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COURSE BROCHURE

AI Use-Case Screening and Business Case Training Course

24 – 28 October 2027
Sharm El-Sheikh

AI Use-Case Screening and Business Case Training Course

Ref: 914_34535 **Date:** 24 – 28 October 2027 **Location:** Sharm El-Sheikh **Fees:** 5500 GBP

AI Use-Case Screening and Business Case is a 1-week training course for non-technical business professionals who must judge which AI ideas deserve investment and explain that judgement in plain financial terms. Each person leaves with an AI use-case shortlist and one-page business case, built on a scorecard tested against real proposals. Jupiter Prime Training designed this course for people who decide, not people who code.

Why AI Use-Case Screening and Business Case Matters Now

Suppliers now pitch AI features in almost every software renewal, and internal teams propose pilots faster than budgets allow. Without a shared screening method, attractive demonstrations get funded while modest ideas with clear payback go unnoticed. Hallucination risk and vague vendor claims add hidden cost. The course draws on ISO/IEC 42001, the international standard for an AI management system, and the NIST AI Risk Management Framework AI RMF for weighing benefit against risk before money is committed.

Who Gains Most from AI Use-Case Screening and Business Case

- Business analysts asked to assess AI proposals from colleagues and suppliers
- Operations and department managers who own budgets for new tools and pilots
- Finance partners who review investment requests and expected returns
- Project and product owners who must decide which ideas move to a pilot
- Procurement and commercial staff who question vendors about AI features

The greatest gain comes when an operational manager and a finance partner attend together and agree scores and payback figures.

AI Use-Case Screening and Business Case Capabilities

Participants move from enthusiasm to a disciplined filter for fundable ideas.

- Explain in plain terms how predictive models and generative assistants produce output — non-technical colleagues
- Score candidate ideas for desirability, feasibility and viability on a screening scorecard — investment committees
- Classify the data each idea needs by sensitivity and privacy exposure — data owners
- Estimate hallucination risk and the human checking it requires — process owners
- Calculate simple return, payback period and running costs for a shortlisted idea — finance partners
- Compare build, buy and partner routes using structured vendor due-diligence questions — procurement teams

Key AI Use-Case Screening and Business Case Terms

- Use-case screening scorecard — a weighted grid that rates each AI idea on value, effort, data readiness and risk to rank a shortlist.
- Desirability, feasibility, viability — three lenses asking whether users want an idea, whether it can work and whether it pays.
- Hallucination risk — the chance that a generative model produces confident but false content that someone then relies on.
- Data privacy classification — sorting the data an idea uses into sensitivity levels that set where and how it may be processed.
- Payback period — the time a project takes for cumulative savings or gains to recover its set-up and running costs.
- Build-buy-partner decision — the choice between developing a solution internally, licensing a product or co-developing with a supplier.

AI Use-Case Screening and Business Case Day by Day

Day 1: How Business AI Actually Works

- Predictive Versus Generative Models — Matching Tool Type to Problem
- Training Data and Patterns — Why Output Quality Depends on Inputs
- Prompt Techniques for Evaluation — Testing a Tool Before Judging It
- Hallucination Behaviour — Where Generative Output Fails
- ISO/IEC 42001 and NIST AI RMF — Business Responsibilities in Brief

Day 2: Finding and Framing Use Cases

- Pain-Point Interviews — Locating Costly Work
- Use-Case Statement Writing — Problem, User, Output and Measure
- Idea Long-List Building — Gathering Proposals Across Departments
- Quick-Win Versus Strategic Bets — Balancing the Portfolio
- Baseline Measurement — Recording Current Time, Cost and Error Rates

Day 3: Screening Ideas for Risk and Readiness

- Use-Case Screening Scorecard — Weighting Value, Effort and Risk
- Desirability, Feasibility, Viability Review — Filtering the Long List
- Data Privacy Classification — Setting Limits on Sensitive Inputs
- Hallucination Risk Rating — Deciding the Level of Human Checking
- Data Readiness Check — Availability, Quality and Ownership

Day 4: Building the Numbers and Choosing a Route

- Cost Model Basics — Licences, Usage and Support
- Benefit Estimation — Time Saved and Errors Avoided
- Simple Return and Payback Period — Presenting Results Without Jargon
- Build-Buy-Partner Comparison — Control, Speed and Cost Trade-Offs
- Vendor Due-Diligence Questions — Data Use, Accuracy Evidence and Exit Terms

Day 5: Practising the AI Use-Case Shortlist and One-Page Business Case

- Retail Case Exercise — Scoring Customer Query Automation Ideas
- Insurance Case Exercise — Applying Privacy Classification to Claims Data
- Payback Challenge Round — Testing Estimates Against Sceptical Questions
- Pilot Scope Definition — Success Measures and Stop Criteria
- AI Use-Case Shortlist and One-Page Business Case — Final Draft for Sponsors

Applying AI Use-Case Screening and Business Case After the Course

- Run the screening scorecard on every AI proposal your department receives over the next quarter and publish the ranked shortlist.
- Present the one-page business case for the top idea to a sponsor, with baseline figures and clear stop criteria for the pilot.

AI Use-Case Screening and Business Case Questions FAQ

What is AI use-case screening and business case work, and why does it matter now?

It is the practice of rating AI ideas on value, effort and risk, then costing the best ones in simple financial terms. It matters now because AI proposals arrive faster than budgets allow, and unscreened pilots often fail to reach daily use.

Which roles gain most from AI use-case screening and business case training?

Business analysts, department managers, finance partners, project owners and procurement staff gain most. No coding background is needed.

How does AI use-case screening and business case differ from a longer applied AI course?

This 1-week course focuses narrowly on the decision before investment: which ideas to fund and how to justify them. Longer applied courses cover deployment and scaling, which come later.

What do you bring back from AI use-case screening and business case training?

You bring back a ranked AI use-case shortlist and a one-page business case for your strongest idea. You also return with a reusable scorecard and vendor questions.

AI Use-Case Screening and Business Case: The Way Forward

The AI use-case shortlist and one-page business case first informs which single idea receives pilot funding. Sponsors use it to approve scope and stop criteria, and finance partners use its baseline to judge results. After the pilot's first review, the scorecard weights deserve a second look, since real costs and benefits often differ from the original estimates.