PRADA

Practical Value of Data and AI

45%

of CEOs fear business won't survive a decade without artificial intelligence

PwC. (2024). Global CEO Survey. Retrieved from https://www.pwc.com/gx/en/ceo-survey/2024/download/27th-ceo-survey.pdf

42%

of businesses stopped most of their AI projects this year, up from 17% last year

Wilkinson, L. (2025, March 18). AI project failure rates are on the rise: report. Cybersecurity Dive.

95%

95% of AI projects fail, wasting billions of dollars in capital and resources

Challapally, A., Pease, C., Raskar, R. & Chari, P. (2025). The GenAI divide: State of AI in business 2025. Project NANDA. Retrieved from: https://mlq.ai/media/quarterly_decks/v0.1_State_of_AI_in_Business_2025_Report.pdf

PRADA helps Finnish companies move from uncertainty and fear around AI — such as the FOMO phenomenon - toward strategic and impactful AI adoption.

PRADA aims to unlock the productivity gains expected from AI technologies, which have not yet been widely realized.

Two-year Co-Innovation project

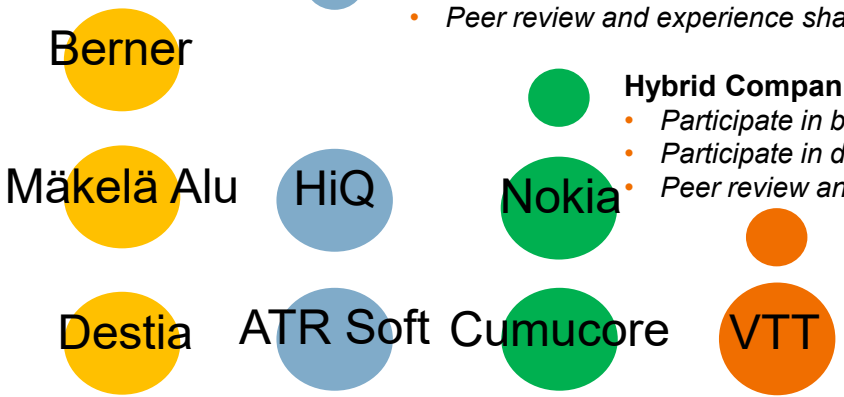
1 January 2026 – 31 December 2027
Involving 7 companies and 1 research organization

Industrial Companies
- *Enable the development of AI solutions by providing application-driven pilot environments*
- *Participate in defining business needs to support AI solution development*
- *Peer review and experience sharing with other industrial companies*

Companies Developing Digital Solutions
- *Develop technological solutions*
- *Peer review and experience sharing*

Hybrid Companies
- *Participate in both technology development and piloting*
- *Participate in defining business needs to support AI solution development*
- *Peer review and experience sharing*

Research Organization
- *Method development, impact assessment, knowledge transfer, AI readiness evaluation*



PRADA (Practical Value of Data and AI)

