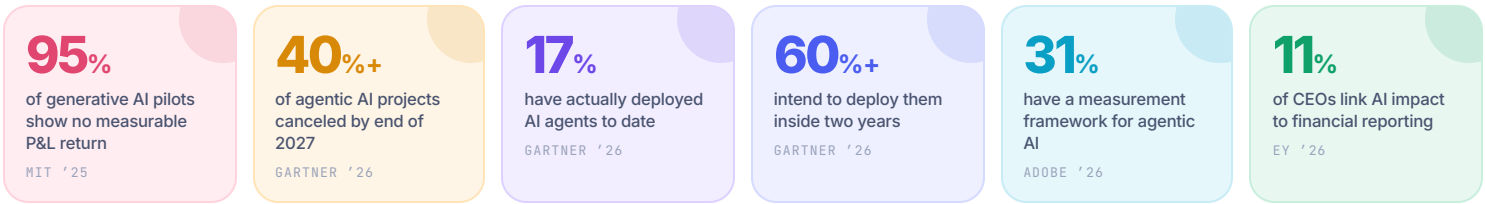


WRITTEN FOR THE CHIEF INNOVATION OFFICER

Ideas got cheap. Proving one works did not.

AI collapsed the cost of generating concepts and left every other constraint exactly where it was. The pipeline is full, the pilots are many, and almost none of them reach a customer or a P&L line. **This is what changed, what you are measured on, and where f/cx.ai plugs in.**



01 Six challenges that decide whether innovation survives

AI ADOPTION * CUSTOMER EXPERIENCE

01 Pilot purgatory

95% of generative AI pilots produce no measurable return, and Gartner expects **over 40%** of agentic AI projects to be canceled by the end of 2027 on cost, unclear value, or weak risk controls.

COST The graveyard has your name on it, not the sponsor's.

02 Killing ideas is the job now

AI made concepts nearly free, so the constraint moved downstream. Across one enterprise portfolio, over **100** candidate use cases were credible — the top **five** carried **50-70%** of the value.

COST A portfolio spread thin enough that nothing reaches escape velocity.

03 Readiness, not ideas, is the blocker

Fewer than **half** report adequate data quality and access for AI, and only **30%** are ready to scale it. Knowledge, retrieval, and integration debt surface after the commitment, not before.

COST A launch stopped weeks out because the knowledge was never fixed.

04 Innovation that never reaches a customer

17% have deployed AI agents while **60%+** intend to, and **82%** of CX leaders expect autonomous orchestration of the experience within three years. Internal wins do not count here.

COST A demo reel instead of a change in the customer path.

05 Governance arrives as a stop sign

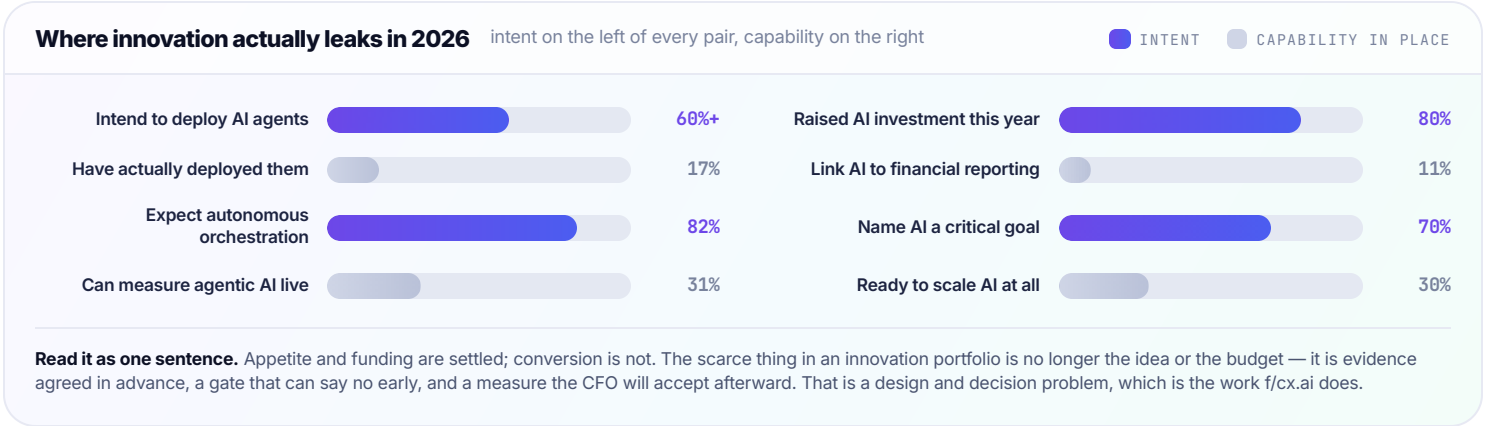
61% name executive misunderstanding of AI as the leading cause of misalignment. Risk and legal enter at launch rather than at design, so the gate becomes a veto instead of a criterion.

