

Leading SMEs in the Age of AI: From Hype to Value

Keynote Swiss Customer Day

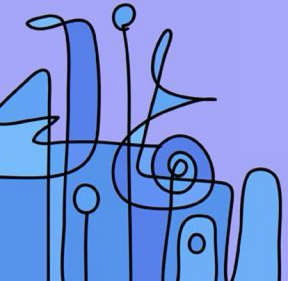
Sunnie J. Groeneveld
Managing Partner
Inspire 925



INSPIRE925

Every SME will become an “AI company”.

Just as every company today is, in some sense, an “internet company” or an “electricity-powered company”.



The

lightbulb

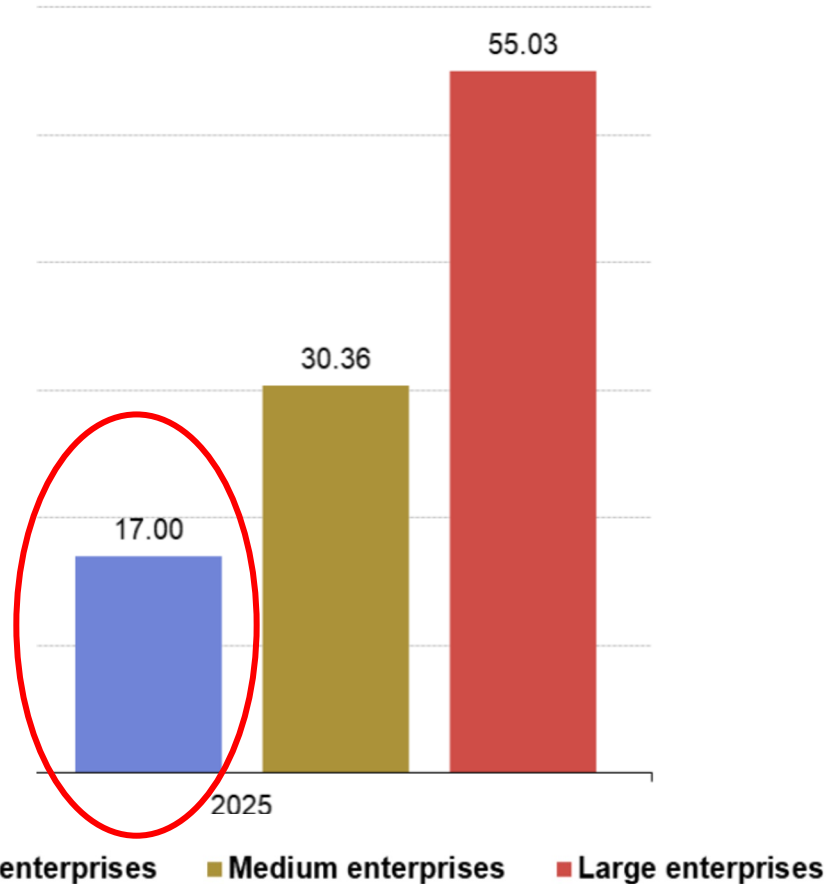
was not

the

transformation!

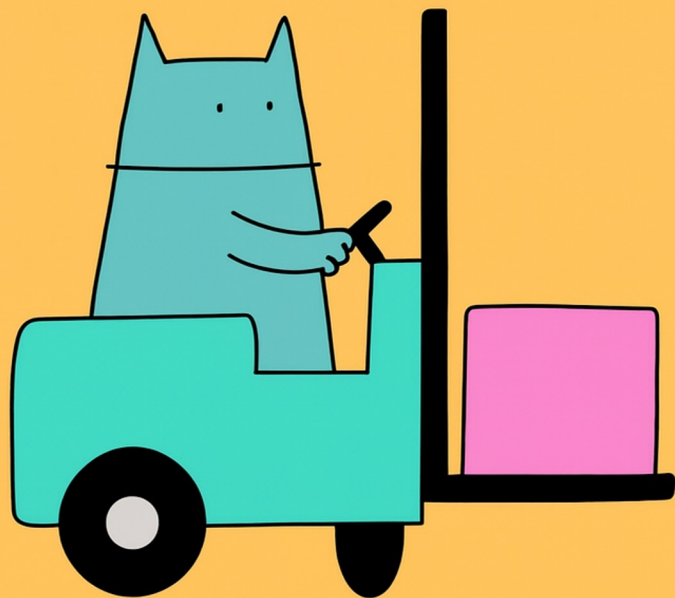


Reality Check: AI Adoption in SMEs



Source: [Eurostat](#)

