

Consulting Report

Data Done Right

Right Data, Right Way



July 2024

Executive Summary



Think Evolve Solve (TES) has engaged our consulting team to support the global relaunch of their SaaS product, gather360, in June 2024. Our objective is to provide strategic insights and recommendations to position TES for success in the US, UK, and Ireland markets. Our key findings reveal that gather360 automates data collection, preparation, and supply for AI applications, reducing data preparation time by 60% and enabling businesses to harness AI effectively.

TES targets innovators, early adopters, and the early majority on the adoption curve, offering a solution that addresses data-related challenges and enables organizations to start their AI journey with confidence.

TES currently employs a relational go-to-market strategy, leveraging their inner orbit connections. To achieve significant growth, they must expand their reach through direct marketing, strategic partnerships, and thought leadership initiatives. Our analysis of TES's resources and capabilities highlights their AI expertise, data management know-how, and the unique features of gather360, such as data contextualization, historization, and supply chain management.

We have developed ideal customer personas, including Emma Thompson, a Business Executive in venture capital, and Robert Johnson, an AI Builder in healthcare compliance. These personas showcase the pain points, unique value propositions, and decision-making processes of TES's target audience. Our research on AI-augmented tools identifies potential competitors and their strengths, providing insights for TES to differentiate itself in the market.

TES is positioned as a Visionary in the Gartner Magic Quadrant for data management and AI readiness solutions, thanks to its innovative approach and AI-specific focus. To effectively engage with their target audience, we have identified key themes for social media marketing and thought leadership, emphasizing the transformative potential of gather360 in enabling businesses to leverage AI for improved efficiency and decision-making.

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Acknowledgement

We would like to confirm that this report is a result of our work and we have not received any unpermitted aid in completing this report. All the credits have been given to the due sources in the references section.

We are also thankful to Dr. John (Sean) Cassidy for organising this project and for his guidance throughout the module. We are also thankful to the mentors for their constructive feedback. This report is a result of his utmost support and feedback.

Our sincere gratitude to Mr. Thomas Russel and O'Sullivan, and their entire team at Think Evolve Solve for offering us this challenging project to execute.

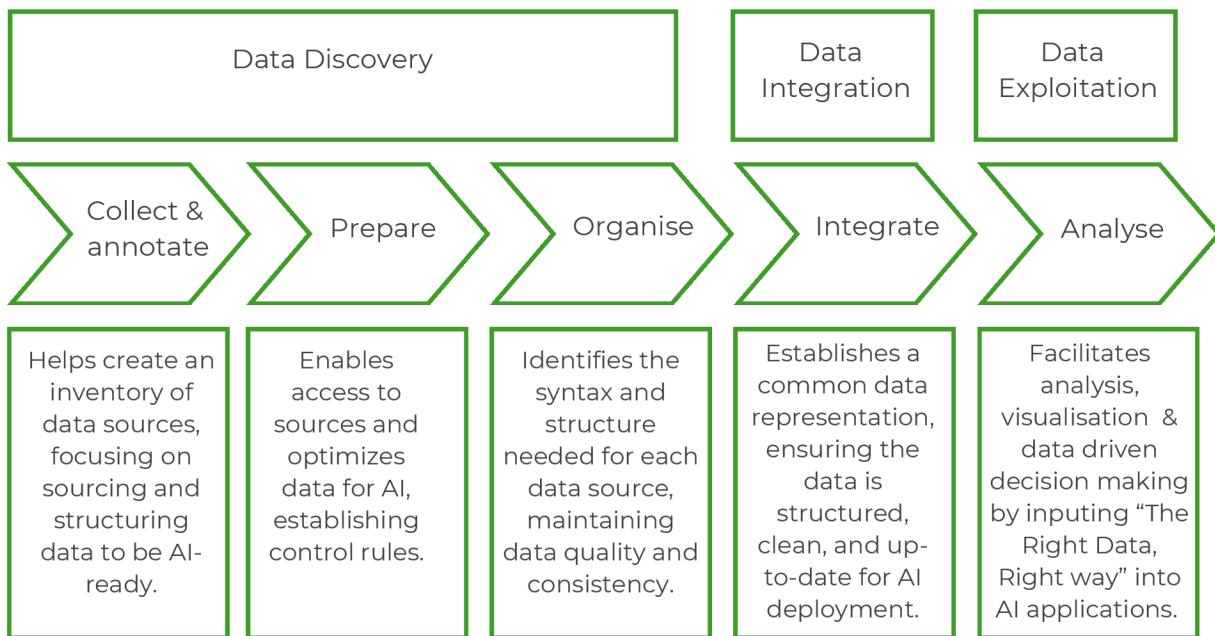
We truly hope that our work will prove useful and add value for Think Evolve Solve for their expansion in the future.

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Internal Analysis

Laying TES into Data Value Chain



Miller, H.G. and Mork, P., 2013. *From data to decisions: a value chain for big data*.

Exhibit 1: Data Value Chain analysis

gather360 plays a crucial role in multiple stages of the data value chain. In the Data Discovery stage, gather360 helps create an inventory of data sources and metadata, making it easier for AI applications to access and understand the data. Moving to the Data Integration stage, gather360 establishes a common data representation, maintains data provenance, and integrates data from various sources, ensuring that the right data is supplied to AI tools reliably and consistently. Finally, in the Data Exploitation stage, gather360 enables businesses to visualize and present analytic results to decision-makers, supporting exploration and refinement. It ensures that the right data continuously flows into AI applications, enabling trusted and reliable outputs.

Internal Analysis

Delivering Value

gather360 automates and streamlines how businesses collect, prepare, and supply the right data to AI tools, enabling them to solve their business problems faster. gather360 empowers organisations to trust and harness the power of AI effectively by providing context-rich, continuously supplied, and reliably sourced data.

Value Proposition Checklist

- Are the benefits explicit, specific, and clearly stated?
- Is the price explicitly stated?
- Is the target customer segment (or segments) clearly identified?
- Is the value proposition clear and simple?
- Is it clear that the value proposition is superior for the target segment (or segments)?
- Is the value proposition supported by evidence of adequate demand?
- Is the value proposition supported by evidence of acceptable returns?
- Is the value proposition viable in light of competitors' value propositions?
- Is the value proposition achievable?
Are the required changes to the current business system feasible?
- Is this the best of several value propositions considered for this company?

The platform boasts impressive results, including a 75% reduction in report generation time, 94% faster individual file processing, and a 60% reduction in overall data preparation time. gather360 ensures that data is defined, structured, and easily accessible

by AI applications, establishes a sustainable data source for historical analysis, and builds data supply chains that are trackable, traceable, and trusted. With gather360, businesses can unlock the endless benefits of AI, such as increased productivity, enhanced decision-making, and revolutionary changes in the way they operate and compete, all while seamlessly augmenting their current tools and data sources.

Customers base their buying decisions on two criteria: the benefits of a particular product or service and its price.

Lanning, M.J. and Michaels, E.G. (1988)

Exhibit 2: Value Proposition Checklist

Target Audience

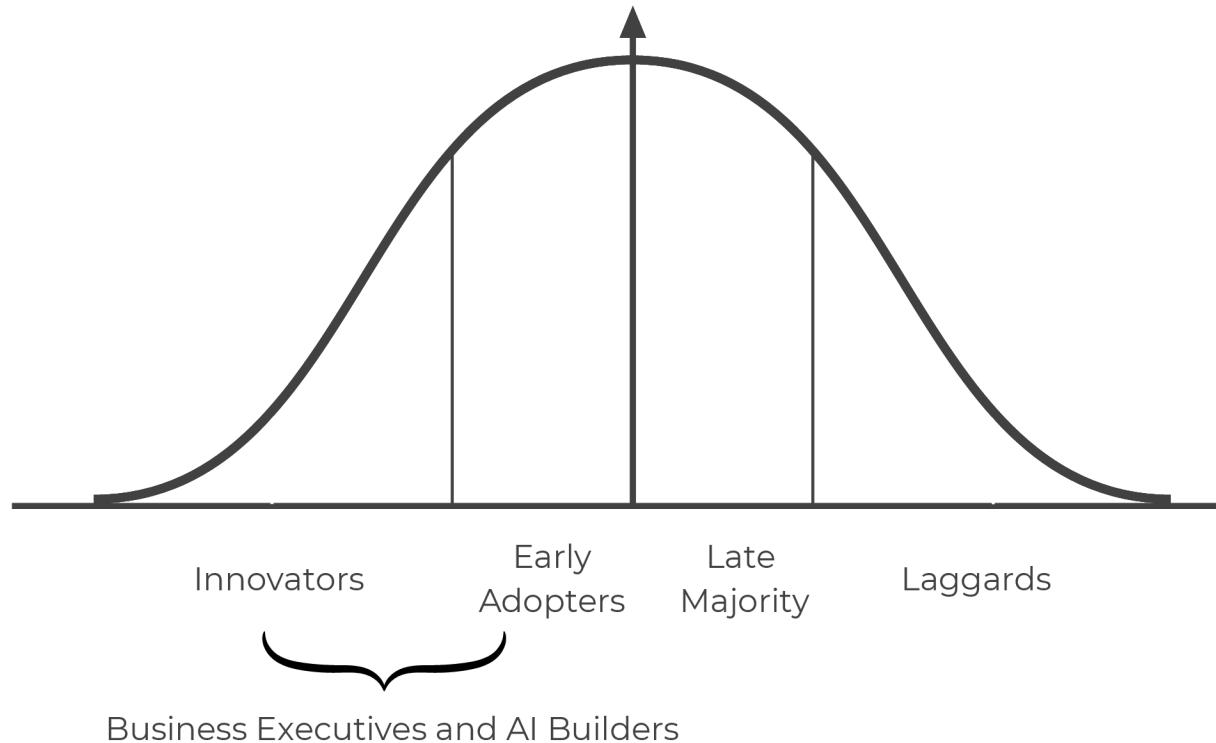


Exhibit 3: Technology Adoption Curve

Empowers AI builders with streamlined data solutions and enables business executives to leverage AI for competitive advantage.

Think Evolve Solve targets a diverse range of customers across the adoption curve. Innovators, such as AI-driven companies and early adopters already using AI tools like Excel Copilot, ChatGPT, or custom AI model builders, will find value in Gather360's ability to streamline their data supply chain. Early Adopters, comprising businesses actively seeking to implement AI

solutions to improve their processes and gain a competitive edge, will benefit from Gather360's comprehensive platform. The Early Majority, which includes organizations recognizing the potential of AI but hesitant due to data-related challenges, will find Gather360 particularly appealing as it helps them overcome these barriers and start their AI journey with confidence.



Exhibit 4: GTM Strategy

Think Evolve Solve currently relies on a relational go-to-market strategy, focusing on leveraging their inner orbit connections to drive growth and establish a strong foundation in the market. This approach has proven effective in building trust and credibility among their existing customer base, as they capitalise on personal networks, direct sales efforts, and word-of-mouth referrals.

However, TES recognises that to achieve significant growth and capture a larger market share, they must expand their reach beyond the confines of their inner orbit. To successfully navigate this transition, TES is developing a comprehensive go-to-market strategy that encompasses three key pillars: direct marketing, strategic partnerships, and thought leadership. By investing in targeted advertising, inbound marketing, and social media presence,

TES is actively seeking strategic partnerships with influencers, complementary businesses, and industry collaborators.

