

# INNO-VERSE

Simplify Innovation with AI



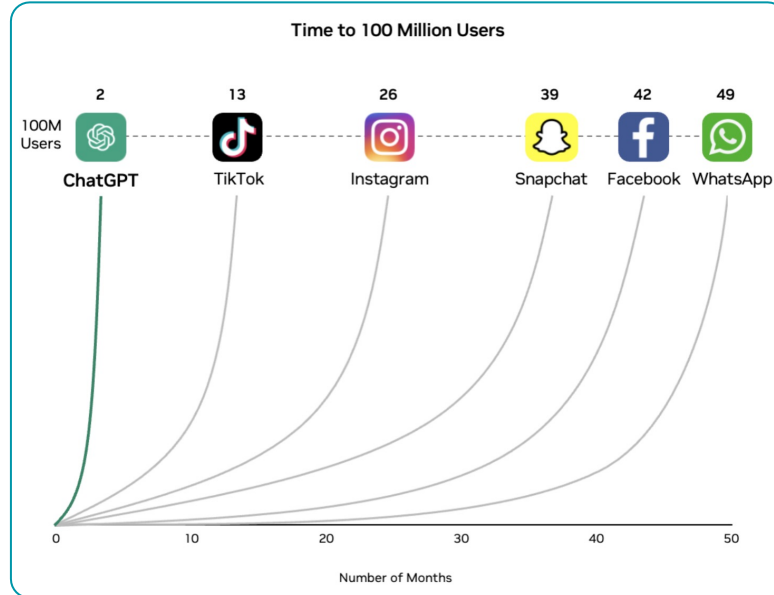
What effects will AI have (on us)?



# AI - fastest spreading technology spreading technology so far?

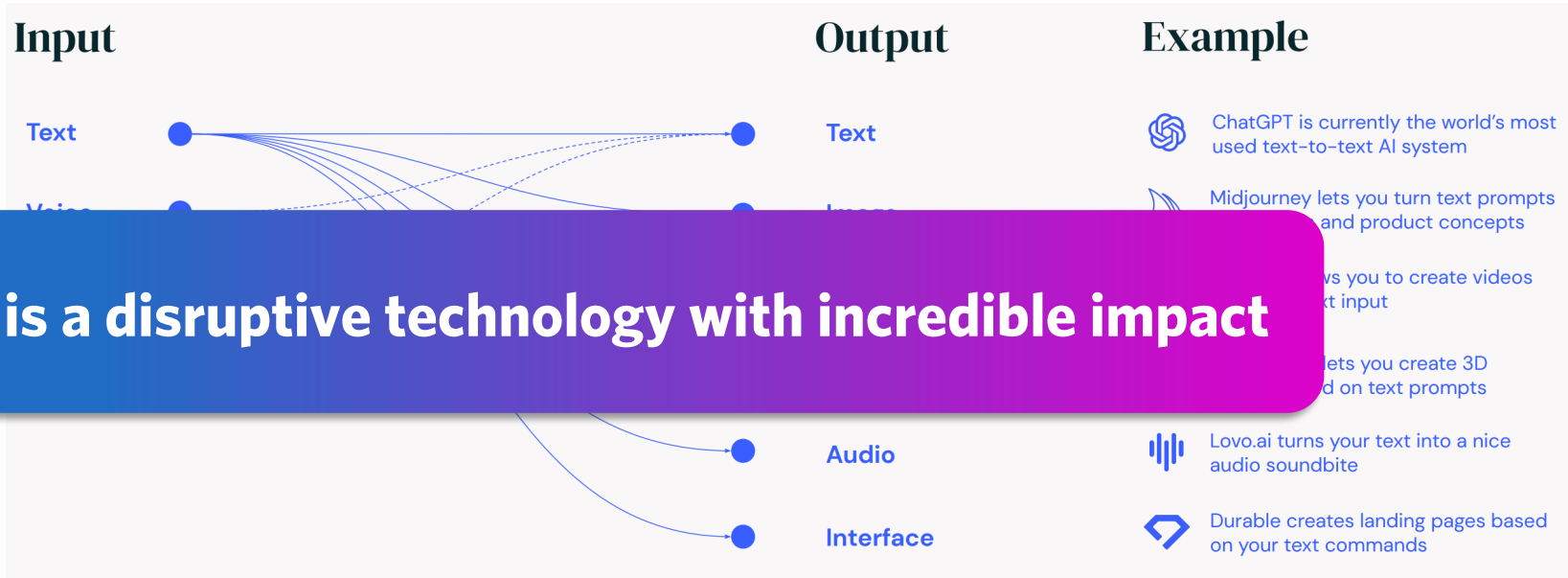
How long did it take for ChatGPT to reach 100 million users?  
(in months)

