



BIG IDEA AI[®]

AI ACCELERATED SPRINTS
(Days not months)

The background is a solid gold color. It features several decorative elements: a white wavy line on the left side; a white starburst shape at the top center; a white circle at the top right; a white wavy line on the right side; a white starburst shape at the bottom left; a dark blue starburst shape at the bottom center; and a white circle at the bottom right.

**"AI will be the catalyst for the next
wave of human innovation."**

— Tim O'Reilly

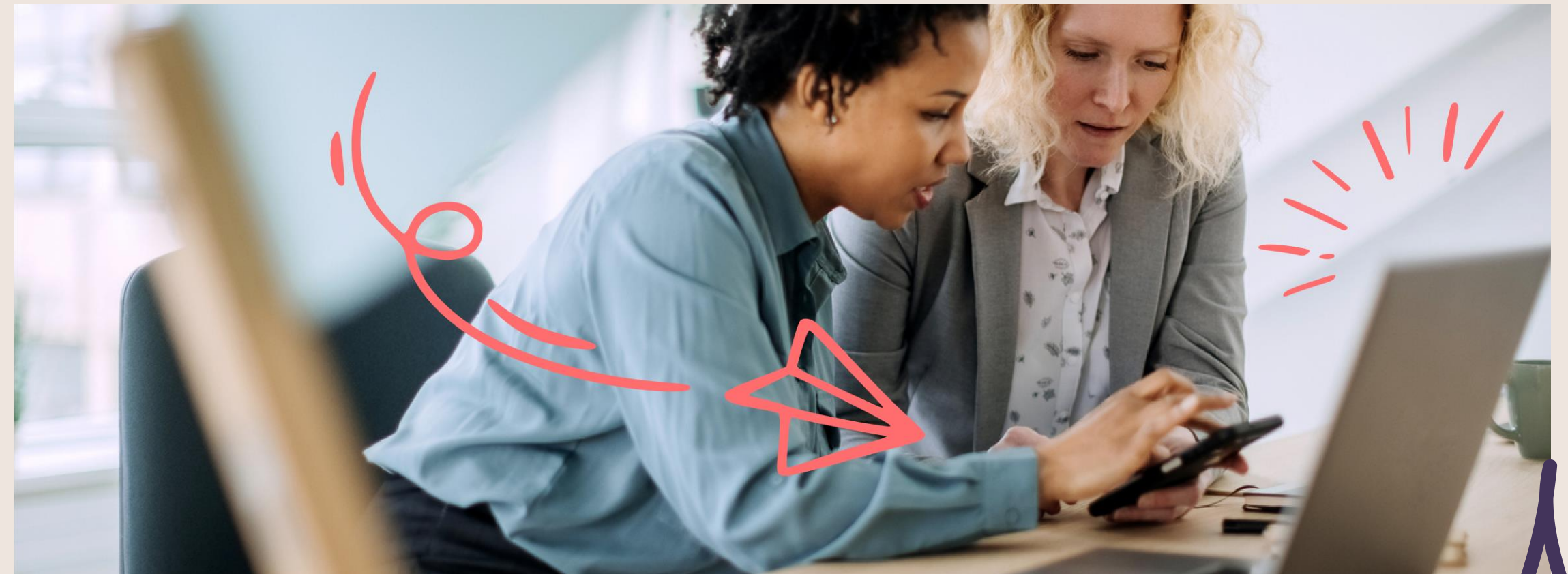
What's the BIG IDEAi?

We help clients clarify their AI vision and strategy then deploy breakthrough AI technology to accelerate delivery. Including, accelerating sprints to days not months. Key benefits of this approach?

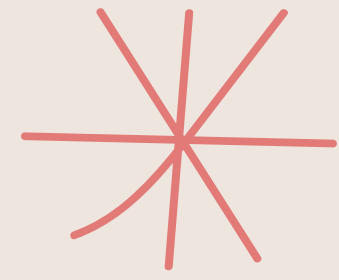
1. Quality – focussed, unbiased, data inspired ideation
2. Quantity – unlimited insight and idea stimulus
3. Speed – words, images, mock ups in seconds

Decreasing timelines, waste and project costs.

Increasing efficiency, quality and value.



