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AI Deep Dive, Utah

Workshop Slides

AI is not a tech problem
it's a leadership one

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01

**Identify one low-hanging use case
(start small)**

02

Assign one person or team to lead a 30-day experiment

03

Sense check if this should be led by AI or humans

Finding low-hanging fruit

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High Frequency

A task or workflow that
occurs regularly

High Effort

It takes a lot of effort
(bandwidth) to complete

High Impact

It has a meaningful
impact on the business

Scoring your priorities 0-5

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Task/workflow	Frequency	Effort	Impact	Total
Handling distributor questions & issues	5	5	5	15

Scoring your priorities 0-5

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Task/workflow	Frequency	Effort	Impact	Total
Handling distributor questions & issues	5	5	5	15
Analysing success of recent incentive	2	5	4	11
Creating marketing copy for campaigns	4	5	4	13
Sharing internal knowledge on process	3	3	3	9
Onboarding and retaining new distributors	5	5	5	15

Use the DVF framework

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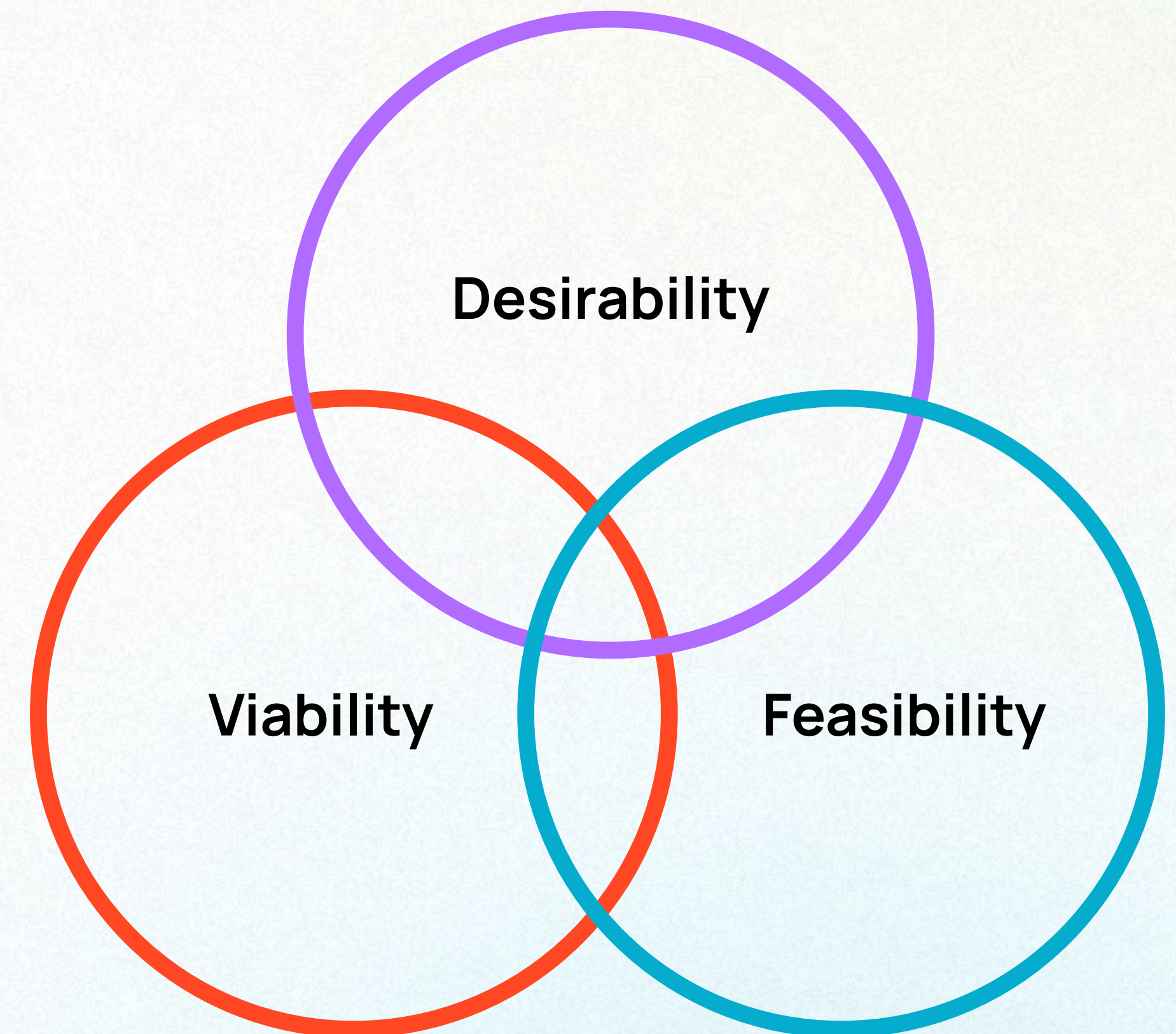
Desirability – Do people in my team or company actually want this?