TES aims to raise awareness and generate interest among potential customers who may not be reached through their existing relational channels. These partnerships will enable the company to expand its reach, gain valuable insights, and establish credibility in new market segments.

By aligning with trusted partners, TES can amplify its message and demonstrate the value of gather360 to a wider audience.

Rationale for Personas

The personas reflect a range of professionals who are likely to benefit from TES's tool, Gather360, which optimizes data for AI usage. These personas help in identifying the unique value propositions that resonate with different users, ensuring the marketing message is precise and impactful. By understanding the detailed characteristics, pain points, and decision-making processes of potential users, TES can tailor its marketing and product development strategies to better serve its target market.

The Approach

To create these personas, we analyzed the current market for AI optimization tools and identified the common roles and industries that could benefit from TES's solutions. Our approach included:

- **Market Research:** Examining the AI tool landscape to understand the competitive environment and identify gaps that TES's Gather360 can fill.
- **Competitor's User Analysis:** Analysing potential users of competing products in various roles to gather insights into their challenges and needs.
- **Pain Point Analysis:** Identifying common issues these professionals face with data optimization and AI readiness.
- **Value Proposition Mapping:** Matching TES's unique features to the specific gains these users seek, ensuring the tool addresses their core needs effectively.

TES's Marketing Route to Ideal Personas



Digital Marketing and Content Strategy

- LinkedIn Advertising and Content Marketing
- Email Campaigns with Personalized Content
- Sponsored Content in Industry Publications

Events and Thought Leadership

- Webinars and Thought Leadership Events
- Industry Conferences and Panels
- Technical Workshops and Hackathons

Strategic Partnerships and Collaborations

- Collaborations with AI Research Institutions
- Partnerships and Influencer Collaborations

Resources and Capabilities

Tangible Resources	Intangible Resources	Capabilities
<p>1. Gather360 SaaS Platform: A proprietary software tool that automates data collection, preparation, and supply for AI applications.</p>	<p>1. AI Expertise: The company possesses specialized knowledge in AI applications and understanding of the data requirements for effective AI implementation</p>	<p>1. Data Contextualization: Gather360 helps define and structure data and metadata for easy access and understanding by AI applications.</p>
<p>2. Data Supply Chain Infrastructure: The technical infrastructure that enables the creation of robust, AI-specific data supply chains.</p>	<p>2. Data Management Know-how: Think Evolve Solve has developed unique processes and methodologies for managing data context, history, and supply status.</p>	<p>2. Data Historization: The platform establishes sustainable data sources that provide AI applications with the necessary historical insights for accurate analysis.</p>
<p>3. Integration Capabilities: Gather360 integrates with existing data sources (SAP, Salesforce, Microsoft Dynamics) and AI tools (Microsoft 365, Google Suite, ChatGPT).</p>	<p>3. Customer Relationships: Think Evolve Solve company has established relationships with clients like Pen Underwriting, demonstrating the value and effectiveness of their solution.</p>	<p>3. Data Supply Chain Management: Builds data supply chains that ensure data, supply status, and provenance are always available, trackable, and trusted for AI applications.</p>

Exhibit 5: Resource based view of TES

TES's Gather360 platform offers a unique value proposition by providing a solution specifically designed to prepare data for AI applications. Unlike competitors such as Atlan, Alation, and Collibra, which offer more general data management solutions, Gather360 differentiates itself by delivering context-rich, continuously supplied, and reliably sourced data.

Think Evolve Solve should pursue a differentiation strategy in its core offering to establish a competitive advantage.

This distinctive approach enables TES to cater to the specific needs of organizations looking to harness the power of AI effectively. Furthermore, TES's positioning as a Visionary in the Gartner Magic Quadrant reinforces its differentiation strategy,

highlighting its innovative approach and potential to shape the future of the market. This positioning sets TES apart from competitors who may be seen as more traditional or less forward-thinking. Moreover, TES's target audience of early adopters and innovators is likely to value the unique features and benefits of Gather360 over cost savings alone. These customers are actively seeking solutions to enhance their AI initiatives and are willing to invest in a platform that can deliver superior results. By focusing on differentiation, TES can capitalize on its strengths and appeal to a market segment that prioritizes innovation and performance over price.



Exhibit 6: Source of Competitive Advantage *Grant (1991)*

VRIO Analysis

Establishing Competitive Advantage		Sustaining	Appropriating	
Valueable	Rare	Inimitable	Organised to exploit	Competitive Outcome
YES	YES	NO	NO	Temporary Advantage

Exhibit 7: VRIO analysis

Barney (1991)

Think Evolve Solve holds a temporary competitive advantage with its rare and valuable Gather360 platform, AI expertise, and data management capabilities. However, the offerings are imitable, and TES lacks the organizational structure and go-to-market strategy to fully exploit its advantage.

TES has a temporary competitive advantage that can be made sustainable by addressing imitability, organizational structure, and go-to-market strategy.

To achieve sustainable competitive advantage, TES must invest in continuous innovation, develop a compelling value proposition, implement a multi-channel go-to-market strategy, and foster a customer-centric and agile culture.

By addressing these areas, TES can capitalize on its unique position, mitigate imitation risks, and establish long-term success in the AI and data management market.

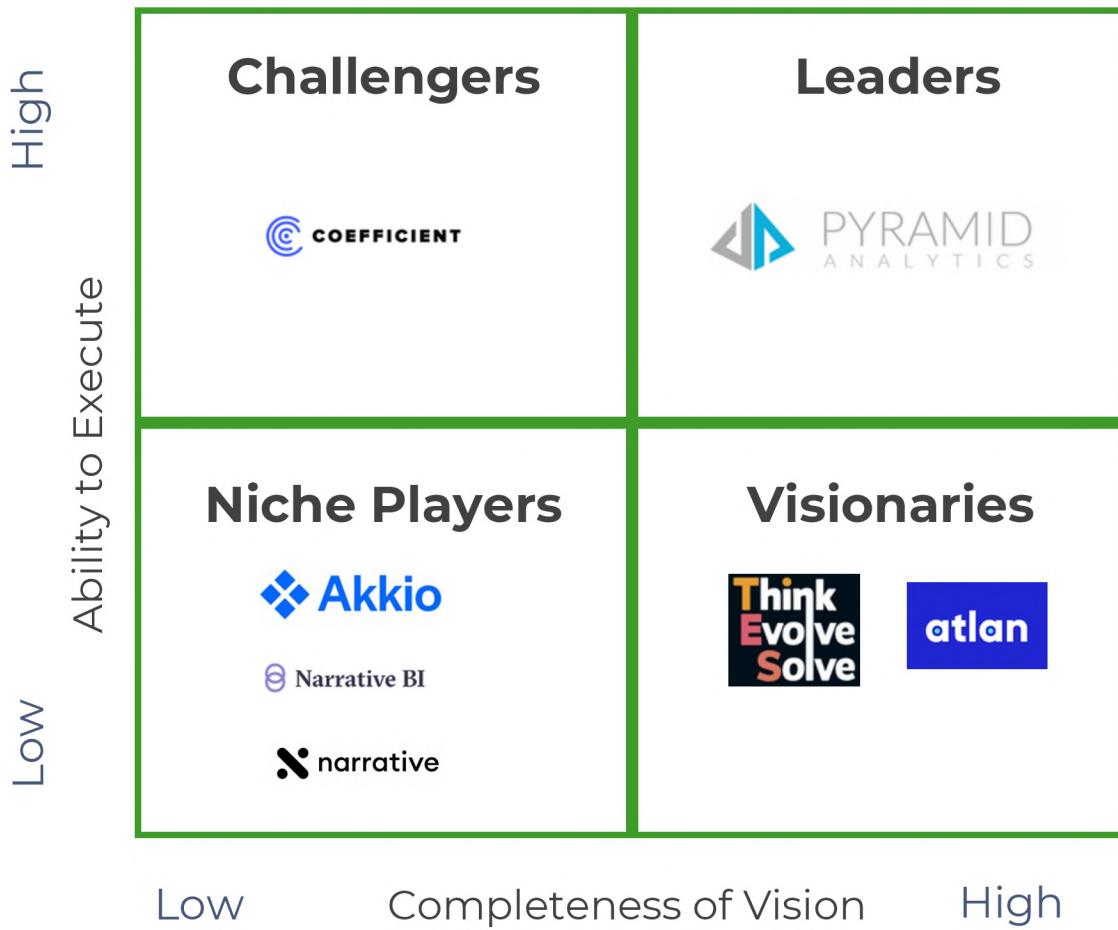
Competitor Analysis



Overview	Competition area	Pricing
HQ: Amsterdam Funding: \$194M Team size: ~175	“Pyrama” comprehensive engine for building and running queries (SQL & MDX engines)	Customized pricing
HQ: Massachusetts Funding: \$18M Team size: ~39	Near match to “Gather 360” on multiple aspects of the service	USD 49 per month / per user onwards
HQ: SF, California Funding: \$1.4M Team size: ~9	“Narrative BI” is an AI powered solution to transform complex analytics into Narratives	USD 30 per month / per user
HQ: Palo Alto, CA Funding: \$24.7M Team size: ~56	Easy to connect tool for multiple data sources(*excel) & automate dashboarding for critical insights	USD 49 per month / per user
HQ: New York Funding: \$13.8M Team size: ~36	“Rosetta” performs the task as an AI assistant	Pay as you go & Committed usage / No upfront payment required
HQ: New York Valuation: \$750M Team size: ~500	“Atlan AI” First ever copilot for data teams.	SaaS based modular pricing

Exhibit 8: Competitor Analysis

Magic Quadrant by Gartner



Gartner (1986)

Exhibit 9: Magic Quadrant By Gartner

Think Evolve Solve is positioned in the Visionaries quadrant of the Gartner Magic Quadrant for data management and AI readiness solutions. The rationale behind this placement is based on the company's innovative approach, AI-specific focus, and the unique capabilities of its gather360 platform.

Think Evolve Solve may not yet have the extensive market presence and comprehensive feature set of Leaders, its innovative vision, AI-readiness focus, and the potential impact of gather360 on client businesses justify its position as a Visionary.

Social Media Influencer & Thought Leader Analysis

The product “Gather 360” is for clients who wants to save extra cost burden by not having a tech and data team for analyse the data. To give that extra boost, it is good enough to engage with social media influencer or thought leader who can support with an extra edge in marketing the product well.

We have curated a list of key social media influencers and thought leaders who can support the growth and development of “Gather 360”.

Thought Leader/Influencer

Description & Social Media Footprint



Gary Vaynerchuk

Entrepreneur, motivational speaker, and content creator known for his early investments in tech giants.

Facebook: 5.5M+ | Twitter: 3.1M+ | YouTube: 4M+
Instagram: 10M+ | LinkedIn: 5.3M+ | TikTok: 15M+

Zain Kahn

Digital marketing expert and technology content creator known for his content on AI and Machine Learning.

Twitter: 1M+ | Instagram: 26.6K+ | LinkedIn: 1M+



Jason Lemkin

Entrepreneur, investor, and founder of the SaaStr community, one of the largest communities in the world for like-minded individuals in the technology space.

Facebook: 8.7K+ | Twitter: 64K+ | YouTube: 46.4K
Quora: 60.3K+

**Alex Freberg**

Runs the "Alex The Analyst" YouTube channel with over 300 educational videos. A digital educator with multiple courses focused on analytics for novices.

YouTube: 800,000+

Douglas B Laney

International speaker, author, and expert who consults large corporations on designing their data and analytics strategy. Known for his works "Infonomics & Data Juice".

