

Forward Deployed:

The How of GenAI

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scale

30% of Gen-AI PoCs are **failing**

Will yours be next?

S&P Global: Generative AI Adoption Surges, but Project Failures Rise

MIT report: 95% of generative AI pilots at companies are failing



BY SHERYL ESTRADA
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Everyone's Freaking OUT!

12 March, 2025 | 2 min read

Why 90% of AI PoCs fail

DIVE BRIEF

AI project failure rates are on the rise: report

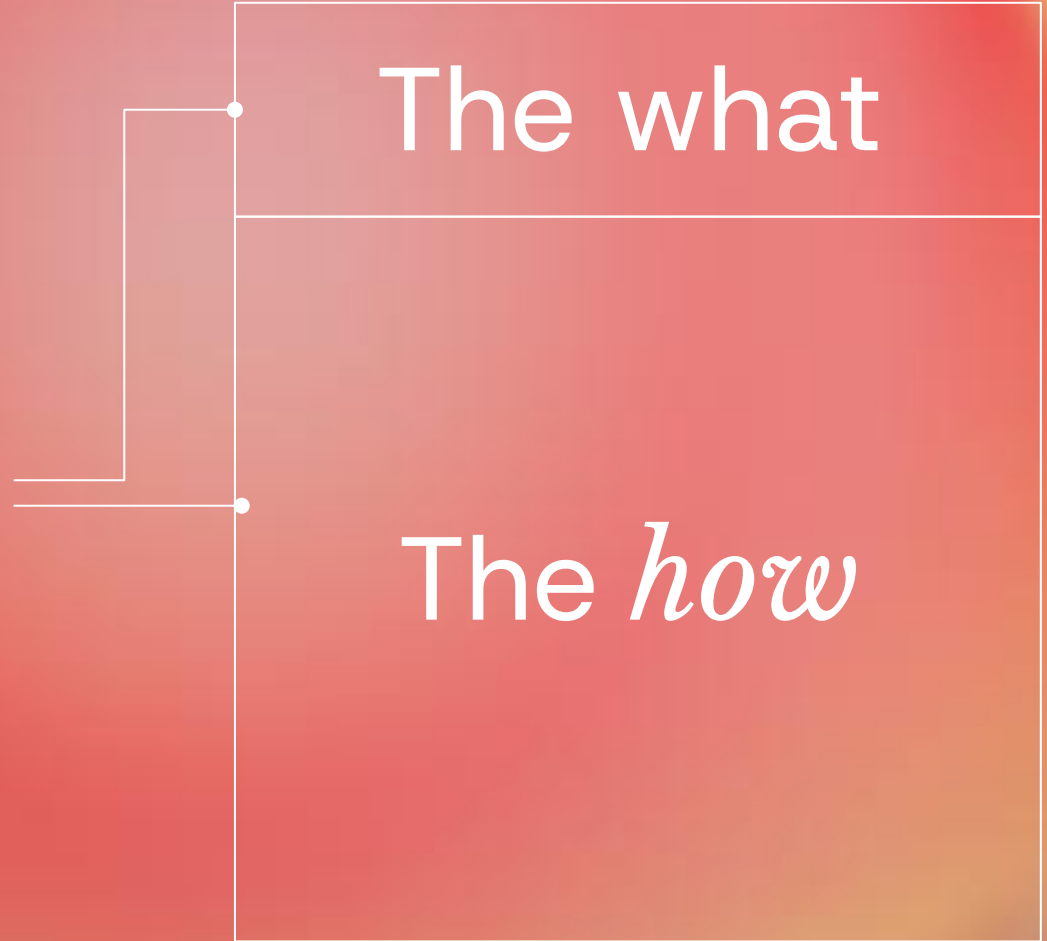
The share of businesses scrapping most of their AI initiatives increased to 42% this year, up from 17% last year, according to S&P Global Market Intelligence.

