



Why companies fail at adopting **AI**, and how to make sure yours doesn't

Artem Daniliants



STEBUKLAS TILE • CATHEDRAL SQUARE

04.08.2026

I made a wish.

01.10.2026

It came true.



ABOUT ME

Artem Daniliants

Serial entrepreneur, first company in high school

Made my living with a marketing agency

Now: business transformation, startups and investing

WORKED WITH

ŌURA

POLAR

 S-ryhmä

ORION
PHARMA

ACON



I burned
out.

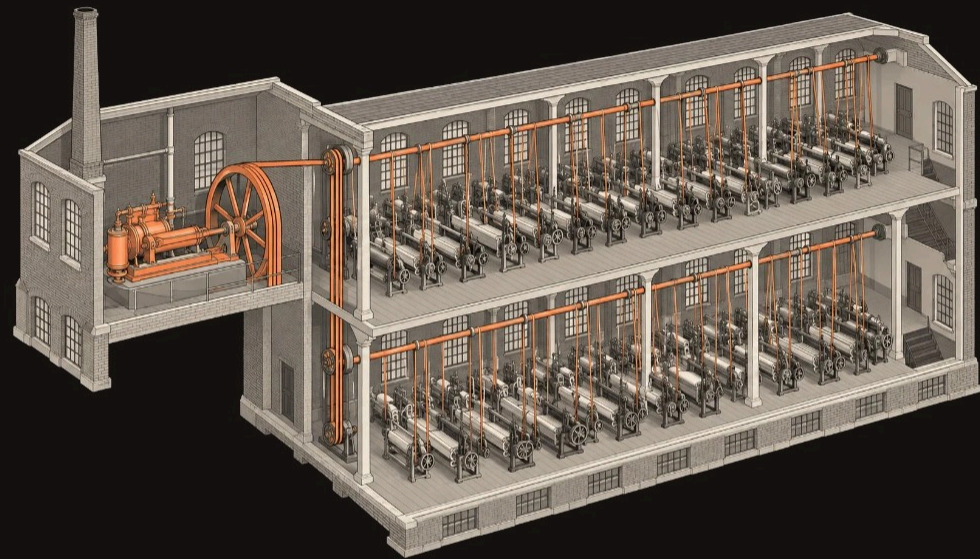
9 in 10

use AI

6 %

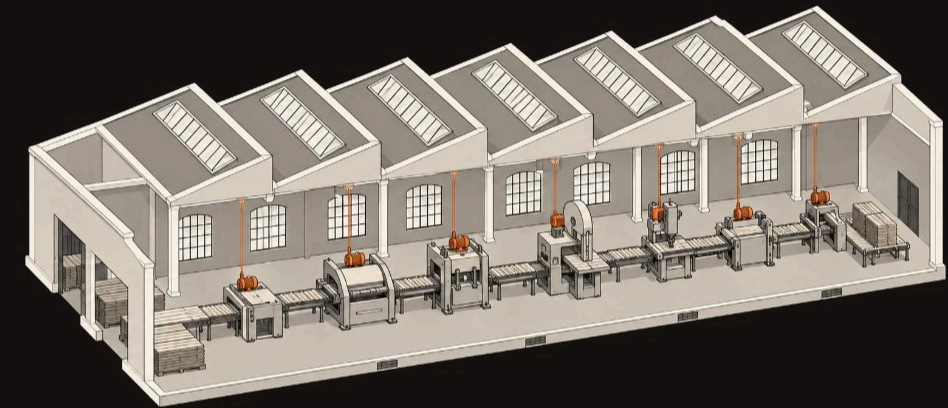
see significant profit

They bolted AI onto the old way.



1880 Steam

→
40 years



1920 Electric, redesigned

10 %

algorithms

20 %

tech and data

70 %

people and processes

BODY

Company OS

The machinery that runs
your AI. You can buy it.

Data, skills, agents, automation

Notion. Claude. ChatGPT. Codex.

