University of Cyprus

COGENCY AI-COSCIENTIST

"Cogency AI" is the name of our company, and "AI Co-Scientist" is the name of our product, positioned as a competitor to Google's AI Co-Scientist.
The name Cogency was chosen because it denotes logical reasoning. Additionally, it can be interpreted as a combination of "Co"—symbolizing cooperation between humans and AI—and "Agency", reflecting agentic AI.
We are building an Agentic Reasoning Cooperative AI Scientist.

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Learnings to Action

Project Moving Forward

- Based on the PMR analysis, the project will focus on refining the AI Co-scientist to meet the needs of Academic & Research Institutions, which have the highest strategic value
- Continuous PMR will be performed over the semester by gathering direct feedback from potential users and refining the product's features to enhance adoption
- Regular validation of assumptions through surveys, interviews, and targeted studies with research institutions

Future PMR Activities

- Conduct targeted surveys with researchers and institutions
- Analyze adoption barriers and adjust the product accordingly
- Continue monitoring AI research tool trends and competitor developments

BHM Selection

Chosen Market Segment

- **Academic & Research Institutions** (Universities, Research Institutes, Labs)
- This segment offers:
  - High strategic value and credibility
  - Alignment with the team's expertise (even with moderate per-user revenue)

Further Segmentation

- Focused on research-intensive institutions - actively seeking AI tools to enhance research efficiency
- Segmentation ensures the product targets high-adoption environments with scalable opportunities

Comparison to Other Candidates

- Private R&D Organizations: High accessibility and innovation-driven but lacks credibility and alignment
- Pharma & Biotech Companies: High revenue potential but complex sales cycles and compliance issues
- Government & Public Research Agencies: Prestigious but bureaucratic, with limited adaptability to AI tools

Why This Segment Works

Academic & Research Institutions share similar purchasing behaviors, with streamlined sales cycles and strong word-of-mouth potential through research networks and conferences

The Process

Workflow & Collaboration

- Team leader (Chrysis) assigns tasks based on team strengths
- Communication via Slack, GitHub, and regular post-lecture meetings for progress updates
- Independent work on separate tasks, collaborative approach on related deliverables
- Collaborative tools (Miro, Canva) employed for interconnected tasks

