

Notes

This slide summarises the SEVEN-G "Use cases" area. It answers three questions: 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. It is the unit that SEVEN-G governs: it has a sponsor, a value hypothesis, a code in the register and a path through phases and decision gates.

Nine sources. Demand for AI arises in business units, in technology and data, inside the software the company already uses, among employees, among customers, in regulation and audit, in the board, in the ecosystem of suppliers and start-ups and in the agent a customer sends in their place. Each source has a bias. For example, the business usually brings the solution already chosen and lacks a baseline; technology looks for where to apply what it knows how to do and lacks a business sponsor.

A single door. Wherever it comes from, a use case enters through the same place: a minimum entry record with a plain-language description, the sponsor and the product owner, the sphere and ambition, the estimated value with its formula, the investment up to the feasibility gate (G3), the fit with the AI thesis and the foreseeable Enterprise criteria. The sponsor rule is clear: with no internal business sponsor, it does not enter.

Filters and register. Prohibited practices, duplicates, what does not require AI, what falls outside the risk appetite and Transform bets without senior management sponsorship do not enter. What does not enter is recorded with its reason: a "no" that is not recorded comes back three months later. What passes is entered in the use case register (T01) and prioritised by the AI Committee.

From case to funnel. From then on, the use case moves through the portfolio funnel. In phase 1 non-AI alternatives are compared. In phase 2 a falsifiable value hypothesis is formulated, with metric, baseline, target, success threshold, attribution, monetary value and stop criteria. A hypothesis that cannot fail is not valid.

What enters with no door. Three routes avoid the door: AI that already comes included in contracted products, which is enabled by default; unauthorised use (shadow AI), which, if banned with no alternative, is only hidden; and the free proof of concept, which consumes data, time and credibility and creates dependency.

Why it matters: according to SEVEN-G, most of a company's regulatory and security risk does not sit in its portfolio, but in what never reached it. And without a single door, the board does not know how much AI it uses or how much real value it brings.

How to start: take a census of what already exists, open a single door, give employees an authorised alternative with an acceptable use policy and record every “no”. The gallery by sector shows example dashboards, with fictitious data, and which use cases each sector is adopting.

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

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
- **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
- **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
- **Opportunity discovery** (fase 1): The phase in which the business problem AI could solve is found and screened, placed in a sphere and given a proposed ambition level. It ends at the opportunity gate (G1). It ensures the portfolio fills with real problems, not solutions looking for a problem. The link opens the phase manual in document 20. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/20_SEVEN-G_Manuales_de_fase.html#phase-1-opportunity-discovery
- **Value hypothesis** (fase 2): The phase in which the use case writes down how much value it expects, how it will measure it, against which baseline and with which stop criterion. It ends at the hypothesis gate (G2). It matters because, without a measurable hypothesis, nobody will ever know whether the use case worked. The link opens the phase manual in document 20. https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/20_SEVEN-G_Manuales_de_fase.html#phase-2-value-hypothesis
- **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 CASES IN 1 SLIDE

- **Unauthorised use**: Use of AI tools without approval, with personal accounts, extensions or features enabled without permission (shadow AI). It is detected, recorded in the inventory and regularised as a nonconformity: it is authorised, replaced or blocked. It is at least major if it involves personal or confidential data. The link opens how it is handled in document 31. 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
- **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

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
- **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
- **Regulation (EU) 2024/1689, the AI Act** https://eur-lex.europa.eu/eli/reg/2024/1689/oj/eng
- **Use cases area page** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/areas/casos.html
- **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 case record** https://seachad.github.io/AI_CONSULTING/SEVEN-G/html/en/plantillas/P31_SEVEN-G_Ficha_de_caso_de_uso.html
- **Gallery of use cases by sector** https://seachad.github.io/AI_CONSULTING/SEVEN-G/herramientas/T17_panel_consejo/galeria/index.html

LEGAL NOTICE

Legal notice: a generic, free methodological aid provided "as is" for information purposes; it is not legal advice and has not been legally reviewed for any case. Each organisation adapts it and is responsible for its legal review and its regulatory compliance; it may not reflect recent regulatory changes. To the fullest extent permitted by law, the author accepts no liability whatsoever for the effects of its application. It does not grant certification of any kind. Details in document 93.

CC BY 4.0 (content) · MIT (code) · Fernando García Varela · seachad.github.io/AI_CONSULTING/