

FOR EXECUTIVE TEAMS OF ORGANISATIONS WITH 400+ EMPLOYEES

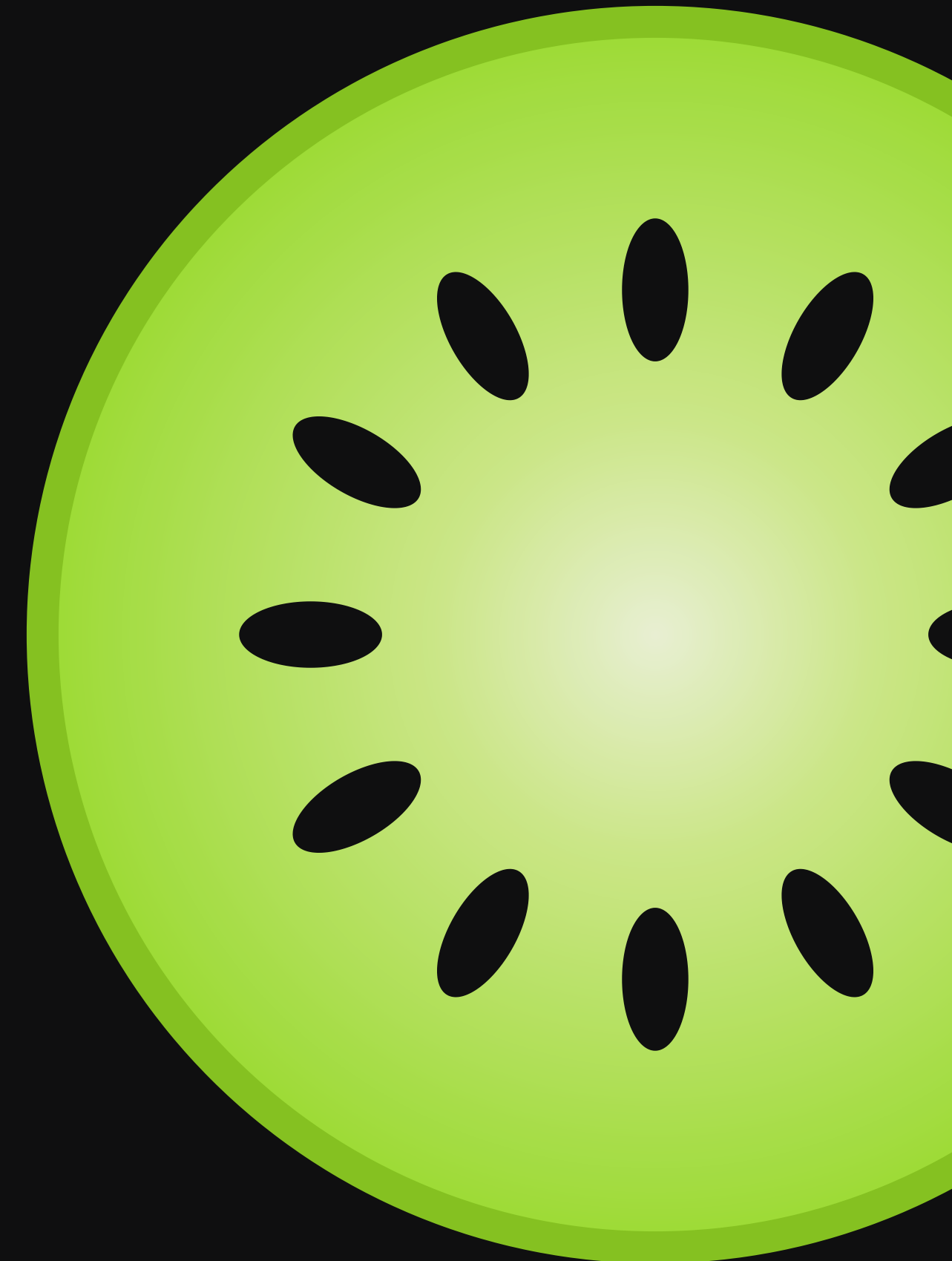
The AI gap is widening.

