



# The Future of Corporate Innovation

• Live Webinar



November 14, 2023



16:00 (CET)



 ITONICS

**80%**

**business models are at risk**

**\$720bn**

**R&D investment by top  
innovative firms in 2022**

**95%**

**newly introduced products  
and services fail**



# Too Early (Apple; 1993 vs. 2007)



# Too Stupid (Xybernaut Poma; 2002)





???



**slido**



**Is your company using AI at scale to accelerate innovation, R&D, and new product development?**

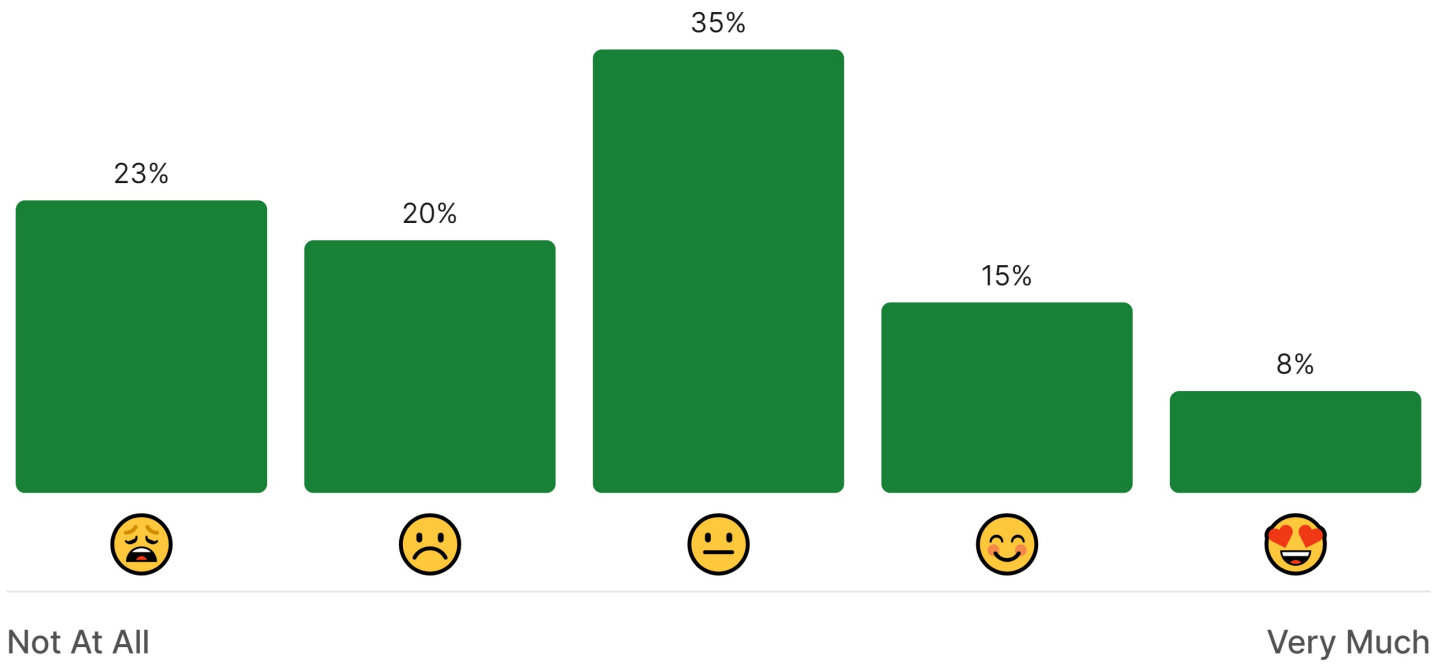
ⓘ Start presenting to display the poll results on this slide.



