AlgoVerde

Product Development, Reimagined.

Accelerate Time-to-Market with AI

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Today's Agenda

70-80% of New Products Fail to Meet Expectations

95% of new consumer products fail
- Clayton Christensen, professor at Harvard Business School

85% of new consumer packaged goods fail within two years of launch
- Nielsen Data
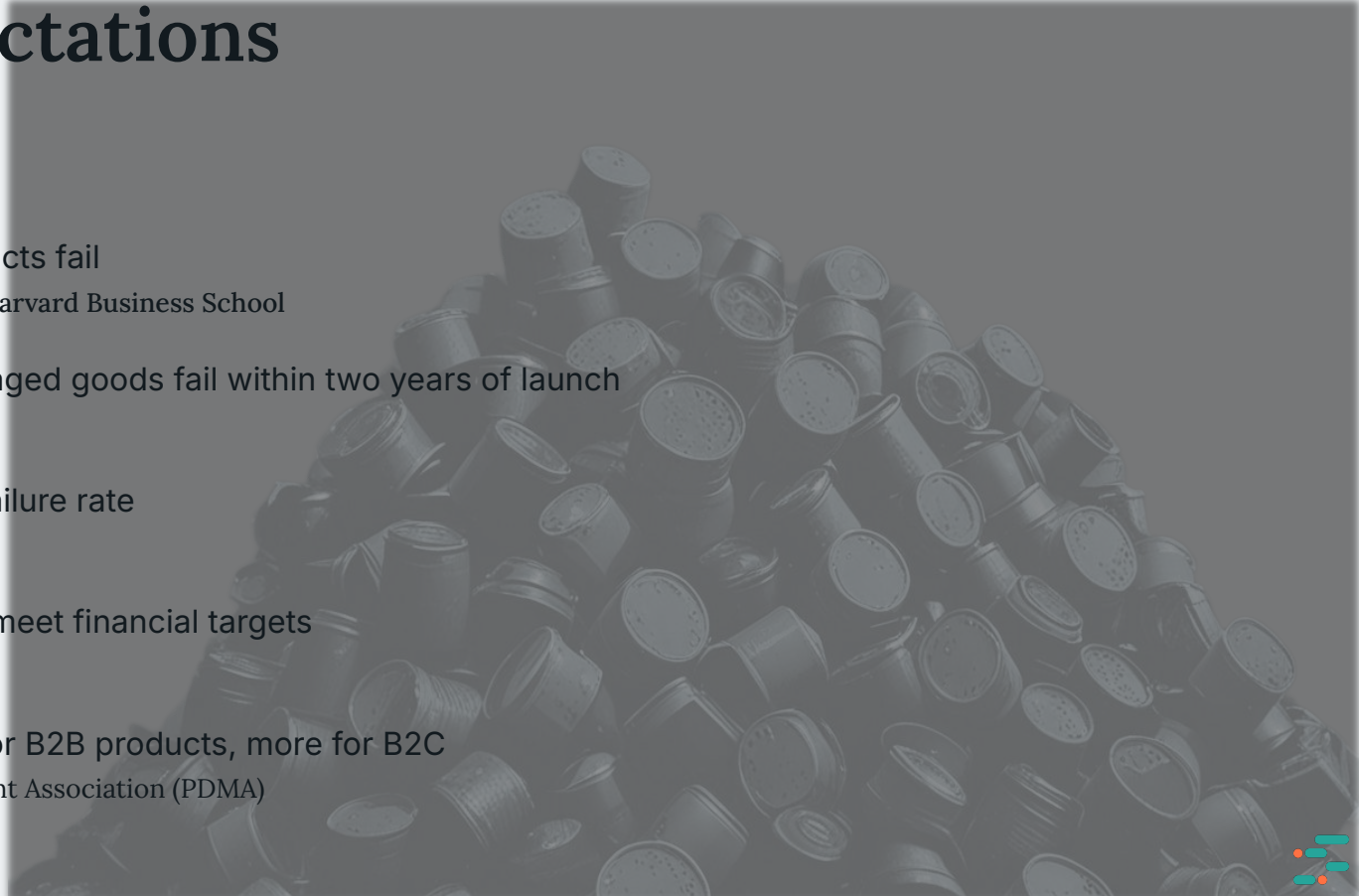
65% - 75% new product failure rate
- Harvard Business Review

40% of new products fail to meet financial targets
- McKinsey

35% - 45% Failure rates for B2B products, more for B2C
- Product Development & Management Association (PDMA)

Product Development Today: Inefficient, Risky & Outdated

The traditional product development is falling short. Why?