BCG

AI Adoption: 74% of Companies Struggle to Achieve and Scale Value

88% of AI pilots fail to reach production – but that's not all on IT

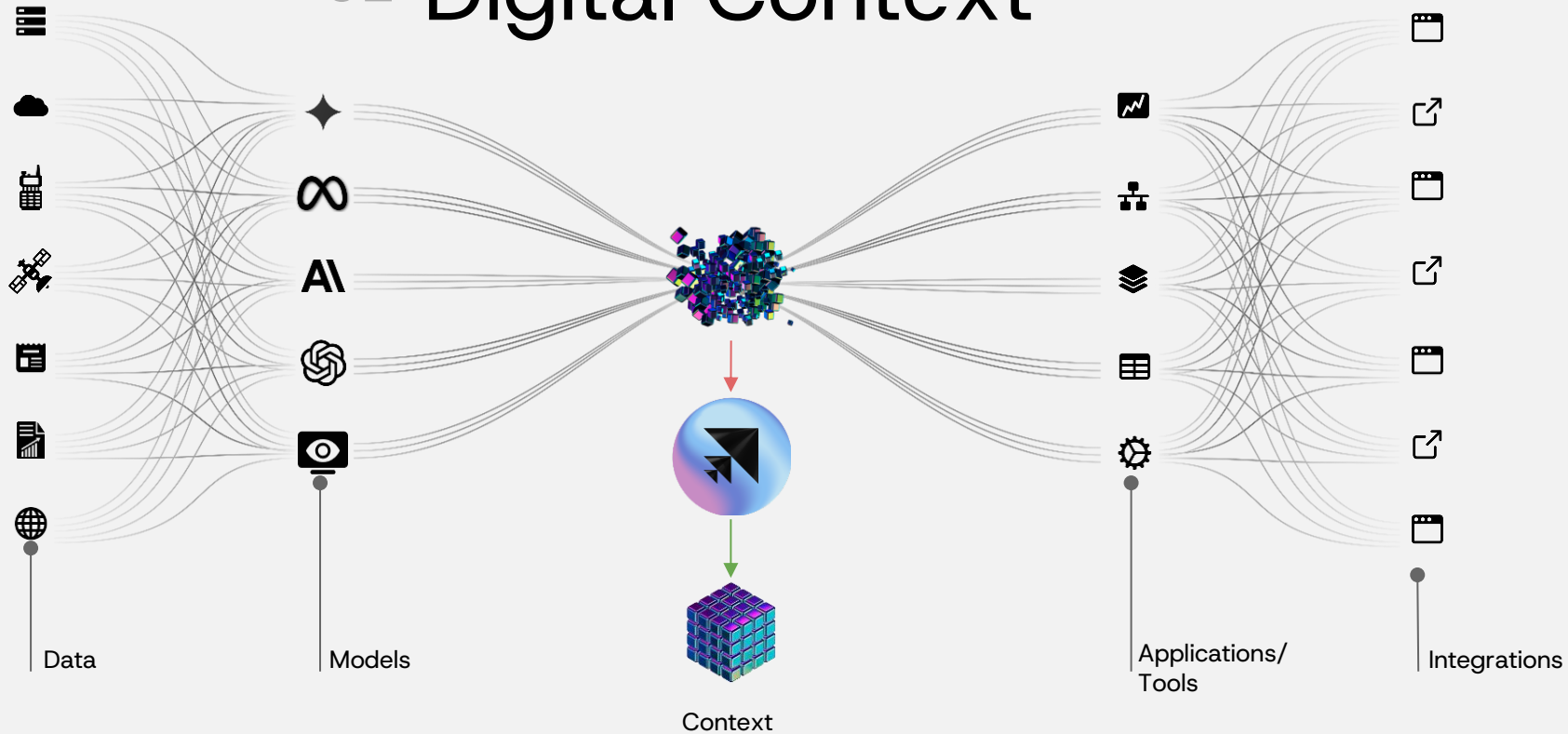
POCs Fail
Because:



The Right What:

