

• APPLIED AI · ORTENAU

Guck, was KI **wirklich** verändert.

A recurring applied-AI evening for businesses in the Ortenau — real cases, honest outcomes, a compounding archive.

guck 001 · 22 Oct 2026



INNERGARDEN · SCHUTTERWALD



AI moves **fast**. Most businesses don't know where to start.

01

Too much noise

Generic hype, vendor pitches, buzzwords
— no shortage of AI information.

02

Too little evidence

Hard to see what works, what fails, and
what becomes obsolete within months.

03

Too few peers

Businesses rarely hear from comparable
companies in their own region.

No shortage of AI information — a
shortage of trustworthy, local
evidence about what is worth
implementing.

~~THE FORECASTS~~

~~THE LINKEDIN HYPE~~

~~WHAT MIGHT BE TRUE IN FIVE YEARS~~

What are people **actually** doing with AI?

WHAT IS WORKING RIGHT NOW?

Two things at once.

01 • THE EVENING

Value in the room

Three real cases, one moderator, open conversation

A curated mix of builders, businesses and enablers

Introductions made on purpose, not by chance

Useful the same evening.

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A recurring evening where a curated room compares real AI cases — and a knowledge system that keeps what was said long after the room empties.

02 • THE ARCHIVE

Value that compounds

Every edition adds structured, comparable cases

Published openly online — searchable by industry, size and stage

Failures kept in the record, not edited out

Still useful in three years.

Three signals in. One conversation out.

01 • THE BUILDER

Build

Founder

What is technically possible, what breaks, and where product assumptions fail as AI improves.

02 • THE BUSINESS

Use

Operator

The original problem, adoption, internal resistance, process change and measurable value.

03 • THE ENABLER

Enable

Practitioner

Integration, organisational readiness, vendor choices and the mistakes that keep recurring.

MODERATE

AI expert

Connects the three cases, challenges vague answers, surfaces the contradictions between them.

Case → Conversation → Comparison

Not a sequence of corporate talks.
One question, three cases, one
moderated comparison.

18:30	Arrival, drinks, informal conversations
19:00	Opening — the central question of the evening
19:15	Three short cases: Builder, Business, Enabler
19:45	Moderated comparison and audience conversation
20:25	Open networking — the team introduces relevant people

Every case also answers what **didn't** work.

01 What became obsolete as AI improved?

03 Which assumptions were wrong?

05 What did people stop doing?

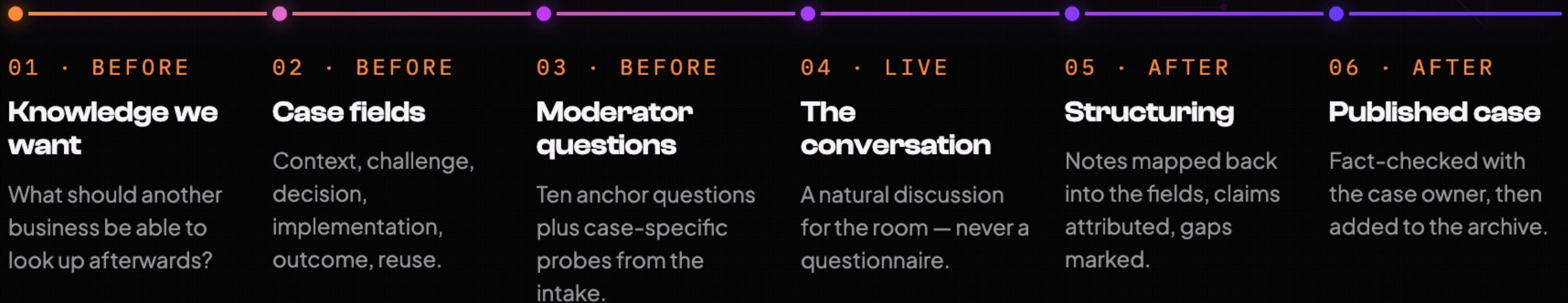
02 What took longer than expected?

04 Where was AI the wrong solution?

06 What would the team do differently today?

We design the knowledge first, the conversation second.

Each question is reverse-engineered from a field we want filled in the archive.



The event is the capture interface. The archive is the product.

The case is the unit. Everything else hangs off it.

