

Why This Book Exists

Most companies do not have an AI strategy. They have a purchasing reflex dressed up as one.

This book is for founders, operators, product leaders, board members, and investors who keep getting handed an AI story when what they need is an operating plan.

You do not need a deep technical background to read it. In AI, a GPU is the computing hardware that powers training and runtime, and it has become a symbol of seriousness, speed, and ambition.

That is part of the problem.

The market pays well for appearance. A vendor deck can look mature in forty slides. A lab can look strategic in one town hall. A GPU order can make a room feel decisive. None of that means the company has named the workflow, priced the burden, assigned the owner, set the boundary, or earned the next commitment.

I wrote this from inside the room and from after the room, where the slogans stop and the work begins. Executive meetings, release reviews, audit calls, support pain, bad assumptions, cleanup work, postmortems. Same movie. New terminology. Better fonts.

The order matters more than the adjective.

**WORKFLOW -> TRUST BOUNDARY -> OWNERSHIP -> ECONOMICS ->
CAPACITY & UTILIZATION -> COMMITMENT POSTURE**

That sequence is the book. Reverse it and the company starts buying symbols before it understands the work.

Introduction: AI Strategy Is Not a Shopping List

Why companies usually buy AI symbolism before they understand the operating problem.

Most companies trying to do AI are not starting from clarity. They are starting from fear.

Fear of looking late. Fear of sounding slow. Fear of sitting in front of a board six months from now with no crisp answer when somebody asks for the AI plan.

Spending starts early. Tools. Capacity. Vendors. Titles. Vocabulary. Motion gets mistaken for readiness because motion photographs well.

Then the usual lines show up right on schedule. We need an AI strategy. We need to buy capacity now. We need our own platform. We need to be enterprise-ready.

None of that qualifies as strategy. It is panic wearing office clothes.

Real strategy starts lower and more annoyingly: workflow, boundary, ownership, and the actual cost of carrying the thing.

Those details offend ambitious rooms because they turn adjectives into accountability.

Boards want confidence. Founders want a narrative. Product wants speed. Sales wants something marketable. Finance wants predictability. Security wants boundaries. Engineering wants enough room to build without inheriting fantasy as a requirement. So the company reaches for