- Digital Context
- Latent Knowledge
- Oversight

01 Digital Context



02

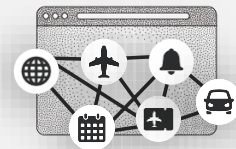
Latent Knowledge

KNOWLEDGE EXTRACTION & STRUCTURING

Capture tacit → codify into data models, embeddings, training infrastructure

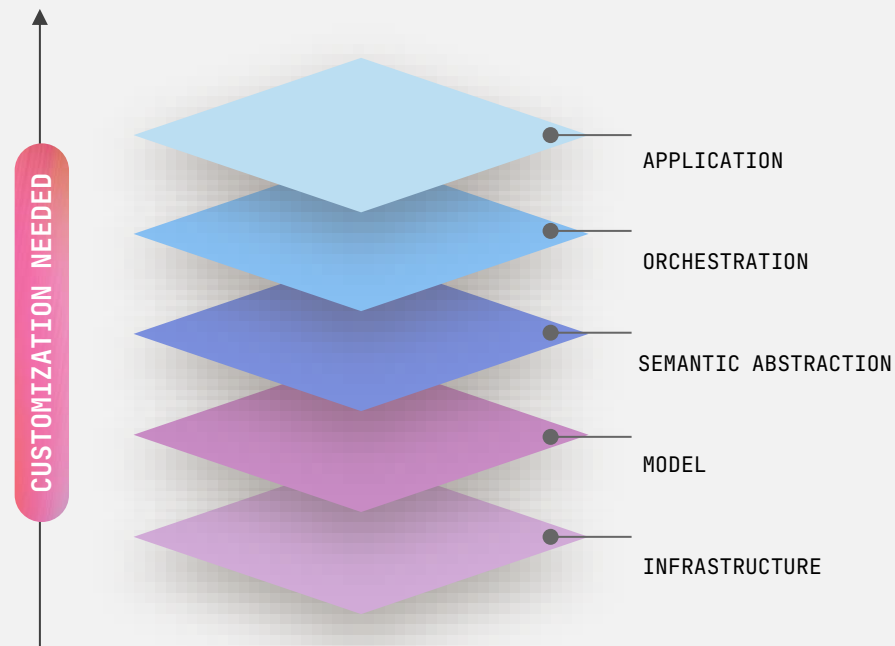
INDUSTRY EXPERT

Representation



03

Oversight



The Wrong

What:

- Narrow Vertical Solution
- Non-Model-Agnostic Bets

POCs Fail Because:

~~The what~~

The *how*

The Right How:

→ Iterative and Collaborative
Forward Deployed Motion

Lessons From Aerospace



→ 1+ Billion Dollars



→ <20 Million Dollars?

