



From AI-Curious to AI Builders

How Parallax Saved 500 Hours a Year in 8 Weeks

Parallax Development Corporation · Toronto real estate developer and construction firm

AI Adoption Program · 8 Weeks

THE CHALLENGE

Parallax runs lean, with a team of 10 managing complex development and construction work. The team was just starting to use AI when we met: AI-curious employees were on paid personal accounts, most were using it only for research and drafting, and the team knew they could get more out of the technology. In a half-day workshop, we identified administrative workflows eating up hours every week, like invoice processing, meeting minutes, task tracking, and document management.

OUR APPROACH

Rather than building tools for Parallax, we taught the team to build their own. We ran team-wide workshops, 1:1 coaching, and foundational AI initiatives. Over 8 weeks, we delivered:

- 35 coaching sessions: from Principals to PMs and finance
- 2 workshops: AI fundamentals, prompting, Claude Skills
- 4 initiatives: AI policy, budget, tool stack, and training

THE RESULTS

10+

Tools built by the team

500

Projected annual hours saved

60%

Increase in daily AI usage

+48%

Confidence building AI workflows (2.5 → 3.7)

9.3 / 10

Would recommend (NPS)

“It blew my mind. I’m a believer now.”

FINANCE LEAD, PARALLAX, after processing her first AI-assisted invoice batch

WHAT THEY BUILT

- Invoice processing: from up to 30 minutes per invoice, to minutes per batch, with exports ready for QuickBooks
- APS generator: document prep down from 20+ minutes to 2
- File renaming: saves 1 to 2 hours every week
- Tendering and contracts dashboard for real-time visibility
- Site-mapping tool for sourcing new deals

Beyond the hours: fewer things slip through the cracks, and work gets done that wasn’t possible before

WHAT'S NEXT

Parallax is continuing to build independently. Future initiatives include AI-ready data architecture and “Parallax HQ,” a new company operating system.