



# Accelerating Venture Creation with Generative Artificial Intelligence

1 NOVEMBER / 2024

# Building Growth Engines for the Global 1000, NGOs, Governments, Regions, and Beyond

## VENTURE BUILDING

Develop a world-class Venture Building Center of Excellence covering the spectrum of new venture creation — Ideate, Incubate, Accelerate, Scale.

## VENTURE INVESTING

Build and grow a world-class Venture Capital ecosystem from seed funding through growth capital — expanding beyond Build to include Invest / Partner / Buy strategies.

## VENTURE STRATEGY

Amplify your ability to pivot, forge partnerships, and seize opportunities to grow the next great center for Innovation and Growth for your organization or region.

## VENTURE TRANSFORMATION

Build a Growth University providing 21st-century leadership and professional development opportunities to create a culture inspired, aligned, equipped, and empowered to drive growth for decades to come.



# We Drive Top-Line Growth in the Global 1000

|                                                                                     |                                                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
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# Mach49's Domains of Focus

- / Sustainability, Energy, and Climate Change
- / The Built Environment and Infrastructure
- / Digital Transformation
- / Health and Wellness
- / Access and Inclusion
- / Regional Innovation Capabilities
- / R&D for the 21st Century
- / Artificial Intelligence
- / Leisure and Hospitality
- / Mobility
- / Financial Services
- / Socio-Economic Mobility in Developing Economies

... and so much more.

# Incubate

Only 12 Weeks to Launch a New Venture

Multiple ventures can be incubated together in a cohort.

## PROCESS

### MONTH 1

## Finding Customer Pain

What do people need to solve?

### MONTH 2

## Determining the Product or Service

What business should We build?

### MONTH 3

## Designing the Business

How will we make money?

# Incubate

Customer Development Never Sleeps

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**Customer insights** are the currency of credibility; everything else is uninformed opinion.

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## Open-Ended Discovery

- / Pain Point Interviews
- / Customer Journey Map

## Value Proposition Testing

- / Storyboard Interviews
- / Concept Cards

## Solution Testing

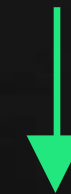
- / Prototype Interviews
- / Product Wedge Experiments



A man in a blue shirt and glasses is pointing at a whiteboard in a workshop setting. He is surrounded by several people, including a woman in a black t-shirt with 'NEW VENTURES' on it, who is looking at the whiteboard. The whiteboard has text on it, including 'WHAT MATTERS MOST?' and 'Instructions'. The background shows a modern office environment with large windows and indoor plants.

# Our methods were built on F2F interaction.

# Customer Pain



Proprietary Data / Synthetic Data / Public  
Data / Fine-Tuned Models / LLMs



# Art of the Possible



# What are humans uniquely good at?

/ INTUITION

/ SITUATIONAL AWARENESS

/ UNEXPECTED CREATIVITY



# AI + Humans

## BEST OF BOTH WORLDS

The insights generated with Shift AI Personas are strikingly similar to those from human interviews. We use Personas to radically speed up our process and focus our interviews with humans. We consistently gain greater understanding faster, with fewer human interviews.

