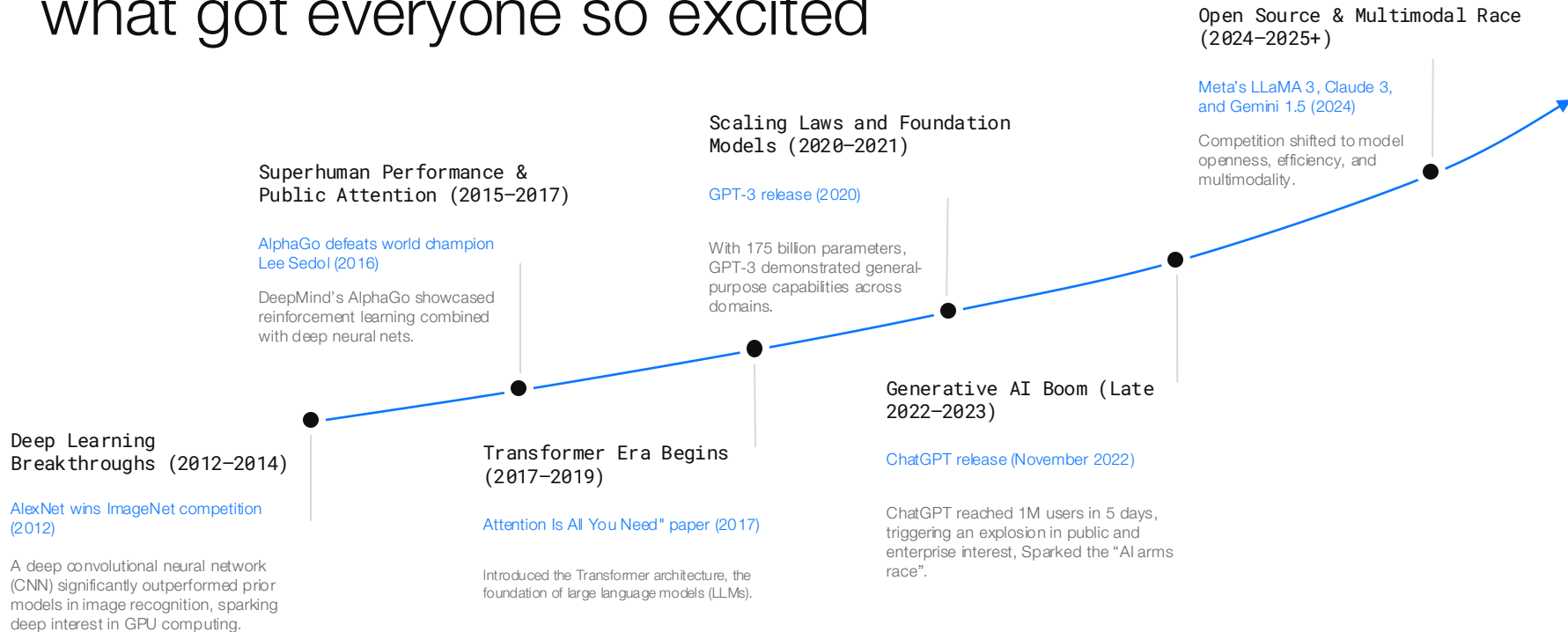


Build, buy, or backburner?

A strategic framework for C-Suite
investment decisions in the AI era

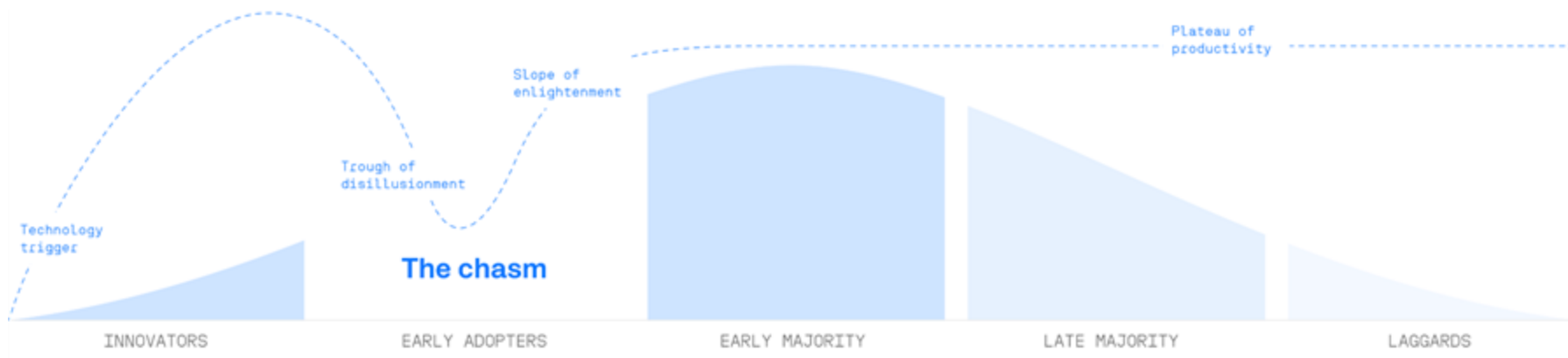


The AI hype cycle: what got everyone so excited



Enterprises are stuck in “The Chasm”

The gap between AI potential and reality is real. In 2024, Gartner found that 85% of enterprise AI projects failed.



