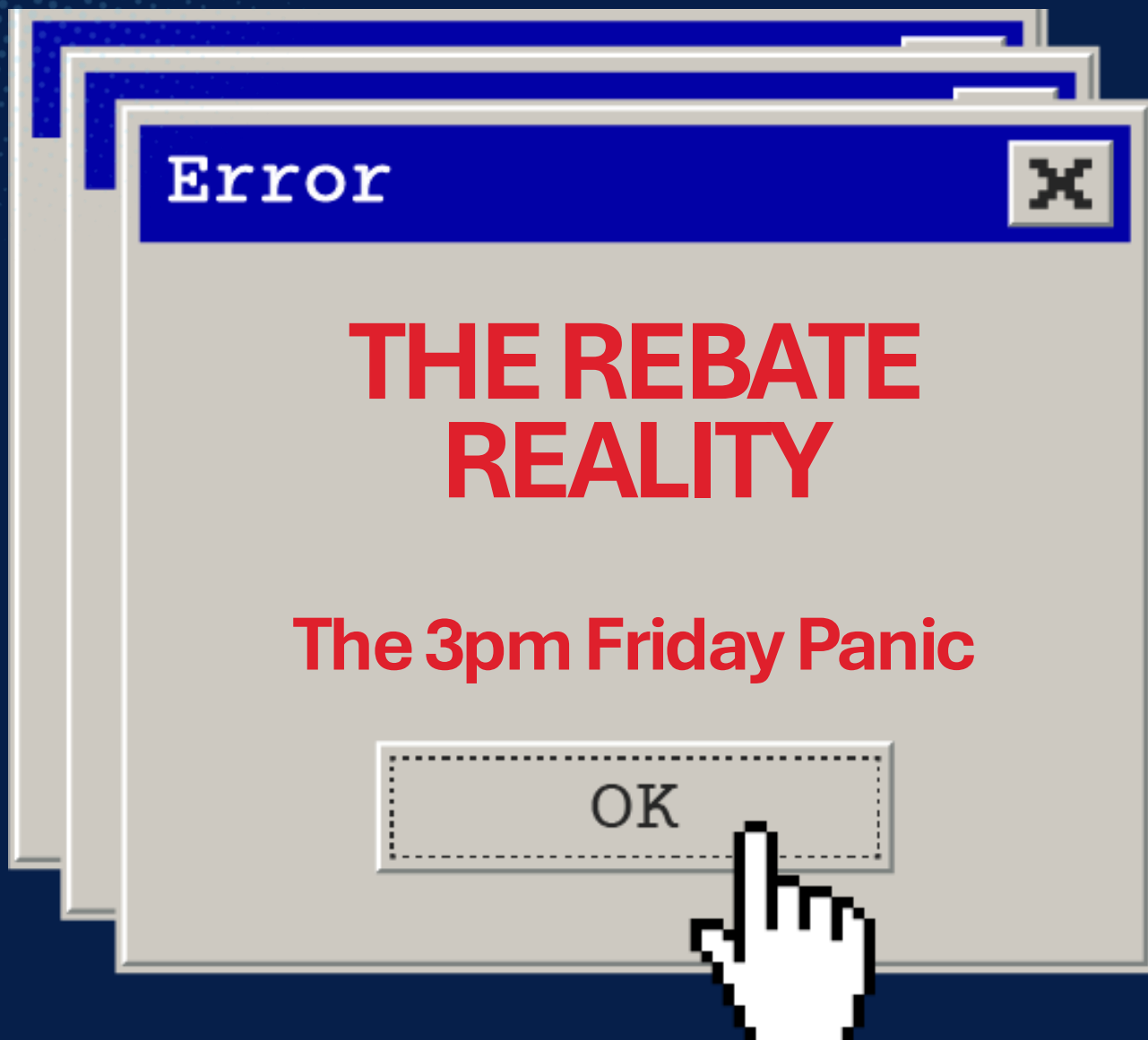


PROPEL

The Power of AI for Supply Chain Leaders

Daniel Hurst
Head of AI, Propel Ventures

Enable Elevate 2025



**MANUAL
TRACKING**

**MISSED
OPPORTUNITIES**

**DELAYED
INSIGHT**

**OUTDATED
PRICING**

Same scenario but with AI...