### Augment Human Research

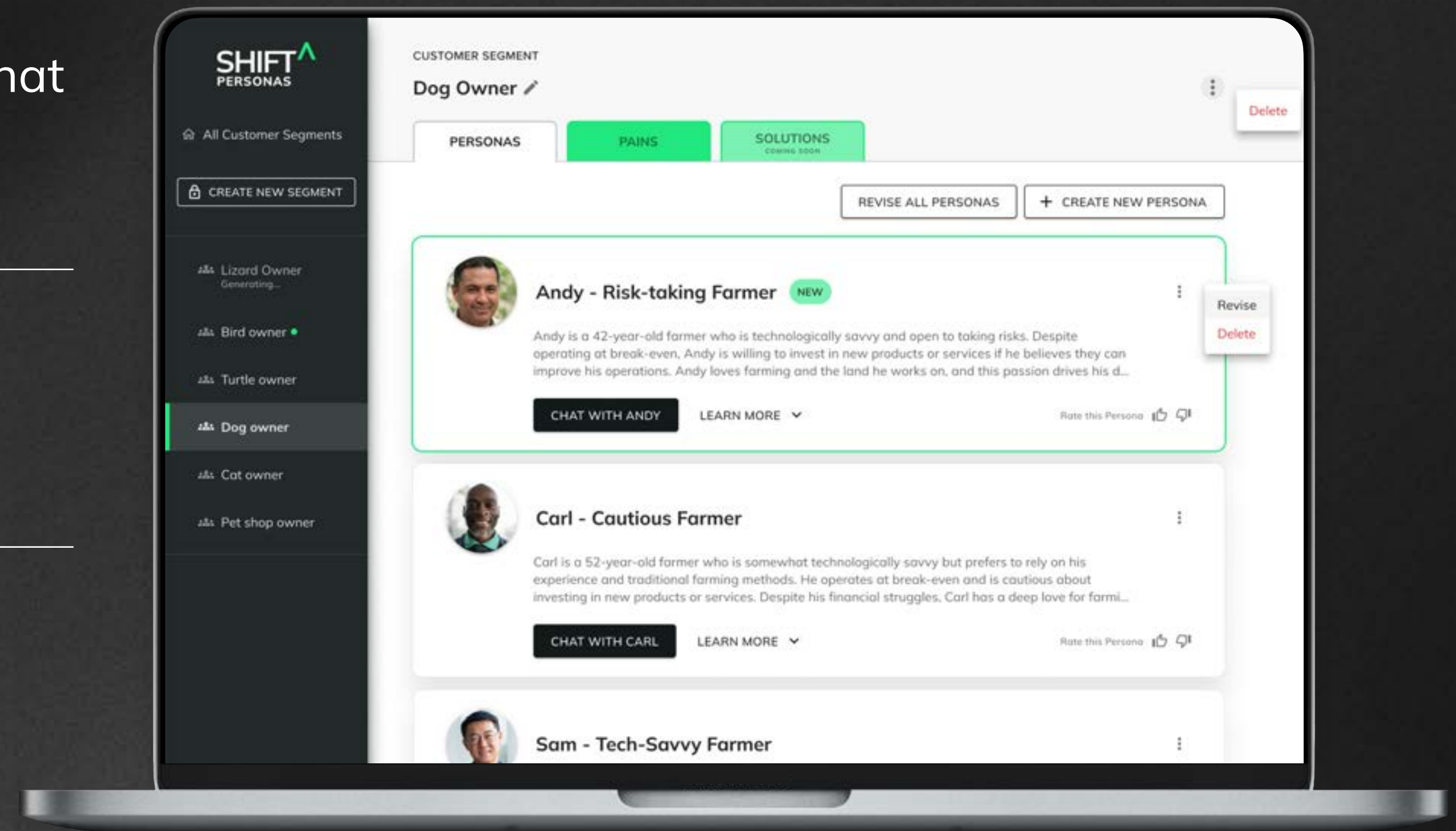
/ AI INTERVIEWS



# Customer Insights On Demand

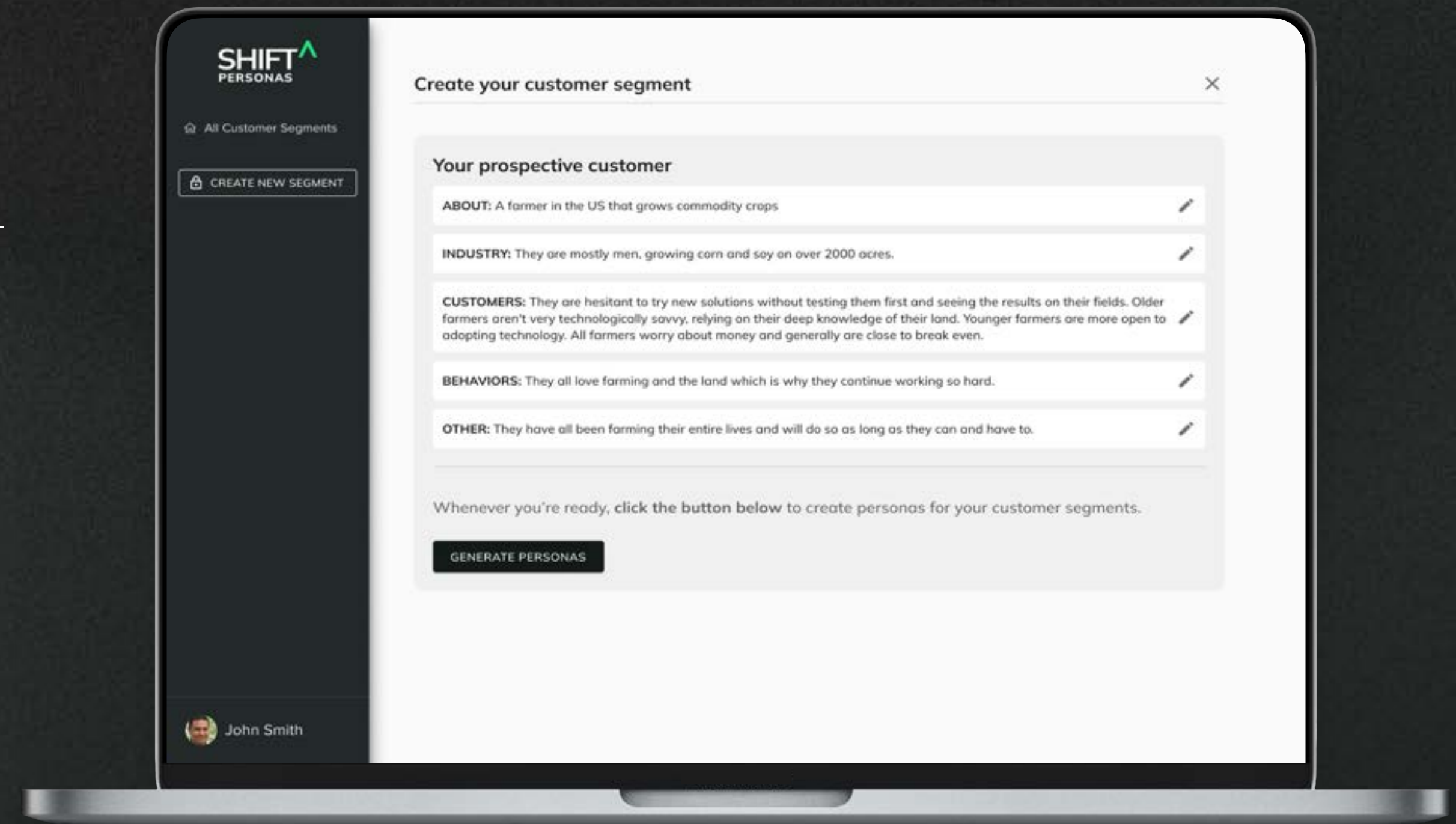
Meet your AI “Customer Doubles”