BRAIN

Second brain

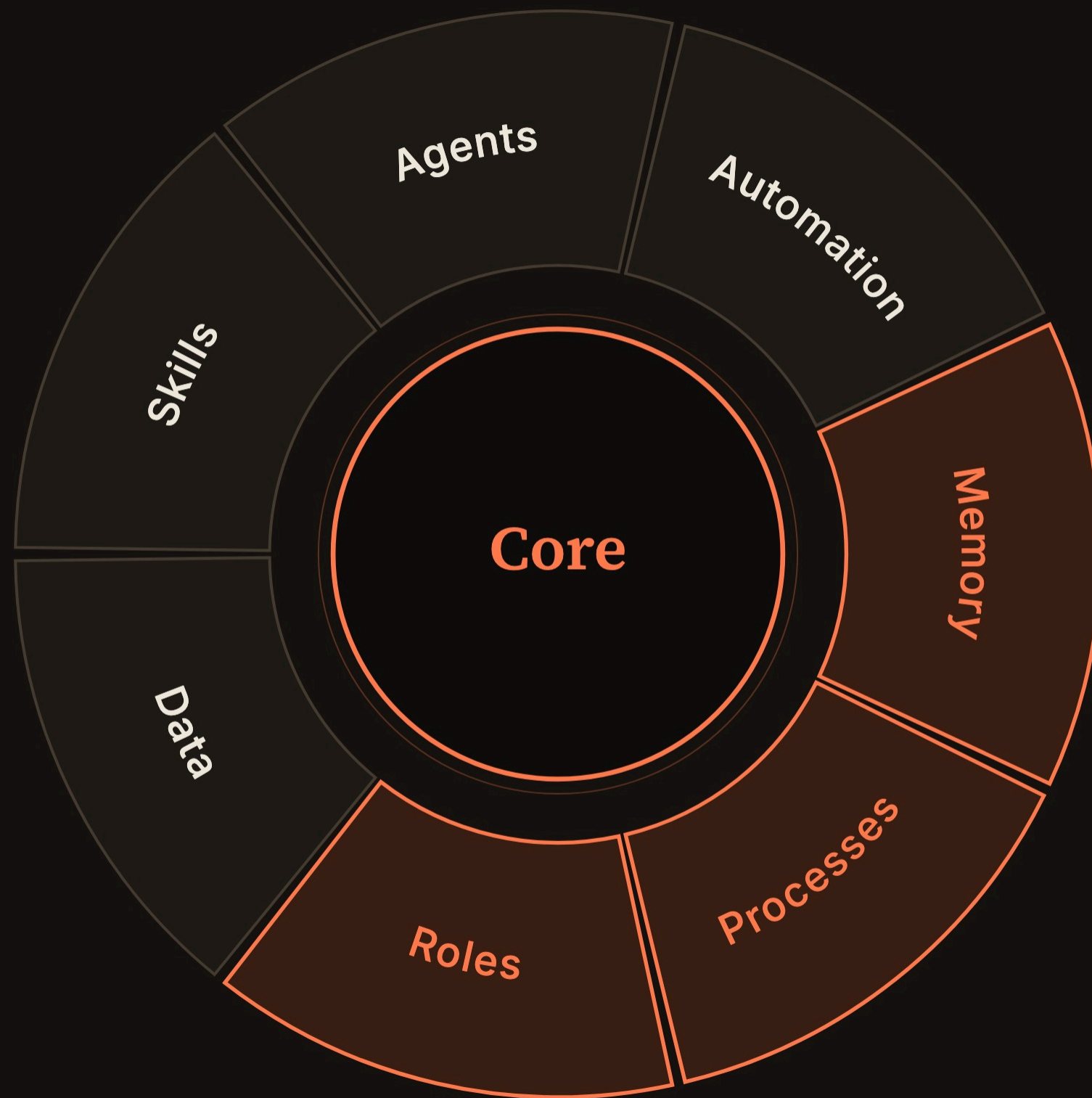
Your business context.
Only you can build it.