***“What's our best pricing for Customer X
on Product Y, considering current
rebates, market conditions, and margin
targets?”***

PULSE CHECK

**WHERE ARE
YOU ON YOUR
AI JOURNEY?**





I'm Daniel Hurst

Head of AI at Propel Ventures

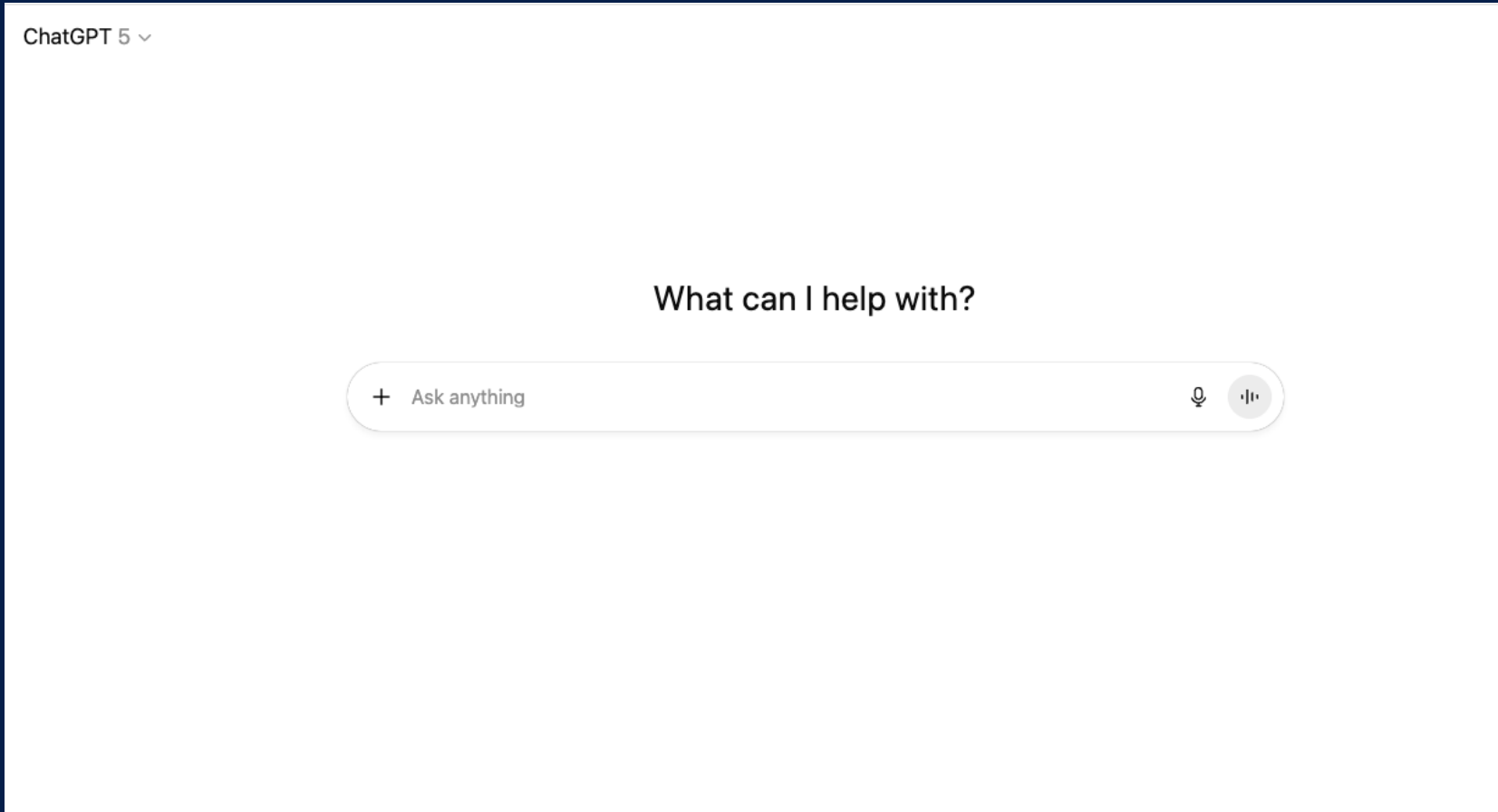
I help companies make this transformation

- **15+ years leading innovation & transformation across Australia, US, and Europe**
- **Leading advisory for top global organisations: turning bold ideas into business impact**
- **From software engineer to AI strategist - experience at every stage of this journey**

Not just another “tool”



Live Example: AI Rebate Analysis



The Klarna Moment

\$40M 

**2/3 Queries
Automated**

**2 mins vs
11 mins**

**\$40m
Profit**

Imagine...

