

MAKING SENSE OF AI IN THE INNOVATION PROCESS

WEBINAR – SEPTEMBER 14TH 2023



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- » INNOVATION **PORTFOLIO MANAGEMENT** PLAYBOOK (UPDATED)
- » CORPORATE VENTURING PLAYBOOK



INNOVATION SPECIALISTS AND CREATIVE STRATEGISTS

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IN TODAY'S WEBINAR

1

**The rise and
Impact of AI**

2

**The role of AI in
the innovation
process**

3

**Practical use
of AI tools**

4

**Considerations
when using AI**



ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) is the capability of computer systems to perform human-like tasks, such as recognizing speech, understanding natural language, identifying images, making decisions, and learning from experiences.

- ChatGPT

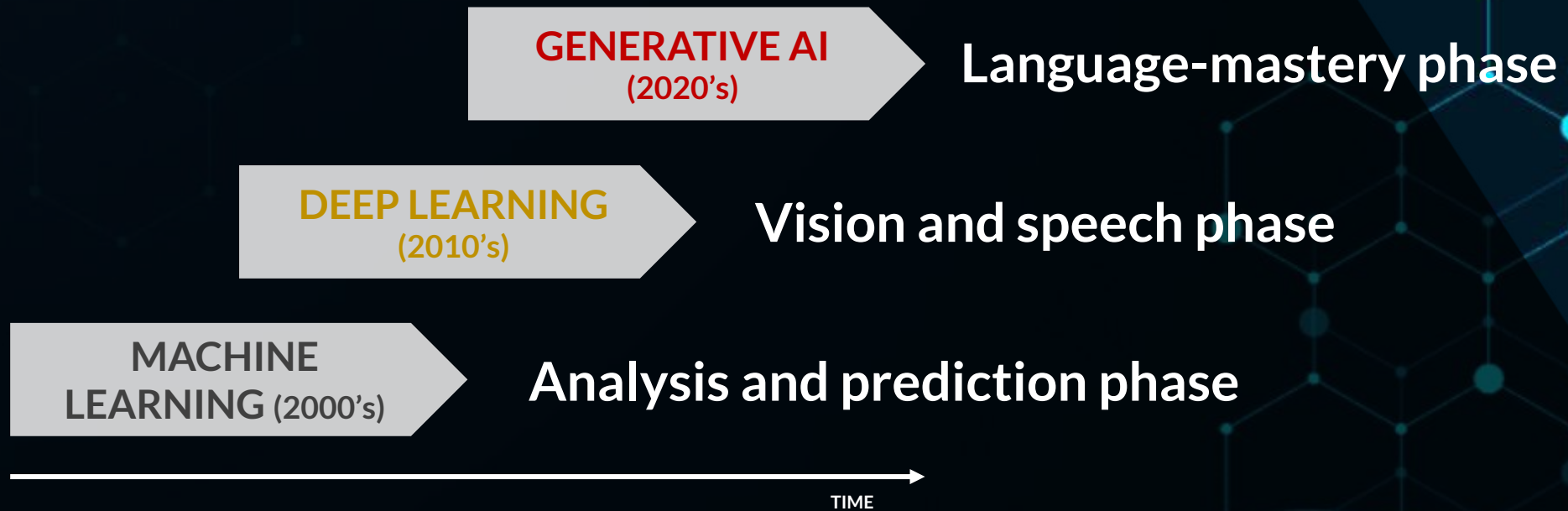


WHY SHOULD YOU BE LOOKING AT AI?

