

AI Opportunity / *Build–No-Build Scorecard*

Compare candidate opportunities before choosing a vendor or funding implementation. Score each dimension from 0 to 4, then document any override.

Business value How directly does the opportunity change revenue, cost, risk, capacity, or service?	0: interesting only 2: useful but indirect 4: material, measurable outcome	☐ ☐ ☐ ☐ ☐
Strategic differentiation Does better performance create an advantage specific to how the organization competes or serves?	0: commodity task 2: operational advantage 4: customer or market differentiation	☐ ☐ ☐ ☐ ☐
Proprietary context How much does success depend on organization-specific knowledge, rules, data, or integrations?	0: generic input 2: some internal context 4: proprietary context is the value	☐ ☐ ☐ ☐ ☐
Control requirement How specific are the permissions, evaluation, residency, audit, or failure-handling needs?	0: standard terms fit 2: configuration needed 4: custom control is essential	☐ ☐ ☐ ☐ ☐
Organizational readiness Is there an owner, usable source material, an evaluation set, and capacity to operate the result?	0: none are in place 2: gaps are bounded 4: owner and evidence are ready	☐ ☐ ☐ ☐ ☐

0–6: buy or change the process
The need is generic, or readiness is too low to operate a custom system responsibly.

7–13: assemble
Own workflow, evaluation, and integration while buying commodity platform capabilities.

14–20: investigate a build
Custom ownership may be justified, subject to a costed operating plan and explicit failure conditions.

Score

Recommended path

Owner

Date

Reason for any override

This is a discussion tool, not an automated investment decision. A high opportunity score does not cancel a low readiness score. Celadon uses a more detailed version during an AI Decision Sprint. goceladon.com/ai-decision-sprint