



BEXTIO — Guide to Choosing Your First AI Project V1.0

Guide

Choose a first AI project that is useful, measurable and limited enough to learn quickly.

BEXTIO

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bextio.ci • direction@bextio.ci • Abidjan, Côte d'Ivoire

1. Why the first project matters

Your first AI project builds organizational capability as much as it builds a solution.

A strong first project should be valuable enough to matter, simple enough to test quickly, controlled enough to limit risk and measurable enough to support a decision.

- Avoid showcase projects without metrics.
- Avoid critical projects with high autonomy.
- Avoid use cases that depend on unavailable data.

2. Start with the problem

Do not begin with “Which model should we use?”

First describe the problem without mentioning AI. Example: “Our sales team spends four hours per week finding information and preparing follow-ups.” This statement contains a user, a task, a friction point and something that can be measured.

- Describe the problem.
- Identify who experiences it.
- Measure frequency, cost or delay.
- Name the consequences.

3. Measure the baseline

Without a baseline, a pilot becomes an impression.

The baseline describes the current state before intervention: time, error rate, cost, volume, delay, conversion, satisfaction or rework.

- Measure several real cases.
- Preserve the measurement method.
- Avoid metrics that cannot be reproduced.
- Document normal variation.

4. Identify the users

A project without engaged users quickly becomes a demo.

Choose the people who actually do the work. They should help define the problem, test the system, correct it and participate in the final decision.

- Primary user.
- Business owner.
- Sponsor / decision-maker.
- Data/IT support if required.
- Risk/security stakeholders when relevant.

5. Check data readiness

AI cannot magically repair unavailable or inconsistent data.

- Sources are available and authorized.
- Quality is sufficient for the test.
- Volume fits the hypothesis.
- Access rights are understood.
- Sensitive data is identified.
- Update mechanisms are known.

6. Check knowledge readiness

For document assistants, the corpus matters as much as the model.

- Authoritative documents identified.
- Versions and dates known.
- Obsolete sources separated.
- Content owners defined.
- Source citations / grounding are possible.

7. Assess risk

The best first project is usually not the most autonomous one.

- Impact of an error.
- Sensitivity of data.
- People affected.
- Ability to keep human review.
- Reversibility.
- Traceability and auditability.

8. Assess value

Value is not the same as being impressive.

- Time saved.
- Error reduction.
- Additional capacity.
- Better service quality.
- Revenue enablement.
- Risk reduction.
- Knowledge retention.

9. Assess feasibility

A useful project may still be too complex for a first pilot.

- Integration complexity.
- Number of systems involved.
- API availability.
- Data quality.
- Internal skills.
- Cost and time.

10. Use a prioritization framework

Compare ideas with the same criteria.

- VALUE
- FEASIBILITY
- DATA READINESS
- RISK
- ADOPTION
- MEASURABILITY
- TIME TO EVIDENCE

11. Choose the right autonomy level

Begin with assistance when risk or uncertainty is high.

- Assistance: AI prepares, a human decides.
- Supervised automation: AI executes within rules, a human monitors.
- Higher autonomy: only when evidence, controls and stop authority are sufficient.

12. Define the test

A first pilot needs a start, an end and a question to answer.

- Hypothesis.
- Scope.
- Users.
- Data / corpus.
- Metrics.
- Risk controls.
- Success criteria.
- Stop conditions.

13. Examples of strong first projects

Prefer uses with clear value and human-in-the-loop validation.

- Source-grounded document search.
- Sales meeting preparation.
- Case-file summarization.
- Completeness checks.
- Internal knowledge assistant.
- Reporting preparation.
- Customer-feedback classification.

14. Decide at the end

The purpose of a pilot is to improve the decision, not necessarily to deploy.

Five useful decisions are STOP, REDESIGN, EXTEND, SCALE or INDUSTRIALIZE. A well-measured negative result can prevent a bad investment and is therefore valuable learning.

- Document the decision.
- Retain the evidence.
- Define the next step and accountable owner.

NEXT STEP

Use the AI use-case selector or request a diagnostic: </en/businesses/ai-diagnostic/>

NOTE

This document is a non-contractual methodological overview. Any engagement must be adapted to the sector, applicable law, data, security requirements and organizational context.