- » Enhance insights
- » Boost efficiency and productivity
- » Drive customer-centric innovation
- » Increase creativity
- » Make data driven decisions
- » Enable iterative testing



MILESTONES IN THE JOURNEY OF AI



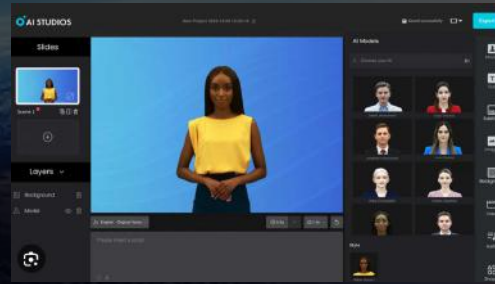
DIFFERENT GENERATIVE OUTPUTS



Image generation

Text-to-image

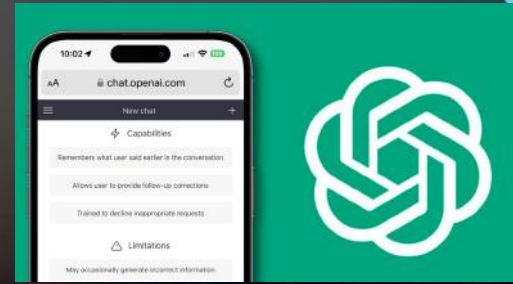
*DALL-E, Stable Diffusion,
Photoshop*



Video generation

Text-to-video

Synthesia, AI studios



Text generation

Text-to-text

ChatGPT, Jasper



Audio generation

Text-to-audio

OpenAI Jukebox



TODAY'S FOCUS: AI'S ROLE IN **BUSINESS PROCESSES**



AI IS ALREADY **HERE**



REVISIT THE INNOVATION PROCESS

CONTEXTUALIZE		IDEATION		VALIDATION		SCALE-UP	
STRATEGY DEFINITION	INNOVATION THEMES	EXPLORATION	DISCOVERY	EXTERNAL VALIDATION	INTERNAL VALIDATION	BUILD & LAUNCH	ACCELERATE
Define strategy context of the organization	Define relevant innovation themes for the organization	Exploration within strategic innovation themes	Discovery of innovation opportunities	Validation of innovation opportunity with customers	Validation of the business model viability	Launch of the innovation in the market	Turn on the growth engines to scale the innovation



DISRUPTED OR EMPOWERED?



HOW IS AI **TRANSFORMING** THE INNOVATION PROCESS?



USING AI AS A **CO-PILOT** IN YOUR INNOVATION PROCESS



SPORTS HEADPHONES

- » R&D, production & marketing of Philips audio branded products
- » Extremely competitive market
- » Driven by consumer desires for advanced and innovative technologies
- » Everyday athletes & runners



CONTEXTUALIZE		IDEATION		VALIDATION		SCALE-UP	
STRATEGY DEFINITION	INNOVATION THEMES	EXPLORATION	DISCOVERY	EXTERNAL VALIDATION	INTERNAL VALIDATION	BUILD & LAUNCH	ACCELERATE

CONTEXTUALIZE

AI tools can support you with:

- » Spotting key trends
- » Developing future scenarios
- » Collecting market data
- » Identifying key players

