

GROWTH SERIES



THE AI PLAYBOOK FOR BUSINESS LEADERS
FROM HYPE TO REAL-WORLD IMPACT!



Ian Hunt
Chief Customer Officer
RAKEZ



SPEAKERS: KOSHIMA CO-FOUNDERS



Rob Hayes

AI Business Consultant
Enablement Lead



Carlo Pepe

AI Business Consultant
Enablement Lead



ALL EVENTS ON COMPASS WEBSITE

compass.rakez.com/events

Follow like and share:

@mycompassrak

UPCOMING EVENTS



GROWTH SERIES

Jan 29 2025

AI ON A BUDGET: AFFORDABLE TOOLS & SMART AUTOMATION FOR SMALL BUSINESSES

January 29, 2025 9:30 am - 11:30 am
Compass Coworking Centre

EVENT DETAILS >



TAX

Jan 30 2025

VAS EVENT: UNLOCK BUSINESS GROWTH WITH RAKEZ'S EXCLUSIVE PROGRAMMES

January 30, 2025 11:00 am - 12:00 pm
Webinar

EVENT DETAILS >



extramile

Feb 05 2025

WORKSHOP: LINKEDIN FOR MARKETING & INBOUND

February 5, 2025 8:00 am - 11:00 am
Compass Coworking Centre

EVENT DETAILS >



extramile

Feb 05 2025

WORKSHOP: LINKEDIN FOR BUSINESS DEVELOPMENT & REFERRALS

February 5, 2025 1:00 pm - 4:00 pm
Compass Coworking Centre

EVENT DETAILS >



GROWTH SERIES

Feb 19 2025

RAKEZ GROWTH SERIES 2025 - EVENT # 2

February 19, 2025 9:30 am - 11:30 am
Compass Coworking Centre

EVENT DETAILS >



Mar 07 2025

INTERNATIONAL WOMEN'S DAY AT COMPASS!

March 7, 2025 10:00 am - 12:00 pm
Compass Coworking Centre

EVENT DETAILS >



Q&As



Question No. 1: Can you please organize a physical seminar in future on this topic?

Answer: Our first seminar for the 2025 Growth Series was "AI on a Budget: Affordable Tools & Smart Automation for Small Businesses." We will definitely be organizing more sessions on this topic in the future. Stay tuned!

Check out the Compass website compass.rakez.com for details on upcoming Growth Series events. We'd love your feedback on other topics you'd like us to cover!

You can also find the presentation and valuable resources from this session on the Compass Events page:

<https://compass.rakez.com/events/growth-series-2025-1/>.

Question No. 2: What's is difference between AI and Generative AI?

Answer: This answer was generated by AI using ChatGPT ;)

AI (Artificial Intelligence) refers to any system that can perform tasks typically requiring human intelligence, such as data analysis, decision-making, pattern recognition, and automation. It includes machine learning, robotics, and rule-based systems that process information and make predictions.

Generative AI, on the other hand, is a specific type of AI that focuses on creating new content—such as text, images, music, or even code—based on patterns learned from vast datasets. Unlike traditional AI, which analyzes or automates tasks, Generative AI can generate human-like responses, images, and designs, making it ideal for content creation, creative tasks, and problem-solving.

Example: Traditional AI can analyze customer preferences to suggest a product, while Generative AI can create a personalized marketing campaign from scratch.

Q&As



Question No. 3: Could we have some examples of the AI pillars in real life experience?

Answer: Workforce productivity - Through enablement on ChatGPT the planning and research team of an organisation was able to improve their efficiency by 30%. question-and-answer they were able to do 30% more work in a day.

Business process optimization Procurement team helping to do analyse responses to RFP's. Taking this process from days to hours and with more consistent reports.

Core Business Optimization – An e-commerce platform seeing an 18% uplift in sales due to improving their recommendation process.

Question No. 4: Can you also organize a seminar on corporate tax- more on question-and-answer session as first corporate tax return filing is not very far although I have attended previous seminars on corporate tax topics, is there anything in planning?

Answer: We have a webinar on the 27th of this month. Here is the link to the website to sign up
<https://compass.rakez.com/events/vas-webinar-tax-compliance/>

Question No. 5: What are the most affordable AI-powered automation tools that can help a startup like me and investment consulting improve efficiency?

Answer: Start by identifying the process or problems you are looking to automate before investing in any tool. It will cost you more in the long run by jumping straight into tools, as they may seem cheap up front but end up costing you more if your team A. Don't adopt them, B. You team aren't trained on them meaning you don't get the advertised ROI and C the tool seems to improve one step but just pushes more work but further down the funnel meaning you haven't actually improved your end-to-end process. The other side of starting with tools is most offer a free or low entry cost to gain access to them for you to try them out.

Q&As

GROWTH
SERIES

Question No. 6: What is the basis of 80% AI project failure - is it global?