Too many tools

With **8,600+ AI startups**, executives struggle with decision fatigue, and adding more tools to an already complex tech stack only increases inertia.

Messy, unusable data

AI is only as effective as the data it learns from, yet many companies struggle with **unstructured, poor-quality, and disconnected data**.

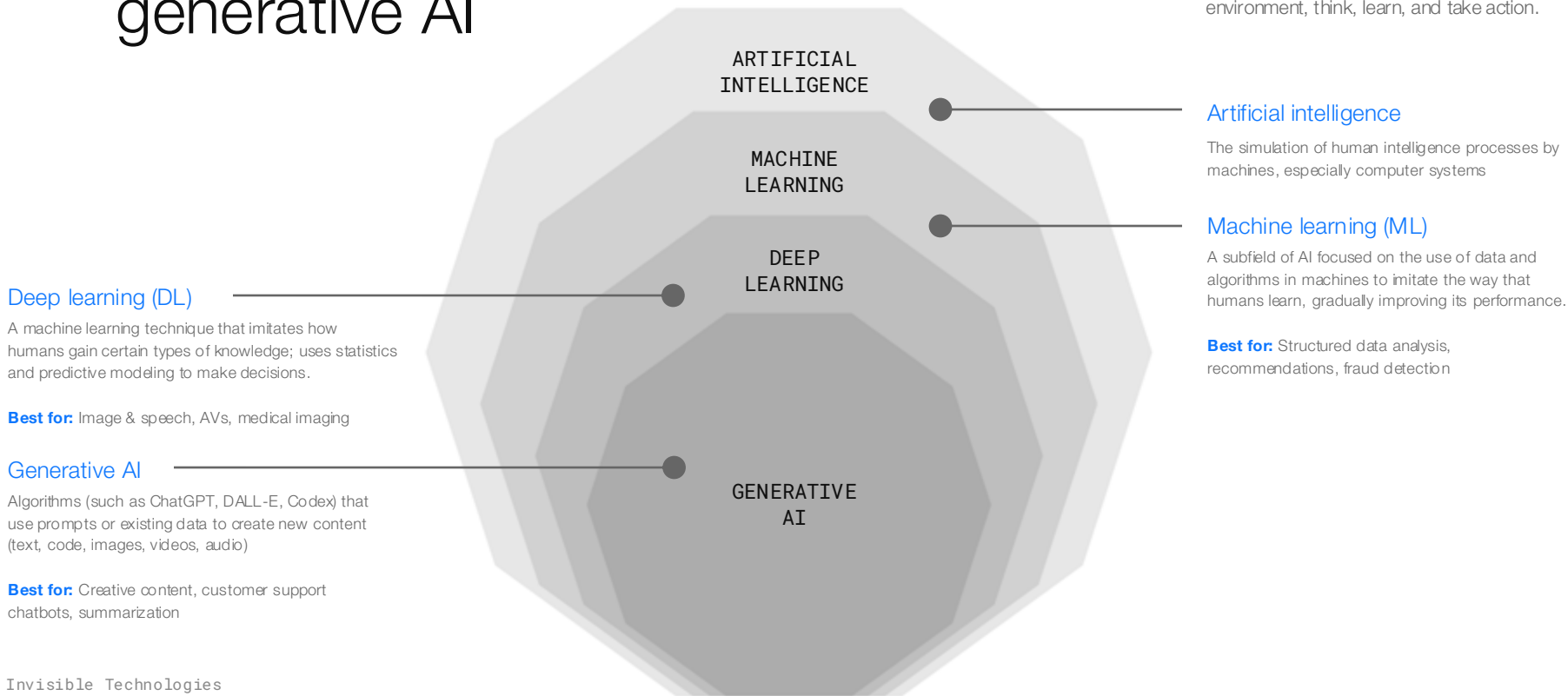
Lack of clear ROI

Businesses are wary of AI's **high costs relative to its actual value**. Many solutions require extensive oversight and yield limited efficiency gains.

Regulatory barriers

Strict approval processes in industries like healthcare and finance slow AI adoption. Impact assessments before implementation further delay its integration.