Slow

Long development cycles

Hard to keep pace with fast markets

Costly

Requires large investments

Often uncertain return on investment

Risky

Often reliant on outdated info
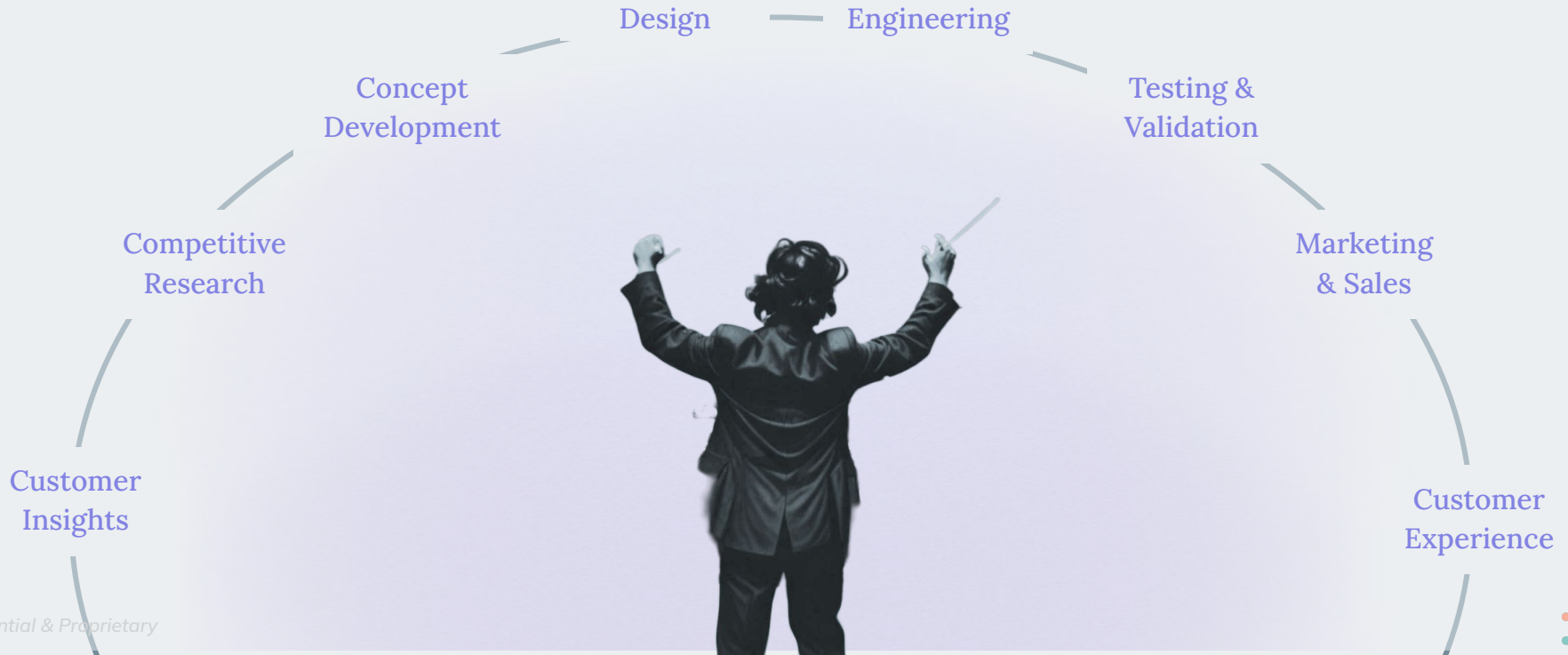
Easy to miss emerging trends

Ineffective

Small incremental improvements

Limited opportunity for true innovation

AlgoVerde as The Conductor of Product Development

Design

Engineering

Concept Development

Testing & Validation

Competitive Research

Marketing & Sales

Customer Insights

Customer Experience

Product Development was an assembly line.
Now it's an Orchestra.