Case one real AI implementation attempt

INVOLVES Organisation · Actors as Builder, Operator or Enabler

ADDRESSES Problem or opportunity, with its baseline and constraints

USES Solution or approach → technologies, tools and data

PRODUCES Outcomes → each with an evidence level, plus lessons

WHAT ONE CASE RECORDS

A	Identity & context	Industry, size, region, stage: pilot, deployed, stopped
B	Challenge	The problem before AI, and why it mattered
C	Decision	Why this approach, and what was rejected
D	Implementation	Tools, data, people, duration, cost, obstacles
E	Outcome & evidence	What changed, and how strongly it is supported
F	Reuse	Who should copy this — and who should not

Every outcome carries its evidence level.

Not to grade the case — to let a reader judge how far the claim travels.

An honest failure with clear evidence beats a success story with none.

01 **Measured**

A defined metric or before/after measurement

02 **Documented**

Operational records, not a controlled measurement

03 **Observed**

Consistently seen, never formally measured

04 **Estimated**

A reasoned approximation or projected impact

05 **Anecdotal**

Personal interpretation without measurement

A living record of how AI is changing businesses.

Each edition produces structured guck Cases — fact-checked with the case owner, then published openly online at guck.innergarden.community. Free, no membership, no paywall: you don't have to be in the room to use what was learned. The archive starts sparse; early participants build the dataset.

3

CASES / EDITION

Builder, business and enabler — one coherent attempt each

6

FIELDS / CASE

Context, challenge, decision, implementation, outcome, reuse

5

EVIDENCE LEVELS

From measured to anecdotal — visible on every outcome

0

COST TO READ IT

Public, free and open — for anyone in the region, attendee or not

One room now. A regional **AI map** later.

Same case fields, same evidence levels, same public archive — run in more places, the editions compound into something no vendor report has.

• 01 • 2026

Prototype the format

guck 001 in Schutterwald. Three cases captured, published and fact-checked — proof the structure holds.

• 02 • 2027

Repeat across the Ortenau

Further editions with partner hosts in other towns. Identical fields, so cases stay comparable across locations.



• 03 • BEYOND

A map, not a collection

Enough cases to see patterns by industry, company size and stage — what works here, what quietly stopped, and where nobody has tried yet.

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STAGE · DEPLOYED

Quotation drafting with an LLM assistant

Metal fabrication · Ortenau · ~40 employees · guck 001

A · CONTEXT

Sales team of four; quotes assembled by hand from past offers and ERP data

B · CHALLENGE

Two to three days per quote. Sales was the bottleneck, not production

C · DECISION

A drafting assistant instead of a new ERP module — weeks, not a year

D · IMPLEMENTATION

LLM over historic quotes plus an ERP export. Human review kept in the loop

E · OUTCOME

First draft in ~20 minutes. Evidence: **Documented** — from quote logs

F · REUSE

Made-to-order SMEs with a quoting backlog and clean historic offers

WHAT DIDN'T WORK

Automatic pricing was removed after special parts were mispriced twice

LESSON

Automate the drafting, not the pricing decision

Room quality over registration numbers.

Registrations are screened for role,
industry and current AI activity.

WHO WE INVITE

SME owners and decision-makers

Operations and transformation leads

Founders and builders

Consultants and implementation partners

Ecosystem organisations

Universities

CURATED FOR ROLE BALANCE INDUSTRY MIX NEW VS RETURNING

WHAT WE MEASURE

01 Useful connections made

02 Collaborations and pilots started

03 AI implementations influenced

04 Cases captured and published

05 Outcomes reported 3–4 weeks later

Ready to run — one open item.

