AI diligence on a target

One to two weeks before close, Goal Boss assesses what AI is likely to do to a target's revenue and cost base over the hold, how much of its own AI is real, and what its management team can absorb. The report is written for the investment committee. **The fee is fixed and quoted on the call.**

The format

After the letter of intent, during exclusivity

One week	A review of the data room plus a working session with management.
Two weeks	Adds a site visit, interviews with the people who do the expert work, and sizing against the target's own operating data.
What Goal Boss needs	Access to the data room, two to three hours with the CEO and the operating and technology leads, and for the two-week version a day on site. Everything is covered by the sponsor's confidentiality agreement.
Who pays	The sponsor, from the deal budget.

What the report covers

1. **Revenue exposure.** Which products and services AI makes cheaper or replaces, where customers will push back on price, and what competitors are already doing.
2. **The cost-base opportunity.** Expert work by function, sized as hours a year times loaded cost, with a range for what AI could return over the hold.
3. **How real the target's AI is.** What management says against what is in production and used daily, with vendor dependencies, data rights and security posture.
4. **Management capacity.** Who would own the change, how ready the managers are, and where the gaps are.
5. **Risks.** Customer contracts that limit AI use, data ownership, state AI laws, and the EU AI Act where it applies.
6. **The first 100 days.** Which function to start in, the first sprint, and the expected range.

Delivery

A report of about 10 to 15 pages

The report	Written for the investment committee, with a readout call for the deal team. If the deal closes, it becomes the AI section of the first 100 days.
Independence	Goal Boss takes no vendor commission, so the report has no reason to favor any product.

What it is not

A full technology diligence or a cybersecurity audit. It works alongside the sponsor's existing technology and commercial diligence providers.

Who does the work

Will Pemble built and sold Web.com, one of the largest web hosts on earth. He has been a full-stack engineer since 1995 and has worked with AI and machine learning since 2018. He is the author of *Goal Boss: The Art and Science of Getting Stuff Done* and *Judgment Day: How to Lead When AI Breaks Everything.*

Best fit

Companies of 100 to 2,000 people whose product is the judgment of experienced people: professional services, insurance, healthcare administration and IT services.

To start

Book 20 minutes at goalboss.com/book, or send a note at goalboss.com/contact.

Will Pemble, Goal Boss
will@goalboss.com
+1 203-884-8078