From Traditional Approach

→ **Linear processes** trapped in organizational silos

→ Human iteration cycles **(weeks/months)**, manual labour

→ Insights limited by available **market research**

→ Key decisions **bottlenecked** by meetings and politics

→ **Scattered** corporate knowledge

To AlgoVerde Innovation

→ Break down silos with dynamic **AI workflows**

→ Eliminate repetitive tasks with continuous 24/7 iteration cycles **(minutes/hours)**

→ Get **real-time customer insights** via virtual personas

→ Accelerate product decisions with **data and AI**

→ **Consolidate** knowledge under one roof

We connect Market Intelligence with the full Product Lifecycle

Market Intelligence

Customer insights
Market research
Competitive analysis
Trend forecasting
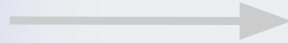
Marketing

Product Development

Pricing

Customer support

Need analysis
Concept development
Expert advice
Solution design

Sales

Industry Leaders Trust AlgoVerde

Select Deployments

Automotive

NISSAN

2029 **Model concepts**
Car of the **future**

CPG

Top 3 Player

Household **brand repositioning**
Fragrance **product extension**
Floorcare **design sprint**
Test site **optimization**

Education

Harvard Business School
App **Testing**

Gig Economy

Top 5 Player

Mobile **app optimization** to increase order rates

Finance

Leading PE Firm

Strategic Marketing

Fitness

Top 3 Player

Customer **churn**

Nissan Case Study

Auto Industry Challenge

Car Industry
Under disruption

Product cycles
60 month to 30 months?

Volume
Millions of vehicles

Complexity
EV transition

Technology
Software+AI

Nissan reduced concept development time and cost by 75% with AlgoVerde

From: Idea to vehicle concept > 12 – 18 months

STARTING POINT

COHORT DEFINITION
4-6 months

CONCEPT DEVELOPMENT
+8-12 months

To: Idea to concept with AlgoVerde > 3 – 4 months

STARTING POINT

COHORT DEFINITION
1 month

CONCEPT DEVELOPMENT
+2-3 months

Time to Concept & Costs Savings*

-75%

*Costs savings includes only third-party agency data costs for Market Intelligence

AV delivers beyond cost savings to build sustainable competitive advantage

| Significant cost savings | Accelerated time to market | + | Agility through nimble decision making | Delighted customers through better insights | = Competitive Advantage |

AlgoVerde = Product Development
Integrated Enterprise AI Platform

DEFINE
AV Launchpad

Define the problem and business objective

CREATE
AV Studio

No-code application design for optimal set of workflows to drive results

SIMULATE
AV Innovation Spaces

Run simulations, interact with your virtual customers, obtain insights and design concepts

PRESENT
AV Deck

Synthesize your work and create custom reports tailored to your stakeholders
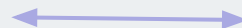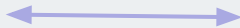
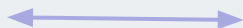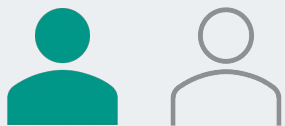Output

Project Brief

AV Application

Insights & Concepts

Solutions & Action Plans

AlgoVerde brings three superpowers to your organization

Virtual replicas of your customers and experts

Immediate access

Continuous feedback

Deeper understanding of their needs and wants
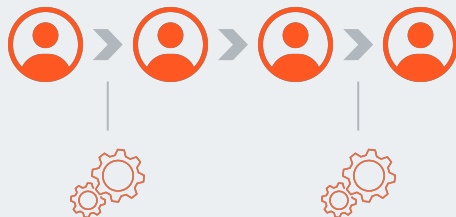
Reimagined workflows end-to-end for and with AI

