

AI Catalyst

Serve SME pain points with customised solutions

12 week pilot, 6 online expert-led sessions, 100 hours of knowledge exchange

What is the AI Catalyst?

An action research study undertaken in collaboration with The Productivity Institute. Sessions designed to support business leaders increase understanding of AI and explore in detail products that could be suitable for their business.

How do we create value?

We understand business leaders' challenges and we work with academic partners to explore both Generative AI and Non-Generative AI solutions that can help them with their day-to-day operations and improve productivity. Business leaders undertook six in depth online learning sessions with an expert to help them understand what solutions were available. Delivering 100 hours of knowledge exchange over five months, businesses were provided with customised solutions based on their pain points while supporting The Productivity Institute with academic research into AI adoption within small businesses.



“The initiative dedicated considerable effort to comprehending our operations and identifying opportunities for AI integration to enhance productivity.”

SME participant

How does this look in practice?

- Increase in technology adoption and diffusion
- 80% of participants adopted generative AI solutions
- 100 hours of knowledge exchange over 5 months
- Investment of more than £100,000 to support 361 users within the businesses
- Potential to increase labour productivity by at least 10%
- 6 online learning sessions
- Average size of firms supported – 65 employees and £10m turnover
- NPS score of 93.33 (Excellent)
- Participant rating of 8.8 out of 10
- All firms identified benefits related to scale, speed or quality of AI implementation
- 1 technology and AI academic expert
- 1 academic report
- 1 policy focused report



“Our business objective for 2024-2025 is to increase the adoption of AI tools into business processes in each department and scale it companywide. The program provided a structured approach to considering change, evaluating the company’s various assets and capabilities, and identifying projects for AI integration.”

SME participant

Let’s talk

Interested in the AI catalyst and how we could work together?

Contact our team to discuss our approach, results and next steps.

Productive Partnerships | lab@bethebusiness.com | bethebusiness.com

The Productivity Group – Be the Business

Charity Commission – charity number 1133660 | Charity overview registered in July 2017

**be the
business**