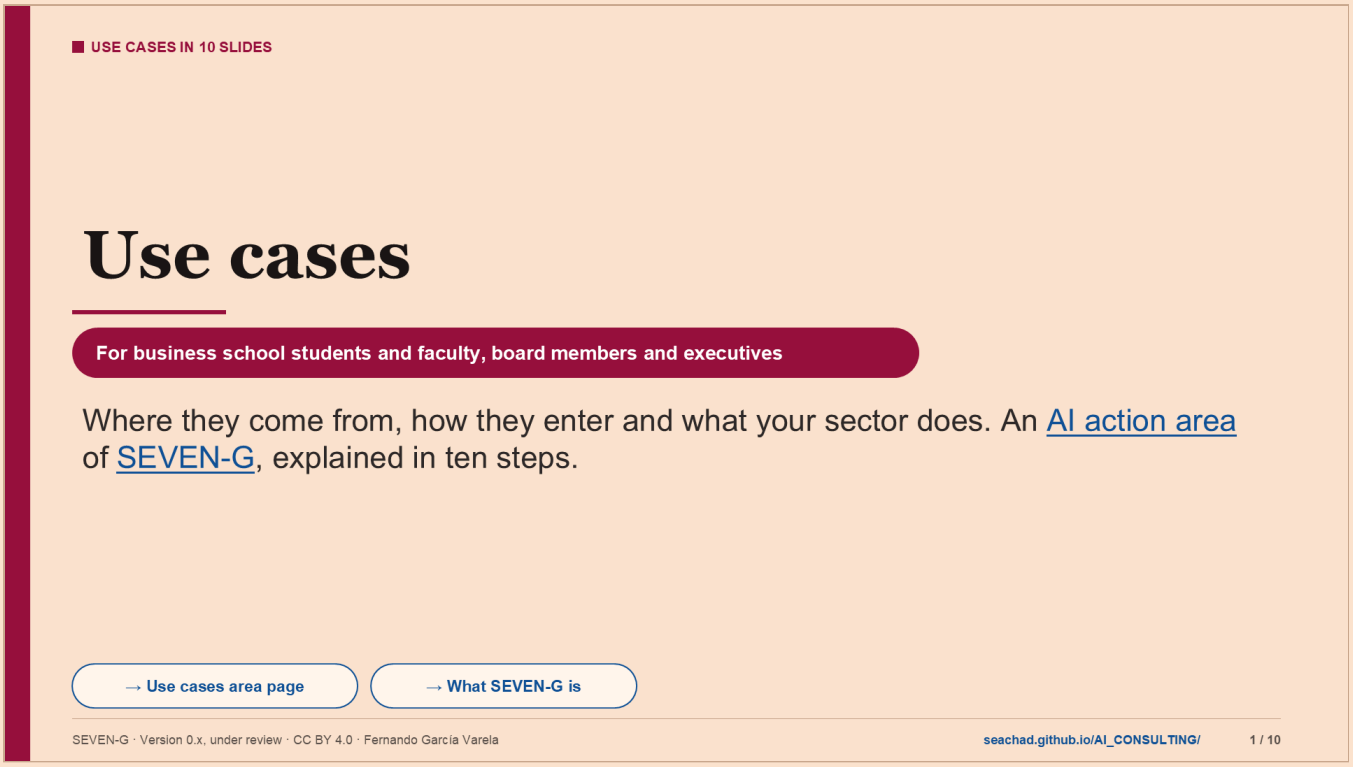


Notes

This presentation answers a very practical question for any management team: where artificial intelligence use cases come from, how they enter the company and what your sector does.

A use case is the specific application of an AI system to a process or a decision. For example, an assistant that reads customer complaints, classifies them and proposes a reply that a case handler reviews before sending it. It is the unit that SEVEN-G governs: it has a sponsor, a value hypothesis and a code in the register.

The central idea of the area fits in three sentences. First: a use case enters through a single door, with a minimum entry record and a business sponsor. Second: from then on it is in the register and moves through the portfolio funnel, phase by phase and gate by gate. Third: what does not come through the door is the largest risk: AI included in products the company already has under contract, unauthorised use and free proofs of concept.

Why it matters: without a single door, the company does not know how much AI it uses, who is accountable for each system or how much real value it brings. With one, every proposal has an owner, a reason for entering or being discarded and a trail that the board can review.

The ten slides follow this order: why it matters, the key concepts, how SEVEN-G handles it, the tools and templates, an example with fictitious data, common errors, questions for management or the classroom, the relationship with other areas and with SPHERES, and how to start.

Question to open the session: does your company know how many AI systems it uses today and where each one came from?

TERMS ON THIS SLIDE

- **AI action areas**: Twelve entry points into the framework by topic: strategy, use cases, value, governance, organisation, maturity, risk, security, standards, board, data and operations, and implementation. Each area answers a question and leads to its documents, templates, tools and a page of its own. It lets you reach a subject

without going through the whole method. The link opens the areas on the SEVEN-G entry page. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/entrada/index.html#areas

- **SEVEN-G**: SEVEN-G (Seven-phase Enterprise Value & Governance) is an open framework for a company to implement, govern and measure AI, and to know whether it is transforming or only gaining efficiency. It treats each use case as an investment with decision gates and gives the board figures it can trust. Management, the AI office, risk and the board use it. The link opens its entry page, with the story, the questions and the examples. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/entrada/index.html

SOURCES AND LINKS

- **Action area: Use cases** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/areas/casos.html
- **Document 54, section 5: where use cases come from** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#where-use-cases-come-from
- **Use cases area page** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/areas/casos.html



Notes

Demand for AI does not arise in one place. SEVEN-G distinguishes nine sources. Each one brings something valuable and a typical bias, and each one usually lacks something specific before entering the portfolio.

- Business units and operations: they bring real problems, with their own process and data. They usually lack a baseline and an attribution method (document 40).
- Technology and data: they bring new capabilities that are now possible and cheap. They lack a business sponsor who owns the benefit.
- The product market: AI features that appear inside software the company already uses. They lack inventory registration, regulatory classification and a conscious decision to enable them.
- Employees: individual use of general-purpose tools; the best small cases come from here. They lack a proposal channel, an acceptable use policy and AI literacy (document 31).
- Customers and channel: explicit requests and observed friction. They lack segment size and willingness to pay.
- Regulation, audit and incidents: obligations and findings that require change. They lack fit with the portfolio.
- Board and senior management: ambition challenges and sector comparisons. They need to be translated into a falsifiable hypothesis and into a sphere and an ambition level (document 10).
- Innovation ecosystem: suppliers, start-ups, venture capital and universities. They lack an internal sponsor, data that can be shared and an exit plan (document 36).
- The customer's agent: requests, purchases and claims that arrive already made by a customer's personal agent. They lack a business owner who sets the posture by journey and answers for it.

Why it matters: if the company knows the bias of each source, it asks in time for what is missing and does not mistake enthusiasm for value. And three of these routes (AI included in contracted products, unauthorised

use and the free proof of concept) usually come in without passing through the door. That is where most of the risk lies.