Approach and Work Package Structure

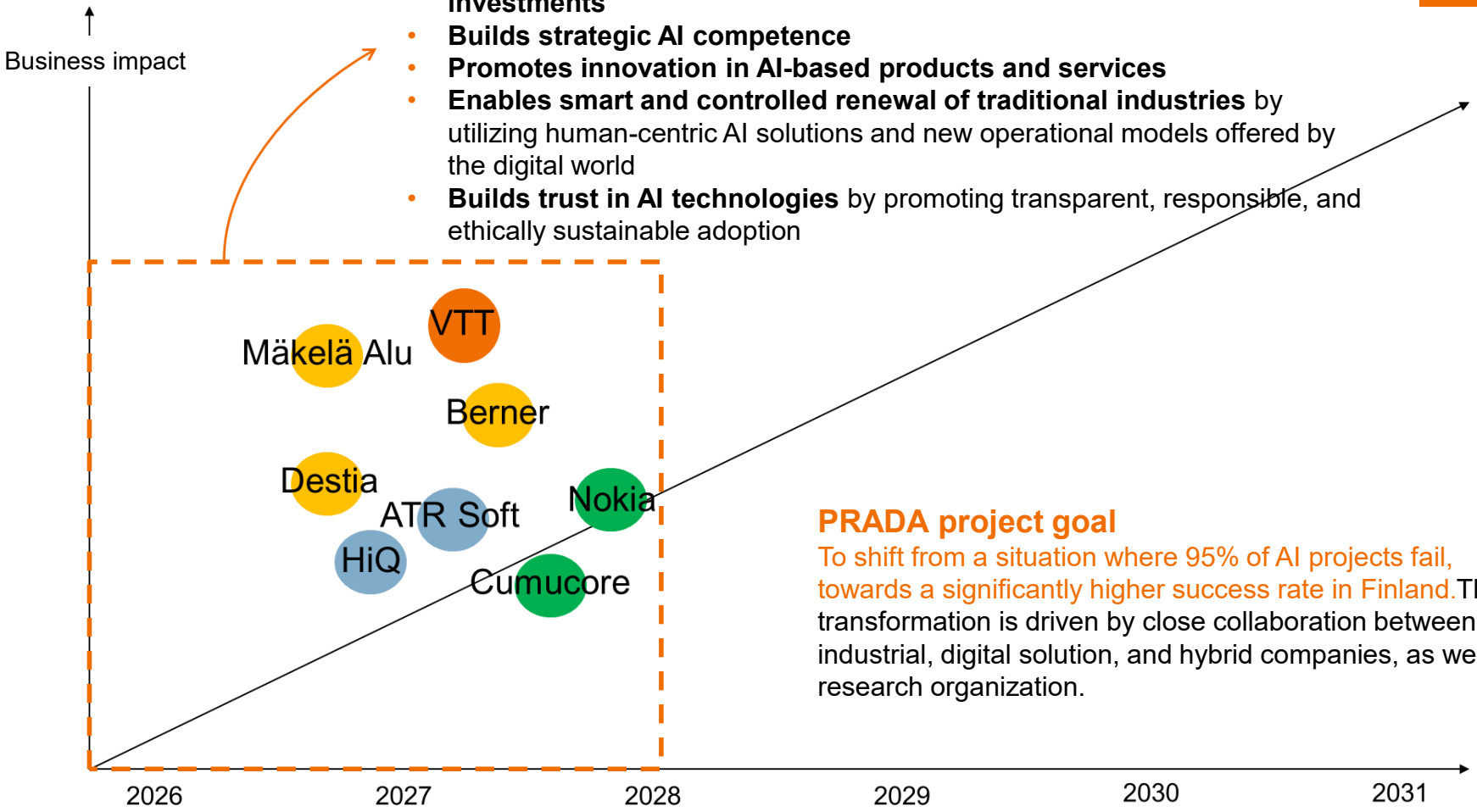
READINESS
WP1: Assesment of an Organization's AI Readiness and Potential

STRATEGY / BUSINESS	**CAPABILITIES, LEADERSHIP, CULTURE**	**TECHNOLOGY**
WP2: Definition of Strategic AI Objectives and Growth Paths	WP3: Organizational Capabilities and Leadership in AI Adoption	WP4: Technologies Enabling Scalable AI