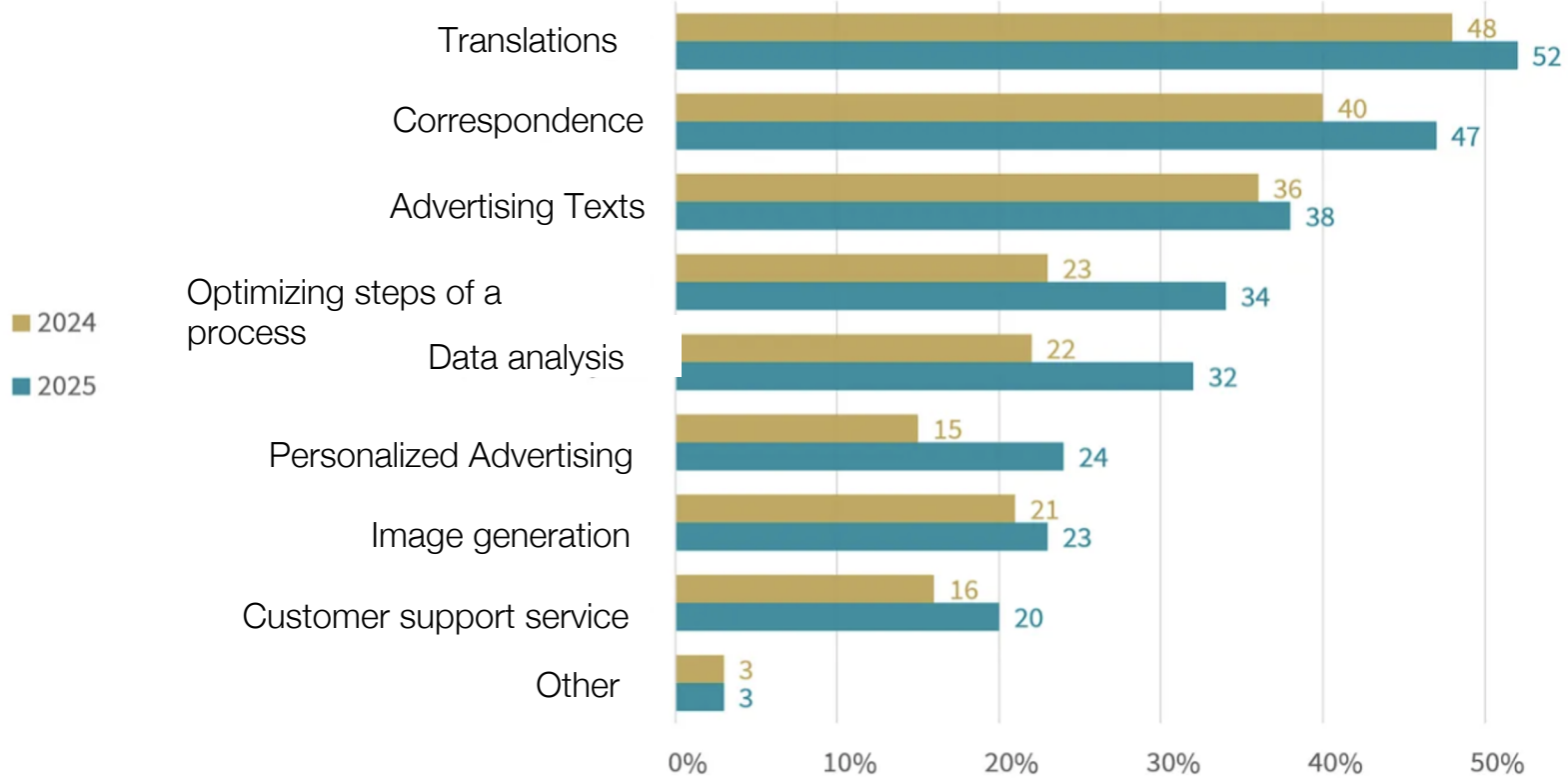
RUN
THE
BUSINESS



TRANSFORM
THE
BUSINESS



Reality Check: Use Cases in Swiss SMEs



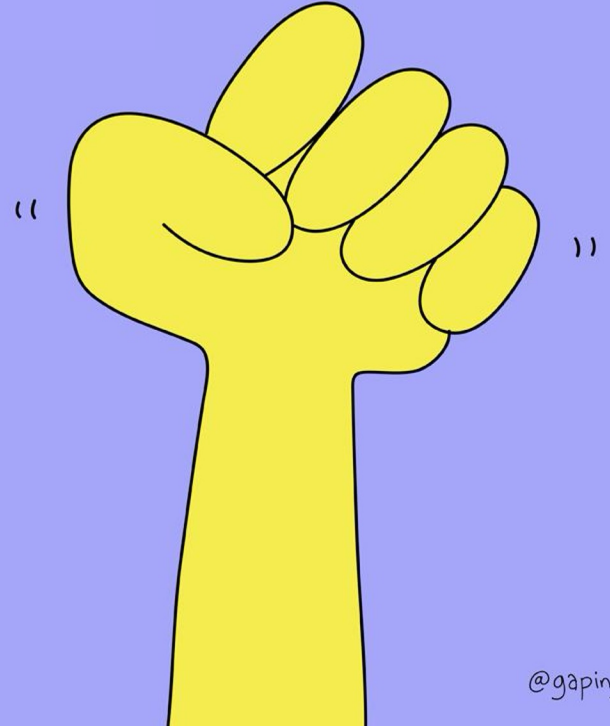
Source: [AXA KMU-Arbeitsmarktstudie: Künstliche Intelligenz](#)

Existing Business / Offering

Productivity AI

Do the same work faster, cheaper, better.

Examples: automated reporting, email drafting, sales prep, customer-service summaries, forecasting support.



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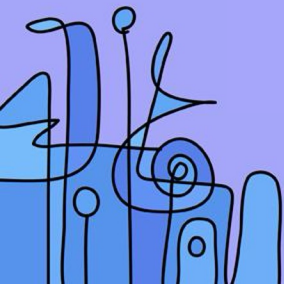
