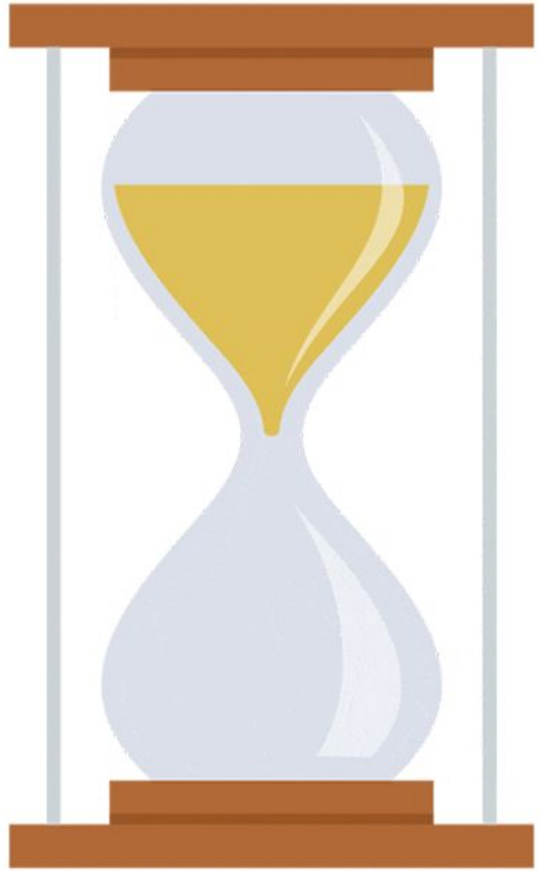
SparkZ.AI

Stop Searching, Start Finding!