Defining AI & generative AI



A more complex paradigm: Why GenAI is harder to operationalize than traditional ML

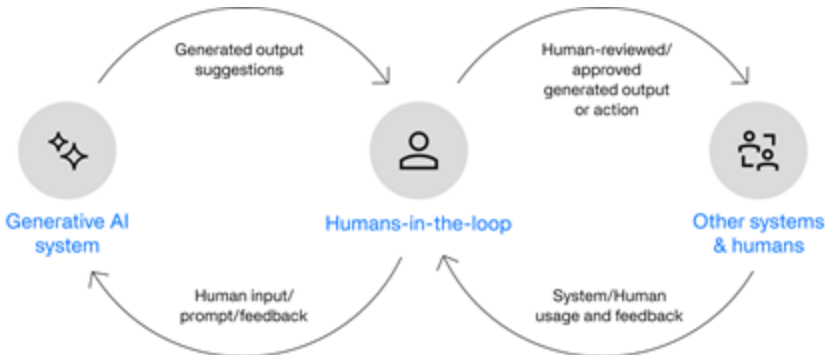
Machine learning:

Traditional ML follows a clear, structured path, where inputs directly influence outcomes through a **single-decision tree**. Model success is easily validated with statistical benchmarks.



Generative AI:

GenAI's complexity stems from its **open-ended generation**, and reliance on **human feedback** to refine outputs. Unlike ML, **validation is complex** due to subjective results, hierarchical decision-making, and unpredictable outputs.



Build, buy, backburner: The 4-pillar framework

Not a matter of build v. buy, but how you blend the two. This decision-making framework ensures that every investment contributes to sustainable transformation—not short-term distraction.

Strategic fit

Does it build on what we're already good at, or does it stretch us thin?

Speed to value

Can we pilot this quickly? How fast can we validate its impact?

Long-term defensibility

Does it generate data, talent, brand, or IP compounding over time?

Organizational readiness

Do we have the skills, leadership, and capacity?

Key challenges and execution risks that slow down AI adoption

Model performance

- Poor out-of-the-box performance – need for customization
- Reliability issues in production

Data availability

- Data silos – lack of system integration
- Poor data quality

AI talent

- Shortage of skilled AI professionals (engineers, data scientists, etc)
- Employees not trained on how to utilize AI

Data privacy & compliance

- Lack of governance and security frameworks
- Evolving regulations create complexity

The path to successful AI strategy

01

Commit to AI early and with a clear vision

- Kick off AI initiatives proactively
- Set clear direction and define success metrics



02

Invest in AI talent and upskilling

- Hire experts in key areas
- Build AI literacy across the organization



03

Capture and integrate data everywhere

- Break down silos and unify data sources
- Capture and leverage proprietary data



04

Maintain a Human-in-the-Loop approach

- Utilize human feedback and oversight



05

Prioritize data privacy & security

- Manage GenAI risks and biases
- Protect data across AI deployments



06

Build a scalable AI infrastructure

- Invest in adaptable platforms and tooling
- Partner for faster AI adoption

Key takeaways

AI is transforming industries, but adoption challenges persist. Despite the hype, 85% of enterprise AI projects fail.

GenAI is harder to move to production than traditional ML. Open-ended generation and reliance on human feedback make validation complex, requiring new strategies for implementation.

People mistake buying AI solutions is an easy route. He explained that while many hope they can simply purchase AI solutions, it's not always feasible

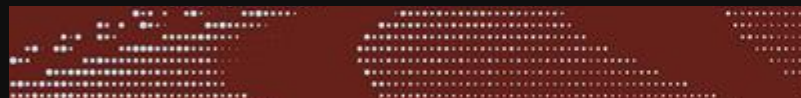
Strategic execution drives success. Companies that commit early with a clear vision, invest in human-AI collaboration, and prioritize building integrated, scalable, and secure data/AI infrastructure will gain a competitive advantage

Thank you.