Time to 100 million users (in months)



(NVIDIA/MIT)

# AI is developing at an incredible speed



**AI is a disruptive technology with incredible impact**




Prof. Clayton Christensen  
Harvard Business School

## The risk of being left behind is enormous!

"Disruptive innovations are developments that completely replace or displace an existing technology, product or service and render the investments of the previously dominant companies useless."

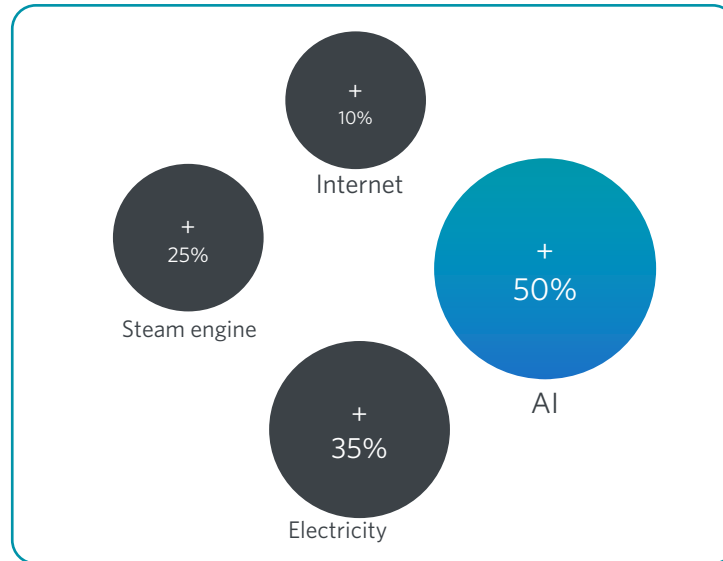
**AI will change the way we do business**

What factors influence tomorrow's innovation performance




# Researchers predict biggest innovation boost in history through AI (NVIDIA/MIT)

## Effects on innovation performance





The future of innovation:  
what researchers are telling us



# Strategic innovation management



STRATEGIC FORESIGHT  
BEST

DEVELOPING A  
SUCCESSFUL STRATEGY

FOR  
REALIZATION

What companies must focus on!



# Three cornerstones for a new era

1

## Conversion of companies

Companies have to use the new technology as quickly as possible.

2

## Next generation of companies

Companies have to take their innovations to a new level.

3

## DATA Protection

Companies need to ensure sovereignty over centralized data and know how to use it sensibly.



**Many companies do not have the ability to keep pace with developments!**

# INNO-VERSE

How companies become innovation  
champions with INNO-VERSE



Two factors of success for companies



## Simplify innovation with AI

In today's fast-paced world, staying ahead means being in the know and ready to adapt. INNO-VERSE empowers your team to not just keep pace, but to lead the charge in innovation.

1.

**BE INFORMED**  
and stay one step ahead

Relevant Tools:



Trendradar



AI Insight



Collections

2.

**DEVELOP INNOVATIONS**  
faster than ever before

Relevant Tools:



Innoboard



AI Insight

✦ **CoCreator AI**

- ✓ Discover the best start-ups, latest technologies and outstanding innovations
- ✓ Develop innovative ideas, design new business models with the AI assistant in INNO-VERSE.



# 4 STEPS TO BECOMING AN INNOVATION CHAMPION

in product and service development, marketing, production, people and culture,

1.

Understand the impact of global trends  
on your business

2.

Identify key opportunities and risks for your  
business in relevant areas

3.

Understand what fundamental innovations are  
already in place in your industry or relevant trend

4.