Twitter: 46.2K+

**Bernad Marr**

Author and advisor known for advising on key topics such as artificial intelligence and digital transformation. Has written over 20 books covering various topics such as AI, tech trends, and the future of the internet.

Facebook: 175,264+ | Twitter: 136,293+
LinkedIn: 1,492,696+ | Telegram: 1,568,060+
Newsletter: 1M+

Key Themes for Social Media Marketing



The following list consists of some of the key themes that can potentially be considered to market the product “Gather 360” in different geographies across the targeted market. So the first theme that we would like to introduce is as follows:

Simplifying Data Conversations

By asking simple questions, we aim to get the best answers for the data fed into the tool. Some of the responses that we could expect here is mentioned as below:

- 19% decline in the overall sales for all the products in the last quarter.
- 47% rise in the new product line sales.
- 25% of sales come from the younger generation of customers.

The prompts will be the key element here for the open AI to support clients finding the “RIGHT” answers for making strategic business decisions.

Data Management and Integration

For organisations that are small and medium-sized and do not have enough technical capabilities, we can promote “Gather 360” as the best fit for their data integration with AI tools. On the technology side, when companies do not have enough budget “Think Evolve Solve” can consult them and provide support and services for ETL, API integrations, and data warehousing. Key points for consideration are mentioned as below:

- Structured data collection - (If not structured, gather 360 can support)
- Processing and integration of data
- API integration with AI tool for affordable and smart data analysis
- Streamlined data workflow

Empowering Business Teams

Nowadays, technology is advanced faster than anticipated and SMEs typically do not have enough budget nor onboard new tools and technologies on a regular basis. The best case scenario here is to use tools that can cost minimal or are free of charge and can save a major cost recurring every year for the client

It is essential for the non-tech teams to empower them with the right set of tools and technologies for effective monitoring and management of KPIs.

Easy to connect data tools with multiple data sources to automatically cleanse, analyse, and visualise data for seamless KPI planning and targets on a regular basis. Tech project can be a really costly affair.

AI Data Readiness

AI tools are essential and have become an integral part of daily business which can support effective and efficient business operations. In any organisation, multiple teams are working on different tools for their daily tasks and the output could come in any format. Hence, a need to transform the raw data into a structured format.

Data governance will come into play as the organisation needs to ensure that their internal data and customer data needs to be safe and compliances to be performed like GDPR, HIPAA & SOC - 2 will be critical.

Every organisation in today's time wants to be quick and efficient in regards to understanding their data and deriving key insights available to them and integrating that information with AI will make a lot of difference.

Optimising Data Management

Data management is key for any business to operate effectively and efficiently and it is important to ensure that there is no hindrance in making business decisions. There will be important questions raised as below:

- Where will the data be stored?
- How will we ensure that there is consistency of data availability?
- What are the steps for workflow automation?
- With the integration of external tools, how will the data governance work effectively? (To ensure compliance)
- How will the accessibility of the data be managed? (It will not be beneficial to provide finance data to sales team)
- How will the periodic audit take place for data management?
- What about Metadata management?

It will be key to address the above questions in the social media marketing plan for customers to be aware of the fact that the tools can support you on multiple aspects of the business.

Competitor's Go-to-Market Strategies

Key elements of Pyramid Analytics's Go to Market Strategy

Assessing Market and Product demand	No code tool for business users Seamless integration Generative BI (Gen AI & Analytics)
Identifying ideal customer	Industries/Clients: Education - Keiser University Consulting - Dataorbis Financial services - Empyrean Healthcare - LionShare Retail - TFG Ideal users: Business users Product managers Data teams
Unique value proposition	Data prep, Business analytics and Data science supports everything under one roof.
Brand positioning and messaging	Brand positioning statement: "Analytics at the speed of business" Messaging: "Delivering Insights within 30 Seconds"
Marketing strategy	Customer testimonials & Case studies Podcasts Google ads LinkedIn engagement YouTube: Use case and features videos - Over 200 videos on the page.
Pricing strategy	Pricing information is masked and customised based on the size of the organisation. No open and general pricing and information to be provided only after a demo call.
Additional considerations (Integration)	Integration supported: SAP Snowflake Azure Synapse Data Google BigQuery Kubernetes

Source: Pyramid Analytics (2024)

Exhibit 10: Go to Market Strategy for Pyramid Analytics

Competitor's Go-to-Market Strategies

Key elements of Akkio's Go to Market Strategy

Assessing Market and Product demand	No code data exploration and Prep tool Automated report generation for insights Live sourcing of data.
Identifying ideal customer	<p>Industries/Clients: Advertising - Ellipsis Marketing Investment Banking - Bain Capital Ventures Financial services - Sterling Data Company Retail - Management ONE</p> <p>Ideal users: Operations team Finance Managers Sales team</p>
Unique value proposition	White labeling Embedding
Brand positioning and messaging	<p>Brand positioning statement: "Win more pitches. Retain more clients."</p> <p>Messaging: "We make AI easy. Data in. Results out."</p>
Marketing strategy	<p>PR engagement: Inc., Forbes, Fortune & HBR Customer testimonials Linkedin posts & engagement Youtube: Over 78 videos on Use cases, Integrations, Webinars.</p>
Pricing strategy	Basic: USD 49 Pro: USD 99 Build-On Package: USD 999 Enterprise: Request a Quote.
Additional considerations (Integration)	Integration supported: MongoDB Amazon Redshift Airtable Hubspot Salesforce Google sheets Zapier

Source: Akkio (2024)

Exhibit 11: Go to Market Strategy for Akkio

Marketing Communications

The website as it stands focuses on what TES can do but doesn't connect these capabilities to common pain points. The marketing message should highlight how TES solves specific, tedious problems. It could be done as follows:

- Position TES as the bridge between data complexity and AI implementation, emphasizing simplicity and efficiency.
- Highlight unique selling points like speed of deployment and ease of use to differentiate from competitors.
- Tailor content to address the pain points of business leaders and IT professionals.
- Develop a content calendar focusing on AI trends, success stories, and practical guides.
- Increase presence on LinkedIn and Twitter with thought leadership posts and interactive content like webinars and Q&A sessions.
- Send targeted newsletters featuring case studies, tips for AI integration, and updates on new features.