Team Dynamics Assessment

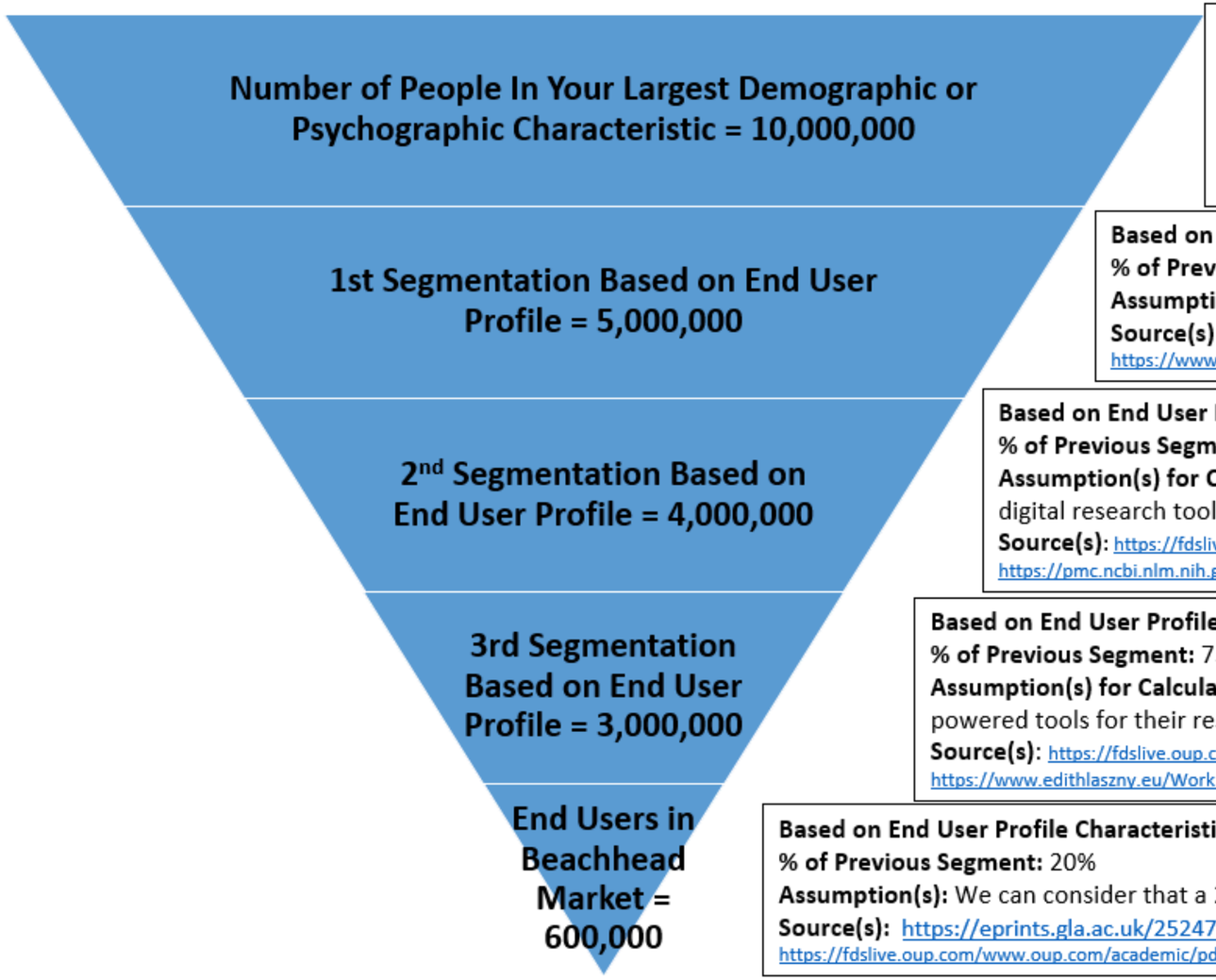
- Strengths: Strong consent-based decision making; mutual respect for team member choices
- Values: Honesty as first priority; commitment to quality deliverables
- Engagement: Team collaborating with passion and mutual trust
- Effective task allocation system demonstrated in previous assignments

Norms Assessment & Future Plans

- Current workflow norms functioning effectively - no updates needed
- Identified Challenge: Delivery/pitching of progress needs improvement
- Fine-tuning Plan: Enhance marketing knowledge and presentation skills through practice
- Continue leveraging individual strengths while maintaining collaborative assessment

TAM (Step 4)

Top-Down Estimate of Number of End Users in Beachhead Market



Based on End User Profile Characteristic: Globally distributed academic researchers
Assumption(s): Approximately 10 million academic researchers exist worldwide. This estimate aligns with global data on research personnel
Source(s): https://www.adscientificindex.com/h-index-rankings/
https://ec.europa.eu/eurostat/statistics-explained/index.php?title=R%26D_personnel#Researchers

Based on End User Profile Characteristic: Academic Researchers working in Academia
% of Previous Segment: 50%
Assumption(s): Approximately 50% of the researchers work in Academia per the below
Source(s): https://www.nature.com/articles/d41586-021-03567-3
https://www.science.org/content/article/first-us-private-sector-employs-nearly-many-phds-schools-do

Based on End User Profile Characteristic: Researchers using digital research tools
% of Previous Segment: 80%
Assumption(s) for Calculation: We can assume an estimate of 85% of the researchers are using digital research tools
Source(s): https://fdslive.oup.com/www.oup.com/academic/pdf/Researchers-and-AI-survey-findings.pdf
https://pmc.ncbi.nlm.nih.gov/articles/PMC9046901

Based on End User Profile Characteristic: Researchers actively using AI tools for their research
% of Previous Segment: 75%
Assumption(s) for Calculation: Surveys indicate that approx. the 75% of the researchers are using AI powered tools for their research
Source(s): https://fdslive.oup.com/www.oup.com/academic/pdf/Researchers-and-AI-survey-findings.pdf
https://www.edithlaszny.eu/WorkProductList/WUR/OnSemanticWeb/pdf/nature20230927_AI_and_science.pdf

