

OMEGA AI INVESTMENT FRAMEWORK

AI-Disruption Scorecard

An eleven-dimension diagnostic for evaluating which businesses durably compound through the AI era — and which are structurally exposed.

8 STRUCTURAL DIMENSIONS

01

Operational Integration
Depth

02

Finish-Line Ownership

03

Proprietary Data Advantage

04

Network Effects

05

AI Unit Economics
Resilience

06

Substitution Resistance

07

Trust, Auditability &
Liability

08

Entry-Point Control

3 CROSS-CUTTING TESTS — APPLIED ACROSS THE EIGHT

I

Leadership AI Reflex

II

AI Value Capture

III

Interface Moat Integrity

01

STRUCTURAL DIMENSION

Operational Integration Depth

CORE QUESTION

How deeply is the product embedded in the organization's operating fabric — across users, systems, workflows, and dependencies?

– WEAK SIGNAL

- Standalone or lightly integrated use
- Limited user or process dependency
- Replacement affects few workflows or systems

– STRONG SIGNAL

- Used habitually, woven into daily operating rhythm
- Embedded in handoffs, queues, approvals, and process routines
- Switching costs span integrations, retraining, and process change

WHY THIS MATTERS

AI can compress features and discrete tasks quickly. It is far harder to displace recurring operational habits and workflow inertia. Integration depth converts product usage into organizational dependency.

THE TEST

If you removed it, would a real operating rhythm break next week — or is it easy to swap?

02

STRUCTURAL DIMENSION

Finish-Line Ownership — *Value Settlement*

CORE QUESTION

Does the product own the finish line — the moment where the user commits to action and value settles?

– WEAK SIGNAL

- Output is guidance or analysis
- Monetization based on access, not outcome
- The committing action happens elsewhere

– STRONG SIGNAL

- Booking and payment, filing and scheduling, executed in-platform
- Produces the accepted confirmation or ledger others rely on
- Downstream processes depend on the product's state of record

WHY THIS MATTERS

AI commoditizes answers. Value accrues where work is actually finished — where immutable value-settlement happens and where the record becomes the system of truth others build on.

THE TEST

After the product says "done," does the user still need another system to make it real?

03

STRUCTURAL DIMENSION

Proprietary Data Advantage

CORE QUESTION

Does the company control proprietary data that stays fresh and materially improves outcomes?

– WEAK SIGNAL

- Public, scraped, or commodity licensed data
- Stale, non-exclusive, or easily recompiled
- No data flywheel — usage does not improve the asset

– STRONG SIGNAL

- Primary, proprietary, or uniquely permissioned data
- Continuously refreshed at the source
- Usage improves coverage and accuracy, which improves outcomes

WHY THIS MATTERS

AI commoditizes knowledge unless the underlying data is defensible, fresh, and compounding. Model quality flattens across vendors; the data substrate beneath the model is where durable differentiation resides.

THE TEST

What dataset would a competitor struggle to recreate — even with capital and model quality?

04

STRUCTURAL DIMENSION

Network Effects

CORE QUESTION

Does each incremental user increase value for every other user?

– WEAK SIGNAL

- Value per user is largely independent
- Linear or sub-linear value creation
- Density does not compound impact

– STRONG SIGNAL

- Each participant increases liquidity, match quality, or coverage
- The interaction graph improves outcomes for the next user
- Defensibility grows non-linearly with participation

WHY THIS MATTERS

Network effects create non-linear defensibility that AI cannot brute-force. Capital and model quality cannot manufacture liquidity or graph density; they must be earned through participation.

THE TEST

Does each incremental user make the product better for the next user in a way AI cannot easily mimic?

05

STRUCTURAL DIMENSION

AI Unit Economics Resilience

CORE QUESTION

Are the unit economics improving or degrading under AI pressure?

– WEAK SIGNAL

- CAC rising; conversion under pressure
- ACV and ARPU compressing
- Churn rising and gross margin compressing

– STRONG SIGNAL

- Retention and expansion hold or improve under AI
- Monetization per user holds or rises, often with AI augmentation
- LTV-to-CAC stable or improving; margins resilient

WHY THIS MATTERS

Economic confirmation matters more than narrative. AI exposure shows up first in the funnel and the cohort tables; companies that are structurally exposed will show it in their numbers long before they admit it in their language.

THE TEST

How directly does AI change usage — and how quickly does that show up in retention, expansion, CAC payback, gross margin, and churn?

06

STRUCTURAL DIMENSION

Substitution Resistance

CORE QUESTION

Can the product withstand AI-native substitutes that attempt to replicate the core outcome at lower cost and friction?

– WEAK SIGNAL

- AI delivers equal or better outcome at lower cost and friction
- Switching is low-risk for the buyer
- Little dependency on connectors, permissions, or persistent state

– STRONG SIGNAL

- Substitution fails without the platform's connectors and permissions
- Persistent system state would have to be reconstructed
- Switching introduces unacceptable new operational and compliance risk

WHY THIS MATTERS

This is the dimension that separates terminal decline from transitional decline. Capability parity and pricing power flow from whether the rest of the customer's stack can function without the product, not from interface preference.

THE TEST

Could a buyer replace the product with an AI layer without breaking operations, compliance, or accountability?

07

STRUCTURAL DIMENSION

Trust, Auditability & Liability

CORE QUESTION

If something goes wrong, can the platform prove what happened — and who is accountable?