Develop new and innovative ideas, solutions or  
business models as quickly as possible

## Join an innovation hub

INNO-VERSE

Home All hubs My hubs

Meine favorisierten Hubs MY HUBS ÖFFNEN

- AI in der Innovation** (16 Teilnehmer) HUB ÖFFNEN
- Relevante Use Cases** (29 Teilnehmer) HUB ÖFFNEN
- GDI Innovationshub** (89 Teilnehmer) HUB ÖFFNEN
- Hydrogen Partnership Austria** (228 Teilnehmer) HUB ÖFFNEN
- Slovakia Industry Hub** (9 Teilnehmer) HUB ÖFFNEN
- Exponential Technologies** (5 Teilnehmer) HUB ÖFFNEN

## Select the relevant workspace

INNO-VERSE Innovation Hub

Dashboard Workspaces Compass AK

Workspaces CREATE NEW +

- General Workspace** (4 participants) SEE DETAILS →
- Financial and insurance** (3 participants) SEE DETAILS →
- Transportation & Logistics** (2 participants) SEE DETAILS →
- Wholesale & Retail** (2 participants) SEE DETAILS →
- Food** (3 participants) SEE DETAILS →
- Information & Communication** (2 participants) SEE DETAILS →
- Pharmaceutical** (2 participants) SEE DETAILS →
- Automotive** (3 participants) SEE DETAILS →

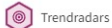
## F Food

VIŠE INFORMACIJA

PODEŠAVANJA

Ovo je vaš radni prostor gde vas čekaju svi alati, sadržaji i AI uvidi prilagođeni specifično vašoj industriji. Kreirajte svoje vlastite alate, poput AI-podržanih innoboard-ova ili uvida. Istražite dodatne radne prostore preko menija "Radni prostori". Neka putovanje ka inovaciji počne!

&lt; NAZAD NA WORKSPACE LISTU



Trendradars



Innoboard

3



Collections

3

KREIRAJ NOVI +

## Workspace activities

VIDETI SVE

Sve

Be informed (1)

Be inspired (2)

Be creative with AI (3)



INNOBOARD

AI Created Business models



INNOBOARD

AI supported idea development...



COLLECTION

AI created Industry Reports



COLLECTION

Food Innovations



COLLECTION

Plant based Food



INNOBOARD

AI Created Future Scenarios

## + CoCreator Insights +

Global Trends in the Food Industr...

Development and Future of the Serbi...

Precision Farming: Companies &amp;...

Market Potential and Startup Landsc...

## Workspace Feed

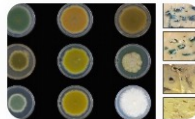
VIDETI SVE



Sladak užitek zahvaljujući  
slatkim proteinima



Magična štapići za kuhinju:  
Kuvanje sous-vide bez...



Novi tonovi plavog sira



Izmenjene ćelije goveđeg  
mišića treba da doprinesu...

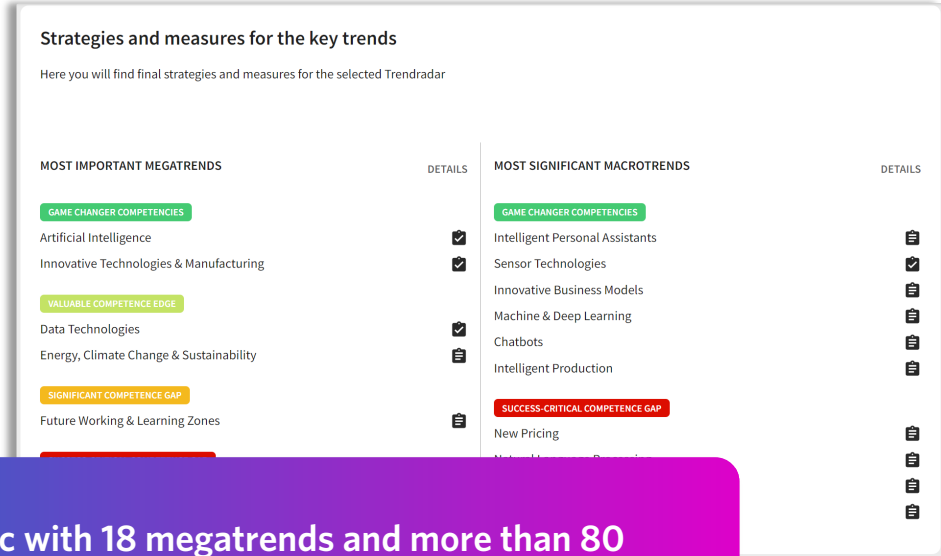
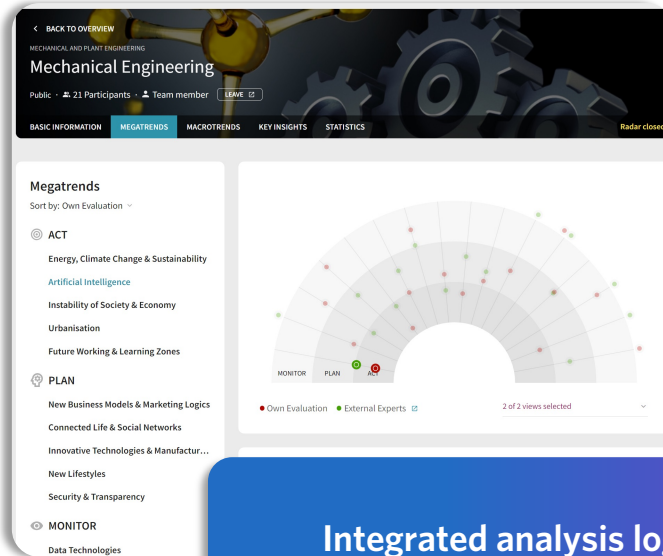