AgentGPT Beta

Rationale

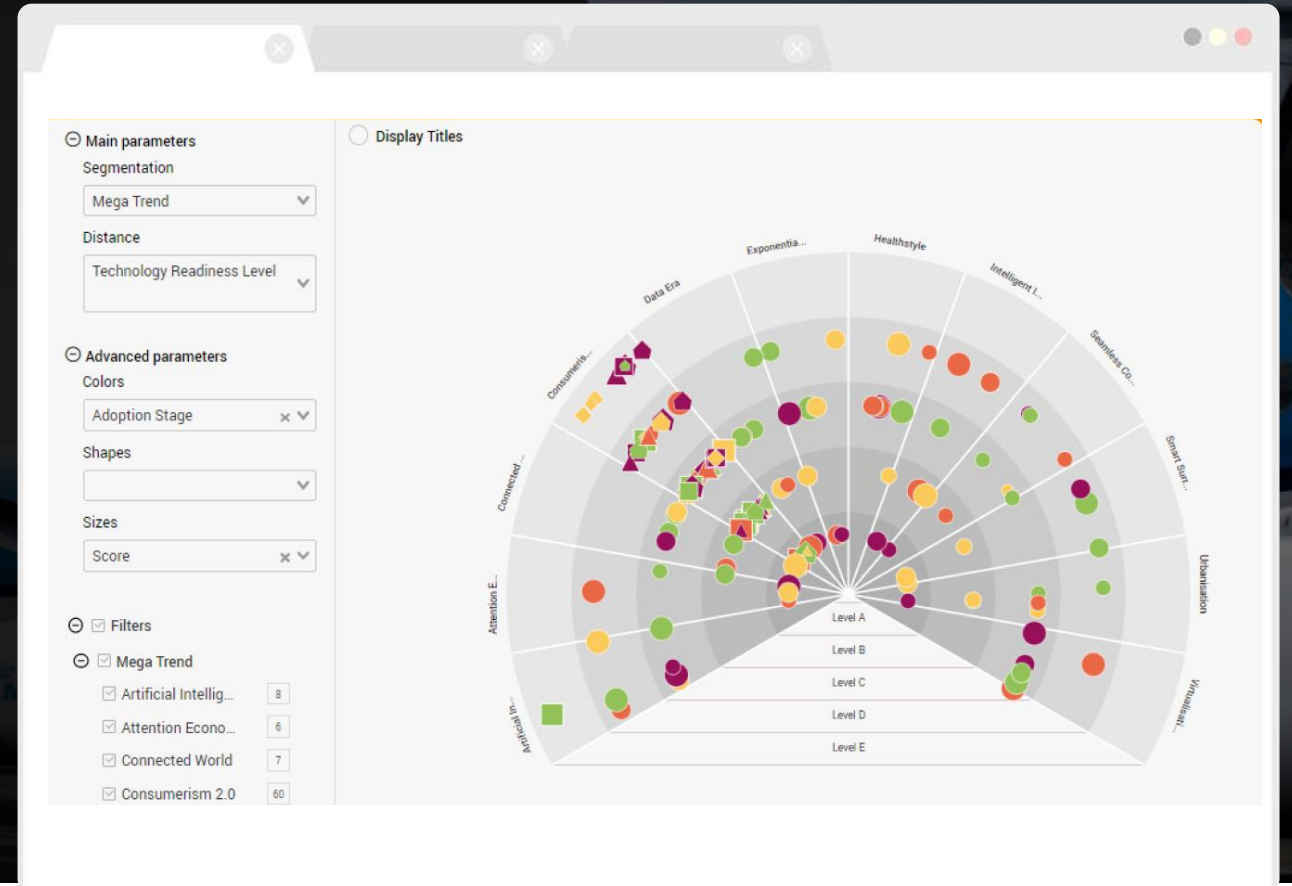
VentHive

Qmarkets
Collective intelligence solutions

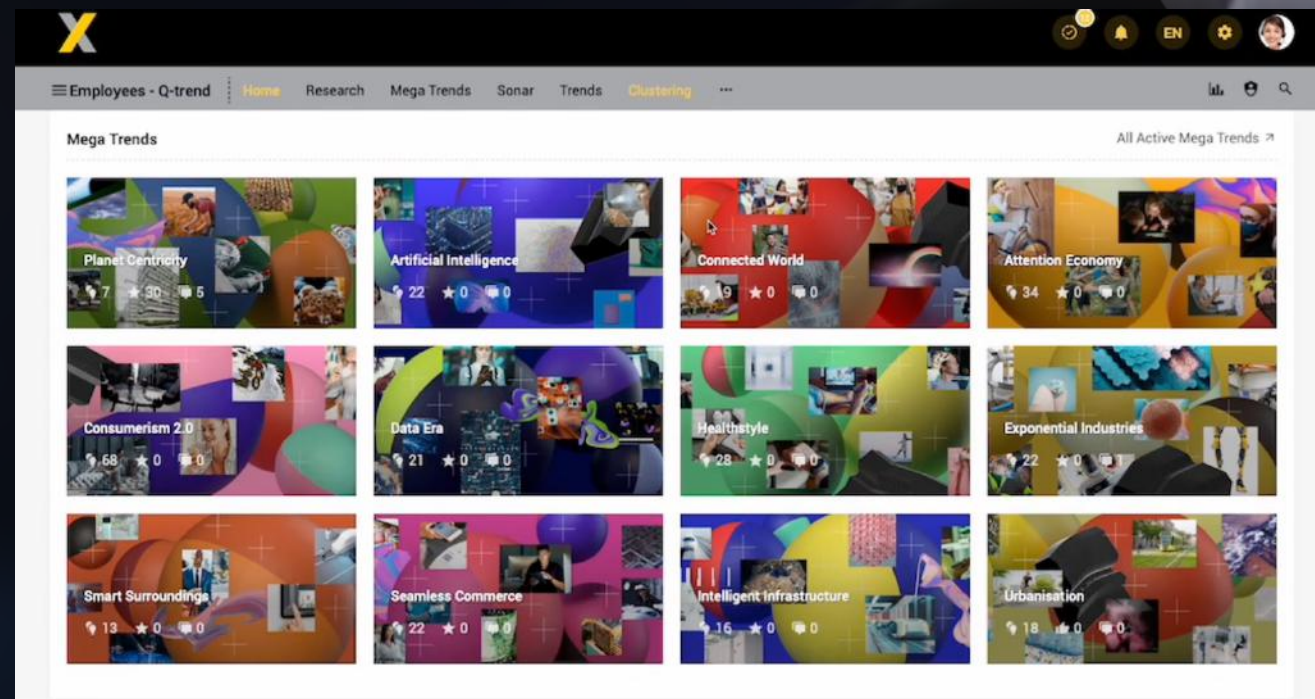




- » End-to-end innovation management software
- » AI driven research
- » Continuous trend watching and scouting



ANALYZE RELEVANT MARKET TRENDS



AI-ASSISTED CONTEXTUALIZATION

- » Analyze relevant market trends
- » Help to better understand where opportunities lie
- » Identify future disruptive drivers that will impact your organization
- » Build your innovation strategy based on the latest trends



CONTEXTUALIZE		IDEATION		VALIDATION		SCALE-UP	
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IDEATION

AI tools can support you with:

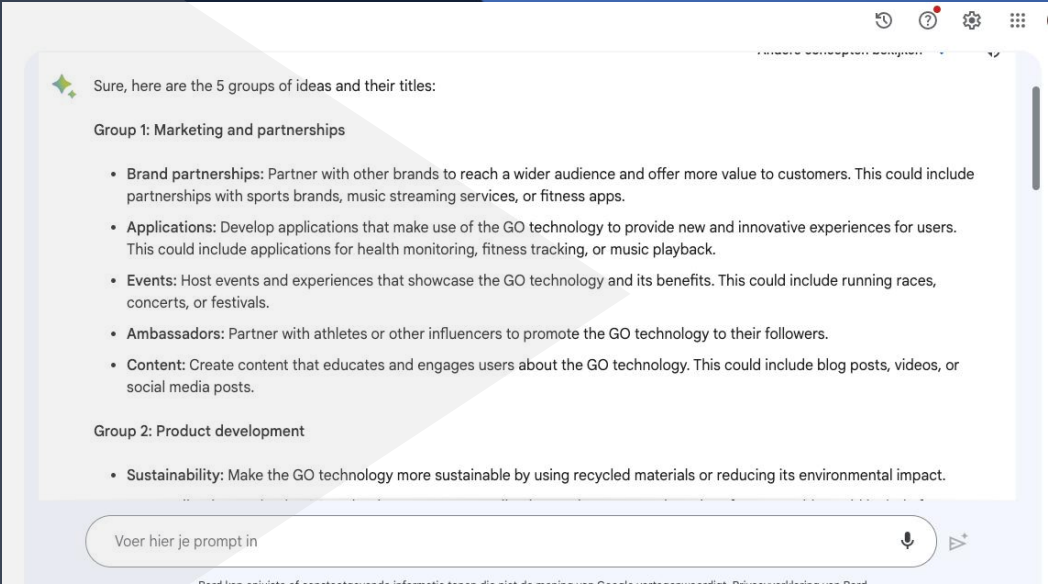
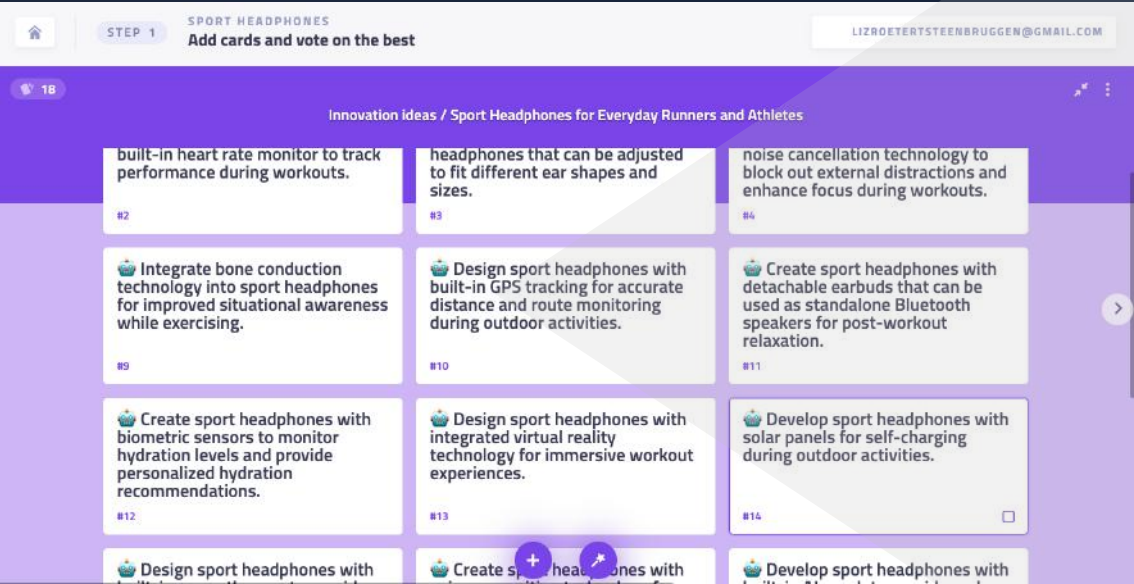
- » Brainstorming
- » Creative, lateral thinking
- » Building a comprehensive set of divergent ideas
- » Design and train personas and persona panels



DIVERGE AND CONVERGE

+100 ideas

5 clusters



AI-ASSISTED IDEATION

- » Generate >100 innovation ideas
- » Bring new perspectives
- » Helps to narrow down your results
- » Automatically create summaries



CONTEXTUALIZE		IDEATION		VALIDATION		SCALE-UP	
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VALIDATION

AI tools can support you with:

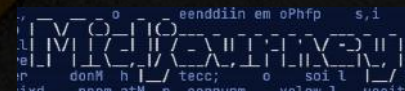
- » Developing mockups
- » Building personas
- » Identifying risks
- » Defining hypotheses
- » Finding data to validate your hypotheses