– WEAK SIGNAL

- No provenance or audit trail
- Weak access controls and approvals
- Unclear liability allocation

– STRONG SIGNAL

- End-to-end auditability and provenance
- Policy enforcement through access controls and approval chains
- Contractual accountability backed by certifications and indemnities

WHY THIS MATTERS

In enterprise and regulated categories, the moat is governance and accountability — audit trails, policy controls, who bears the risk — not features. The platform that owns the chain of accountability owns the contract.

THE TEST

Is the product the system of accountability, or just an unverifiable assistant?

08

STRUCTURAL DIMENSION

Entry-Point Control

CORE QUESTION

Does the company control the entry point where user intent originates?

– WEAK SIGNAL

- Users arrive via intermediaries — search, app stores, AI assistants, OS or browser prompts
- Acquisition can be rerouted or disintermediated
- Product risks becoming a back-end commodity

– STRONG SIGNAL

- Embedded distribution — platform default, admin rollout, ecosystem bundling
- Strong direct demand from brand recognition and repeat pull
- Retains the primary UX surface where intent begins

WHY THIS MATTERS

AI reroutes discovery and workflow initiation. The agent layer increasingly sits between the user and the company, brokering intent. Losing the front door means losing control of pricing, packaging, and product destiny.

THE TEST

Does the company own a default entry point for intent — or can an AI intercept demand and commoditize it?

Three Cross-Cutting Tests

The eight structural dimensions diagnose *where a business sits* in the AI-era architecture. The three tests below evaluate *whether that position will translate into durable outcomes*. They are applied across the entire scorecard — not as additional axes — and they routinely surface exposures the structural read alone will miss.

Cross-Cutting Test I

Leadership AI Reflex

The multiplier on every structural dimension.

Cross-Cutting Test II

AI Value Capture

Whether AI creates pricing power or a margin transfer.

Cross-Cutting Test III

Interface Moat Integrity

Distinguishing interface lock-in from integration lock-in.

I

CROSS-CUTTING TEST · APPLIED ACROSS THE EIGHT

Leadership AI Reflex

CORE QUESTION

Does management treat AI as a question of product architecture — or as a feature backlog?

– WEAK SIGNAL

- AI presented as a marketing layer or shipped to keep pace
- Delegated to a single team rather than embedded across functions
- No shift in how the company organizes, prices, or sells
- Board AI literacy is shallow; the CEO defers all framing

– STRONG SIGNAL

- Founders rebuild org charts, roadmaps, and pricing around AI unprompted
- AI fluency extends past the CTO into product, GTM, and the board
- The company sells, prices, and structures itself differently because AI exists
- Talent density on AI compounds rather than spot-hired

WHY THIS MATTERS

A strong structural position is squandered by leadership that cannot translate it into pace, pricing, and product architecture. Reflex is the multiplier on every other dimension on this scorecard. Two companies with identical structural reads will diverge entirely on management's capacity to act.

THE TEST

Would the company's strategy look materially different if AI did not exist — and if not, why is it investing?

II

CROSS-CUTTING TEST · APPLIED ACROSS THE EIGHT

AI Value Capture

CORE QUESTION

Does the AI capability create economic value the customer will pay for — or does it burn inference cost without pricing power?

– WEAK SIGNAL

- AI features announced as "included" with no pricing change
- No measurable lift in ACV, attach rate, or net retention
- Inference cost compresses gross margin meeting after meeting
- Customers cite AI as table stakes, not as the reason to renew

– STRONG SIGNAL

- AI sits behind a paywall, tier upgrade, or usage meter
- Attach rate and ACV rise with AI adoption
- Customers cite AI as the reason for renewal or expansion
- Gross margin holds even as inference scales

WHY THIS MATTERS

AI can be a cost center disguised as a strategy. Without value capture, every AI feature is a quiet margin transfer from the company to the model provider — narrative-positive, P&L-negative. The distinction between AI-enabled and AI-monetized is the difference between defending margin and donating it.

THE TEST

If the AI feature were removed tomorrow, would any customer downgrade or churn — and would gross margin improve or worsen?

III

CROSS-CUTTING TEST · APPLIED ACROSS THE EIGHT

Interface Moat Integrity

CORE QUESTION

How much of the company's stickiness rests on learned interface conventions that a natural language layer can arbitrage away?

WEAK SIGNAL

- Stickiness depends on UI muscle memory, command syntax, or learned screen geography
- The moat is "users have learned our product," not "users need our system"
- A natural language layer over the same data would deliver equivalent outcomes
- Premium pricing rests on familiarity rather than dependency

STRONG SIGNAL

- Stickiness rests on integrations, permissions, persistent state, and accountability
- Replacing the UI with a natural language layer leaves the underlying system necessary
- The product is the destination of intent, not the path to it
- Interface familiarity is a benefit, not the moat

WHY THIS MATTERS

Natural language interfaces erode *interface* lock-in specifically, while leaving *integration* lock-in intact. The companies most exposed are those whose pricing power has rested on learned conventions rather than system dependency — terminals, command-line products, and learned-keystroke workflows. The companies most insulated are those where the interface is a benefit but the backend is the actual product.

THE TEST

If a natural language layer sat between the user and the backend tomorrow, would the company lose pricing power — or would the backend still be the destination of intent?