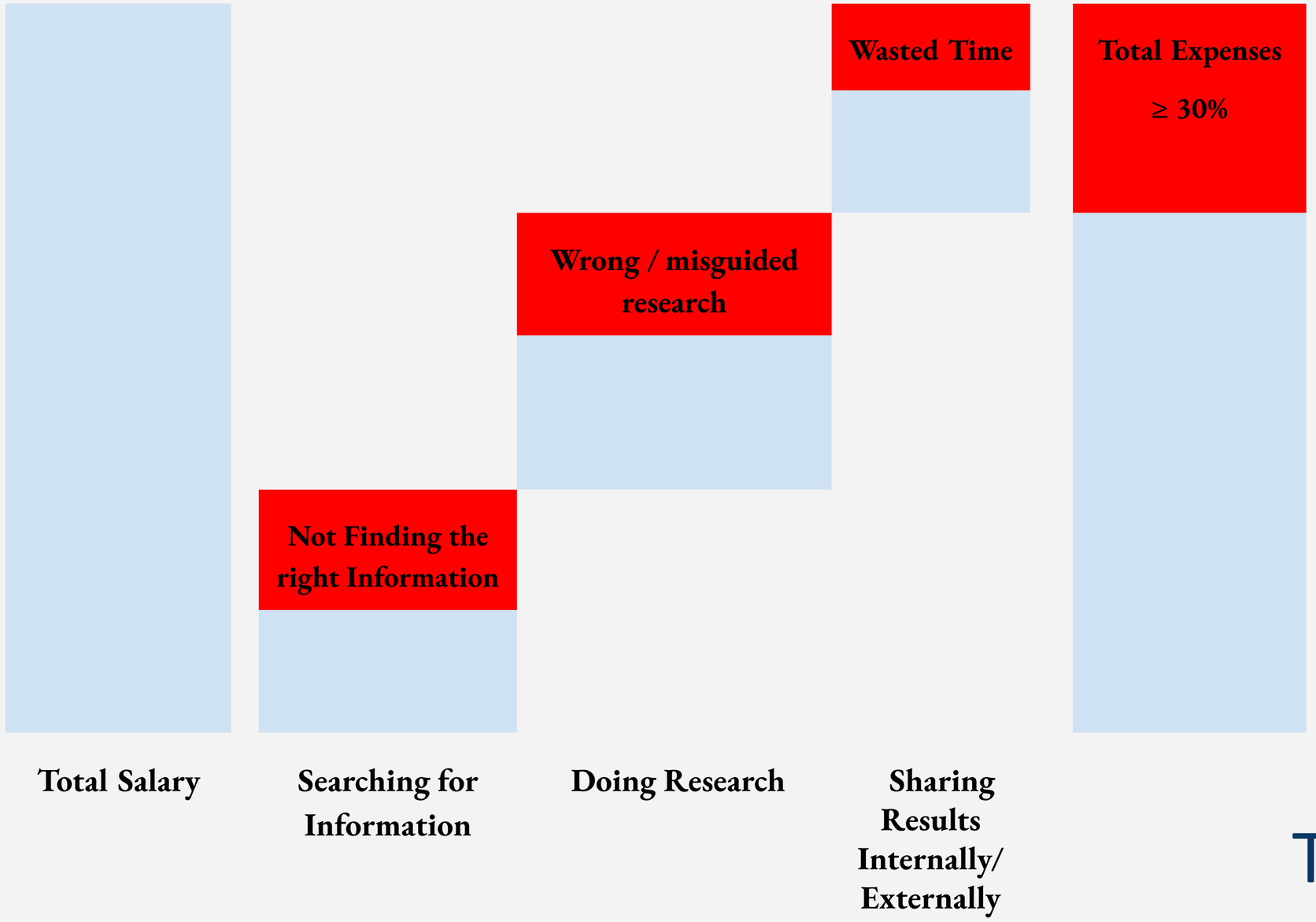
Team 4

We want to buy you the most valuable resource

Time!



The Pain Point...

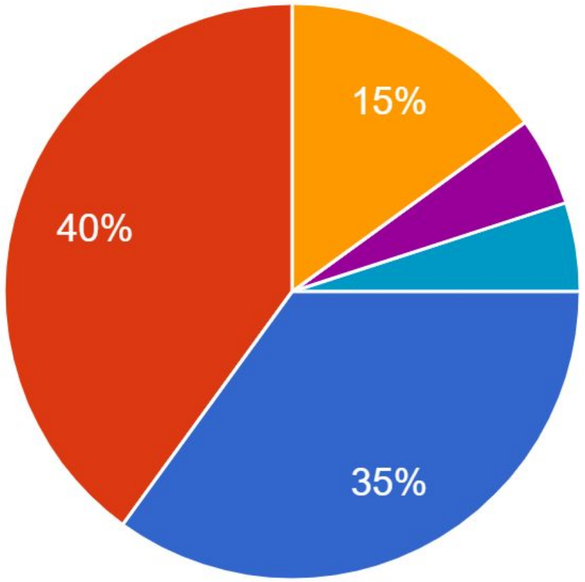


Target Market for SparkZ

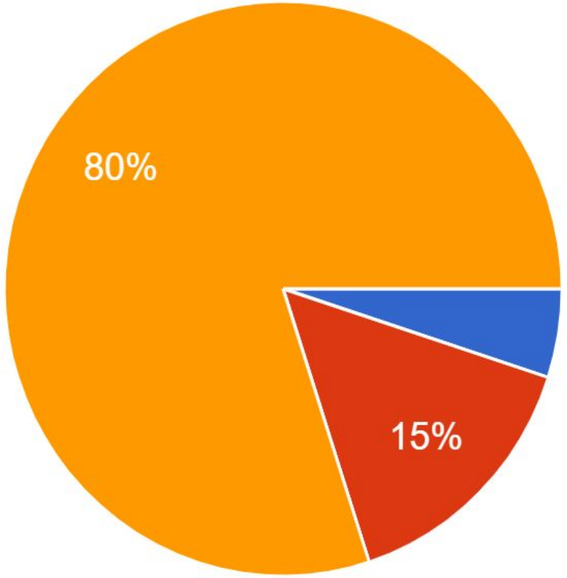
Information overload is costing **$40,000/yr** for a senior researcher!

