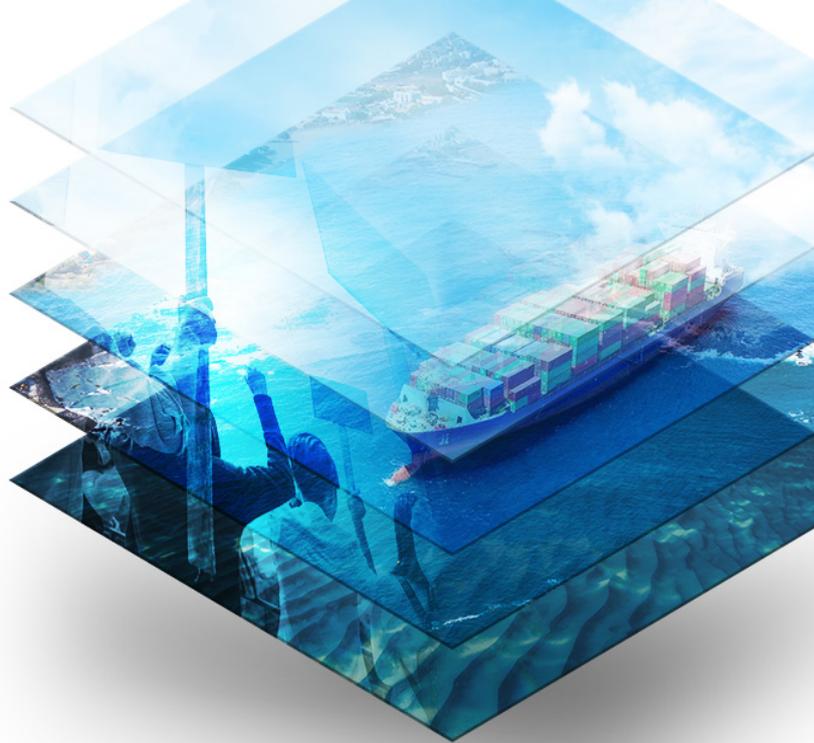


SPARK  BEYOND

# UNLEASH AI FOR IMPACT



## THE AI-POWERED PROBLEM SOLVING PLATFORM

**SparkBeyond empowers organizations to solve their most complex challenges.**

Our Problem Solving Platform is designed to tackle the cognitive bottleneck and bias inherent in human thinking, augment data with a multitude of external data sources, and enable adaptive AI systems ready for today's dynamic world.

The platform discovers complex patterns, identifies root causes and drivers of business outcomes.

SparkBeyond harnesses humanity's collective intelligence to generate millions of ideas in minutes and empowers organizations with strategic and operational intelligence for maximal impact.

Founded in 2013, the company has rapidly expanded its global footprint with offices in New York, London, Israel, Singapore and Melbourne.

Leading Fortune 500 companies partner with SparkBeyond across a broad range of verticals, including Insurance, Finance, Pharmaceutical, Life-Sciences, CPG and Retail.

SparkBeyond has generated over \$1 billion in impact for clients and partners, across 20+ industries.

Our solutions include optimizing clinical trials, increasing crop yield and fighting fraud. Other use cases range from enabling automated underwriting, boosting supply chain and logistic efficiency, store location optimization, and increasing customer lifetime value. Moreover, our technology powers AI-augmented strategy for product novelty and whitespace innovation.

SparkBeyond's groundbreaking AI technology and methodology empowers market leaders worldwide with the right skills to independently use the platform at scale. Rather than predict the future, SparkBeyond enables organizations to shape their future. The Problem Solving Platform is adaptive and dynamic, so generated insights are constantly being converted into actions and impact. All the while, SparkBeyond is on hand to provide support whenever needed.

In addition to business impact, we are committed to generate social impact on a planetary scale. We're proud to pioneer novel approaches to discover early indicators of cancer, support demand for social housing and reduce violence in prisons.



### IDEATION MACHINE

Millions of ideas are generated as the machine discovers complex patterns in data, bypassing the cognitive bottleneck and bias inherent in human thinking.



### COMPLETE THE PICTURE

Connect the dots by auto-augmenting data with external factors and pave the way to new discoveries.



### DYNAMIC-WORLD READY

The platform adapts to changing dynamics and discovers new insights as the world evolves.

## TOP INDUSTRIES

- Insurance
- Financial Services
- Pharmaceuticals
- Retail / CPG
- Telco/Media

## COMMON USE CASES

- Customer churn / Lifetime value
- Risk (underwriting, fraud, collections, loans)
- Cross-sell & up-sell
- Location optimization
- Demand forecasting
- Fraud
- Custom solutions based on specific pain points

## OTHER SOLUTIONS

- Manufacturing
- Shipping/Logistics
- Supply Chain
- Energy
- Mining
- Agriculture

## OVER \$1 BILLION IMPACT GENERATED ACROSS 20+ INDUSTRIES

### INSURANCE

A 'glass-box' underwriting solution **increased automated underwriting by 4x, drove \$170M in impact** and the partner is looking to re-use this process across other global business lines.

### FINANCIAL SERVICES

SparkBeyond created over 170 drivers that were able to **capture 86% of the fraudulent cases within the top 15% ranked cases** for a global services company investigating fraudulent credit card payments.

### PHARMACEUTICALS

Discovered a **novel technique for colon cancer detection** through blood tests; developed a unique three-way partnership between HMOs and pharmaceutical companies to scale drug testing.

### RETAIL

A leading retailer **optimized locations for the rollout of the next 1,000 branches**. SparkBeyond augmented the client's sales history with external datasets, identifying unexpected drivers, such as the proximity to laundromats.

### CPG

SparkBeyond **improved a partner's annual gross margins by \$6M** by identifying store segments where tailored pricing schemes could be applied.

### TELCO / MEDIA

A Major US telco was suffering from churn and exhausted meaningful patterns to predict who would leave. SparkBeyond **generated \$100m in impact** by identifying over 20 new churn drivers in a week covering 80% of churners.



## DRIVE IMPACT ACROSS YOUR ORGANIZATION

[Request a Demo](#)

Watch to learn more about SparkBeyond