- / Bring customers to life with Shift AI Personas. Chat with them in real time, uncovering insights that have never been so readily available before.
- / Shift AI Personas can respond to your new product, venture, or feature ideas, and instantly highlight pain points.
- / Get an instant read on Product Market Fit.



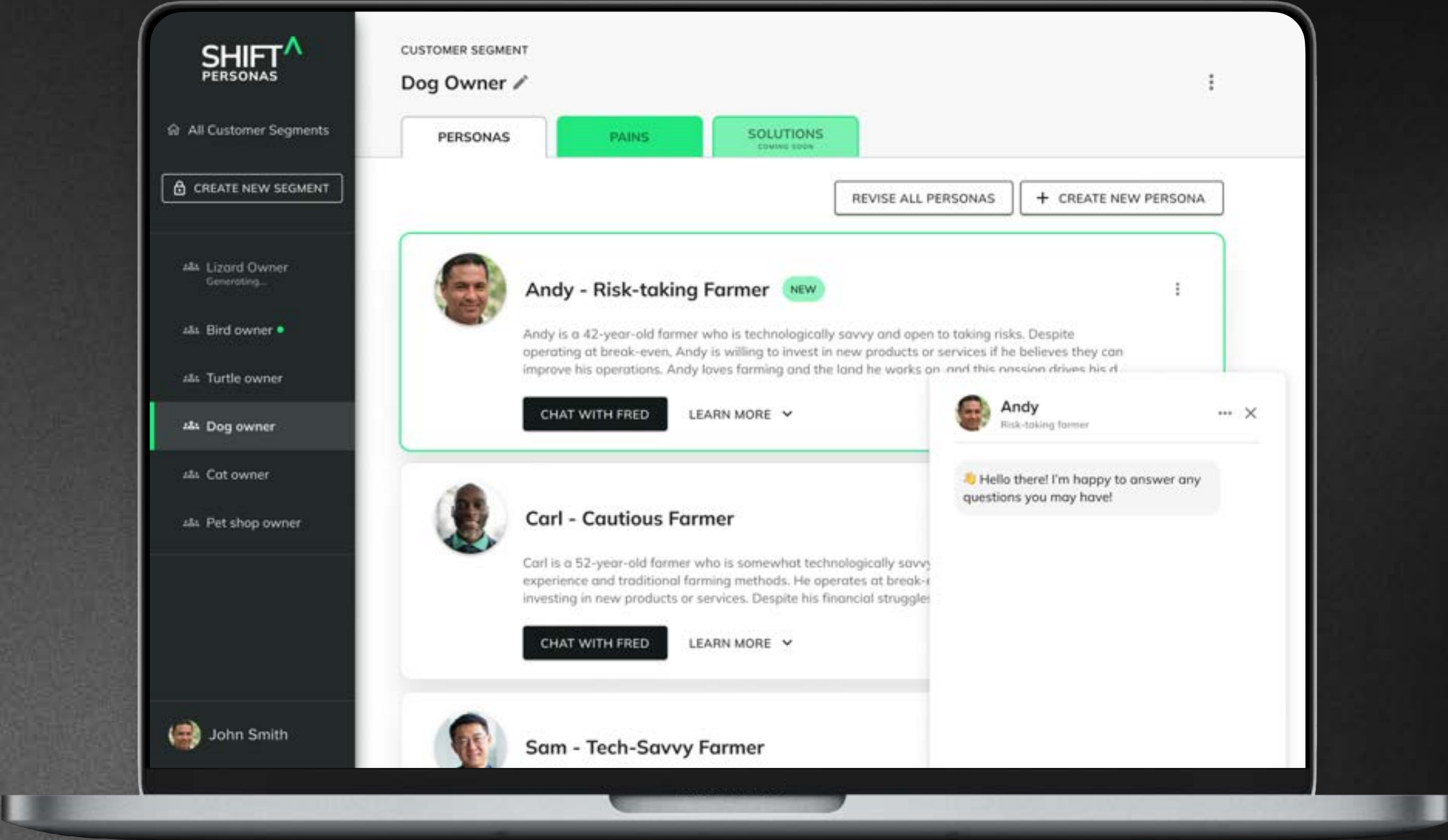
# Create Personas to Reflect Your Customers

