



# Reimagine Product Innovation with AI.

*One AI platform, every stage of product innovation.*

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

*A platform that gets smarter the more you use it. Intelligence that compounds.*



# Innovation is **Slow, Risky** and **Wasteful**

# 80%

of new product launches  
*fail to meet expectations.*

Each innovation project is a **manual, one-off effort**, with teams **working in silos.**

Companies **spend years** developing and launching new products, yet most fail or underperform. Huge budgets disappear into research, development, and campaigns that don't land. AI has created a lot of **noise**. Many pilots, very little systematic growth.

# AlgoVerde **Revolutionizes** Innovation with **AI.**

## AV Studio

Describe your innovation goals, AV creates a no-code AI solution

## GenAI Personas

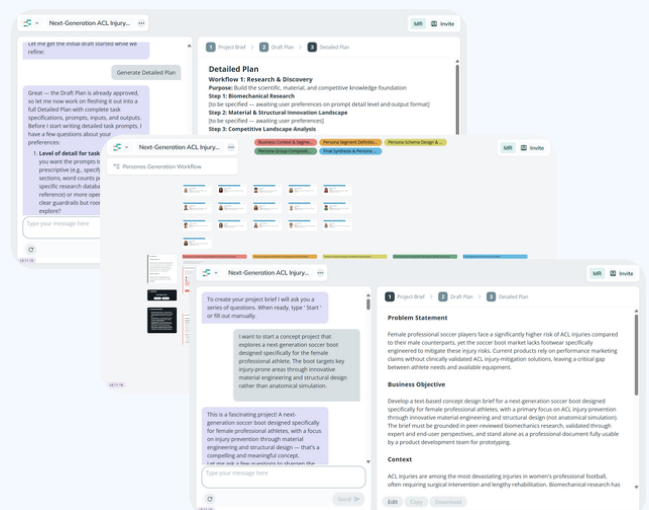
Get real-time market research & reliable consumer insights

## AI Workflows

Reproduce your business processes in AI

## AV Codece

Leverage best practices in Innovation, keep knowledge in your organization









# What Can You Do with AlgoVerde?


## What You Can Do

-  Market Intelligence
-  Product Innovation
-  Product Marketing
-  Product Growth

## Who Can Use AV

-  Market Research
-  R&D Teams
-  Product Planning
-  Product & Brand Marketing
-  Customer Insights
-  Innovation Manager

## Where We Play

-  Automotive
-  CPG
-  Media
-  Education
-  Healthcare
-  Insurance

### Consumer Insights Team

Obtain faster, deeper consumer insights

### Product Development Team

Accelerate concept creation and testing.

### Marketing & Sales Team

Optimize positioning, messaging resonance and campaigns' ROI

### R&D Team

Accelerate innovation pipeline. Empower R&R team to deliver quicker hits to market

### Management

Make customer-driven strategic decisions



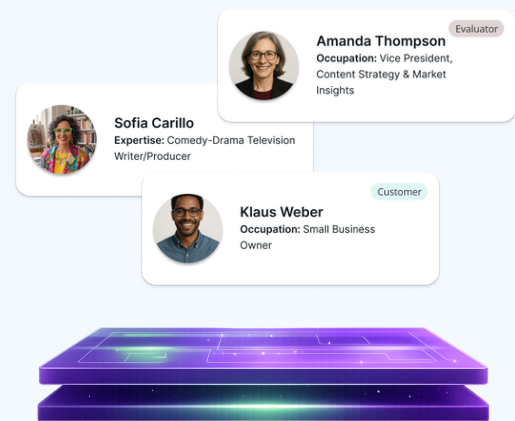
# One Operating System, Not a Collection of Tools

AlgoVerde is designed as an **operating system**: it coordinates the fragmented "apps" of innovation into a single, cohesive platform.

## The Foundation

A **central hub for market intelligence and customer understanding**, capturing needs, value drivers, and white spaces. It serves as the foundation for all workflows.

It consolidates personas, JTBD, competitive gaps, and purchase barriers and triggers in one actionable source.



## Three Innovation Modules



### Product Development

Concepts, features, and configurations that address high-value needs.

### Marketing & Branding

Customer-driven messaging, claims, and brand pillars based on real customer response.

### Sales & Commercialization

Reimagined offers, channels, and commercial journeys.

## Your Flight Simulator Engine

AlgoVerde goes from insight to foresight. It enables teams to **simulate future outcomes**.

It's your flight simulator for innovation revealing **where strategies succeed, where they fail, and why**.