Who we are

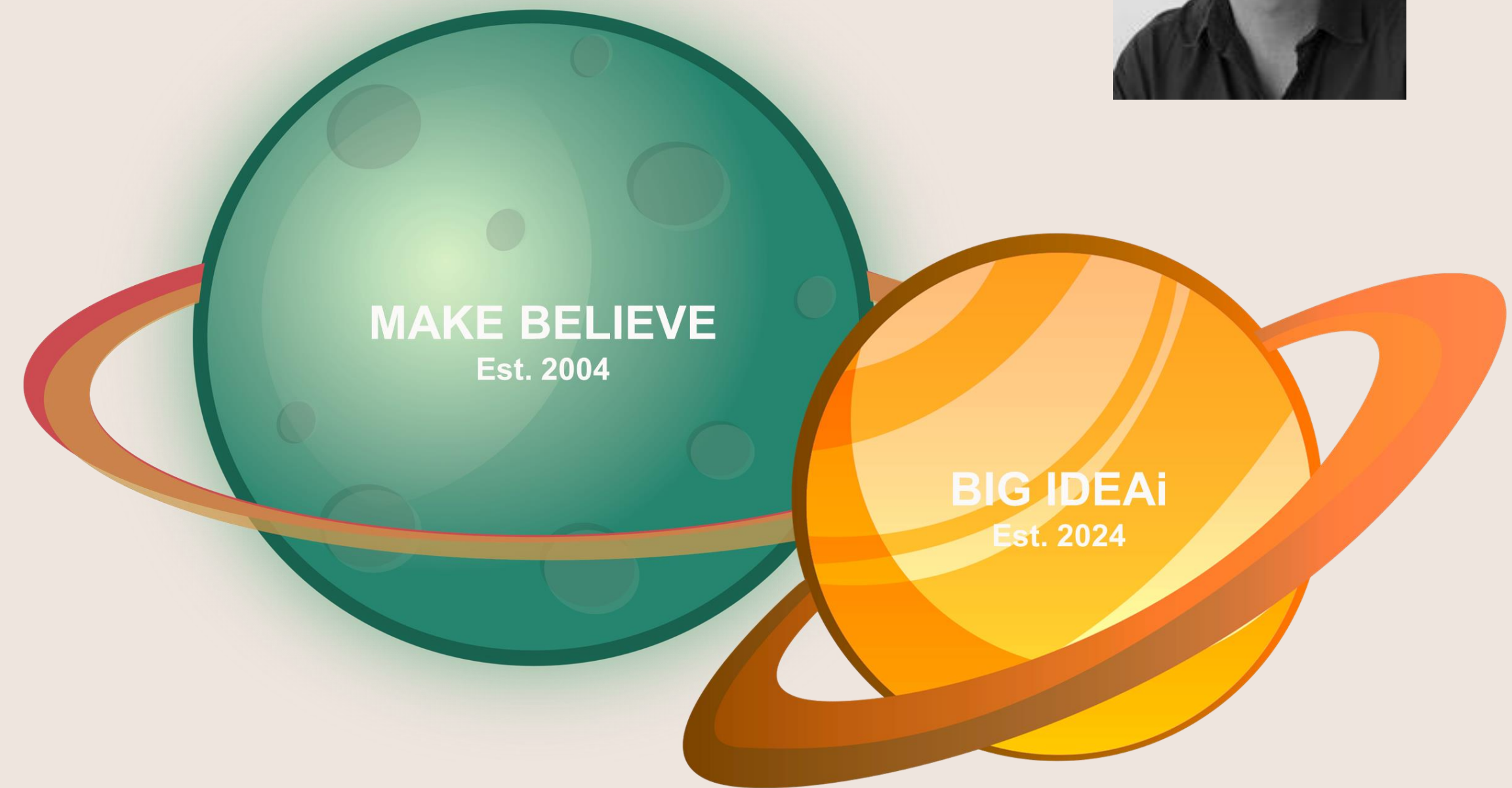


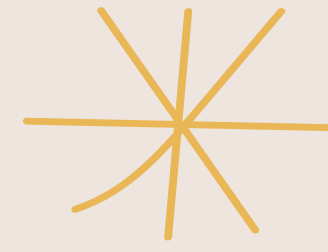
Tech-led innovation agency with first-hand experience of launching AI products and services (unlike most other agencies that talk the talk).

We believe innovation is fundamentally human-centric but when used appropriately AI is an essential new tool for all professional creatives and innovators.

Our mission is to empower clients with the vision, strategy, skills and tools to accelerate in the turn.

As a sister agency to Make Believe we bring over 20+ years of experience innovating with the world's leading clients (and a few grey hairs to prove it).





