

## AI ENABLEMENT

# Companies that outperform don't have better AI. *They have better context.*

Every business can access the same AI. The advantage comes from what it learns about yours. Your people, systems and data create context no competitor can replicate — we build the Context Engine that captures it, compounds it, and puts it to work across your business.



## 42%

of companies abandoned most of their AI initiatives in 2025, up from 17% the year before.

S&P Global Market Intelligence, 2025

## 95%

of enterprise GenAI pilots showed no measurable P&L impact.

MIT, State of AI in Business 2025

## 2×

external partnerships reach production at twice the rate of internal builds.

MIT NANDA, The GenAI Divide 2025

Sources: S&P Global, Voice of the Enterprise 2025; MIT NANDA, The GenAI Divide 2025. Full citations on request.

## 01 · THE THESIS

# AI is everywhere. *Context is the advantage.*

Imagine a brilliant, tireless new team joins your company tomorrow. What could they do with no onboarding, no systems and no understanding of your business? That's where most AI fails.



### 01 · YOUR PEOPLE

Feel it from day one — like ChatGPT but 10x, because it knows your business. Every correction teaches it judgment.

### 02 · YOUR SYSTEMS

Workflows wired into how work actually runs. Each one gives AI hands, and makes the next cheaper to add.

### 03 · YOUR DATA

The record of your business, organised so AI can use it. The models are generic; your data makes them yours.

#### THE CONTEXT where the three meet AI

The onboarding, captured: everything AI learns about how you work — your style, standards and feedback. Every interaction enriches it, everything above runs off it, and no competitor can buy it.

Context is the onboarding. *And the advantage.*

## 02 · THE HORIZONS

# The advantage compounds *across three horizons.*



### H1 · AI USERS

Individuals use ChatGPT. People feel the value; none of it lands with the business.

#### THE TELL

"We use AI" means faster email drafts.

#### THE ECONOMICS

Paying for seats, getting minutes back.

Where most businesses are today

### H2 · AI WORKFLOWS

A few automations run — fragile, hero-dependent, no shared brain to deposit into.

#### THE TELL

"It broke when Sarah left, or the vendor changed something."

#### THE ECONOMICS

Point savings that never compound.

The 42% abandonment zone

### H3 · AI OPERATING SYSTEM

The loop is spinning: people pull for more, every use deposits, each increment lands cheaper.

#### THE TELL

"A new workflow costs days, not a project."

#### THE ECONOMICS

Throughput grows without headcount.

The 5% extracting real value

Built for Australian operators: \$3M–\$30M revenue, 30 to 200+ people, multiple teams, knowledge trapped in each.

03 · THE LANDSCAPE

The market sells pieces. *Buy the whole system.*

Every option below is a rational choice — but each delivers only half the value: AI your people love, or value your business owns. The advantage only comes when you have both.



DO YOUR PEOPLE FEEL IT?  
IT HAPPENS AROUND THEM

THEY FEEL IT FROM DAY ONE

Consulting & training firms

STRENGTH

Rigorous strategy and board-ready thinking — the skills are genuinely yours.

THE MISSING HALF

Not attached to daily work, so it never compounds; the lift fades when the engagement ends.

WHO

Big 4 & boutique AI strategy, workshops, trainers

★ HPP embedded build

BOTH HALVES

The tool your people love, 10x — and every use deposits into an engine you own, each increment cheaper.

TRADEOFF

vs a \$200k+ Head of AI and 12 months to build it yourself.

WHO

HPP

Automation agencies & managed AI

STRENGTH

Skilled builders, real workflows shipped fast.

THE MISSING HALF

Built around your people, not with them — the know-how compounds at the agency.

WHO

n8n & Zapier shops, managed AI services

AI tools & copilots

STRENGTH

Your people feel the value the same day — that’s why they already use it.

THE MISSING HALF

None of it lands with the business: generic capability every competitor also rents.

WHO

ChatGPT, Copilot, Gemini seats

## 04 · THE BAR

# Hold every AI investment *against this bar.*



### 01

#### Be felt in week one

Live in production with one team feeling the lift this month. Diffusion is pull, not policy.

### 02

#### Belong to you

Your repo, your data, your IP. If the vendor disappears tomorrow, it keeps working.

### 03

#### Compound

Every workflow deposits into the shared context, so month 12 output beats month 1 at no extra spend.

### 04

#### Be safe to stop

One number per increment, a baseline taken first, a stop if it doesn't move. Starting is safe because stopping is cheap.