Trend u Ishrani: Večera u  
Piću

1.

Understand the impact of  
global trends  
on your business

# Strategic Foresight: Identification of innovation fields



Integrated analysis logic with 18 megatrends and more than 80 macro trends to identify the topics relevant to the company's success and use them for innovation/strategy work across all functions.

Relevante Themen rund um die Food Branche

Klicken Sie auf mehr read mor um mehr über den Workspace zu erfahren...

BACK TO WORKSPACES LIST

Radars 0

Pinboards 4

Collections 5

CREATE NEW +

Latest resources

SEE ALL

All Inspiration (5) AI Solutions (4)

INNOBOARD Idea creation (AI created)

INNOBOARD Solutions declining willingness to...

INNOBOARD Future Szenario for the Serbian...

INNOBOARD Business Modells for Plan based...

COLLECTION Collection 3

COLLECTION Collection 4

COLLECTION Collection 5

COLLECTION Collection 2

CoCreator Insights

Chances and Risks of Clean...

Market, Developments, and...

10-Year Outlook for the European...

European Food Trends - Detailed...



2. Identify key opportunities and risks for your business in relevant areas

Workspace feed

SEE ALL



Modified beef muscle cells are intended to contribute ...



Food Trend: Dinner in a Drink



New medication for protecting children from...



Investigation of the psychological effects of...



A response to the problems associated with plantation...

✦ CoCreator Insights BETA ×

**Task**  
chances and risks clean meat, artificial meat

**Sources**

Lab-grown meat · 1

Lab-grown meat: How it is made and...  
[https://ww... · 2](https://ww...)

Is lab-grown food the future? Retrieved...  
[https://food... · 3](https://food...)

[View 5 more](#)

**Report**

The advent of clean or artificial meat represents a significant technological and societal shift in food production, aiming to address the growing global demand for meat amidst environmental, ethical, and health concerns associated with traditional livestock farming. This report delves into the multifaceted aspects of clean meat, examining its potential benefits and challenges, and drawing on recent research and expert opinions to provide a balanced perspective.

**Introduction**

The concept of lab-grown or cultured meat has transitioned from a speculative idea to a tangible product, with over 60 startups currently exploring this innovation, not limited to beef but extending to chicken, duck, seafood, and even exotic meats like kangaroo [2]. The first lab-grown burger, introduced in 2013, marked a pivotal moment, highlighting the potential of this technology

OPTIONS ▾ CANCEL COPY TO CLIPBOARD

Get detailed reports based on relevant sources in just a few moments

Latest articles

Admin mode



SEARCH

Your search input ...

CONTENT TYPE

Display all

MEGATRENDS

Display all

MACROTRENDS

Display all

INDUSTRIES

Display all

SUBINDUSTRIES

Display all

FLAGS

Display all

TEXT SEARCH



Exact search ?