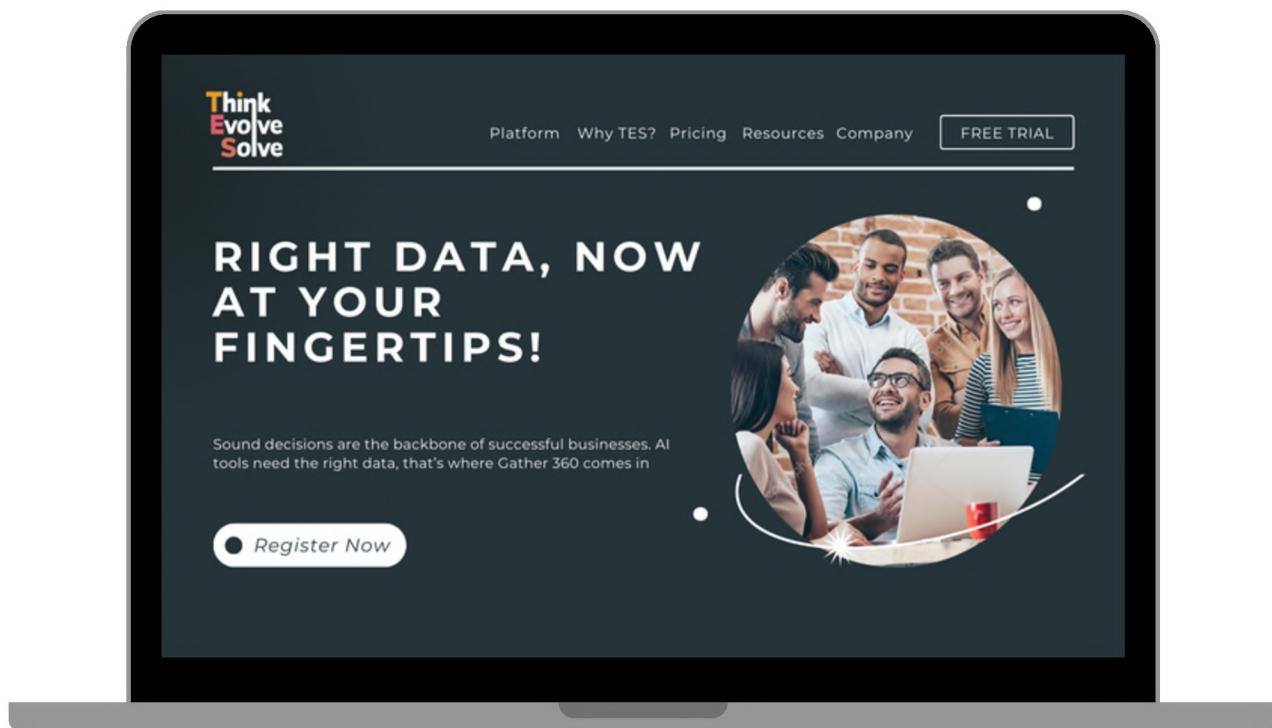


Exhibit 12

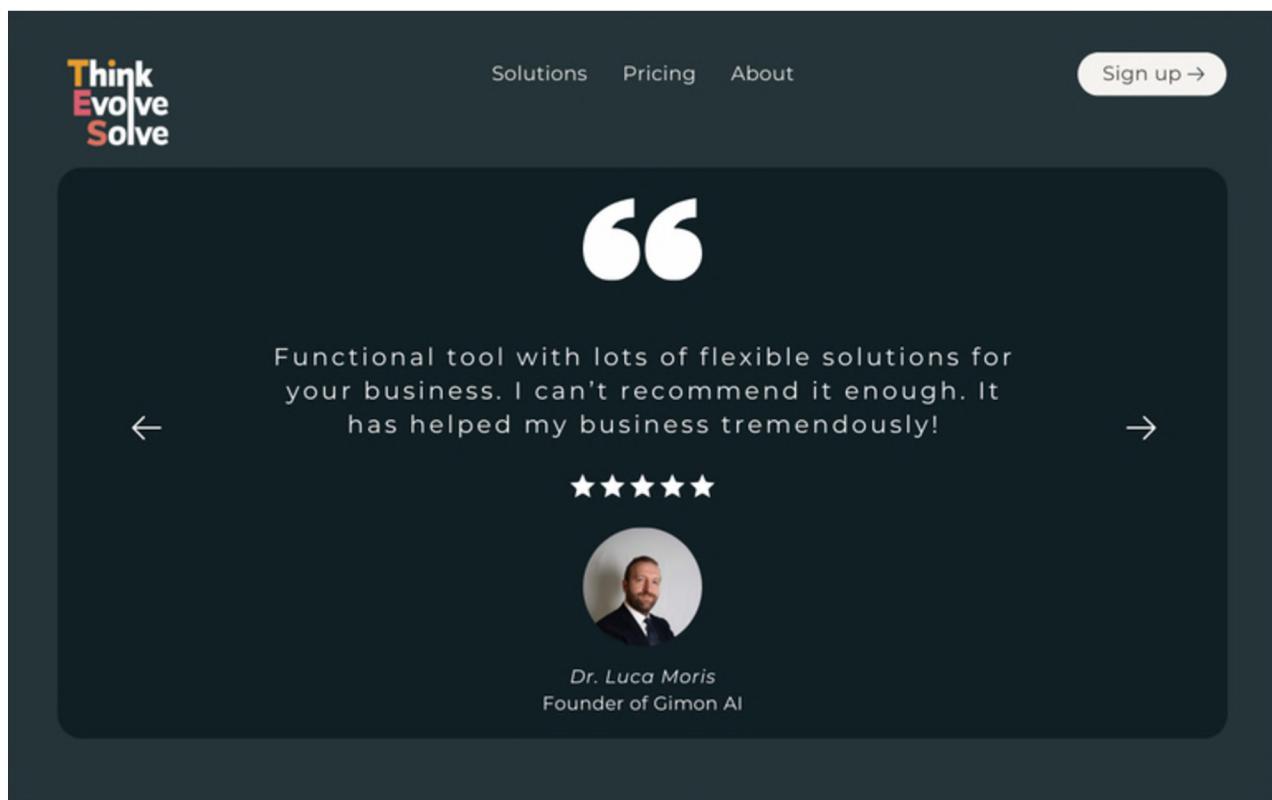


Exhibit 13

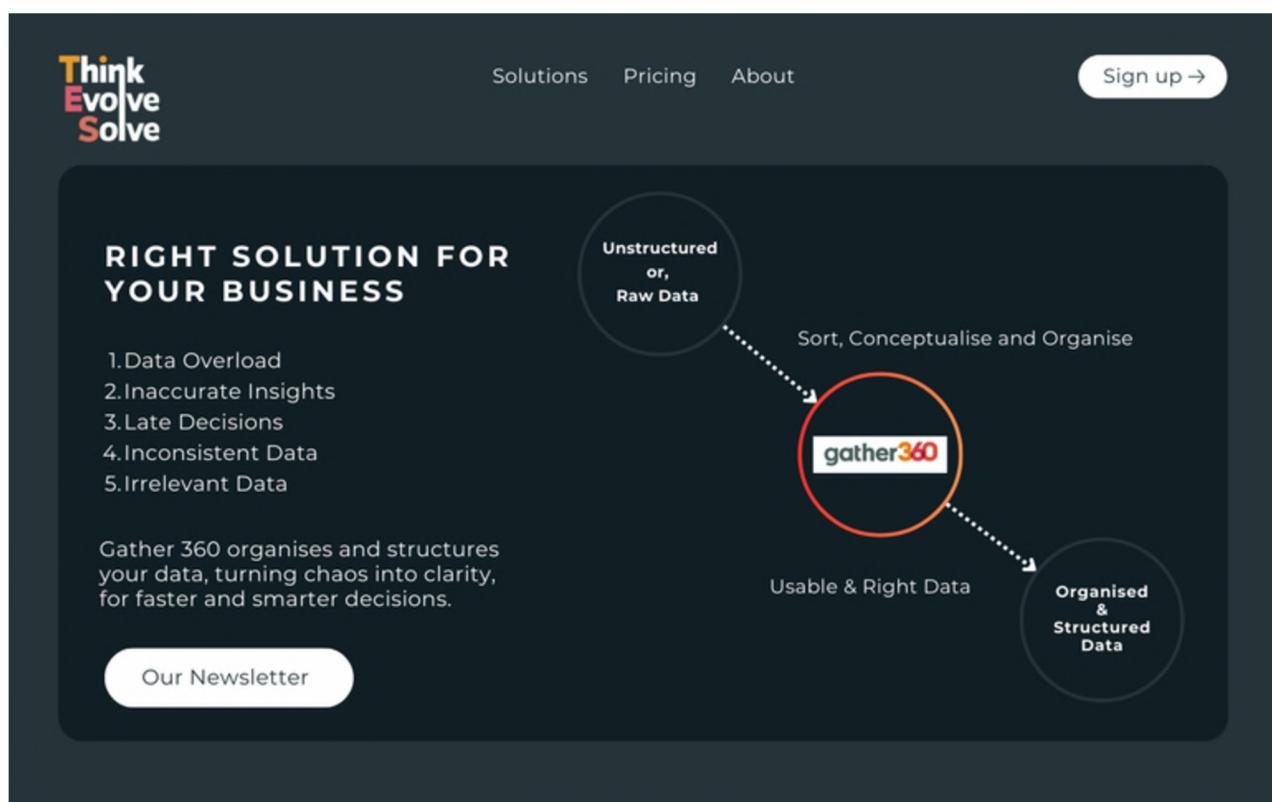
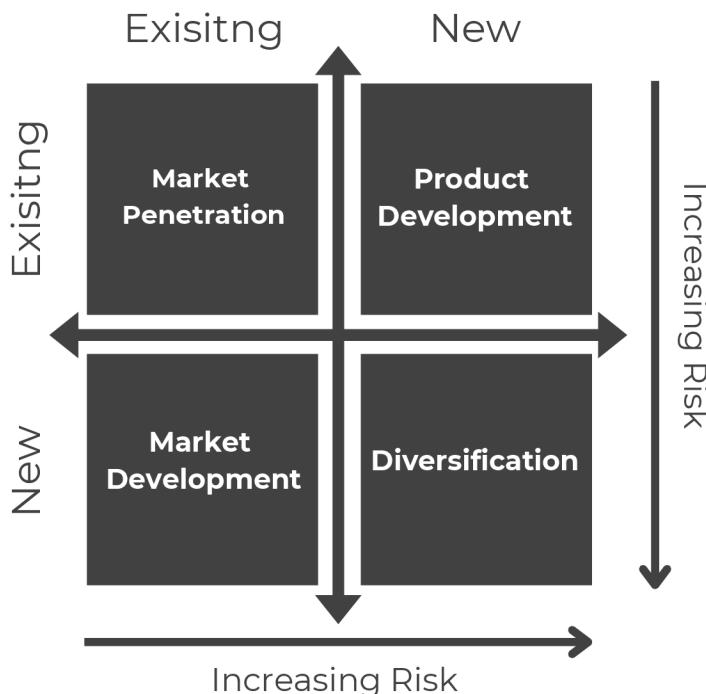


Exhibit 14

Ansoff Matrix



Prioritize market penetration, strategic product development, and opportunistic market expansion while avoiding diversification to solidify position as a leader in the AI data management industry.

Exhibit 15: Ansoff Matrix

Product Development (Strategic Imperative):

While Gather360 offers a strong foundation, TES must actively pursue product development to enhance its capabilities and maintain a competitive edge. Collaborating with industry incumbents through vertical alliances will be crucial in identifying and prioritizing feature enhancements that address specific industry pain points.

Market Penetration (Primary Focus):

TES should prioritize market penetration by driving sales of Gather360 within its core markets of the US, UK, and Ireland. Leveraging targeted marketing campaigns, strategic partnerships, and a focused sales approach, TES can effectively communicate Gather360's unique value proposition to early adopters and innovators. By leveraging these partnerships to co-develop and refine Gather360, TES can accelerate time-to-market for new features and ensure product-market fit.

Growth Strategies

Ansoff Matrix

Market Development (Opportunistic Approach):

As TES establishes a strong presence in its core markets, it should strategically assess opportunities for international expansion. Conducting thorough market research and feasibility studies will be essential in identifying high-potential geographies with strong AI adoption rates and favorable regulatory environments. TES should adopt an opportunistic approach, selectively expanding into new markets where it can leverage existing partnerships, capitalize on market demand, and efficiently scale its operations. A phased expansion strategy, supported by local market insights and a tailored go-to-market plan, will be critical in ensuring successful market entry and sustainable growth.

Diversification (Not Recommended):

Given TES's current growth stage and market positioning, diversification into unrelated product categories or markets is not advisable. Pursuing diversification at this juncture could dilute TES's focus, strain its resources, and hinder its ability to establish a leadership position within the AI data management space. Instead, TES should remain committed to its core competency, leveraging its deep expertise and innovative mindset to drive differentiation and capture market share. By maintaining a laser-focus on its target market and continuously enhancing Gather360, TES can establish a strong foundation for long-term, sustainable growth.

Recommendations

Addressing Privacy concerns

To improve its GDPR compliance, Gather360 should focus on three key areas. First, it should protect data and prevent breaches by simplifying the process for users to view, change, or delete their information, automating data deletion when unauthorized to use, and employing encryption, pseudonymization, and anonymization methods.

Second, Gather360 must ensure a lawful basis for processing by updating its consent management system with clear and concise language and regularly recording and reviewing the legal rationale for data processing.

Third, the company should manage international data transfers by using Standard Contractual Clauses (SCCs) or Binding Corporate Rules (BCRs) for data transfers outside the EEA, integrating GDPR into international data transfers, and monitoring periodically.

To comply with HIPAA, Gather360 should prioritize four key areas.

First, it must secure Protected Health Information (PHI) by using strong passwords and encryption and limiting access to PHI to only necessary personnel.

Second, the company should maintain Business Associate Agreements (BAAs) by ensuring valid BAAs with HIPAA-compliant third-party vendors.

Third, Gather360 must adhere to the Minimum Necessary Rule by sharing information only when absolutely necessary.

Fourth, the company should educate users on their rights and make it easy for them to access and modify their information.

Furthermore, Gather360 should update its breach investigation and notification protocols to observe new HIPAA rules, supported by evolving documentation of processes that create comprehensive and easily retrievable records for audits and compliance checks. Regular training sessions based on scenarios should be conducted to inform employees about updates in compliance requirements.

Strategies for business model

Vertical Alliances

Vertical alliances with industry incumbents can be leveraged by TES to accelerate market adoption and growth. By partnering with established players in specific industries, such as healthcare, finance, or retail, TES can gain access to valuable domain expertise, customer relationships, and distribution channels. These alliances can help TES tailor its gather360 platform to meet each industry's unique data management and AI requirements, making the solution more compelling and relevant to potential customers.

To maximise the benefits of vertical alliances, TES should:

- 1 Identify key incumbents in each target industry that have complementary capabilities and customer relationships
- 2 Collaborate with these incumbents to develop industry-specific features, use cases, and marketing strategies for gather360.
- 3 Leverage the incumbents' distribution channels and sales networks to reach a wider audience within each vertical.
- 4 Engage in joint marketing and thought leadership activities to build awareness and credibility within each industry.
- 5 Continuously gather feedback from customers and partners to refine and improve the industry-specific offerings.

The rationale behind pursuing vertical alliances for TES is rooted in the company's need to accelerate market adoption, tailor its solution to industry-specific requirements, and establish credibility within each target vertical. By partnering with established incumbents, TES can leverage their domain expertise, customer relationships, and distribution channels to drive growth and capture market share more effectively.

Partnership with Google Cloud

Google Cloud Supply Chain Twin, launched in late 2021, has received mixed reviews. While it excels in end-to-end visibility, real-time insights, reduced processing time, and AI/ML capabilities, it is still in its early stages and requires further development to become market-ready. Integration of data from diverse sources, especially for organizations with legacy systems, has proven challenging, and the product lacks broader data source.

Gather 360 could strategically complement Supply Chain Twin by adding a layer of human-centric feedback to enhance its AI-driven insights and foster collaboration across the supply chain. By integrating with Google Cloud, Gather 360 could tap into a growing market and leverage Google's technology and resources.

Gather 360 is highly valued for its extensive data integration capabilities, customization options, real-time insights, and user-friendly interface, while Google Cloud Supply Chain Twin stands out with its advanced AI and ML capabilities, integration with Google's ecosystem, and robust digital twin technology providing comprehensive supply chain visibility and predictive analytics.