COST Months of build discarded at the last approval in the sequence.

06 Proving that it paid

Only **31%** can measure agentic AI once live, and just **11%** of CEOs link AI impact to financial reporting — while **80%** raised AI investment this year and expect an answer.

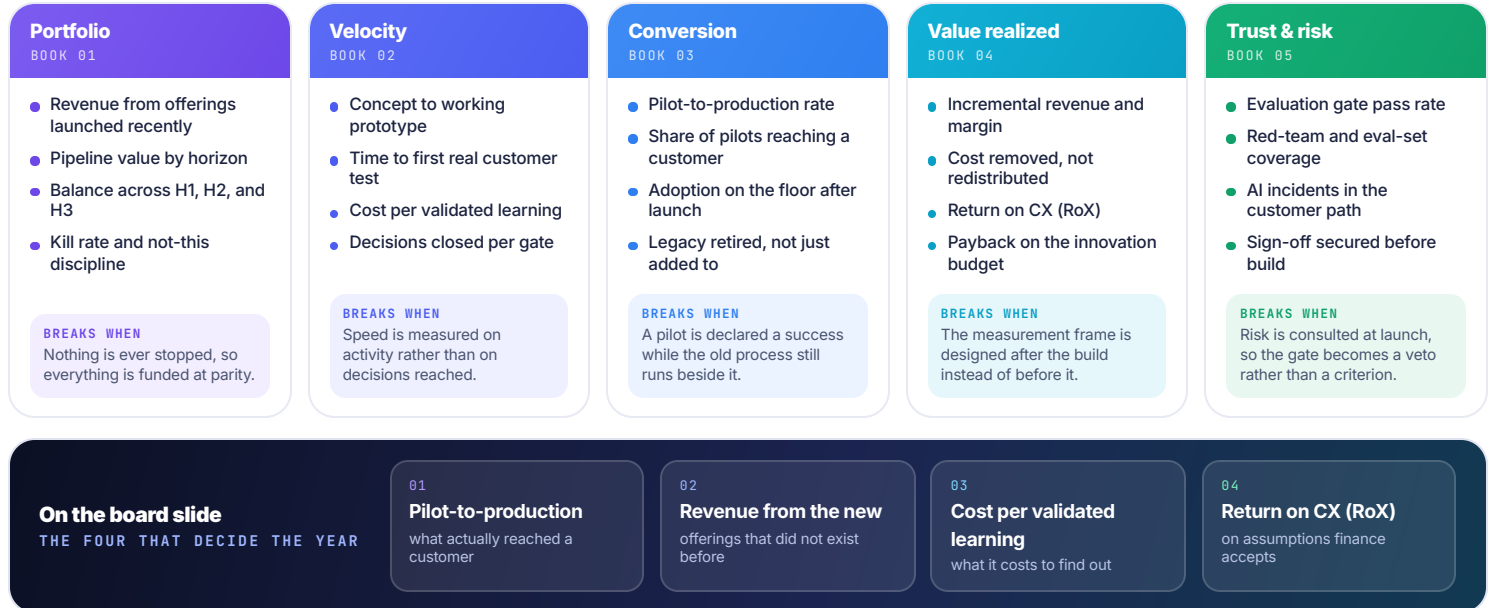
COST Innovation defunded first, because it is the easiest line to cut.



