



AI Strategy Checklist for U.S. SMEs (2025 Edition)

Plan, Pilot & Scale Your AI Projects with Confidence

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Why this checklist matters?

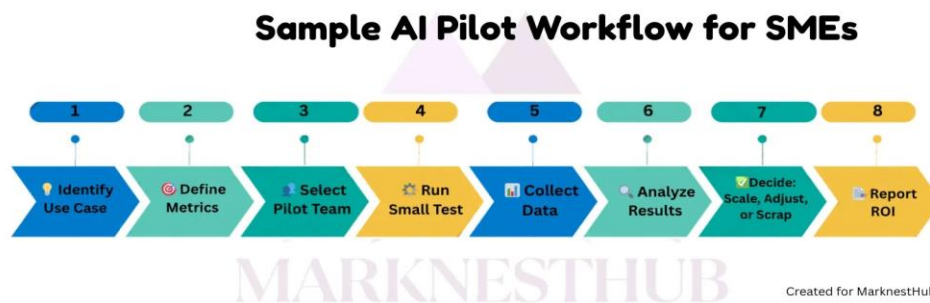
Use this printable PDF to plan your AI projects, avoid costly mistakes, and measure real ROI.

THE CHECKLIST:

10 Must-Haves:

- 1 Define clear AI use cases
- 2 Secure executive buy-in
- 3 Audit & prepare your data
- 4 Choose the right AI tools
- 5 Identify success metrics & KPIs
- 6 Build a pilot plan
- 7 Test on small scale
- 8 Measure & refine results
- 9 Scale what works
- 10 Communicate ROI to stakeholders

VISUAL AID



BONUS TIPS

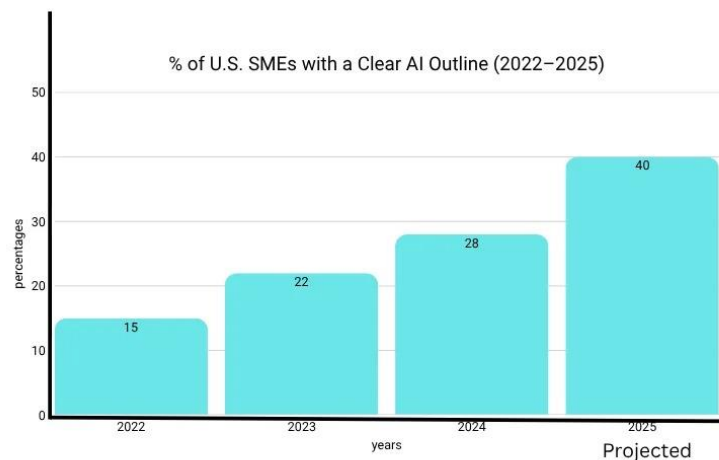
1. Pitfalls to avoid:

4 Pitfalls U.S. SMEs Should Avoid When Starting with AI



These four pitfalls are the main reasons AI projects in SMEs fail. Without clear goals, good data, buy-in, and proper testing, your investment will likely underperform. Use this checklist as a filter for every new AI project.

2. Benchmark Stat: % of SMEs with Roadmap:



Source: McKinsey Global AI Survey, 2023 (Projected 2025)

MarknestHub Insights

According to Deloitte’s 2024 survey, 70% of U.S. SMEs plan to increase their AI investment by 2025 — but only half have a clear roadmap. Building that roadmap early is critical for ROI.

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templates, and real case studies.”*

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