRINT ANSWERS

Four questions every leadership team is trying to answer about AI.

- PRE-INVESTMENT CLARITY

Q . 01

Which workflows are actually worth improving with AI or automation?

Q . 02

Where are employees losing time to admin, reporting, follow-up, and CRM cleanup?

Q . 03

Which use cases create business value without adding operational chaos?

Q . 04

What needs governance before any AI deployment moves forward?

OPERATING LENS

People, process, technology —
in that order.

01 PEOPLE

Where are capable employees stuck in repetitive admin, reporting, follow-up, CRM cleanup, or service coordination that drains time and attention?

CAPACITY · ADOPTION · OWNERSHIP

SECTION I · DIAGNOSIS

02 PROCESS

Which handoffs, approvals, reports, intake steps, lead routing, service workflows, or client communication points create avoidable delay?

HANDOFFS · SOPS · CYCLE TIME

03 TECHNOLOGY

Which AI, automation, or CRM workflow improvements are feasible, secure, and worth implementing inside your actual stack?

STACK FIT · DATA · GOVERNANCE

WHY AI WORK STALLS

The problem isn't ambition. It's *unowned change load.*

AI gets messy when teams are asked to absorb another platform, another workflow, and another internal project — without a clear owner, sequence, or governance model.

<p>A</p> <p>Tool-first buying</p> <p>The stack grows before the operating case is clear.</p>	<p>B</p> <p>Disconnected data</p> <p>Inputs are scattered, inconsistent, or sensitive — automation can't trust them.</p>
<p>C</p> <p>Half-owned initiatives</p> <p>AI becomes a side project with no clear process owner or success metric.</p>	<p>D</p> <p>Missing guardrails</p> <p>Data, privacy, approval, and human-review rules get handled too late.</p>

THE SPRINT

From intake to executive roadmap, in ten focused days.

• ADVISORY · FIXED SCOPE

Day 1

Days 2-4

Days 5-7

Days 8-9

Day 10



Leadership intake

Workflow & data review

Opportunity scoring

Roadmap architecture

Executive walkthrough

Clarify goals, constraints, departments in scope, current systems, and business outcomes.

Map repetitive work, handoff friction, data availability, security, and adoption barriers.

Rank use cases by business value, feasibility, risk, complexity, and speed to impact.

Define build sequence, ownership model, stack direction, governance, and success metrics.

Review the Blueprint, align on priorities, and leave with a roadmap your team can use.

WHAT YOU LEAVE WITH

You don't leave with ideas. You leave with *decision assets*.

