

Beyond AI experimentation. Practical, scalable implementation.

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SELECTED CLIENTS



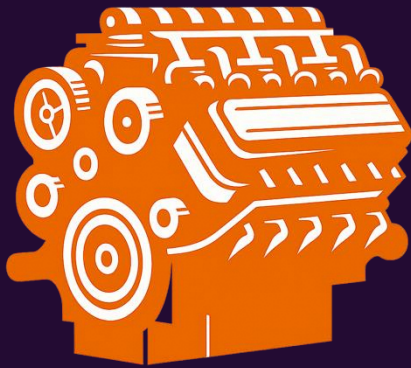
**AI isn't one intelligent product.
It's an entire industry.**

Dozens of companies. Hundreds of models. Thousands of products built on top of them.

THE MENTAL MODEL

Start thinking of AI like the Car industry.

The vehicles, the engines, fuel, chassis, accessories, driver, road rules - the whole lot. And it starts with the engine.



THE ENGINE

This is the foundation model that does the thinking

THE ENGINE MAKERS

OpenAI

like Mercedes-Benz

Anthropic

like BMW

Google

like Toyota

DeepSeek · Kimi · Qwen

like BYD · Chery · MG

THE MENTAL MODEL

You can't drive an engine. **But you can drive a car.**

The body of the car is the LLM interface that you use everyday, which has been specifically created on top of the engine



ChatGPT

the Mercedes C-Class



Claude

the BMW 3 Series



Gemini

the Toyota Camry

PURPOSE-BUILT WORK VEHICLE

Microsoft Copilot: the same OpenAI engine, just in a different car.

Microsoft took the OpenAI engine and built their own vehicle around it. Designed for their products and their corporate and government customers. Copilot is not the same as ChatGPT, Gemini or Claude. Microsoft Foundry let's you swap out your different engines.



THE MENTAL MODEL

Different engines and cars for different jobs.

Don't drive a Ferrari to school pickup. Match the engine to the journey. This becomes important when you scale.



The sports car

Top-tier thinking engines

Claude Opus · GPT-5 · Gemini
Ultra

*Powerful, premium. For the
hardest reasoning.*



The everyday ute

Workhorse engines

Claude Sonnet · GPT · Gemini
Pro

*The reliable all-rounder. Most
business tasks.*



The nimble hatchback

Lightweight engines

Claude Haiku · GPT mini ·
Flash

*Fast and cheap. High-volume,
simple tasks.*



The specialist

Purpose-built engines

Veo · Midjourney ·
ElevenLabs

*Brilliant in one lane: video,
images, voice.*

Three levels of AI adoption.

01 Task

One person does one task faster or more easily. The task doesn't change, just how it's done.

WHO

An individual

COMPLEXITY

LOW

BENEFIT

Quick wins, low risk
Do things faster, be more productive, do things yourself

02 Workflow

AI is built into a connected process across steps, tools and people.

WHO

Multiple people, a team/s, with IT

COMPLEXITY

MEDIUM

BENEFIT

Consistency, scalable
Reduced admin, delays, work is faster, focus changes to higher value tasks

03 Organisation

Rethinking why and how the business operates. Whole processes redesigned.

WHO

Leadership, heads of depts + advisors

COMPLEXITY

HIGH

BENEFIT

Competitive advantage
Stay relevant in the new world, overall business is more productive

Most teams are at Level 1 and 2. To move higher in level 2 and 3 involves a different mindset.

The higher you go, the more there is to consider and manage.

LEVEL 1 · TASK

THE BARRIERS

Outputs stay siloed with one person. Inconsistent results. The knowledge isn't shared across the business.

HOW TO CLEAR IT

Shared prompts, templates and simple standards, so one person's good result becomes everyone's. Create a best-practice library.

LEVEL 2 · WORKFLOW

THE BARRIERS

Needs integration & process mapping. Involves change management and multiple teams involved.

HOW TO CLEAR IT

Map the process first, keep a human in the loop, and assign clear ownership before you automate.

LEVEL 3 · ORGANISATION

THE BARRIERS

Needs high investment & willingness to change. Poor data quality, management and access. Legacy systems, infrastructure and processes.

HOW TO CLEAR IT

Leaders need to learn and own. Start talking security, ethics and governance early. Focus on data, process, AI infrastructure, L&D and culture.

A WORKED EXAMPLE

The Weekly Sales Meeting. Same activity, three levels of value.



LEVEL 1 · TASK

Capture it better

AI transcribes and summarises the meeting. The meeting runs as normal. You just capture it better.



LEVEL 2 · WORKFLOW

Automate the follow-through

AI summarises, assigns actions, emails a to-do list, adds tasks to project software, books the next meeting, and sends reminders. The admin disappears.



LEVEL 3 · ORGANISATION

Rethink the meeting

AI reviews sales daily across ERP, supply chain and market data. It sends each person tailored commentary to approve. It flags exceptions. The sales meeting becomes more strategic and focused on decision making.

From better slides to a smarter category.

A live programme with an FMCG category team.



LEVEL 1 · TASK

Sharper insights, faster

AI helps write insights and commentary for management and customer decks. Turns raw category data into a story.



LEVEL 2 · WORKFLOW

One connected reporting engine

AI links online, retailer, third-party and internal data to automate reporting, answer everyday category queries, and flag competitor moves - promotions, discount depth, price points and new launches.



LEVEL 3 · ORGANISATION

Intelligence across the business

AI identifies trends across own brands, competitors and the total category and every channel. Fed back in real-time to where it drives decisions: leadership, sales team, inventory mgt, production scheduling, supply chain and finance.

From tools you drive **to agents that can drive themselves.**



TODAY, MOST IMPORTANTLY

You drive

You give an instruction, it produces an output, and you decide the next step. The thinking between steps is yours. You still own the entire process and output.







EMERGING FAST

It drives

You set a goal, and the agent plans the steps, picks the tools, gathers the data, handles problems, and reports back.

AI only works at scale **if everyone drives safely.**

	DO	DON'T
 Human in the loop	Keep a human accountable for decisions that matter.	Let AI make high-stakes calls unsupervised.
 Error scale	Match oversight to the stakes. Set limits and guardrails.	Trust a customer or financial decision without guardrails and limits.
 Security & data	Know where your data goes, who keeps a copy, what happens if it spills.	Paste sensitive company or customer PII data into free consumer AI tools. Provide education on data management and security ongoing.
 Governance & policy	Decide which tools are approved and who's accountable - before you scale.	Treat governance as a tick-box you sign once.

Good governance isn't a document. It's a culture of careful drivers, both human & AI.