Two in three large Dutch companies already use AI. Yet only 5% of companies worldwide get value from it at scale. Which side is your organisation on?

Practical AI for what's next.

Strategy. Implementation. Measurable impact.

Sources: CBS (2025), BCG (2025). Details on slides 2 and 3.



WHAT WE SEE

Your peers have already started.

66%

of Dutch companies with 250+ employees used AI in 2025. In 2023 it was 42%.

+24

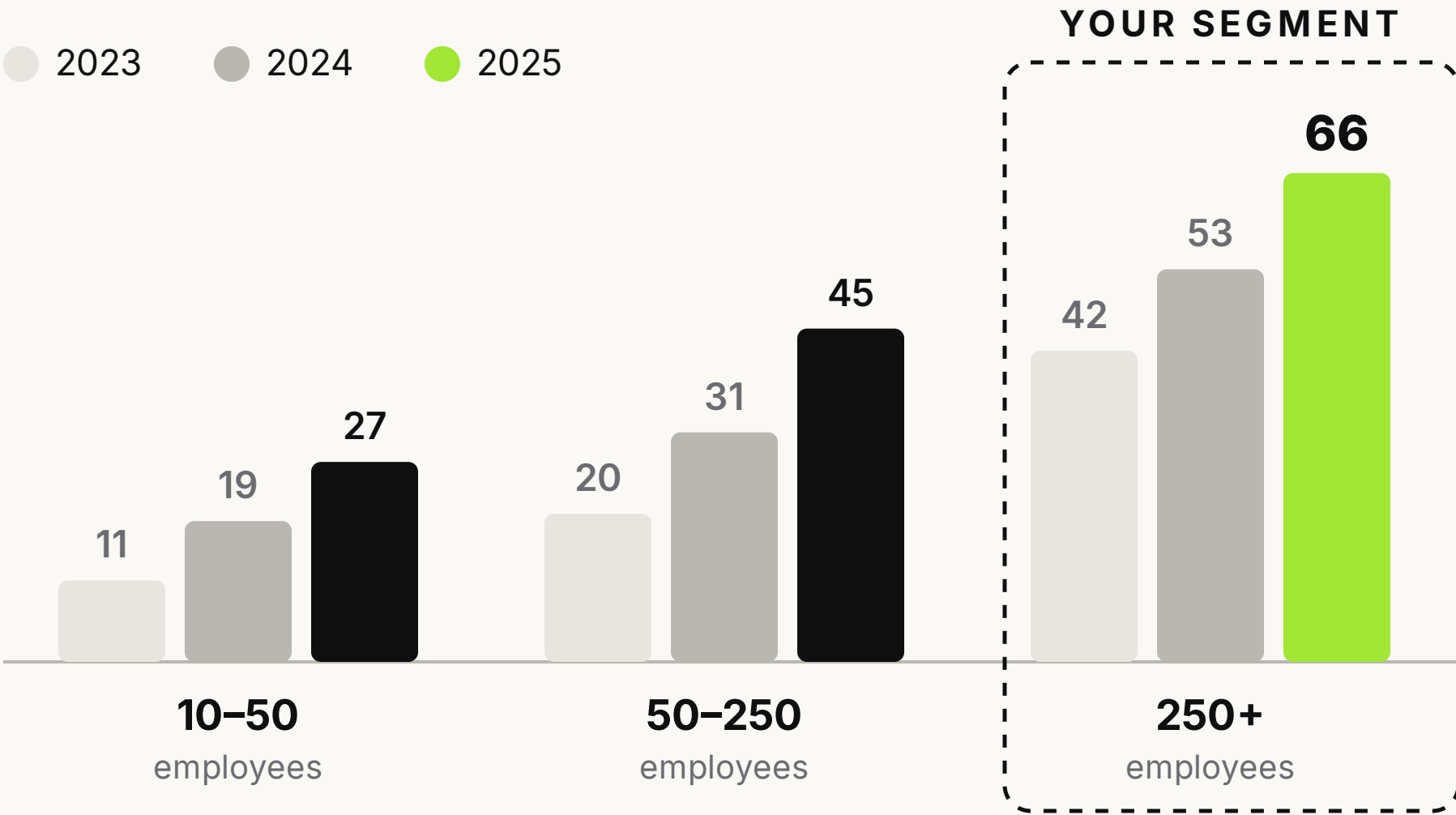
percentage points in two years among large Dutch companies

55%

of large companies across the EU used AI in 2025

AI use by size class, the Netherlands (% of companies)

2023 2024 2025



If you have not started yet, you are now in the minority.