Hold anything you're offered against this bar. *Including us.*



## 05 · THE ENGINE

# The Context Engine — *where every interaction compounds.*

Your knowledge, data and decision rules, organised into context AI can act on. Every workflow adds to it; every agent draws from it. Owned by you.



### CONTEXT

Your SOPs, org, tone, strategy and decision rules — captured as versioned IP that every agent reads before it acts.

### CONNECTION

Wired into the systems you already run: your data, your CRM, your books.

### ACTION

Agents that execute the work: reporting, content, outbound, finance.

### GOVERNANCE

Evals, model pinning, audit trails and hard boundaries. Humans stay in the loop.

**Not a chatbot. Not a model we train. Not software you rent. *If we disappear tomorrow, it keeps working.***

## 06 · THE SKILLS

# Six skills. *One Context Engine underneath.*



● RUNNING TODAY

### Finance skill

A daily executive report — cash, scenarios and runway against real transaction history. AI drafted, human reviewed, audit logged.

● RUNNING TODAY

### BI skill

19 locations' databases into one warehouse, reporting automated on top. One source of truth, answered in plain English.

● RUNNING TODAY

### Ops skill · national daycare

Bookings, feedback triage and customer comms for a national daycare group, run with agents in the loop.

● RUNNING TODAY

### Demand forecasting skill

Tomorrow's demand forecast on your desk each morning, with recommended actions: staffing, pricing, spend.

● RUNNING TODAY

### Content skill

Raw thinking into brand-checked, ready-to-publish posts — in your voice, without a copywriter.

IN BUILD

### Clinical reporting skill

Clinician voice notes into structured patient reports, human-signed before release.

Different skills, one engine underneath. Over time it stops being a tool your team uses and starts being part of the team.

## 07 · PROOF

# Proof from businesses *already running it.*

**7pts**

digital revenue swing in 3 months, no added budget

**19»1**

locations' databases into one warehouse

**daily**

automated exec reporting, from manual weekly

**+15%**

booking conversion via experimentation

**Pet Resorts Australia**

A 5-person team, no agencies: 19 locations' data consolidated, reporting automated, AI ways of working installed — a 7-point revenue swing in three months.

**Peak accounting body · AU & NZ**

Automated forecasting and member-funnel analytics for the profession's peak body, live in its data warehouse.

**Executive finance reporting**

The daily AI-drafted finance report: ETL to narrative with eval suite, model pinning and audit trail. In production.



## 08 · GOVERNANCE

# The controls arrive *with the work.*

The biggest AI risks aren't technical — they're operational. Cost, privacy and security derail more projects than bad models (S&P Global, 2025). You won't need every control on day one, but you'll need all of them before AI produces work your business depends on.



### Testing

A bank of real examples — including the ugly ones — that every change must pass before it ships.

### Model pinning

We pick a model version and stay on it. Upgrades happen when they pass the tests, not when a vendor pushes them.

### Human sign-off

A named person approves anything that leaves the building. A step in the runbook, not a policy document.

### Zero data retention

Enterprise API settings: your data does not train anyone's model and is not kept by anyone.

### Audit trail

Who asked, what the model said, which version, who approved it. All logged.

### Hard boundaries

A written list of what AI never touches — usually the ledgers, the board pack, anything legal.

Each control turns on at the horizon where it starts to matter — already built, not bolted on after a scare.

## 09 · THE DESTINATION

# Build your *Company Brain*.

Context improves everything it touches — sales conversion, forecasting, marketing efficiency, retention, pricing and hiring.



### IMAGINE 12 MONTHS FROM NOW

- Your CEO starts each morning with yesterday's decisions already analysed.
- Sales forecasts update themselves.
- Marketing plans itself.
- Finance writes the first draft.
- Managers ask questions instead of pulling reports.
- Every employee arrives with years of organisational knowledge on day one.

### WHAT THEY'RE REALLY BUYING

*People buy the destination before the plumbing.*

- Better decisions
- Faster execution
- More leverage
- Higher productivity
- Stronger margins

## START HERE



# Vlad Mehakovic

## Head of Technology & Growth

Vlad has owned the P&L as a CXO, not just built the models — a chief growth and product officer who runs his own businesses on the exact systems in this deck. He leads HPP's AI Enablement practice and Forebrite, the predictive marketing engine he founded, backed by the wider HPP bench of operators who have scaled businesses from seed to IPO.

- ✓ Embedded, not advising from the sidelines
- ✓ Your team trained to run it, not dependent on ours
- ✓ You own the engine, the workflows and the outcome

Useful to one person on day one. *Owned by your business forever.*



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