Three potential synergies between Gather 360 and Google Cloud Supply Chain Twin:

- **Enhanced data integration:** Gather 360's extensive data integration capabilities can help Supply Chain Twin overcome challenges in integrating data from diverse sources, particularly for organizations with legacy systems.
- **Improved user experience:** Gather 360's user-friendly interface and customization options can complement Supply Chain Twin's advanced analytics, making the combined solution more accessible and adaptable to various user needs.
- **Augmented insights:** By incorporating Gather 360's human-centric feedback into Supply Chain Twin's AI-driven insights, the partnership can provide more comprehensive and actionable supply chain intelligence.



Google Partnership Benefits:

- Access to Google's vast user base and distribution channels could rapidly accelerate Gather 360's market penetration.
- Leveraging Google's AI and machine learning capabilities could enhance Gather 360's analytics and insights.
- Seamless integration with Google's productivity suite would make Gather 360 more appealing to businesses already using Google products.
- Partnering with a tech giant like Google would boost Gather 360's brand reputation and credibility.
- Supply Chain Twin focuses on data and AI-driven optimization, but Gather 360 can add a layer of human feedback to validate and enhance AI-generated insights. For example, gathering feedback from warehouse workers could uncover operational issues that AI algorithms might miss.
- Gather 360 can enable ongoing feedback loops to identify areas for improvement in processes, technologies, and decision-making within the Twin, ensuring it adapts and evolves based on real-world experiences.
- The unique combination of Gather 360's data aggregation and real-time capabilities with Google's AI and cloud infrastructure sets the solution apart from competitors. The unique combination of Gather 360's data aggregation and Google's AI capabilities can differentiate Google's offering from competitors, attracting new customers and market segments.
- Improved functionalities and user experience can lead to higher customer satisfaction and loyalty and hence boost customer retention.
- Providing end-to-end visibility and management of the supply chain, from data aggregation to predictive analytics and real-time monitoring.

Partnership with



SAP's Integrated Business Planning (IBP) for Supply Chain, launched in 2014, is a comprehensive solution that helps businesses manage demand, inventory, and supply chain planning. While it is particularly well-suited for large enterprises with complex supply chains, smaller businesses may find it complex and expensive. The market response to SAP IBP has been mixed, reflecting its strengths and weaknesses.

Gather 360, with its extensive data integration capabilities, customization options, real-time insights, and user-friendly interface, could strategically complement SAP IBP. By partnering with SAP, Gather 360 could leverage SAP's global reach, industry-specific solutions, and robust performance to expand its market presence.

Key synergies between Gather 360 and SAP IBP:

Enhanced customization: Gather 360's customization options can help address SAP IBP's limitations in this area, making the combined solution more adaptable to diverse business needs.

Improved user experience: Gather 360's user-friendly interface can help mitigate the complexity and steep learning curve associated with SAP IBP, making the integrated solution more accessible to a broader range of users.

Augmented data integration: Gather 360's extensive data integration capabilities can complement SAP IBP's deep integration within the SAP ecosystem, enabling businesses to leverage data from various sources for more comprehensive supply chain planning and optimization.



SAP Partnership Benefits:

- SAP's strong presence in the enterprise market could open doors to large organizations seeking comprehensive feedback solutions and its global network could help Gather 360 expand into new markets and regions.
- SAP's deep understanding of various industries could help Gather 360 tailor its platform to specific vertical needs.
- Integrating with SAP's human capital management platform could streamline performance management processes for organizations using both systems.
- Partnering with SAP could allow Gather 360 to integrate its feedback tools with SAP's supply chain management solutions, providing a more comprehensive offering to customers.
- While SAP IBP uses historical data and algorithms for demand forecasting, Gather 360 can add valuable qualitative insights from sales teams, customers, and market experts to refine predictions
- By integrating with SAP IBP, Gather 360 can link individual and team performance data with supply chain outcomes, providing a more comprehensive view of how human factors impact overall supply chain performance.
- The unique combination of Gather 360's data integration and real-time capabilities with SAP IBP's advanced planning and analytics can differentiate SAP's offering from competitors.
- Positioning the combined solution as a leader in supply chain innovation, offering one of the most comprehensive and advanced supply chain management solutions in the market.



Shared Benefits for Both Google and SAP

- Both Google and SAP could potentially invest in Gather 360, providing much-needed capital for growth.
- Partnering with a large company could provide Gather 360 with access to marketing resources and sales expertise.
- Leveraging the technical resources of Google or SAP could help Gather 360 address scalability and performance issues.
- Both Google and SAP have a strong track record of compliance with data protection regulations, which could enhance Gather 360's credibility in this area.
- By focusing on its unique value proposition within the supply chain context, Gather 360 can carve out a niche in the market and potentially attract the attention of larger businesses that use Google or SAP.
- Gather 360 can significantly enhance the value of both Google Cloud Supply Chain Twin and SAP Integrated Business Planning for Supply Chain by adding a crucial human-centric dimension to their primarily data-driven approaches.
- Integration with Gather 360 could help SAP or Google penetrate new market segments or attract customers currently using Gather 360 or similar solutions. This could potentially lead to an increase in market share within the supply chain management software market.
- Collaborating with Gather 360 could strengthen their partner ecosystem and open doors to new collaborative opportunities.
- Streamlined operations, improved data integration, and real-time insights from the integration could lead to cost savings for customers. A unified view of data and insights can streamline supply chain operations, reducing redundancies and improving coordination across different functions.

Competitor's ROI



When looking at the financial side of things, it is important that we consider the Return On Investment of our money. Therefore, this comparative study shows the detailed ROI structure of two prominent players of the concerned industry. The understanding of these caps or limits will help us to understand the industry standards and strategise accordingly.

Here is a comparative study of the ROIs of Domo and Collibra (For one year):

Metrics	Domo	Collibra
Return On Investment (ROI)	115%	161.33%
Company Size	Medium-scale	Medium-scale
Increased Revenue	\$1.12M	\$3.03M
Data Governance Savings	\$1.10M	\$0.84M
Data Analytics Savings	\$0.24M	\$0.34M
Additional Benefits	Strong Data Visualisation, Real-time Analytics, Collaborative features.	Prioritised Data governance, Metadata Management, Data Cataloging with Compliance

Exhibit 16

Competitor's ROI

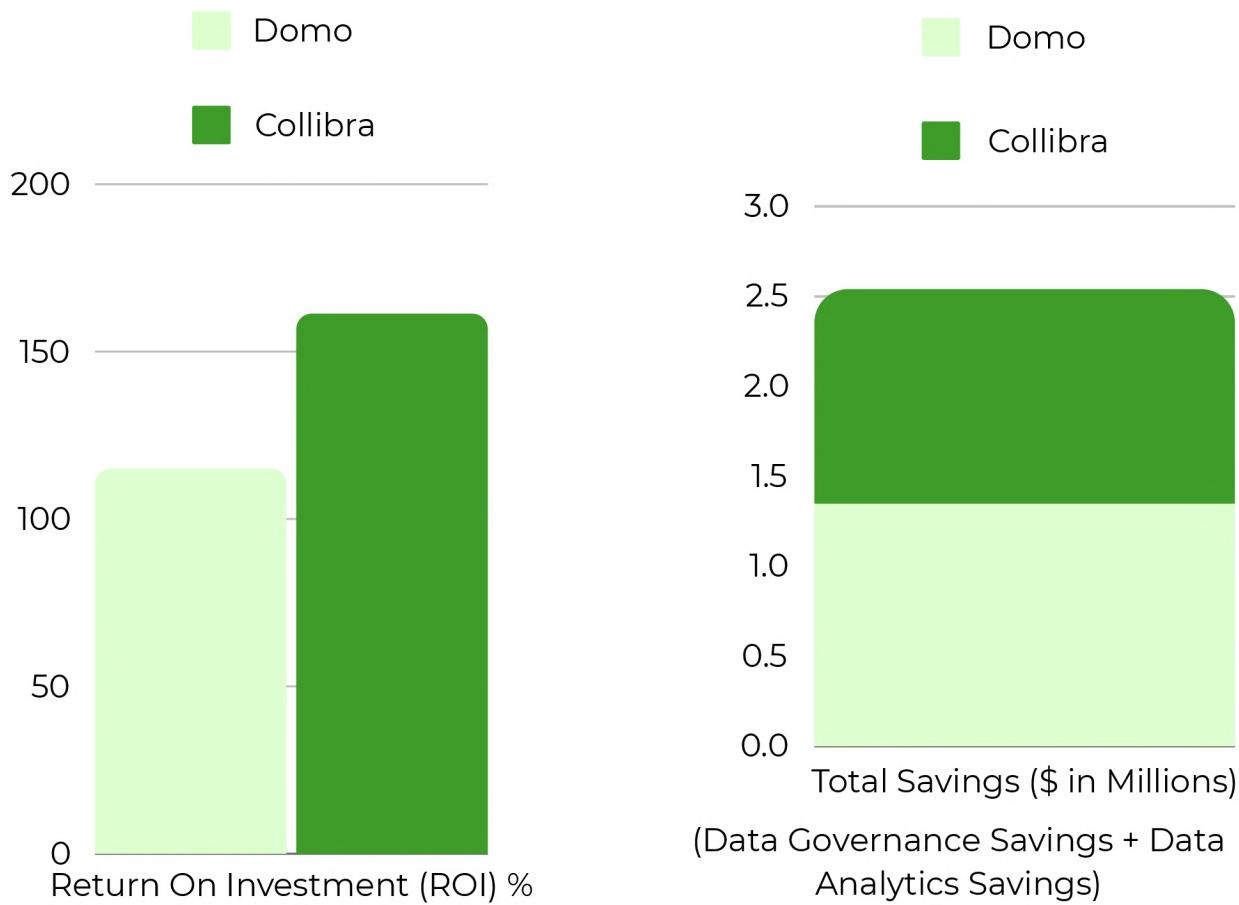
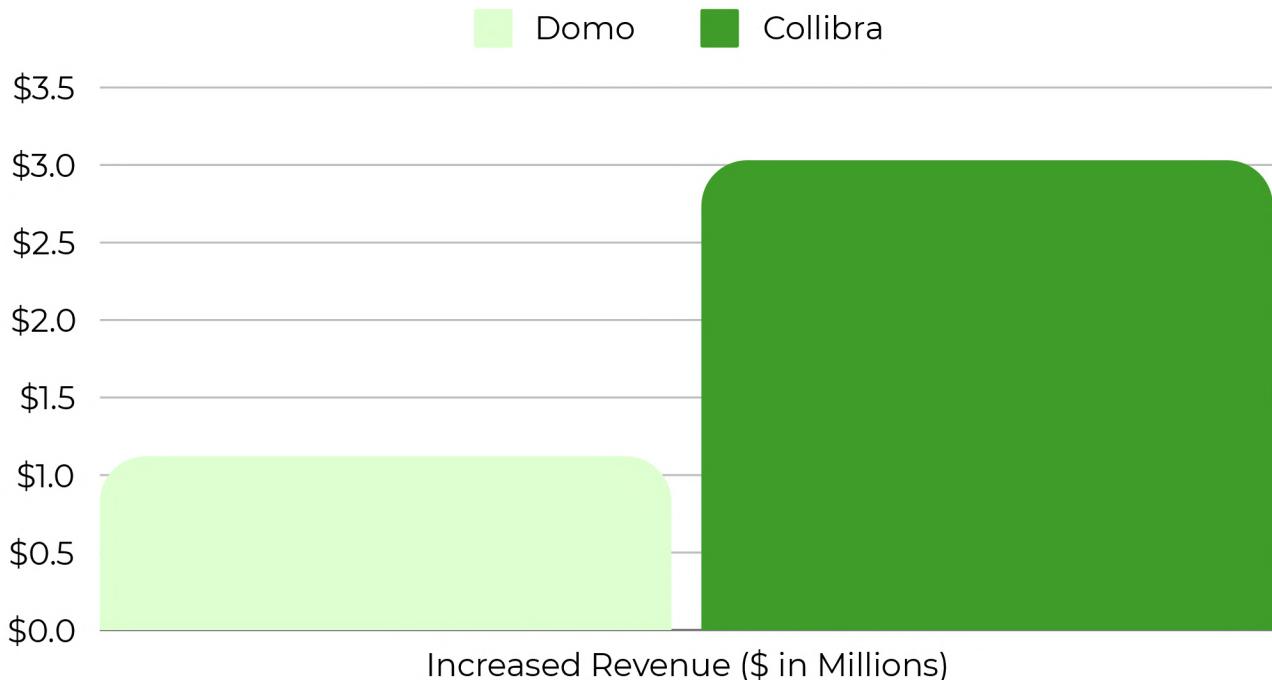