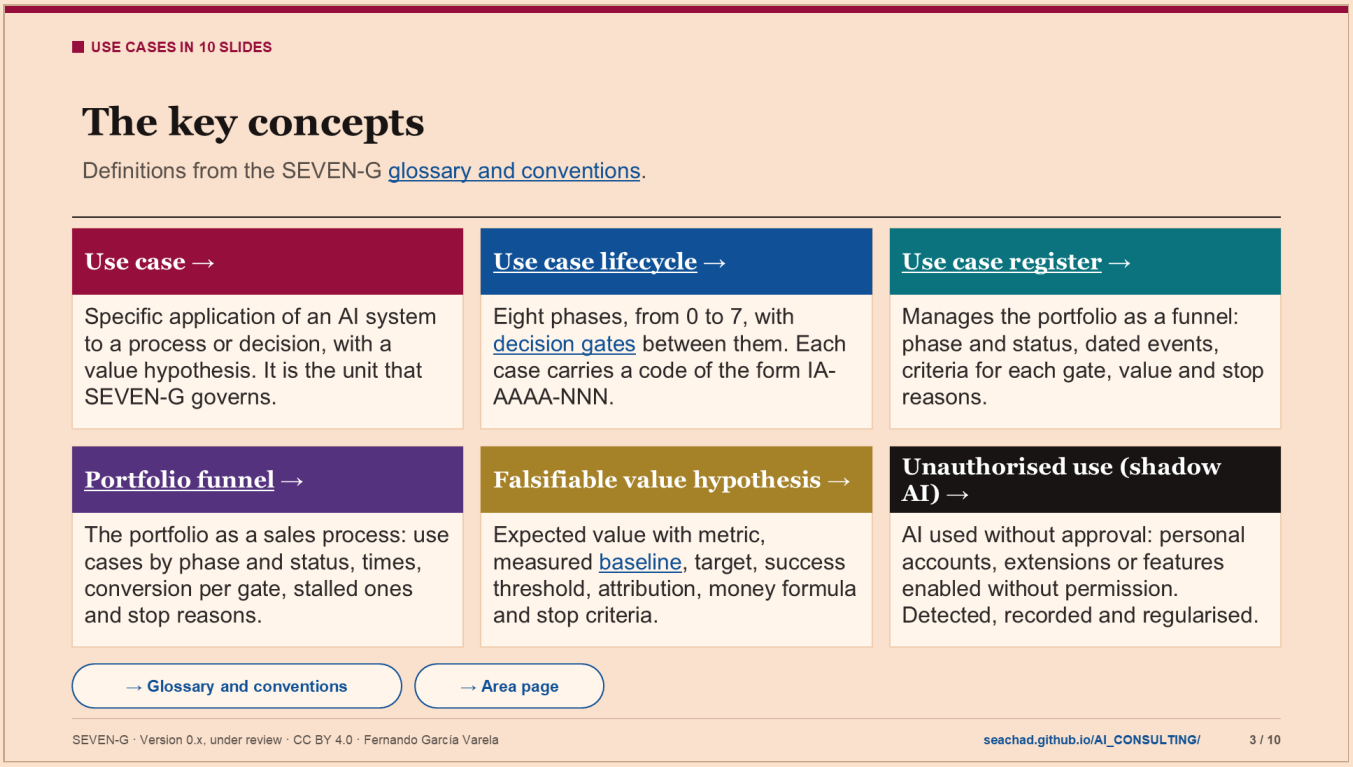
Question for the classroom: which of these nine sources do your company's use cases come from? Is there one that never appears?

TERMS ON THIS SLIDE

- **Use case sponsor**: The business person who asks for the use case, answers for its value and defends its budget. Without a sponsor, the use case does not pass the authorisation gate. They cannot verify or audit their own use case. It matters because AI without a business owner stays a pilot. The link opens the roles in document 01. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/01_SEVEN-G_Metodologia_fundacional.html#8-1-use-case-roles
- **AI system inventory** (T02): A list of all the company's AI systems: its own, third-party AI embedded in processes, the assistants employees use and any unauthorised use detected. Each system has an owner, a regulatory classification, an intensity and an autonomy level. It comes first, because you cannot govern what you do not know. It is a view of the use case register: open the link and choose «Inventory» (fictitious data). https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T01_registro_iniciativas/registro.html
- **Board of directors**: The company's highest body. In SEVEN-G it approves the AI thesis and risk appetite (C2), Transform bets and their scaling, and oversees AI every quarter. AI is a strategic asset: its big decisions are not only for technology. The link opens its role in the governance model (document 30). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/30_SEVEN-G_Modelo_de_gobierno.html#3-1-board-of-directors

SOURCES AND LINKS

- **Document 54, section 5.1: nine sources** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#5-1-nine-sources
- **Document 54, section 5.3: the three sources that cause most trouble** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#5-3-the-three-sources-that-cause-most-trouble
- **The nine sources of use cases** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#5-1-nine-sources
- **Area page** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/areas/casos.html



Notes

Six concepts are enough to understand the area.

- Use case: the specific application of an AI system to a process or decision, with a value hypothesis. It is what a business person understands and it is the unit that SEVEN-G governs: it has a code, a sponsor, a phase, gates and value. It is described with the use case sheet (P31), in plain language: a board member with no technical training must be able to explain it after reading it.
- Use case lifecycle: eight phases, from 0 (context and constraints) to 7 (evolution or retirement), with a decision gate between phases. Each registered case carries a code of the form IA-AAAA-NNN that identifies it along the whole path.
- Use case register (T01): the central tool. It works like a CRM for AI: each use case has phase and status, dated events, criteria for each gate, conditions, tags, value and stop reasons.
- Funnel: the way of seeing the portfolio as a sales process. It shows how many use cases are in each phase, how long they take, how many pass each gate, which are stalled and why each one was stopped.
- Falsifiable value hypothesis: the expected value written so that it can fail. It has a main metric, a measured baseline, a target, a success threshold, an attribution method, a monetary value with a formula and stop criteria. A hypothesis that cannot fail is not valid.
- Unauthorised use (shadow AI): AI tools used without approval. It is detected, recorded and regularised (authorisation, replacement or blocking) as a nonconformity; it is at least major if it involves personal or confidential data.

Why it matters: these concepts turn an idea into a use case with an owner, with a value that can fail and with a trail in the register. The board then sees an ordered, comparable portfolio, not a list of projects with declared value.

Question for the classroom: think of a use of AI in your work. Is it a registered use case, with a sheet and a sponsor, or unauthorised use?

TERMS ON THIS SLIDE

- **Glossary and conventions** (documento 02): The official SEVEN-G glossary: each term with its definition, its Spanish equivalent and the document that develops it, plus the scales and codes used across the framework. It ensures everyone calls the same thing by the same name. The link opens the document. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/02_SEVEN-G_Glosario_y_convenciones.html
- **Use case lifecycle**: The path of each AI use case: eight phases (0 to 7), from context to evolution or retirement, with a decision gate at the end of each phase. No phase or gate is skipped; depending on intensity, some are grouped. The use case team and its sponsor go through it; the governance bodies decide. The link opens its explanation in document 01. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/01_SEVEN-G_Metodologia_fundacional.html#use-case-level-lifecycle
- **Decision gates** (G0–G7): At the end of each phase there is a gate: a moment when a body decides, with verified evidence, whether the use case continues, continues with conditions, iterates, pivots or stops. There are at most two iterations before the decision is escalated. Gates turn enthusiasm into recorded decisions. The link opens their definition in document 01. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/01_SEVEN-G_Metodologia_fundacional.html#decision-gates
- **Use case register** (T01): It is the central SEVEN-G tool and the single data source for all the others. It records each AI use case like an opportunity in a CRM: phase, status, dates, criteria for each gate, risks, value and stop reason. The AI office and the teams use it; the committee and the board see what comes out of it. The link opens an example register with fictitious use cases; anything you change is stored only in your browser. https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T01_registro_iniciativas/registro.html
- **Portfolio funnel**: A way of seeing all use cases as a sales funnel: mandatory stages (proposed, value hypothesis, test, development) until they reach use, with the use cases that did not pass each stage and why. It shows how much is stopped, where, and what is learned. The link opens the example funnel on the SEVEN-G entry page (fictitious data). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/entrada/index.html#embudo
- **Baseline** (P09): The measurement of how the process works before AI: times, costs, errors or volume, with its source and date. It is set in the value hypothesis phase (template P09). Without a baseline no improvement can be proven, because there is nothing to compare with. The link opens the template. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/plantillas/P09_SEVEN-G_Linea_base.html