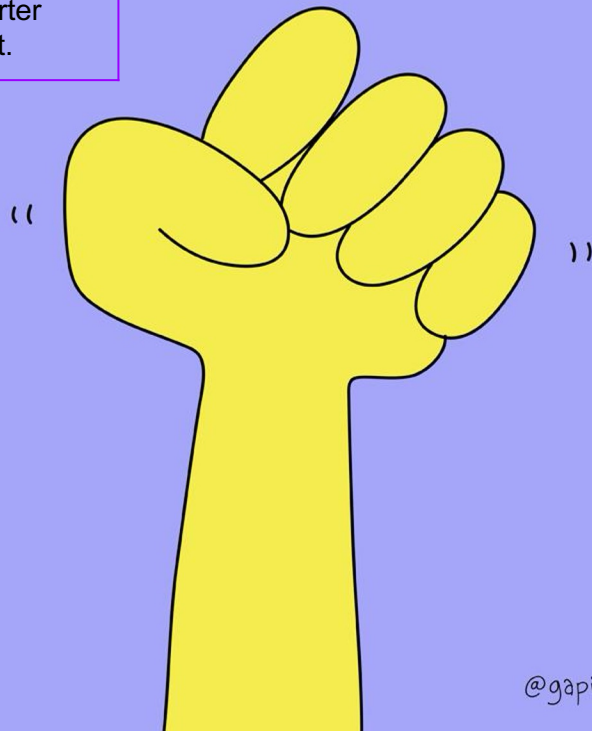
Examples: automated reporting, email drafting, sales prep, customer-service summaries, forecasting support.

New Business / Offering

Experience AI

Make the existing offering more attractive or easier to use.

Examples: AI onboarding assistant, personalized recommendations, smarter customer portals, self-service support.



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Capability AI

Offer customers something that was previously too expensive, slow, or impossible.

