The Trap.

EVERY STEP MADE SENSE. THE RESULTS DIDN'T.

Nobody chooses the trap. They just walk into it.

Every step feels smart. One tool. One win. Then another. By the time the windfall every AI expert promised falls short, you're already 3 steps in.

$0.40 back per $1
1 project at a time.
No plan.

$5.50+ back per $1
BTC operating model.*

Same dollar. Different plan.

THE DESCENT

5 steps. Every one made sense. *That's the problem.*

1 "Kick the tires"
Buy one AI tool. One department. Quick win.

2 The high
More local wins. Confidence grows. "Let's go bigger."

3 The creep
New requests get more complex. More cross-department. More enterprise.

4 The squeeze
Teams fight for the same data, people & budget. Upkeep eats the gains.

5 The letdown
The promised windfall never lands. Value potential drops 50%.

You might be in the trap if...

- [ ] Your AI wins live in one department.
- [ ] Every new AI request is bigger than the last.
- [ ] Two teams want the same data, people or budget.
- [ ] IT is maintaining AI tools nobody planned for.
- [ ] Your "big" AI project is still a pilot.
- [ ] You can't say what your AI actually returned.

3 or more? You're already in it.

TWO DOORS OUT. BOTH COST YOU.

DOOR 1
Give up on AI
Budget spent. Lessons lost. Competitors keep building.

DOOR 2
Accept mediocre
Keep paying $1 for $0.40 of value. Every year.

THE WAY OUT | BTC OPERATING MODEL

There's a way out. It's not the way you came in.

AI Assessment → **Capability Roadmap** → **Portfolio Roadmap** → **Pilot & Learn** → **Scale**

Your industry & company are unique. The discipline isn't. **Target: $5.50+ back per $1 | Value compounds**

Which step are YOU on?

Most leaders think they're on Step 2.
Most are living Step 4.

Book a BTC Discovery session to **find out!**

**BTC estimates. Every industry & company is unique; results depend on execution. Clients following the BTC operating model target $5.50 or more per $1 invested.*