PILOTS
WP5: Piloting of Strategic AI Concepts

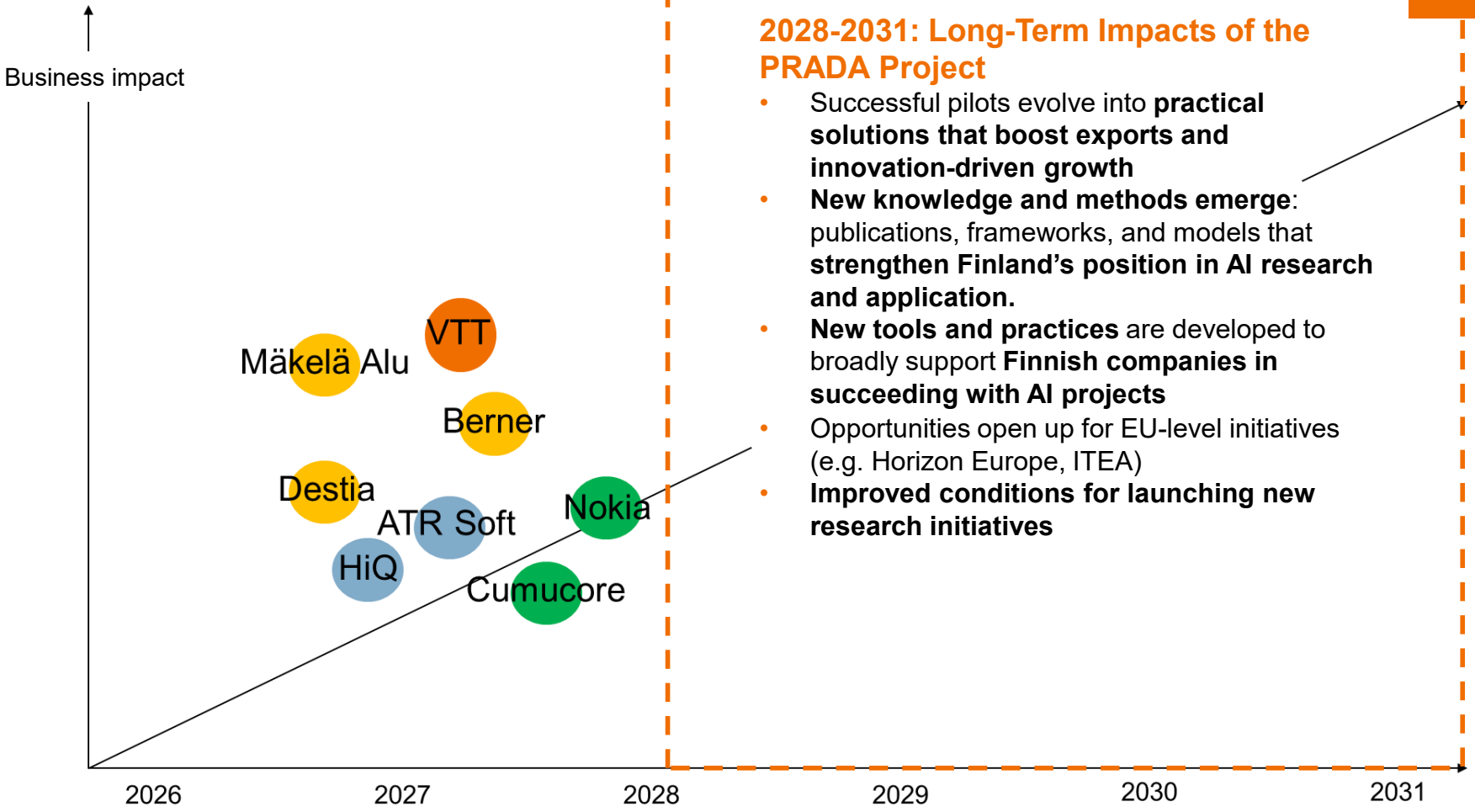
2026-2028: PRADA Project Outcomes

- Strengthens organizations' ability to plan and implement **value-generating AI investments**
- **Builds strategic AI competence**
- **Promotes innovation in AI-based products and services**
- **Enables smart and controlled renewal of traditional industries** by utilizing human-centric AI solutions and new operational models offered by the digital world
- **Builds trust in AI technologies** by promoting transparent, responsible, and ethically sustainable adoption



