

PHASE ONE CHAMPION KIT · GUIDE TO THE CONTENTS

Inside the Phase One Champion Kit.

What's in the kit, what each piece is for, and a short summary that can travel with it. One slide per piece.

What's in the kit.

The Phase One Champion Kit gathers the pieces that make the case for optimization inside an organization, for the early part of a deal, before there's a signed evaluation. It is organized in four folders, one per stage of the conversation. Each piece works on its own and answers one question; the slides that follow describe them one at a time.

01 First Conversation

For a contact who's curious but new to optimization.

- Case studies (link)
- Optimization for Dummies (book)
- Gurobi learning resources (online)

02 Leadership Leave-Behind

For an executive weighing where optimization fits alongside AI.

- Executive Guide to Optimization and AI
- LLMs and Optimization (white paper)
- The AI You Can Trust (recorded session)

03 Building the Case

For an account that has to win funding internally.

- The Business Case for Optimization (guide + recording)

04 Technical Evaluation

For a team ready to test optimization on its own problem.

- Evaluating and Benchmarking Solvers (guide)
- Gurobi Quick Migration Guide (guide)



Case studies

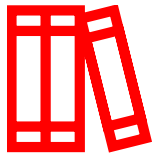
Real customer stories across industries that show what optimization looks like in a reader's own field.

ANSWERS THE QUESTION

"What does this look like in practice, in our industry?"

SUMMARY TO FORWARD

Short, concrete stories of teams using Gurobi to make better decisions, spanning many industries: gurobi.com/resources/case-studies



Optimization for Dummies

An approachable, branded introduction to optimization for a leadership audience. Credible on a shelf, and easy to hand out.

ANSWERS THE QUESTION

“Is there a simple way to get the basics?”

SUMMARY TO FORWARD

A short, readable introduction to optimization written for a business audience. Free ebook at gurobi.com/resources/optimization-for-dummies.

Printed copies are available from Gurobi on request; the ebook is free online. The book is published under a Wiley copyright, so it travels as printed copies or the official ebook link rather than a redistributed PDF.



Gurobi learning resources

The self-serve path for anyone who wants to go deeper at their own pace, including short explainer videos. Built for the engineer who'd rather explore independently.

ANSWERS THE QUESTION

"Where can our team learn the fundamentals on their own?"

SUMMARY TO FORWARD

A library of short videos and guided material for teams that want to learn the fundamentals: gurobi.com/academics/learn



Executive Guide to Optimization and AI

A short executive read on picking the right tool for the job: machine learning for prediction, optimization for decisions, and where each one pays off. The clean answer to “AI will handle all of this.”

ANSWERS THE QUESTION

“Why should leadership care about optimization when the focus is AI?”

SUMMARY TO FORWARD

A brief executive read on how optimization and AI work together, and why the decision layer is where the return shows up:
gurobi.com/resources/reports/executive-guide-to-optimization-and-ai



Intelligence, Optimization, and the New Decision Frontier

For the leader who follows the AI conversation closely. It frames large language models and optimization as complementary and lays out the human-AI-solver loop they form together. In the folder it is the file named “LLMs and Optimization.”

ANSWERS THE QUESTION

“How does optimization fit alongside the latest AI?”

SUMMARY TO FORWARD

A white paper on why even the most capable AI still needs an optimization layer to turn intelligence into decisions: gurobi.com/resources/reports/llms-and-optimization-complementary-foundations-for-a-new-decision-frontier



The AI you can trust

A short recorded conversation with Gurobi's CEO and CTO on how optimization powers confident business decisions. About fifteen minutes.

ANSWERS THE QUESTION

"Why should leadership care, from the people who build it?"

SUMMARY TO FORWARD

A recorded session featuring Gurobi's CEO and CTO on how optimization gives leaders AI they can act on with confidence:
hbr.org/sponsored/2026/03/the-ai-you-can-trust-how-optimization-powers-confident-business-decisions

The session lives on a sponsored page, so it travels as a link rather than a rehosted file.



The business case for optimization

A five-step path to a number leadership can't wave away: tie the project to a strategy the organization already owns, put a figure on one decision area against the status quo in its own numbers, and have an impartial party check it before it reaches the C-suite.

ANSWERS THE QUESTION

"How do we get this funded?"

SUMMARY TO FORWARD

A companion guide and recorded session on building the business case for optimization: gurobi.com/resources/webinar-events/building-a-business-case-for-optimization



Evaluating and benchmarking solvers

A practical, three-phase guide to running a fair evaluation: discovery, benchmarking, decision, with the metrics that matter. For the team running an internal proof of concept.

ANSWERS THE QUESTION

“Can it beat what we run today?”

SUMMARY TO FORWARD

A hands-on guide to benchmarking optimization solvers on your own models, with a fair-comparison method: gurobi.com/misc/lp/all/gurobi-vs-other-solvers-how-to-benchmark-optimization-solutions-the-right-way



Gurobi Quick Migration Guide

A staged, low-risk path for teams on another solver: prove fit on their own files first, then refactor only where it pays. Written to be solver-agnostic, so it doesn't read as a sales pitch.

ANSWERS THE QUESTION

"How hard is it to move off what we run today?"

SUMMARY TO FORWARD

A migration brief that shows how to move to Gurobi in stages, proving fit before changing any code.

ONE FOLDER FOR THE FIRST PHASE

Each piece answers one question.

The case studies and Optimization for Dummies open a first conversation; the executive guide and white paper speak to leadership; the business-case guide helps win funding; the benchmarking and migration guides support a technical evaluation.

Every piece works on its own, and each travels with a short summary that can be forwarded as-is.

Links current as of 2026-06-30.



[gurobi.com](https://www.gurobi.com)