- / Create and interact with your Shift AI Personas in less than 5 minutes.
- / Answer a few questions about your customers and generate Shift AI Personas instantly.



# Chat With Your Personas

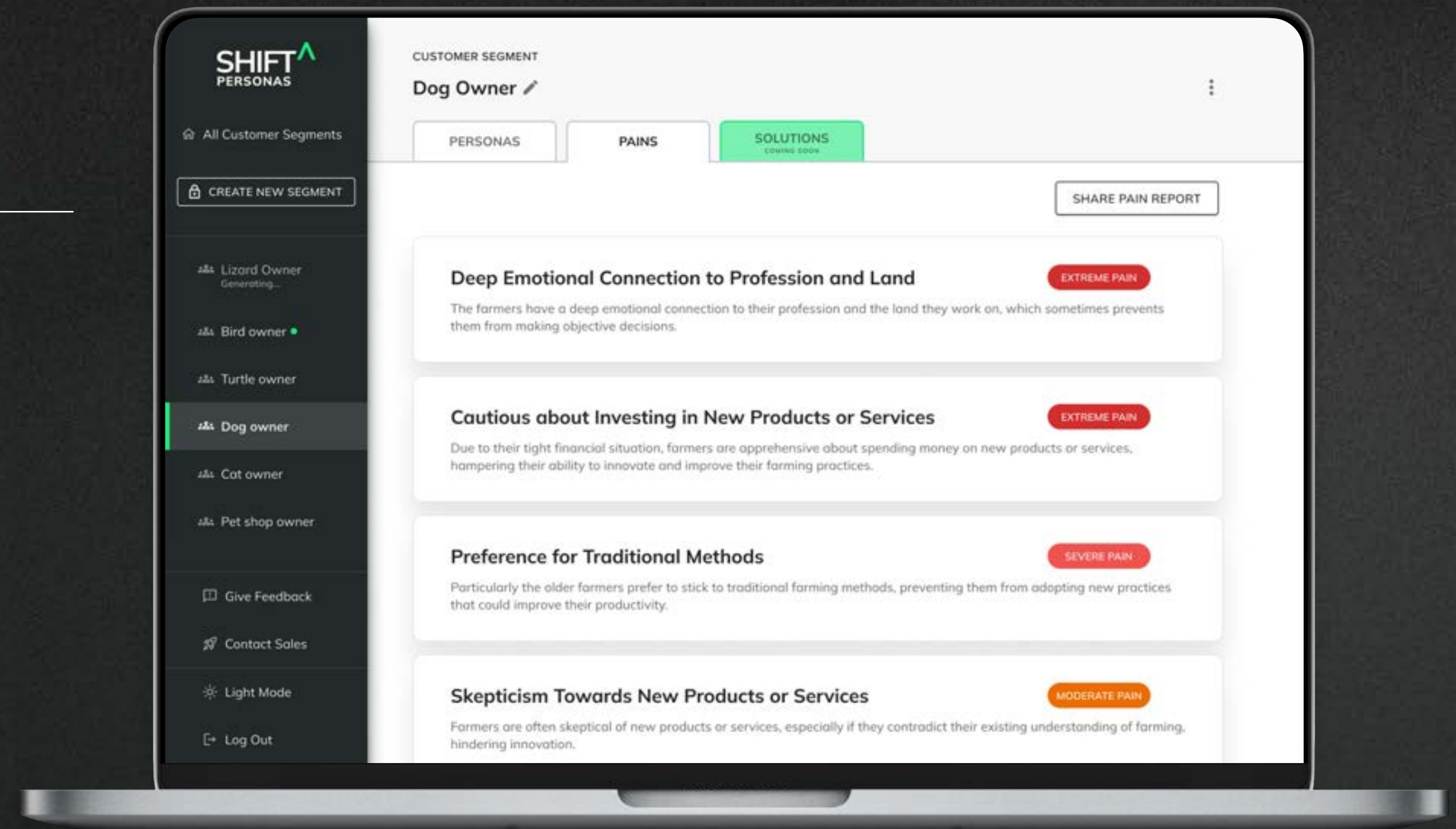
/ Chat one-on-one with Shift AI Personas and get to know your customers in real time.



# Understand and Prioritize Pains

## Review a Prioritized Pain Report

- / To get an early understanding of the problems your customers need you to solve.
- / To inform how you might approach live interviews with human customers.