Sources: CBS (Statistics Netherlands), "Bedrijven gebruiken AI vaakst voor marketing of verkoop", 12 December 2025 · Eurostat, "Use of artificial intelligence in enterprises", data December 2025. +24 = 66 - 42, own calculation.

WHAT IT MEANS

Using is not yet winning.

BCG surveyed 1,250 executives worldwide. Almost everyone is investing in AI. Few are getting anything out of it.



5%
leaders
value at scale

35%
scalers
on their way

60%
laggards
minimal revenue and
cost gains

LEADERS COMPARED WITH LAGGARDS

1.7x
revenue growth

3.6x
three-year shareholder return

1.6x
EBIT margin

And your people are not waiting.

75%
of knowledge workers use AI at work

78%
of them bring their own AI tools to work

60%
of leaders worry their company lacks a vision and plan

 **The leaders' advantage compounds. Not choosing is also a choice.**

Sources: BCG, "The Widening AI Value Gap", press release 30 September 2025 (n = 1,250) · Microsoft & LinkedIn, Work Trend Index, 8 May 2024 (31,000 people, 31 countries). Global figures, not Netherlands-specific.

WHAT THE RESEARCH SHOWS

AI pays off on the task, not on the rollout.

 CUSTOMER SUPPORT · 5,179 AGENTS

+14%

more issues resolved per hour, on average

For the most experienced staff: hardly any effect.

+34%

for new and less experienced staff

 CONSULTING · 758 BCG CONSULTANTS

+25%

faster, and 12% more tasks done, on tasks that suit AI

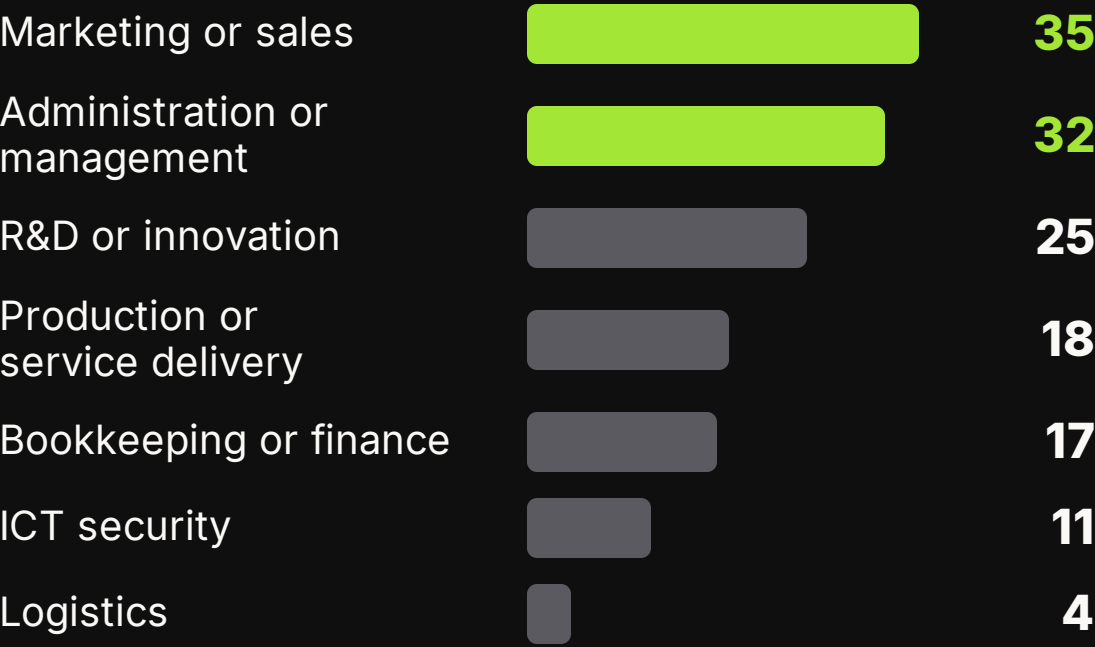
Same people, same kind of work. The task made the difference.

