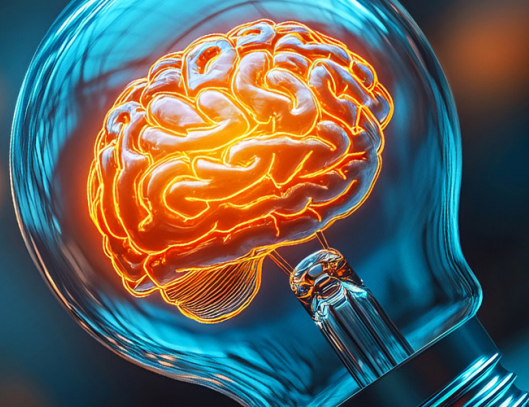




Build Your Own AI? Capture Your Expertise First

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What “Build Your Own AI” Usually Means

Search that phrase and you land on one of three things: an AI agent platform where you drag and drop a chatbot together, a no-code or low-code model builder aimed at non-engineers, or a from-scratch coding project using open-source libraries. All three are real, and all three work: they will get you a functioning AI system.

None of them answer the question that actually determines whether the thing you build is any good: built on what? A platform gives you the scaffolding. It doesn't give you the material.

The Question Underneath the Question

That gap is showing up in the numbers. In 2025, **Gartner predicted that over 40% of agentic AI projects will be cancelled before the end of 2027**, not because the underlying models are too weak, but because of escalating costs, unclear business value, and inadequate governance once the novelty wears off.

Strip away the platform and the budget line, and the common thread is the same: a system was built before anyone worked out exactly what it was supposed to know, whose judgement it was supposed to carry, or what would make its output different from any other model's. Unclear business value is usually just a codeword for unclear source material.

The Real Build: Capture → Codify → Deploy → Compound → Own

Bloor Research's build methodology treats that source material as the actual project, and the platform as the easy part that comes after. It has five stages:

1. **Capture:** structure your knowledge (frameworks, opinions, methodologies, and the reasoning behind your decisions), not just the decisions themselves.
2. **Codify:** translate that structure into a trained, private intelligence layer. Your voice. Your logic. Your IP.
3. **Deploy:** put the system to work (answering, advising, publishing) while you focus on the highest-value activity only you can do.
4. **Compound:** every interaction refines the asset. The longer it runs, the more valuable and differentiated it becomes.

5. **Own:** the data, the model, the output; all owned by you. No platform dependency. No training someone else's AI.

Where This Differs From the DIY Tools

An agent platform or AutoML tool is Deploy without Capture or Codify: infrastructure with nothing proprietary running through it. That's exactly why so many of those projects are replaceable by whatever a competitor spins up next month on the same platform, with the same base model, pointed at the same public data.

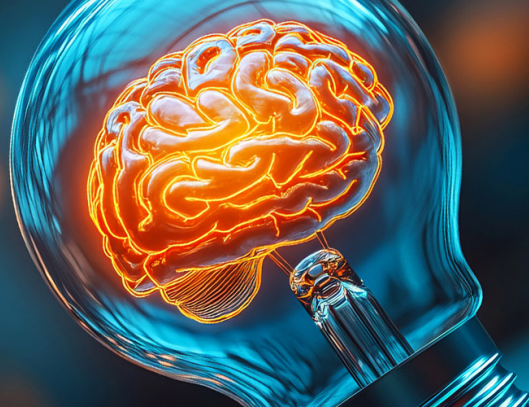
Bain & Company's research into enterprise AI strategy makes the same point from the other direction: frontier models are commoditising fast, so the durable advantage **shifts to whatever a competitor genuinely can't copy** – the proprietary knowledge, decisions, and outcomes only one organisation, or one person, has accumulated. A tool built on borrowed intelligence is a **generic model with your logo on it** – the same line that separates **generative AI from a digital twin** more broadly.

It's also the flip side of the **AI productivity myth and the Fusion Economy**: rented productivity from a platform doesn't compound because nothing about it is owned by the person using it. The same is true of a tool you build without capturing anything proprietary first, there's nothing there to compound, either.

The Real Bottleneck: Most Expertise Is Never Written Down

Even people who want to start with Capture usually stall here, and it's not a motivation problem. A 2026 study in the journal Sustainability, examining IT knowledge workers specifically, found that expert-level knowledge is “**predominantly tacit, personalized, and difficult to replace**” – it lives in experience, intuition, and organisational routines, not in documents, which makes it considerably harder to codify, transfer, or retain than anyone expects going in.

That's the same knowledge-continuity risk that shows up when **institutional knowledge** walks out the door – the difference here is that Capture is what turns that tacit, at-risk knowledge into something an AI system can actually be built on, before it's lost rather than after.



What This Looks Like in Practice

Capture doesn't mean writing a manual. In Bloor's methodology it means structuring the reasoning behind your decisions – the frameworks and judgement calls a platform can't infer from a prompt – into something codifiable. That's a deliberate, ongoing process, not a weekend project, which is exactly why most *"build your own AI"* attempts skip it and end up with Deploy running on nothing in particular.

Done in the right order, what comes out the other end isn't a chatbot wearing your name. It's structured around your own judgement from the start, the same principle behind [*OAI's human-in-the-loop design*](#): the human isn't a reviewer bolted onto the system afterwards, the human is the origin it was built from.

Frequently Asked Questions (FAQs)

1. What's the fastest way to build your own AI?

Technically, an agent platform or no-code builder, you can have something running within a day. But speed to a working system isn't the same as speed to a useful one; skipping the step where you structure your own knowledge just moves the delay to later, when you discover the system has nothing differentiated to say.

2. Do I need to code to build my own AI?

No. No-code and low-code platforms handle the technical build. What they can't do for you is the Capture step – structuring your own expertise, frameworks, and reasoning into something codifiable. That part is yours regardless of which platform you use.

3. Why do so many AI agent projects get abandoned?

Gartner attributes most cancellations to escalating costs, unclear business value, and weak governance – all symptoms of a system built before its source material and purpose were defined. A tool with nothing proprietary behind it rarely survives past the pilot.

4. What makes Capture → Codify → Deploy → Compound → Own different from a typical AI build guide?

Most guides start at Deploy – which platform, which model, which integration. Bloor's methodology treats Capture and Codify as the actual project: structuring and codifying your own knowledge before any system is built on top of it, so what compounds afterwards is genuinely yours.

Sources

- **Gartner** – *"Gartner Predicts Over 40% of Agentic AI Projects Will Be Canceled by End of 2027"* – cancellation rate and stated causes (cost, unclear value, governance).
- **Bain & Company** — *"Decision 3: Proprietary Data,"* How to Win with AI – proprietary data as the durable differentiator as frontier models commoditize.
- **Pietruszka-Ortyl & Ćwiek** – *"Tacit Knowledge, Expert Work and Sustainable Knowledge Management,"* Sustainability (2026) – expert knowledge as predominantly tacit and difficult to codify or transfer.

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