

# From claims to proof

Data and AI are now central to value creation — but hype often hides reality. We separate substance from story, revealing where data and AI can truly unlock value.

Have you ever invested in a business that...

- Claimed thousands of customers — but only a fraction were active?
- Captured plenty of data — but key connections or attributes were missing?
- Promised cross-sell or AI potential — but couldn't link customers, products, or orders?
- Looked digital — but still runs key processes manually or in Excel?
- Presented an ambitious AI roadmap — but nothing is yet in production?

A company's data estate can strengthen — or quietly limit — even the strongest investment case. We test claims against evidence — proving what's real, complete and feasible.

Our senior data & AI practitioners, use real Target data to test whether what's claimed in the data room or IM is true, complete, and feasible — giving investors a fact-based view of both risk and upside.

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Our Data & AI Diligence flexes with investor needs. Choose a Level 1 assessment (readiness) or add Level 2 testing for quantified proof of feasibility:

## 1 LEVEL 1: REALITY & READINESS

Reveal what's real — qualify readiness for analytics, automation, and AI

- Review what actually exists — data, systems, people, and processes.
- Validate claims around customers, products, and transactions, revealing where data quality, structure, or ownership may constrain value creation.
- Identify data debt — the hidden gaps that obscure true performance and limit investment case confidence.
- Assess feasibility of planned AI, automation, or analytics initiatives.

### Common investor questions

- Do they have the infrastructure and team to deliver what's promised?
- What's actually there — and what's missing?
- How feasible is the roadmap, and what would need to be built or hired to make it real?

## 2 LEVEL 2: ANALYTICAL EVIDENCE

Turn diagnosis into proof — testing value-creation levers using real data.

- Use the Target's own data (ERPs, CRMs, and platforms) to test value-creation levers, such as:
  - Can they realistically build a recommendation engine or cross-sell model?
  - Do they capture the right transactional or behavioural data?
  - Are data sets connected across systems (quotes ↔ orders ↔ invoices)?
- Audit structured and unstructured data for quality, completeness, and linkage.
- Go beyond the "data cube" — test claims directly using real-world data and rapid feasibility checks.
- Where automation or models are claimed, meet the builders, review the code, and test live systems.
- Ask the questions others avoid — surfacing the gaps that make management uncomfortable but reveal reality.
- Quantify what's ready for AI or automation — and what isn't — delivering pragmatic recommendations with clear what / when / who / how-much actions to capture value.

### Common investor questions

- Are customer, product, and transaction records complete and connected?
- Can AI realistically automate processes — or are they still manual or fragmented?
- Are AI or analytics initiatives scalable, owned, and production-ready — or still proofs of concept?

## WHY IT MATTERS

Data and AI now underpin most investment theses — from growth forecasting to automation and pricing. Yet few deals test whether the foundation is real. Complementing commercial, technology, and operational due diligence, we test the data behind the narrative to give investors an **independent, fact-based lens on the data and AI assumptions that underpin the investment case.**

Our Data & AI Diligence delivers:

- ✓ **Evidence, not assumptions** — testing data to confirm what's true and complete.
- ✓ **De-risked value creation** — validating that key growth levers can be achieved.
- ✓ **Faster post-deal execution** — clarity on what's ready and what needs strengthening.
- ✓ **Stronger valuations** — confidence that data-led initiatives are grounded in fact.

## MINI CASE STUDY

### Context

Investor evaluating a digital marketplace connecting supply and demand. Management claimed strong client networks and AI potential in pricing and recommendation.

### What we did

In seven working days, we:

- Audited structured data — validated client and transaction volumes and assessed quality.
- Audited unstructured data — quantified document extractability for automation.
- Analysed relationships across projects, users, and transactions to confirm network effects.
- Evaluated feasibility of predictive and recommendation models.

### Key findings

- Significant duplication in transactional data inflated headline metrics.
- Missing attributes reduced data richness, though core structure was sound.
- 85% of key documents digitally extractable — strong enablement, but domain-specific taxonomy would be required for platform differentiation.
- Healthy but uneven network links — clear regional clusters for early AI use.
- Early AI experiments external and fragmented — technically fragile, not production-ready.

### Outcome

We aligned investor and management on what's achievable, when, and with what investment.

Our work moved the AI roadmap from aspiration to execution — defining the data, capability, and sequencing needed to unlock measurable value.

The investor gained a **clear, data-backed view of readiness and feasibility, supporting a confident, de-risked investment case** — and proceeded with acquisition.

200+ projects completed across diverse sectors for investors including:

