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Zedonk

Turning Intent into Momentum

An AI enablement engagement for Zedonk, structured to fit a lean team and a three-year growth ambition

Prepared for Andrea Menè
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WHERE YOU ARE

Executive Summary

Zedonk is a specialist fashion ERP business with clear momentum, a recognised place in its market, and a three-year growth ambition that gives real shape to what comes next. Across the leadership team there is a shared, well-founded recognition that AI now matters to that plan. The conversation has been live for around twelve months. What has been missing is not awareness or intent; it is a starting point that fits the reality of running a lean, fast-moving business.

That distinction sits at the heart of this proposal. The team has thought carefully about AI, and an October 2025 exercise to break down job descriptions and extract repetitive tasks already exists as valuable groundwork. It has waited for want of time rather than for want of value. This engagement is designed to take that intent and that existing material and convert them into a prioritised, time-bound plan the team can actually execute within its current capacity.

This is a structured enablement engagement. It builds clarity, capability and a practical roadmap before any build work begins, and it is owned alongside your Operations team so that momentum stays inside the business.

With an ambitious growth plan on the agenda, the timing to adopt AI in a deliberate way is well judged. Enablement is one of the levers that strengthens confidence in that plan, giving the team a clear path from twelve months of intent to visible, attributable progress in the weeks after kick-off.

THE STARTING PICTURE

Diagnostic and Current State

Zedonk runs with 27 people and a few contractors across four departments: Business Development, Client Success, Product and Technology, with the Operations team handling finance and cross-functional resource allocation. It is a capable, tightly run structure, and AI adoption now sits with Operations, which gives the effort a clear owner and a clear home.

The honest current picture, in the team's own terms, includes a handful of realities that the engagement is built to address directly.

- Several bottlenecks which are mainly people, creating single points of dependency across the four departments.
- Processes largely held in people's heads and not on paper, which makes knowledge hard to transfer and hard to scale.
- A genuine struggle to find great talent, particularly people who already have Zedonk experience.
- An October 2025 task breakdown, extracting repetitive tasks from job descriptions, that has sat unused simply because of time constraints.

Read together, these point to a single conclusion: the raw material for progress already exists. Deep process knowledge lives in the team, and a structured task breakdown is ready to be picked up. What has been absent is the structuring that turns that material into action, and that is precisely what the engagement supplies.

Early in the engagement, we produce a prioritised shortlist of AI opportunities drawn from your own workflows and the October 2025 breakdown. It is a tangible, attributable first result that Operations can share internally as concrete progress, soon after kick-off.

WHY NOW FITS THE PLAN

Strategic Context

The growth ambition is specific, and that specificity makes AI enablement more relevant, not less. The plan is driven by a defined set of levers: reducing churn, increasing ARPA, expanding into new markets, and the AI and Z.Pay initiatives. Each of those is affected, directly or indirectly, by how much of the business currently depends on individual people and undocumented process.

Scaling revenue substantially over three years without scaling headcount in proportion, and without leaning harder on a talent pool that is difficult to hire from, calls for the operational side of the business to become more resilient. Relieving people-dependent bottlenecks and getting knowledge out of heads and into structured, reusable form is exactly the kind of work that supports that. It makes international expansion more manageable and gives the operating model room to grow.

AI and Z.Pay as strategic bets

AI and Z.Pay carry meaningful upside for the plan. Structured enablement is one of the ways their upside becomes more certain: by grounding AI adoption in real Zedonk workflows and a clear roadmap, the initiative moves from open-ended possibility to a set of deliberate, sequenced steps. That echoes the team's own optimism about these bets while giving them firmer ground to stand on.

WORKING WITHIN REALITY

Constraints and Operating Realities

A credible plan has to reckon with the constraints the team actually operates under, and we have designed the engagement around them rather than against them.

- Limited time and bandwidth across a lean team that is already fully committed to running and growing the business.
- No dedicated AI budget line defined yet, which we treat as a planning input to resolve together rather than an obstacle.
- Tacit knowledge concentrated in individuals, held in people's heads rather than on paper.
- A hard-to-fill talent profile, with Zedonk-experienced people in short supply.

The most significant of these is time. The team knows AI is a pressing matter and knows competitors are moving; the barrier has consistently been bandwidth, not commitment. That is why the programme is built to carry the structural load. We bring the framework, the sequencing and the guided facilitation, so progress does not hinge on the team finding extra hours it does not have.

On budget, we treat the absence of a defined figure as something to shape together during planning, matching the investment to the pace and priorities that suit Zedonk now.

WHAT DELAY COSTS

The Cost of Standing Still

The team has already named the pressure clearly: this is a pressing matter, and competitors are adopting technology. That urgency is shared and self-evident, so the case for acting is not something to argue but something to organise around.

The quieter risk is compounding. People-dependent bottlenecks and knowledge held in individuals do not stay the same size as the business grows; they become heavier and more exposed with every new client, new market and new hire. Each quarter that adoption waits, the three-year targets become a little harder to reach without adding cost, adding headcount, or leaning further on scarce Zedonk-experienced talent.

Framed plainly, standing still slowly erodes the feasibility of the growth plan and the operational resilience needed to deliver it during a period of change. Acting now, in a structured and measured way, is the lower-risk path. It builds durable capability while the business has the room to do it deliberately, rather than under pressure later.

HOW THE WORK RUNS

Phased Roadmap

The engagement moves through three phases. Each fits within existing capacity, each carries its own structure, and each delivers something tangible and time-bound that the Operations owner can point to.

Phase one: activate and structure the groundwork

We begin by activating what already exists. We take the October 2025 task breakdown as a working input, structure it, and map the processes currently held in people's heads across Business Development, Client Success, Product and Technology. The output is a clear, documented view of where the work sits today and where dependency is concentrated.

Phase two: prioritise and roadmap

With the picture structured, we prioritise AI opportunities against the growth drivers, reducing churn, increasing ARPA, entering new markets, and supporting the AI and Z.Pay initiatives. The output is a practical, sequenced roadmap that says what to do, in what order, and to what benefit, sized to the team's capacity.

Phase three: build capability and governance

The final phase builds internal capability and light governance within Operations so momentum becomes self-sustaining. The emphasis is on delegation, systemisation and getting knowledge out of individuals and into shared, reusable form. This is about building organisational strength: making the business more resilient and more scalable, so progress no longer rests on any single person.

Each phase produces a visible, attributable output, from the prioritised opportunity shortlist to the roadmap to the embedded capability, giving Operations a running record of progress to share internally.

THE RIGHT PARTNER

Why Empowrd AI

Empowrd AI works with lean, time-constrained teams to convert intent into structured, executed progress. Our enablement approach is built for exactly this situation: real ambition, genuine awareness, and no spare bandwidth to force a start. We ground the work in your own Zedonk workflows and your existing documentation rather than in generic AI theory, so what we build reflects how your business actually runs.

We are a steadying, capability-building partner, which matters for a business growing quickly and investing in its next stage. The engagement is designed to leave durable internal capability behind, held within Operations and sized to your current stage, ready to scale as the growth plan progresses. It reduces reliance on scarce Zedonk-experienced hires by making existing team knowledge more transferable and less person-dependent.

Above all, this is a collaborative effort. The knowledge, the process expertise and the groundwork already sit with your team; our role is to amplify them and give them structure. The result is a partnership that credits what you have built and turns it into momentum you can sustain.

INVESTMENT

Investment

The engagement is structured as a staged enablement programme rather than a single deliverable. It begins with activating the groundwork Zedonk already holds, moves into prioritisation and roadmapping against the growth drivers, and closes by building durable capability and governance within the Operations team. Each phase carries the structural load so progress does not depend on the team finding hours it does not have, and each produces a tangible output the Operations owner can put to use. The investment is scoped to Zedonk's current stage and designed to scale alongside the growth plan. The figures that follow reflect the shape of the work described above.

Engagement	GBP	USD
Signature Blueprint (enterprise) *First step · 2–4 weeks*	**From £7k**	**$8.5k**
AI Deployment Program *Project/session-based*	**TBC**	**TBC**

The budget for AI adoption is still to be defined, and we have treated that as a planning input to resolve together rather than a fixed line. The phasing can be adjusted to match the pace and commitment that suit Zedonk's current priorities.

THE TEAM

Your founders

EMPOWRD AI | CO-FOUNDER

Aman Singh

Technology, Marketing, Systems & Commercial Discipline

Aman leads technology and automation architecture and commercial discipline at Empowrd AI. He brings deep experience in revenue operations, architecture and commercial cadence, and is focused on building the operational backbone that supports optimisation, process discipline and organisational efficiency.

EMPOWRD AI | CO-FOUNDER

Zoë Walters

Strategy, Transformation & Client Insight

Zoë leads strategy, change management and client insight at Empowrd AI. With a background in HR, organisational design and commercial leadership, she translates business complexity into clear people, process and transformation roadmaps.

A steady first step, owned inside your business

Zedonk already holds the ingredients for meaningful AI progress: deep process knowledge, a clear growth ambition, and the October 2025 groundwork ready to be put to work. What this engagement adds is the structure to turn all of that into a prioritised, time-bound plan the team can execute without finding hours it does not have. It is designed to be low-risk, forward-looking, and durable, leaving capability inside Operations that grows with the business. We would welcome the opportunity to take that first step with you.

Let us agree a kick-off date and confirm the shape of the engagement together.