-19%

less likely to get it right on a task that did not suit AI

What Dutch companies use AI for.

% of companies that use AI, 2025



Broad, but thin: no single use reaches 40%.

 **The right task pays off, the wrong one costs you. A general AI model does not know your work: choosing is the real work.**

Sources: Brynjolfsson, Li & Raymond, "Generative AI at Work", Quarterly Journal of Economics 140(2), 2025 · Dell'Acqua et al., "Navigating the Jagged Technological Frontier", Harvard Business School Working Paper 24-013 · CBS (Statistics Netherlands), 12 December 2025, preliminary figures. Both studies are international, not Dutch.

WHY PILOTS GET STUCK

Most AI pilots never become business as usual.

52 ORGANISATIONS · 153 EXECUTIVES ¹

5% of integrated AI pilots deliver millions in value. The rest stall with no measurable effect on the bottom line.

The cause, according to the researchers: tools that do not fit the work and do not learn from it. Not the quality of the model.

1,000+ COMPANIES · US AND EUROPE ²

42% of companies abandoned most of their AI initiatives in 2025. A year earlier it was 17%.

On average, 46% of proofs of concept are scrapped before they go into use. Reasons given: cost, privacy and security.

65 EXPERIENCED AI SPECIALISTS ³

#1 cause of failure: the problem AI should solve is misunderstood or miscommunicated.

Then: no usable data, chasing the newest technology, too little infrastructure, and problems too hard for AI.

THREE QUESTIONS PILOTS RUN AGROUND ON

- 1 Where does your data go?**
- 2 Does the AI know your business?**
- 3 Who controls the cost and the access?**

71% of EU companies that considered AI but do not use it name a lack of expertise as a reason. ⁴

 **Pilots get stuck on choosing the problem and on fitting the work. Rarely on the technology.**

¹ MIT NANDA, July 2025, preliminary findings · ² S&P Global Market Intelligence, 2025, via CIO Dive · ³ RAND, 2024 · ⁴ Eurostat, data December 2025. International research, not Netherlands-specific. Full sources on slide 12.

CHECK IT YOURSELF

Six questions before your next pilot.

1 Is it fixed what “success” means, in hours, euros or errors?

Models are often optimised for the wrong measure.¹

2 Has the current situation been measured?

Most pilots show no measurable effect on the bottom line.²

3 Is there an owner in the business, not just in IT?

Cause #1 of failure is misunderstanding between business and technology.¹

4 When do we stop?

46% of proofs of concept are scrapped before use. Better to decide up front than afterwards.³

5 What happens after the pilot if it works?

Only 5% of integrated pilots deliver significant value.²

6 Do you know which data your staff already put into AI tools?

78% of knowledge workers who use AI bring their own AI tools to work.⁴



Can't answer all six yet? Then the pilot is not ready to start.

¹ RAND, 2024 · ² MIT NANDA, July 2025, preliminary findings · ³ S&P Global Market Intelligence, 2025, via CIO Dive · ⁴ Microsoft & LinkedIn, Work Trend Index, May 2024. Full sources on slide 12.

CHECK IT YOURSELF

The task test: does this work suit AI?

Take one task in your organisation and answer five questions with yes or no.

1	Does the task recur every week?	yes	no
2	Does it follow rules you could explain to a new colleague?	yes	no
3	Is the input already digital?	yes	no
4	Can a person check the result, and can a mistake be put right?	yes	no
5	Do you know roughly how many hours the task costs now?	yes	no

 Fewer than three yes? Then AI is probably not the answer. Improve the process, or use what you already own.

What does this task cost per year today?

hours per week

number of people

hourly cost

working weeks per year

= €

Fill in your own figures. The answer is your first business case.

WHAT IS POSSIBLE

Three routes to the right side of the gap.

EFFICIENCY AI AUDIT

What should we automate?

WE LOOK AT

Tasks that are already being performed: how much, how often, with which exceptions.