Faster time-to-market and value

Improved quality of outcomes

Guardrails for AI models

Autonomous agents powering the platform

Digital AI workforce

Increased scalability and reliability

Significant, sustainable cost reductions

AlgoVerde GenAI Twins

Superpower #1

Virtual replicas of your **customers & experts**

Mirror behaviour of your customers

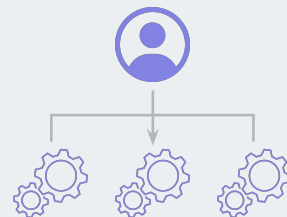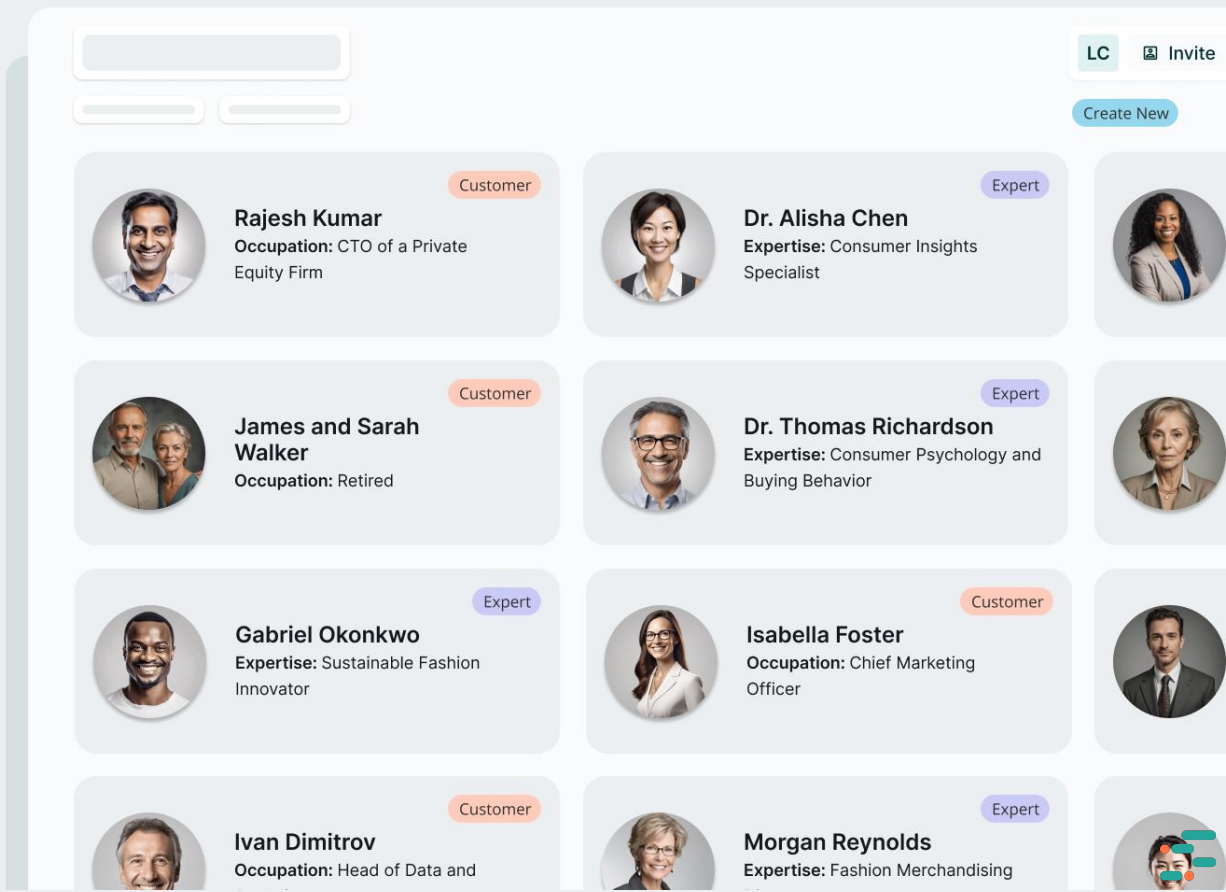Provide rich industry **insights & expertise**