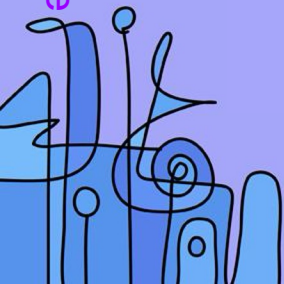
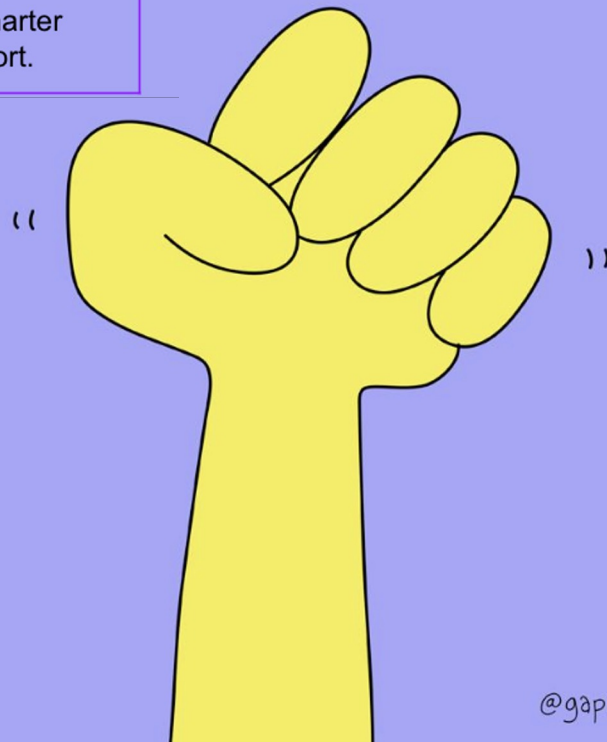
Examples: predictive maintenance, real-time risk scoring, AI-based advisory, personalized training at scale.

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Enhance Value

Existing Business / Offering

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Create New Value

New Capability AI

Offer customers something that was previously too expensive, slow, or impossible.

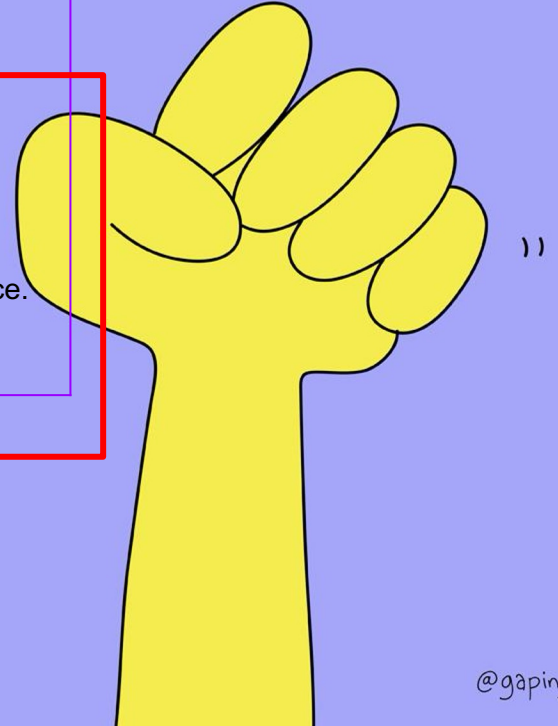
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Business Model AI

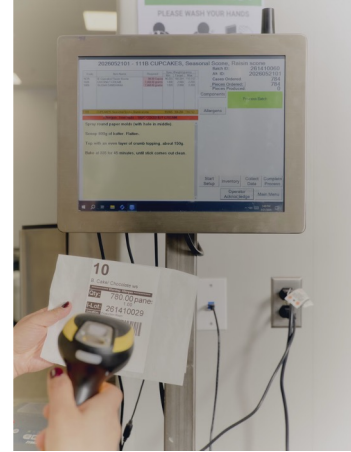
Create a genuinely new product, service, revenue stream, or platform.

Examples: AI-native software, new data products, autonomous agents as a service.

