



Reimagine Product Innovation with AI.

One AI platform, every stage of product innovation.

From consumer insights to concept testing, from product development to product marketing & G2M strategy, AlgoVerde replaces your fragmented innovation stack with a single AI platform.

— THE PROBLEM

Innovation is slow, risky and wasteful.

80%

of new product launches **fail to meet expectations.**

Each innovation project is an isolated **effort**, with teams **working in silos.**

Companies **spend years** developing new products, yet most fail or underperform.

Huge budgets disappear into R&D and campaigns that don't land. AI has created **a lot of noise**, but very little systematic growth.

— THE SOLUTION

Test before you commit.

AlgoVerde empowers brands to turn **insight into foresight.** Brands no longer commit to concepts, production, prices, and formats months before sell-through data reveals what works.

Instead, they simulate the outcome first and decide with evidence. Make innovation a systematic, predictable process.



— HOW CAN YOU USE ALGOVERDE?

Five solutions.

The operating system that coordinates all aspects of innovation, from start to finish.

Customer Insights & Market Intelligence

Understand customers, their needs, and growth opportunities.

Product Innovation & Strategy

Make confident product decisions and optimize portfolios.

Branding & Marketing

Strengthen positioning and drive awareness with customer-backed messaging.

Sales, Distribution & Service

Improve sales performance, market reach, and service excellence.

Value & Ownership Experience

Increase lifetime value through pricing, ownership, and satisfaction.

— HOW IT WORKS - SYNTHETIC CAPABILITIES.

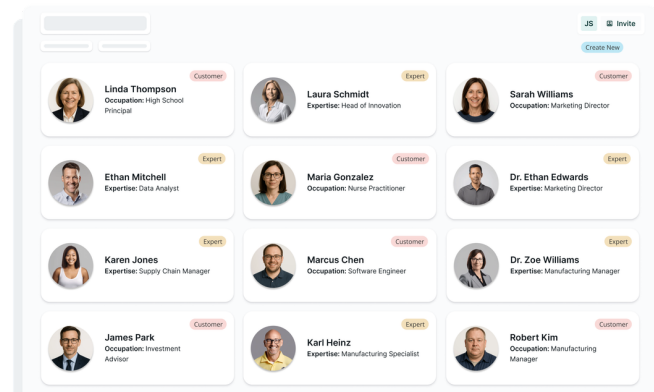
GenAI Personas, digital replicas of your customers.

Available 24/7, **they are designed to mirror real customer behavior** & offer deep insights and expertise.

Jobs to be Done: what customers are genuinely trying to accomplish.

Competitive Gap Analysis: where rivals win, lose, and leave whitespace.

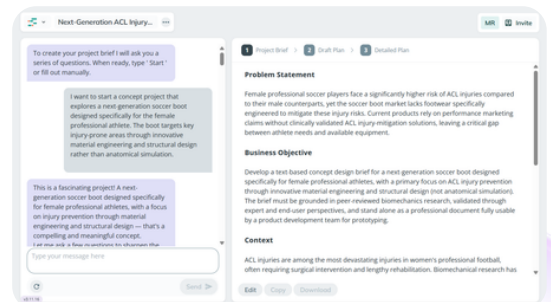
Purchase Barriers & Triggers: what stalls or unlocks a decision.



Create **your own** innovation project.

Turn a simple conversation into actionable results.

With **AlgoVerde Studio**, you can describe your goals in natural language and instantly generate AI-driven market insights, in-depth analyses, strategic recommendations, and measurable outcomes.

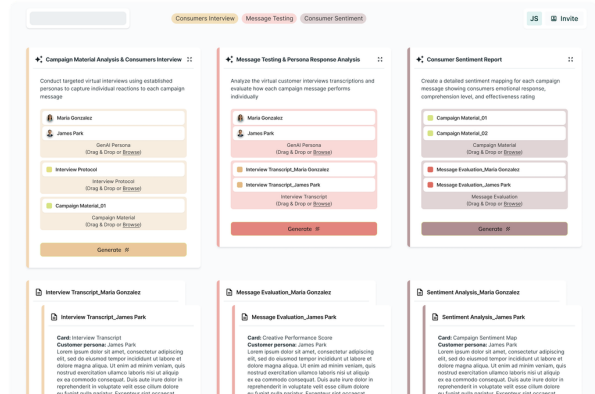


— HOW IT WORKS - SYNTHETIC CAPABILITIES.