The World's **BEST** Brainstorm App

(Check it out at www.bigideai.com)

Quality. Quantity. Speed



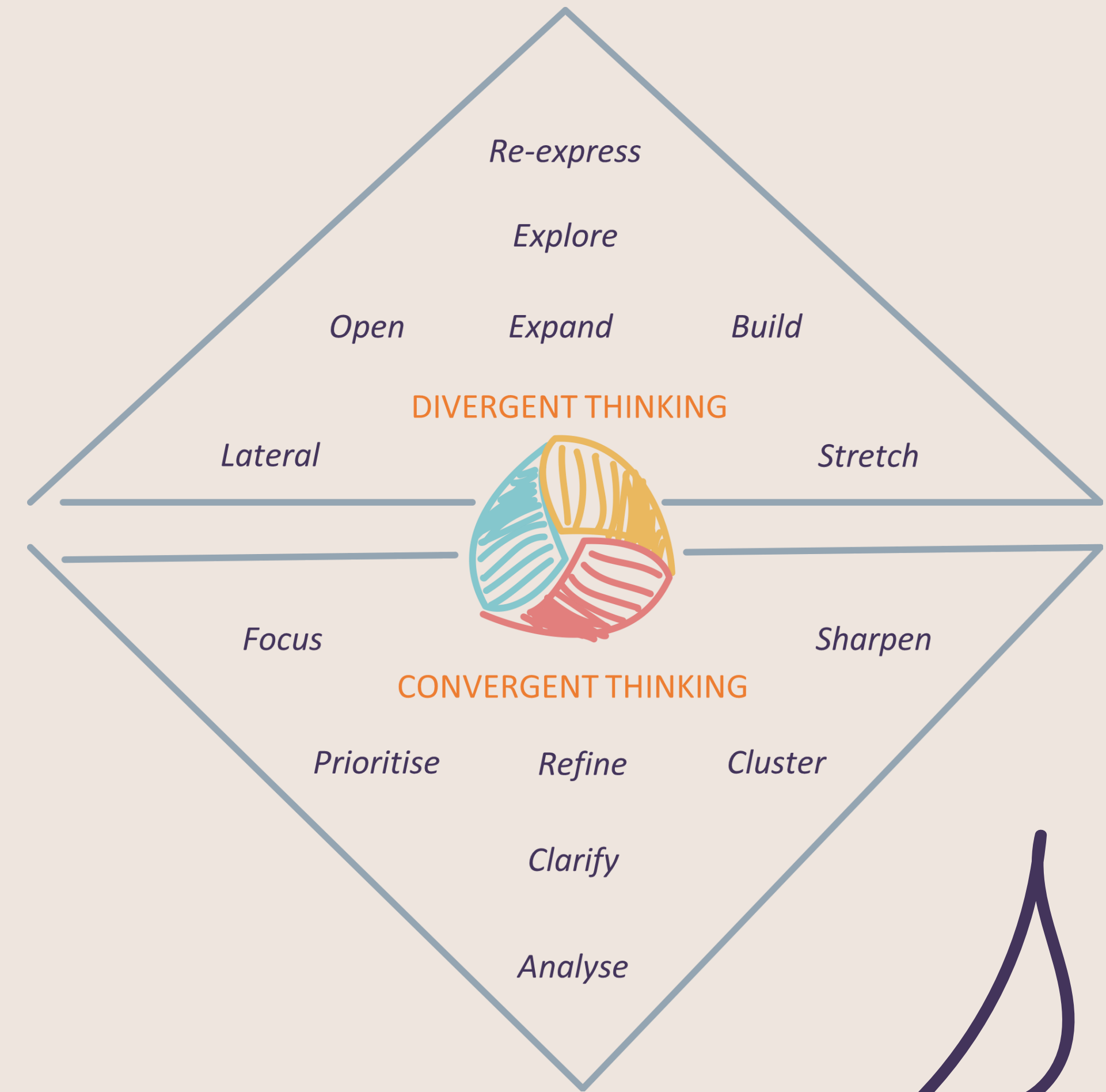
Anytime. Anyplace. Anywhere

BIG IDEAI[®]

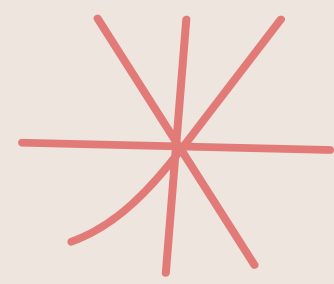
AI Acceleration

AI is accelerating changes in creativity and innovation that are already in play for most clients:

Process	>	Agility
Linear	>	Dynamic
Centralized	>	Distributed
Human	>	Augmented
Reactive	>	Proactive
Closed	>	Open
Isolated	>	Integrated
Vertical	>	Flat
Iterative	>	LIVE!



AI Sprint Roadmap



We love doing Sprints in days (not months).

We also know that client time is more precious than ever, so we've streamlined our Sprint process to 3 live sessions:

This is possible by combining the best of traditional tools (we still need them) with the incredible power of AI Accelerators.

Turbo-charging the journey from Insight > Ideas > Impact like never before.

