



# Before You Build Anything in AI, Ask This First...

Let's talk AI Proof  
of Concept (PoC)



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# Do you...



Need to test if your tech stack or model will actually work?



Have a complex use case with unknown risks?



Want to prove early ROI before going big?



Face resistance from stakeholders or internal blockers?

**Then yes, you probably need a PoC.**

A low-risk way to validate fast, save money, and align your team.



# AI Proof of Concept (PoC)

is a short-term, low-risk project that helps your team answer one critical question:  
Can this technology actually work for us?

You use real data in a limited test to prove feasibility, without building a full product.

## But don't confuse it with:

- ✓ **PoV** (Proof of Value) → Tests real-world business impact
- ✓ **MVP** (Minimum Viable Product) → A working product for end users





# PoC vs Proof of Value vs MVP: What's the Difference?

	AI PoC	Proof of Value	MVP
Objective	Validate technical feasibility	Validate both tech and business value	Launch a usable product for early adopters
Scope	Narrow and specific (e.g., one feature or ML model)	Broader, may include workflows, UI, and KPIs	Feature-rich solution with basic UX
Duration	3–4 weeks	4–6 weeks	2–3+ months
Outcome	Go/no-go on tech stack or method	Decision to scale, pivot, or sunset idea	Live product in users' hands
Risk Level	Low	Medium	High – more time, budget, and effort required
Cost	\$10,000–\$20,000	starts around \$25,000	anywhere from \$10,000 to \$150,000 or more





# Do you...



Already know the tech works (and competitors have done it too)?



Want to build a full product right away?



Lack alignment on your goals or what success looks like?



Have no internal infrastructure or data access yet?

**Then skip the PoC** 

You might need a discovery phase or just move straight to MVP.



# What Comes After the AI PoC?

## MVP Development

Build a minimal, usable version based on validated features.

## Scaling the Solution

Extend functionality, add users, integrate with full systems.

## Pivoting the Approach

Refine the use case, adjust the model, or change architecture.

## Sunsetting the Idea

Stop development if ROI or feasibility isn't proven.

## Strategic Pause

Delay rollout while preparing data, infrastructure, or internal readiness.





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**Discovery plus PoC** should not be treated as a standalone project. It's what we call a **zero sprint** - part of the full cycle that helps you plan, test, and move faster later. You get detailed documentation, technical scoping, and something tangible you can use for decision-making or even investor pitching.

In many cases, clients who start with just an idea walk away with a **clear vision, architecture plan, and proof** that their concept can actually work. It's low-risk, fixed-price, and saves a lot of rework during development.

I've shared more on this in [my article](#) - especially the common pitfalls and how to avoid them. If you're planning a PoC, I recommend giving it a read.





**Curious if a PoC makes  
sense for your use case?**

**Book a quick call**  
to see if it's the right move







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MOCG

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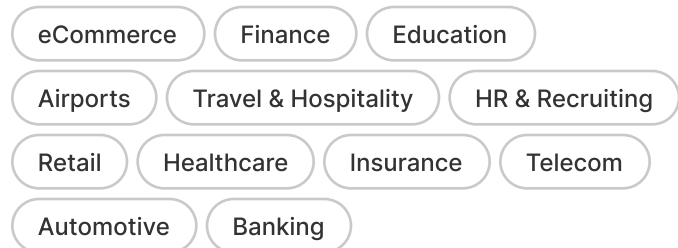
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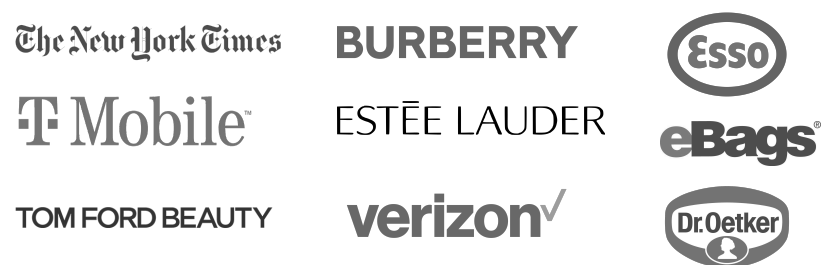
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