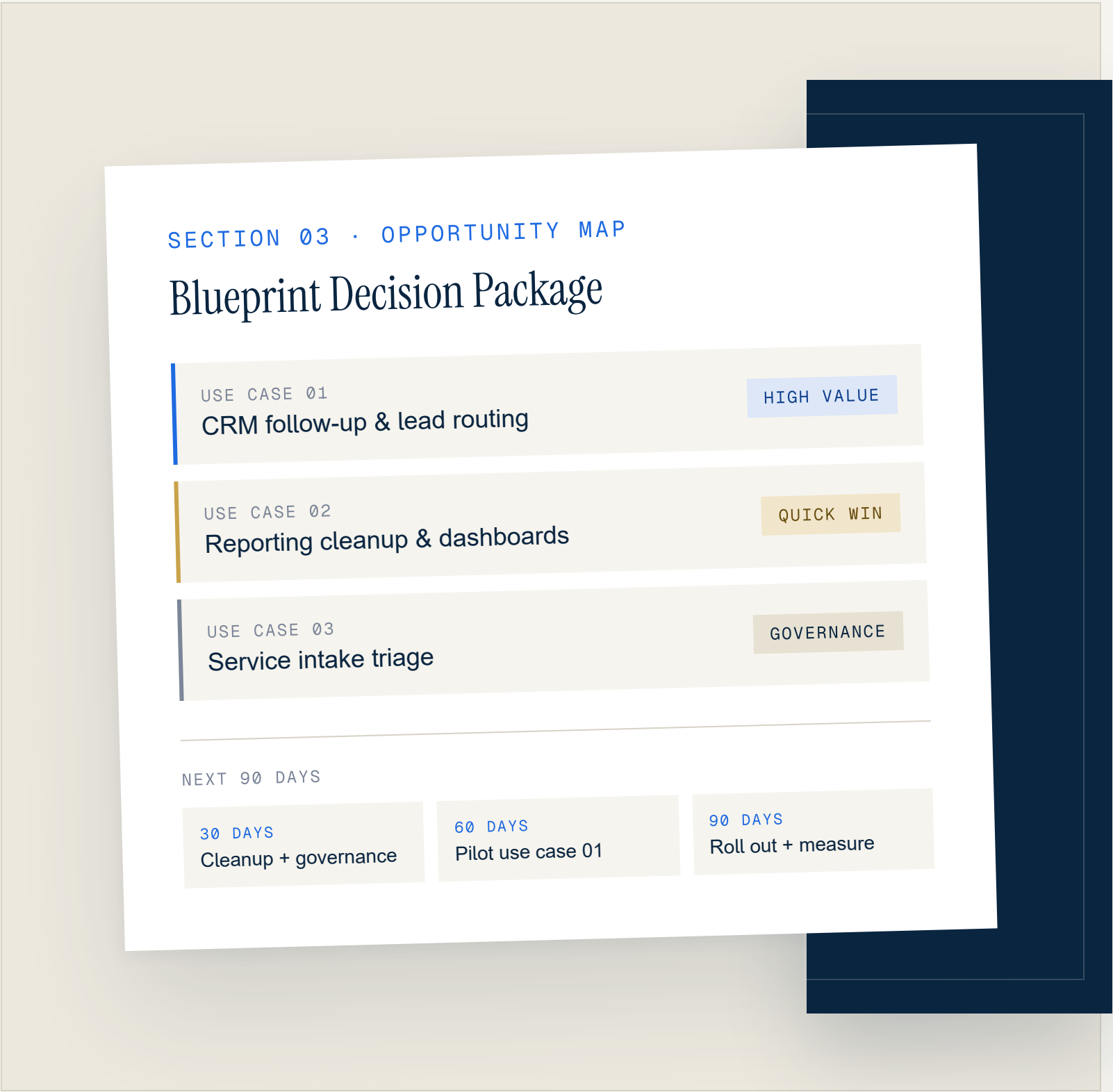
• SIX DELIVERABLES

<p>01</p> <p>Ranked AI Opportunity Map</p> <p>3–5 prioritized use cases tied to business goals, friction, effort, and readiness.</p>	<p>02</p> <p>Workflow Friction Review</p> <p>Where reporting, approvals, CRM cleanup, and handoffs slow the business down.</p>	<p>03</p> <p>Value & Feasibility Matrix</p> <p>CFO-safe scoring across value, complexity, data readiness, risk, and adoption.</p>
<p>04</p> <p>Governance & Data Notes</p> <p>Guardrails for sensitivity, human review, vendor evaluation, and responsible use.</p>	<p>05</p> <p>30 / 60 / 90 Sequence</p> <p>What to address first, what should wait, what needs cleanup, and what success looks like.</p>	<p>06</p> <p>Leadership Walkthrough</p> <p>Pressure-test assumptions, align owners, confirm next steps.</p>

WHAT THE ARTIFACT LOOKS LIKE

A leadership-ready package your team can *actually use*.

- 01 30–60 page executive Blueprint document
- 02 Ranked use-case table with value + feasibility notes
- 03 Workflow + governance observations
- 04 Next-step options: internal, vendor, or eMediaAI-supported



FREE PRE-FLIGHT

Quantify the opportunity *before* the Blueprint.

The AI Opportunity ROI Calculator estimates the annual value hidden inside manual work, slow cycles, errors, and underused capacity — in finance-friendly terms.

RUN THE CALCULATOR →

emediainai.com/ai-roi-calculator

MODELS
Annual value

CYCLE
Payback

LIFT
Year-1 ROI

SCOPE
Hours back

AI OPPORTUNITY ROI

Illustrative

MANUAL HOURS REMOVED

3,400_{/yr}

CYCLE-TIME REDUCTION

38%

ERROR REWORK REDUCTION

22%

PAYBACK PERIOD

5.4_{mo}

MODELED ANNUAL VALUE

\$214,000

YEAR-1 ROI

4.2×

FIT

Built for leaders who want
clarity before commitment.

BEST FIT

SMB · 10-500 employees

- ✓ Operational handoffs, repetitive work, reporting friction, or CRM cleanup.
- ✓ Using CRMs, spreadsheets, ticketing, forms, or disconnected reporting.
- ✓ Able to fund a defined diagnostic and act on a practical roadmap.
- ✓ Care about adoption, data safety, governance, and measurable priorities.

NOT THE RIGHT FIT

Fit-first standard

- You only want a prompt pack, generic chatbot, or list of popular tools.
- Not willing to share enough operational context for specific recommendations.
- Want to automate without addressing ownership, SOPs, or data quality.
- Need implementation before diagnosis.

AUTHORITY

Built by an
*operator-
strategist*, not a
tool reseller.



Lee Pomerantz
FOUNDER · CERTIFIED CHIEF AI
OFFICER

Over two decades building digital systems, marketing automation, CRM infrastructure, and operational growth engines — focused on connecting AI work to measurable business priorities, not tool lists.

<p>01</p> <p>Certified Chief AI Officer</p> <p>Authority for AI adoption strategy and responsible implementation planning.</p>	<p>02</p> <p>CRM + automation depth</p> <p>GoHighLevel, HubSpot, marketing automation, and workflow infrastructure.</p>
<p>03</p> <p>Workflow-first diagnostic</p> <p>Operating reality first, then platforms, prompts, and automations.</p>	<p>04</p> <p>Governance-aware lens</p> <p>Defines data, privacy, human review, and ownership rules early.</p>

ENGAGEMENT

Advisory first.
Implementation only if it fits.

The Blueprint stands on its own. Execute internally, hand the roadmap to your preferred vendor, or explore a done-with-you engagement after delivery.

Phase 1

Readiness

Are workflows, data, and people side ready for AI-supported change?

Phase 2

Strategy

Prioritize use cases worth funding and the sequence that reduces wasted effort.

Phase 3

Deployment

Move to implementation after scope, owners, and guardrails are clear.

STANDARD ENGAGEMENT

\$5,000

10-DAY FIXED-FEE ADVISORY SPRINT

Scope	Fixed, confirmed at fit review
Deliverable	30–60 page Blueprint + walkthrough
Standard Fit-first — we won't proceed if it can't produce clarity	



NEXT STEP

Start with *clarity* — before AI spend.

A focused fit-review conversation to confirm whether the Blueprint can produce useful decision clarity from your available context. No software pitch. No rushed implementation.

REQUEST A FIT REVIEW

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