Viability – Does this make sense for the business?



Feasibility – Can we build, run, and support this with what we have?



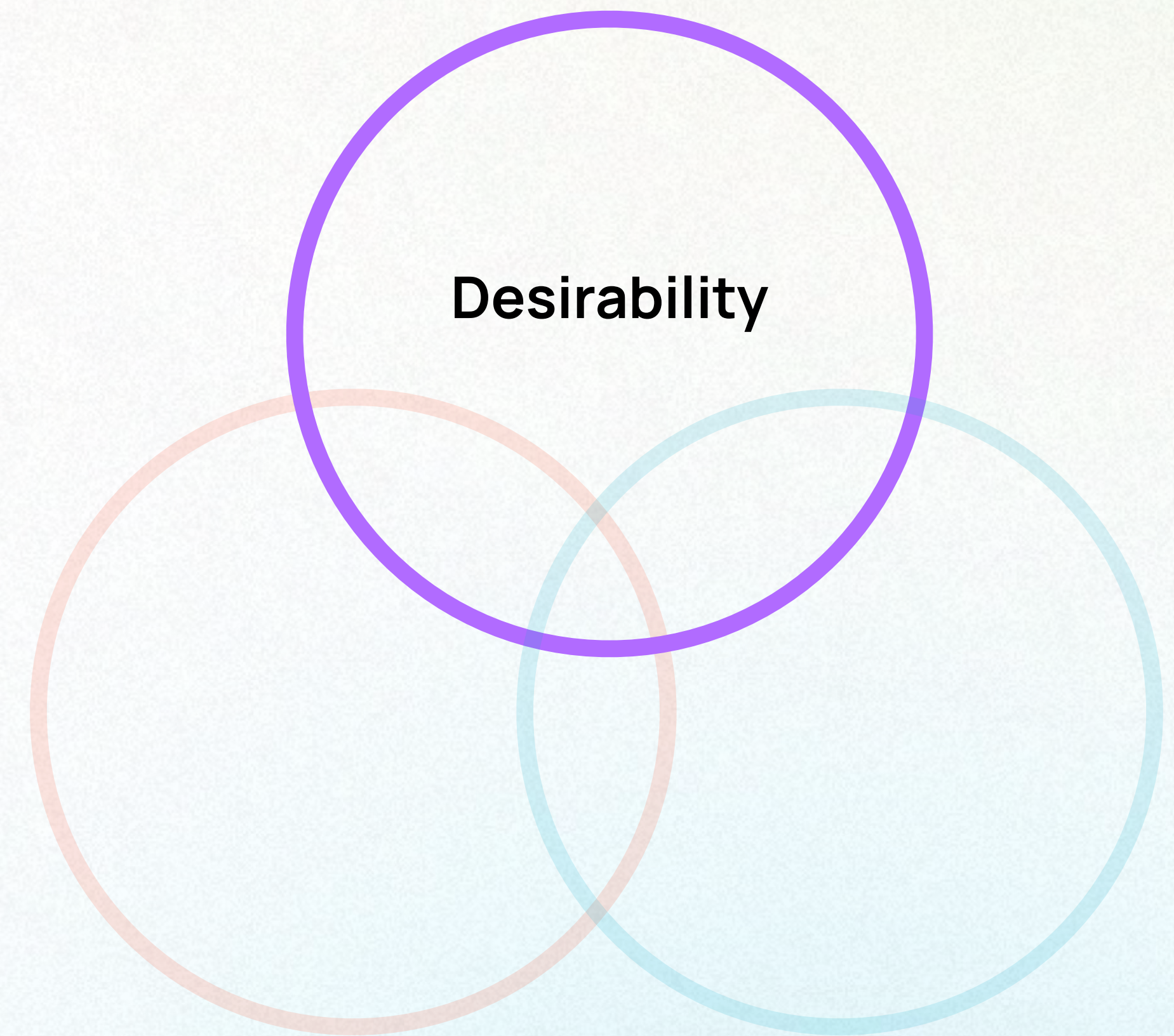
Use the DVF framework

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Desirability

- Will this solve a real problem or pain point for our people?
- Have we genuinely understood our users' or team's needs?
- Is there clear enthusiasm or demand for this solution?
- How will this positively impact people's day-to-day experience?