Transformation

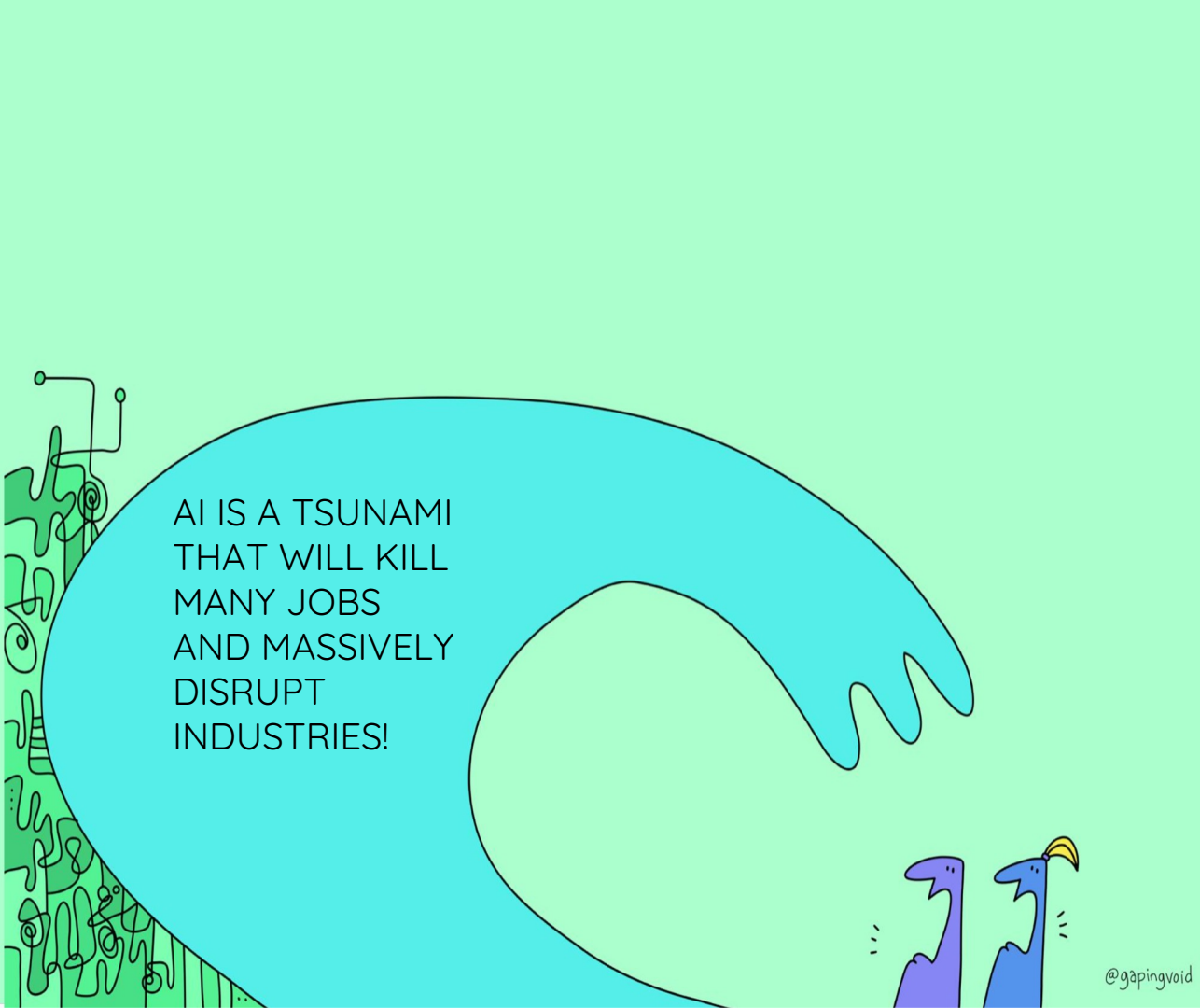


AI transforms bakery's spreadsheets into a custom resource management app



AI is a huge opportunity for small and medium-sized businesses.

It enables SMEs to
organize supply chains
plan production
and execute other functions
**in ways that only multibillion-dollar
enterprises were once able to afford.**



AI IS A TSUNAMI
THAT WILL KILL
MANY JOBS
AND MASSIVELY
DISRUPT
INDUSTRIES!



WE ARE LEARNING TO SURF
THE AI WAVE TO GROW OUR
BUSINESS!