Based on End User Profile Characteristic: Early adopters of advanced AI tools
% of Previous Segment: 20%
Assumption(s): We can consider that a 20% of the researchers are early adopters
Source(s): https://eprints.gla.ac.uk/252471/
https://fdslive.oup.com/www.oup.com/academic/pdf/Researchers-and-AI-survey-findings.pdf

Persona (Step #5) Chrysis Andreou

Age & Study: 30, Master’s in AI

Why persona? Founder & Early Adopter (AI Co-Scientist), provide ongoing critical feedback.

Demographics: Active in academic/tech communities

Psychographics:

- Rational: AI advancement, open-source AGI
- Emotional: Fear of falling behind, innovation drive
- Social: Active on X, university events, tech meetups

Priorities:

- Academic excellence (30%)
- AI innovation : Build AI Co-Scientist (20%)
- Deep learning research (20%)
- Research impact (15%)
- Collaboration & funding (15%)

Watering Holes: Campus, conferences, tech events, online communities

Full Life Cycle Use Case (Step #6):

Need Recognition

- Researchers identify inefficiencies in current methods (time-consuming literature reviews, error-prone experimental design, resource-intensive analysis)

Discovery & Adoption

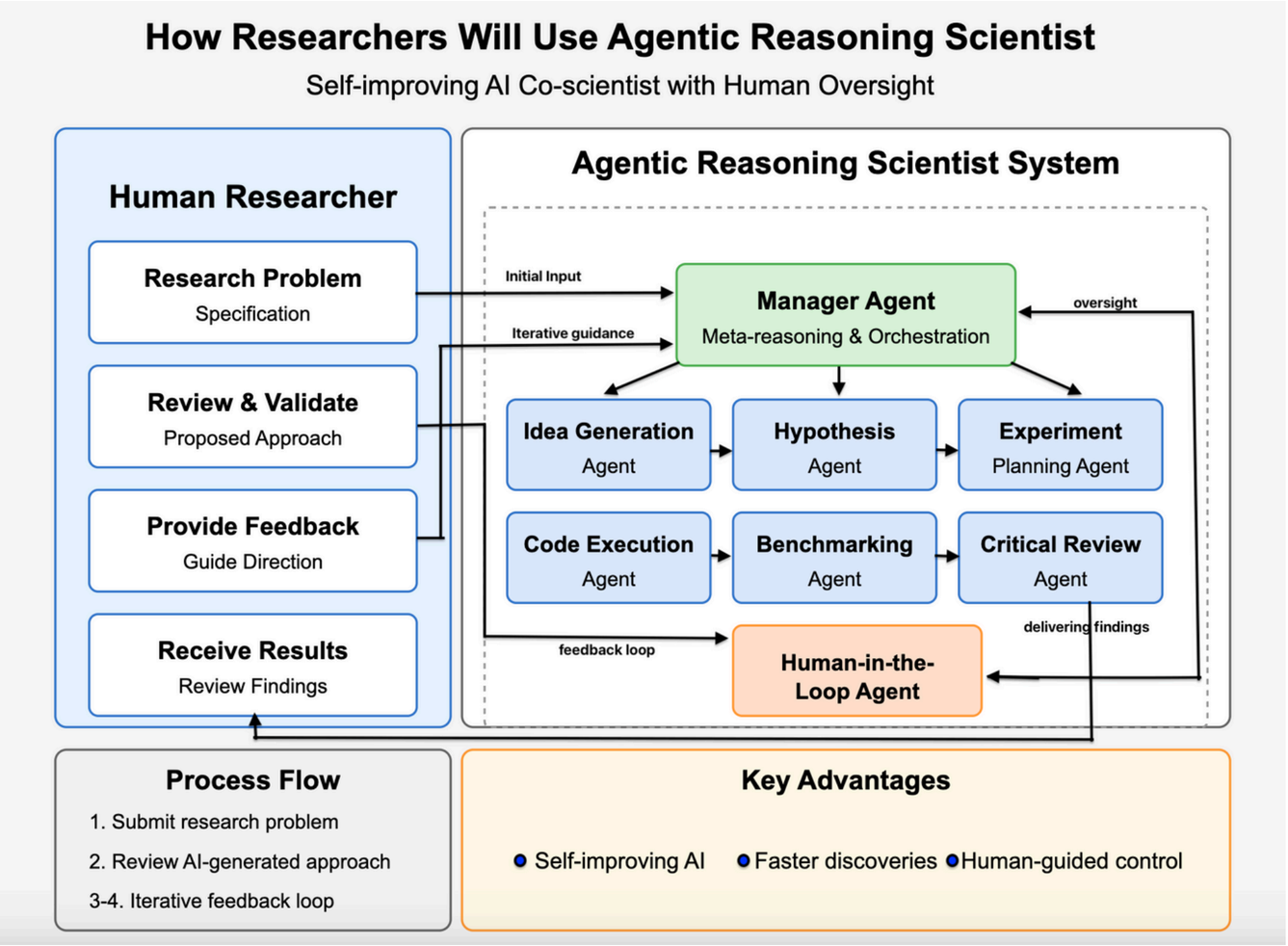
- Researchers learn about our system through academic conferences, peer recommendations, and online research communities