Synthetic *users*

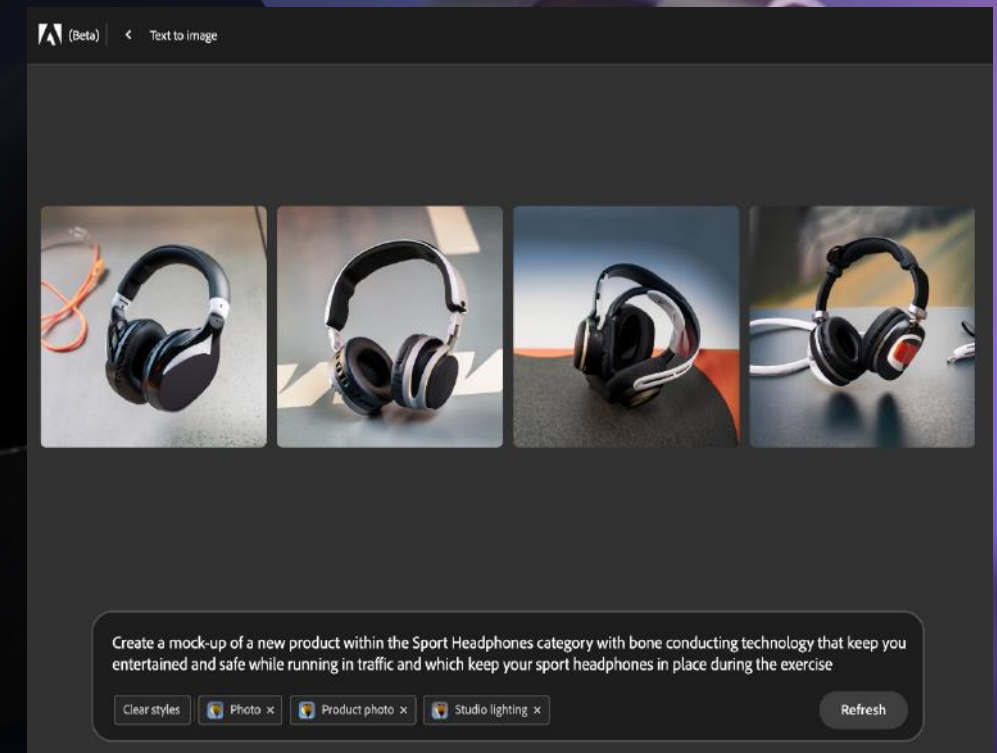
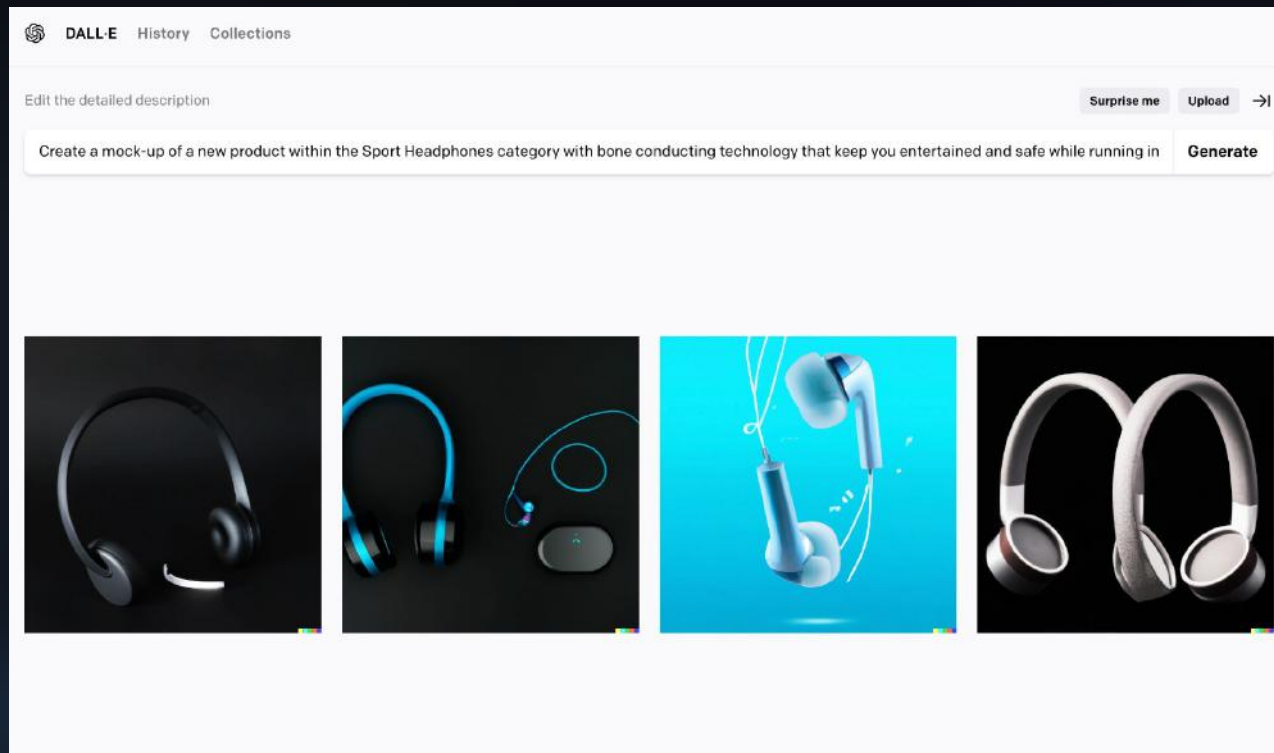
insyte

