

FOUNDING PARTNER INVITATION



The future of research is not faster reports. It is living insight systems.

An exclusive invitation to become a founding partner and turn your research function into strategic, AI-powered infrastructure for sensory and consumer science.



## THE FORCING FUNCTION

*Most teams are not short on research. They are short on a system that compounds it.*

Historical studies, panel data, sensory evidence, and business context already exist inside most organizations. The real problem is that this knowledge stays fragmented, slow to retrieve, and difficult to trust under decision pressure.

One-off reports create noise instead of durable institutional memory.

Leaders need answers faster than analysts can reconstruct context from old studies.

Trust collapses when a strong claim cannot be traced back to the exact page and statistic.

## THE COST OF LOST CONTEXT

### LAUNCH RISK

**\$2M-\$5M**

A failed launch is expensive long before the team sees the postmortem.

### TRADITIONAL CYCLE

**18-24 mo**

Teams still spend months turning scattered research into a confident direction.

### FOCUS-GROUP SPEND

**\$8K-\$15K**

New fieldwork is often commissioned before the historical base is truly explored.



# Generic AI reads research in chunks. THEUS rebuilds it as atomic evidence.

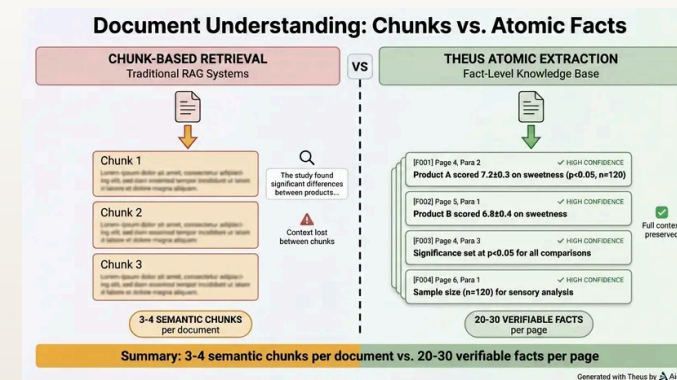
Sensory and consumer science teams do not need a vague paragraph summary. They need the exact attribute, segment, directionality, and statistical context that turns evidence into a defensible decision.

## WHAT GENERIC RETRIEVAL SEES

A paragraph about texture, liking, and reformulation risk.

A plausible-sounding answer with little statistical precision.

## WHAT THEUS CAN RETRIEVE



[f112] Crunch drives overall liking for Segment B at +0.42 correlation



TWO AGENTS, ONE ENGINE

*THEUS connects objective synthesis and grounded simulation instead of forcing one workflow everywhere.*

One side helps teams search, synthesize, and challenge what the organization already knows. The other side lets teams simulate how grounded consumer-like agents respond before expensive fieldwork begins.

#### KNOWLEDGE EXPLORER

*Dr. Theodore Sinclair*

Searches years of research, identifies contradictions, surfaces patterns across studies, and cites the evidence at page level.

- Cross-study synthesis with traceable claims
- Research-design support before the next study is commissioned
- Pinned insights and report-ready outputs for stakeholders

#### FOCUS GROUP SIMULATOR

*Dr. Evelyn Reed*

Runs grounded simulated research with data-informed panelists so teams can pressure-test concepts, messages, and reactions with richer context than a generic chatbot can provide.

- Data-grounded panel composition and moderator logic
- Explainable panel behavior, not black-box roleplay
- Fast qualitative exploration before traditional recruitment starts



**TRACEABLE SYNTHESIS** Structured KB 2 documents - 374 facts

knowledge base for deeper consumer insights.

ed

ss has a strong positive correlation ( $r=+0.84$ ) with overall liking.

s has a strong positive correlation ( $r=+0.79$ ) with overall liking.

has a strong negative correlation ( $r=-0.81$ ) with overall liking, meaning lower preferred.

**ceptance is Important:** Flavor Liking is the strongest single predictor of Overall Pearson correlation coefficient of  $r = 0.88$ .

