


MATT DOMO

THE FUTURE VALUE FIELD GUIDE

AN EXECUTIVE DIAGNOSTIC FOR
TURNING DATA CAPABILITY INTO
DECISION ADVANTAGE.



This field guide helps leaders re-architect business models for the “Me” era, where individual relevance must be delivered at enterprise scale. It introduces practical innovation lenses that convert customer friction into outcomes, confidence, and adaptive intelligence. Use it to identify where legacy assumptions limit growth, select the right levers for innovation, and design systems where value creation becomes repeatable rather than reactive.

If applying this raises questions, a short working conversation can help clarify next steps.

The chapters and worksheets in this guide assume you have completed the AI Business Stress Test introduced in Chapter 1.

If you have not yet completed it, pause here and take that assessment first. It provides the context needed to answer the questions that follow with clarity and confidence.

A QR code is provided below for quick access.



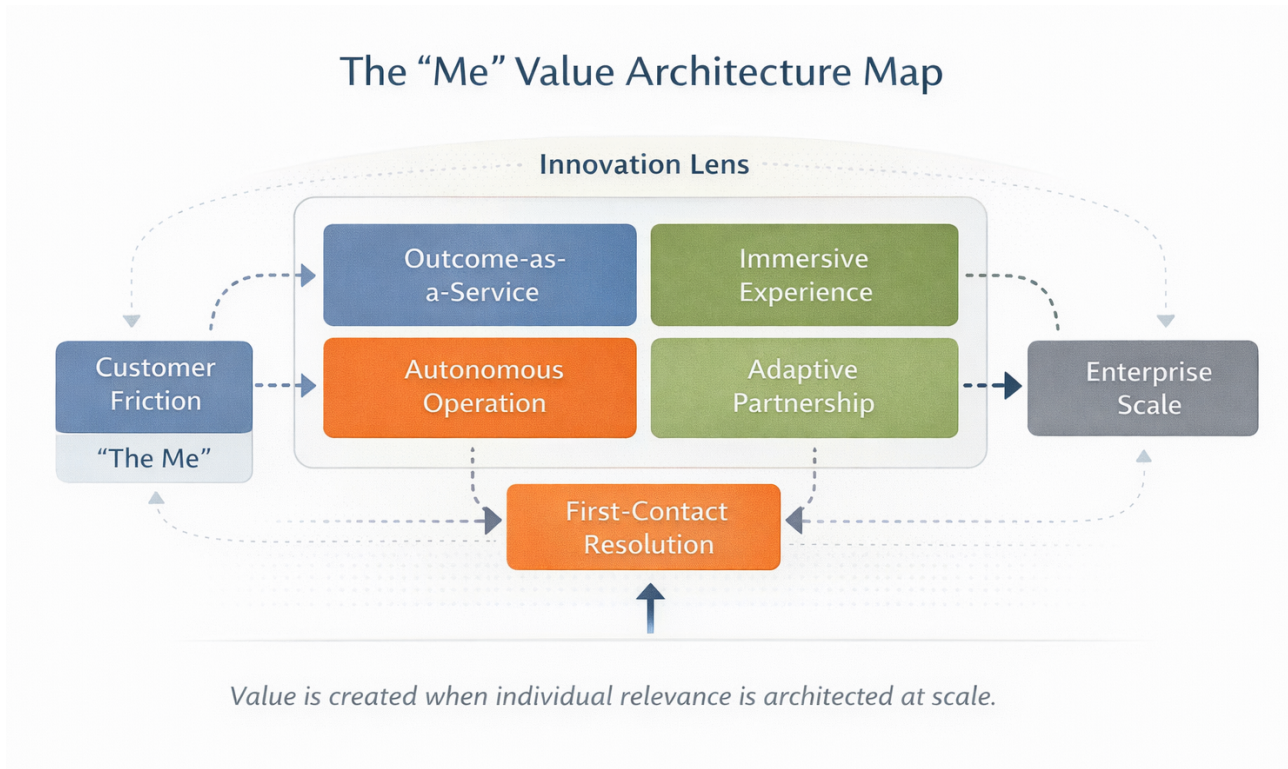
THE FUTURE VALUE FIELD GUIDE

Architecting Business Models for the “Me” Era

Modern business models are defined by adaptability. They sense individual customer signals, convert friction into opportunity, and operate with clarity at scale.

This is what ME x ME enables: an operating model centered on individual relevance, executed at enterprise velocity. The challenge is no longer optimizing legacy assumptions, but architecting systems where innovation becomes repeatable and inevitable.

Value is created when individual relevance is architected at scale.



