

<div><div>jo</div><div>Alex (The Innovation Team Lead)</div></div>					
Background	Goal	Search Query	Process	Key Results	Outcome
Alex leads the innovation team at a Fortune 500 company. They're tasked with identifying disruptive opportunities that could become new business units, but need to validate ideas with real market pain.	Discover unexpected pain points at the intersection of multiple domains that could represent white-space opportunities.	"remote work productivity barriers"	<div><div><u>Broad Discovery:</u> Alex finds 67 validated pain points across 12 domains</div><div><u>Intersection Analysis:</u> The system reveals a unique pattern:<ul style="list-style-type: none"><li>Remote work tools → Integration complexity</li><li>Integration issues → Data silos</li><li>Data fragmentation → Decision-making delays</li><li>Decision delays → Project management chaos</li><li>PM issues → Team burnout</li></ul></div><div><u>White-Space Identification:</u> AI discovers that 34% of remote work pain stems from "decision context loss"</div><div><u>Cross-Industry Validation:</u> Pattern exists across healthcare, finance, manufacturing, and tech</div><div><u>Innovation Opportunity:</u> Decision context preservation platform for distributed teams</div></div>	<div><div><u>Primary Pain:</u> Loss of decision context in remote/hybrid teams</div><div><u>Secondary Pains:</u> Spans productivity, project management, team collaboration, and knowledge management</div><div><u>Target Market:</u> 1,200+ professionals across 6 industries expressing this specific frustration</div><div><u>Validation:</u> No existing solutions address decision context preservation specifically</div><div><u>Product Opportunity:</u> Platform that captures and preserves decision-making context for distributed teams</div></div>	Alex presents a compelling case for a new business unit focused on decision context preservation. The innovation committee approves a \$2M pilot program. By focusing on the intersection of multiple pain domains, Alex's team avoids competing in crowded markets and instead creates a new category with validated demand from 1,200+ potential customers.