Time is Money

What We Learned



>40 % people want faster ways of getting useful information

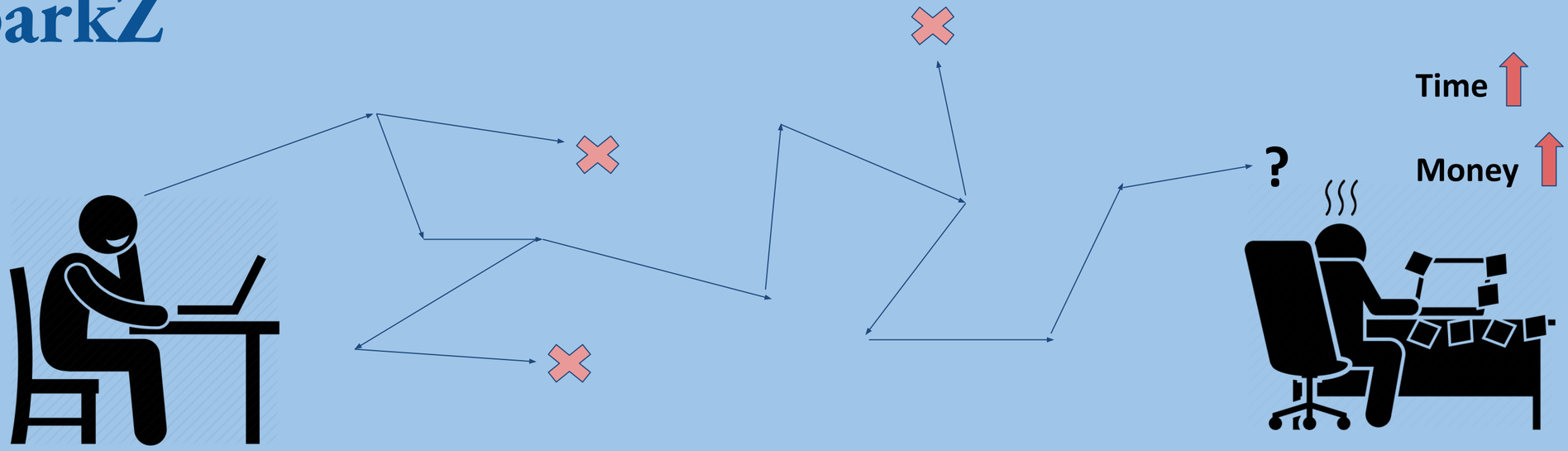


80% researchers are willing to pay for the solution on a corporate level

Targeted Customer Segment: Corporate R&D Teams, Consulting Firms, and KPOs

PROBLEM	Organizations face the **challenge** to start work from **square one** most of the times causing employees to reach burnout faster
PROMISE	**Smart self-learning platform** that saves your $£€ and your employees
PROOF	**Improvement in performance** with a one stop solution with a structured segmentation and nomenclature of the resources for easy retrieval and access
PAYOFF	**A dollar you spend today to reap millions tomorrow!**
PROFIT	**Nominal subscription/premium usage fee on the SparkZ platform**

Without SparkZ



With SparkZ

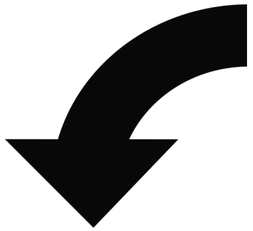
Enter problem in natural language > Keywords > Intelligent Categorization > Smart Filtering