SOURCES AND LINKS

- **Document 02: glossary of framework terms** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/02_SEVEN-G_Glosario_y_convenciones.html#glossary-of-framework-terms
- **Document 03: the use case register** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/03_SEVEN-G_Herramientas_y_registro_de_iniciativas.html#the-use-case-register
- **Document 31, section 5: AI that is not a project** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/31_SEVEN-G_Politica_corporativa_y_uso_aceptable.html#ai-that-is-not-a-project
- **Glossary and conventions** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/02_SEVEN-G_Glosario_y_convenciones.html#glossary-of-framework-terms
- **Area page** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/areas/casos.html



Notes

Wherever it comes from, a use case enters through the same place. SEVEN-G solves this with three pieces from document 14: the minimum entry record, the preliminary filters and the entry windows.

The minimum entry record asks for seven fields: a plain-language description, with no jargon; the sponsor and the product owner, appointed and without incompatibilities; the proposed sphere and ambition level; the order of magnitude of the value, with a formula and marked as estimated; the investment up to the feasibility gate (G3); the fit with the AI thesis; and the foreseeable Enterprise criteria.

The preliminary filters leave out, and record with the reason: practices prohibited by regulation; use cases that duplicate an existing one, which are merged; those that do not require AI, which are referred to the alternative; those outside the approved risk appetite; and Transform use cases without senior management sponsorship.

Who decides and when. Entry and priority in the portfolio are decided by the AI Committee at its monthly review, within the portfolio stage (C3) of the corporate cycle. Optimise and Augment use cases with Lite intensity enter continuously and the committee is made aware of them at its monthly meeting. Enterprise and Transform use cases enter at the monthly review, with full prioritisation, and Transform use cases are escalated to the board at its next quarterly session. The AI Office is the engine: it prepares the decisions and maintains the register.

Then the use case goes through its lifecycle. In phase 1 (opportunity discovery) those that do not need AI are discarded. In phase 2 the falsifiable value hypothesis is formulated. The feasibility gate (G3) is the main stop gate.

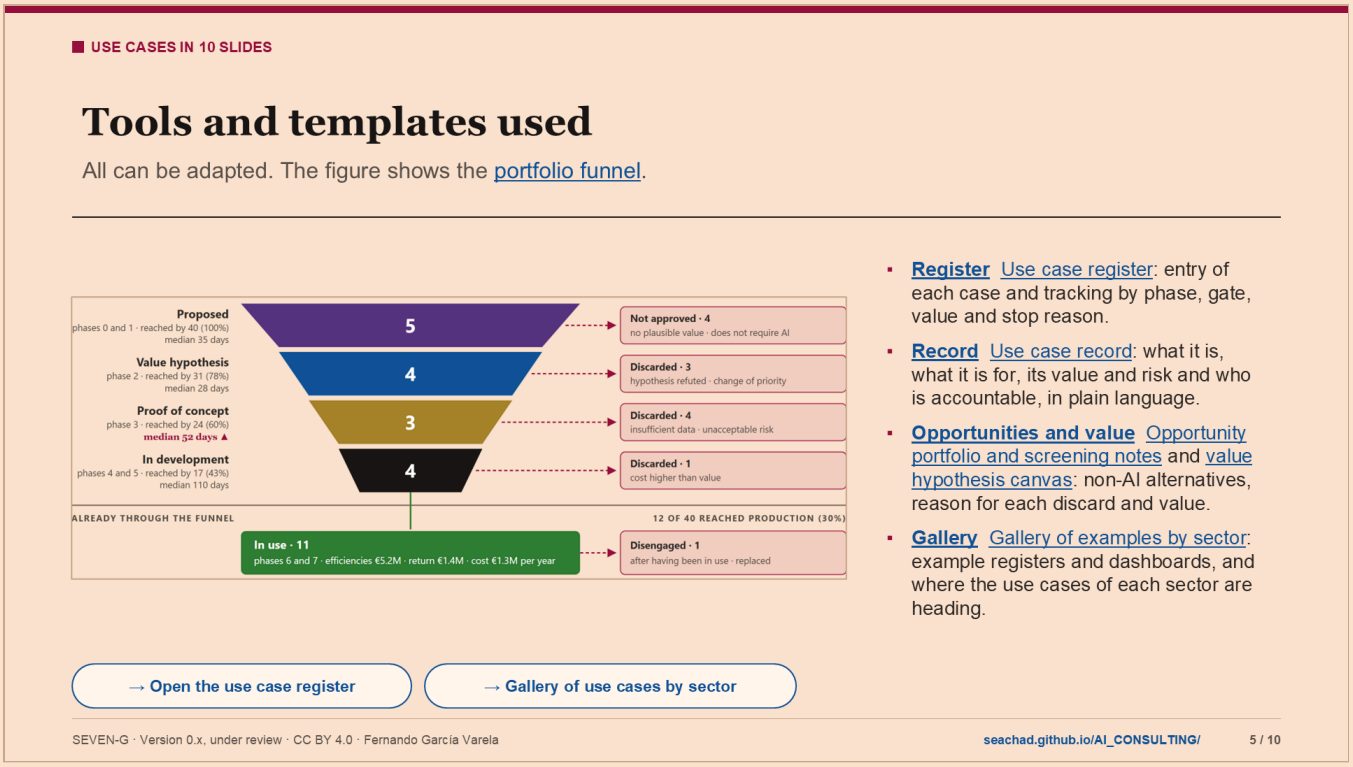
Why it matters: a “no” that is not recorded comes back three months later. With a single door, every proposal has an owner and a reason.

TERMS ON THIS SLIDE

- **Board of directors**: The company's highest body. In SEVEN-G it approves the AI thesis and risk appetite (C2), Transform bets and their scaling, and oversees AI every quarter. AI is a strategic asset: its big decisions are not only for technology. The link opens its role in the governance model (document 30). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/30_SEVEN-G_Modelo_de_gobierno.html#3-1-board-of-directors
- **Feasibility gate** (G3): The most important gate: using the feasibility test, the regulatory classification and the risk register, it decides whether the use case deserves the big spend of building it. It is always decided on its own, never grouped with others. It is the main stop gate: stopping here costs little; later, a lot. The link opens its criteria in document 21. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/21_SEVEN-G_Criterios_de_gate_y_auditoria.html#6-4-g3-feasibility
- **Use case register** (T01): It is the central SEVEN-G tool and the single data source for all the others. It records each AI use case like an opportunity in a CRM: phase, status, dates, criteria for each gate, risks, value and stop reason. The AI office and the teams use it; the committee and the board see what comes out of it. The link opens an example register with fictitious use cases; anything you change is stored only in your browser. https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T01_registro_iniciativas/registro.html
- **Portfolio funnel**: A way of seeing all use cases as a sales funnel: mandatory stages (proposed, value hypothesis, test, development) until they reach use, with the use cases that did not pass each stage and why. It shows how much is stopped, where, and what is learned. The link opens the example funnel on the SEVEN-G entry page (fictitious data). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/entrada/index.html#embudo
- **AI committee**: A management body that decides the portfolio and the gates at its level, allocates budget and escalates to the board what belongs there. It brings together business, technology, finance and risk, and follows rules of procedure (P38). It matters because it turns scattered decisions into a single portfolio. The link opens its role in the governance model (document 30). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/30_SEVEN-G_Modelo_de_gobierno.html#3-3-ai-committee
- **Transform**: The third ambition level: AI changes the business model, the product or the way of competing. Its value takes longer and is more uncertain, so it is funded in stages and approved by the board (at the hypothesis gate and when scaling). The quick-return criteria of Optimise are not applied to it. The link opens its explanation in the spheres methodology. https://seachad.github.io/AI_CONSULTING/SPHERES/html/en/01_SPHERES_Niveles_de_ambicion.html#transform
- **Use case sponsor**: The business person who asks for the use case, answers for its value and defends its budget. Without a sponsor, the use case does not pass the authorisation gate. They cannot verify or audit their own use case. It matters because AI without a business owner stays a pilot. The link opens the roles in document 01. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/01_SEVEN-G_Metodologia_fundacional.html#8-1-use-case-roles