Usage Flow

- [System Diagram - Agentic Reasoning Scientist]

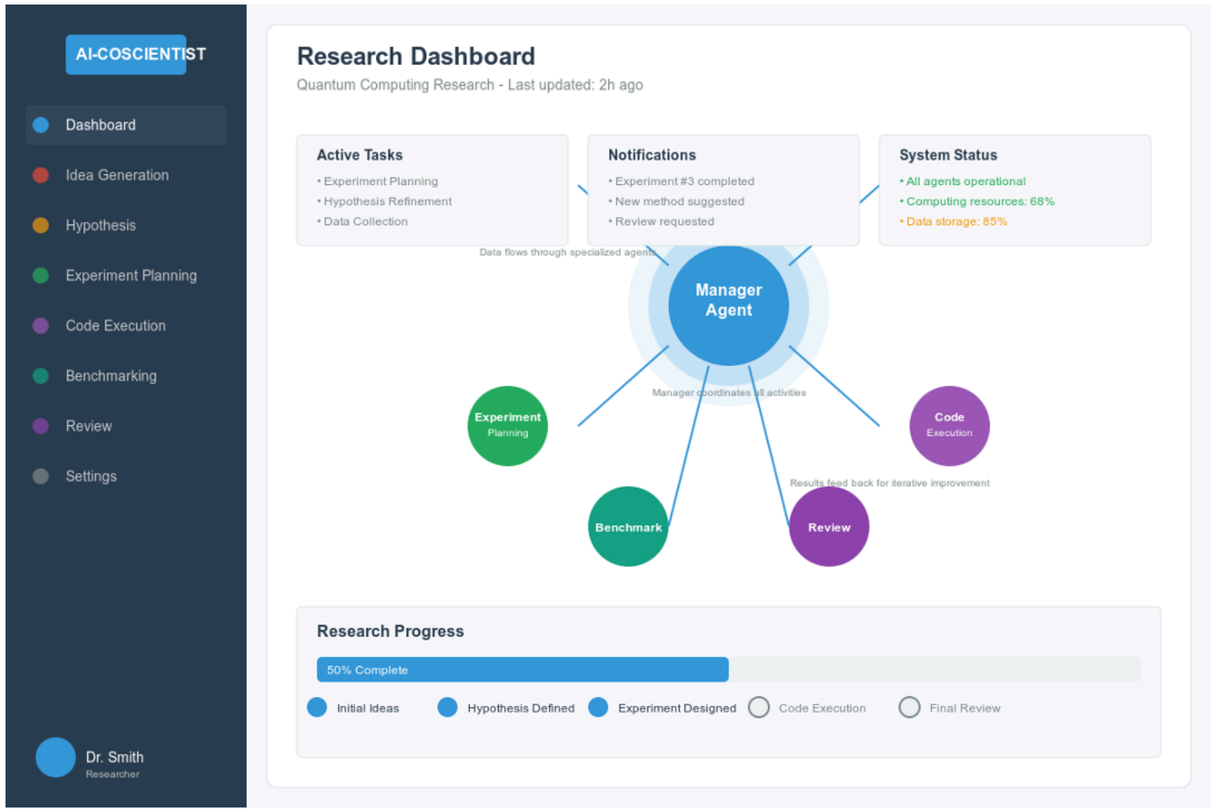
Value Measurement

- Quantifiable metrics: Research speed (30-50% faster), publication quality, novel insights generated