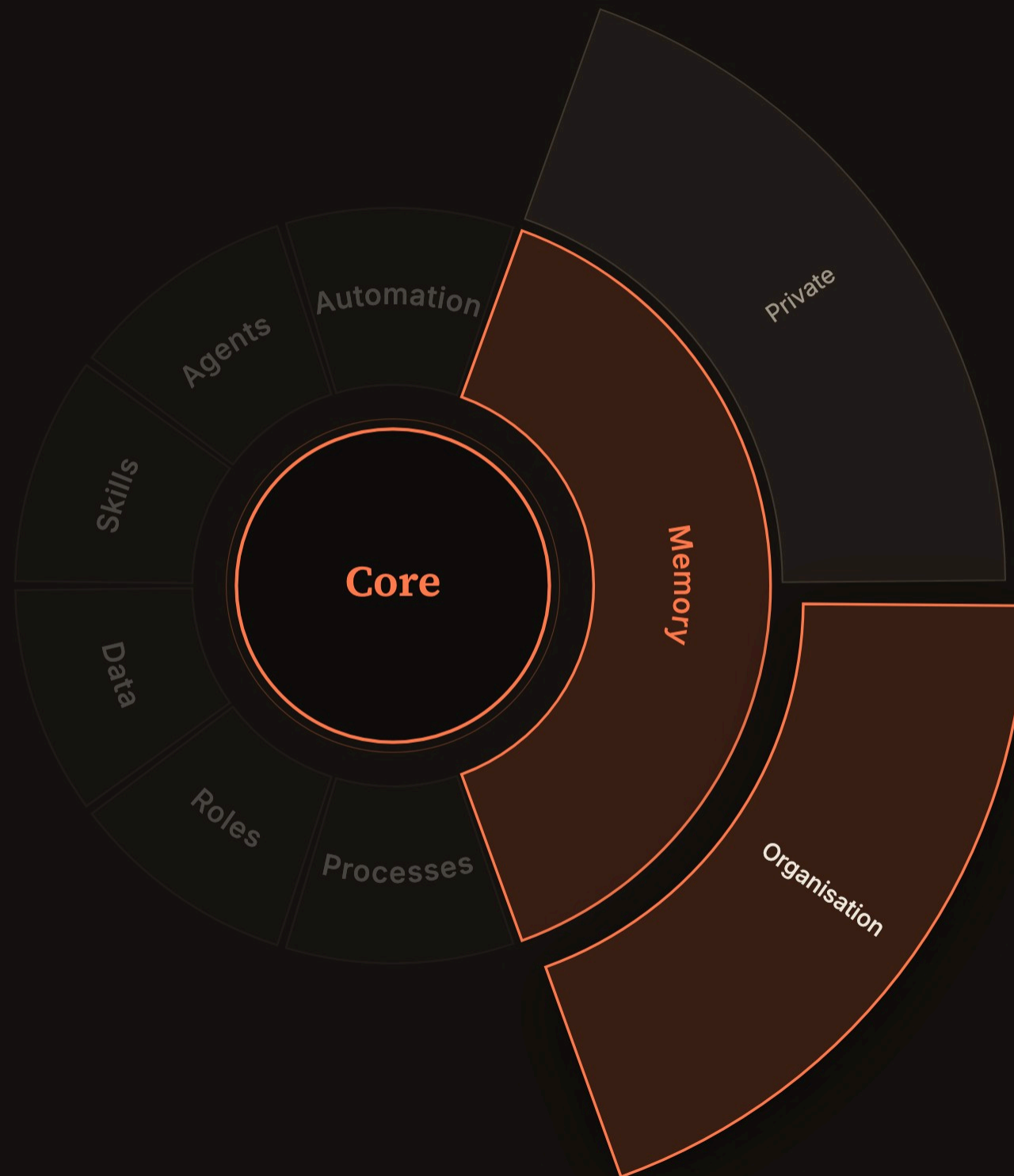
MEMORY what we know, and why

PROCESSES how we do things

ROLES who does what

Swap the body anytime. Keep the brain.





MEMORY

Does last quarter's lesson survive the person who learned it?

HOW TO START

- | | |
|---------|------------------------------------|
| CONNECT | chat, email, files you already use |
| RECORD | meetings, with consent |
| PROTECT | decide who sees what |