Exhibit 17

Source:

Strategic Recommendations



Recommendations based on Return On Investment (ROI)

According to the Competitor's ROI analysis, medium-scale enterprises' yearly Return on Investment (ROI) ranges from 110% to 200% (approximately). To maintain competitiveness and optimise productivity, Think Evolve Solve should strive for a profitable ROI of at least 180%. Achieving this will elevate the company much above the industry's lower cap, suggesting great financial health and operational effectiveness. Furthermore, it propels the organisation into the top tier of ROI performance by exhibiting exceptional capabilities in data governance, advanced analytics, and revenue optimisation.

Selective engagement with key social media influencer & thought leaders

Jason Lemkin: The social media engagement with Jason can be a boon here as he is a pioneer starting the largest SaaS community across the globe known as "**SaaStr**". The community is so large and wide that they have over 100,000+ subscribers for the newsletter which hits the inbox of leaders engaged in the SaaS world. Apart from being the CEO of SaaStr, he also invests in startups and growth stage companies.

So, here we have an advantage for "Gather360" to be associated with his community for better reach amongst the kind of people where the product will be talked about and there is also an opportunity to raise funds in the future. The ecosystem of SaaStr has over 1 Million plus followers, Best in industry podcasts series and regular hosting of mega events. The impact for "Think Evolve Solve" as an organisation would be at a larger scale to win more reach, technical feedback and funding.

Gary Vanerchuk: From our point of view he is a "Master of all" and has been accessible on majority of the platforms and has a supreme level of footprint in the social media industry. The news channel anchor of "CNN" in an interview called him a "**Marketing Genius**" as at a very young age he has achieved multiple titles such as being an Author, Marketer, Influencer, Speaker and so on. The product "Gather360" can be strategically woven into one of the key themes to market the product across the United States geographically.

The cost of associating with Gary will be a bit higher as compared to industry standards but will be totally worth it. They have an office in the Netherlands too so we can get access for designing the marketing strategy considering the Netherlands is also the focus for expansion.

Strategic Recommendations



Topics for “Think Evolve Solve” community

Simplifying data conversations:

Principally, when it comes to having webinars or podcasts on technical topics it becomes necessary to break down the important elements for the audience to understand in a simple manner. For “Gather360” it will be important to host webinars on varied topics to connect with non tech audiences and make them comfortable with the universe of analytics. This topic will be a clear opportunity for the prospective consumers to see the objective behind developing this tool especially **“Data transformation & Data cleaning”**.

The theme will not only allow an opportunity for “Think Evolve Solve” to showcase the best within the product but allow a platform to gather users point of view. Open feedback and criticism will be key in developing the trajectory for allowing the users to find the best solution. We believe that instead of external influencers marketing the product, it would be best for the core team to market and develop regular content to promote the product. The best example here would be to follow the pattern by the YouTube channel of “Pyramid Analytics” wherein the core team members are producing the demo videos for the channel.

AI data readiness:

With the advancement of tools to automate the process of data analysis and visualisation there are many new players coming in at affordable prices. Now, specifically when “Gather360” is focussing on clients who do not have enough budget for technology or do not have in-depth understanding of technology this theme is the **“Game Changer”**.

In the data supply chain, the key focus of “Gather360” will be to consult companies from the initial point of sourcing data until the data is completely transformed and processed through any AI tool. The communication will be directed towards non tech and business users who will be able to experience the entire process for the data they generate within their organisation. This is an opportunity for the organisation “Think Evolve Solve” to market their presence in a way targeting the audience directly and across varied geographies.

Strategic Recommendations



Practical sales tactics:

Showcasing unique capabilities:

It will be critical to highlight the unique capabilities of the platform via all the marketing communication which will send out a clear idea of the service provided.

For example: The platform “Gather360” will not need deep technical knowledge and expertise to operate the database and it's a simple bridge between the source of the data and the AI tools. Basically, when promoting the product on the platforms like **YouTube and LinkedIn** which will support in collaboration with users facing issues with operating technology tools for data analysis.

AI data readiness:

Data supply chain: In today's age, there are endless platforms coming up for users to engage and operate their business and generate data on a cycle of microseconds which will run into Giga's and Tera's of data collected and stored. The integration of platforms plays a key role especially for ETL (Extract, Transform & Load) with various applications in use by different teams across the organisation.

For example: Showcasing the actual use case videos on the website with a dedicated section and linking it to the social media page of the company will be beneficial to market it well. Take a real time example as a basis of demonstrating the movement of data from **Sage, Slack, Salesforce** and other platforms and show the transformation process and apply the transformed data into the OpenAI for a demo of data analysis.

Re-defining the Marketing Message

To better align TES's capabilities with potential clients' pain areas, we advocate marketing TES as the link between data complexity and AI implementation, emphasizing simplicity and efficiency. Highlighting unique selling aspects like speed of deployment and ease of use will set TES apart from competitors. Tailoring information to the specific difficulties encountered by business executives and IT experts, as well as developing a content calendar centered on AI trends, success stories, and practical guidelines, will increase engagement. Additionally, boosting TES's presence on LinkedIn and Twitter with thought leadership postings and engaging content, as well as targeted newsletters offering case studies and AI integration recommendations, will help to consolidate the company's market position.

Conclusion

Think Evolve Solve is at a pivotal juncture as it prepares to relaunch gather360, its groundbreaking SaaS solution that streamlines the complex process of enterprise data collection, preparation, and integration for AI applications. As organizations increasingly seek to harness the transformative potential of artificial intelligence, they are hindered by the significant time and resources required to make their data AI-ready. gather360 directly addresses this pain point, reducing data preparation time by an impressive 60%.

Our in-depth analysis, leveraging the data value chain framework, reveals that gather360 is well-positioned to create substantial value for its customers by automating and optimizing the critical stages of data discovery, integration, and exploitation. By targeting the innovators, early adopters, and early majority on the technology adoption curve, TES can capture a significant market share and establish gather360 as the go-to solution for AI data readiness.

However, to achieve this ambitious goal, TES must evolve its go-to-market strategy from a relational sales model to a scalable, multi-channel approach.

Our research indicates that a three-pronged strategy encompassing direct marketing, strategic partnerships, and thought leadership will enable TES to effectively reach and engage its target personas, such as venture capital business executives and healthcare compliance AI builders.

The competitor analysis, utilizing Gartner's Magic Quadrant, underscores gather360's differentiated positioning as a visionary solution specifically designed for AI data readiness. To capitalize on this unique value proposition, we recommend a focused social media marketing strategy that leverages influential thought leaders and compelling content themes to build brand awareness, credibility, and demand.

Critically, our evaluation of TES's resources and capabilities through the VRIO framework suggests that while gather360 offers a rare and valuable solution, it is not yet inimitable. To build a sustainable competitive advantage, TES must double down on its AI expertise and data management capabilities while simultaneously investing in continuous product innovation, customer success, and an agile, customer-centric organizational culture.

By implementing our strategic recommendations and diligently tracking key performance indicators across the customer lifecycle, TES can successfully relaunch gather360, rapidly scale its market presence, and deliver on its bold vision to be the preeminent data enablement solution for the AI revolution. The gather360 relaunch represents a defining moment for TES – an opportunity to not only drive exponential growth but also to fundamentally reshape how businesses leverage data to unlock the boundless potential of artificial intelligence.

Appendix

Magic Quadrant Competitor Positioning

Quadrant	Tool	Positioning Reasons
Leaders	Pyramid Analytics	<ul style="list-style-type: none"> Ability to Execute: Strong AI-driven decision intelligence, robust management and governance capabilities. Completeness of Vision: Comprehensive platform integrating data preparation, analytics, and data science.
Visionaries	Atlan	<ul style="list-style-type: none"> Ability to Execute: Advanced data catalog features, strong integration capabilities. Completeness of Vision: Emphasis on data discovery, governance, and collaboration, innovative active metadata, and customizable governance.
Challengers	Coefficient	<ul style="list-style-type: none"> Ability to Execute: Practical integration with Google Sheets and Excel, automated data management tools. Completeness of Vision: Focused approach on live data synchronization and user-friendly features like Slack and email alerts.
Niche Players	Akkio	<ul style="list-style-type: none"> Ability to Execute: Specialized AI data platform for agencies, user-friendly AI application. Completeness of Vision: Simplified AI integration, though primarily targeted at enhancing client performance and campaign optimization.
Niche Players	Narrative BI	<ul style="list-style-type: none"> Ability to Execute: Generative analytics, seamless integration with common data sources. Completeness of Vision: Automated insights and natural language generation, but niche focus on transforming raw data into narratives for growth teams.

Exhibit 18-: Magic Quadrant competitor positioning

Competitor Analysis



	What They Do	Gather360 Edge	Competiton Area
atlan	<p>Collaborative data workspace focusing on team productivity and data workflow management.</p> <p>Valuation: \$750M</p>	AI-tailored data supply chains	Enhancing team productivity and managing data workflows.
Alation	<p>Emphasizes data governance, search, and collaboration within a data catalog platform.</p> <p>Valuation: \$1.7B</p>	Automated AI data prep	Data governance and enhancing collaboration in data cataloging
data.world	<p>A cloud-native platform enhancing data discovery, governance, and collaboration.</p> <p>Valuation: \$500M</p>	60% faster data prep	Data discovery and enhancing governance.
Dataedo	<p>Helps document databases and manage metadata through a data documentation tool.</p> <p>Valuation: >\$50M</p>	Auto data requests & gaps	Documenting databases and managing metadata.

Exhibit 19: Competitive Landscape Overview: Established Players

	Overview	Pricing	Competiton Area
narrative	<p>HQ: The USA Funding: \$13.8M Team size: ~36</p>	Pay as you go & Committed usage / No upfront payment required	"Rosetta" performs the task as an AI assistant
PYRAMID ANALYTICS	<p>HQ: Netherlands Funding: \$194M Team size: ~175</p>	Information requested	"Pyra" comprehensive engine for building and running queries (SQL & MDX engines)
Akkio	<p>HQ: The USA Funding: \$18M Team size: ~39</p>	USD 49 per month / per user onwards	Near match to "Gather 360" on multiple aspects of the service
Narrative BI	<p>HQ: The USA Funding: \$1.4M Team size: ~9</p>	USD 30 per month / per user	"Narrative BI" is an AI powered solution to transform complex analytics into Narratives
COEFFICIENT	<p>HQ: The USA Funding: \$24.7M Team size: ~56</p>	USD 49 per month / per user	Easy to connect tool for multiple data sources("excel") & automate dashboarding for critical insights

Source: <https://www.crunchbase.com/>

Exhibit 20: Competitive Landscape Overview: Niche Competitors

Social media influencer & Thought leader analysis



Unlocking seamless possibilities through one data solution, 'Gather 360': The ultimate data companion.