# Is your company using AI at scale to accelerate innovation, R&D, and new product development?

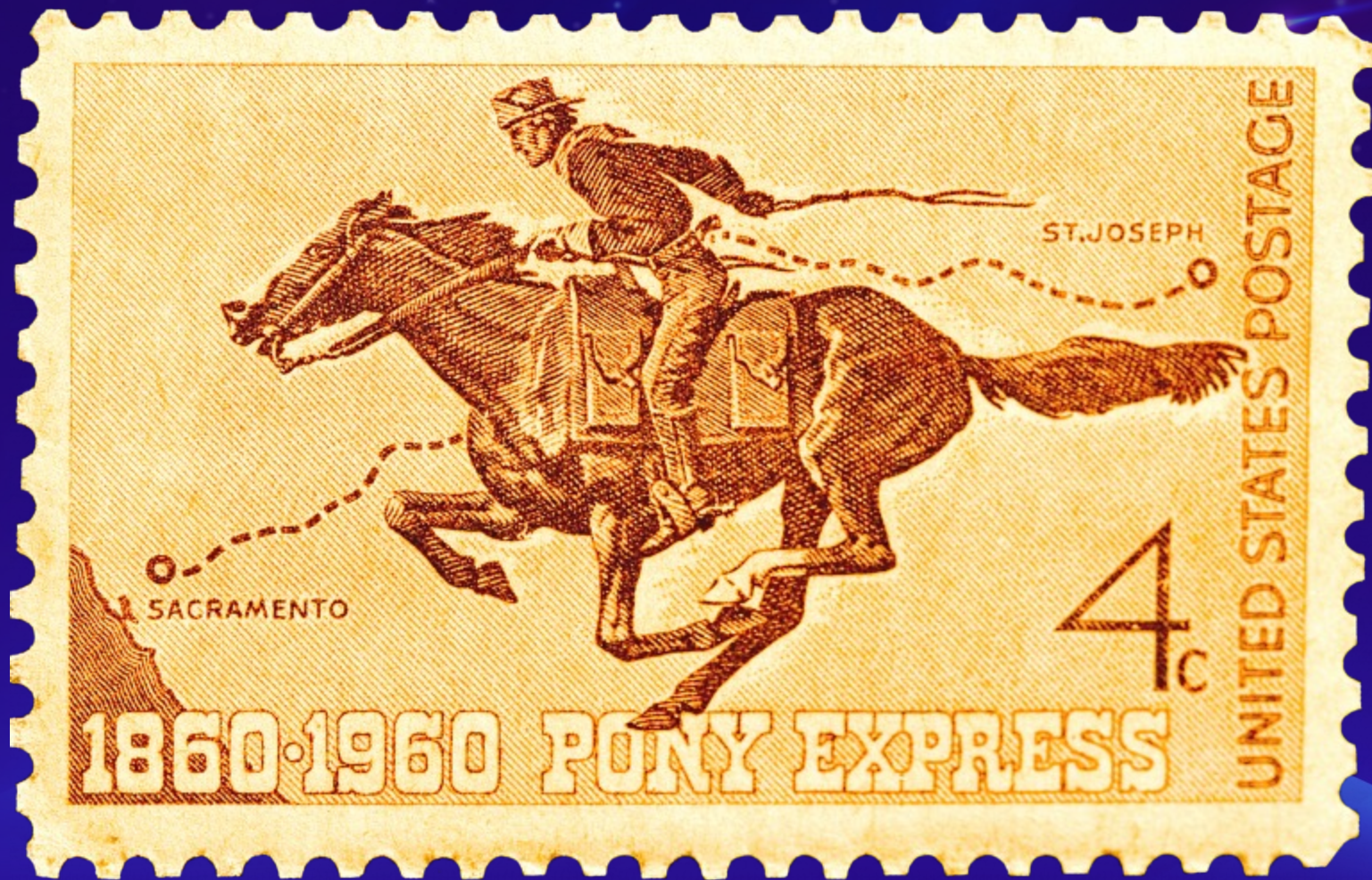
Rating Poll 40 votes 40 participants

Score: 2.6



**Most revolutionary thing about AI:**  
**An algorithm is better at coming  
up with great ideas than I am.**









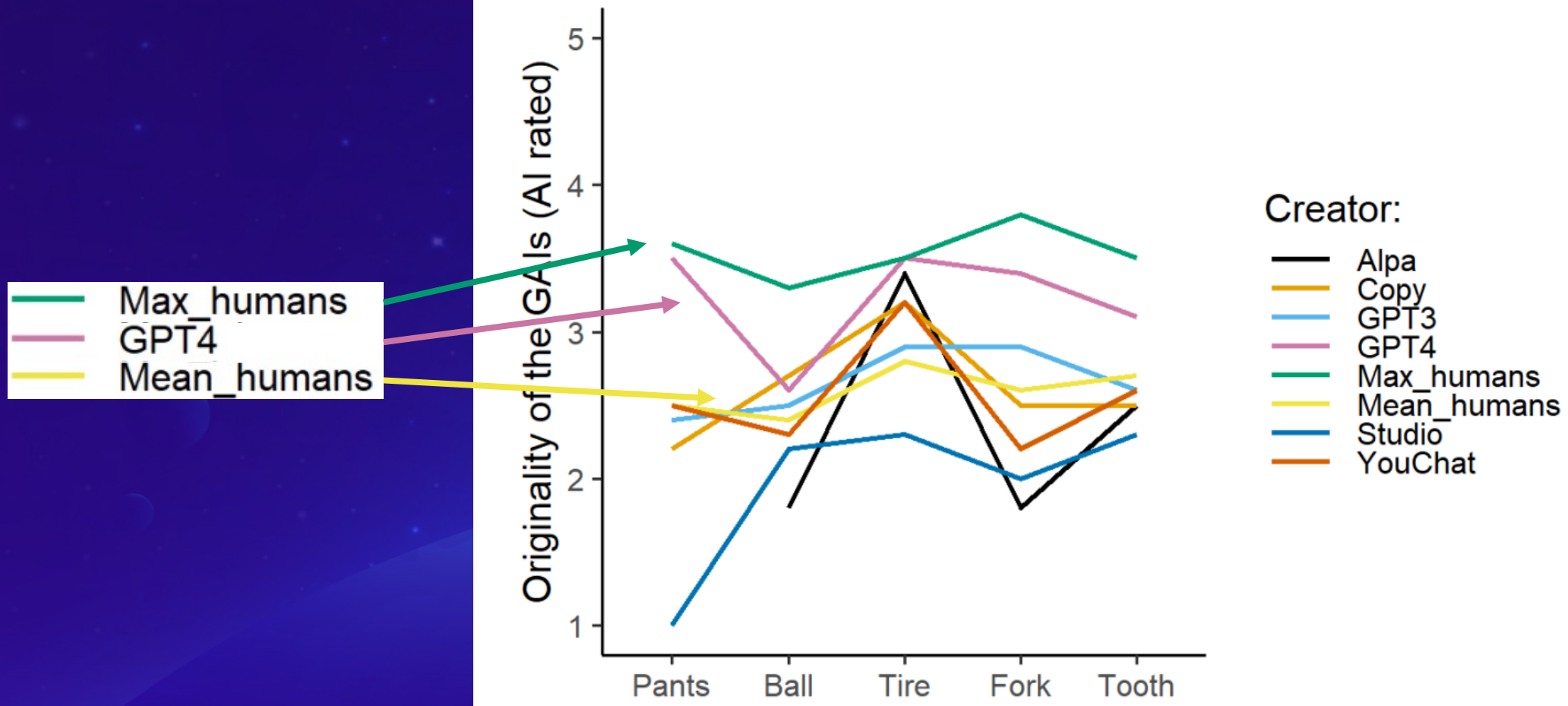






**Figure 3**

*AI-rated originality scores for each generative artificial intelligence (GAI), including the average score from humans and the score of the most creative human*



**The average human  
is already surpassed.**

**They just didn't notice.**

**We need  
a new way to innovate.**



slido



**For which use cases in corporate innovation are you currently using AI?**

① Start presenting to display the poll results on this slide.