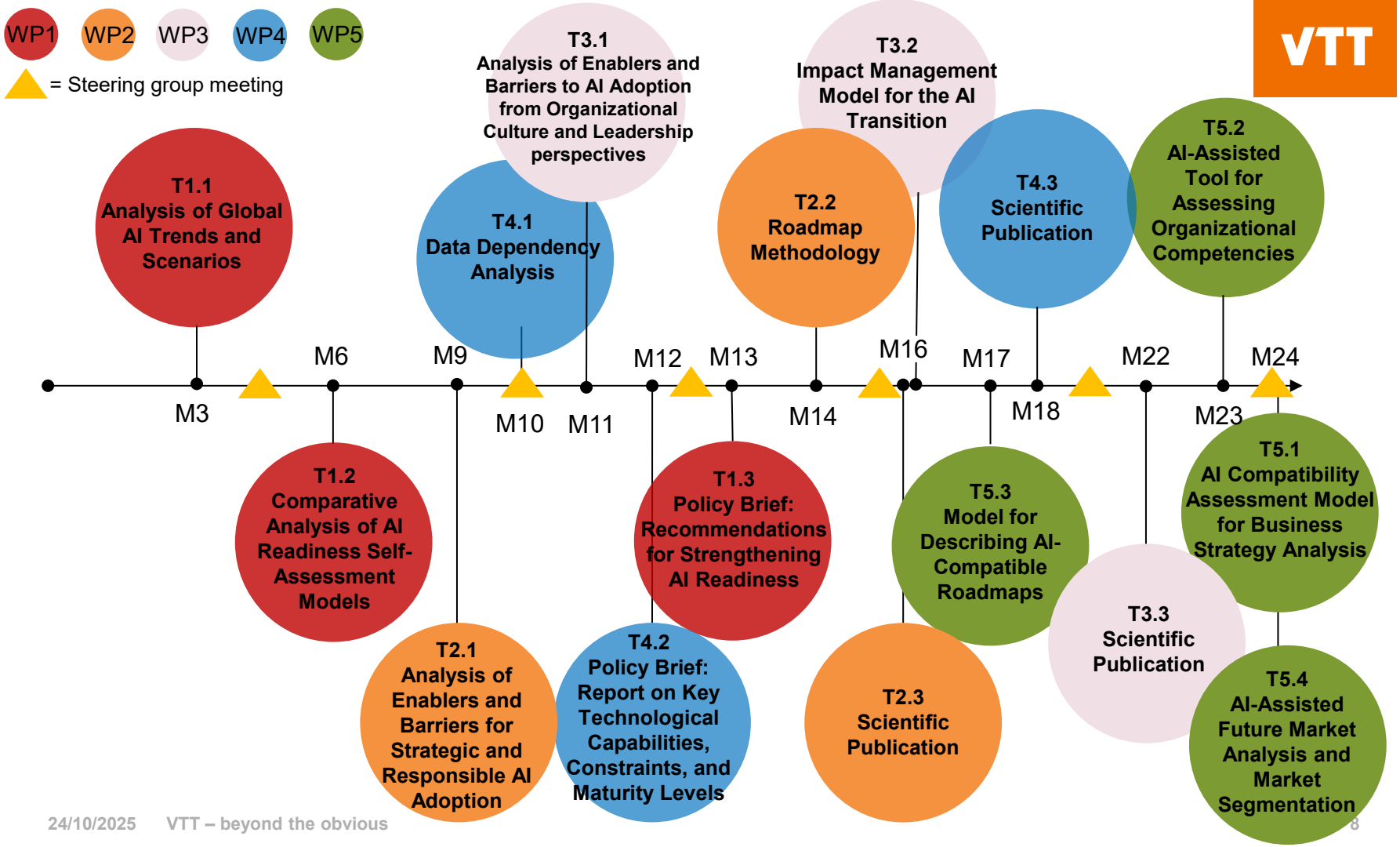
PRADA project goal

To shift from a situation where 95% of AI projects fail, towards a significantly higher success rate in Finland.This transformation is driven by close collaboration between industrial, digital solution, and hybrid companies, as well as a research organization.



2028-2031: Long-Term Impacts of the PRADA Project

- Successful pilots evolve into **practical solutions that boost exports and innovation-driven growth**
- **New knowledge and methods emerge**: publications, frameworks, and models that **strengthen Finland's position in AI research and application.**
- **New tools and practices** are developed to broadly support **Finnish companies in succeeding with AI projects**
- Opportunities open up for EU-level initiatives (e.g. Horizon Europe, ITEA)
- **Improved conditions for launching new research initiatives**


WP1
WP2
WP3
WP4
WP5
= Steering group meeting
T1.1 Analysis of Global AI Trends and Scenarios
T3.1 Analysis of Enablers and Barriers to AI Adoption from Organizational Culture and Leadership perspectives
T3.2 Impact Management Model for the AI Transition
T4.1 Data Dependency Analysis
T2.2 Roadmap Methodology
T4.3 Scientific Publication
T5.2 AI-Assisted Tool for Assessing Organizational Competencies
M3
M6
M9
M10
M11
M12
M13
M14
M16
M17
M18
M22
M23
M24
T1.2 Comparative Analysis of AI Readiness Self-Assessment Models
T1.3 Policy Brief: Recommendations for Strengthening AI Readiness
T5.3 Model for Describing AI-Compatible Roadmaps
T5.1 AI Compatibility Assessment Model for Business Strategy Analysis
T2.1 Analysis of Enablers and Barriers for Strategic and Responsible AI Adoption
T4.2 Policy Brief: Report on Key Technological Capabilities, Constraints, and Maturity Levels
T2.3 Scientific Publication
T3.3 Scientific Publication
T5.4 AI-Assisted Future Market Analysis and Market Segmentation