

● SAMPLE DELIVERABLE

EXECUTIVE AI ADVISORY · QUARTERLY MONEY MEMO

# AI Investment & ROI Memo

What to fund, what to kill. Every dollar committed since March, the value that came back, the P&L line each initiative moves, and a verdict on every line — in three pages.

PREPARED FOR

Dana Whitfield  
Managing Partner, Meridian & Frost, PLLC

DATE

June 30, 2026  
Covers Apr 1 – Jun 30

PREPARED BY

Brad Taylor  
Fractional Chief AI Officer

## \$ The portfolio — where the money went

Dana — this is the whole AI spend on one page: what we've committed since the retainer started, what came back, and a verdict on every line. Three months in, the portfolio holds up, one pilot is on the clock, and nothing new gets funded until a top-five backlog slot opens.

<p><b>\$99K</b></p> <p>COMMITTED TO DATE</p> <p>\$45K retainer + \$28K letters + ~\$26K intake</p>	<p><b>~560 h</b></p> <p>HOURS RETURNED SINCE MAY 12</p> <p>▲ engagement letters alone</p>	<p><b>≈1,250 h</b></p> <p>ANNUALIZED RUN-RATE</p> <p>▲ ≈ \$106K/yr at \$85/h blended</p>	<p><b>≈\$61K</b></p> <p>ANNUAL LICENSE RUN-RATE</p> <p>92 seats: Claude 78 · Copilot 14</p>
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## ✓ The verdict, initiative by initiative

INITIATIVE	SPENT	ANNUAL VALUE	P&L LINE IT MOVES	VERDICT
<b>Engagement letters &amp; proposals</b> Shipped May 12 · Last Rev build	\$28K	≈\$106K/yr in returned hours	Partner & manager time → realization	<b>FUND &amp; EXPAND</b>
<b>Document intake automation</b> In build · \$52K SOW · Aug go-live	~\$26K	≈2,100 admin h/yr projected	Admin payroll + seasonal overtime	<b>FUND · ON PLAN</b>
<b>Internal knowledge assistant</b> Budget \$45–65K, unspent	\$0	Est. 1,800 search h/yr	Chargeable-hour leakage	<b>HOLD</b> corpus not ready
<b>Copilot pilot (CAAS)</b> 14 seats since April	~\$1.3K	Unproven outside Excel close work	Software spend	<b>HOLD</b> decision Jul 15
<b>Public website chatbot</b> Stays visible on the killed list	\$0	None it could name	—	<b>KILLED · MAR</b>

### One initiative already outearns the whole program

The letters workflow's annualized return (≈\$106K in returned hours) now exceeds everything committed since March (\$99K). That's what a quick win chosen from a scored backlog looks like — and why nothing gets funded off-list.



## The math, shown

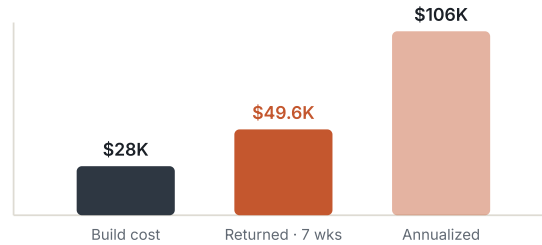
### Engagement letters, seven weeks in

212 letters × 2.75 hours saved each × \$85/h blended

**= \$49.6K** returned in 7 weeks

583 gross hours; ~560 net of rework on the two letters that needed full rewrites. Build cost: \$28K, paid once.

### Letters workflow — cost vs. value (\$K)



Returned hours valued at the firm's blended \$85/h.

That \$49.6K is the generous count — it values every returned hour at \$85. The strict count credits only hours that demonstrably landed: billable work, avoided overtime, a deferred hire. On that count, payback on the \$28K build is roughly five months from ship — mid-October at current volume, faster in fall deadline season.

### The discipline

The rule this portfolio runs on: an initiative that can't name the P&L line it moves gets a hold, not a budget. The chatbot never named one; it died in March and stays on page 2 as a reminder. The Copilot pilot has until July 15 to name its line — after that, my recommendation converts from hold to kill. Unproven pilots have a shelf life.

### Next quarter

WHEN	COMMITMENT	OWNER
Q3	Intake automation go-live in August — gated on the Jul 3 \$7216 consent draft and the Jul 31 Dropbox migration.	Marcus Bell
Q3	CAAS close build kicks off in September, after the intake go-live settles.	Elena Ruiz
Q4	Post-filing advisory letters — the first build with a revenue line, not just a cost line.	Priya Raman
Gate	Knowledge assistant stays a hold until the template corpus cleanup is done.	Nicole Tran

### About this sample

The quarterly money memo every advisory client receives: every dollar committed, the value returned, the P&L line it moves, and a verdict I'll defend. Meridian & Frost is a fictional composite; the math and the discipline are exactly what you'd get.

[bradtaylorai.com/advisory](http://bradtaylorai.com/advisory) · [brad@bradtaylorai.com](mailto:brad@bradtaylorai.com)