- Reduced Expense
- Less Effort
- Faster Search

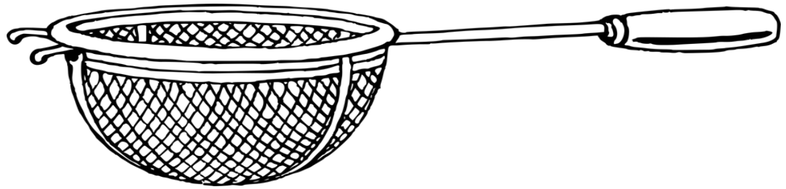
Evidence of Innovation

25 Ideas

Stimulated Brainstorming
TRUE NORTH



Team Discussion & Voting
Mentor Feedback



6 Ideas

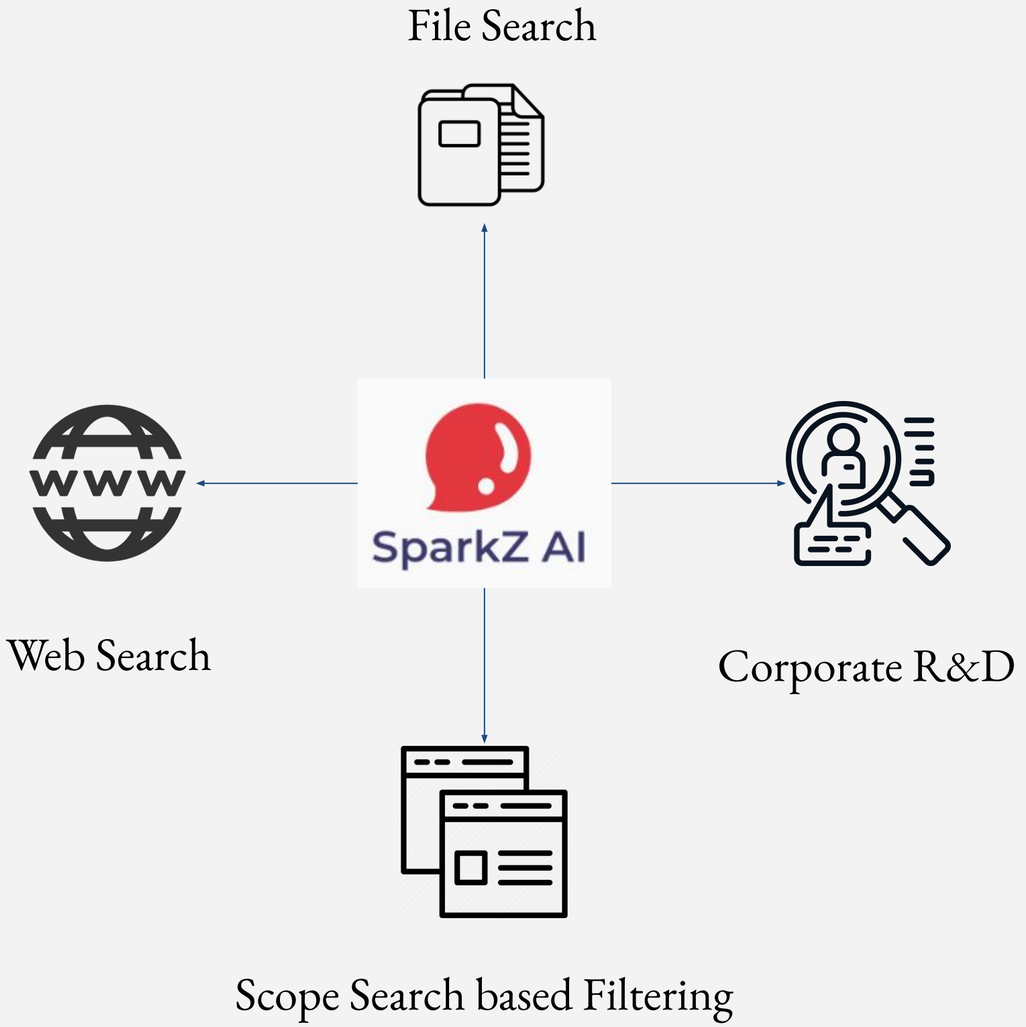
Attribute Assessment:
Meaningful, Uniqueness and Clarity - Ideas above 7 score

Risk Assessment
Buyer's Feedback
Constructive Criticism
Death Threats

1 Idea

Strategy

Kill, Pivot, or Go?



Go!