Accelerating WOWS.

CLASSIC INNOVATION SPRINT 3 LIVE SESSIONS / 12 AI ACCELERATORS



SPRINT TOOLS

- Innovation Checklist
- Scoping exercises
- Critical pathway
- Primary Data
- Secondary Data

- Insight Springboards
- Opportunity mapping
- Live/experiential inspiration

- Ideation
- Experiential
- Incubation

- Proposition build
- Stimulus briefs
- Road-test brief

- Testing
- Team refinement

- Output final
- Sprint Report
- Action plan

AI ACCELERATORS

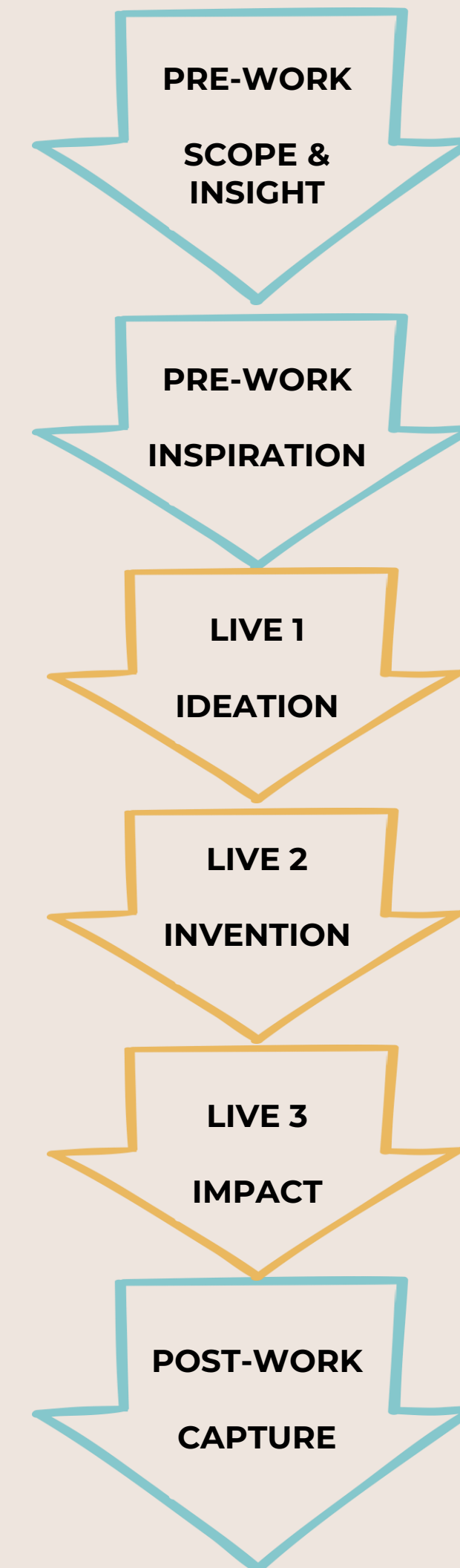
- AI Trend Analysis
- AI Insight Patterns
- AI Synthetic panels

- AI Muses
- AI Narrative Exploration
- AI Sensory Expansion

- AI Ideation
- AI Multipliers

- Proposition Generator
- Prototype Design
- Synthetic panels

- AI Insight analysis
- AI Biz Model analysis
- AI Predictive Analysis



3 LIVE Sessions

Live Session 1 – Ideation

AM – Team review stimulus / Refine Scope, Plan and Opportunity Map

PM – BIG IDEAi system ideation (hundreds!)

