



AI Scoring Tool for ROI & Governance

A practical framework to evaluate AI projects for value, feasibility, and responsible adoption

Why This Tool Exists

AI is transforming every industry, but too many initiatives are launched without clear proof they will deliver measurable value *and* meet governance requirements.

The result? Projects that look promising in a demo stall in real-world use — or worse, create legal, ethical, or reputational risk.

According to McKinsey, up to 70% of AI projects fail to scale. Two leading causes:

- Misaligned priorities — focusing on technical “wow” instead of business ROI.
- Weak governance — underestimating compliance, ethical, and operational risks.

This tool helps you avoid those pitfalls by giving you a balanced, objective scoring framework that addresses both ROI potential and governance readiness, ensuring the projects you choose are the projects worth doing.

When to Use This Tool

- Before launching an AI initiative — to prioritize which concepts to pursue
- During implementation — to track progress and identify risks early
- Post-launch — to decide whether to scale, improve, or retire the solution
- Portfolio management — to compare multiple AI projects side-by-side

How to Use This Tool

1. Assemble the right team – Include a business lead, technology lead, compliance or risk officer, and a change management/operations rep.
2. Score each subcategory from 0 (low) to 10 (high) using the guiding questions.
3. Capture notes to document reasoning and highlight follow-up actions.
4. Add pillar totals for ROI Potential and Governance & Responsibility (max 50 each).
5. Combine for a total score out of 100 (or use the optional weighted scoring method).
6. Interpret your score using the scoring guide and take action accordingly.

💡 **SG+I Tip:** Keep the scoring conversation honest. Inflating numbers to push a project forward only increases risk later.

Pillar 1: ROI Potential (50 points total)

#	Subcategory	Guiding Questions	Score (0–10)	Notes
1	Business Impact Potential	Will it increase revenue, reduce costs, improve customer satisfaction, or boost productivity?		



2	Feasibility & Resources	Do we have the budget, technology, and skills to deliver it successfully?		
3	Time to Value	How quickly can we realize measurable benefits?		
4	Scalability	Can it expand across departments, geographies, or markets?		
5	Competitive Advantage	Does it differentiate us or strengthen market position?		

If scores are low in this pillar:

- Reassess alignment with strategic goals.
- Identify quick wins to improve feasibility or speed to value.
- Evaluate whether the initiative is solving the right business problem.

Pillar 2: Governance & Responsibility (50 points total)

#	Subcategory	Guiding Questions	Score (0–10)	Notes
1	Ethical Alignment	Does it align with our company values and avoid harmful bias?		
2	Data Governance	Are our data sources secure, compliant, and high-quality?		
3	Regulatory Compliance	Does it meet all relevant laws and industry regulations?		
4	Transparency & Explainability	Can we explain AI decisions to stakeholders?		
5	Risk Management	Do we have a plan for misuse, errors, or security breaches?		

If scores are low in this pillar:

- Conduct a bias and ethics review before proceeding.
- Implement stronger data governance and security measures.
- Engage legal/compliance teams earlier in the process.

Scoring Guide

Step 1: Add up your ROI Potential score (*max 50*)

Step 2: Add up your Governance score (*max 50*)

Step 3: Combine for your total score (*max 100*)

Total Score	Interpretation	Action
80–100	✅ High Potential, Low Risk	Strong candidate for investment and scaling
60–79	⚠️ Moderate Potential	Address specific gaps before moving forward
Below 60	❌ High Risk, Low Readiness	Reassess feasibility, governance, and timing



Optional: Weighted Scoring

Not all organizations value ROI and governance equally for every project. Assign a percentage weight to each pillar and adjust the totals accordingly.

Example:

- ROI Potential = 40% of total score
 - Governance & Responsibility = 60% of total score
- This approach is useful for highly regulated industries where governance must outweigh short-term ROI.

Example Project: AI-Powered Customer Support Chatbot

ROI Potential (Total: 42/50)

- Business Impact: 9 – Improves satisfaction, reduces support costs
- Feasibility: 8 – Existing cloud infrastructure, vendor partnerships in place
- Time to Value: 9 – Pilot can launch in 8 weeks
- Scalability: 8 – Easily deployable across business units
- Competitive Advantage: 8 – Faster, more responsive service than competitors

Governance & Responsibility (Total: 44/50)

- Ethical Alignment: 9 – Escalation to humans for complex issues
- Data Governance: 9 – Secure, compliant data handling
- Regulatory Compliance: 8 – Meets industry privacy requirements
- Transparency: 9 – Clear to users when interacting with AI
- Risk Management: 9 – Incident response plan in place

Total Score: 86/100 → High Potential, Low Risk

From Score to Action Plan

Use your scores to decide next steps:

- **If ROI is strong but Governance is weak:**
 - Pause implementation until compliance, ethics, and data safeguards are addressed.
- **If Governance is strong but ROI is weak:**
 - Re-evaluate the business case or identify higher-impact use cases.
- **If both are moderate:**
 - Pilot with guardrails in place, while working on both sides in parallel.



Quick-Score Sheet (for Workshops)

Project Name:

Date:

Team:

ROI Potential (Max 50)

Business Impact ____ /10

Feasibility ____ /10

Time to Value ____ /10

Scalability ____ /10

Competitive Advantage ____ /10

Subtotal: ____ /50

Governance & Responsibility (Max 50)

Ethical Alignment ____ /10

Data Governance ____ /10

Regulatory Compliance ____ /10

Transparency ____ /10

Risk Management ____ /10

Subtotal: ____ /50

Total Score: ____ /100



Next Steps

A scoring tool is just the start. SG+I partners with leaders to:

- Facilitate cross-functional scoring sessions
- Identify the most promising AI projects in your portfolio
- Build governance frameworks that scale with your business



Book a 30-Minute AI Readiness Session

Let's apply this tool to your AI initiatives and find the projects worth your investment.

[[Book a Session](#)] | [[Contact SG+I](#)]