LC | Invite

Create New

	Customer
Rajesh Kumar	
Occupation: CTO of a Private Equity Firm	

	Expert
Dr. Alisha Chen	
Expertise: Consumer Insights Specialist	

	Customer
James and Sarah Walker	
Occupation: Retired	

	Expert
Dr. Thomas Richardson	
Expertise: Consumer Psychology and Buying Behavior	

	Expert
Gabriel Okonkwo	
Expertise: Sustainable Fashion Innovator	

	Customer
Isabella Foster	
Occupation: Chief Marketing Officer	

	Customer
Ivan Dimitrov	
Occupation: Head of Data and	

	Expert
Morgan Reynolds	
Expertise: Fashion Merchandising	

AI Turbo-Charged Workflows

Superpower #2

User Input:
Problem Definition
Business Objective
Constraints

DEFINE
AV Launchpad

Project Brief

CREATE
AV Studio

Design: Workflows

Engineer: GenAI Twins

Input: Project Data

**AV Application:
Set of
Workflows**

SIMULATE
AV Innovation Spaces

Input: Customer scenarios

Simulate: Scenarios

Explore: Details

**AV Insights &
Concepts**

PRESENT
AV Deck

Summarize: Main Findings

Create: Presentation

Share: w/ Decision Makers

Solutions & Action Plans

Powered by our AI Agentic Workforce

Superpower #3

Product Suite

DEFINE
AV Launchpad

Problem definition agent

Market analysis agent

CREATE
AV Studio

Workflow agent

GenAI Twin agent

SIMULATE
AV Innovation Spaces

Simulation agent

Exploration agent

Synthesis agent

PRESENT
AV Deck

Summarization agent

Presentation agent

AI Agents

Deploying secure, model-agnostic AI Architecture

Customer Testimonials

"80% of the insights at 20% of the cost"

*"AV delivers cost savings, agility and customer centricity"*

"This solution has been a game-changer for mixed methodology research ... saves us upwards of $100k per project. By leveraging insights from the twins for vehicle concepts, we can ... work toward a much stronger outcome with greater confidence."
- Top 10 automaker

"AlgoVerde allowed us to have all the aspects of an innovation project under one roof. It brought a fresh perspective to counterbalance group-think."

"It makes Kim 10x more efficient ... but now we will empower kim to do everything in a small team. We can stop sending 20 people on a home study..."
- Top 3 CPG Player
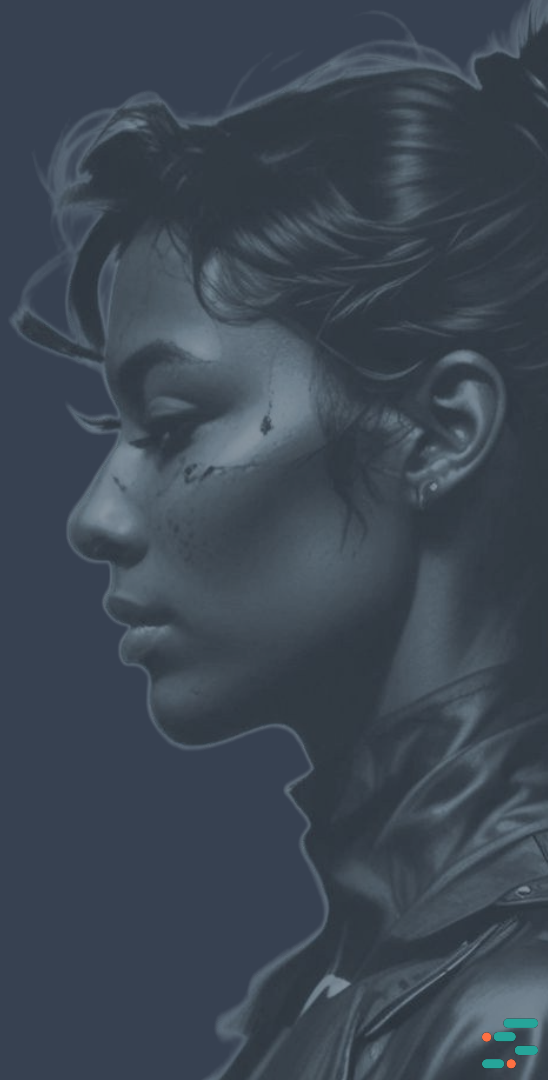
How to Engage with AlgoVerde

Forward Deployment

Deliver 1st high-impact AV Application

- 4-6 weeks engagement
- Create full custom solution
- Engineer AI Twins
- Focus on specific business outcomes
- GenAI skill building

Subscription

Annual platform subscription

- Full access to the AV platform
- Ability to develop additional high-impact applications
- Targeted consulting assistance
- Unlimited technical support
- Access to new platform releases

Why **AlgoVerde**?

1. **Proof Points:** Leading companies are using AV because it delivers huge value

2. **Product:** Our market-leading agentic AI platform constantly learns and gets better

3. **ROI:** Save 75%+ time and costs

4. **Experience:** We understand how to help your company successfully adopt AI