PART 1: THE INNOVATION LENS

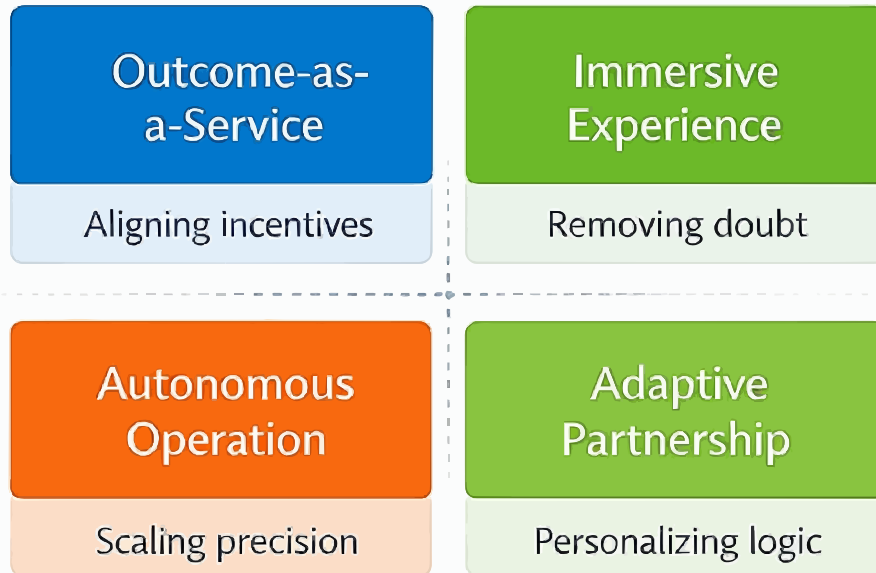
Identifying Models That Build the Future

These archetypes help leaders assess whether the organization is protecting past value or creating new value. Each lens reframes how technology reshapes outcomes, confidence, scale, and intelligence

Innovation emerges from different levers, not a single technology.

The Innovation Lens Quadrant

Innovation emerges from distinct levers, not a single technology.



1. IoT and the Outcome Engine

Shift: From Product to Performance

- The Old Model: Selling a product as a one-time transaction
- The Future Model: Selling outcomes, such as guaranteed uptime through real-time monitoring
- The “Me” Impact: Customers pay only for realized value, aligning incentives directly
- The Architect’s Question:

Can we monetize the outcome our product enables rather than the product itself?

2. AR and VR as the Immersive Bridge

Shift: From Transaction to Confidence

- The Old Model: Customers guessing based on static images
- The Future Model: Immersive experiences that simulate real-world outcomes before purchase
- The “Me” Impact: Removes uncertainty that prevents decisions
- The Architect’s Question:

Where does doubt block conversion, and how can immersion remove it?

3. Agentic AI and the Scalable Unicorn

Shift: From Headcount to Headspace

- The Old Model: Growth requires linear staff expansion
- The Future Model: AI agents manage routine complexity while humans focus on strategy
- The “Me” Impact: Enterprise-scale efficiency with boutique-level personalization
- The Architect’s Question:

Which complex operations can be delegated to autonomous systems?

4. Cognitive AI as the Adaptive Partner

Shift: From Static Content to Dynamic Intelligence

- The Old Model: One-size-fits-all processes and content
- The Future Model: Systems that adapt logic in real time based on individual context
- The “Me” Impact: The product evolves with the customer
- The Architect’s Question:

Where should adaptive reasoning replace static rules?

PART 2: THE CORE DIFFERENTIATOR

First-Contact Resolution for the “Me” Customer

In the Me era, personalization is the only defensible moat. Speed alone is no longer sufficient. Respecting customer time is the new measure of efficiency.

Redefining First Contact

Shift: From Transaction to Confidence

- Prediction replaces reaction: Solve problems before customers report them
- Context eliminates friction: Every interaction begins with full awareness of history

First-contact resolution is no longer a service metric. It is a design principle.

PART 3: THE EXECUTION ENGINE

Rapid Prototyping and Smart Velocity

You cannot reason your way into a new business model. Progress requires disciplined action.

The Protocol

Define the Me Problem

Start with a specific friction experienced by the individual customer.

Smallest Viable Experiment (SVE)

Test assumptions with the lowest-cost artifact possible.

Tiered Governance

Establish ethical and privacy boundaries before experimentation.

Pivot or Persevere

Review outcomes on a fixed date. Kill what does not work.

Velocity comes from clarity, not speed.

PART 4: THE ARCHITECT'S WORKSHEET

Stress-Testing Your Next Model

Step 1: Identify the Friction

Where is the customer forced to wait, guess, or compromise?

Step 2: Select the Lever

Which innovation lens best addresses this friction?

- Outcome-as-a-Service
- Immersive Experience
- Autonomous Operation
- Adaptive Partnership

Step 3: Define the First-Contact Standard

How is this need resolved before the customer has to ask?

Step 4: The Smallest Viable Experiment

What is the smallest test we can run in the next two weeks?

- The Experiment:
- The Success Metric:
- The No-Go Zone (Privacy or Safety):

If this framework surfaces uncertainty, a short working conversation can help clarify direction.