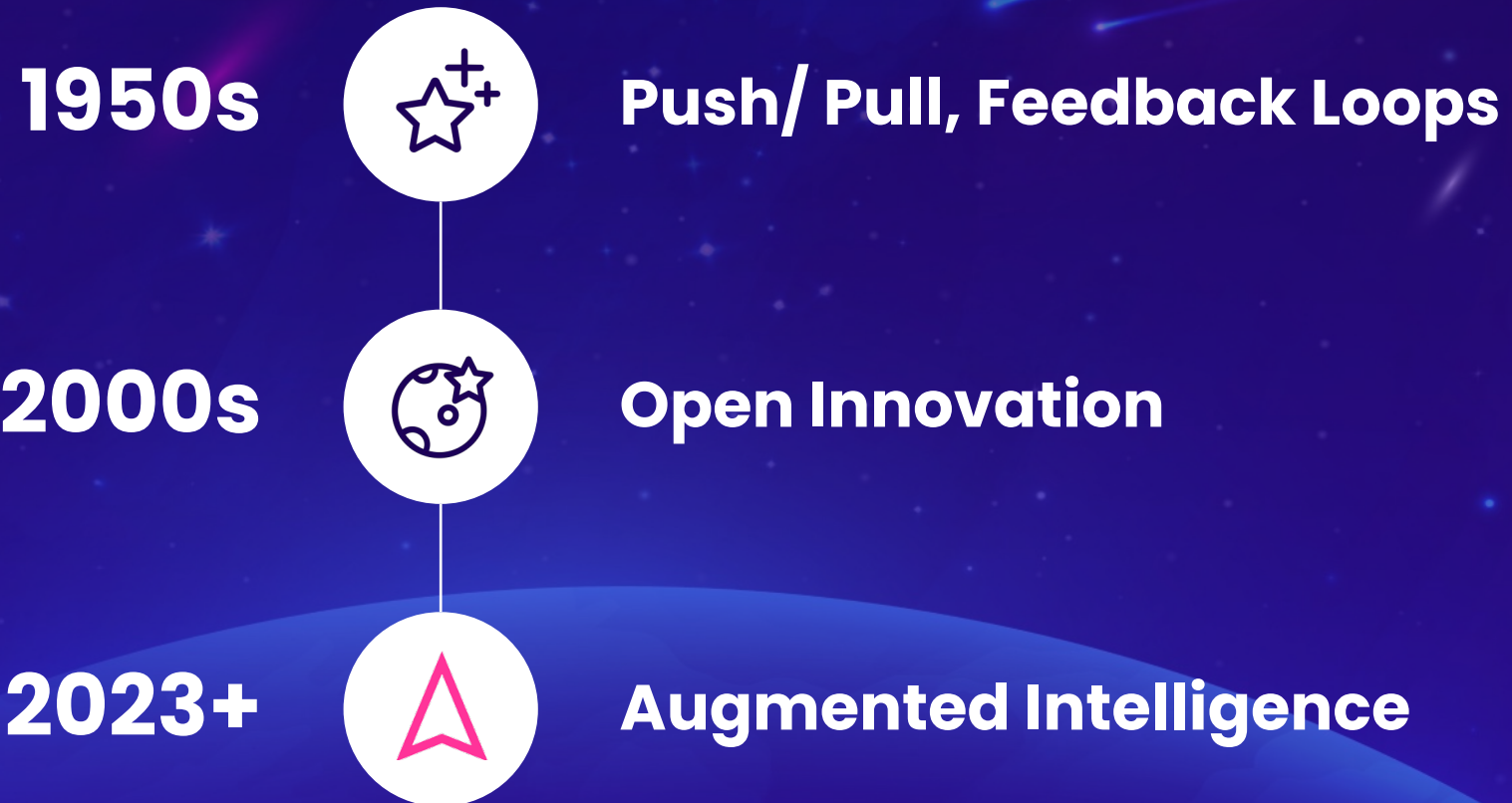


# For which use cases in corporate innovation are you currently using AI?

Wordcloud Poll  44 responses  25 participants



# Innovation Progress





# Augmented Intelligence Cases

**Innovation Program  
of \$35bn group**

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**2 out of 3 winning  
concepts created  
by AI**

# Product Demo

# AI-Generated Ideas

### Auto-Rating

Select the rating criteria that will be used to auto-rate.

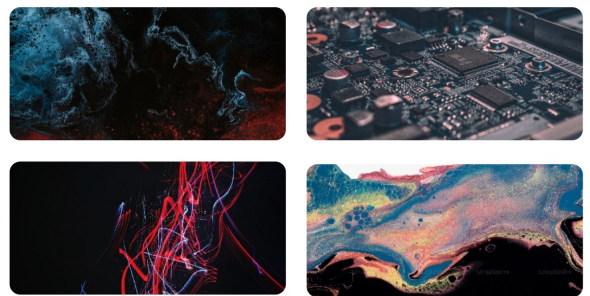
- Internal Know-How ?
- Customer benefit ?
- Complexity ?
- Disruptive Potential ?
- Customer Benefit ?
- Application Scope ?