AI Tools – Synthetic Insight / AI Ideation / AI Multipliers

Live Session 2 – Invention

AM - Proposition building / Stimulus & Road-test brief

PM – BIG IDEAi system proposition/prototype mock ups

EVE – BIG IDEAi system synthetic testing

AI Tools – Proposition Generator / Prototype Design / Synthetic panels

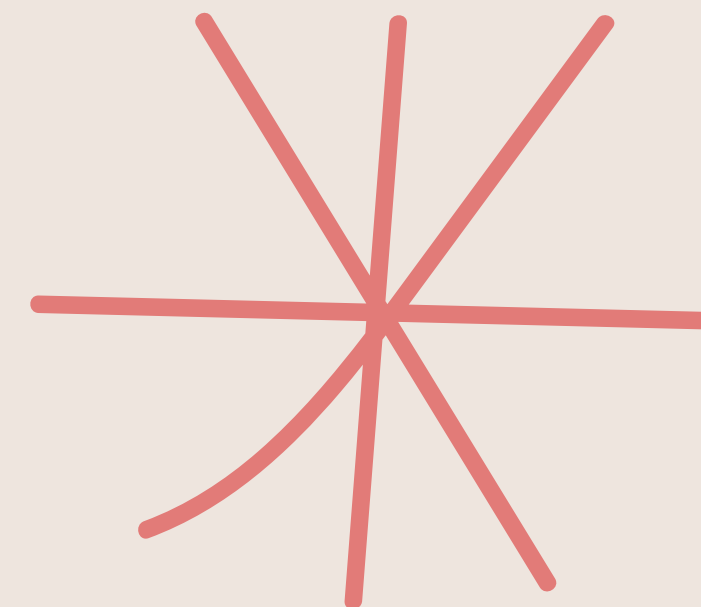
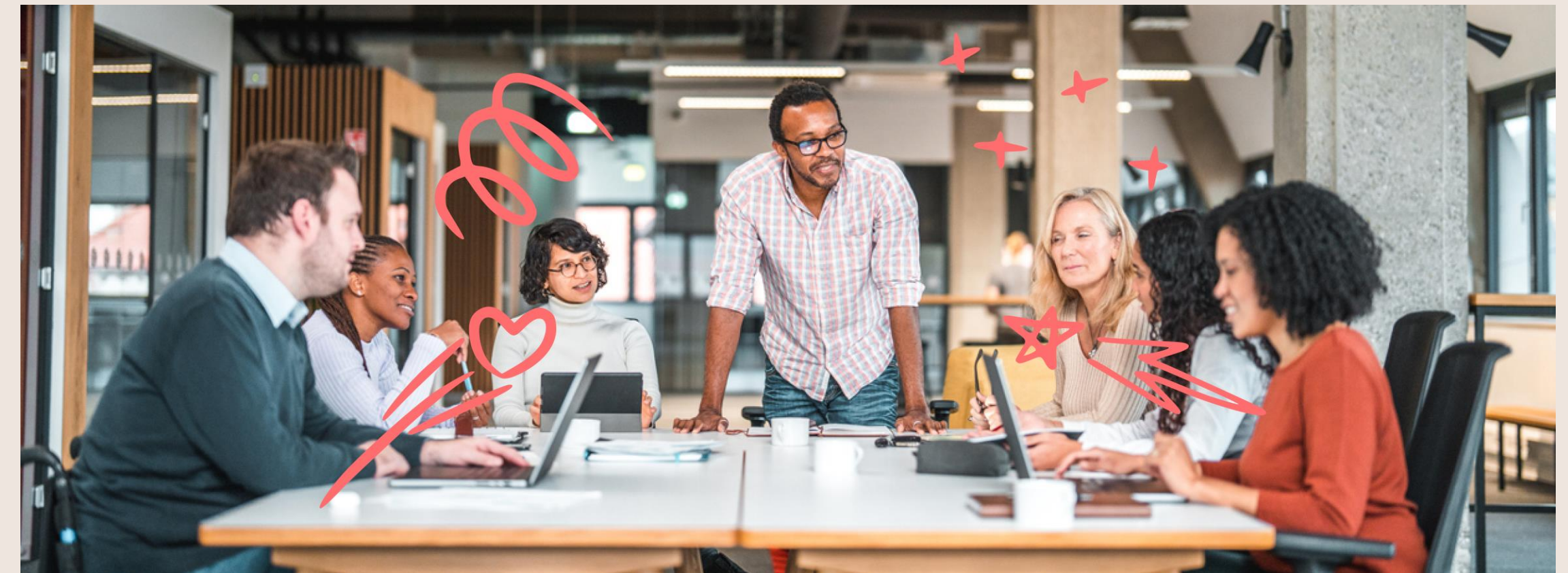
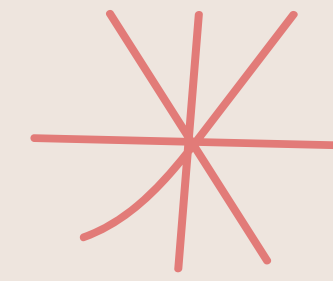
Live Session 3 - Impact

AM – Team review results of Synthetic/Live testing

PM – BIG IDEAi proposition & prototype refinement

AI Tools – AI Insight / Predictive / Biz Model analysis

Output – Shortlist of test ready ideas (words/visuals)