ONE QUESTION

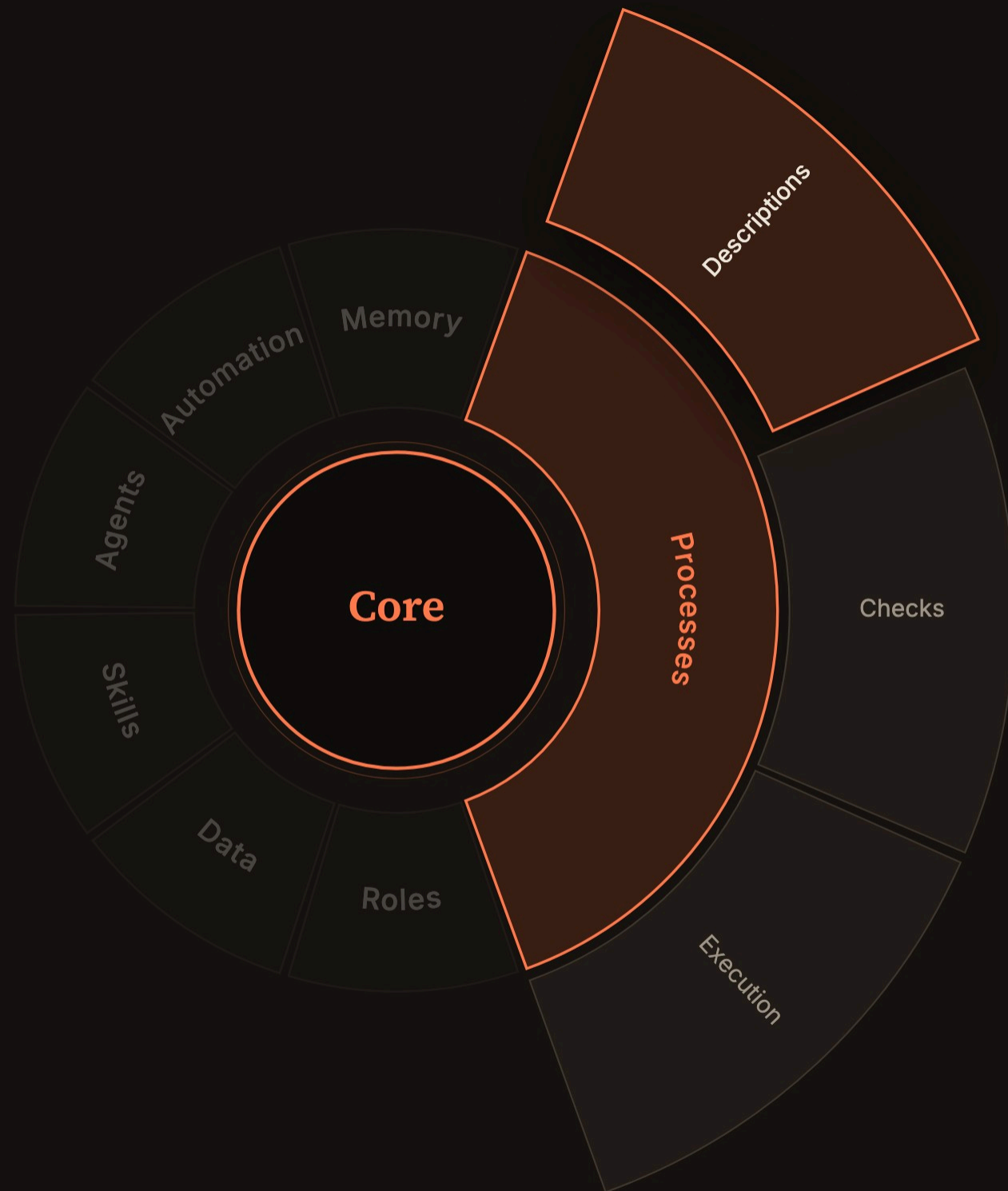
What's our recurring problem with creatives when it comes to soosikauppa?

Worked for 1m 6s >

Our recurring problem is that creatives start before the campaign inputs are ready. We lack a reliable creative pipeline—not design capacity.

- Briefs arrive late or incomplete: the designer still has to ask what we're promoting, the discount, and the main angle. 🍹
- Product photos and other source assets are often missing, forcing drafts with placeholder products or delaying launches. 🍹
- Campaigns are therefore assembled reactively and at short notice—sometimes before pricing, stock, banners, or store changes are ready. 🍹

The irony is that authentic product photography works: live photos of sets achieved the highest CTR at **9,35%**. 🍹