# Draft an Interview Guide for Live Interviews

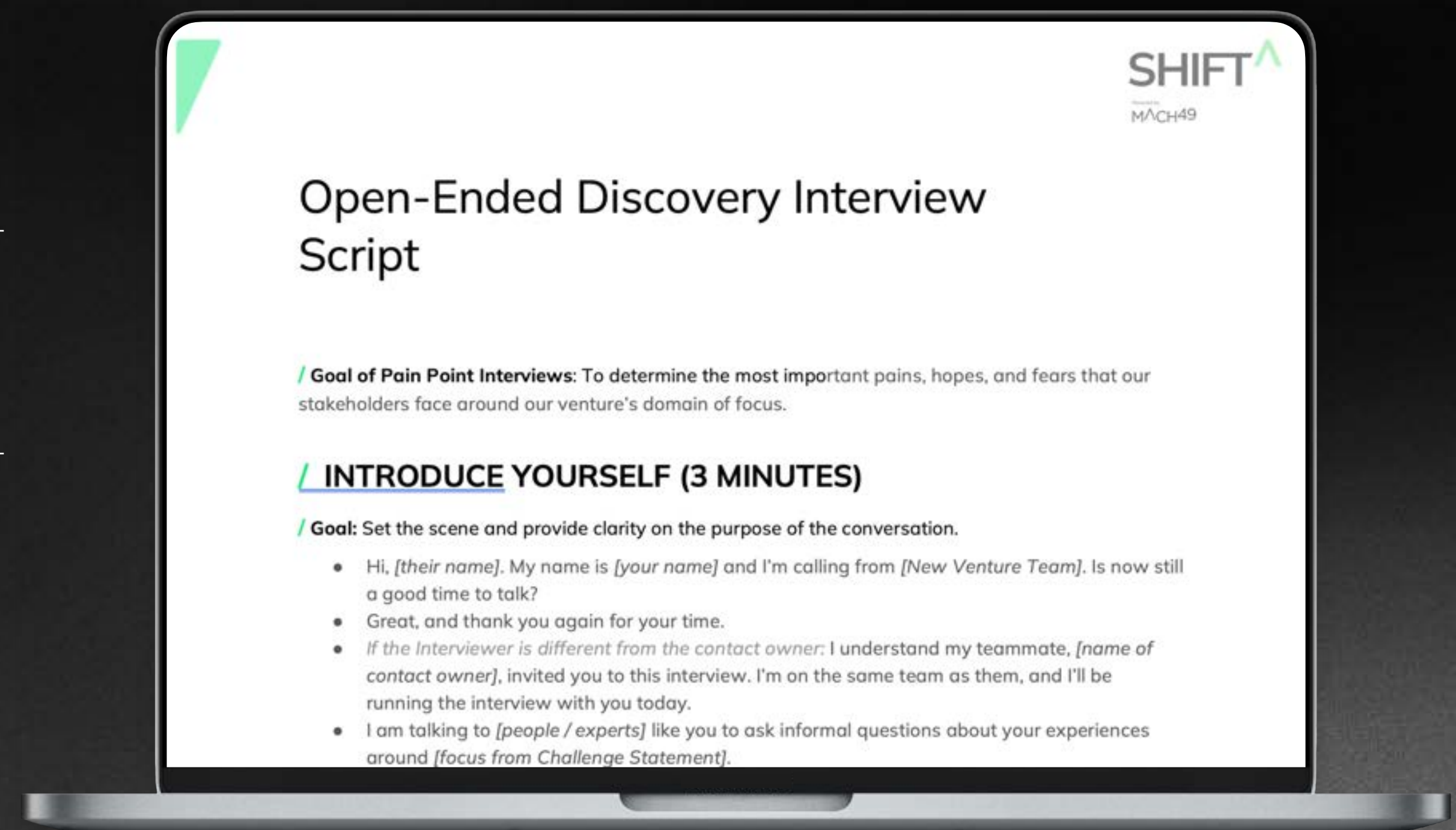
/ Create an interview guide usable for interviews with human customers.

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/ Select pains and topic areas of most interest to your team.

