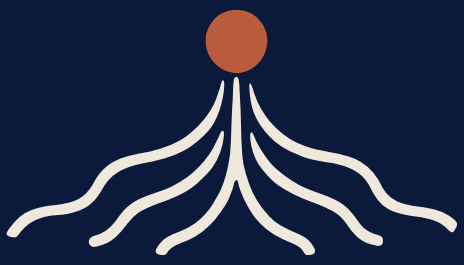
ROOTED

AI WORKSHOP FOR ESTABLISHED BUSINESS

AI that works for the business you already run.



A one-day workshop that turns AI curiosity into a plan your whole leadership team can act on. No coding, no long contract.

THE OPPORTUNITY

AI isn't a tech company problem. It's an every-company opportunity to scale, cut opex, move faster, and leapfrog competitors.

8 to 10 hrs

A week back per person within 30 days. AIReadyIn180 average, participant self-report.

100+

Senior executives already taught to set up AI on their own work.

Built that day

Your team leaves with a working piece set up in your own tools.

THE WORKSHOP

One day. Three lenses. One plan.

01

Market readiness

Why now for your market, and where AI fits how you position, package, and deliver.

02

Business readiness

Your operating model, simple guardrails, and the workflows where AI helps first.

03

Technical readiness

Which tools and integrations are actually feasible for your team, today.

WHAT YOU WALK AWAY WITH

- **A prioritized map** of where AI moves your business first
- **A governance and readiness checklist** before you scale anything
- **A team on the same page,** with no telephone game after
- **A clear next step:** build it in house, or know who to hire

HOW IT WORKS

BEFORE	Ten days of light prep: AI accounts confirmed, a de-identified sample set that stays in your accounts, one task per leader.
DAY OF	Your leaders in one room, 8 to 5, each building in their own account. One shared plan.
AFTER	A follow-up note within 48 hours and a 30-day check-in on results.

INVESTMENT

$20K, one full day

Up to 15 people. Prep, roadmap and 30-day check-in included. Travel at cost.

BOOK A CONVERSATION

alostudio.co · rooted@alostudio.co

WHY ROOTED

Built in a hard industry. Made simple for yours.

We've spent years solving problems in super-complicated industries like advertising technology and telecom. We know where AI pays off, and we bring it to your business in a way that's simple and effective.

Vendor neutral

No tool to sell. We recommend what fits your team and budget.

Governance first

Free tools skip the foundation. The guardrails they leave out are the real cost.

Practical, not theory

Built on your real workflows, for the team you already have.

WHAT IT TAKES FROM YOUR TEAM

WHO	Up to 15 people: the owner or CEO plus leaders across ops, finance, sales, and service
PREP	A 30-minute intake call and short survey, about an hour per leader
MATERIALS	One point person builds a de-identified sample set for the live demo
THE DAY	8 to 5, on site, phones down. A company AI account for everyone, set up by your IT

YOUR DATA STAYS YOURS

- Nothing identifiable, and nothing leaves with us.
- Your team works in your own accounts. We guide, and never need system access.
- The demo runs on a sample set you approve, and it stays in your accounts. We never download or keep it.
- We sign your NDA and follow your security and IT policies.

COMMON QUESTIONS

Do we need a tech team?

No. Your IT sets up accounts ahead of time. We build around the people and tools you have.

Are you selling us software?

No. We're vendor neutral, with no tool to sell.

Is this a lead-in to a big contract?

No. Fractional work can follow if you want it, but it's never required.

What happens to our data?

Nothing identifiable, and nothing leaves with us. Your team works in your own accounts.

How much of our time?

One day with your leaders, about an hour of prep each, and a few hours from one point person.

Can we do it virtually?

On site is the product. Virtual only when there's no other way, same fee, no travel.

WHO IT'S FOR

Past startup, not yet AI-native

Established businesses, not tech companies. Manufacturers, distributors, dealerships, clinics, and service businesses with leaders ready to act.

YOUR FACILITATORS

Aubriana Alvarez Lopez. Two decades building data and AI products in adtech, mobile, and CTV. Led go-to-market for Samsung Ads' AI-powered Smart Outcomes (6x conversion lift). Co-founder of Agnitio, an agentic AI company. Speaker at Cannes Lions and IAB NewFronts.

Kim Siler. Fractional Chief AI Officer and founder of DawnsEdge AI. Twenty years at AT&T, Coca-Cola, IHG, and Telesign. Grew AT&T's messaging business from $600K to $44M. Has taught 100+ senior executives to set up AI on their own work.

A kickstart, not a six-month project.

Start with a 30-minute call. We'll scope your gaps and pick a date.

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