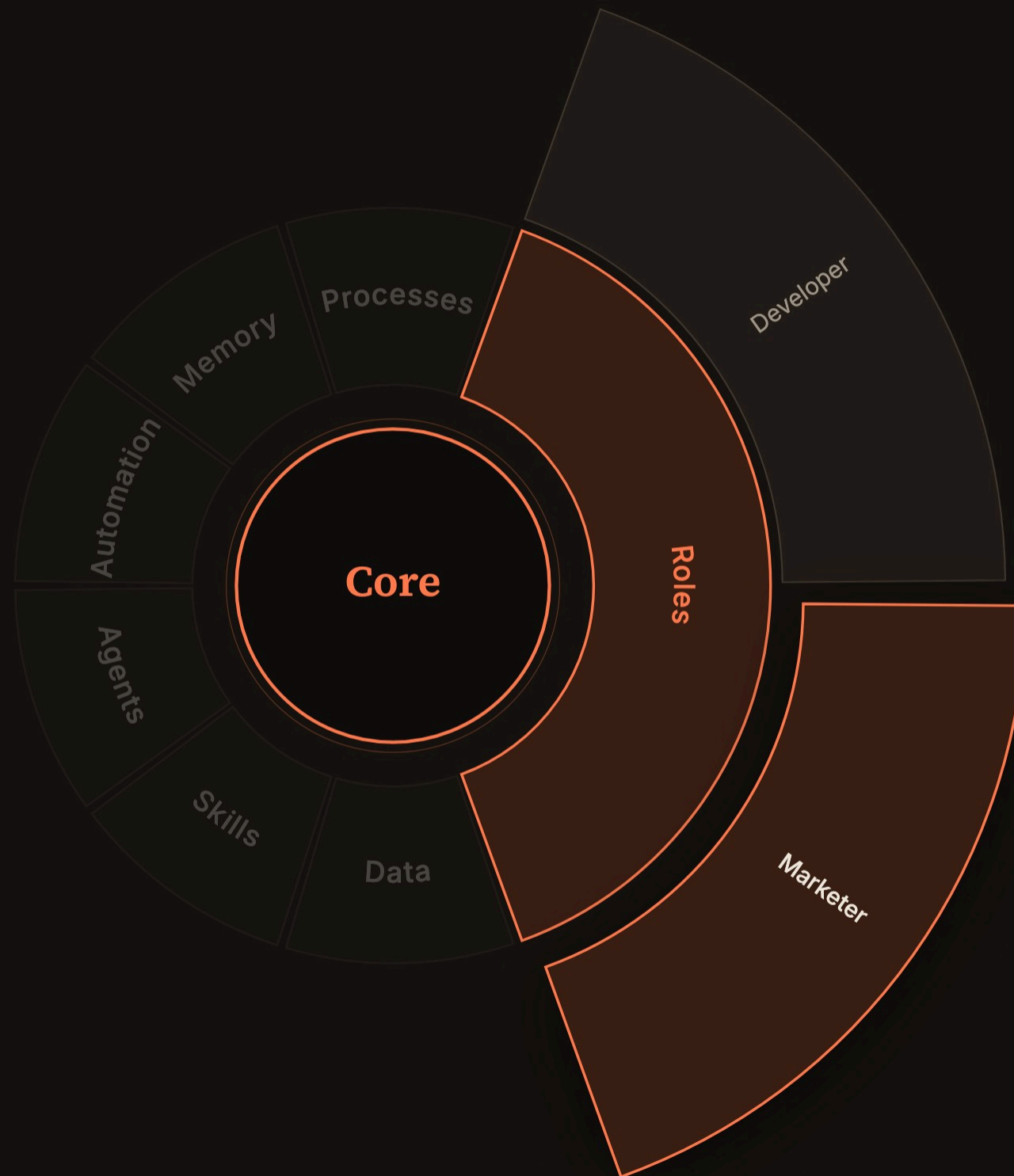


PROCESSES

**Is the way work gets done
written down, or folklore?**

HOW TO START

- RECORD the next onboarding
- WRITE AI turns it into the process
- CHECK a checklist that proves it's done



ROLES

Does the system know who is asking?

HOW TO START

PROFILE role, tools, three recurring tasks

DRAFT AI writes it from their meetings

LIMIT permissions live in the profile

Single player is easy. Multiplayer is hard.

Who sees what?

Who changes what?

What if they leave?

You need an AI integrator.