Live Ideation Session

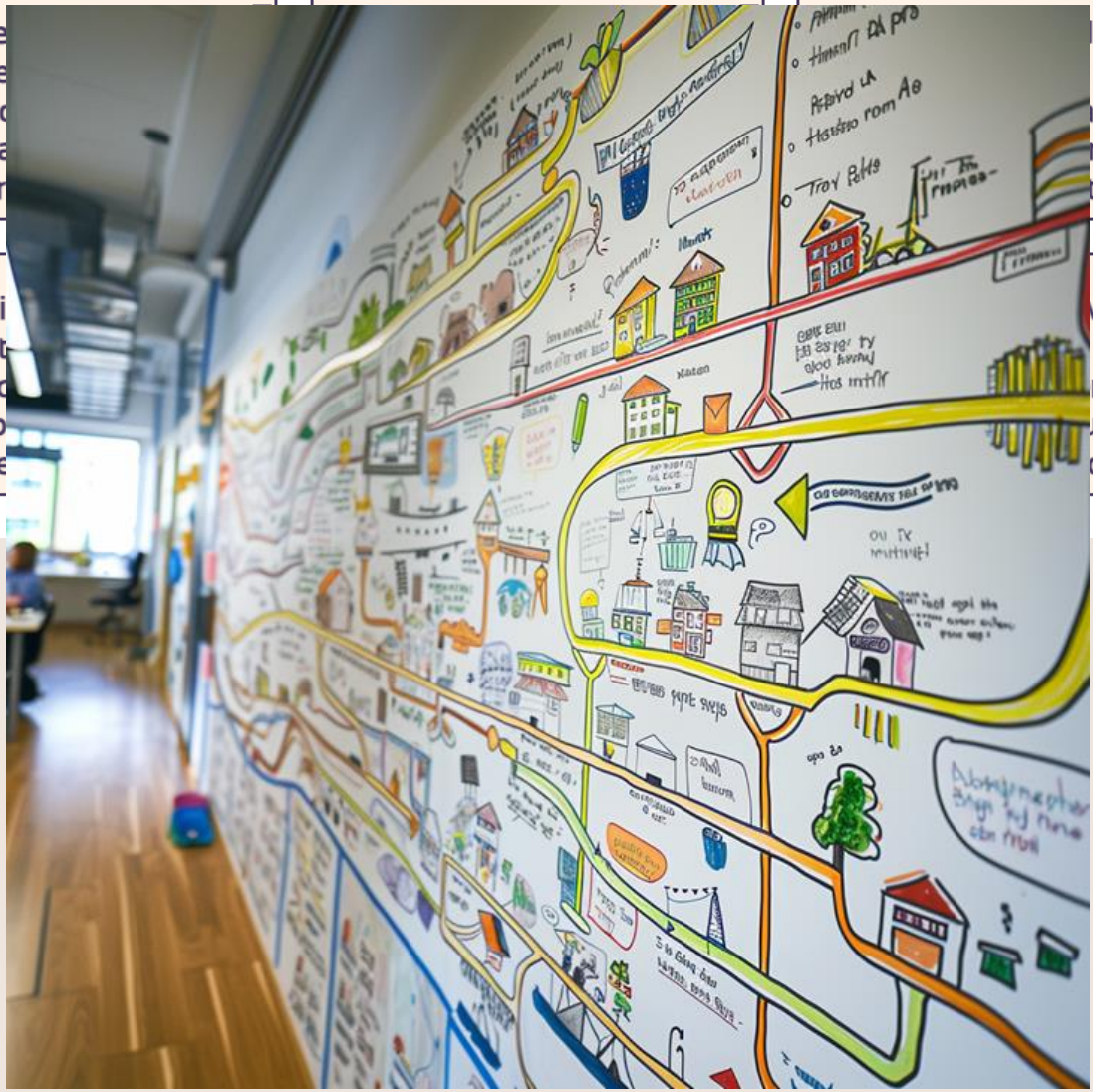
AI Online/Trend analysis Accelerators...
(Example – Sentiment analysis)



AI Synthetic Insight Accelerators...
(Example – Customer Journey maps)



AI Ideation Accelerators...
(Example – 100 Re-Expression tool)



Insight
Ideas
Invest

← Target Insights
Take a deep dive by different types of insight
ⓘ

future media predictions

adults

trends away from traditional media to digital formats

Rational insights

Emotional insights

Social insights

Cultural insights

Adults are increasingly turning to digital media for convenience and accessibility, indicating a shift towards on-

As traditional media declines, data-driven personalized content delivery becomes crucial for engaging

Nostalgia for traditional media may create emotional connections, presenting opportunities for brands

Digital media sense of e and control choices, ta consumer

The shift towards digital media fosters a sense of belonging in online communities, paving the way for social