DELIVERS

Freed-up capacity

Most predictable

CAPABILITY AI

What could we deliver that we cannot today?

WE LOOK AT

Demand you already refuse or cannot serve well.

DELIVERS

More reach, speed or quality

Moderately predictable

OPPORTUNITY AI

What could we offer, or become?

WE LOOK AT

Attempts with a stop criterion set in advance, the cheapest test first.

DELIVERS

An answer on whether something is worth pursuing

Most attempts will fail, by design

- Sometimes the honest answer is: do not automate, improve the process without AI, or use what you already own. That is a good result too.

The routes can be chosen separately. They do not have to build on each other.

HOW WE WORK

One first step, not a programme.

1 Efficiency AI Audit

- We interview your employees and map the processes and tasks of their day-to-day work
- We score every task on value, suitability for AI and feasibility
- You get a report that shows which processes to automate first, and which not at all
- With business cases and a 12-month roadmap



2 Pilot

- One opportunity, small and measurable
- 30 days as standard
- What "success" means is fixed up front



3 Managed AI

- Operation and monitoring
- A value review every quarter
- So that it keeps working

FOUR SAFEGUARDS

The lightest level that suffices, sometimes without AI

Configure first, then buy, only then build

Where the impact demands it, a human decides

Every outcome carries an evidence level

WHAT STRUCTURE DELIVERS

With a method, AI becomes an investment.

Money where it pays

Budget and attention go first to the work with the most value, not to the loudest idea.

No loose experiments

Every pilot is small and measurable. What "success" means is fixed up front.

Risk under control

Law, ownership and oversight are checked before anything is built. Where the stakes are high, a person decides.

Decisions on facts

Every finding shows whether it is measured, validated or assumed. You know what you are deciding on.



Without a plan, AI stays a collection of loose tools. With one, you know what it delivers, what it costs and what you deliberately leave alone.

NEXT STEP

Start this quarter with one bottleneck.

Do two or more tasks pass the task test? Then 15 minutes are worth it.

- 1 Introduction** 15 min
You describe one bottleneck in your work. Together we decide whether an Audit makes sense. Sometimes the answer is: not now, and this is what would change it.
- 2 Discovery** 60–90 min
With the owner of the operation, your IT lead and a member of the executive team. We agree what the Audit does and does not cover.
- 3 Proposal**
Fixed scope and a fixed price, based on the size of your organisation. Then you decide.

● Steps 1 and 2 are non-binding and free of charge.

**Reply with one sentence
about what is stuck for
you.**

or email

intake@freshkiwi.nl

freshkiwi.nl



SOURCES

The research behind these slides.

SLIDE 2	CBS (Statistics Netherlands), "Bedrijven gebruiken AI vaakst voor marketing of verkoop", 12 December 2025 · Eurostat, "Use of artificial intelligence in enterprises", data December 2025.
SLIDE 3	BCG, "The Widening AI Value Gap", press release 30 September 2025 (n = 1,250 executives, global) · Microsoft & LinkedIn, 2024 Work Trend Index, 8 May 2024 (31,000 people, 31 countries).
SLIDE 4	Brynjolfsson, Li & Raymond, "Generative AI at Work", Quarterly Journal of Economics 140(2), 2025 · Dell'Acqua et al., "Navigating the Jagged Technological Frontier", HBS Working Paper 24-013, 2023 · CBS, 12 December 2025.
SLIDE 5-6	MIT NANDA (Challapally et al.), "The GenAI Divide: State of AI in Business 2025", July 2025, preliminary findings (300+ initiatives, 52 organisations, 153 executives) · S&P Global Market Intelligence, 2025 (1,000+ companies, North America and Europe), as reported by CIO Dive, 14 March 2025 · RAND, Ryseff, De Bruhl & Newberry, "The Root Causes of Failure for Artificial Intelligence Projects and How They Can Succeed", RR-A2680-1, 2024 (65 interviews) · Eurostat, data December 2025.
SLIDE 7	A Fresh Kiwi tool. No research figures.

Every figure has been checked against the original publication or, where that is not freely available, against the reporting that cites it. International studies are marked as such.