SMITH & ALLEN CONSULTING

The $100,000 AI Challenge

We'll double the productivity of three of your key people with AI. If we don't, you pay only $25,000.

Everyone is talking about AI. Very few companies can point to a number on their own books and say, "This is what AI did for us." The $100,000 AI Challenge is built to produce that number, and we put most of our fee on the line to prove it.

3	2×	~6	75%
KEY PEOPLE	PRODUCTIVITY GOAL	MONTHS	OF OUR FEE AT RISK

The offer

We work side by side with three people on your leadership or management team. We document exactly how they spend their time today, you sign off on it, and that becomes the baseline. Then we redesign their work with AI, build the tools, and train them until it sticks.

IF WE DOUBLE PRODUCTIVITY

$100,000 total

Your $25,000 deposit plus a $75,000 success payment.

IF WE DON'T

$25,000 total

You owe nothing more, and you keep every process, playbook, and tool we built.

Who takes the Challenge

The Challenge is designed for the people whose time is most valuable to your business, such as:

- Chief Executive Officer
- Chief Financial Officer
- Controller
- Chief Sales Officer
- Chief Marketing Officer
- Human Resources Officer

This is not a demo, a webinar, or a software license. It is a hands-on engagement, on site and remote, measured against a baseline you approve. We only win big if you do.

Not every company qualifies. Applications are reviewed by Smith & Allen Consulting before any agreement is offered.

How It Works

BEFORE WE START

Apply and qualify

You complete our online application and meet with us. Together we confirm that the three participants, their processes, and your leadership are a fit. If they are, you sign the Challenge Agreement and pay the $25,000 deposit.

MONTH 1

Discover and set the baseline

We interview and shadow each participant, on site and remote. For every recurring process we record the steps, how often it happens, how many hours it takes, who is involved, and which systems are used. You review and sign the Baseline Report. That signature locks the baseline.

MONTHS 2–3

Redesign and build

We map where AI can remove, shorten, or automate work, then build it: AI assistants, prompt libraries, templates, automations, and integrations with the systems you already use. We set up business-grade AI tools with sensible security and usage policies.

MONTHS 3–5

Train and adopt

One-on-one coaching and working sessions with each participant until the new way of working is the normal way. We refine as we go, based on what actually happens in their week.

MONTH 6

Measure and decide

We measure the same processes the same way we did at baseline, over a full business cycle (for example, a complete month-end close). Both parties review and sign the Results Report.

What “double” means

Doubling productivity means doing the same work in half the time. We add up the baseline hours for every documented process across all three participants. If the same work, at the same or better quality, now takes **half the hours or less**, the Challenge is won.

Success = combined hours after ≤ 50% of combined baseline hours, at equal or better quality

An illustrative example

Participant	Process	Baseline hrs / mo	Target hrs / mo
Controller	Month-end close and reconciliations	64	32
CFO	Board and lender reporting package	30	15
Chief Sales Officer	Proposals and RFP responses	40	20
All three participants combined		**134**	**67 or less**

Figures are for illustration only. Your baseline is built from your own processes and approved by you.

Who Qualifies, and What's Included

Because most of our fee depends on results, we accept only companies where we believe success is realistic. A strong candidate has:

- **An engaged executive sponsor.** The owner or CEO wants this, will clear obstacles, and will sign off on the baseline and results.
- **Three committed participants.** Each can give us time for interviews, coaching, and practice, roughly two to four hours a week.
- **Recurring, documentable work.** Processes such as month-end close, reporting, proposals, content, recruiting, and onboarding that happen on a regular cycle and can be timed.
- **Willingness to measure.** Participants will track their time during the baseline and measurement periods.
- **Openness to new tools.** Your IT and security leaders are willing to approve business-grade AI tools.
- **Stability.** The company is not in the middle of a major disruption such as an ERP migration, merger, or reorganization that would distort the measurements.
- **Budget approval.** The $25,000 deposit is available and the $75,000 success payment is approved in advance.

What's included

- On-site and remote discovery with all three participants
- Process documentation and a signed Baseline Report
- AI workflow redesign for every documented process
- Custom AI assistants, prompt libraries, templates, and automations
- Business-grade AI tool subscriptions for the three participants during the Challenge
- One-on-one coaching and training
- An AI use and data security policy for the participants
- A signed Results Report with before-and-after measurements

What you provide

- An executive sponsor and a day-to-day point of contact
- Participant time for interviews, coaching, and time tracking
- Access to the systems and sample data each process uses
- IT and security approval of the AI tools we recommend
- Timely review and sign-off of the baseline and results

What you keep

Win or lose, everything we build is yours: the documented processes, the AI assistants and automations, the playbooks, and a team that knows how to use them.

Questions We Hear

Who decides whether the goal was met?

The numbers do. You approve the baseline before we change anything, and the results are measured with the same method over a comparable period. Both parties sign the Results Report.

What if workload changes during the Challenge?

We measure hours per unit of work, such as hours per close, per proposal, or per new hire, so busier or slower months don't distort the result.

What if we get close, say 1.8×?

The goal is 2×. If we fall short, the Challenge ends at the $25,000 deposit, and you keep the gains and everything we built.

What if a participant leaves the company?

We agree on a replacement, or remove that person's processes from both the baseline and the results, so the comparison stays fair.

Is the $25,000 deposit refundable?

No. It covers the discovery, documentation, design, and training work that you keep no matter what.

Are you trying to replace our people?

No. The goal is to give your best people their time back. How you use that time, whether for growth, customers, strategy, or a better work week, is your decision.

Which AI tools do you use?

We choose business-grade tools, such as Claude, Microsoft Copilot, and Microsoft Power Automate, that fit your systems and keep your data private. Subscriptions for the three participants are included during the Challenge. Afterward, you decide what to keep.

Is our data safe?

We sign a mutual NDA, use business plans that do not train on your data, and put a written AI use policy in place before work begins.

Can we include more than three people?

The Challenge is built around three participants. If you want to go further, we'll scope a follow-on engagement.

Next steps

- **Apply online** at saci.com/ai-challenge. It takes about 15 minutes.
- **Qualification call.** We review your application with you and confirm fit.
- **Sign and start.** Sign the Challenge Agreement, pay the deposit, and we begin discovery.

Ready to find out what AI can do for your business?

Apply at saci.com/ai-challenge

Questions? Contact
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