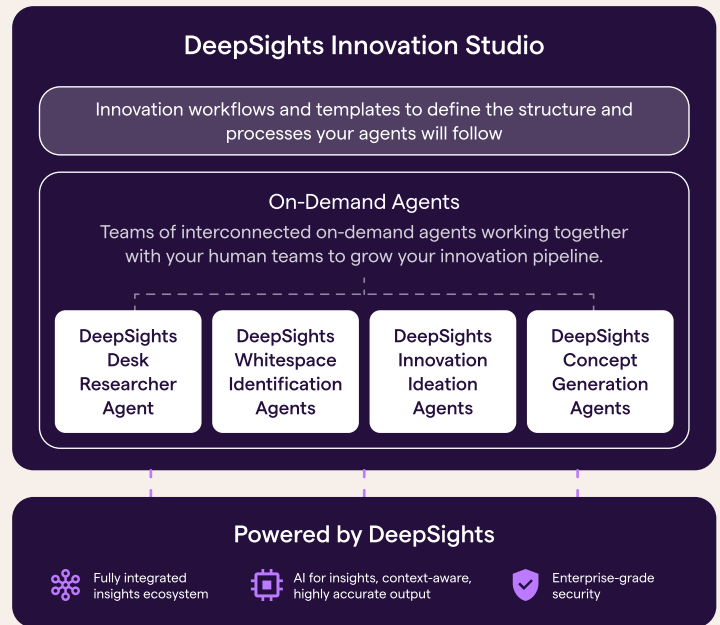


# DeepSights™ Innovation Studio: Accelerate front-end innovation with human-led AI

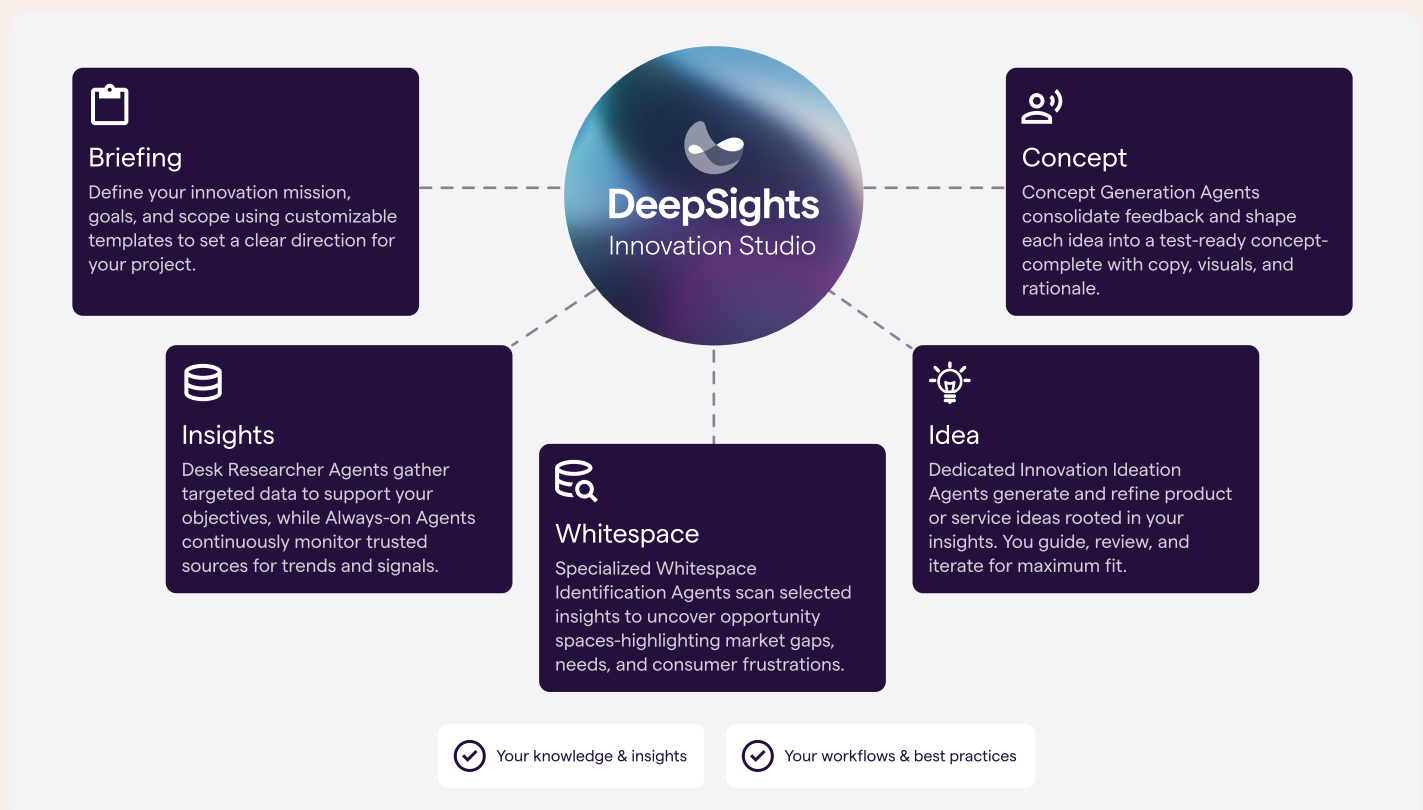
The DeepSights Innovation Studio brings your team into a dedicated digital space designed to supercharge the front-end of innovation. It's not just about automation — it's about human-AI collaboration, where a team of agents support your experts across key steps of your process.

You stay in control. AI does the heavy lifting. Each innovation project becomes an interactive space, where teams work iteratively with agents to surface insights, uncover whitespace, generate ideas, and develop concepts — all grounded in your company's data and best practices.



## Your workflows. Your data. Powered by AI.

Each team of agents follows a clear, user-driven workflow — with your experts in the driver's seat, guiding every step.





## Increase volume and quality of your innovation pipeline by harnessing proprietary data

### ✓ Human-guided

You direct the journey; AI supports execution

### ✓ Workflow-aligned

Matches your own templates, evaluation steps, and collaboration habits

### ✓ Scalable collaboration

Agents and humans work together in an innovation "space," like a virtual creative room

### ✓ Insight traceability

All outputs are grounded in cited data and clearly versioned

### ✓ Built around your data

Pull from your insights ecosystem: trends, research, internal docs

## Why innovation needs a smarter approach



### Urgent demand for growth through innovation

Market leaders must generate 10–30% of revenue from new products — driving the need for faster, insight-led innovation.



### Not enough ideas reach the pipeline

Long cycle times and siloed insights slow progress. Teams need more qualified ideas to keep the funnel moving.



### High failure rates waste time and budget

Without validation, new launches miss the mark. Better tools are needed to reduce risk and improve outcomes.