

The CCAIE Value Map

Which AI project should you start with? Score candidates on two axes, then read the quadrant.

1 · List your candidates

Named process steps — not departments. Score value (V) and feasibility (F) from 1 to 5.

Function	Value driver	Key activity (a named step)	V	F	Bucket

2 · Plot them

Write each candidate into the quadrant its two scores put it in.



3 · Run the five questions

On your top two candidates only.

- ☐ **1. Specific?**
A named step, not a department.
- ☐ **2. Economics sound?**
How much, by what mechanism, shown to a sceptic.
- ☐ **3. Named owner?**
A person. Not a role, not a committee.
- ☐ **4. Stop condition?**
What would make you kill it — decided before you start.
- ☐ **5. Governable?**
Fits your real data and privacy obligations, not the intended ones.

Before any of this becomes a business case: measure the baseline.
The map scores feasibility. It cannot tell you what the process does today — only a measurement can.
No payback number survives contact with an unmeasured baseline. This applies to our numbers too.