SOURCES AND LINKS

- **Document 14, section 3: entry of use cases into the portfolio** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#entry-of-use-cases-into-the-portfolio
- **Document 54, section 6: how what has entered is governed** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#how-what-has-entered-is-governed
- **Document 01, section 6.3: phase 1, opportunity discovery** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/01_SEVEN-G_Metodologia_fundacional.html#6-3-phase-1-opportunity-discovery
- **European Commission: guidelines on prohibited AI practices** https://digital-strategy.ec.europa.eu/en/library/commission-publishes-guidelines-prohibited-artificial-intelligence-ai-practices-defined-ai-act
- **Minimum entry record** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#3-2-minimum-entry-record
- **There is a single entry point** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#5-2-there-is-a-single-entry-point



Notes

The area uses few tools, and all of them are open and adaptable.

- Use case register (T01). It is the central tool. A proposal that passes the entry door is entered in it. From there the register tracks its phase, its gates, its value and, if it is stopped, the reason. The register also includes the intensity questionnaire (T04) and the sphere and ambition classifier (T05), which help to complete the minimum entry record.
- Use case sheet (P31). It explains in one or two pages what the case is, what it is used for, what value it brings, what risks it has and who is accountable for it. It is created in phase 1 and updated at the close of each phase. Clarity test: a board member with no technical training must be able to explain the case after reading it.
- Opportunity portfolio and screening notes (P06). It records the opportunities, the non-AI alternatives considered and the reason why each one proceeds, is held or is discarded.
- Value hypothesis canvas (P08). It formulates the expected value as a falsifiable, measurable hypothesis expressed in money, with its attribution method and stop criteria, before investing.
- Gallery of examples by sector. It shows registers and board dashboards of fictitious companies and, for several sectors, which use cases are being adopted and which are expected, with their sources. It is guidance for prioritising, not a recommendation for any specific company.

The figure shows the portfolio as a funnel: the stages in progress, the use cases that did not pass each stage with their reason and, at the end, those in use and those disengaged.

Why it matters: with these pieces, each case leaves a trail from day one and the board can also see those that did not make it, and why.

TERMS ON THIS SLIDE

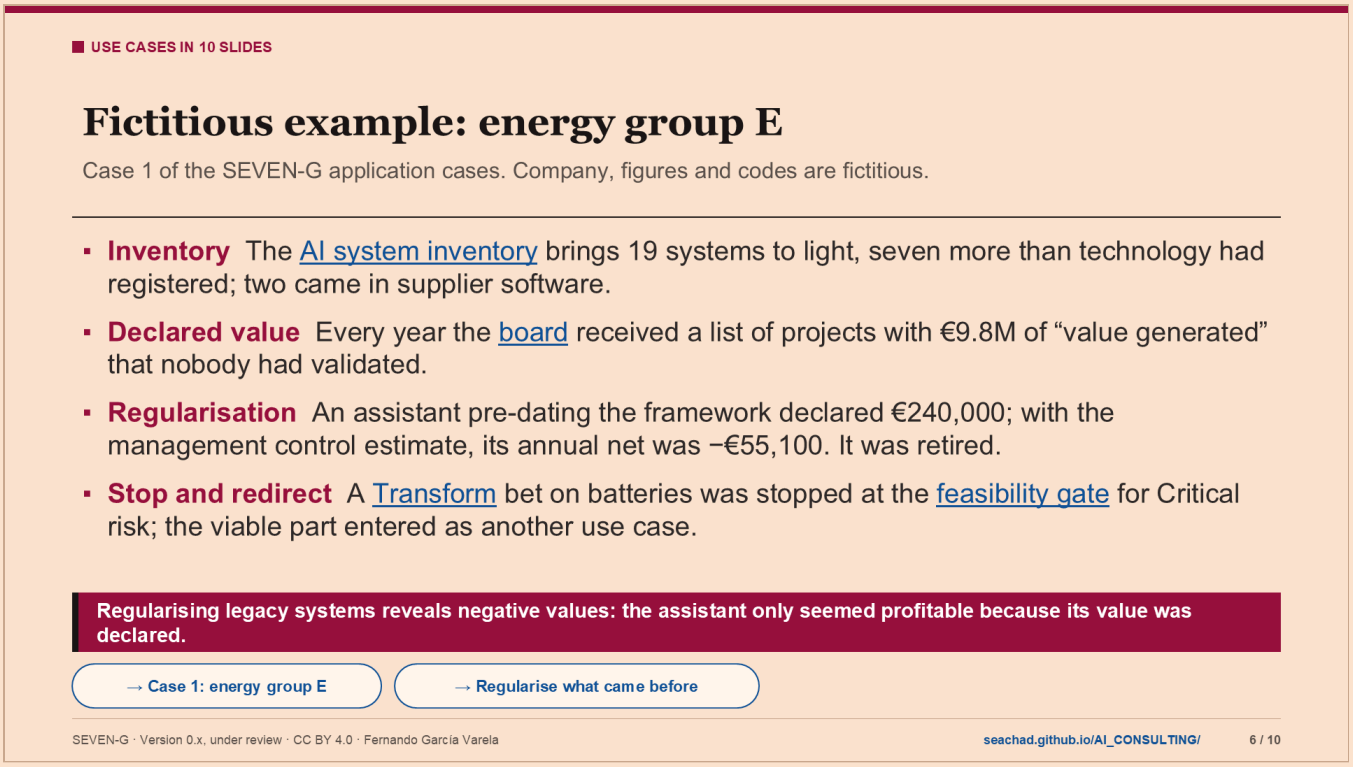
- **Portfolio funnel**: A way of seeing all use cases as a sales funnel: mandatory stages (proposed, value hypothesis, test, development) until they reach use, with the use cases that did not pass each stage and why. It shows how

much is stopped, where, and what is learned. The link opens the example funnel on the SEVEN-G entry page (fictitious data). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/entrada/index.html#embudo

