



SparkBeyond - Ideation AI

Harnessing humanity's collective intelligence to solve its most impactful problems

AI-powered Problem-Solving Platform

SparkBeyond is connecting AI to business and social impact. SparkBeyond's Ideation AI empowers business leaders with technology & methodology to discover deep insights and actionable intelligence.

In 2017, SparkBeyond's technology generated over \$1B in measurable impact for clients across 20+ industries - use cases in churn, risk, HR, underwriting, cross sell / upsell location optimization, etc.



Empower you to generate Rapid & Ongoing Impact

- **Powering Ideas that Power the World**
Drive Rapid Impact in months by amplifying human creativity to discover unique insights that move the needle of your top KPIs.
- **Ongoing & Actionable Results**
use closed-loop methodology to expedite the process from idea to action in short, agile iterations.
- **A trusted partner for your AI Journey**
Build In-house capabilities to leverage Ideation AI technology and methodology, enable independent ongoing impact.

Ideation Machine

Leverage complexity of data to generate and examines hundreds of millions of unbiased hypotheses

Major US telco was suffering from churn and exhausted meaningful patterns to discover why people leave. SparkBeyond generated \$100m in impact by identifying over 20 new churn drivers covering >80% of churners

Go beyond the obvious

Augment internal data by connecting the dots to the world around us

Empowered a leading retailer to discover >3000 new retail store sites based on >100 drivers of profitability. SparkBeyond augmented the client's data with external knowledge, identifying unexpected drivers, such as the proximity to laundromats

Continuous & Adaptive

Continue discovering drivers to optimize KPIs in production; never sleeping, never slowing down

A global maritime shipping company leveraged Sparkbeyond's Ideation AI to provide actionable intelligence for strategy and operations: improving pricing & optimising vessels allocation based on demand for different routes

"...Somehow, in just over a month you have overtaken a decade of learning."

CEO, Large Asian retailer

"I've been working with our data experts for over 5 years, this is the first time that I witness output we can immediately act upon."

CMO, EU Media leader