We have analysed "Gather 360" and the product totally makes sense for companies who do not want to add any extra burden or costs with the tech team. Spending additional money on tech teams is a lot and not all businesses will generate so much data regularly that you need to hire someone only for this role. The product needs to be marketed in the right direction with enough content and use case so that every key stakeholder can understand the importance of this product. In today's age, the marketing arena has changed completely unlike a few years ago where the brands and agencies had to design a niche marketing strategy. The dependency on an external agency to manage the business here will not be necessary as we are the consultants here and will support "Think Evolve Solve" with the marketing strategy.

We have curated a list of key social media influencers and thought leaders who can support the growth and development of "Gather 360".

Thought Leader/Influencer	Description	Social Media Footprint
Gary Vaynerchuk	Entrepreneur, motivational speaker, and content creator known for his early investments in tech giants.	Facebook: 5.5M+ Twitter: 3.1M+ YouTube: 4M+ Instagram: 10M+ LinkedIn: 5.3M+ TikTok: 15M+
Zain Khan	Digital marketing expert and technology content creator known for his content on AI and Machine Learning.	Twitter: 1M+ Instagram: 26.6K+ LinkedIn: 1M+

Alex Freberg	<p>Runs the "Alex The Analyst" YouTube channel with over 300 educational videos. A digital educator with multiple courses focused on analytics for novices.</p>	YouTube: 800,000+
Douglas B. Laney	<p>International speaker, author, and expert who consults large corporations on designing their data and analytics strategy. Known for his works "Infonomics & Data Juice".</p>	Twitter: 46.2K+
Bernard Marr	<p>Author and advisor known for advising on key topics such as artificial intelligence and digital transformation. Has written over 20 books covering various topics such as AI, tech trends, and the future of the internet.</p>	Facebook: 175,264+ Twitter: 136,293+ YouTube: 61,441+ Instagram: 24,548+ LinkedIn: 1,492,696+ Telegram: 1,568,060+ Newsletter: 1M+
Jason Lemkin	<p>Entrepreneur, investor, and founder of the SaaStr community, one of the largest communities in the world for like-minded individuals in the technology space.</p>	Facebook: 8.7K+ Twitter: 64K+ YouTube: 46.4K Quora: 60.3K+

7 Key Steps for Building Go to Market Strategy

- Assess your market and product demand
- Identify your ideal customer and create buyer personas
- Create your unique value proposition
- Define your brand positioning and messaging
- Create your marketing strategy
- Define your pricing strategy
- Additional considerations (Budget, Metrics and Resources)

Business Executives



EMMA THOMPSON

Business Executive
 Venture Capital
 Senior ESG Analyst
 35 years old

DESCRIPTION	01	PAIN POINTS	04
Emma is a strategic and results-oriented Business Executive with a proven track record in the venture capital industry. Leveraging her combined expertise in environmental science and finance, Emma leads high-performing teams and spearheads critical business initiatives. She has a keen eye for identifying promising sustainable ventures and ensuring their alignment with ESG best practices.		<ul style="list-style-type: none"> Time-consuming manual data collection from multiple sources. Difficulty in maintaining data accuracy and consistency. High risk of non-compliance due to outdated or incomplete data. 	
UNIQUE VALUE PROPOSITION	02	GAINS	05
<ul style="list-style-type: none"> Automated data sourcing and integration Real-time data cleaning and standardization AI-driven report generation and analysis Seamless integration with existing tools like Excel 		<ul style="list-style-type: none"> Reduce time spent on ESG reporting Ensure data accuracy and compliance Leverage AI for better reporting and insights 	
DECISION MAKING PROCESSES	03	MARKETING MESSAGE	06
Emma values tools that enhance efficiency and accuracy. She prefers solutions that are easy to integrate with existing systems and provide a clear return on investment.		"Transform your ESG reporting process with Think Evolve Solve. Save time, ensure compliance, and unlock the power of AI for real-time insights."	



KEVIN STAFFORD

Business Executive
Senior Business Analyst
45 years old

DESCRIPTION	01	PAIN POINTS	04
Kevin is a strategic and results-oriented Business Executive with a proven track record in the venture capital industry. Leveraging his combined expertise in environmental science and finance, Kevin leads high-performing teams and spearheads critical business initiatives. He has a keen eye for identifying promising sustainable ventures and ensuring their alignment with best practices. Kevin has been working in business analysis for over two decades now.		<ul style="list-style-type: none"> High risk of investment, due to constant cutting-edge technology. Time-consuming and highly competitive market leading to dependance on marketing team to enter the market strategically. 	
UNIQUE VALUE PROPOSITION	02	GAINS	05
<ul style="list-style-type: none"> Automated data acquisition and consolidation. Real-time data cleansing and normalization. AI-powered report generation and analytics. Seamless integration with common productivity tools like Excel. 		<ul style="list-style-type: none"> Skilled in identifying promising AI-powered solutions and ensuring their alignment with ESG best practices Keen commercial instincts and financial acumen to assess the viability and ROI of AI investments Ability to translate complex AI concepts into clear, compelling narratives that drive buy-in and support 	
DECISION MAKING PROCESSES	03	MARKETING MESSAGE	06
Kevin appreciates tools and technologies that optimize efficiency, precision, and productivity. He excels at recognizing and deploying solutions that integrate seamlessly with current systems, allowing him to streamline workflows and generate tangible business results. Kevin has a keen eye for solutions that offer a clear return on investment, ensuring that any technology initiatives he leads align with the organization's strategic goals.		"Empower your data analysis with Think Evolve Solve. Leverage the transformative capabilities of AI to uncover valuable insights, make informed data-driven decisions, and propel your business forward with measurable impact. Our cutting-edge solutions streamline your workflows, ensuring unparalleled accuracy and efficiency at every stage."	

AI Builders



ROBERT JOHNSON

AI Builder
Healthcare
Compliance Officer
50 years old

DESCRIPTION	01	PAIN POINTS	04
Robert Johnson, a seasoned compliance officer with a hawk-eye for regulations, safeguards patient data and steers his healthcare organization clear of legal pitfalls. His 20-year tenure, coupled with a master's in healthcare administration, makes him a pillar of adherence. Now, he embraces AI as a tool to streamline compliance processes, ensuring accuracy and efficiency while navigating the ever-evolving healthcare landscape.		<ul style="list-style-type: none">High risk of non-compliance due to outdated dataTime-consuming manual data collection and reportingOver-reliance on specific individuals for report generation	
UNIQUE VALUE PROPOSITION	02	GAINS	05
<ul style="list-style-type: none">Automated flagging of missing and inconsistent dataComprehensive data audit trail ensuring complianceAI tools for risk assessment and performance measurementSimple, seamless integration with existing compliance frameworks		<ul style="list-style-type: none">Access to a fully compliant data audit trailSignificant reduction in reporting time and resourcesPredictive AI tools to assess and mitigate risks	
DECISION MAKING PROCESSES	03	MARKETING MESSAGE	06
Facing outdated data and manual reporting woes, Robert (50), a vigilant compliance officer, ponders Think Evolve Solve's AI data tool. To decide, he'll assess current compliance risks, evaluate AI's time-saving potential, weigh the value of automated checks and risk prediction, then decide if the investment secures smoother compliance.		"Stay compliant and reduce your reporting burden with Think Evolve Solve. Use AI to predict risks and ensure accuracy in your reports."	



DR. LUCA MORIS



AI Builder
Founder of Gimon AI
Generative AI
38 Patent Application

DESCRIPTION	01	PAIN POINTS	04
Luca Moris is a founder, researcher, and developer. He holds a Ph.D. in Machine Learning and has a computer vision in relation to Generative AI. A former senior research scientist at Xerox Research Centre, he has particular expertise in the areas of image recognition and machine learning. He has also signed 38 patent applications over the course of his career and been published in nearly as many peer-reviewed journals. He has been working in the AI space for nearly a decade.	01	<ul style="list-style-type: none">Scaling data storage and processing capabilities to meet growing research demands can be challenging.Preprocessing data for machine learning tasks is often tedious and repetitive.Integrating new data organizing tools with existing workflows and tools can be difficult and disrupt productivity.Difficulty in quickly retrieving specific data subsets or previous research results.	04
UNIQUE VALUE PROPOSITION	02	GAINS	05
<ul style="list-style-type: none">Provides bespoke machine learning technologies designed specifically to meet the unique needs of clients.Converts clients' current data into insightful analysis and useful results, improving decision-making and operational effectiveness.	02	<ul style="list-style-type: none">Distributed processing to manage and scale with increasing data and computational needs.Automated cleaning, normalization, and augmentation, reducing the time and effort needed for these tasks.Advanced search and indexing features for rapid access to specific data subsets and research outcomes.	05
DECISION MAKING PROCESSES	03	MARKETING MESSAGE	06
Confronted with issues of outdated data and manual reporting, Luca, CEO of the company, is exploring Think Evolve Solve's AI data tool. To make a strategic decision, he will delve into current market risks, assess the tool's potential to streamline operations and save time, weigh the advantages of automated checks and risk prediction, and ultimately ascertain if adopting this technology will enhance the company's efficiency.	03	"Transform your business using Gather 360 and categorize your data accordingly"	06



SAMANTHA DAVIS

**Business Analyst
Chief Technology Officer
48 years old**

DESCRIPTION	01	PAIN POINTS	04
<p>Samantha is the Chief Technology Officer (CTO) at a rapidly growing AI company based in Cork. She has over 20 years of experience in the tech industry, previously holding senior engineering and product management roles at multiple startups. She's responsible for overseeing the company's technology strategy, product roadmap, and engineering team. She is highly analytical and data-driven, and is constantly looking for ways to improve operational efficiency and deliver innovative AI solutions to enterprise clients.</p>	01	<ul style="list-style-type: none"> Needs to quickly assess the performance and business impact of the company's AI products to report to the executive team and board of directors Struggles to efficiently allocate engineering resources across multiple high-priority projects and product initiatives Concerned about the security and compliance risks associated with deploying sensitive AI models in the cloud Wants to better understand how the company's AI products are being used by customers to inform future product development 	04
UNIQUE VALUE PROPOSITION	02	GAINS	05
<ul style="list-style-type: none"> Instant Insight: Monitor AI product usage, errors, and business impact. Optimize Roadmap: Use real customer data to identify high-impact areas for new features and improvements. Advanced Monitoring: Maintain top security, privacy, and compliance standards for AI models. Empower Teams: Enhance AI product development with streamlined workflows and automated delivery processes. 	02	<ul style="list-style-type: none"> Gain deeper, real-time visibility into the technical and business KPIs of the company's AI products Optimize the engineering team's workflow and deployment processes to accelerate product innovation Ensure the company's AI solutions meet the highest standards for security, privacy, and regulatory compliance Leverage customer usage data to make informed decisions about new product features and enhancements. 	05
DECISION MAKING PROCESSES	03	MARKETING MESSAGE	06
<p>Samantha would identify the key challenges her company faces, such as a lack of real-time visibility into AI product performance and difficulty optimizing engineering workflows. She would then assess the value proposition of Perceptive Insights, focusing on its ability to provide real-time visibility, optimize workflows, and ensure security and compliance. She would determine the business impact of adopting Perspective Insights by conducting a cost-benefit analysis, considering improved engineering efficiency, reduced security risks, and enhanced customer satisfaction.</p>	03	<p>"Optimize your engineering roadmap by identifying high-impact areas for new features and improvements."</p>	06



