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.

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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.

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**Ideation Machine**

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

**Go beyond the obvious**

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

**Continuous & Adaptive**

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

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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

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

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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

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“...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

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