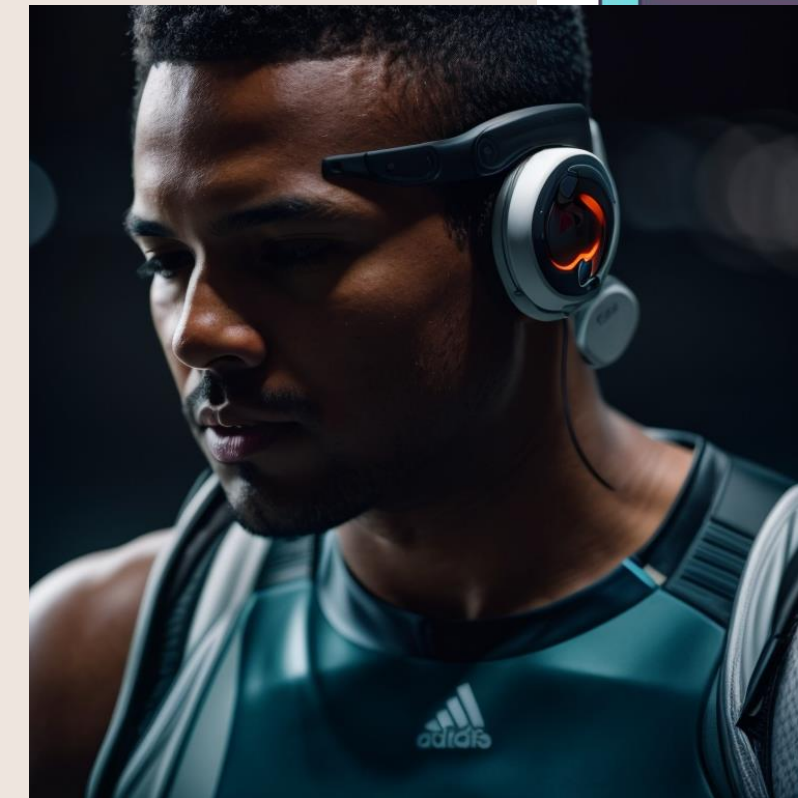
The emoti community content co fosters op interactive

Digital media reflects diverse cultural narratives, creating opportunities for inclusive storytelling

Live Invention Session

AI Proposition Accelerators...

(Example - Name/Copywriter generators)



Original Concept	AI Generated Name	AI Generated Name
ger beer with citrus	citrus flavour range	cool urban summer
Co.	Citrus Burst Co.	Urban Chill Co.
queeze Lager	Flavour Fusion	Cool City Summer
s Lager	Tangy Twist	Urban Oasis
Cool Summer Brew	Citrus Craze	
Citrus Crush Beer Co.	Zesty Range Co.	

AI Design/Prototype Accelerators...

(Example - Pack/Promotion/Branding generators)



AI Live test Accelerators...

(Example - Synthetic User Panels)



Live Impact Session

AI Insight Accelerators...
(Example - Insight profiles)

The screenshot shows a software interface for pricing analysis. At the top, there are tabs for 'Insight', 'Ideas', and 'Invest'. Below this is a main header 'Pricing' with a subtitle 'Explore pricing options by customer segments'. A sidebar menu on the left lists various pricing strategies: 'Pricing Boards', 'Penetration Pricing', 'Premium Pricing', 'Value-Based Pricing', 'Psychological Pricing', 'Cost-Plus Pricing', and 'Value-Based Pricing'. Three cards are displayed in the main area:

- Premium Pricing:** Introducing a premium shampoo range with exclusive ingredients and a luxurious process, priced at a premium to reflect its quality and exclusivity.
- Penetration Pricing:** Launching the premium shampoo range at a lower price initially to penetrate the market quickly and gain a competitive edge before gradually increasing the price.
- Value-Based Pricing:** Implementing a value-based pricing model for the premium shampoo range, aligning the price with the perceived value of the exclusive ingredients and process to attract discerning customers.

AI Predictive Accelerators...
(Example - Data Trend analysis)



AI Biz Model Accelerators...
(Example - Pricing/Channel challenges)



NatureRx

NaturalRx - Pioneering organic prescription medicine

Created with bigideai.com

Accelerating WOW!



Emergency client request... bring to life a new high street retail concept for legendary tea makers Dilmah (pitch in 90mins time!).

60 minutes later... this verbal brief had been transformed into a compelling pitch deck complete with charts covering:

- Opportunity analysis / Business case
- Target market / Segmentation
- Key insights / Customer Journey
- Concept proposition / Product ideas
- Brand names / Logo options / Visual system
- Retail Imagery / Packaging prototypes
- Communication / Advertising Content

Phew. Anyone need a cuppa?!