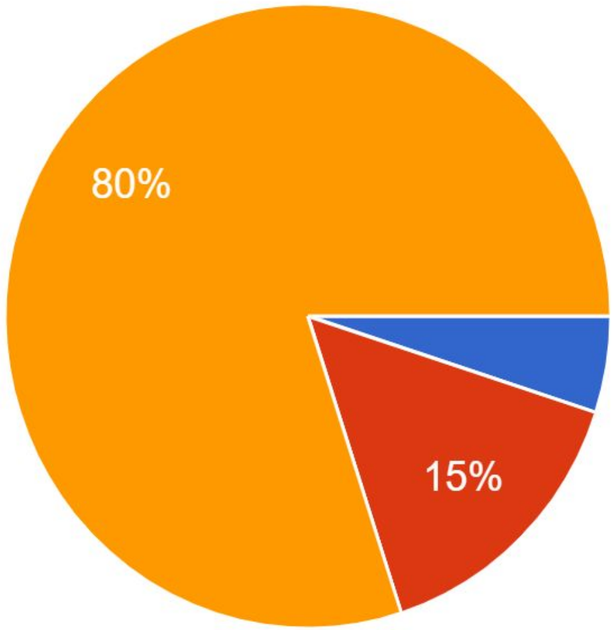
Reasons

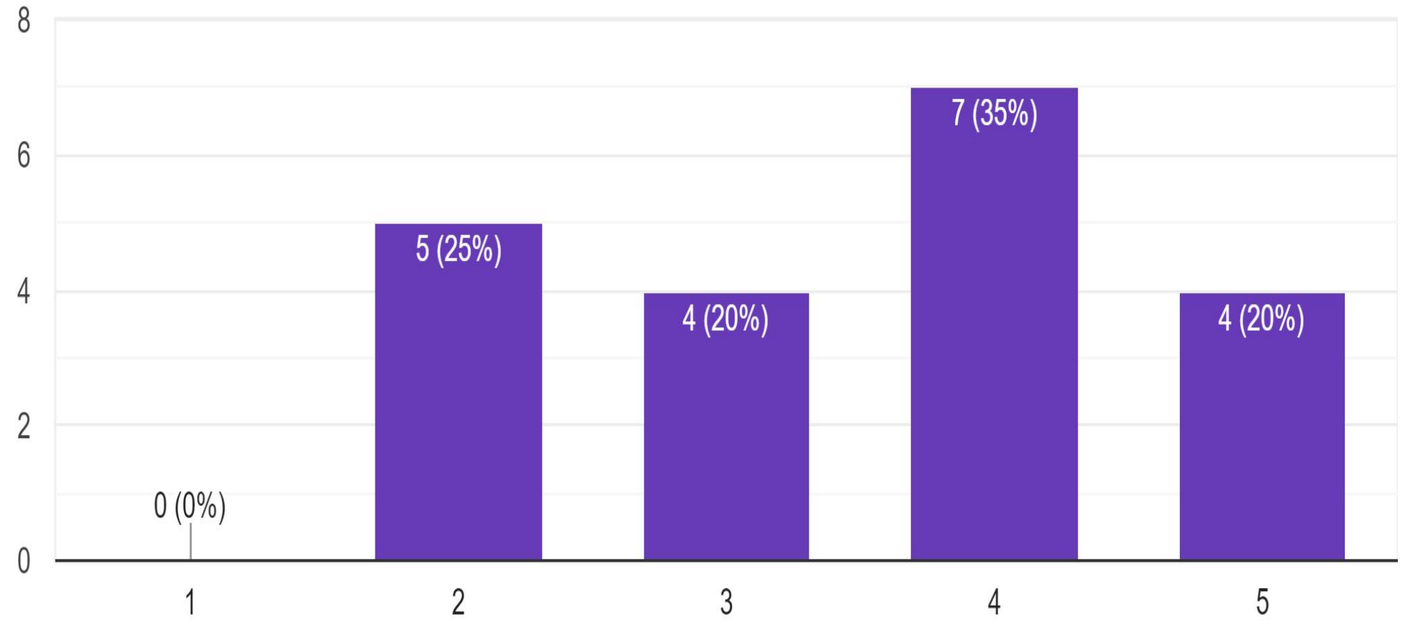
3 Risk Assessment

Customer Feedback 2

1 ABC’S Analysis

Stats



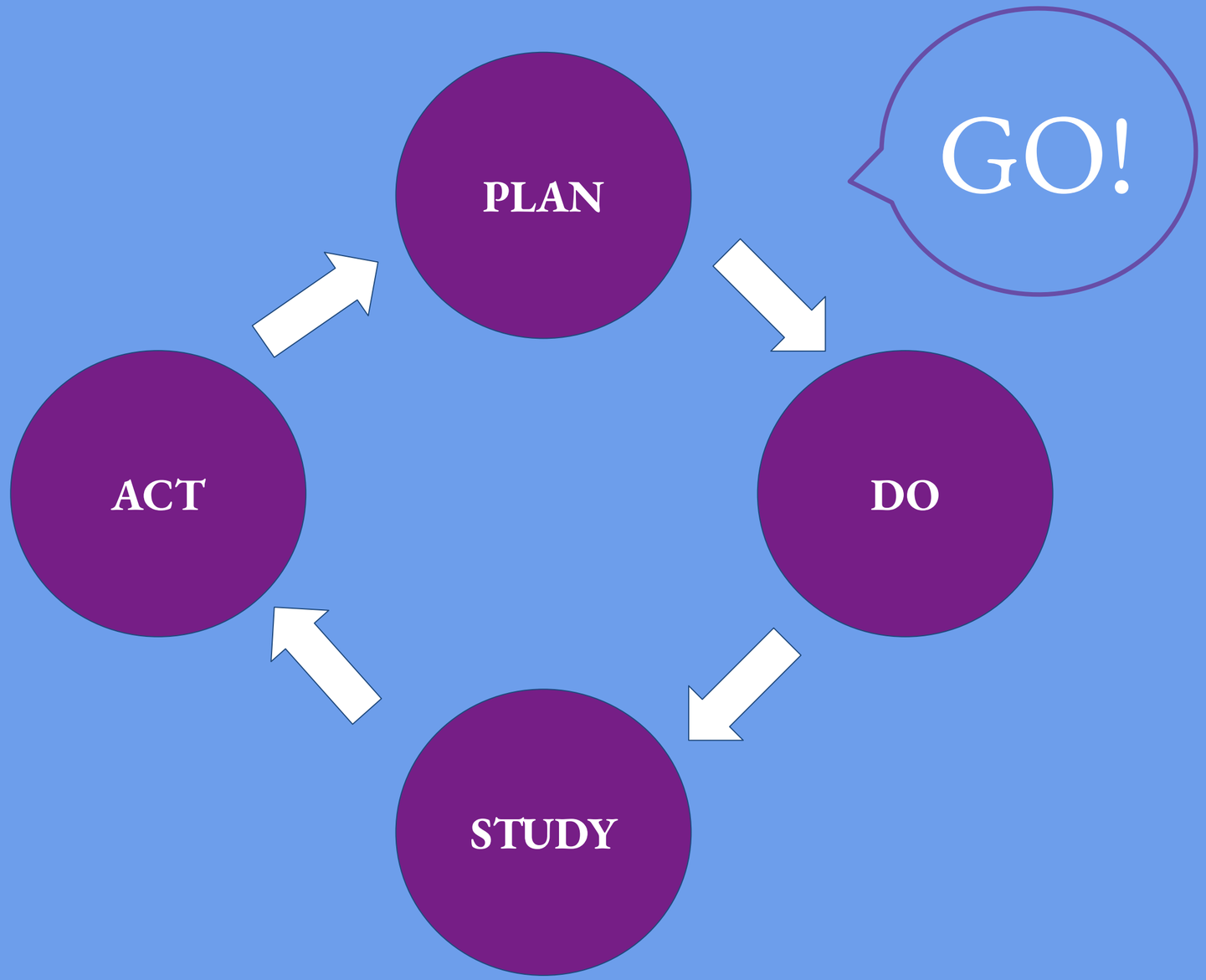