- **Use case register** (T01): It is the central SEVEN-G tool and the single data source for all the others. It records each AI use case like an opportunity in a CRM: phase, status, dates, criteria for each gate, risks, value and stop reason. The AI office and the teams use it; the committee and the board see what comes out of it. The link opens an example register with fictitious use cases; anything you change is stored only in your browser. https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T01_registro_iniciativas/registro.html
- **Use case record** (P31): A template summarising a use case on one record: what it does, phase, ambition, intensity, value, cost, risks and status. It is used to present it in a session or share it without opening the whole file. The link opens the template. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/plantillas/P31_SEVEN-G_Ficha_de_caso_de_uso.html
- **Opportunity portfolio and screening notes** (P06): A template for collecting the use case ideas that come through the single entry door and noting why they are accepted, postponed or discarded. It leaves a trace of what was not done and why, so it is not debated again every quarter. The link opens the template. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/plantillas/P06_SEVEN-G_Cartera_de_oportunidades_y_notas_de_filtrado.html
- **Value hypothesis canvas** (P08): A one-page template to write a use case's value hypothesis: problem, expected benefit, how it will be measured, baseline, cost, risks, stop criterion and the scoreboard (what is optimised and what must not get worse). It is the key evidence for the hypothesis gate. The link opens the template. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/plantillas/P08_SEVEN-G_Lienzo_de_hipotesis_de_valor.html
- **Gallery of examples by sector**: A page with board dashboards for fictitious companies in several sectors (banking, insurance, industry, public sector) and, for many more sectors, where AI use cases are heading: established, being adopted and emerging, with their sources. It helps you see what your sector is doing before choosing use cases. The dashboards use fictitious data; the market reading is not a recommendation. https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T17_panel_consejo/galeria/index.html

SOURCES AND LINKS

- **Document 03: the use case register** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/03_SEVEN-G_Herramientas_y_registro_de_iniciativas.html#the-use-case-register



Notes

This example is fictitious. It is case 1 in SEVEN-G document 92: an energy group with electricity distribution, renewable generation, a retail supplier and field services. It has used AI for years, with strong technical teams. All figures are illustrative.

What it shows about use cases:

- AI that comes in without passing through the door exists. When the inventory is carried out, 19 AI systems come to light, seven more than the technology area had registered, and two of them came included in supplier software.
- Declared value is not value. Every year the board received a list of projects with €9.8M of "value generated" that nobody had validated.
- Regularising what pre-dates the framework reveals surprises. A conversational assistant for outages was already in production. The area declared €240,000 of calls avoided, with no baseline. Management control estimated from a sample 9,500 calls avoided at €4.20 each: €39,900. With a recurring cost of €95,000, the annual net value was −€55,100. At the review equivalent to the scaling or retirement gate (G7) it was decided to retire it, with a replacement that is not AI.
- Stopping is also an outcome. A Transform bet (autonomous battery management with bids in the electricity market) was stopped at the feasibility gate (G3): orders in the market cannot be reversed and the residual risk was Critical, outside the approved appetite. €85,000 of the €250,000 for the stage was consumed. The viable idea, optimising battery charging with a person who decides, entered as a separate use case, with a different value hypothesis and a different sponsor.

Why it matters: the single door and the register do not slow innovation down; they separate what brings value from what only seemed to.

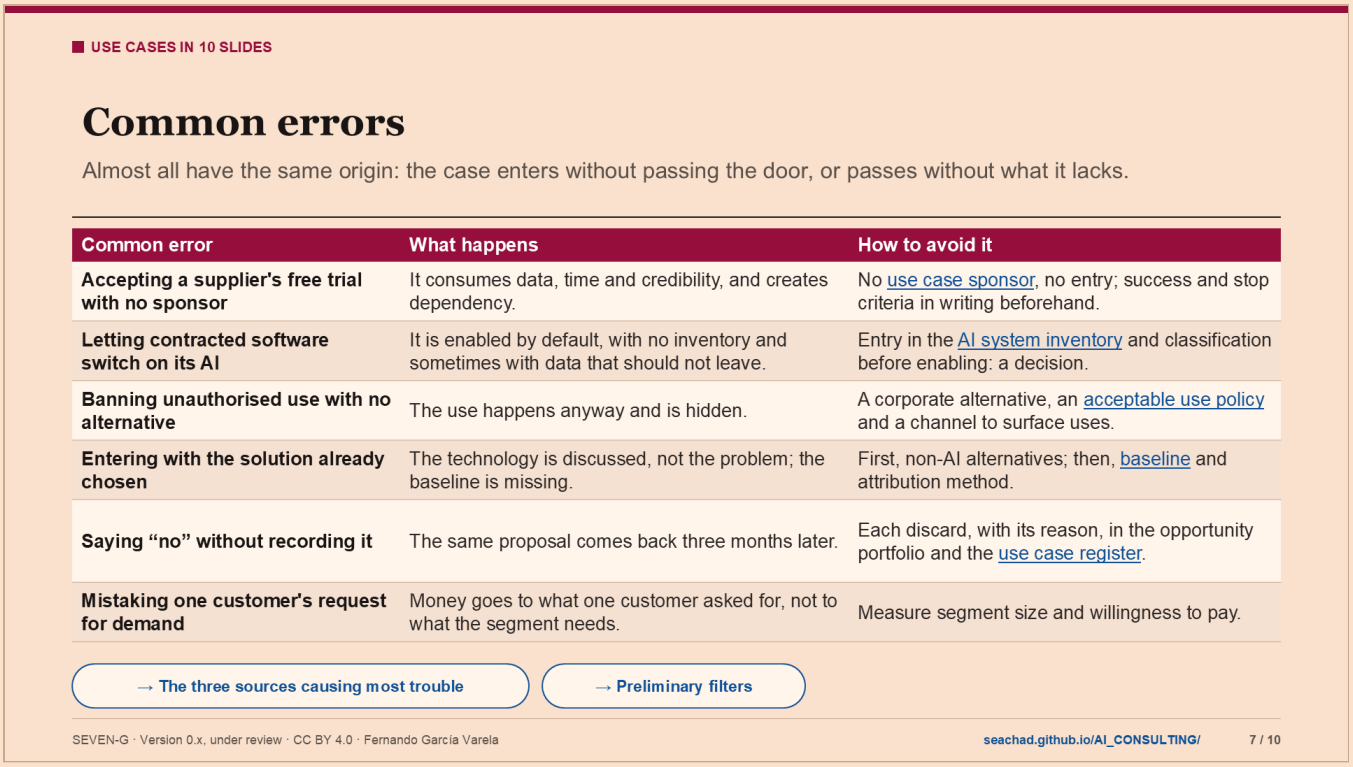
Question for the classroom: what would have happened if the board had accepted the Critical risk of the batteries so as not to miss the opportunity? What should have been recorded in that decision?

TERMS ON THIS SLIDE

- **AI system inventory** (T02): A list of all the company's AI systems: its own, third-party AI embedded in processes, the assistants employees use and any unauthorised use detected. Each system has an owner, a regulatory classification, an intensity and an autonomy level. It comes first, because you cannot govern what you do not know. It is a view of the use case register: open the link and choose «Inventory» (fictitious data). https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T01_registro_iniciativas/registro.html
- **Board of directors**: The company's highest body. In SEVEN-G it approves the AI thesis and risk appetite (C2), Transform bets and their scaling, and oversees AI every quarter. AI is a strategic asset: its big decisions are not only for technology. The link opens its role in the governance model (document 30). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/30_SEVEN-G_Modelo_de_gobierno.html#3-1-board-of-directors
- **Transform**: The third ambition level: AI changes the business model, the product or the way of competing. Its value takes longer and is more uncertain, so it is funded in stages and approved by the board (at the hypothesis gate and when scaling). The quick-return criteria of Optimise are not applied to it. The link opens its explanation in the spheres methodology. https://seachad.github.io/AI_CONSULTING/SPHERES/html/en/01_SPHERES_Niveles_de_ambicion.html#transform
- **Feasibility gate** (G3): The most important gate: using the feasibility test, the regulatory classification and the risk register, it decides whether the use case deserves the big spend of building it. It is always decided on its own, never grouped with others. It is the main stop gate: stopping here costs little; later, a lot. The link opens its criteria in document 21. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/21_SEVEN-G_Criterios_de_gate_y_auditoria.html#6-4-g3-feasibility

SOURCES AND LINKS

- **Document 92, case 1: energy group E (fictitious)** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/92_SEVEN-G_Casos_de_aplicacion.html#case-1-energy-group-e-fictitious
- **Document 14, section 11: regularisation of earlier use cases** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#regularisation-of-use-cases-pre-dating-the-framework
- **Case 1: energy group E** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/92_SEVEN-G_Casos_de_aplicacion.html#case-1-energy-group-e-fictitious
- **Regularise what came before** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#regularisation-of-use-cases-pre-dating-the-framework



Notes

The most common errors with use cases repeat from one company to the next. Almost all have the same origin: the case enters without passing through the door, or passes through it without what it lacks.

