

# The red team before the green light.

Independent, intelligence-grade review of AI decisions before you spend. Built for mid-market executives and pre-fundraise founders who need more than a vendor's word.

## THE PROBLEM

**95%**  
**OF AI PROJECTS FAIL**  
 Average failed  
 implementation: \$300,000+

The failure is almost never the technology. It is judgment. Untested assumptions. Unvalidated ROI math. Vendor claims nobody pressure-tested. Most leaders don't have a decision framework that survives contact with an AI vendor's pitch deck. They have a gut feeling, a budget, and a calendar.

## WHAT WE DO

We don't build AI. We don't train teams. We don't sell implementation. We apply Intelligence Agency Structured Analytic Techniques to the AI decision itself, before the contract is signed. The output is an executive decision memo your board can defend, not another slide pile.

## THE FOUR STRUCTURED ANALYTIC TECHNIQUES

The disciplined methods intelligence agencies use to test high-stakes decisions under uncertainty. The four below are the ones we lead with, drawn from a broader intelligence agency toolkit.

TECHNIQUE	WHAT IT ANSWERS
<b>Key Assumptions Check</b>	What beliefs must be true for this AI initiative to succeed, and which of them are actually fragile?
<b>Analysis of Competing Hypotheses</b>	Of the three or four strategic paths available, which one does the evidence actually support?
<b>What-If Analysis</b>	What are the plausible failure scenarios, their triggers, and their early warning signs?
<b>Red Team Analysis</b>	How would a competitor, a skeptic, or an adversary break this plan? What is the strongest case against it?

## The 10-DAY ENGAGEMENT

PHASE	DAYS	WHAT HAPPENS
<b>Intake</b>	<b>1 to 4</b>	Structured interview. Evidence Matrix built. Vendor claims, ROI assumptions, architecture, budget, and timeline tagged as Strong, Moderate, or Weak evidence.
<b>Analysis</b>	<b>5 to 9</b>	All SATs applied. Synthesis Matrix scoring the initiative across six dimensions: problem urgency, AI necessity, data readiness, technical feasibility, commercial viability, execution risk.
<b>Delivery</b>	<b>10</b>	Executive decision memo (5 to 8 pages). Decision risk matrix. Recommendation ladder: Proceed / Proceed with gates / Validate first / Pause / Do not proceed.

## ENGAGEMENT OPTIONS

ENGAGEMENT	FIT	INVESTMENT
<b>Mid-Market AI Adopter Assessment</b>	\$10M to \$500M revenue company with an active AI decision or in-flight initiative. Full 10-day Red Team Assessment.	<b>\$22,000 to \$30,000</b>
<b>Pre-Fundraise Startup Stress Test</b>	Founder with an AI-centric deck preparing for seed or Series A. Condensed engagement focused on investor-grade defensibility.	<b>\$12,000 to \$18,000</b>

## WHY AYO ADVISORS

### FOUNDER

Ben Brown. Two decades pressure-testing high-stakes decisions across intelligence and special operations. The methods behind Ayo Advisors come from that world, adapted for the boardroom.

### METHODOLOGY PEDIGREE

The Structured Analytic Techniques come from intelligence agency analytic tradecraft, built where being wrong is expensive. Ayo Advisors capitalizes on their effectiveness by directly applying them to commercial AI decisions.

### ADVERSARIAL BY DESIGN

No implementation partners. No vendor referral fees. No platform to sell. Our incentive is to break your plan before your competitor does.

## FIT

### WHO THIS IS FOR

- Mid-market executives with an AI project on the table or mid-flight.
- Pre-fundraise founders whose deck will face AI-specific due diligence.

### WHO THIS IS NOT FOR

- Companies looking for someone to build or deploy AI.
- Teams looking for a rubber stamp on a decision already made.
- Buyers who need AI training, enablement, or change management.