If You Could Work with
An **Unlimited** Number of **PhD**
Level Team Members **For Free**

Introducing Your AI Pricing Team

Contract Analyser

Reads terms in seconds

Rebate Optimisation Expert

Finds missed opportunities

Market Intelligence Analyst

Tracks competitor pricing 24/7

Margin Calculator

Runs scenarios while you sleep

Before vs After

4 hours **manually**
analysing a pricing
decision

Digging through
spreadsheets

Calling suppliers for data

Second-guessing margins

Missing market conditions



AI does **heavy**
lifting, you focus on
strategy

Instant data compilation

Market analysis complete

Multiple scenarios generated

You focus on strategy

Why Do 95% of AI Projects Fail?



Strategy Gaps

They try to boil the ocean rather than do one thing well



Execution

Everyone and noone owns AI across the organisation



Capability

Gaps They don't invest enough energy into upskilling



Poor Risk Management

They pour too much trust in too early

The Smart Play: Pick One Thing



30-60-90 Day Success Pattern



The Window Is Closing



The question isn't **WHETHER**
GenAI will transforming the
industry, it's **HOW QUICKLY**

You Can Get Started This Week

MON	TUES	WED	THURS	FRI
Try AI for competitive research	Experiment with a rebate agreement	Analyse pricing last quarter	Share your results with a colleague	Start planning a focused pilot

The Unfair Advantage

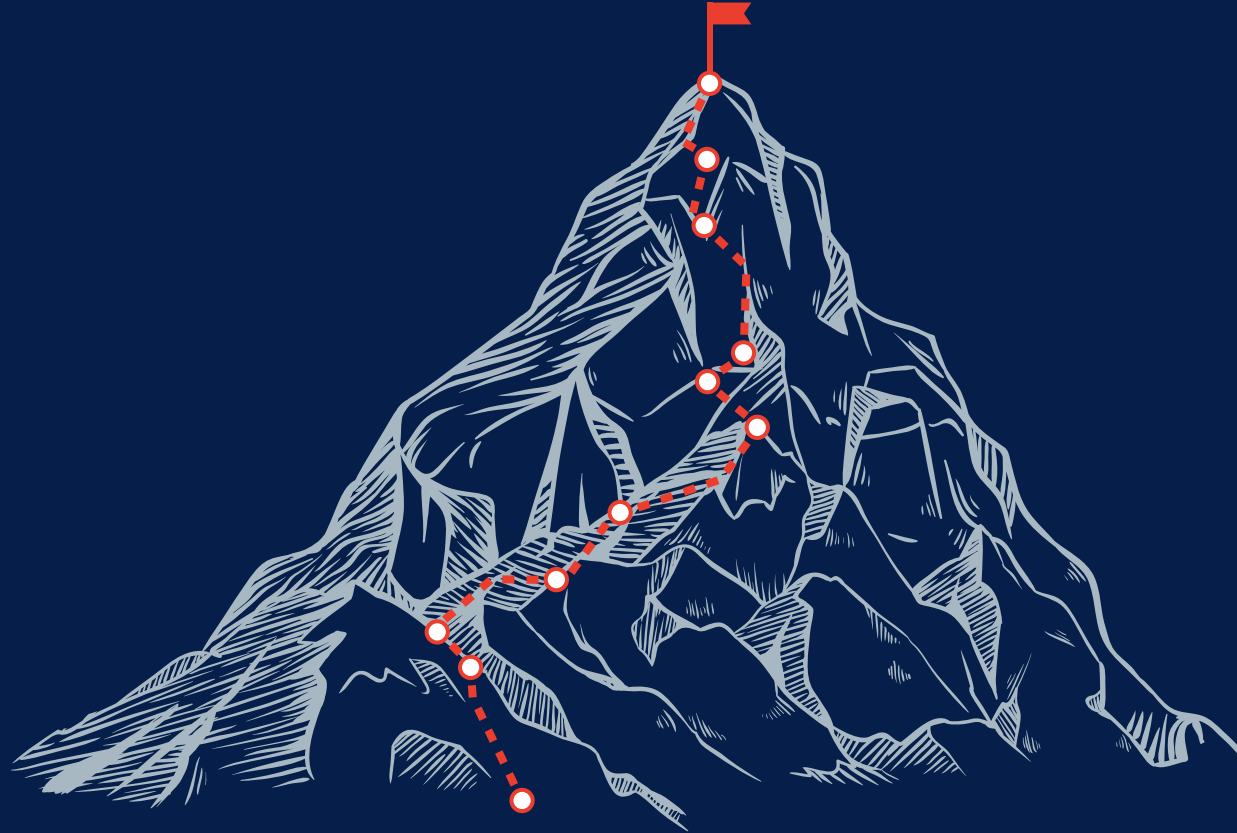
An AI Agent Working 24/7 enabling you to...

**Find
opportunities
others miss**

**Optimise deals
in real-time**

**Identify market
trends first**

From Guesswork to Greatness



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