Customized AI Workflows.

Tailored workflows consolidate all market intelligence and **connect customer insights** directly to **product development**.

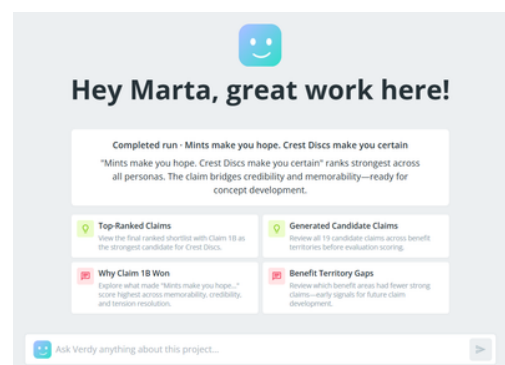
Replace outdated point solutions with seamless collaboration tools.



Verdy, your innovation learning system.

Verdy is your personal innovation agent that get smarter with every project.

An **adaptive intelligence agent** that learns your preferences every session, your tenth session is materially different from your first.



A FULLY AGENTIC PLATFORM

One end-to-end platform. **Seven agents.**

AGENT 01 - DEFINE PROBLEM

AV Compass

Frame the business problem you actually need to solve.

AGENT 02 - AGGREGATE DATA

AV Curator

Curate your customer, product and competitive data for every agent.

AGENT 03 - DESIGN PERSONAS

AV Panel

Build virtual customers and experts, calibrated with your real data.

AGENT 04 - BUILD AI SYSTEM

AV Studio

No-code workflow systems put your personas to work.

AGENT 05 - RUN SIMULATIONS

Innovation Spaces

Press play and the system executes the whole simulation itself.

AGENT 06 - PROBE RESULTS

Verdy

Ask your project anything. Trace results, get specific answers.

AGENT 07 - PRESENT & SHARE

AV Deck

Craft the story; generate the presentation, memo or product spec.

**Better
decisions,
faster.**

— THE PROOF

Strategic Benefits & ROI.

Metric	Traditional Approach	AlgoVerde	Impact
Time-to-MVP	12–18 months, many iterations	6–8 weeks, few iterations	–75%
Operational Cost	Highly variable costs (agencies, travel, recruiting)	Predictable platform subscription	–75%
Decision Quality	Outdated, snapshot-in-time insights	Up-to-the-minute validation	+50%
Pivot Agility	Hard to reorient large teams	Instant redirection of virtual explorations	+50%

Selected use cases.

Idea to concept

AUTOMOTIVE

Before 12–18 months & ~\$1.5M for market intelligence.
With AlgoVerde 3–4 months & under \$500k — a 75% cut in time and cost.

Idea to market

CPG

Concept cycle cut from 6 months to days, 5 parallel streams, 60–80% less research spend — at 90% alignment with human purchase-intent tests.

Concept testing

INSURANCE

AI concept testing accelerated product validation and reduced low-potential bets.

What **can you do** with AlgoVerde?

AlgoVerde serves **Fortune 500 companies** across the full innovation journey, from consumer insight to product concept to go-to-market.

Who can use AV.

Consumer Insights — Obtain faster, deeper consumer insights

Product Development — Accelerate concept creation and testing.

Marketing & Sales — Optimize positioning, messaging resonance and campaigns' ROI.

R&D — Accelerate innovation pipeline. empower R&R team to deliver quicker hits to market.

Innovation Management — Make customer-driven strategic decisions.

Where we play.

AUTOMOTIVE

CPG

MEDIA

EDUCATION

HEALTHCARE

INSURANCE

How to engage.

1 WEEK

**Management
Workshop**

3–6 WEEKS

**Forward
Deployment**

ANNUAL

**Platform
Subscription**

— IN BRIEF

Your flight-simulator engine.

From insight to foresight, revealing where strategies will succeed, where they will fail, and why, all before capital is committed.

De-risk your strategy by testing dozens of concepts and commercial approaches virtually before any real-world spend.

Predictive validation identifies which combinations deliver superior customer value in advance.

*AlgoVerde is a platform that improves with use.
Intelligence that compounds.*



**Harvard
Business
School**
AI
Institute

Designed in **collaboration** with the **AI Institute** at HBS, leveraging **cutting-edge Generative AI**.