Creator Pro

WHY MOST AI INVESTMENTS FAIL

Human-Centric Training Drives Higher ROI

The Hidden Crisis:
Most AI projects never scale, leading to massive losses and wasted investments. Rigid AI training excludes essential talent—particularly women, senior leaders, and non-tech users.

Key Statistics

85% Failure Rate
Most AI projects never move past pilot stages. (Gartner, 2024)

Profitability Boost (5.9x)
Employees benefiting from intuitive AI training drive 10%+ revenue gains. (MIT Sloan & BCG, 2022)

Gender Gap
Only 37% of women vs. 50% of men actively use generative AI. (Federal Reserve Bank of NY & BIS, 2023)

Age Gap
Only 15% AI adoption for ages 45+, compared to 46% for younger workers. (Generation, 2024)

Why It Happens (Engineering Bias):

Investors overly push automated, "human-light" strategies, causing widespread user frustration, high churn, and low ROI.

Immediate Actions for Investors:

1. **Invest in People, Not Just Tech:** Human-centric training dramatically reduces churn and boosts profitability.
2. **Hire AI Facilitators, Not Just Engineers:** Expand beyond traditional tech talent to include intuitive trainers.
3. **Measure Success Differently:** Long-term profitability comes from human-focused adoption, not short-term automation metrics.

Proven Success:
Creator Pro AI's Insight Architect Method™ shifts training from rigid methods to intuitive human-AI collaboration, greatly improving adoption, retention, and ROI.