ALEX CHEN

AI builder
Senior Business Analyst
32 years old



DESCRIPTION	01	PAIN POINTS	04
Alex is a skilled AI builder with over 5 years of experience in developing and deploying AI models. He is passionate about leveraging AI to solve complex business problems and is always looking for new ways to improve his skills and stay ahead of the curve.		<ul style="list-style-type: none">Difficulty in finding the right data sources and integrating them into AI modelsLimited time and resources to spend on AI developmentDifficulty in deploying and maintaining AI models in production environmentsLimited access to AI expertise and knowledge	
UNIQUE VALUE PROPOSITION	02	GAINS	05
Alex appreciates the ability to quickly build and deploy AI models that can be integrated into various business applications. He is looking for a platform that provides a seamless and efficient workflow so that he can focus on the creative aspects of AI development instead of dealing with tedious setup and configuration tasks.		<ul style="list-style-type: none">Increased efficiency in AI development and deploymentAbility to build and deploy more complex AI modelsImproved integration with existing business applicationsAccess to a community of AI experts and resources	
DECISION MAKING PROCESSES	03	MARKETING MESSAGE	06
Alex will evaluate potential platforms based on their ease of use, flexibility, and ability to integrate with existing tools and workflows. He will also consider the level of support and community engagement offered by the platform.		"Unlock the full potential of your AI ideas with our intuitive and powerful platform. Build and deploy AI models faster and easier than ever before, and join a community of AI builders who are pushing the boundaries of what's possible."	



EMILY SHARMA



Business Executive
Business Analyst
32 years old

DESCRIPTION	01	PAIN POINTS	04
Emily is a seasoned business analyst with a strong background in data analysis and process optimization. She is responsible for identifying areas of improvement within her organization and providing data-driven recommendations to drive strategic decision-making.		<ul style="list-style-type: none">Difficulty in accessing and consolidating data from multiple sourcesTime-consuming manual data analysis and report generationChallenges in identifying meaningful insights and patterns in complex dataStruggle to effectively communicate data-driven recommendations to non-technical stakeholders	
UNIQUE VALUE PROPOSITION	02	GAINS	05
As a business analyst, Emily values tools and platforms that can help her streamline her workflow, automate repetitive tasks, and gain deeper insights from complex data. She is looking for an AI-powered solution that can enhance her analytical capabilities and enable her to deliver more impactful recommendations to her stakeholders.		<ul style="list-style-type: none">Streamlined data integration and analysis workflowsImproved efficiency and productivity through AI-powered automationEnhanced ability to uncover hidden insights and trends in dataStronger credibility and influence with stakeholders through data-driven recommendations	
DECISION MAKING PROCESSES	03	MARKETING MESSAGE	06
When evaluating potential AI solutions, Emily will focus on the platform's ability to integrate with her existing data sources, the ease of use and customization, and the level of support and training available. She will also consider the platform's track record in delivering tangible business value for other organizations.		"Ensure your AI models are always secure, private, and compliant with our robust monitoring and alerting systems. Extend your AI capabilities today."	



MARKUS WATSON



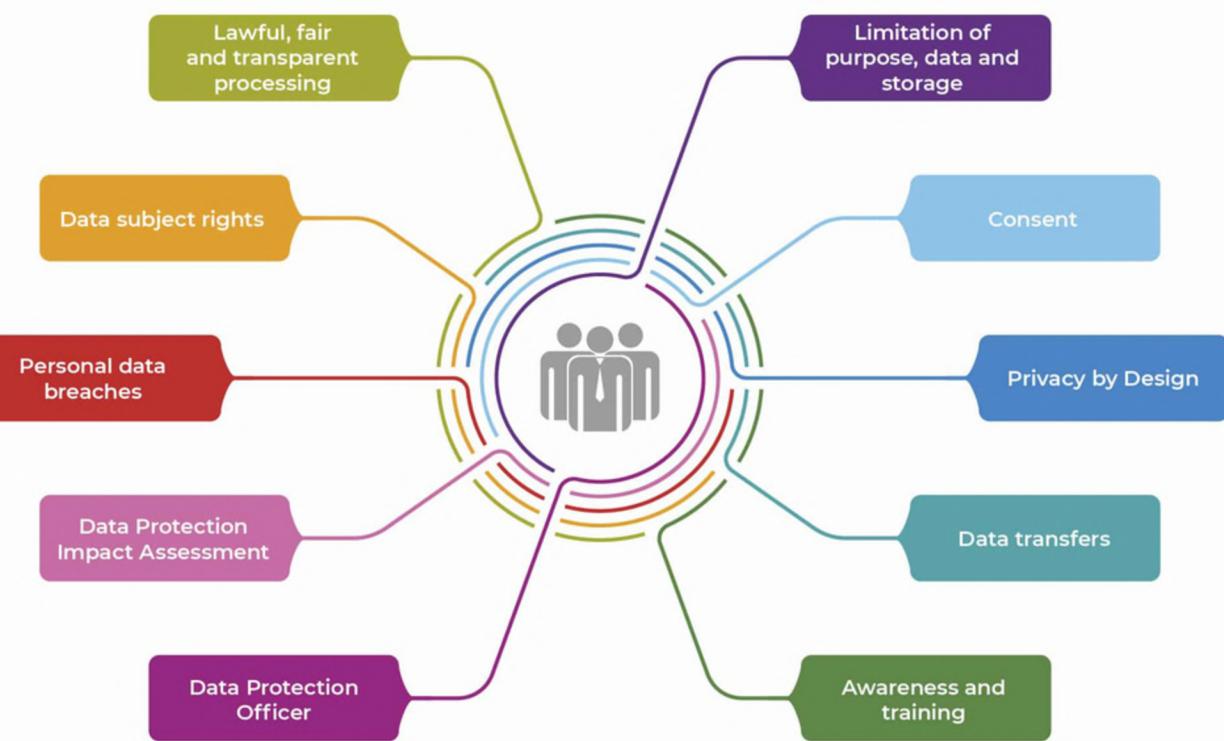
Senior AI Engineer
Board Member at Tech
Innovators
36 years old

DESCRIPTION	01	PAIN POINTS	04
Alex has over 10 years of experience in AI development, specializing in machine learning, data science, and AI model deployment. They lead a team of engineers and are responsible for developing, maintaining, and optimizing AI products for various clients.		<ul style="list-style-type: none">Error Detection: Difficulty in identifying and resolving AI model errors quickly.Customer Feedback: Lack of direct insights into how customers are using AI products.Compliance: Ensuring models meet ever-changing security and privacy regulations.Time-Consuming Workflows: Inefficient processes slowing down AI development and deployment.	
UNIQUE VALUE PROPOSITION	02	GAINS	05
Alex delivers cutting-edge AI products that solve complex business problems, enhancing operational efficiency and customer satisfaction. Their expertise in AI ensures robust, scalable, and secure AI solutions.		<ul style="list-style-type: none">Improved Insights: Enhanced visibility into AI product performance and customer usage.Optimized Roadmap: Clear data to prioritize high-impact features and improvements.Enhanced Security: Confidence that AI models are secure and compliant.Increased Efficiency: Streamlined workflows and automated processes leading to faster delivery.	
DECISION MAKING PROCESSES	03	MARKETING MESSAGE	06
<ul style="list-style-type: none">Data-Driven Insights: Solutions that provide actionable insights based on real-time data.Scalability: Tools and platforms that support large-scale AI deployments.Security and Compliance: Ensuring AI models adhere to the highest standards.Team Efficiency: Technologies that streamline workflows and improve team productivity.		Data-driven: Go beyond intuition. Leverage the power of data with Cognito AI's builder platform.	

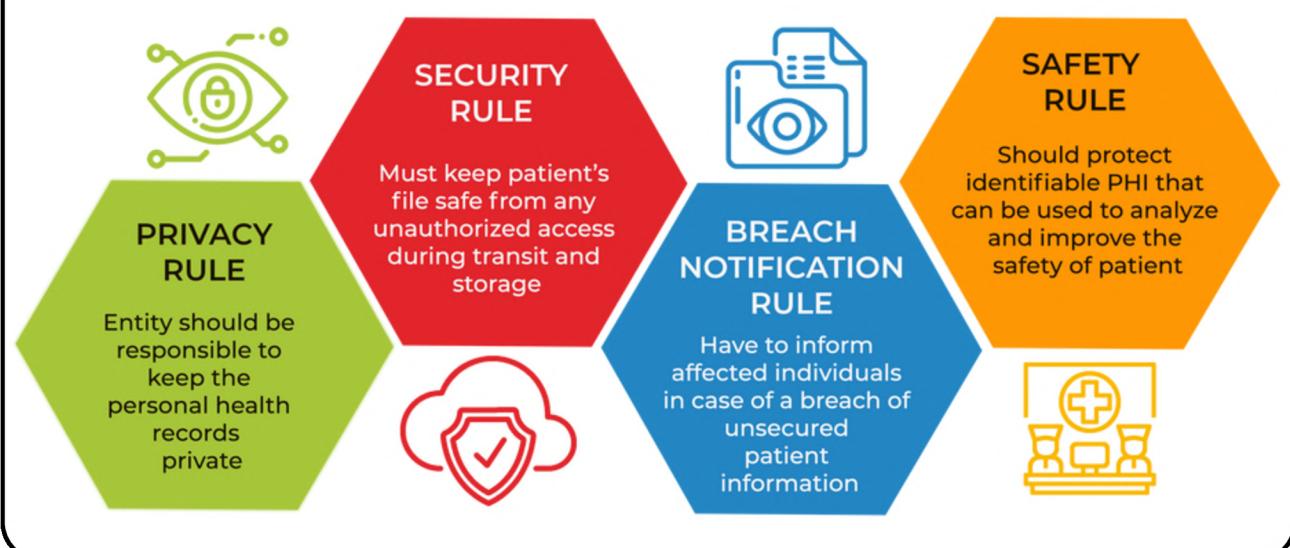
AI Businesses

Company	AI Offerings	Use Cases/Value Propositions	Pain Points	Target Markets
SAP	AI-enhanced ERP solutions	<ul style="list-style-type: none"> Predictive Analytics Intelligent Automation Personalized Customer Experience 	<ul style="list-style-type: none"> Integration challenges High costs Data privacy concerns 	Large enterprises
IBM (Watsonx AI)	AI tools and services suite	<ul style="list-style-type: none"> AI-Powered Insights Intelligent Automation Natural Language Processing 	<ul style="list-style-type: none"> High implementation cost Deployment complexity Data compliance 	Large enterprises
Chatbot.com	AI-powered chatbot solutions	<ul style="list-style-type: none"> Customer Support Automation Sales and Marketing Engagement Efficient Feedback Collection 	<ul style="list-style-type: none"> - Ensuring natural conversations- Integration with existing systems- Data security and privacy 	SMEs and large enterprises enhancing customer engagement

Ten key GDPR requirements



HIPAA REGULATIONS ARE DIVIDED INTO :



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