Cancel Continue

**Smart Actions**

### Generate Background Image

Please select one of the generated images below:



Generate More Apply

### ▼ Ideas

- IDEA** 0/3  
Immerse, Interact, Improve - The VR Therapy Revolution
- IDEA** 0/3  
Virtual Healing - The Next Step in Mental Health Care
- IDEA** 0/3  
Beyond the Reality - The Future of Mental Health Treatment



# Augmented Intelligence Cases

**Innovation Program  
of \$35bn group**

**Trend & Technology  
Monitoring**

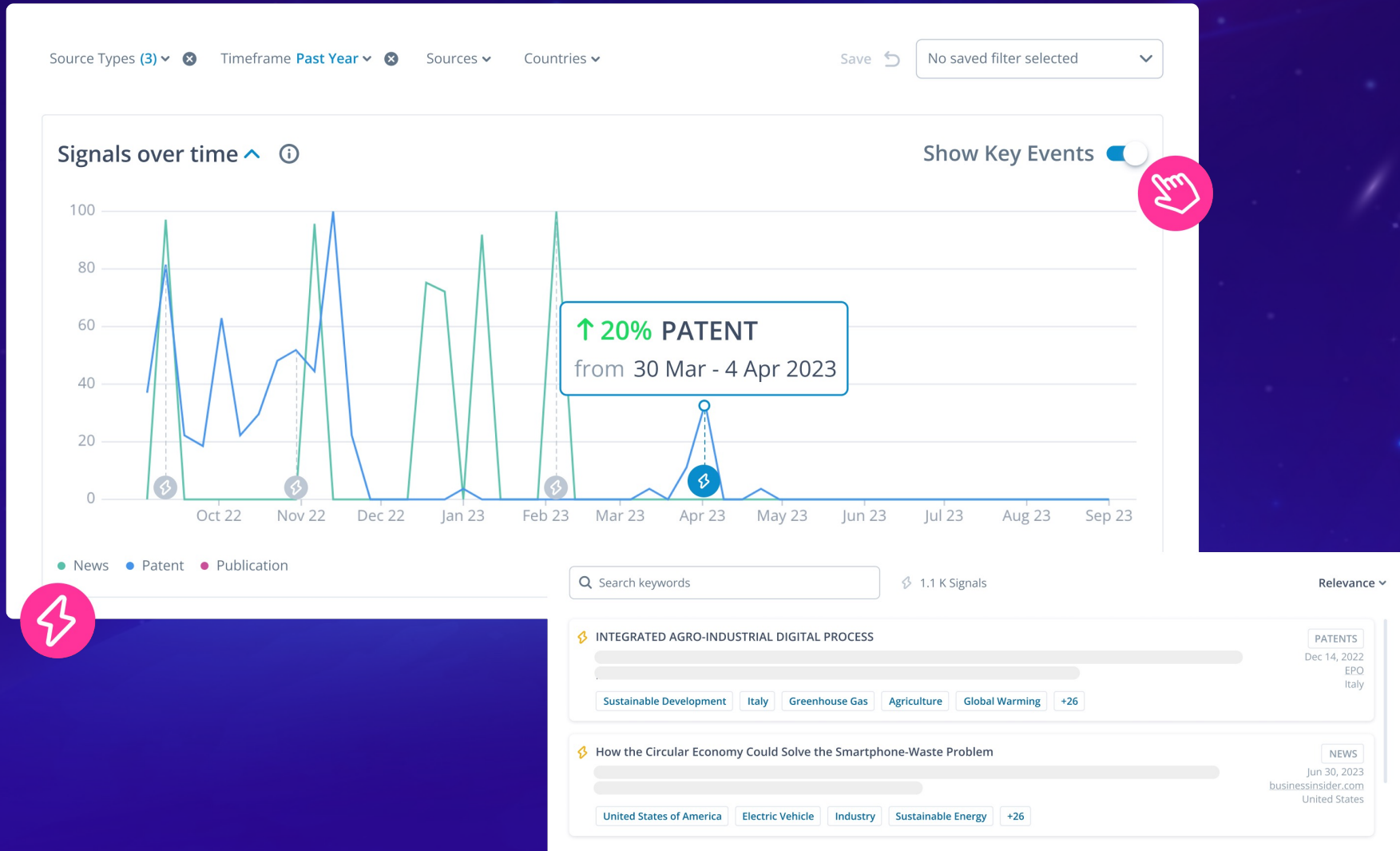
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**2 out of 3 winning  
concepts created  
by AI**