SURF

@gapingvoid

gapingvoid
Culture Design Group

LEADING AI TRANSFORMATION

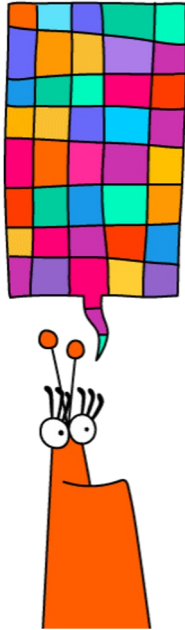
TECHNOLOGY



CULTURE



Applying AI: from a fixed mindset



I don't know

This doesn't work

I don't understand this

This doesn't make sense

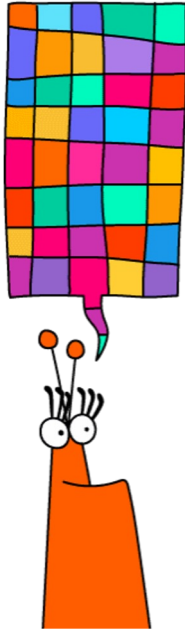
I'm not good at this

I can't do this

I don't get it



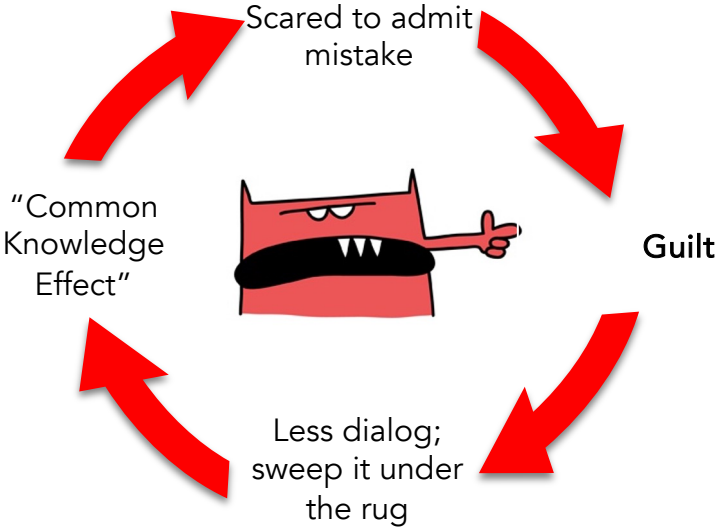
Applying AI: to a growth mindset



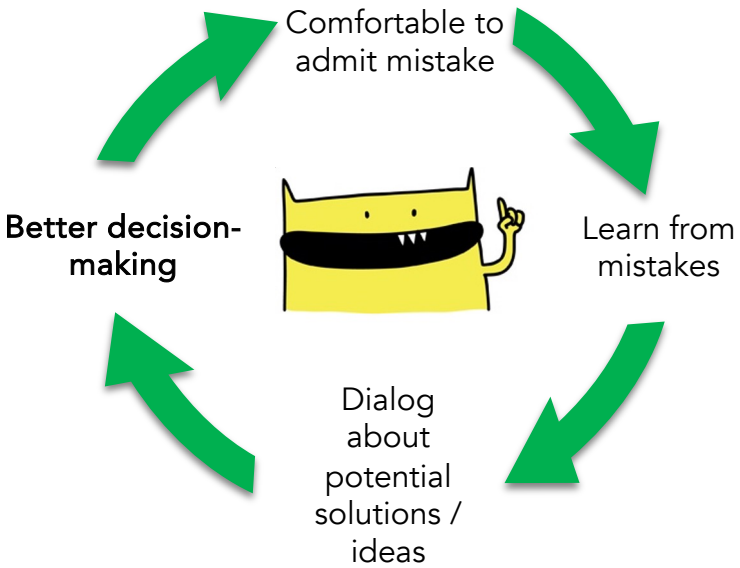
- I don't know ...YET
- This doesn't work ...YET
- I don't understand this ...YET
- This doesn't make sense ...YET
- I'm not good at this ...YET
- I can't do this ...YET
- I don't get it ...YET