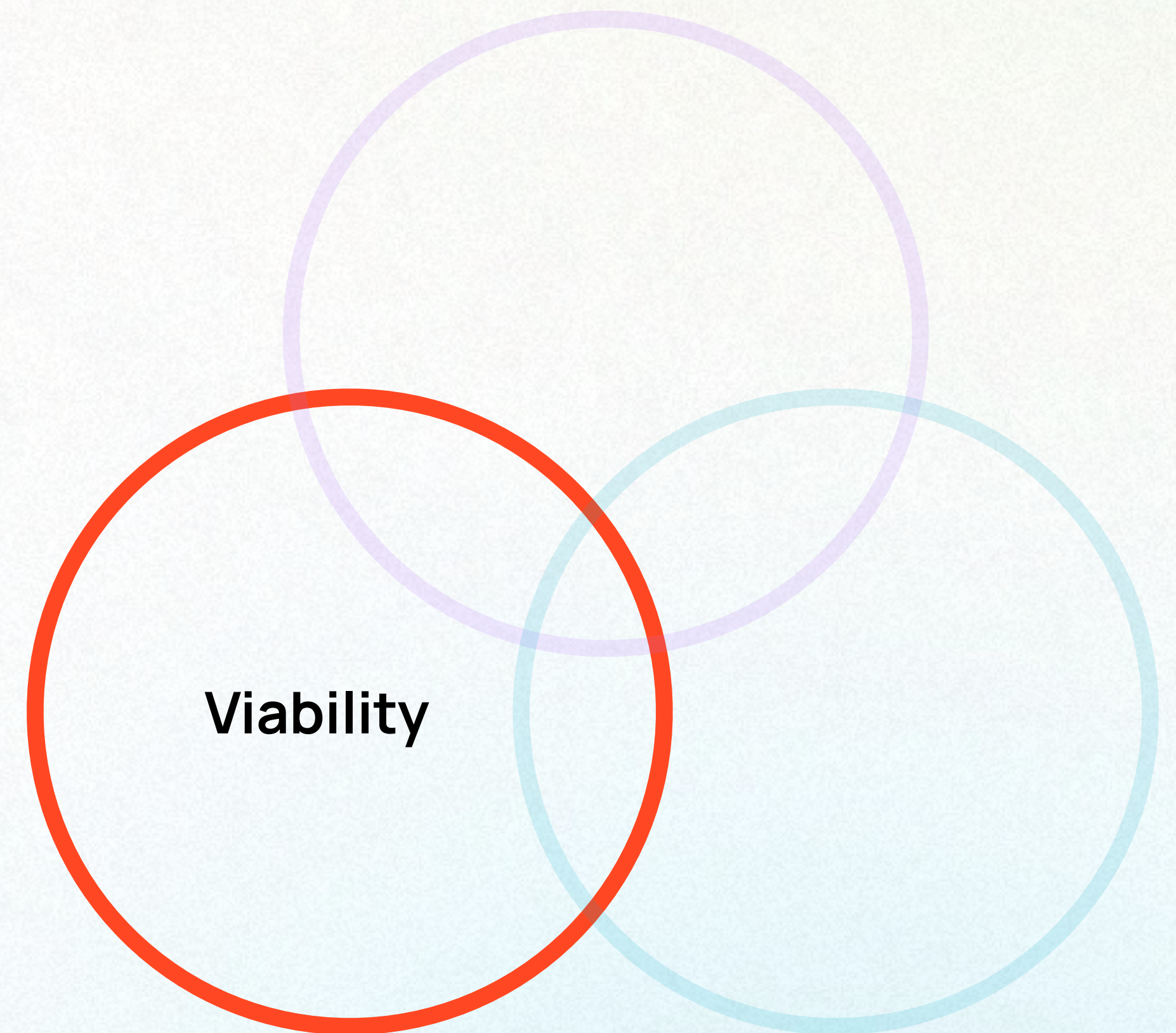
Use the DVF framework

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Viability

- Does this align with our strategic objectives and priorities?
- Can we clearly measure success or return on investment?
- Are there clear commercial benefits, cost savings, or efficiency gains?
- Is the opportunity substantial enough to justify the effort and cost?