Answer: This answer was generated by AI using ChatGPT ;)

The 80% AI project failure rate is often cited as a global industry estimate, reflecting challenges businesses face when implementing AI solutions. The failure is typically due to factors such as poor data quality, lack of clear objectives, inadequate integration with existing systems, insufficient expertise, and unrealistic expectations. Many organizations struggle with aligning AI initiatives to business goals, resulting in ineffective deployment.

While this statistic is a broad industry estimate, success rates vary by region, sector, and company preparedness. A well-defined strategy, quality data, and strong leadership significantly improve AI project success rates.

Question No. 7: Is it possible to organize physical seminar on corporate tax?

Answer: Check out the Compass website compass.rakez.com for details on upcoming seminars and webinars covering corporate tax, accounting, bookkeeping, and other value-added services (VAS).

Stay tuned to the Compass website for more updates!

Question No. 8: Nice topic guys. Gives a lot of insights on business processes in this region. In the US for example, most companies do not allow BYOD due to various proprietary concerns by companies. Now I see more and more why.

Answer: Employees are resourceful and if they believe there is a more efficient way for them to get through their workload they will try. We have come across countless examples of employees or leadership in a company saying that have blocked Gen AI tools (ChatGPT or Deepseek for example) only to hear employees are using other tools or using their personal devices. We don't believe that blocking tools is the answer as there is so many new ones coming out every day, blocking them all would be a full-time job. If you empower your employees and educate them on how to use these tools and the security concerns, you will stand a better job of hitting your objective.

Q&As

GROWTH SERIES

Question No. 9: Will the presentation be shared with us?

Answer: Yes! Both the presentation and the video will be shared. 🎉 You can find all useful information, including the presentation, webinar content, and additional resources, on the Compass website under the event page: <https://compass.rakez.com/events/ai-playbook-for-leaders/>. Stay tuned for updates! 🚀

Question No. 10: When Should I Automate AI for Invoice Financing: How can AI help assess investors in an invoice factoring model?

Answer: Sorry I'm not sure I understand the question exactly. My recommendation would be to put this into your favourite Gen AI tool and ask it that question. You can also ask it to expand on areas of interest to you in its response.

Question No. 11: Much of AI LLM's are providing responses from Explicit Knowledge (documents / data). What about capturing Tacit knowledge from colleagues experience which resides in their heads? How is this being captured to increase accuracy and context?

Answer: It's a great question as humans we also face the same problem at times You have an employee working in a company for 10 years. They decide to go to another company and get replaced by a new hire. The new hire looks at the documentation that talks about how processes work and things should be done, but they still have a learning curve compared to the person who was there for 10 years and has the experience and knowledge in their head. Most LLM's are trained (this is called pre training) on vast amounts of data, this your standard off the shelf LLM let's call it. When you are deploying an AI system or solution, there is a step where you "fine tune" the off the shelf LLM. This is helping it to becomes a specialist at the task/process you are asking it to undertake. This fine tuning gives it more context and massively improves accuracy. We are beginning to see more specialist/focused LLM's comes on board but slowly.

Question No. 12: we pay everywhere and its still exactly like squash.....without us constantly hitting the ball , AI fails all the time

Answer: When not implement correctly yes we agree. When implemented correctly there is load is successful use cases out there.

Q&As

GROWTH SERIES

Question No. 13: We use “AI” on a daily enablement, let me suggest we use that is reported to be AI.....for example we use many chat but to be honest its pillars; AI. There are way too many errors. When do we pillars; that AI will be AI....

Answer: Like nearly everything there is good and bad unfortunately. We spoke today about the three pillars, pillar number one was workforce productivity. This is often an underappreciated pillar. By getting this step right you also get buy in from one of your key stakeholders, your employees. We see all too often, that AI tools get rolled out to allow the organisation say they are doing something, but adoption is allow and it delivers little to no value as the employees are not bought in. This has a knock-on effect the next time you try to role out another tool, the teams will already be apprehensive due to the negative results of the previous one. That’s why its also important to identify the process or workflow you want to improve first before you pick the tool. This way you significantly improve you chances of delivering value. AI is ready today to be used in the right place for the right workflows, unfortunately we see too many organisations starting with the wrong processes and tools.

Question No. 14: Koshima implemented AI in which industries? Give examples?

Answer: Koshima does not implement, We improve workforce productivity through enablement and we work with our customer to identify the justify the right use cases of AI for them.

Examples – Through enablement on ChatGPT the planning and research team of an organisation was able to improve their efficiency by 30%

Through enablement on Microsoft CoPilot a talent acquisition teams were able to reduce their pre and post interview process from a 30 min activity to 8 mins while also getting better consistency across the team.

Through Use case justification a real estate company was able to justify why an internal customer assistant chat bot was their use case to move into POC stage compared to a HR assistant chat bot that they were originally considering.

NEXT EVENTS

16 APRIL 2025

Event 4: Closing The Deal:
Proven Sales Techniques To
Drive Growth

14 MAY 2025

Event 5: Mastering Financial
Management: Smart Money
Strategies for SMEs



Survey



GROWTH SERIES



THANK YOU!