RhetorAI

ValidatorAI
.com



VISUALIZE PRODUCT DESIGNS



Tool: DALL-E, Adobe firefly



PERSONA DEVELOPMENT

Prompt >>

“Create three user personas of a runner / athlete who is using sport headphones during running exercises”



Sport Headphones

1. Persona: Urban Usher

- Demographics: 35-year-old, Male, IT Consultant, based in San Francisco, California.
- Behavioral Traits: Enjoys evening runs after work, participates in city marathons, health-conscious, resistant to change unless persuaded by evident benefits.
- Tech Usage: Proficient but not tech-savvy; uses basic running apps and features, prefers simple and convenient technology.
- Pains: Forgetful type who often leaves his headphones behind, struggles with sport headphones falling out on runs, dislikes complicated tech features.
- Goals: Improve his endurance and overall health, find reliable and comfortable sport headphones that can endure the rigors of daily use.
- Brand Preference: Prioritizes functionality over brand name, prefers cost-effective and durable products.

2. Persona: College Claire

- Demographics: 21-year-old, Female, College Student, based in Boston, Massachusetts.
- Behavioral Traits: Part of her university's track team, highly disciplined, driven by personal goals and progress, prefers morning runs.
- Tech Usage: A digital native; adept at using technology, stays connected on multiple social media platforms, uses advanced running apps.
- Pains: Limited budget, needs durable headphones that can withstand intense training, wants better sound quality for motivational music.



PRESENT THE PERSONAS

Urban Usher, 35 IT Consultant



Enjoys evening runs after work
Participates in city marathons



Uses basic running apps and features
Prefers simple and convenient technology



Leaves headphones behind, struggles
with sport headphones falling out



Find reliable and comfortable head-
phones that can endure rigors daily use

College Clair, 21 Student



Part of her university's track team
prefers morning runs



A digital native, uses advanced running
apps and social media platforms



Limited budget, wants better sound
quality for motivational music



Beat personal best, find headphones
that deliver sound and comfort

Marathon Mark, 45 Entrepreneur



An experienced long-distance runner and
triathlete, trains consistently



Prefers tech solutions help optimize
trainings, uses advanced fitness trackers



Unhappy about short battery, requires
headphones that offer excellent sound
isolation



Runs in major world marathon events,
need headphones with reliable
performance and extra features



AI-ASSISTED **VALIDATION**

- » Validate your innovation opportunities
- » Time saving on briefing creatives
- » Drive customer centric AI-assisted innovation



CONTEXTUALIZE		IDEATION		VALIDATION		SCALE-UP	
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SCALE-UP

AI tools can support you with:

- » Building business models
- » Generating content
- » Building websites
- » Generating conversion focused social media posts
- » Testing brand campaigns by predicting human behavior