Your AI Partners

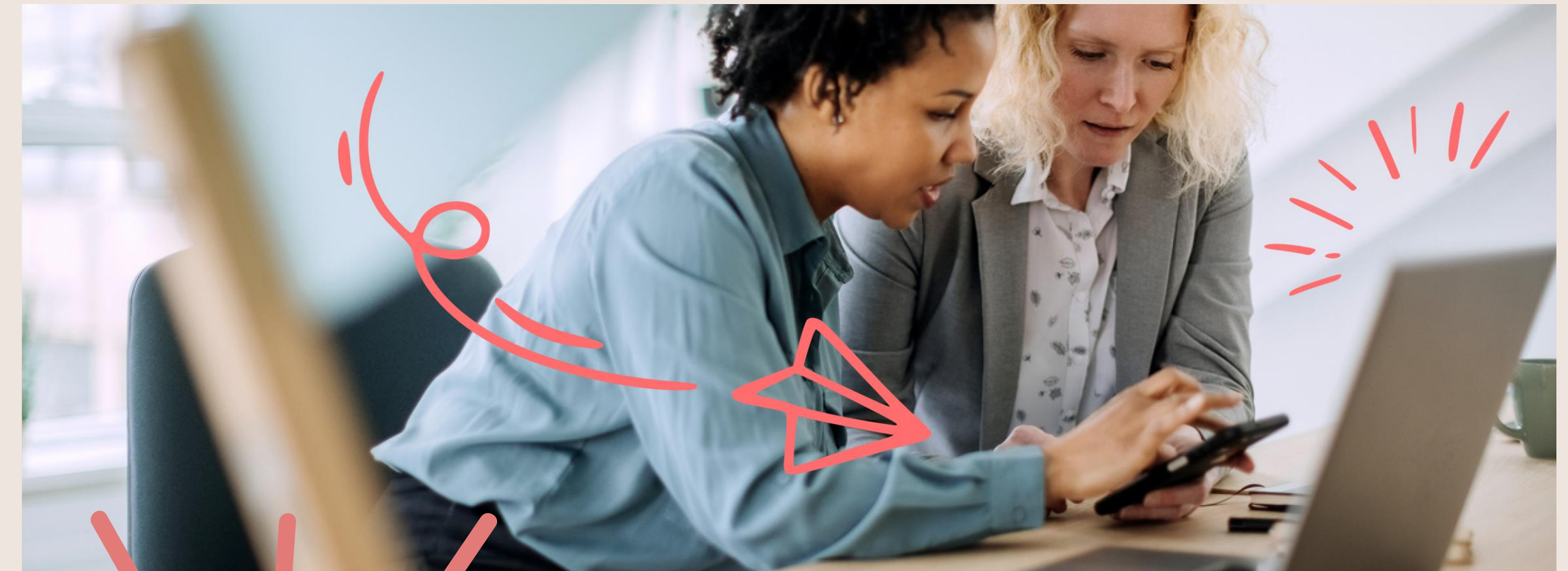
Already have AI systems we can springboard from? Great! We co-create the Sprint process to integrate existing insight, ideas and value.

If you don't... don't worry! We have a suite of proprietary AI tools to turbo charge your innovation along.

Including data analytics, insight and trend analysis, stimulus generation, ideation tools, mock up and prototype creation as well as final design and refinement.

We can also create company specific versions of proprietary technology tailored to your needs including the BIG IDEAi App.

We've got you covered.



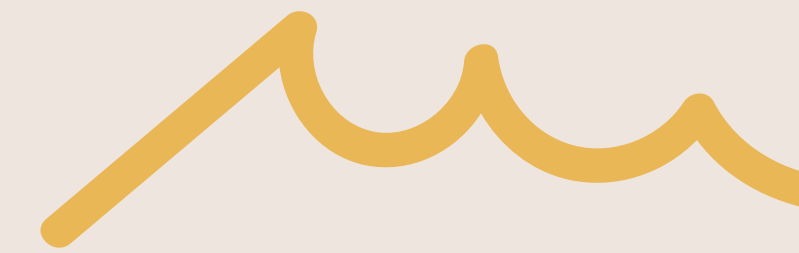
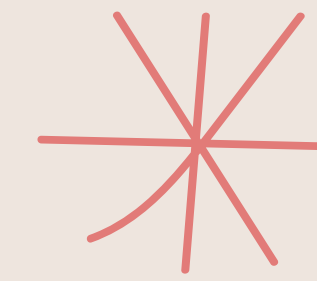
Let's connect...

We're transforming brand, product and service innovation with some of the world's most exciting companies and organisations.

Including leaders in Food, Beverage, Healthcare, Technology and Charity sectors.

Looking to accelerate your Sprint?

We'd love to talk.



Paul Wilson

Global Lead
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Chris Keys

Creative lead
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Brent McCallum

US Lead
brent@bigideai.com



Thank you!

Check out our website for
more content:

www.BIGIDEAi.com