Working date Thu 22 Oct 2026, 18:30

Fallback Thu 19 or 26 Nov 2026

Venue Innergarden, Schutterwald

Language German, English where useful

• Concept, format and knowledge system **READY**

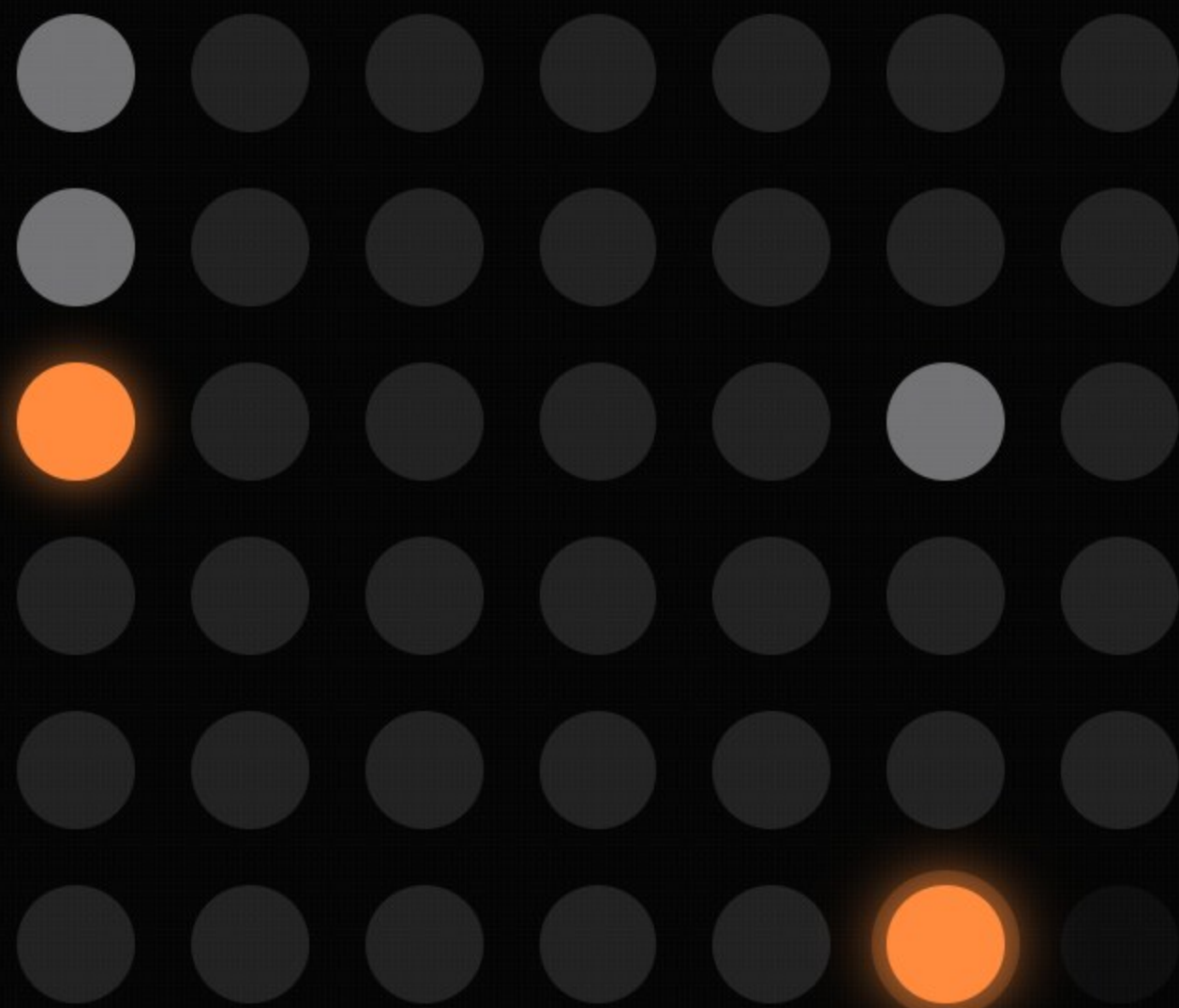
• Venue and date held **READY**

• Website and registration **IN PROGRESS**

• Launch partners **IN CONVERSATION**

• **Speakers + moderator** **OPEN · 26 SEP**

Forty days. One gate. One evening.



- | | |
|--------|---|
| 12 SEP | Concept note with partners; speaker invitations out |
| 19 SEP | First partner conversations done |
| 26 SEP | Gate: three speakers + moderator confirmed — or the edition moves to November |
| 01 OCT | Website live, registration open |
| 22 OCT | guck 001 at Innergarten, Schutterwald |

Two ways to be involved in guck 001.

01 • NOW

Introduce case speakers

One or two member companies actually using AI in their operations — candidates for the Business seat. A Builder or Enabler from the IHK network is just as welcome.

02 • ONGOING

Knowledge & ecosystem partner

Help curate the room, share published cases with members, and be named as a launch partner of the archive. A Grußwort at the opening is welcome.

guck stays case-driven and independent — no sales pitches, no placed speakers without a real case.



**Help us fill the three
seats — and build the
archive from **edition one.****

Follow-up with speaker names in two weeks



Danke.