SPARKLE™ EXPRESS

Ideas are easy. Getting them approved is the hard part.

SPARKle Express turns your company's challenges into a ranked, researched case for AI: what to do first, what it is worth, how to get it done, and a one-page brief your leadership can say yes to.

What's inside your report

01 A brief for your leadership

One forwardable page: the opportunity, what it is worth, the investment, and the decision you need.

02 Readiness, scored for your company

An overall score plus Business Value, Technology, and Human & Change, each with the evidence behind it.

03 Top 5 use cases, ranked

Scored on business impact and feasibility, with directional value and ROI ranges for each.

04 Three deep dives with a how-to

Steps, owner, prerequisites, delivery options, risks, and the KPIs to prove it worked.

05 Quick wins and a 90-day plan

Four to five near-term moves, then a phased plan with milestones and success criteria.

06 The basis, shown

Named research sources and the assumptions behind every value range, so the numbers hold up to questions.

How it works

STEP 1

Tell us about your company

Your company, scope (whole company, a division, or a business area), AI maturity, challenges, and goals.

STEP 2

Research and analysis

Company and industry research, benchmarks, and THG's three lenses applied to your answers.

STEP 3

Your report arrives

A branded PDF report by email, ready to share with your team and leadership.

From idea to first results

EXAMPLE USE CASE

Automated proof-of-delivery matching

RANK 1 Cuts manual billing and speeds up cash collection

TYPE **Automation** EFFORT **Low** PATH **Self-serve**

VALUE **High**

Time back **22 to 34 hrs a week** Value range **$1.2M to $3.1M**

Every deep dive covers

- **The opportunity** The gap it closes
- **Why you, why now** Tied to your situation
- **What it takes** Steps, owner, prerequisites
- **Key risks** What to plan for
- **How it works** In plain language
- **Expected impact** Where the value comes from
- **How to get it done** Self-serve, THG-led, or partner
- **How to measure success** KPIs and baselines

Already ran SPARKle Free?
Use the same email and Express builds on it: how your readiness score changed with company data, which opportunities carried over, and how your first step moves forward.

Built the THG way

Anchored to benchmarks
Every value range ties to published industry benchmarks and your company's scale.

Scoped to where you work
Run it for the whole company, one division, or a single business area.

Vendor-neutral
No product pitch. Delivery options include what your team can do itself.

Help when you want it
THG supports every path, from guidance to THG-led or partner delivery.

Where Express fits

	SPARKle Free $0	SPARKle Express $299	SPARKle Pro $1,199
Built on	Your industry and challenges	Your company, with research	Your company, with live research
Opportunities	Top 3	Top 5, ranked, with 3 deep dives	Full prioritized portfolio
Financials	Time back per week	Directional value and ROI ranges	Investment-grade SAVA™ v2 scenarios
Plan	Your first step	How-to for the top 3, quick wins, and a 90-day plan	12-month Three Horizons roadmap
Best for	A no-cost first look	A credible, shareable case	Funding a real initiative

Build your case with SPARKle Express.

$299 for a ranked, researched report and a plan to start.
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