AgentGPT Bêta

neurons

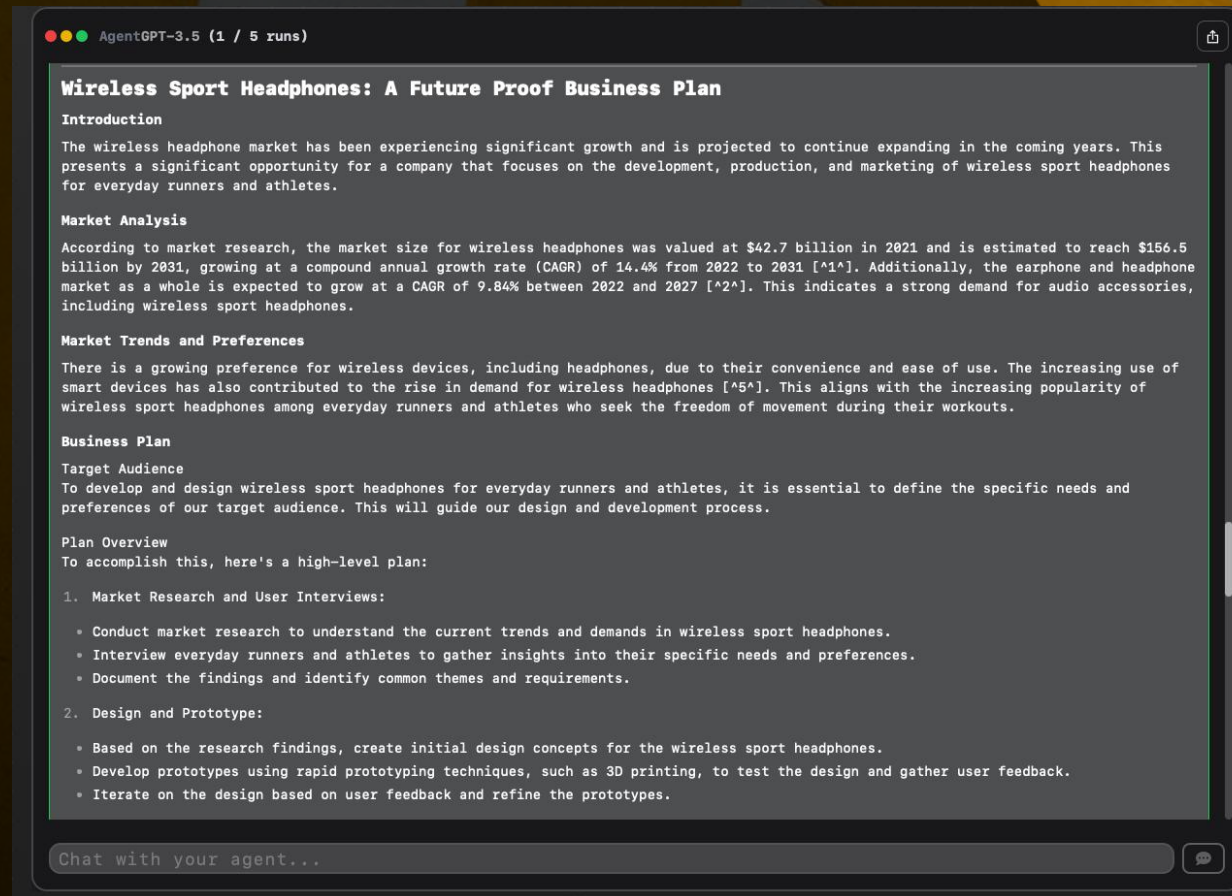
tability

Jasper

Digitalfirst.ai



AI GENERATED BUSINESS PLAN



AI-ASSISTED SCALING UP

- » Conduct market research at a deeper level
- » More time to focus on strategic and creative decisions of the plan



10 GOLDEN RULES IN USING AI

1. Be transparent about the use of AI
2. Evaluate AI models for biases
3. Safeguard user data and privacy
4. Obtain informed consent from users
5. Assign Accountability for AI related decisions
6. Maintain human oversight
7. Anticipate unintended consequences of AI actions
8. Upskill your team with AI knowledge and skills
9. Continuous monitoring on any deviations
10. Collaborate with AI communities to share insights



**DON'T BECOME
A DODO ...**



HELPFUL RESOURCES

1



**GET DARE:
OUR BOOK ON
CORPORATE
INNOVATION**

revelx.co/dare

2



**TAKE PART IN THE
INNOVATION
READINESS
BENCHMARK**

revelx.co/innovation-readiness-benchmark

3



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PLAYBOOK**

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4



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INSPIRATION**

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5



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