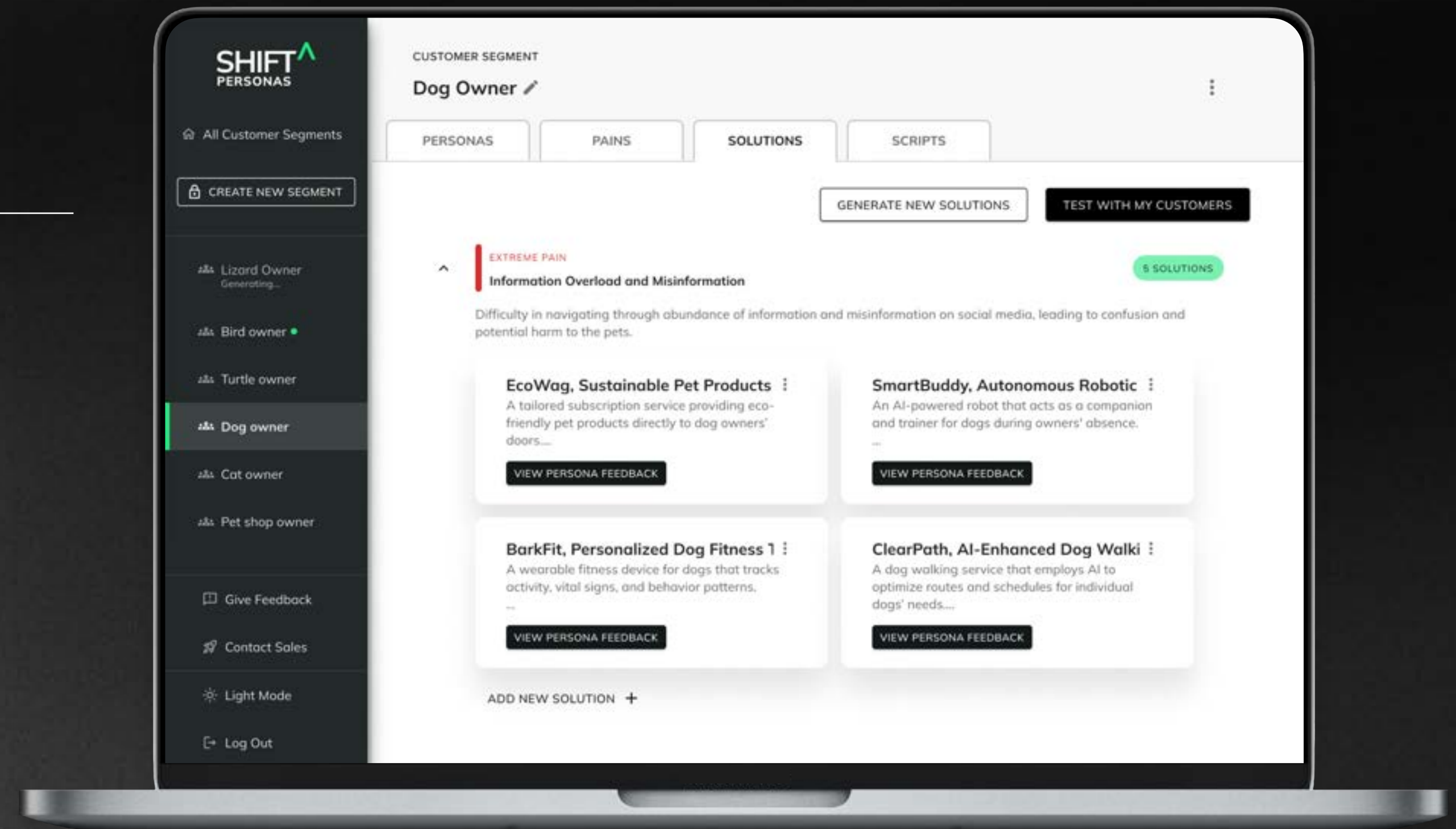
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/ Shift AI-generated guide provides a superset of interview questions to edit down for your use.



# Ideate Solutions for Significant Customer Pains

- / Ideate solutions that can meet your customers' most significant pains.
- / Receive feedback on these solutions from your created personas.



The future of work,  
including innovation and  
new venture creation,  
will be **profoundly  
disrupted by  
generative AI.**

# How can you get started?





Set a tone  
of **hope** as  
opposed  
to **fear**.

Boosters and critics both describe AI as a direct replacement for human beings.

That's because replacing humans at existing tasks is easy to imagine...

but **completely new tasks that humans can do in partnership with new technology** are very hard to imagine.