80 % customers believe it is a viable corporate solution

4 in 5 customers agreed they needed a service akin to SparkZ

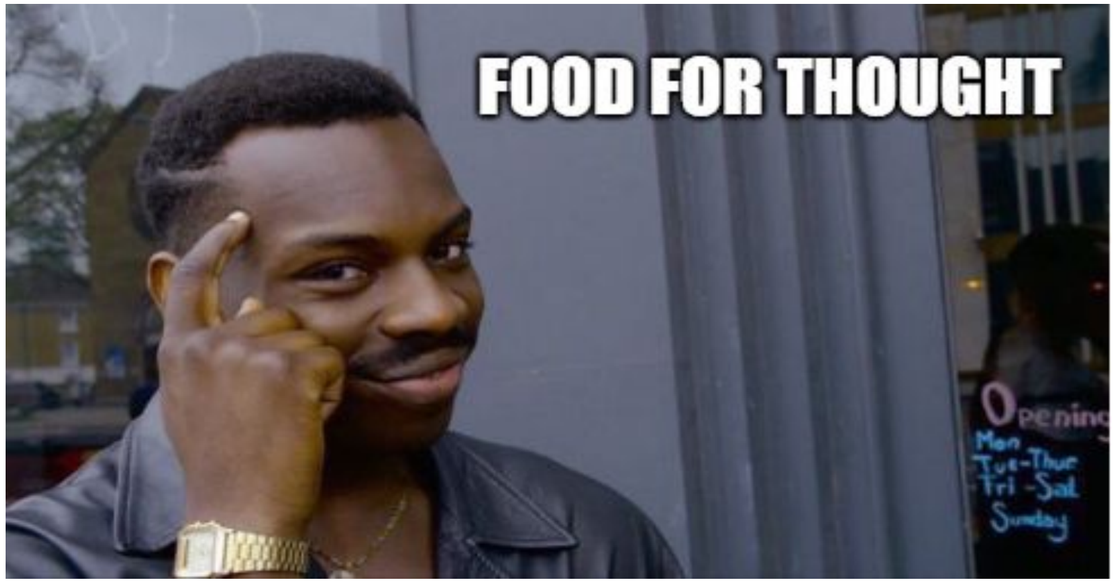
Next Steps

- Pretotyping
- PDSA Cycle



Stop Searching, Start Finding!

Thank You!