**Quality Matters:** Perceived quality strongly influences liking, suggesting that a ioning aligns well with superior sensory performance ( $r = 0.82$ ).

**lo Effect:** Perceived Healthiness has a strong positive correlation with Overall 72)

ntthesize, compare segments, or surface surprises...

for newline Generating follow-up probes...

risk does a mid-tier product pos... Compare the cost savings from sweetness reduction versus ...

ty targets maximize liking wi...

**Research digest**

Helixmere holds a defensible leaders protein shake category primarily by sensor achieving a 1.0 point Overall Liking (7.2-category average) commercial potential Purchase Intent vs

KNOWLEDGE BASE

DOCUMENTS

2

Unique pages cited: 25

OBJECTIVE SYNTHESIS

*Start by asking what the organization already knows.*

Theodore makes dormant studies usable again. Instead of hunting through decks and PDFs, teams can ask for the pattern, pin the insight, and trace every answer back to the originating evidence.

- Summaries grounded in cited source material
- Cross-study texture, liking, and claim analysis
- Stakeholder-ready insight trails instead of one-off analyst notes

**INSIGHT TRAIL**

WELCOME TO EVIDENCE EXPLORER.

Without your previous research, below you'll find key insights, related claims, and evidence you can explore.

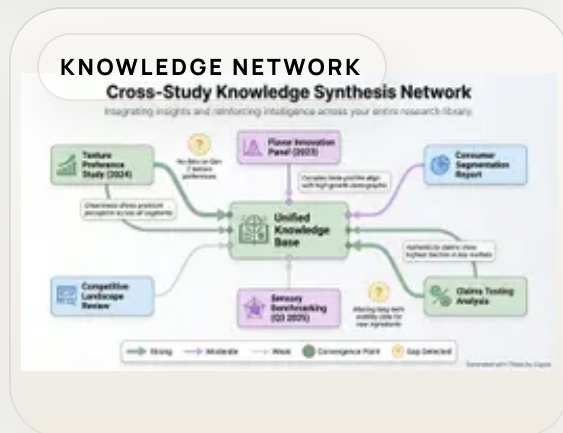
Knowledge Base

Help (in English) | Settings

References/links to your research materials

Learn more about your research materials

High confidence insights about market trends



*Then test how grounded digital twins react before you spend on the next round of fieldwork.*

Evelyn does not pretend to replace research. She gives teams a faster way to explore reactions, tensions, and hypothesis quality using panelists built from real behavioral evidence instead of demographic stereotypes.

- Moderator flow designed for actual research conversations
- Why-this-panel and explain-citations surfaces keep the simulation accountable
- A bridge between historical knowledge and the next experiment

### GROUNDED PANEL BEHAVIOR

**LISA NGUYEN**

I prioritize natural and organic ingredients. I want something that aligns with my yoga practice and overall wellness goals. So, minimal processing, plant-based protein options if possible, and no artificial anything.

**ROBERT MULLER**

Waste of money, if you ask me. Had a bad experience with one years ago – made me sick as a dog. But I guess if I \*had\* to choose, I'd want something that doesn't taste like chemicals. Simple flavors, nothing fancy.

### EXPLAIN CITATIONS

THIBUS by ANTONIA

Model Panel Settings

On top of the ingredients research, I...

- [Citation 1]
- [Citation 2]
- [Citation 3]

... [Citation 4]


... [Citation 5]

... [Citation 6]

### WHY THIS PANEL

Panelist: David Chen

Why this panelist?



**ABOUT**

David is a software engineer who uses protein. Makes lightly as a convenient David fast replacement. His perspective is valuable because he represents a segment of busy professionals who prioritize efficiency and functionality. He seeks a product that provides basic nutrition without unnecessary additives, highlighting the importance of convenience and clean ingredients.