- The free proof of concept. It seems to cost nothing, but it consumes data, team time and credibility, and creates dependency on the supplier. SEVEN-G asks, before starting, for a sponsor, success and stop criteria in writing, bounded data and an exit cost estimated from day one.
- AI that already comes included in a contracted product. It is enabled by default, with no decision and no inventory, and sometimes with data that should not leave the perimeter. It is handled with a periodic review of supplier release notes, inventory registration and classification before enabling it, and the clauses in document 36.
- Banning unauthorised use with no alternative. The use happens anyway; banning it only hides it. A usable corporate alternative, an acceptable use policy and an amnesty channel to surface uses work better.
- Entering with the solution already chosen. It is the typical bias of business units. Phase 1 requires looking at non-AI alternatives and phase 2 requires measuring the baseline.
- Saying “no” without recording it. A discard with no recorded reason is proposed again months later.
- Mistaking one customer's request for aggregate demand. Segment size and willingness to pay are missing.

Why it matters: according to document 54, most of a company's regulatory and security risk does not sit in the use cases in its portfolio, but in what never reached it.

Question for the classroom: which of these errors have you seen in your organisation? What would have prevented it?

TERMS ON THIS SLIDE

- **Use case sponsor**: The business person who asks for the use case, answers for its value and defends its budget. Without a sponsor, the use case does not pass the authorisation gate. They cannot verify or audit their own use case. It matters because AI without a business owner stays a pilot. The link opens the roles in document 01. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/01_SEVEN-G_Metodologia_fundacional.html#8-1-use-case-roles
- **AI system inventory** (T02): A list of all the company's AI systems: its own, third-party AI embedded in processes, the assistants employees use and any unauthorised use detected. Each system has an owner, a regulatory classification, an intensity and an autonomy level. It comes first, because you cannot govern what you do not know. It is a view of the use case register: open the link and choose «Inventory» (fictitious data). https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T01_registro_iniciativas/registro.html
- **AI acceptable use policy**: A short rule for all employees: which AI tools are authorised, which information is never entered, that outputs are checked before they are used, when customers and third parties are told and how an incident or misuse is reported. It is one of the first pieces to be put in place. The link opens the policy template in document 31. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/31_SEVEN-G_Politica_corporativa_y_uso_aceptable.html#ai-acceptable-use-policy-template
- **Baseline** (P09): The measurement of how the process works before AI: times, costs, errors or volume, with its source and date. It is set in the value hypothesis phase (template P09). Without a baseline no improvement can be proven, because there is nothing to compare with. The link opens the template. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/plantillas/P09_SEVEN-G_Linea_base.html
- **Use case register** (T01): It is the central SEVEN-G tool and the single data source for all the others. It records each AI use case like an opportunity in a CRM: phase, status, dates, criteria for each gate, risks, value and stop reason. The AI office and the teams use it; the committee and the board see what comes out of it. The link opens an example register with fictitious use cases; anything you change is stored only in your browser. https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T01_registro_iniciativas/registro.html

SOURCES AND LINKS

- **Document 54, section 5.3: the three sources that cause most trouble** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#5-3-the-three-sources-that-cause-most-trouble
- **Document 31, section 5.6: enabling AI in third-party software** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/31_SEVEN-G_Politica_corporativa_y_uso_aceptable.html#5-6-enabling-ai-functions-in-third-party-software
- **Document 14, section 3.3: preliminary filters** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#3-3-preliminary-filters
- **The three sources causing most trouble** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#5-3-the-three-sources-that-cause-most-trouble
- **Preliminary filters** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#3-3-preliminary-filters



Notes

These questions work for a board, a management committee or a classroom session. The first four come from SEVEN-G document 54, in its “on demand” and “on reporting” blocks. The last one invites you to use the gallery by sector.

How to use them in a session:

- Ask each group to think of a company they know well, their own or one from a case study.
- For the first question, ask them to classify the use cases by the nine sources. If all come from technology, business sponsorship is missing. If none come from employees, perhaps the use exists but is not visible.
- For the second, ask them to think of the software the company already pays for: email, office tools, customer management, people management. Who decided to enable its AI features?
- For the third, ask them to distinguish between banning, tolerating and offering an alternative with rules. Document 31 proposes the third way.
- For the fourth, ask them to check whether reporting to the board includes stopped or retired use cases and their reason. If only successes are visible, the board does not learn.
- For the fifth, ask them to open the gallery by sector and compare the use cases of their sector with their own portfolio.

Why it matters: these questions have no right answer. Either there is an answer or there is not, and that is already information for management.

To work in more detail, document 92 proposes a discussion question for each of its eight fictitious cases.

TERMS ON THIS SLIDE

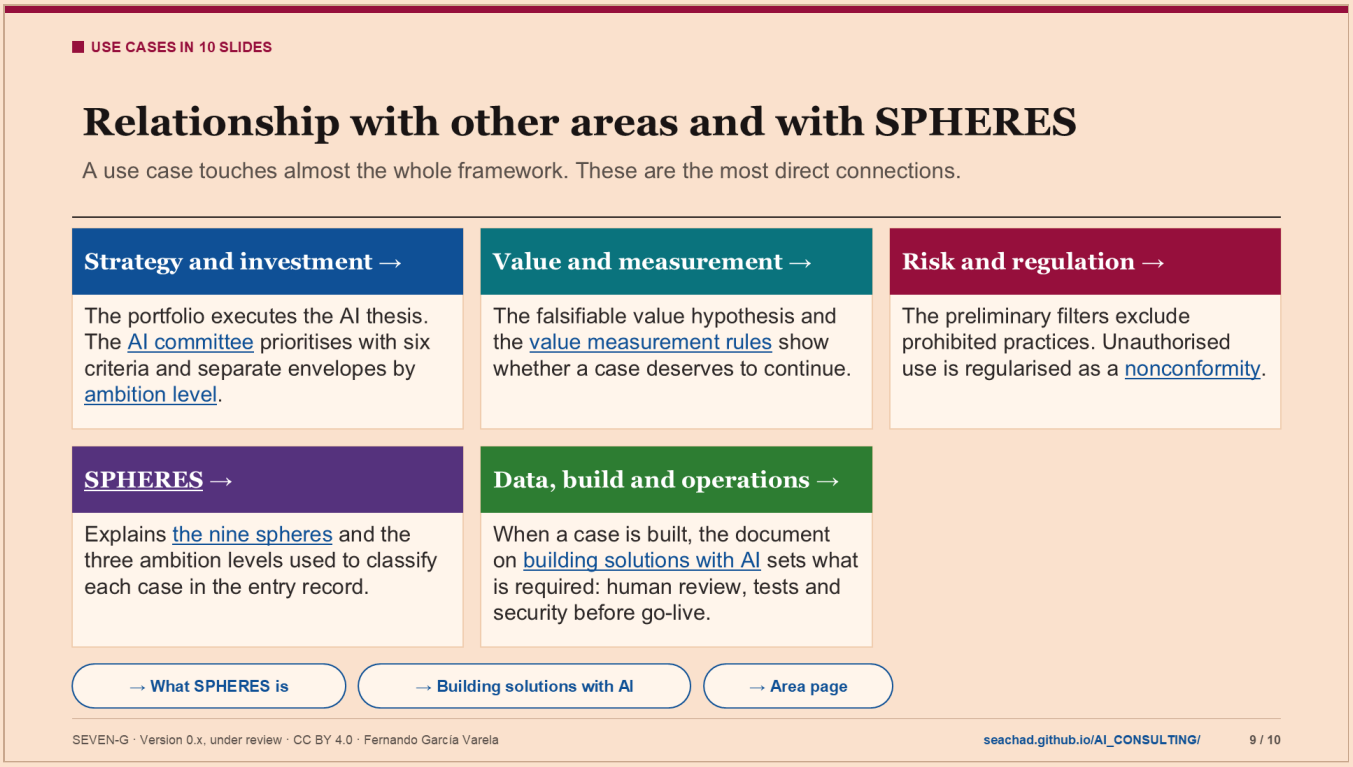
- **Portfolio funnel**: A way of seeing all use cases as a sales funnel: mandatory stages (proposed, value hypothesis, test, development) until they reach use, with the use cases that did not pass each stage and why. It shows how

