The GenAI bottleneck was never the model

At the first GenAI Enterprise Day in Basel, speakers from SIX, Nezasa, ekona.ai, the ICT4Peace Foundation and Alfred showed where AI projects really stall: adoption, experimentation, workflow, responsible use and procurement.



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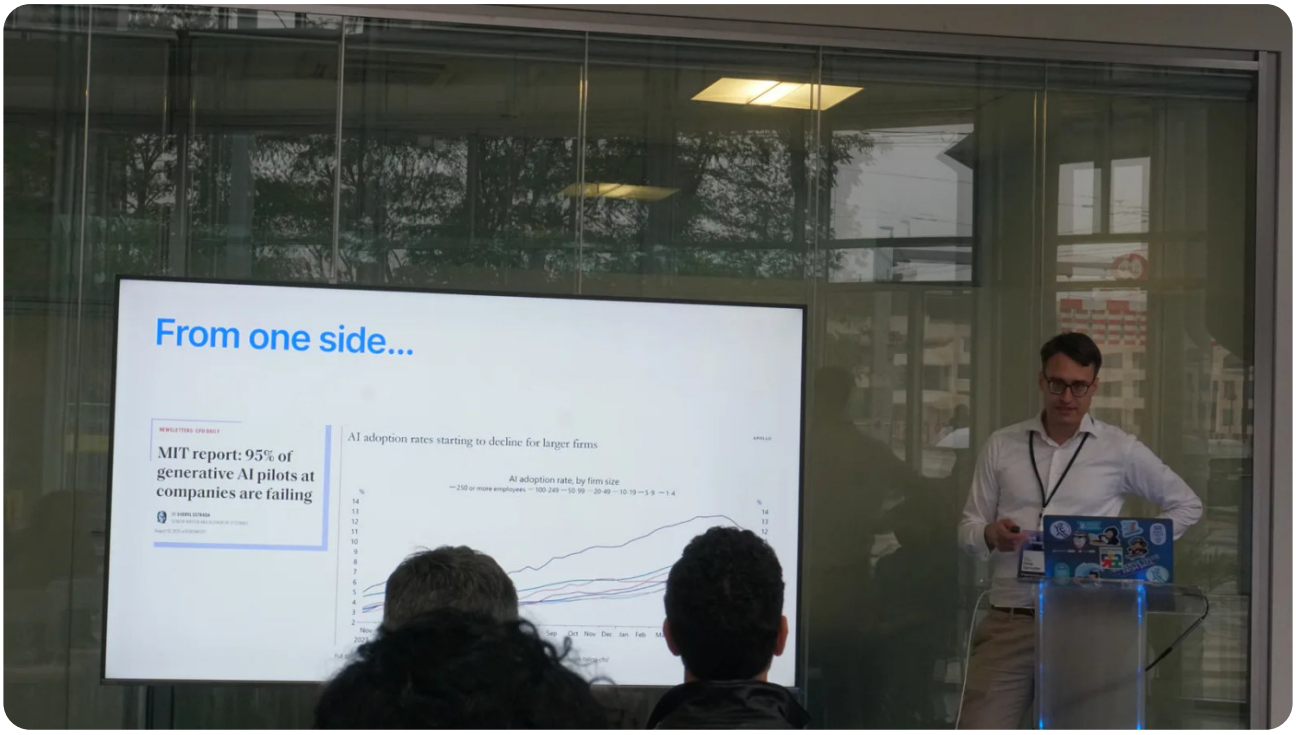
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Two slides, pointing in opposite directions. One: 95% of generative-AI pilots are failing. The other: people getting real work out of the same tools.

The first was the headline that MIT NANDA's report *The GenAI Divide* set off that summer. The second took one focused task and almost no organisational apparatus. Same technology, opposite results: the difference sits in the organisation around the model.

That was Denis's opening at the first GenAI Enterprise Day, an evening from GenAI Enterprise Hub hosted by ekona.ai in Basel during Swiss {ai} Weeks. Five speakers then took the question apart.



The opening slide: one side of the argument.

Five places AI stalls

- **Adoption.** Katarina Granath, SIX, on the structures that make it stick: an AI circle, a community, job rotations, mentorship and management backing.
- **Experimentation.** Patrick Hammer, Nezasa, on getting every role and department to try the tools on its own work.
- **Workflow and trust.** Sam Khalil, ekona.ai and the evening's host, on what it takes to become "AI-agents native".
- **Responsible use.** Anne-Marie Buzatu, ICT4Peace Foundation, on ethics, human rights and security when resources are tight.
- **Procurement.** Sandro Stich, Alfred, on moving AI contract talks from pushback to partnership: liability and the use of data.



Five perspectives, one question.

The five returned for the closing panel, **Rethinking Business in the Age of GenAI**, moderated by Denis: what had moved beyond experimentation, what had stalled and why, and how each organisation was structuring itself around the question.



After the panel, the discussion moved to the apéro.

What it means for your project

None of these is fixed by a better model, and they echo what we meet in our own delivery work – see five practical obstacles to useful AI.

A plan that covers only the technical system covers a third of the problem. It also needs the workflow, and the organisation that will run it.

Use the five as a checklist before your next AI investment: adoption, experimentation, workflow, responsible use and procurement. We work through it with your team. See workshops & training, or Start a conversation.



Denis Samuylov
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Founder-led, team-delivered – Denis leads the engagement and stays on it after the pitch.

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