Lessons From Aerospace



Systems Engineering

- Expensive Launch
- Design everything to work as intended

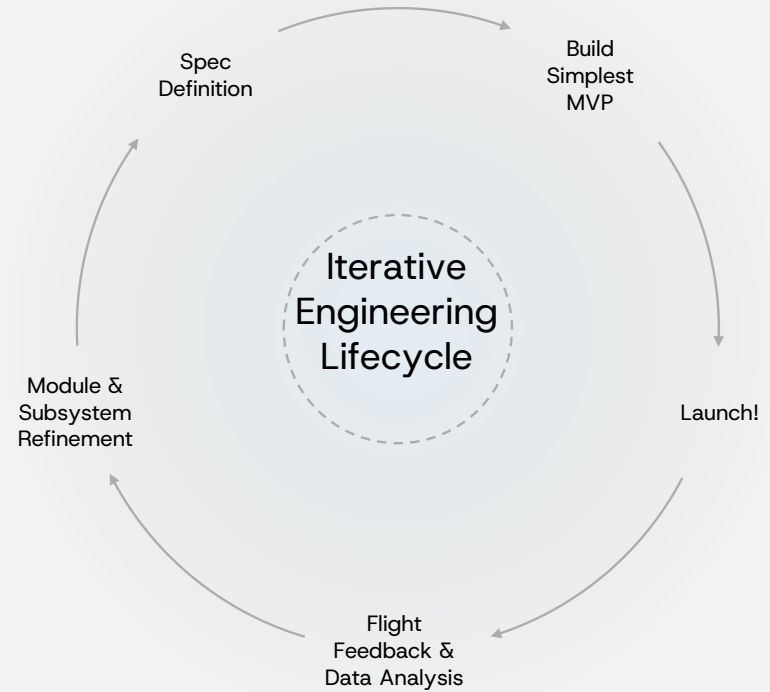
Lessons From Aerospace



A New Approach

- Cheap Launch
- Try things that are not intended for space

Closed Loop Engineering



Lessons From Aerospace

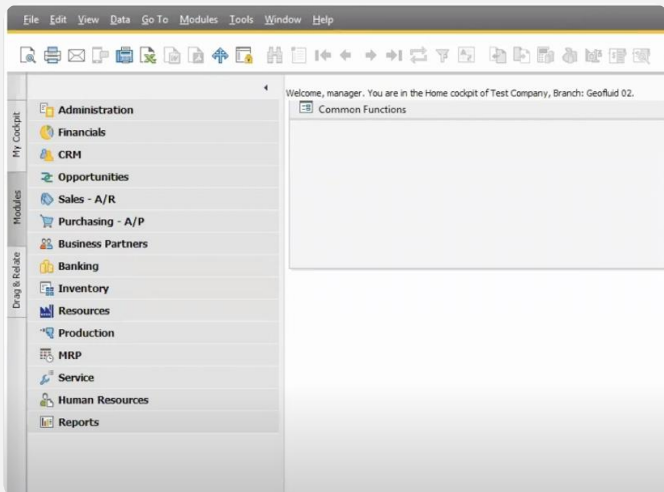


→ Systems Engineering

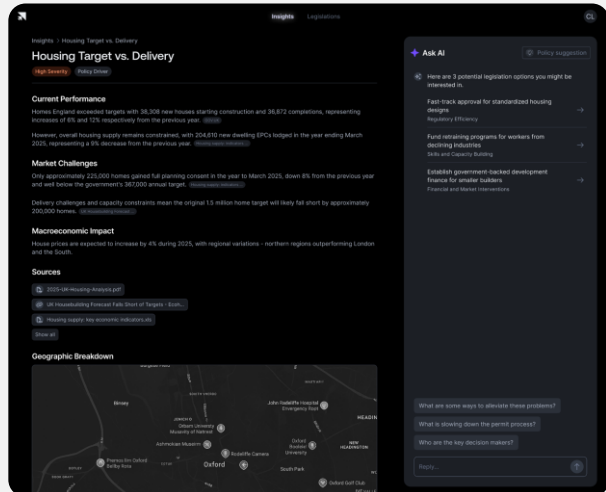


→ Closed Loop Engineering

Lessons From Aerospace

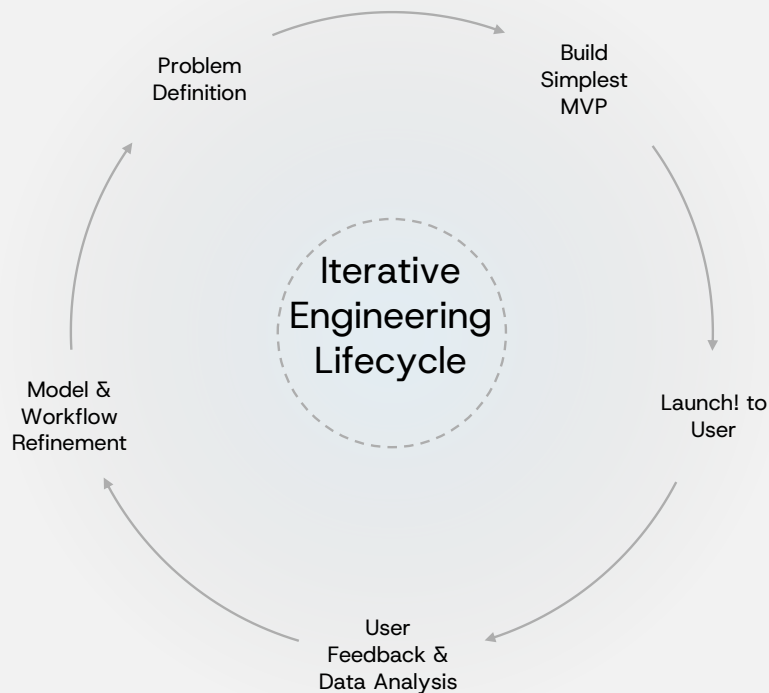


→ Software Development LifeCycle



→ Forward Deployed Engineering

Forward Deployed Engineering



The Wrong
How:

Treating AI like
normal software

For Successful GenAI POCs:

- **What?** Model-agnostic systems around context, latent knowledge, oversight.
- **How?** Forward-deployed, closed-loop iterative engineering
- **Result:** Durable solutions, compounding results

Thank you!