much is stopped, where, and what is learned. The link opens the example funnel on the SEVEN-G entry page (fictitious data). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/entrada/index.html#embudo

- **Board of directors**: The company's highest body. In SEVEN-G it approves the AI thesis and risk appetite (C2), Transform bets and their scaling, and oversees AI every quarter. AI is a strategic asset: its big decisions are not only for technology. The link opens its role in the governance model (document 30). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/30_SEVEN-G_Modelo_de_gobierno.html#3-1-board-of-directors

SOURCES AND LINKS

- **Document 54, section 10: questions for a useful conversation** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#questions-for-a-useful-conversation
- **Document 92, section 11.2: questions for working on the cases** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/92_SEVEN-G_Casos_de_aplicacion.html#11-2-questions-for-working-on-the-cases
- **Gallery of examples by sector** https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T17_panel_consejo/galeria/index.html
- **Questions for management and board** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/54_SEVEN-G_Organizacion_de_la_compania_para_la_IA.html#questions-for-a-useful-conversation
- **Questions for working on the cases** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/92_SEVEN-G_Casos_de_aplicacion.html#11-2-questions-for-working-on-the-cases



Notes

Use cases are the entry door to almost the whole framework. These are the most direct connections.

- Strategy and investment. The portfolio executes the AI thesis approved at the direction stage (C2) of the corporate cycle. At the portfolio stage (C3), the AI Committee prioritises with six criteria (additional net value per euro, fit with the thesis, contribution to ambition by sphere, risk, data dependency and capacity) and each ambition level competes only within its envelope. That way a Transform bet does not compete with an optimisation with immediate return.
- Value and measurement. The falsifiable value hypothesis of phase 2 and the measurement rules in document 40 show whether a case deserves to continue. One of them, rule 10, requires each use case to explain what it is and what it is used for, in understandable language.
- Risk and regulation. The preliminary filters leave out practices prohibited by regulation. Detected unauthorised use is recorded and regularised as a nonconformity, with time limits according to its severity.
- SPHERES. It is the supporting methodology that explains the nine spheres where AI generates value and the three ambition levels: Optimise, Augment and Transform. The minimum entry record asks for the proposed sphere and ambition of each case, and SPHERES helps to do it well. Its operational rules are in SEVEN-G document 10.
- Data, build and operations. When a case moves to build, SEVEN-G document 53 sets what is required of AI-generated code: recorded human review, traceability, tests and security. The design gate (G4) and the go-live gate (G5) check it.

Why it matters: a use case that enters properly already brings the information that strategy, value and risk need. What is not asked for at the door is paid for later.

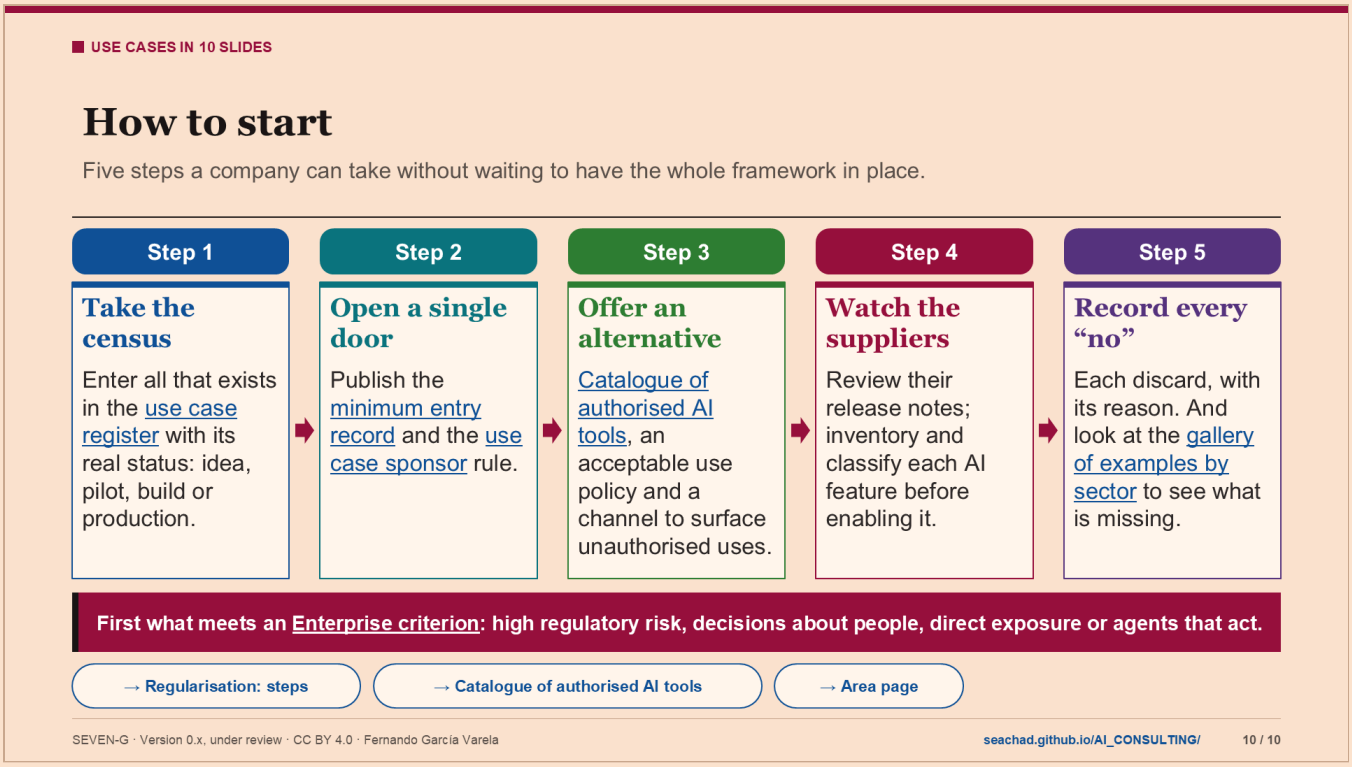
Question for the classroom: which area suffers most in your company when a case enters with no record and no sponsor?

