

The \$2.5T AI Measurement Gap

Why enterprises can't see their AI returns — and the framework that changes it

THE NUMBERS BEHIND THE CRISIS

95%

of GenAI deployments showed zero measurable P&L impact in 6 months
MIT Project NANDA, 2025

56%

of CEOs have not yet realized any revenue or cost benefit from AI
PwC CEO Survey, 2026

\$124M

average projected AI spend per enterprise in the next 12 months
KPMG AI Pulse, Q4 2025

61%

of leaders face more pressure to demonstrate AI ROI than one year ago
Kyndryl Readiness, 2025

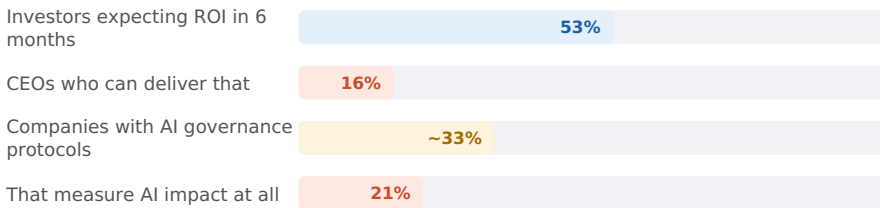
53%

of institutional investors expect AI ROI within six months of deployment
Teneo Vision 2026

16%

of CEOs believe they can deliver on that six-month investor expectation
Teneo Vision 2026

THE INVESTOR-OPERATOR EXPECTATION GAP



THE ROAI FORMULA

$$ROAI = (R + E + S - X) \div I$$

R Revenue Impact · **E** Efficiency Gains · **S** Strategic Advantage · **X** Risk & Governance Cost · **I** Total AI Investment

FOUR PILLARS OF ROAI

R Revenue Impact
Incremental revenue directly attributable to AI — measured vs. pre-AI baseline
Conversion lift · pricing optimization · new AI-driven product lines

E Efficiency Gains
Hard cost savings and productivity lift from AI automation

Hard cost savings and productivity lift from AI automation
Labor hours reduced · error rate reduction · lower support costs

S

Strategic Advantage

Where ROAI diverges from traditional ROI — compounding structural value that standard metrics can't see

Time-to-market compression · data asset compounding · competitive defensibility · IP creation

X

Risk & Governance Cost

Often ignored — that's a mistake. Subtracting X makes ROAI credible to boards and investors

Compliance infrastructure · model retraining · hallucination exposure · brand risk

ROAI is the enterprise standard for measuring net value from AI capital.
Traditional ROI frameworks can't see what AI is — or isn't — compounding. ROAI can.

roai.world