Matt Fitzpatrick

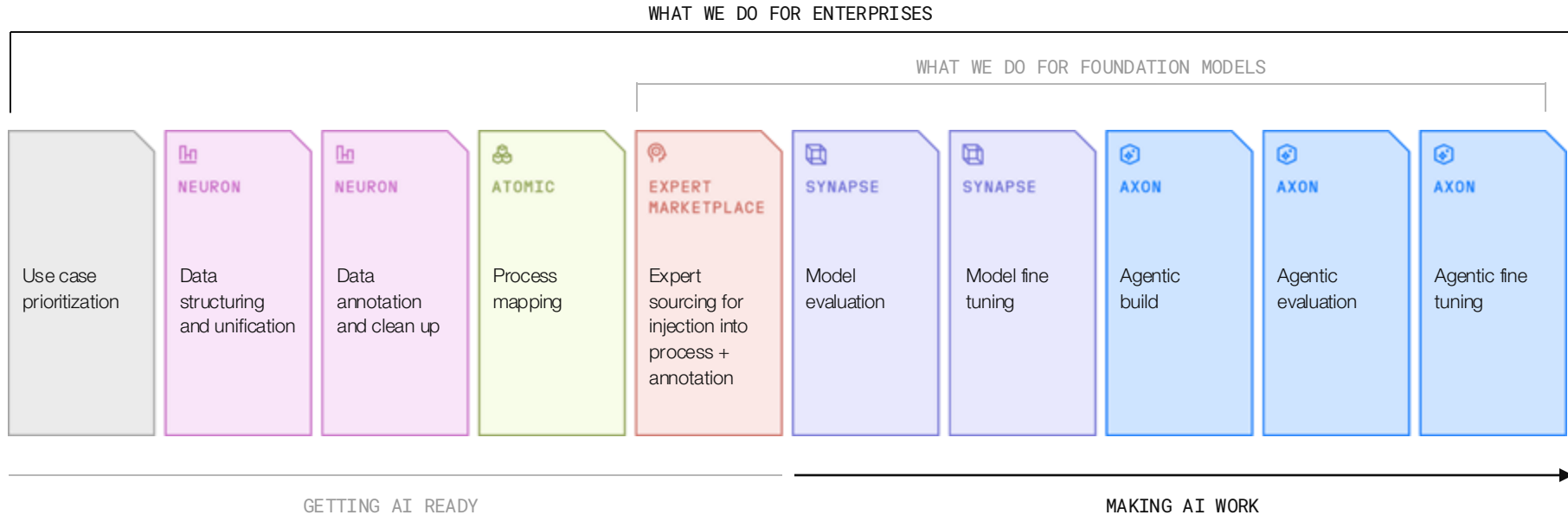
Chief Executive Officer, Invisible Technologies

matt@invisible.co



Invisible Technologies

Invisible Technologies trained 80% of leading foundation models and can make AI work in any enterprise. AI is only a small component of what we do—about 90% of making AI work is building the right infrastructure around it including data integration, cleaning, workflow structuring, process optimization and change management.



The Invisible Platform is a modular AI operating system that helps you solve challenges from messy data to agentic execution, using only the components you need.

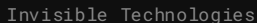
Unify fragmented data from any source or format into a clean, structured layer for analysis and automation.

Turn manual workflows into automated processes
and connect with 300+ integrations.

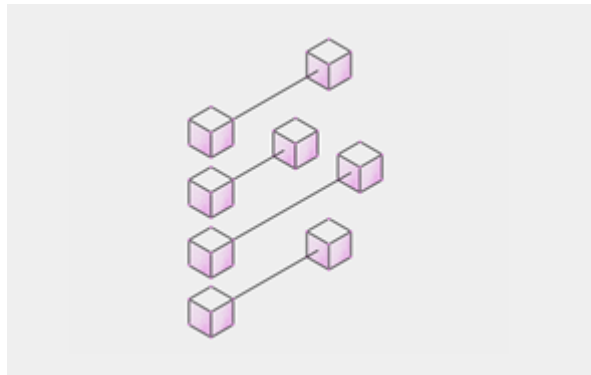
Find top-tier specialists to fine-tune your models,
with custom sourcing available on demand.

Train your model to your specifications and evaluate outputs for quality, safety, and accuracy.

Build and deploy AI agents tailored to your processes with coordinated handoffs and full control over training and execution.



Precision, embedded



Engineered for complexity

We build for the edge cases, where stakes are high, data is messy, and scale isn't optional. Our systems are shaped by the same minds that trained 80% of the world's top AI models.



Built with you, not for you


No black boxes. No handoffs. Our embedded teams ship ROI fast, and leave you with systems you actually own, understand, and evolve.



Human judgment. Machine scale

We built a global bench of elite talent for iteration at enterprise scale. Precision, accuracy, and oversight — on demand, in the loop, and always improving.

Results across industries

AI/ML Training	Logistics	Healthcare	FinServ	E-comm/ Retail	Real Estate	Insurance
3x Months faster GTM for leading AI chatbot	233% Improvement in onboarding speed for merchants	9x Reimbursements speed for Headway & the revenue team	66% Cost reduction for Klarna's competitive intel work	9x Revenue per SKU using data enrichment	43% cost reduction using bespoke automation	1030% ROI in dispute claims savings
LEADING LLM	LARGEST US MARKETPLACE	 Headway	Klarna.	LARGEST BIG BOX RETAILER	BUNGALOW	Rhino

GenAI will
have a
different
impact
across
industries