02 What the CINO has to deliver again in 2027

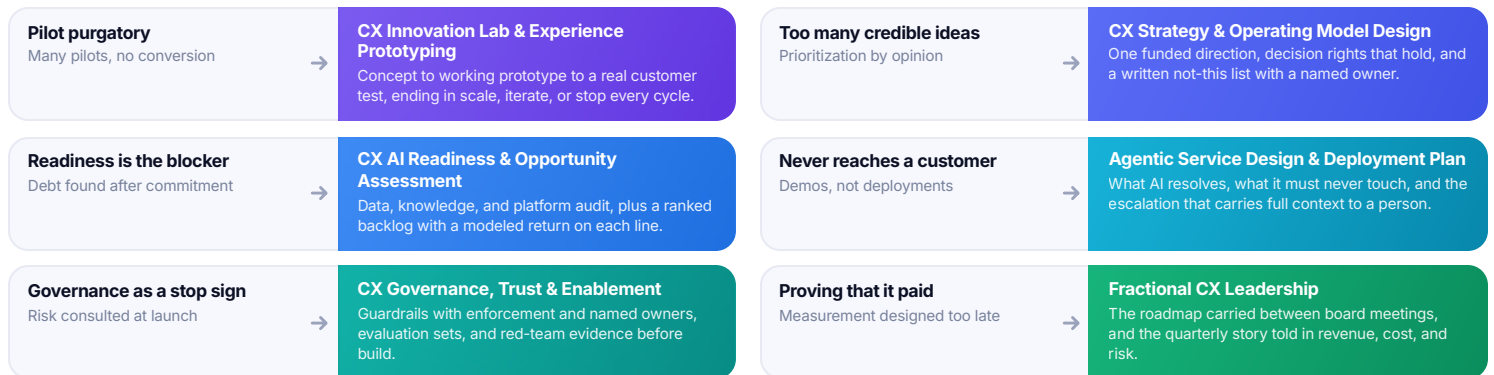
FIVE BOOKS, ONE COMPOSITE

Innovation used to be judged on the pipeline. It is now judged on conversion — what reached a customer, what it moved, and what was stopped early enough to be cheap. These are the measures the board reads together, and the constraint that breaks each one.