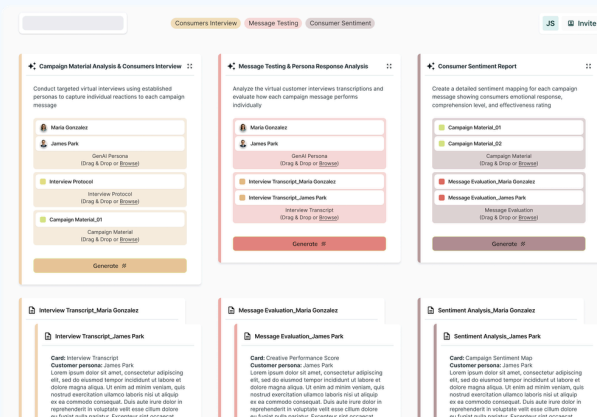
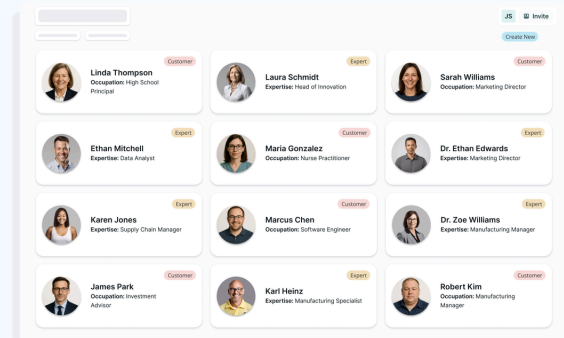


# AlgoVerde Synthetic Capabilities

## GenAI Personas

*Your always-on research assistant.*

Available 24/7, these digital replicas of your customers and industry experts are designed to mirror real customer behavior — offering deep insights and expertise. By simulating authentic interactions and drawing on rich industry data, they provide invaluable guidance at speed and scale.



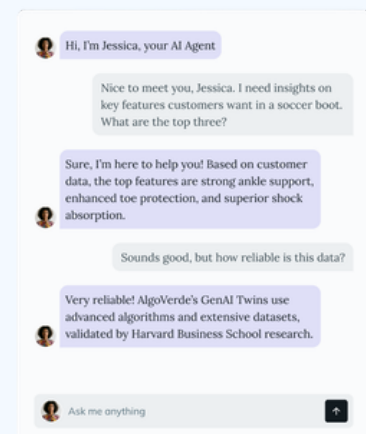
## Customized AI Business Process

Tailored workflows consolidate all market intelligence and connect customer insights directly to product development. Replace outdated point solutions with seamless collaboration tools.

## Autonomous AI Agents

*Turn tasks into automated engines.*

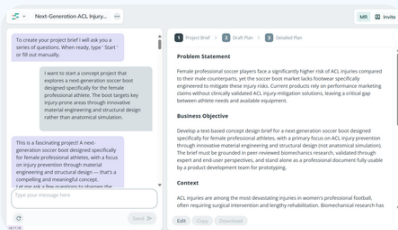
AI agents execute complex workflows instantly and reliably — enabling your team to scale like never before.



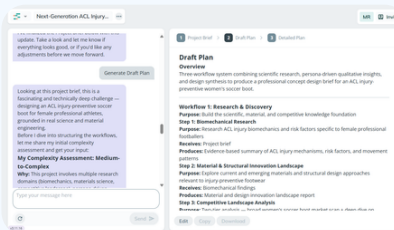


# Create Your Own Innovation Project.

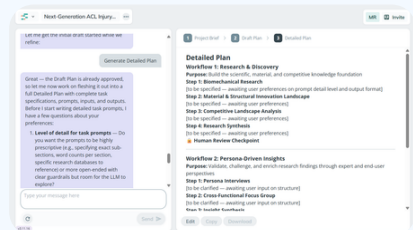
Turn a simple conversation into actionable results. With **AlgoVerde Studio**, you can describe your goals in natural language and instantly generate AI-driven market insights, in-depth analyses, strategic recommendations, and measurable outcomes.



Chat to create an Innovation Project tailored to your needs



Generate a Draft Plan and a Detailed Plan



Launch all the workflows for your Innovation Project

# Accelerate Product Development with AI Intelligence.

## Verdy — User Intelligence

An adaptive agent that learns from every interaction. Your 10th session is radically different from your 1st. Over time, Verdy remembers preferences and becomes prescriptive.

*Every interaction makes the agent smarter.*

## The AV Codex — Innovation Intelligence

A living compendium of innovation methodologies. The more projects, the richer the Codex, the better every future system.

*Every project makes the methodology smarter.*

# Typical ROI for AlgoVerde

## Time

**-75%**

12-18 months,  
many iterations  
to MVP

vs.



3-4 months,  
few iterations  
to MVP

## Costs

**-75%**

\$ costs for  
surveys, focus  
groups, research,  
travel etc

vs.



Predictable  
platform  
subscription

## Pivot

**+100%**

Difficult to  
reorient team  
work &  
processes

vs.



Quickly redirect  
explorations to  
new concepts

## Quality

**+50%**

Outdated  
Customer  
insights

vs.



Up to the  
minute  
customer  
validation



**Harvard  
Business  
School**

**AI  
Institute**

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

