KEYNOTE SPEAKER · AUTHOR · STRATEGIST

Esra Kucukciftci

Founder and CEO, Pricing Innovations · Author of *Quantware*

I help leaders build the commercial, organizational and operational architecture their firms need to govern intelligent systems, and prove what those systems are worth.



Founder and CEO, Pricing Innovations · Former product leader, Amazon and SAS · Lecturer, University of Minnesota · Author, *Quantware* (2027)

KEYNOTES

01 Stop Selling AI's Activity. Start Selling Its Outcomes.
Pricing AI by consumption or activity gives the value away. Learn how firms move from SaaS to RaaS, where buyers pay for outcomes that evolve just as dynamically as the technology itself.

02 Product Is Dead. Meet the Node.
The product organization was the right answer for software, but it cannot govern systems that deliver value dynamically. Meet the node, and the dynamic organizational network nodes form: NOVA.

03 Jensen Huang Called AI a Five-Layer Cake. The AI Economic Stack Has Eight Layers.
Each layer has different commercial terms, performance standards, scale metrics, cost structures, and pricing levers. Learn how AI deployments span multiple layers at once, and how to write the contracts that govern them.

04 Your AI Is Working; Your Firm Isn't. How to Make AI's Actual Return Legible.
AI capability is advancing faster than any firm's ability to measure and govern it, and that pace gap is invisible to the instruments most firms have today. Learn the new metrics that make AI's performance and return visible: PROVE Score, VIR, GDR, and ROIS.

WORKSHOPS FOR LEADERS WORKING WITH AI SYSTEMS

05 From ROI to ROIS: How to Measure Return on Intelligent Systems
FULL DAY Learn how to calculate the four lines of ROIS, develop a portfolio-wide ROIS report, and decide which AI deployments to fund, hold, or halt.

06 How to Write an Outcome-Based Performance Standard
FULL DAY Draft a real outcome specification with the PROVE framework, determine how to instrument your deployments to deliver a PROVE record, and enable the people working alongside AI systems to govern with PROVE.

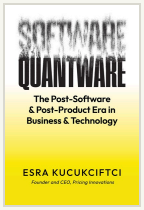
07 Which Outcome-Based Pricing Model Is Right for Your AI Deployment?
TWO DAYS Learn the RaaS commercial architecture, map your AI portfolio to RaaS tiers, and build an outcome-based pricing architecture for each tier.

08 How Dynamic Is Your Firm?
TWO DAYS Assess the failure points of your static architecture, map the dynamic firm architectures that are right for your firm, and align your decision-makers around a prioritized transition plan.

ABOUT ESRA

Esra Kucukciftci is an author, strategist, and educator, and the Founder and CEO of Pricing Innovations. With a career spanning more than thirty technology domains through to artificial intelligence, she specializes in how modern businesses evolve, create value, and adapt to technological change. Her work has guided major corporate strategies, mergers and acquisitions, and industry-shaping business models. She held technology and product leadership roles at Amazon and SAS, holds a BS in Chemical Engineering from Boğaziçi University and an MBA from the University of Minnesota, where she is a lecturer.

THE BOOK



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FORMATS

- Keynote, 45 to 60 minutes
- Fireside conversation
- Full-day and two-day workshops
- In person or virtual
- Copies of *Quantware* bundled for every attendee

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