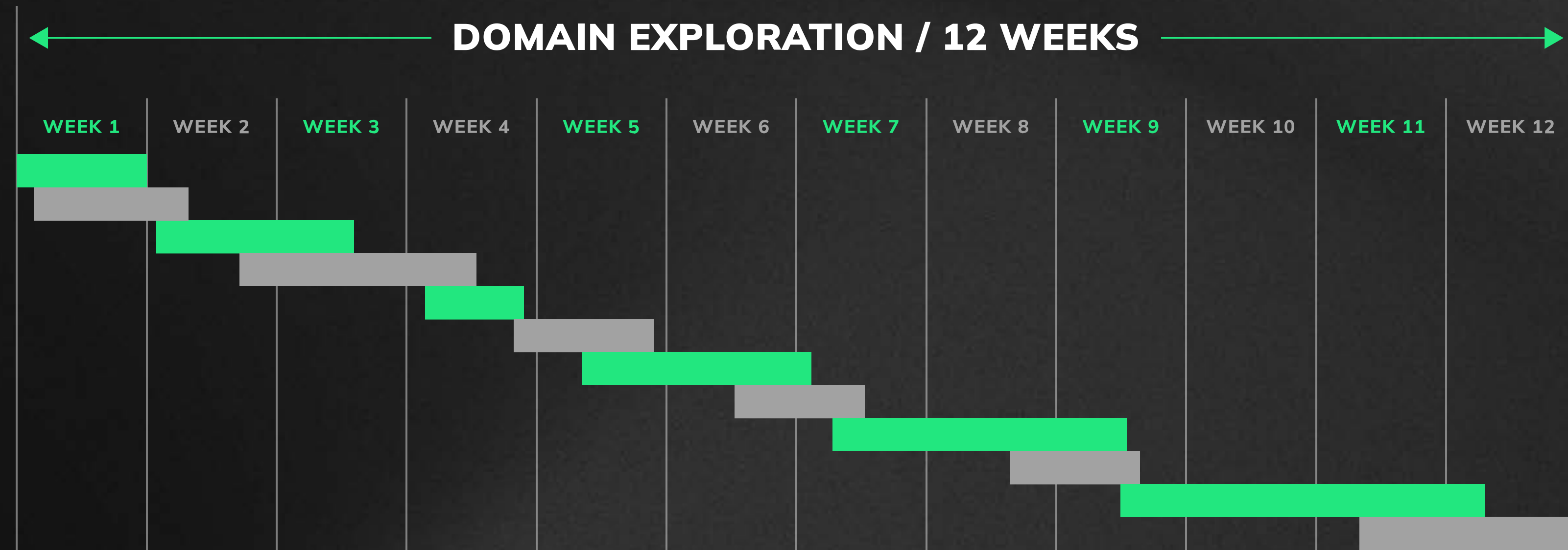
Select a common, multi-week innovation process or program in your organization.

How can AI tools make your process more **efficient** and more **effective** than ever before?

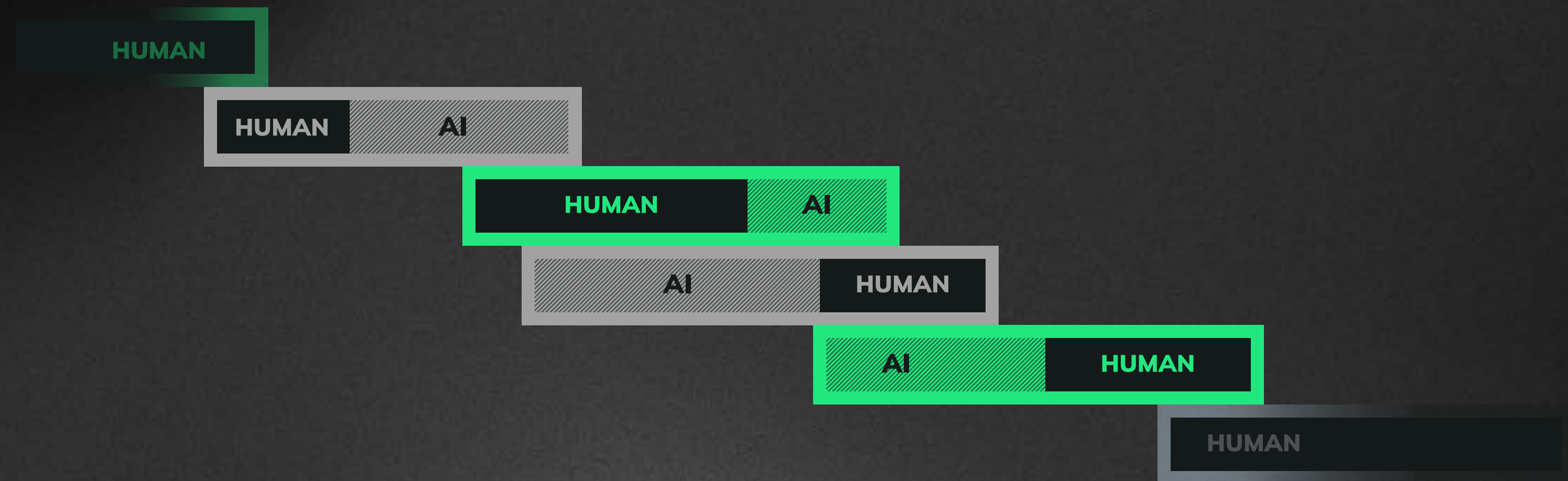
How are you currently using Generative AI to accelerate or improve your processes?



