alchemy

THE GTM SPRINT FOR AI VENDORS

A two-week sprint to get your AI product *ready for enterprise buyers*

Fixed scope. Fixed price. Fixed end date.



Who it is for

AI vendors seeking to capture a share of the fast-growing $2.7 trillion global market for AI products and services.

Why work with me?

The enterprise buyers you need trust my content or are one connection away in my network. If your AI product works and you need to get in front of them, this sprint gives you the story and the questions you will face. The Full Sprint provides the pitch & personal introductions in just a fortnight.

FOUNDATION

£5,000 items 1 to 4, plus VAT

FULL SPRINT

£6,950 all six items, plus VAT

About 29% below my standard day rate.

Paid up front. Credited in full against an advisory retainer starting within 60 days*

8K+	74%	100+	1K+
LINKEDIN CONNECTIONS, 3,000+ AT DIRECTOR LEVEL OR ABOVE	OF MY 8K+ FOLLOWERS ARE DIRECTORS, SENIOR LEADERS OR C-SUITE	CIOs, CTOs AND CHIEF DATA OR AI OFFICERS IN MY NETWORK	CATALYST SUBSCRIBERS: CIOs, BOARD MEMBERS, INVESTORS, REGULATORS

What you get

1. **Buyer Q&A pack.** A product deep dive, then 30 to 40 likely buyer questions with draft answers and a readiness scorecard.
2. **Positioning, messaging and buyer map.** A one-page pitch for CIO and CTO buyers, plus a map of who signs, who blocks and who champions.
3. **Target list and outreach.** 20 to 25 named enterprise accounts with the warm routes I hold flagged, plus first messages and follow-ups in your voice.
4. **Catalyst feature.** A sponsored feature to my 1K+ Catalyst subscribers, in the next available slot, normally £250. Labelled as partner content.
5. **Pitch deck in your branding.** FULL A go-to-market deck built in your own template, ready to reuse as your boilerplate for buyer meetings.
6. **Buyer rehearsal and introductions.** FULL A 90-minute proxy-CIO rehearsal on your Q&A pack, plus up to 3 personal introductions where the fit is real.

How it works

DAY 1

Product session

90 minutes on your product, deck and customer evidence, and on which target accounts I can reach.

DAYS 2 TO 9

I build the pack

About five days of my time for Foundation, seven for the Full Sprint. One round of questions to you.

BY DAY 14

Rehearsal and handover

Full Sprint ends with the buyer rehearsal. You keep everything. Extra work is quoted separately.

Where it can lead

Stop here. You keep the full pack and run with it yourself.

*** Advisory retainer.** Quarterly block of time bought in advance and called down where it helps: product feedback and pilot customers, positioning, mid-market packaging, pipeline and event support, and pre-sale tools. The sprint fee is credited in full against a minimum 10 day commit.

Further introductions. Agreed in writing first. Any success fee is optional.

Conflicts and confidentiality

I take on few AI vendors at a time.
I decline conflicts with existing clients.
Your materials and plans stay confidential.
I introduce only where it suits buyers too.

David Viney built WPP Open, a $350m a year agentic AI platform. 30 years of technology leadership at WPP, Heathrow, BSI, Arup and the BBC. AIGAS board member. 150+ projects, 95% on time and on budget.

alchemy.consulting

FRACTIONAL CIO AND AI TRANSFORMATION