r.Potential



The problem

Over \$3 trillion in CAPEX is committed to mass-produce intelligence by 2030 BUT the bottleneck for enterprises isn't supply; it's the allocation of it into real work

DEMAND

Enterprises

A lack of market infrastructure prevents scalable connections of digital intelligence and human capabilities

SUPPLY

AI Providers

Core elements



Proprietary **Global Labor Intelligence**graph



Introducing Units of Potential & Return on Potential metrics



The Chief Potential
Officer

1st digital c-suite executive



Providing strategic clarity to the c-suite

Return on Potential

DEMAND

Enterprises

We act as an allocation engine to drive measurable enterprise outcomes.

r.Potential sits
between the
global suppliers of
intelligence and the
enterprises that must
integrate it with
human capability

SUPPLY

AI Providers

We act as a demand radar to identify, quantify, and activate latent enterprise demand.

Return on Potential case study

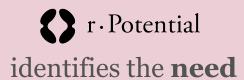
Analyzed 1,900 companies, employing ~100 mn people, >\$51 trillion revenues

KEY FINDINGS

- A combined Full Potential of \$12.5 trillion
- 1% of their collective potential creating \$125 bn EV

The scale of opportunity is substantial

Global delivery engine





serves as the initial **distribution engine**

Customer benefit

More accurate, personalized insights

Potential efficiencies

AI supplier benefit

Fuel demand and channel the way
AI agents are implemented to drive adoption

Unlocking the massive opportunity from workforce reconfiguration with the Adecco Group

Value proposition

Benefits to Enterprises



Begin with "what do we need?" vs. "what have we bought?"



Precise, company-specific opportunities for incremental value



Deploy AI which gains clients' trust to have autonomy over business functions



Drive a demand-driven AI supply chain vs. one based on hype