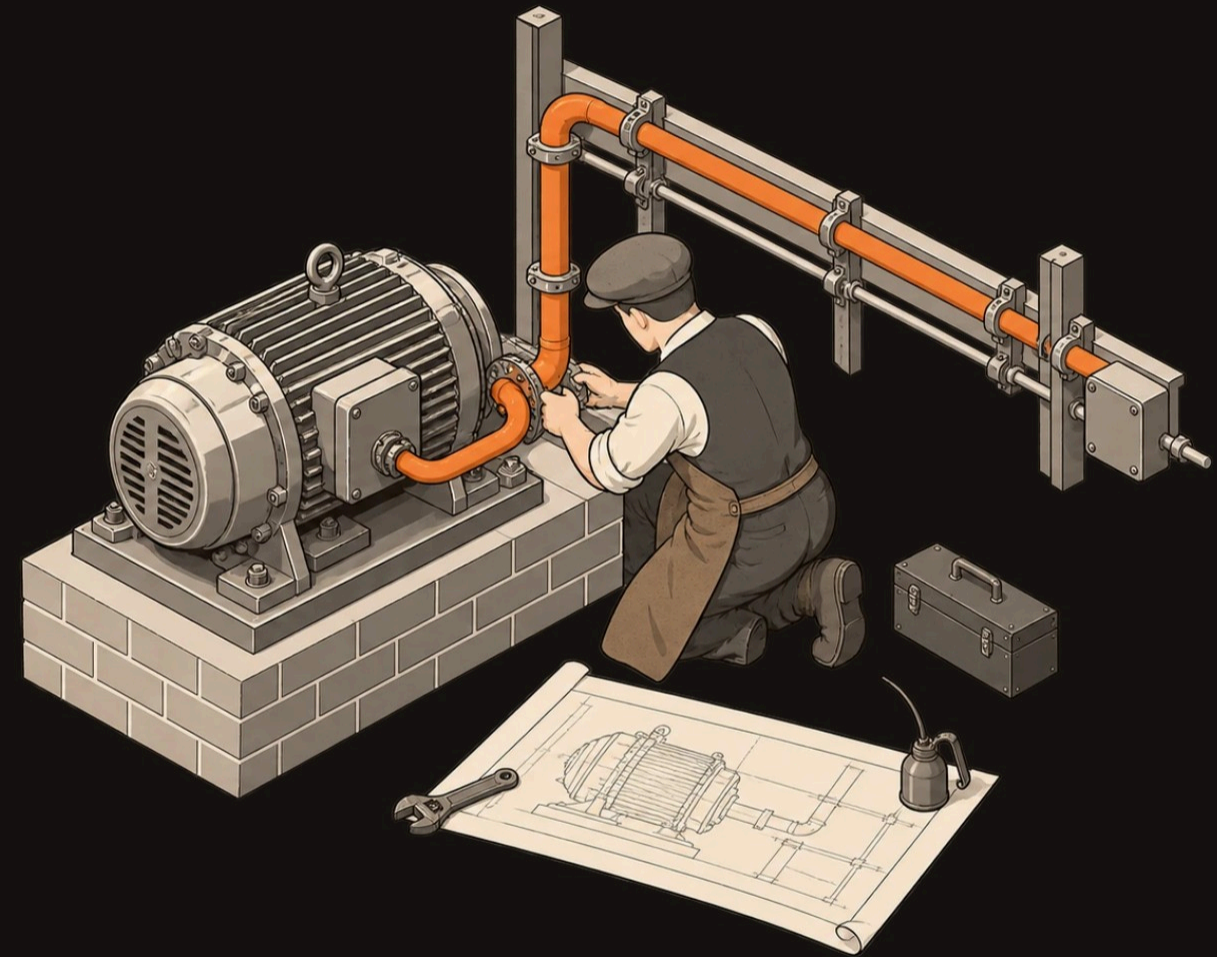
Wow in a day. Reliable in a thousand runs.

BUILDS technical enough to make changes

KNOWS your business and how it runs

OWNS budget, time and the fire

Hire one, become one, or grow one.



