

Your buyer has the money. Nobody owns it.

Most organisations still have no dedicated AI line. The spend sits scattered across cloud, software, hardware and services. That sounds like an accounting detail. It is not.

A BUDGET LINE

Has an owner

- ✓ Somebody holds it.
- ✓ It was planned for last year.
- ✓ You know whose name to ask for.

A place to start.

THE AI POT

Has holders

- ✗ Several budgets, several holders.
- ✗ None planned to spend it on you.
- ✗ Your sponsor must take it off them.

Conversations nobody asked for.

AND THE BAR IS RISING

59% say wasted AI spend rose this year.
Only 31% have accurate visibility into their AI software.

Your sponsor is not short of money.
They are short of an owner.

Flexera, 2026 State of ITAM Report

Same money. One of you already has an owner.

Salesforce, Workday and Oracle sell AI into the contract your buyer already signed. It still gets bought and it still gets approved. It just does not need a new line.

THE INCUMBENT

Rides a line that already has an owner



No new line to create. No new owner to find.

YOU

Ask several holders for money they planned to spend elsewhere

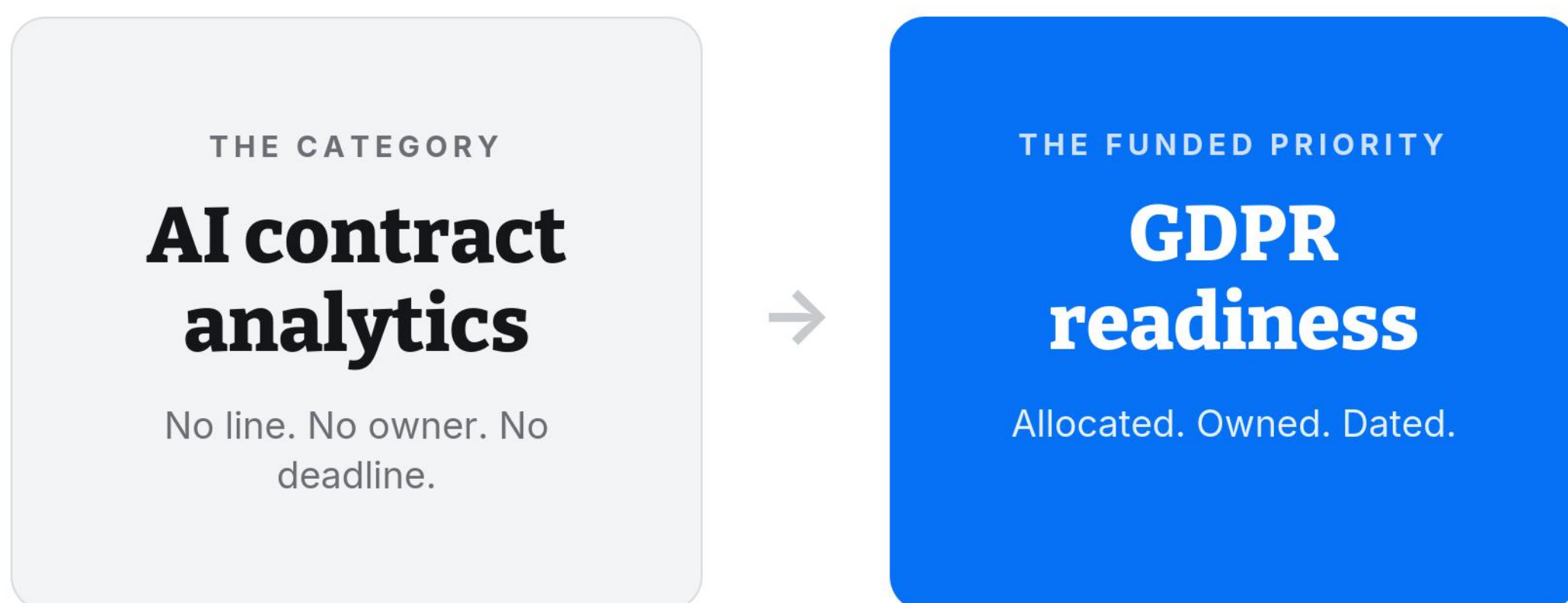


A longer route to the same money.

You are not competing for AI budget.
You are competing with an approval route that already exists.

The product did not change. The line did.

I spent years selling AI contract analytics into companies that had no budget for AI contract analytics. They all had budget for GDPR.



Same product. Same value.
A different person could approve it.

Who owns the money your deal comes from?
No name means a pilot, not a forecast.