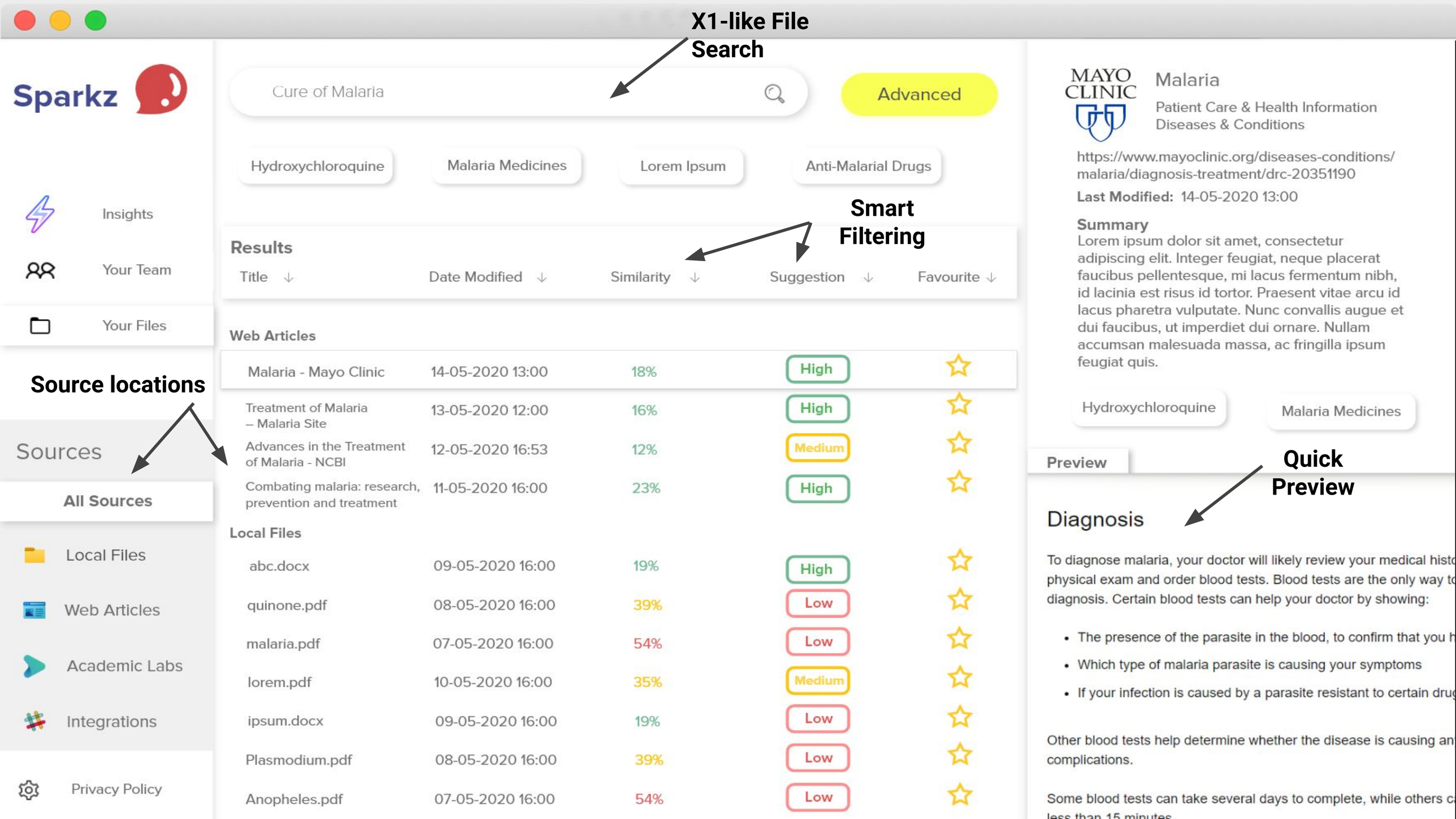


"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."

Feedback

Key Takeaways

- **ABC’S** of innovation
- The innovation recipe
- Innovation tools - True NORTH and the 4P’s
- Effective brainstorming through stimulus mining
- Proactive Learning
- Putting the right effort in the right idea
- Quitters are not failures
- Diversity over skill


X1-like File Search
Sparkz
Cure of Malaria
Advanced
Hydroxychloroquine
Malaria Medicines
Lorem Ipsum
Anti-Malarial Drugs
Insights
Your Team
Your Files
Smart Filtering
Results
Title
Date Modified
Similarity
Suggestion
Favourite
Source locations
Sources
All Sources
Local Files
Web Articles
Academic Labs
Integrations
Privacy Policy
Web Articles
Malaria - Mayo Clinic 14-05-2020 13:00 18% High
Treatment of Malaria – Malaria Site 13-05-2020 12:00 16% High
Advances in the Treatment of Malaria - NCBI 12-05-2020 16:53 12% Medium
Combating malaria: research, prevention and treatment 11-05-2020 16:00 23% High
Local Files
abc.docx 09-05-2020 16:00 19% High
quinone.pdf 08-05-2020 16:00 39% Low
malaria.pdf 07-05-2020 16:00 54% Low
lorem.pdf 10-05-2020 16:00 35% Medium
ipsum.docx 09-05-2020 16:00 19% Low
Plasmodium.pdf 08-05-2020 16:00 39% Low
Anopheles.pdf 07-05-2020 16:00 54% Low
MAYO CLINIC
Malaria
Patient Care & Health Information
Diseases & Conditions
https://www.mayoclinic.org/diseases-conditions/malaria/diagnosis-treatment/drc-20351190
Last Modified: 14-05-2020 13:00
Summary
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer feugiat, neque placerat faucibus pellentesque, mi lacus fermentum nibh, id lacinia est risus id tortor. Praesent vitae arcu id lacus pharetra vulputate. Nunc convallis augue et dui faucibus, ut imperdiet dui ornare. Nullam accumsan malesuada massa, ac fringilla ipsum feugiat quis.
Hydroxychloroquine
Malaria Medicines
Preview
Quick Preview
Diagnosis
To diagnose malaria, your doctor will likely review your medical histo
physical exam and order blood tests. Blood tests are the only way t
diagnosis. Certain blood tests can help your doctor by showing:
The presence of the parasite in the blood, to confirm that you h
Which type of malaria parasite is causing your symptoms
If your infection is caused by a parasite resistant to certain drug
Other blood tests help determine whether the disease is causing an
complications.
Some blood tests can take several days to complete, while others c
less than 15 minutes