Experimentation Culture: You win or you learn



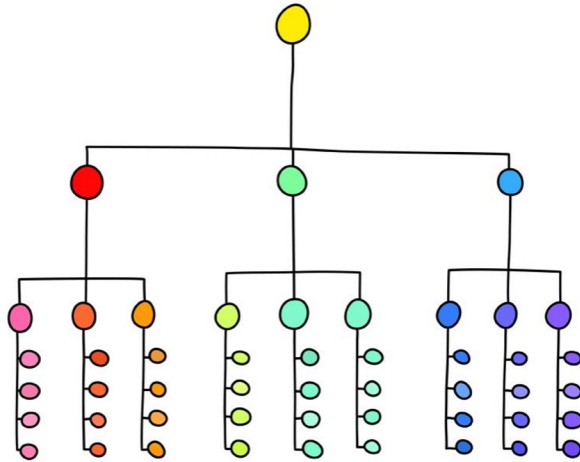
Mistake = Failure



Mistake = Learning Opportunity

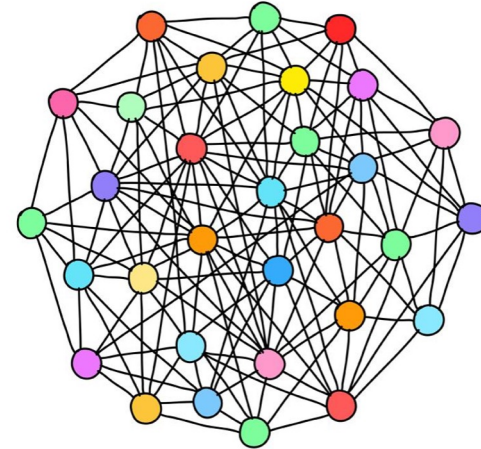
AI Transformation means leading BOTH: hierarchies and networks, human and digital contributions

COMMAND & CONTROL



EGO SYSTEM

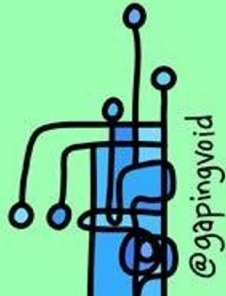
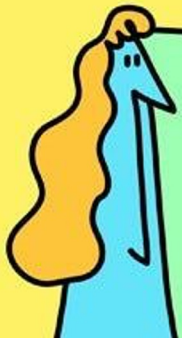
TRUST & INSPIRE



ECO SYSTEM

AI is everywhere. Value is not.

So how do we start?



AI Readiness Index Assessment

1. Company Information

**2. Organizational
Readiness**

**3. Ethics and Governance
Readiness**

**4. Business Value
Readiness**

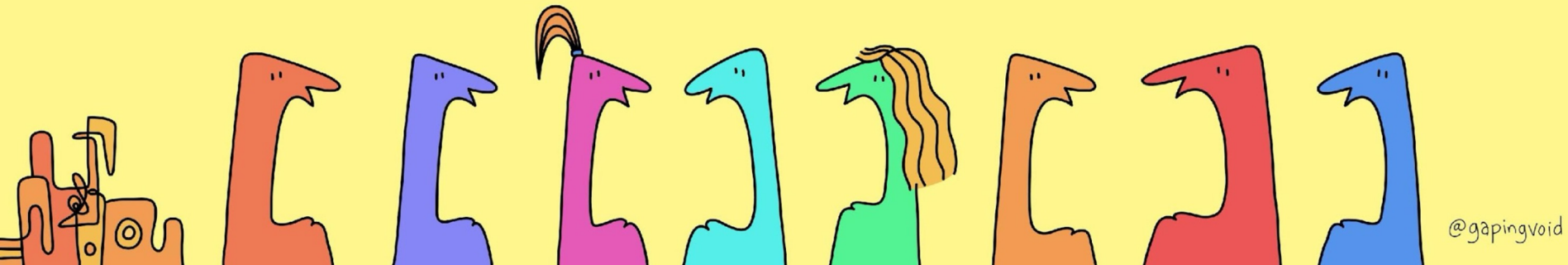
5. Data Readiness

**6. Infrastructure
Readiness**



5 Take-Home Questions for your AI Roadmap

- Where do we lose the most time, money, or customer satisfaction today?
- What should AI automate, where should it augment employees, and where must human judgment remain decisive?
- Which use case could deliver measurable value within the next 90 days?
- What data, governance, and culture gaps must we address before scaling?
- How will you communicate the AI strategy to different stakeholders (e.g. leadership, IT, operations, customer service)?



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