CLEAR FILTERS

START SEARCH

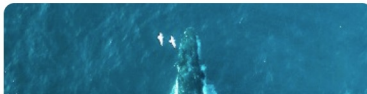
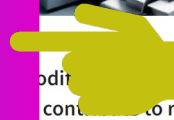


INSPIRATIONS BY AI

The robot hand grasps accurately without sensors

6 Mar 2024

Database with more than 11,000 innovations from all over the world



Conditioned muscle cells are intended to reduce lab-grown meat production costs

5 Mar 2024

3.2

Easily add your own content to the knowledge base with the Knowledge CoCreator.

3.1

Understand what fundamental innovations are already in place in your industry or relevant trend

Add source ...

Summary is created

Content is classified

CoCreator BETA

TEXT LINKS PDFS

URLS ⓘ

https://klinegroup.com/articles/forecast-to-2024-the-globa... ✓ Ready 🗑️ 👁️

Enter a URL... + ADD


WRITING STYLE LENGTH

Neutral ⌵ Short ⌵

ARTICLE TYPE

Inspirations by AI ⌵

CANCEL + GENERATE CONTENT



Article details

ARTICLE TYPE  
Inspirations by AI

TITLE  
Rapid Growth of Plant-Based Meat Industry: Market Insights

ARTICLE TEXT

**B** *I* U ~~ABC~~

The global plant based meat industry is experiencing remarkable growth, driven by the increasing demand for nutritious and healthy food products. This trend is mainly influenced by rapid urbanization and lifestyle changes. The plant-based meat analog market has seen significant success in North America and Europe, with established companies contributing to the expansion. The industry has also begun to establish its presence in Asian markets, where it is projected to achieve notable revenue performance. Plant-based meat analogs are derived from sources such as soy, wheat, pea, and quinoa, making them a preferred choice for flexitarians and vegetarians. The market is forecast to experience significant growth based on different scenarios, with the potential to reach a market value of USD 17.08 billion by 2024. Industry experts predict a substantial increase in demand for plant-based meat analogs due to their benefits, taste improvements, and high accessibility.

SOURCE (URL)  
https://klinegroup.com/articles/forecast-to-2024-the-global-plant-based-meat-market/

Article info

Publishing status: Draft  
Created by: Alexander Kausl

Languages

ENGLISH SERBIAN

TRANSLATE

Tags COLLAPSE ^

TAGS

6 items selected

Deutschland X Nachhaltigkeit X Flexitarier X Gesunde Ernährung X Fleischersatz X Pflanzenbasiert X

New tag Current tag

Trend categorization COLLAPSE ^

- Nutrition & Food
- Plant based diet
- New food raw materials
- Global regionality
- Many forms of food enjoyment
- Focus on health, fitness and performance

+ SELECT

Industries COLLAPSE ^

- CONSUMPTION & FMCG
  - Food & Nutrition
- AGRICULTURE
  - Plant Production



# Rapid Growth of Plant-Based Meat Industry: Market Insights

AK Alexander Kaust



There are no evaluations yet



The global plant-based meat industry is experiencing remarkable growth, driven by the increasing demand for nutritious and healthy food products. This trend is mainly influenced by rapid urbanization and lifestyle changes. The plant-based meat analog market has seen significant success in North America and Europe, with established companies contributing to the expansion. The industry has also begun to establish its presence in Asian markets, where it is projected to achieve notable revenue performance. Plant-based meat analogs are derived from sources such as soy, wheat, pea, and quinoa, making them a preferred choice for flexitarians and vegetarians. The market is forecast to experience significant growth based on different scenarios, with the potential to reach a market value of USD 17.08 billion by 2024. Industry experts predict a substantial increase in demand for plant-based meat analogs due to their

Article with AI-generated image is published ...

... and can be shared via collections ...

# Developing ideas and solutions

The screenshot shows a workspace interface for 'Basic Workspace'. At the top, there are buttons for 'MORE INFORMATION', 'SETTINGS', and 'COLLAPSE'. Below the header, there are user avatars and a 'WORKSPACE ADMIN' button. The main content area is titled 'Ideas and Solution Lab' and includes a search bar and a '+ Status' dropdown. There are three filter buttons: 'All', 'German (4)', and 'English (3)'. Three idea cards are displayed, each with a title, creator information, and the number of ideas. A yellow hand icon points to the third card.

**BW Basic Workspace** ▼ MORE INFORMATION SETTINGS COLLAPSE ^

Welcome!