- Success determined by comparing pre/post-adoption outcomes and breakthrough discoveries

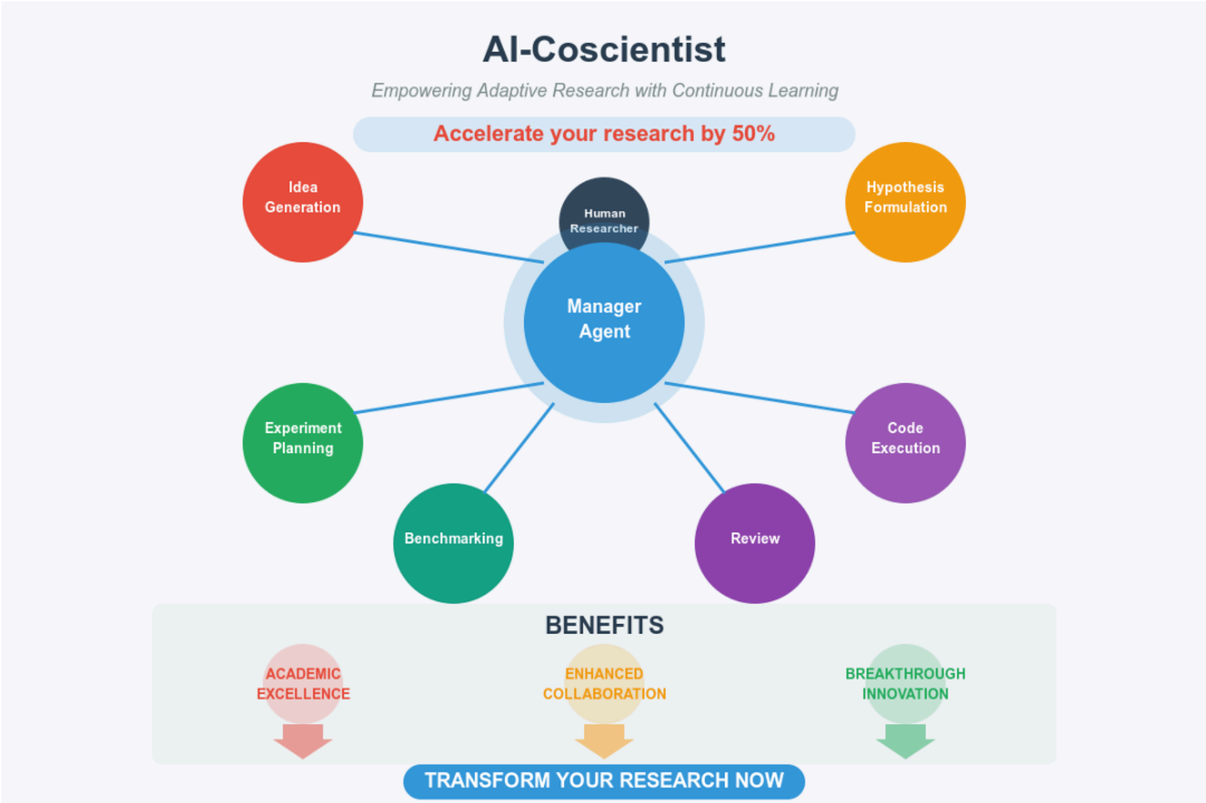


High Level Product Specification (Step #7)