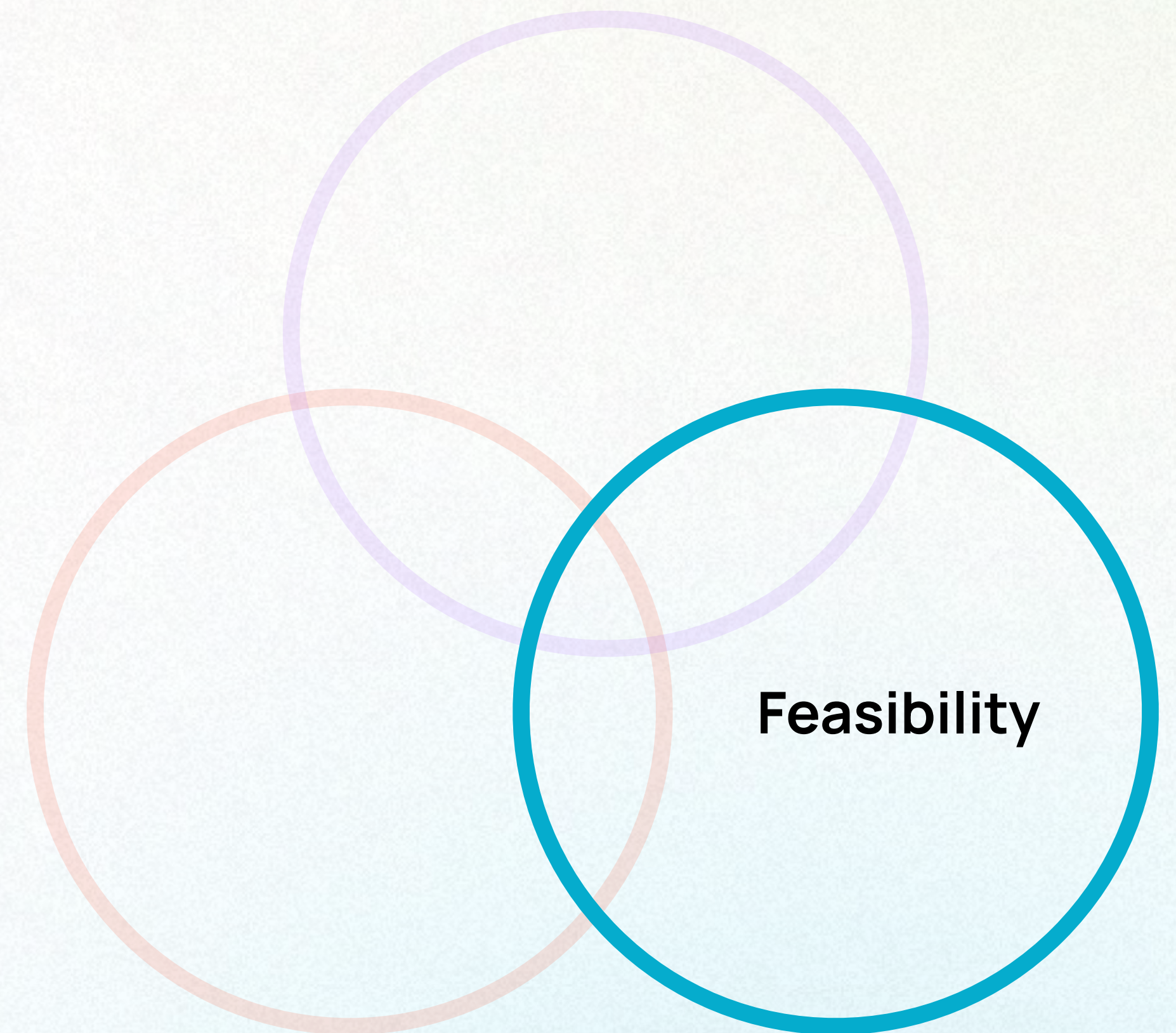
Use the DVF framework

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Feasibility

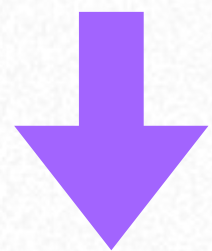
- Do we currently have the technology and resources to deliver this effectively?
- Are the necessary skills and expertise already in-house?
- Can our existing infrastructure reliably support this solution?
- If not, what's required to close the capability gap?



Should AI lead this?

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Start here



Does this task directly build or rely on human trust, empathy, or relationships?

Yes

Is it high volume or repetitive?

Yes



Human-led, AI-assisted
Use AI to support, but never replace

No



Human-led
Protect this space. No AI lead.

No

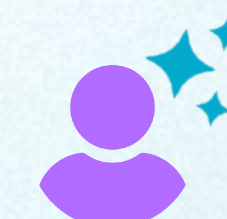
Is it data-heavy, repetitive or rule based?

Yes



AI-led
Let AI drive. Automate and scale.

No



Human-led, AI-assisted
Human-led with AI input

Barriers to success

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01

**Tool-first
thinking**

02

**Lack of
experimenting**

03

**No objective
feedback loop**

Let AI do the lifting and
people do the connecting

Hello, we're Inovara

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We're the only AI consultancy and innovation studio that works exclusively with the direct selling industry

We build AI solutions to help direct selling businesses improve onboarding, enhance compliance, and boost sales and recruitment in the field.

But more than just AI implementation, we're helping direct selling businesses transform their strategies for growth, leadership, and competition in the modern era.



We get direct selling

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Trusted by

TROPIC

UW Utility Warehouse

 **GENISTAR**
Financial Freedom For All

AQUASOURCE

ORIFLAME
— S W E D E N —

THE 1:1 DIET
by Cambridge Weight Plan

Everyone in our team has firsthand experience working inside the direct selling industry

We have all worked in both corporate and field roles for companies like AquaSource and Utility Warehouse.

As a result, we combine industry and AI expertise, to provide strategic clarity and technical rigour that's tailored to the unique dynamics of the channel.

We believe in people power

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People before prompts

Direct selling is an industry built on personal relationships. And we believe AI should support those relationships, not sideline them.

That's why we design AI systems and tools that help people to focus on the real moments that matter. We outsource the grunt work, not the human connection.

Help not hype

AI isn't a magic fix. It won't solve all your business problems, but it will complement and augment what's already there.

That's why we start by understanding your people, process and priorities - and only then see where AI can really help.



hello@inovara.ai



[Book an intro call](#)

Thank you

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AI Deep Dive, Utah, July 2025

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