**45% of signals  
identified were  
new to experts**

# Product Demo

# Automated Early-Warning System





# Augmented Intelligence Cases

**Innovation Program  
of \$35bn group**

**Trend & Technology  
Monitoring**

**Balanced  
Innovation Portfolio**

**2 out of 3 winning  
concepts created  
by AI**

**45% of signals  
identified were  
new to experts**

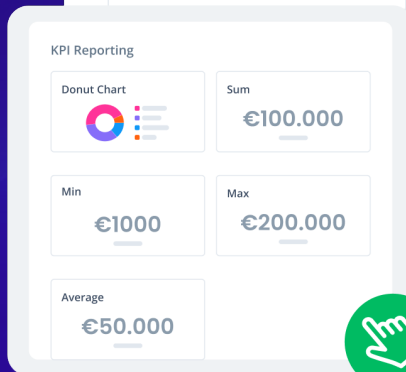
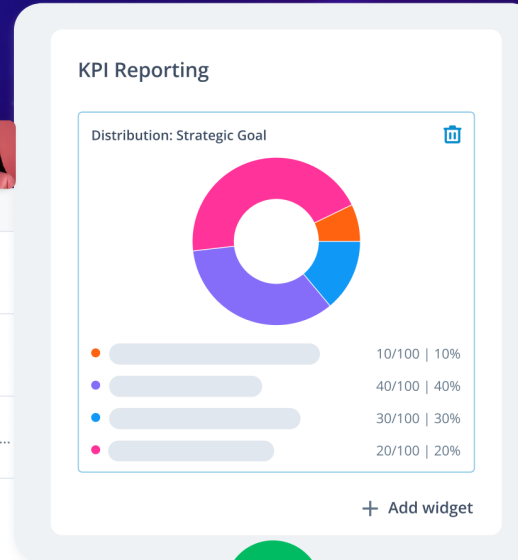
**18+ m\$ in savings  
by connecting the  
dots across all  
innovation  
investments**

# Product Demo

# 360° Portfolio View



<input type="checkbox"/>	Projects	Health Status $\uparrow\downarrow$	Responsible Business Unit	Budget Left	Impact	Strategic Goal
<input type="checkbox"/>	<b>INN</b> Energy-Efficient Manufacturing	Challenging	Other	17%	Low	Sustainability
<input type="checkbox"/>	<b>INN</b> Predictive Analytics for Sales	Challenging	Sales	35%	High	Revenue Growth
<input type="checkbox"/>	<b>INN</b> Aviation Decarbonization	Critical	R&D	40%	Medium	Innovation and Project...
<input type="checkbox"/>	<b>INN</b> Intelligent Waste Management	On Track	Finance	-26%	Low	Sustainability
<input type="checkbox"/>	<b>INN</b> VR Therapy	Challenging	Marketing	0%	High	Innovation and Project...
<input type="checkbox"/>	<b>INN</b> Smart Inventory Management using RFID	On Track	Sales	-4%	Medium	Cost Efficiency
		On Track	Marketing	52%	Medium	Customer Satisfaction and Loya...
		On Track	Other	44%	Low	Revenue Growth
				20% Average	Medium Average	



2/10 | 20% - Marketing





**Problem Solving**



**Problem Finding**



One place for  
**everything**  
**innovation.**

# Talk to Our Experts!

You want to learn how ITONICS can help you unlock the value of your innovation portfolio?

Get in touch via LinkedIn or directly book a [demo session](#) with us!



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