Dashboard

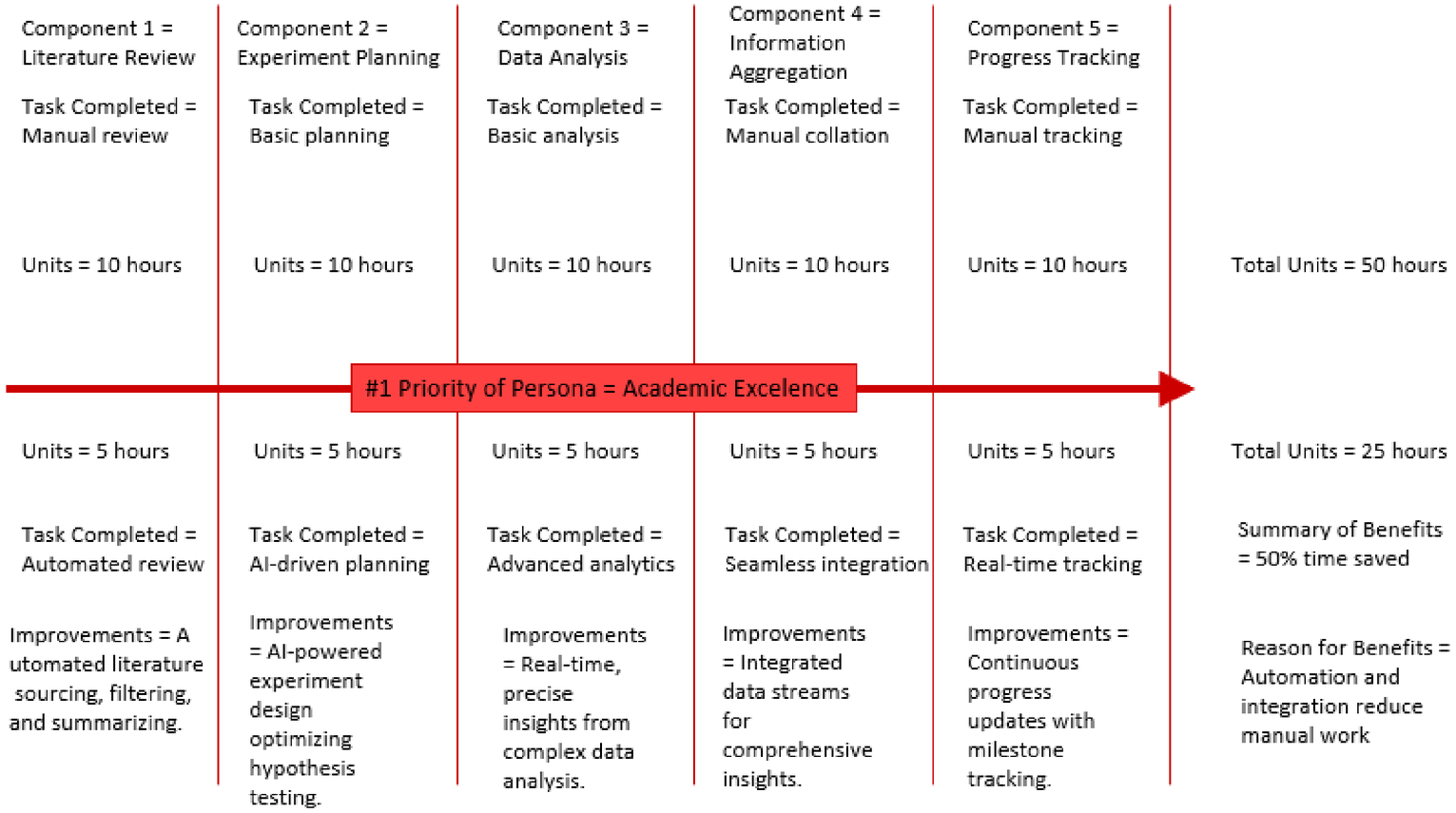


Brochure



Quantified Value Proposition (Step #8)

“As is” state



“possible ” state

Summary of Benefits
Significant time savings, enhanced research quality, and accelerated breakthroughs

Reason for Benefits
Automation and integration streamline workflows, cutting manual effort and error.

THANK YOU