Age: 35-44  
Gender: Male  
Income: \$120,000 - \$150,000  
Education: Graduate  
Location: California



*Knowledge exploration and simulation make each other stronger.*

01

*Recover the evidence base*

Turn old reports and studies into a governed research layer with provenance.

02

*Ask sharper questions*

Use Theodore to identify contradictions, gaps, and the hypotheses worth pressure-testing.

03

*Simulate before you spend*

Use Evelyn to test reactions, messaging, and decision pathways with grounded panel logic.

04

*Return stronger insight infrastructure*

Every interaction sharpens what the team knows and how it works next time.

*The system only works if it is traceable, reviewable, and enterprise-ready.*

Enterprise teams need a workflow where upload, extraction, analysis, and expiration stay legible to security, legal, and research leadership from day one.

RETENTION

24h session auto-delete

ACCESS

OAuth sign-in and enterprise controls

EVIDENCE

Fact IDs and page-level citations

SECURITY POSTURE

The system lifecycle is readable from upload to expiration, so governance review is concrete instead of aspirational.

- 01** UPLOAD  
TLS 1.3 encrypted transfer with minimal required data only.
- 02** PROCESS  
Isolated tenant processing with no client data used for model training.
- 03** EXTRACT  
Fact IDs and page-level provenance convert documents into auditable evidence.
- 04** ANALYZE  
Source-cited reasoning stays reviewable for research, IT, and legal teams.
- 05** EXPIRE  
Session data auto-deletes after 24 hours unless explicitly saved to a private library.

Built on SOC 2 Type II and ISO 27001 certified infrastructure providers.

*Traceable truth*

Every answer should be explainable in terms of a specific source, page, and fact.

*No model training on client data*

Your proprietary research is not used to train foundation models.

*Zero-persistence posture*

Session behavior and data boundaries are designed

*Visible governance*

Authentication, access control, and retention policies stay legible to the teams who must review



THE PROGRAM

# *The Founding Partner Program is a systems partnership, not a software trial.*

For \$25,000, the program is designed to help a small group of leaders stand up working capability fast, shape the roadmap directly, and lock in a long-term strategic advantage.

FOUNDING PARTNER INVESTMENT

## \$25,000

Small cohort. High-touch build. Immediate capability lift.

White-glove onboarding is executed under strict NDA with isolated tenant processing for confidential historical studies.

UNRESTRICTED PLATFORM ACCESS

One-year enterprise access for up to 50 seats across the team.

DIRECT SYSTEMS STRATEGY COUNSEL

Private working time with Dr. John Ennis to architect AI-enabled workflows.

PUBLIC RECOGNITION

Founding partner status that signals leadership in the future of sensory and consumer science.

WHITE-GLOVE DATA FOUNDATION

Onboarding for up to 20 historical studies so value starts from your existing evidence base.

ROADMAP INFLUENCE

A direct line into methodology and platform decisions while the system is still taking shape.

PERMANENT STRATEGIC ADVANTAGE

A 20 percent renewal discount locked in for the life of the relationship.



WHO THIS IS FOR

*The offer is designed for leaders building capability, not just buying another tool.*

01 STRATEGIC INSIGHT LEADERSHIP

VPs and Directors of Insights who want their function to move from reactive to strategic.

02 METHODOLOGICAL STEWARDSHIP

Global Sensory Leads who care about methodological rigor, trust, and scientific depth.

03 INNOVATION ACCELERATION

Innovation leaders who need faster time-to-insight without lowering the quality bar.

THOUGHT LEADERSHIP PARTNERSHIP

*Turn the work into visible leadership, not just internal efficiency.*

A co-authored paper in a respected peer-reviewed journal

A featured case study in a major industry trade publication

A joint conference presentation or Aigora-hosted executive webinar



NEXT STEP

# *Build your insight infrastructure.*

Request a private consultation with Dr. Ennis to discuss your strategic goals, your current research base, and whether the founding partner cohort is the right fit for your team.

To preserve depth of partnership, the program is intentionally limited to 10 founding partners.