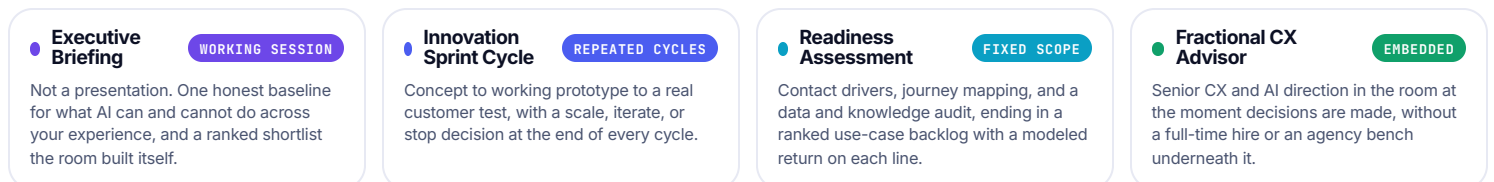
03 What f/cx.ai does about each one

CHALLENGE → ENGAGEMENT → ARTIFACT YOU KEEP

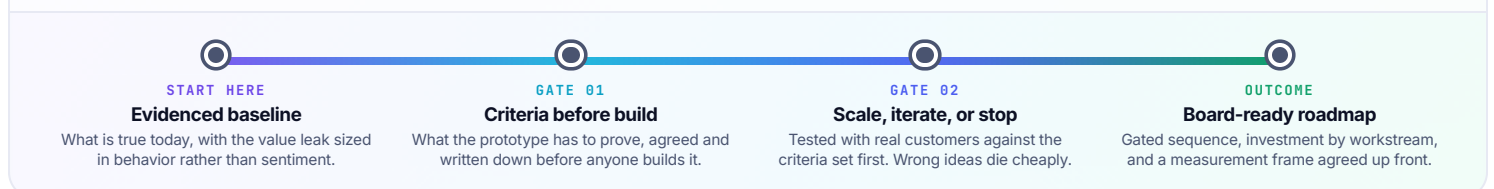


04 Four ways a CINO starts

START WHERE THE DECISION IS

**How it sequences** every move ends in a decision, and nothing advances without one

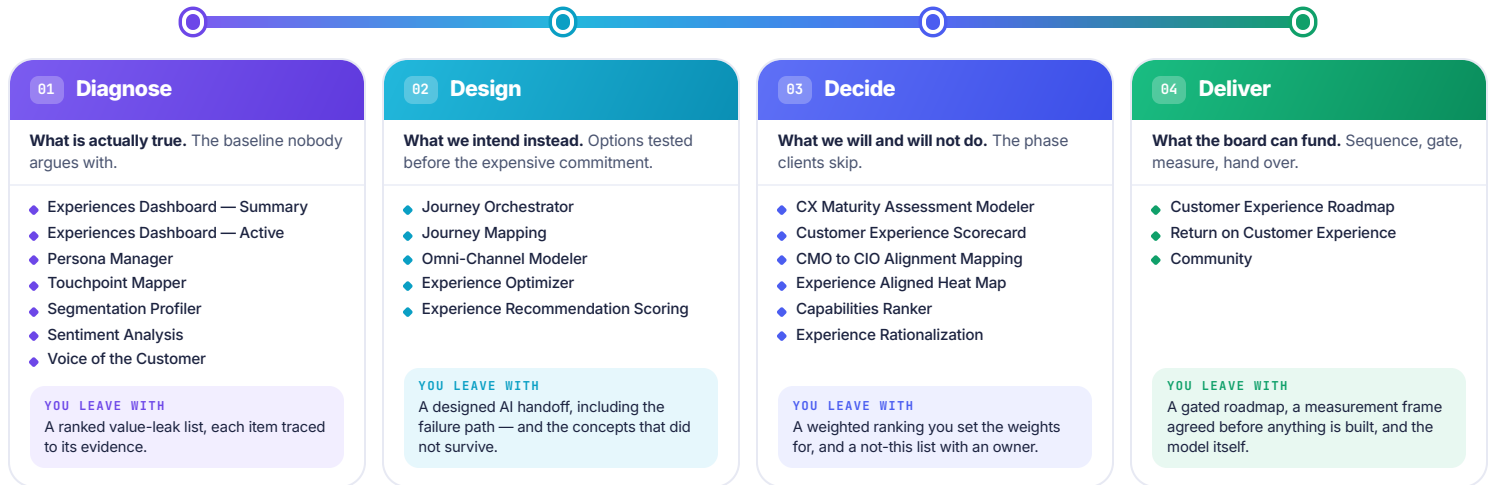
TIMING SET BY SCOPE AND COMPLEXITY



05 The ToolKit: 21 modules, one experience graph

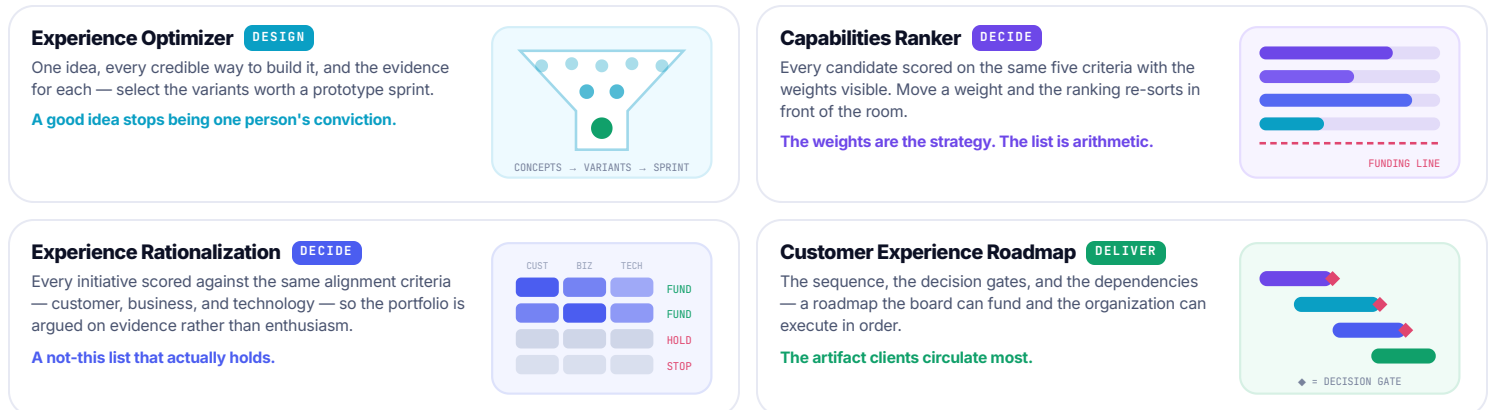
PROPRIETARY F/CX.AI IP

Twenty-one working decision-intelligence modules that move an engagement from **nobody agrees what is true** to a gated roadmap a board can fund. Not a deck — live models your team operates in the room, that change answers when an input changes, and that stay with your people when we release.



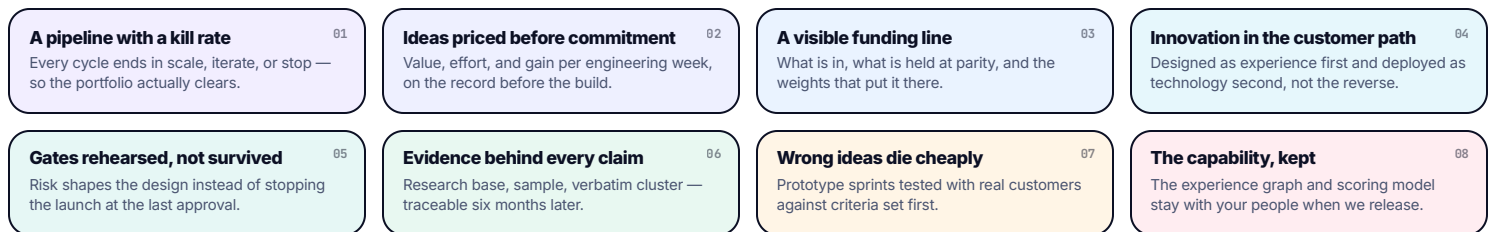
06 Four modules to ask for by name

BUILT FOR THE CINO SEAT



07 What the CINO gains

EIGHT OUTCOMES, NOT EIGHT DELIVERABLES



START THE CONVERSATION

innovate@fractionalcx.ai

Begin with an executive briefing: your leadership team in the room, an honest baseline, and a ranked shortlist you keep whether or not we work together.

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f/cx.ai is a customer experience design and innovation agency for the AI era, working with enterprise organizations to design, prototype, and prove the journeys, service models, and AI agents their customers actually move through. Market figures cited are drawn from published industry research (Gartner 2026 agentic AI and CMO Spend research; MIT 2025 generative AI pilot study; Adobe 2026 AI and Digital Trends; Genesys 2026 State of Customer Experience; EY 2026 CEO Outlook) and are shown for context, not as a projection for any one organization. Engagement timing is set by scope and complexity and confirmed at scoping. ToolKit module outputs shown in any f/cx.ai material are illustrative and are not any named client's results.