



# Signals

## Transform the way you engage with consumer insight

*Detect the weak signals hidden in noise. Make insights real by connecting across documents, exploring strategic implications, and seeing old data in entirely new light.*

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### The Challenge

Getting from data to clear insights, implications, and ideas still takes a lot of manual analysis and writing. Every new angle adds time and complexity. And the work is often done by external agencies.

That keeps clients at arm's length from the thinking, so their perspective is under-represented and they only see the outputs, not the logic.

Knowledge ends up scattered across agencies and projects, with related documents left out. As a result, teams feel less connected to insight, effort is duplicated, and potential connections are missed.

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### Introducing Signals

Signals is a tool that simplifies and speeds up analysis and imagination. You can go from noticing the possibility of an insight to a fully worked up idea, in no time at all.

It helps people look at data from different perspectives. And it makes it easier to connect the dots across multiple documents and studies. It embeds analysis and insight inside teams and changes the role of agencies from story owners, to insight facilitators.

## How It Works

Each layer of the system is powered by an agent, an autonomous unit specialized in its role. Knowledge agents manage and store data, lens agents interpret it through strategic frameworks, and synthesis agents generate actionable insights. This agentic architecture means the AI isn't a black box at the end of the pipeline, but an active collaborator at every step.

**The elegance lies in simplicity:** Connect your knowledge through different lenses to generate actionable insights.

### → Knowledge Bases

This agent manages and stores the knowledge corpus. Upload any research artifact—transcripts, articles, reports, digital whiteboard sessions or general observations; organized by source, geography, methodology, or any logical grouping. Each knowledge base becomes a vast reservoir of intelligence waiting to be digested and understood.

### → Lenses

This agent is the filter we can apply to a set of data. Apply strategic canonical frameworks that act as interpretive filters. Start with proven frameworks from our rich library:

- **Innovation frameworks** like Jobs-to-be-Done or Outcome-Driven Innovation, often paired with Design Thinking or the Double Diamond
- **Behavioral frameworks** like COM-B or Fogg Behavior Model to explain why behaviors aren't happening despite interest
- **Service design tools** like Service Blueprints and Journey Maps for organizational alignment
- **Strategy frameworks** like Kano Model or Blue Ocean Strategy to turn insights into market direction
- **Business planning tools** like Business Model Canvas and Value Proposition Canvas

Or modify these to create your own proprietary extensions upon these canonical lenses that embody your unique methodology. Each lens reveals different dimensions of meaning in your data.

### → Synthesizers

This agent is the brains of the operation, it helps you synthesize and generate assets that can see patterns humans miss, connecting dots across thousands of data points while maintaining the nuance and context that matters. We allow you to choose from multiple AI models based on your security (public / private / hybrid models) and performance needs (lightweight, deep research, large token context, speed, etc).

**The key:** This allows you to visually and literally connect the dots, these connections create an equally important context layer for the LLMs to help you think deeply about what it all means. Link multiple knowledge bases through various lenses. Chain lenses together for deeper analysis. Create parallel synthesis paths to validate findings. The configuration itself becomes a form of strategic thinking and the possibility permutations become infinite giving you flexibility to solve problems in new and novel ways.

## Why This Matters Now

### **Collaborative Discovery**

No more waiting for answers handed down from the ivory tower of outside agencies. This is a system where your team can directly interrogate the data, test hypotheses in real-time, and prove to themselves the validity of their strategic direction. Everyone becomes part of the discovery process.

### **Speed to Understanding**

Transform weeks of synthesis into hours, without sacrificing depth or nuance.

### **Depth of Insight**

Uncover non-obvious connections by examining data through multiple strategic lenses simultaneously.

### **Confidence in Decisions**

Validate findings through parallel analyses, ensuring robust conclusions backed by comprehensive evidence.

### **Actionable Clarity**

Move beyond "interesting insights" to clear implications for product development, market entry, and strategic positioning.

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## The Vision Ahead

Today, Signals is in its early stages that enables teams to apply strategic frameworks to their research. Tomorrow, the platform will expand to include:

- **Thought Leader Lenses:** Channel the analytical perspectives of domain experts by training lenses on their complete body of work
- **Regulatory Intelligence:** Apply legal and compliance filters to understand what's possible in different markets
- **Competitive Synthesis:** Connect market intelligence to reveal strategic opportunities and threats
- **Trend Detection:** Identify weak signals that indicate emerging shifts before they become obvious

The potential extends far beyond traditional research. Any team dealing with complex, distributed intelligence—from innovation groups to strategic planning, from brand strategy to market intelligence—can benefit from this new way of collaborating.

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## Getting Started

Signals is currently being developed in partnership with select innovation leaders who recognize the transformative potential of intelligence synthesis.

We're looking for organizations that:

- Face complex, multifaceted customer or market challenges
  - Value deep understanding over surface-level insights
  - Are ready to pioneer new approaches to strategic intelligence
  - Want to turn their research investment into competitive advantage
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## The Bottom Line

In a world drowning in data but starving for understanding, Signals offers a new path forward. It's not about generating more information—it's about finally making sense of what you already have, seeing connections you couldn't see before, and transforming intelligence into action.

**Transform how you understand. Transform how you compete.**

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*For more information or to schedule a demonstration, contact:  
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