AK FB NM XM SU >24 WORKSPACE ADMIN

**Ideas and Solution Lab** ? Search Status +

All German (4) **English (3)** Default (1)

**1. Ideation Circular...**  
Created by Franz Bailom · Open · 7 participants · 12 ideas

**2. Business Model: Circul...**  
Created by Franz Bailom · Open · 6 participants · 2 ideas

**3. Nightmare Competito...**  
Created by Franz Bailom · Open · 10 participants · 7 ideas

4.  
Develop new and innovative ideas, solutions or business models with AI-Tools as quickly as possible

Create with CoCreator BETA ✕

Insert and continue No, adjust Retry

Insert and continue

Okay. Next I will suggest input for the field Target group.

This is my suggestion:

The business model outlined in the description would be attractive to several target groups including:

1. Sustainable developers and construction companies looking to adopt circular economy principles in their projects.
2. Government entities and municipalities that have sustainability targets and are seeking eco-friendly construction solutions.
3. Real estate developers and investors who are interested in sustainable, long-lasting construction options.
4. Architects and designers who prioritize environmentally friendly and innovative building practices.
5. Eco-conscious homeowners and communities looking for sustainable housing options.

Would you like to continue?

Insert and continue No, adjust Retry

## General idea

## Target group



## Positioning

## Distribution channels



Alexander Kausi  
05 Feb 2024

EDIT

### "EcoConstruction Consortium: Maximizing Material Lifespan and Sustainability"

An "EcoConstruction Consortium" will be established, collaborating with construction companies, waste management firms, and material suppliers. The consortium will aim to extend material lifespan through systematic tracking, incentivizing recycling and reuse through a material exchange system, facilitating the procurement of sustainable materials, and optimizing material flow with innovative technology.

#### Target group

The "EcoConstruction Consortium" targets construction companies, waste management firms, and material suppliers as the most attractive target groups for the business model. Construction companies will benefit from cost savings through the extended life of building products, waste management firms will have new opportunities for recycling and reusing materials, and material suppliers will gain from the increased demand for sustainable and environmentally friendly materials.

#### Channels

The target groups for the "EcoConstruction Consortium" business model can best be reached through a combination of direct outreach and digital marketing channels. Direct sales efforts can be made through personalized presentations and meetings with construction companies, waste management firms, and material suppliers to showcase the benefits and opportunities of joining the consortium.

Additionally, digital marketing strategies such as targeted social media campaigns, content marketing through industry-specific platforms, and email newsletters can be used to reach a wider audience and generate interest in the innovative business model. Leveraging digital channels will allow for efficient and cost-effective communication with the target groups, showcasing the value proposition and encouraging them to become part of the sustainable construction movement.



## Posts

🔍 View type: Profile ▾ Sort by: Date ▾ Sort dir: DESC ▾ Filter Posts ▾

All Incremental extensions New Business Models

+  
"Construction Equipment Rental...  
Nicolas Müller  
13 Feb 2024  
FEASIBIL... 0

+  
"EcoConstruction Consortium: Maximizing...  
Alexander Kausl  
05 Feb 2024  
FEASIBIL... 0

» The idea is now part of the Innoboard and can now be further edited, shared and evaluated.

» Every user can see this idea, rate it from their point of view and add a new idea.

# Simplify innovation with AI

In today's fast-paced world, staying ahead means being in the know and ready to adapt. INNO-VERSE empowers your team to not just keep pace, but to lead the charge in innovation. Dive into our dual-pathway approach designed for dynamic teams.

## BE INFORMED:

- Follow the **latest start-ups, technologies, products** and more. Stay ahead with real-time updates
- Evaluate **current and emerging trends** and understand their relevance and impact on companies, regions, departments...
- Discover **future areas of innovation** before they become mainstream

Relevant Tools:



## DEVELOP INNOVATIVE SOLUTIONS:

- Develop **breakthrough solutions** from marketing to HR.
- Design **existing business models** or develop entirely **new strategies**.
- Develop and compare **future scenarios** and derive the best strategies.

Relevant Tools:



- ✓ Discover the best start-ups, latest technologies and outstanding innovations
- ✓ Develop innovative ideas, design new business models with the AI assistant in INNO-VERSE.

# Disclaimer

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