AI Value vs Feasibility Matrix

Plot qualified AI use cases by the value they create and how feasible they are today, then sequence them into a portfolio.

InflexionIQ

A good AI portfolio mixes quick wins that build trust with a few bigger bets that need foundations laid first.

> *Quick wins pay for the journey. Strategic bets are the reason for it.*

HOW TO USE IT

01 **Start with qualified use cases** from the scorecard (template 14).

02 **Score value and feasibility** from 1 to 5 on the criteria below, ideally as a group.

03 **Plot each use case** on the matrix (page 2) and challenge any that feel out of place.

04 **Sequence them** into now, next and later, with the foundations each needs (page 3).

Quick wins
High value, high feasibility

Do now. Prove value and build confidence.

Strategic bets
High value, low feasibility

Fix the foundations first: data, platform, skills.

Easy experiments
Lower value, high feasibility

Only if cheap, or to learn something specific.

Avoid for now
Lower value, low feasibility

Park it. Revisit when something changes.

VALUE CRITERIA

- Size of benefit.
- Strategic fit.
- Customer or colleague impact.

FEASIBILITY CRITERIA

- Data availability.
- Technical maturity.
- Risk and compliance.
- Ease of adoption.

Watch the shared foundations. If three strategic bets need the same data platform, that platform is the real priority. The Excel version averages the scores and plots the chart for you.

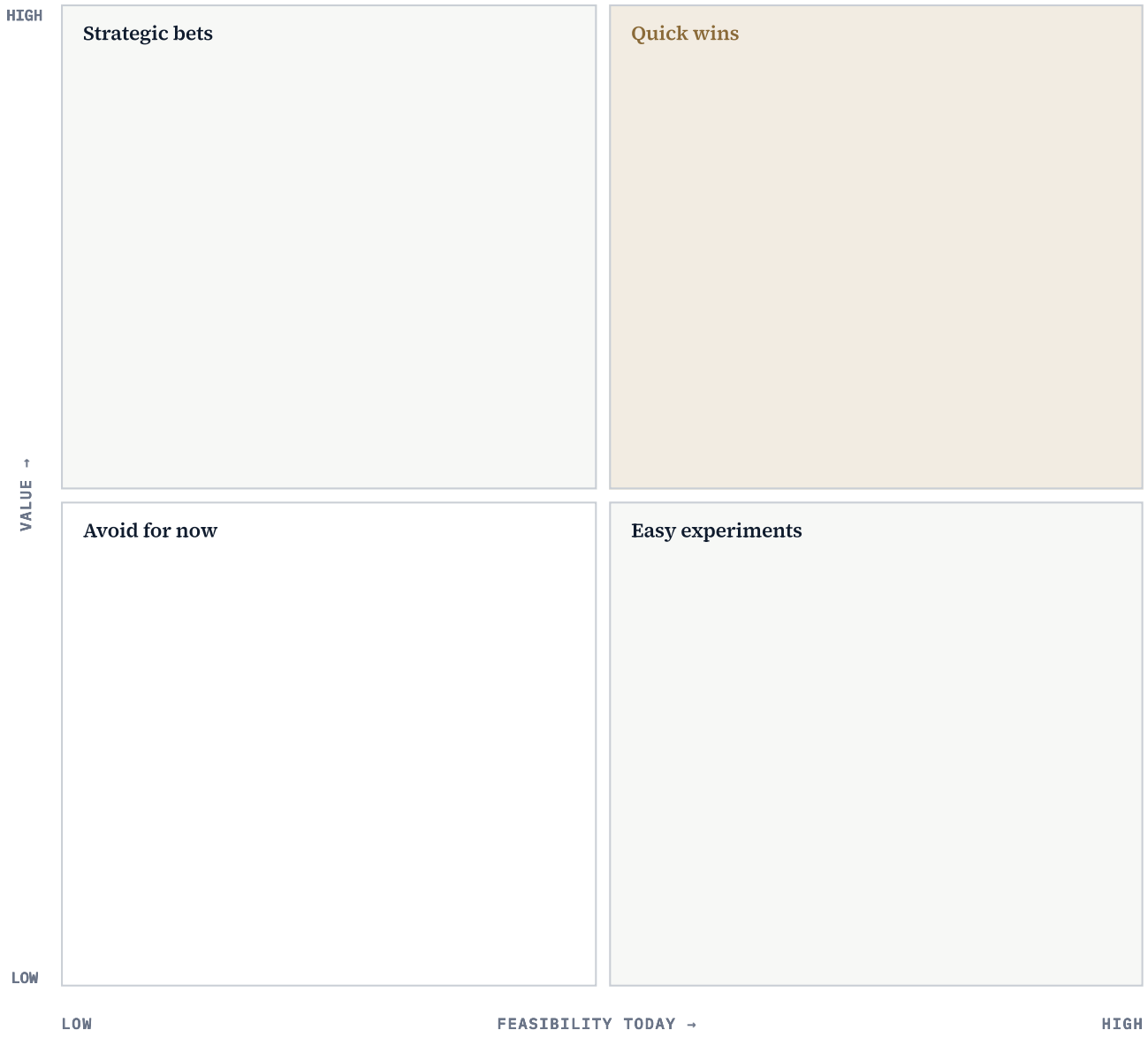
WORKED EXAMPLE: A MID-SIZED UK LENDER

Quick win
Complaint triage. Good data, clear value, a person stays in control.

Strategic bet
Personalised savings offers. High value, but needs a single customer view first.

Easy experiment
An assistant that searches internal policies for staff.

Avoid for now
A chatbot giving mortgage advice. High conduct risk, unclear value.



Use cases

Write the number on the matrix

#	USE CASE	VALUE	FEAS.
01		1–5	1–5
02		1–5	1–5
03		1–5	1–5
04		1–5	1–5
05		1–5	1–5
06		1–5	1–5
07		1–5	1–5
08		1–5	1–5
09		1–5	1–5
10		1–5	1–5
11		1–5	1–5
12		1–5	1–5

Sequencing

PORTFOLIO

DATE

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Now · 0 to 6 months

Quick wins, and the first step of one strategic bet.

Next · 6 to 18 months

Strategic bets whose foundations are in place.

Later · 18 months +

Bets that depend on new data, platforms or rules.

Shared foundations

What several use cases depend on

FOUNDATION	NEEDED BY (USE CASE #)	OWNER	READY BY