TERMS ON THIS SLIDE

- **AI committee**: A management body that decides the portfolio and the gates at its level, allocates budget and escalates to the board what belongs there. It brings together business, technology, finance and risk, and follows rules of procedure (P38). It matters because it turns scattered decisions into a single portfolio. The link opens its role in the governance model (document 30). https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/30_SEVEN-G_Modelo_de_gobierno.html#3-3-ai-committee
- **Ambition levels**: Three levels stating how much a company wants to change with each use case: Optimise (do the same better), Augment (extend what people can do) and Transform (change the business). Each level is decided, funded and measured differently. The link opens the SPHERES document that explains them with examples. https://seachad.github.io/AI_CONSULTING/SPHERES/html/en/01_SPHERES_Niveles_de_ambicion.html
- **Value measurement rules** (documento 40): The rules that make an AI value figure credible: full cost, amount statuses, released capacity that is not counted, «no data» that is not zero, NPV as the only criterion, non-quantified value reported separately and three perspectives never merged. It is the basis of what the board sees. The link opens the rules in document 40. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/40_SEVEN-G_Reglas_de_medicion_del_valor.html#the-ten-measurement-rules
- **Nonconformity** (P50): A breach of a framework rule or a control, even if it caused no harm (for example, a use case in production without sign-off). It is classed as minor, major or critical, recorded (P50), its root cause analysed (P52) and corrected on time. It lets governance learn from its failures. The link opens the process in document 37. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/37_SEVEN-G_No_conformidades_e_incidentes.html#nonconformity-process
- **SPHERES**: A methodology that explains where AI can create value in a company and with what ambition, through three questions: where do we play?, with what ambition? and what do we ask? It is the explanatory layer of the spheres and ambition levels; the operating rules are in SEVEN-G. It supports conversations with management and the board. The link opens its presentation document. https://seachad.github.io/AI_CONSULTING/SPHERES/html/en/00_SPHERES_Que_es_y_para_que_sirve.html#what-spheres-is
- **The nine spheres** (esferas 01–09): Nine areas where AI acts in a company: four where value is created (01 to 04), three enablers that make it possible (05 to 07), the limits of regulation and ethics (08) and the governance of AI itself (09). Each use case sits in one primary sphere. The link opens the overview in SPHERES. https://seachad.github.io/AI_CONSULTING/SPHERES/html/en/00_SPHERES_Que_es_y_para_que_sirve.html#the-nine-spheres-at-a-glance
- **Building solutions with AI** (documento 53): What SEVEN-G requires of how a use case's solution is built: testing, code review, evaluation of model behaviour, change control and the evidence handed to the go-live gate. It refers to a separate building methodology. The link opens the document. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/53_SEVEN-G_Construccion_de_soluciones_con_IA.html

SOURCES AND LINKS

- **Document 14, section 4: prioritisation criteria** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#prioritisation-criteria
- **Document 40, rule 10: each use case explains what it is and what it is for** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/40_SEVEN-G_Reglas_de_medicion_del_valor.html#3-10-rule-10-each-use-case-explains-what-it-is-and-what-it-is-used-for
- **SPHERES: what it is and what it is for** https://seachad.github.io/AI_CONSULTING/SPHERES/html/en/00_SPHERES_Que_es_y_para_que_sirve.html
- **Document 53, section 7: requirements for AI-generated code** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/53_SEVEN-G_Construccion_de_soluciones_con_IA.html#seven-g-minimum-requirements-for-ai-generated-code
- **What SPHERES is** https://seachad.github.io/AI_CONSULTING/SPHERES/html/en/00_SPHERES_Que_es_y_para_que_sirve.html
- **Area page** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/areas/casos.html



Notes

You do not need the whole framework in place to put use cases in order. These five steps come from SEVEN-G documents 14, 31 and 54.

- Step 1. Take the census. Enter in the use case register (T01) and in the inventory everything that already exists, with its real status: idea, pilot, build or production. Start with what meets an Enterprise criterion: high regulatory risk, decisions about people, direct exposure or agents that act. What is already in production goes through a review equivalent to the scaling or retirement gate (G7); a pilot is assessed at the feasibility gate (G3). Regularisation documentation carries its real date: it cannot be presented as earlier.
- Step 2. Open a single door. Publish the minimum entry record in document 14 and the sponsor rule: without an internal business sponsor, no proposal enters.
- Step 3. Offer an alternative. Publish which AI tools may be used and with what information (P43), approve the acceptable use policy (document 31) and open a channel for employees to surface what they already use. Banning with no alternative only hides the use.
- Step 4. Watch the suppliers. Review the release notes of contracted software and treat each new AI feature as a decision: inventory registration and classification before enabling it.
- Step 5. Record every "no". Each discard carries its reason, with the opportunity portfolio (P06). And open the gallery by sector to compare your own portfolio with what the sector is adopting.

Why it matters: in a few weeks, these steps give a real picture of the company's AI and a door for whatever comes next. It is the basis for everything else.

Question for the classroom: if you had to take the census in your company tomorrow, which three systems do you think would appear without anyone having registered them?

TERMS ON THIS SLIDE

- **Use case register** (T01): It is the central SEVEN-G tool and the single data source for all the others. It records each AI use case like an opportunity in a CRM: phase, status, dates, criteria for each gate, risks, value and stop reason. The AI office and the teams use it; the committee and the board see what comes out of it. The link opens an example register with fictitious use cases; anything you change is stored only in your browser. https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T01_registro_iniciativas/registro.html
- **Minimum entry record**: The few data items every use case provides to enter the portfolio, wherever it comes from: business problem, sponsor, proposed sphere and ambition, data and systems involved and a first idea of value and cost. Without a record and a sponsor, it does not enter. So every idea competes under the same rules. The link opens the record in document 14. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#3-2-minimum-entry-record
- **Use case sponsor**: The business person who asks for the use case, answers for its value and defends its budget. Without a sponsor, the use case does not pass the authorisation gate. They cannot verify or audit their own use case. It matters because AI without a business owner stays a pilot. The link opens the roles in document 01. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/01_SEVEN-G_Metodologia_fundacional.html#8-1-use-case-roles
- **Catalogue of authorised AI tools** (P43): A template with the list of AI tools employees may use, with which data and under what conditions, and the form to request a new one. It reduces unauthorised use by offering a clear and fast alternative. The link opens the template. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/plantillas/P43_SEVEN-G_Catalogo_de_herramientas_autorizadas_y_solicitudes.html
- **Gallery of examples by sector**: A page with board dashboards for fictitious companies in several sectors (banking, insurance, industry, public sector) and, for many more sectors, where AI use cases are heading: established, being adopted and emerging, with their sources. It helps you see what your sector is doing before choosing use cases. The dashboards use fictitious data; the market reading is not a recommendation. https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T17_panel_consejo/galeria/index.html
- **Enterprise criteria**: A list of situations that require a use case to be governed at Enterprise intensity: high regulatory risk, decisions about people, direct customer exposure, agents that act, protected data, critical function, Transform ambition or high investment. One is enough. So rigour goes where the possible harm is greatest. The link opens the list in document 01. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/01_SEVEN-G_Metodologia_fundacional.html#9-2-enterprise-criteria

SOURCES AND LINKS

- **Document 14, section 11: regularisation of earlier use cases** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#regularisation-of-use-cases-pre-dating-the-framework
- **Document 31, section 4: acceptable use policy** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/31_SEVEN-G_Politica_corporativa_y_uso_aceptable.html#ai-acceptable-use-policy-template
- **Regularisation: steps** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/14_SEVEN-G_Gestion_de_cartera.html#11-1-steps
- **Area page** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/areas/casos.html

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