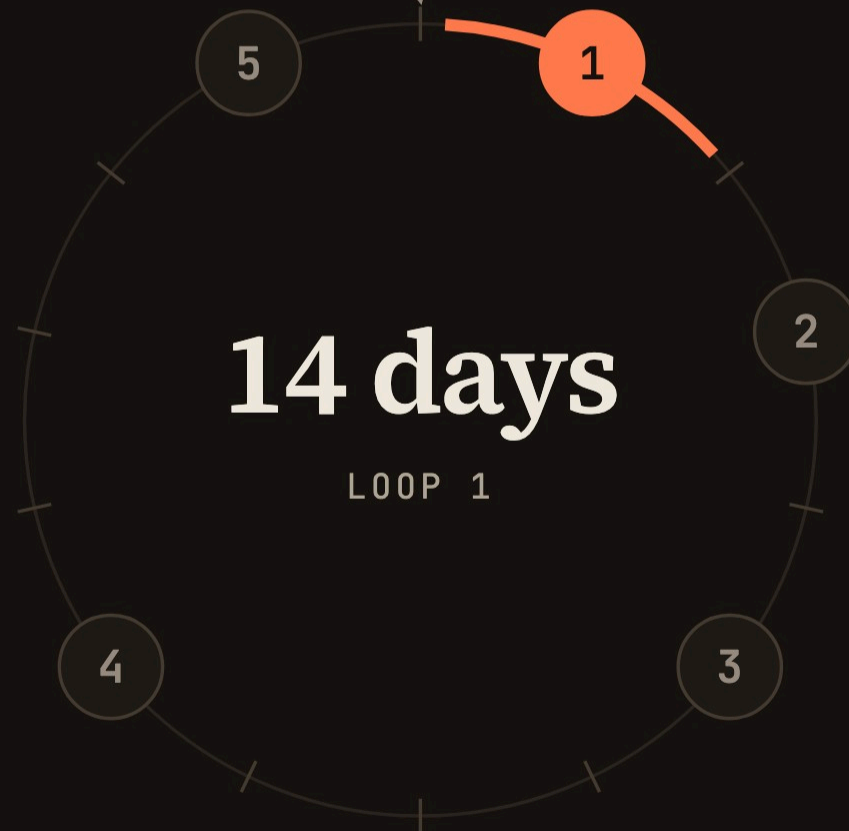
RECORDINGS, CHATS, DATA



Don't change everything at once.

One thing every two weeks. Not a hundred people in one day.

RECORDINGS, CHATS, DATA



DAYS 1-2

Pick one thing.

What do you want to improve, or hand to AI? Pick one.

EXAMPLE

The weekly sales report eats Monday morning.

RECORDINGS, CHATS, DATA



DAYS 3-4

Let AI make the plan.

Describe the finished result. AI lists the gaps.

EXAMPLE

Gap found: ad spend lives in someone's inbox.

RECORDINGS, CHATS, DATA



DAYS 5-6

Build the smallest fix.

One skill or one automation. Not a platform.

EXAMPLE

A skill drafts the report from shop and ads data.

RECORDINGS, CHATS, DATA



DAYS 7-12

Run it on real work.

No polishing. People use it and complain.

EXAMPLE

This week's report goes through the skill.

RECORDINGS, CHATS, DATA



DAYS 13-14

Measure and decide.

Did the job get easier for the person
doing it?

EXAMPLE

Marta stopped opening the spreadsheet.

RECORDINGS, CHATS, DATA



DAY 15

Scale it, or change course.

Keep what worked. Pick the next
annoyance. Loop 2 starts.

If it isn't the laziest way, nobody uses it.



Workshop Descri...
DOCX

Artem-proxy, review this draft and give me a brief comment if I've missed anything

Worked for 1m 39s >

Artem-proxy's brief review: the main gap is making the promised outcome achievable for everyone in the room.

- **Preparation:** Block 2 assumes a written brief. Say whether participants bring their own brief, copy, logo and images, or receive a starter pack.
- **Setup:** For 20 people and one trainer, name a tested tool combination, a pre-session checklist and a fallback if setup fails.
- **Costs:** Clarify that a free `pages.dev` address differs from a custom domain, and state any expected AI-tool costs.
- **SEO:** Name what participants will actually configure. Letting AI crawlers in does not guarantee indexing, ranking or citations.

I'd prioritise preparation and setup. Those determine whether people leave with the promised working website.

ARTEM PROXY

Feedback from me, before me.

Output is cheap. Checking isn't.

100+ meetings: clients, internal,
reviews

MONDAY

Start here.

-
- | | |
|--------|---|
| MEMORY | record meetings, connect chat and email |
| LOOP | pick one thing, run two weeks |
| OWNER | name your AI integrator |



Thank you

loimi.systems/ecomexpo2026

Notion template · workshop slides · these slides

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