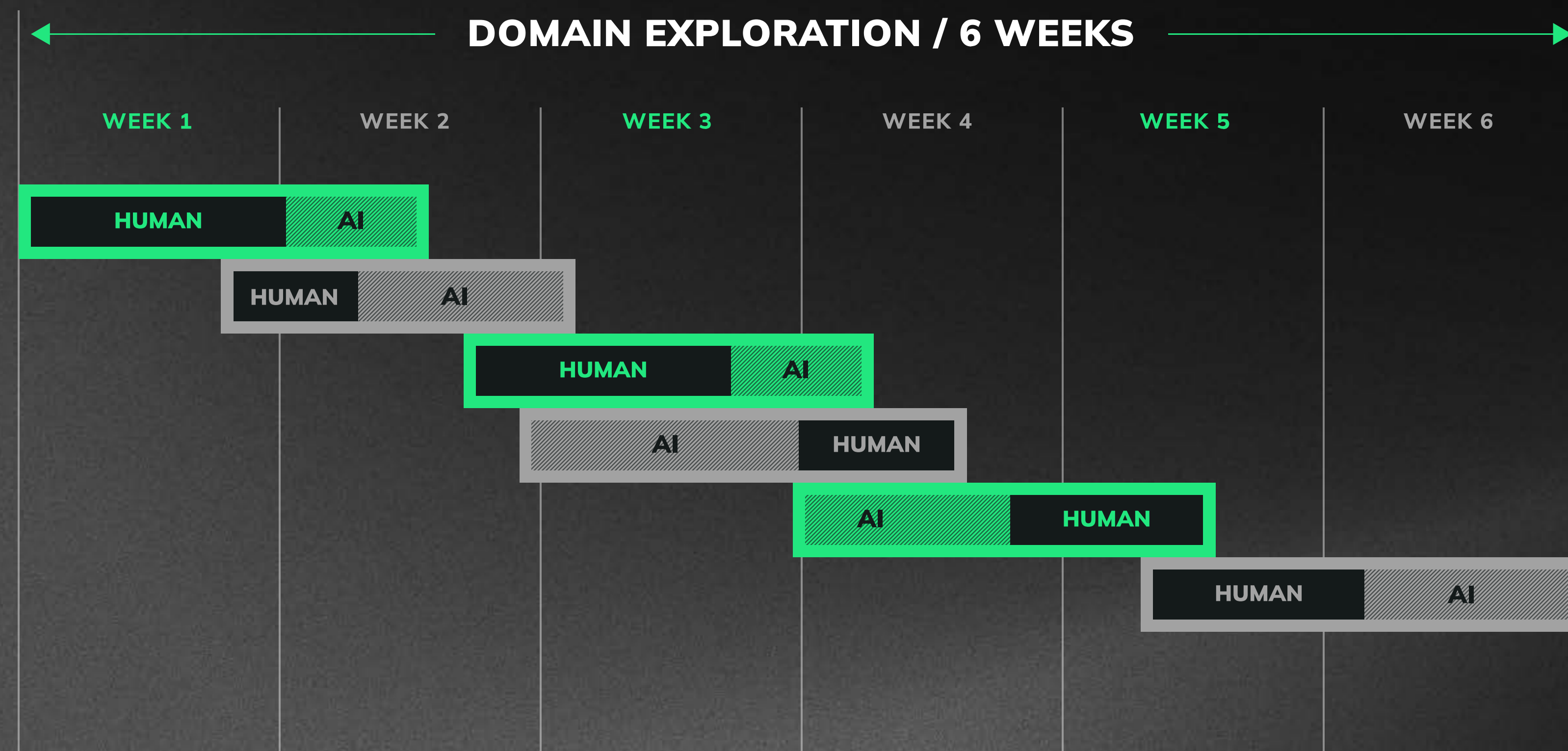
01 / Start with an existing program



02 / Unpack each activity to show what Generative AI can do



### 03 / Recombine into a shorter program



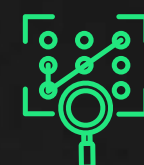
# How can you apply AI to your innovation programs?

Access these AI superpowers

Expand Your  
Perspective



Unlock  
Creativity



Simulate  
Scenarios



Leverage  
Total Recall



# Expand Your Perspective

See and Understand the World Through the Eyes of Many



## Expansive Domain Exploration

Deeply and instantly understand customers, communities, market landscapes, and complex subject matter.



## Customer Doubles

Bring your customers to life and interview them in real-time to get customer insights on demand and know where to start with human interviews.



## Innovation and Growth Mastery

Acquire skills from structured content developed from a global pool of entrepreneurs, investors, user-experience experts, and technologists.



## Find and Connect with Customers

Cut through the noise of high-volume outreach prospecting on LinkedIn, and quickly connect with, message, and calendar prospective customers for interviews.



# Unlock Creativity

Continuously Fuel Your Creativity and Explore New Possibilities



## Prompt Proficiency

Harness a library of pressure-tested AI prompts to get you solving problems faster.



## Boundless Ideation

Generate distinctive and robust ideas for product solutions, venture branding, risk mitigation approaches, market entry tactics, competitive differentiators, and customer engagement methods.



## Advanced Messaging Enhancement

Streamline written and verbal communication to create compelling marketing and sales content that captures your audience's attention.



# Simulate New Business Scenarios

Stress Test Ideas and Beliefs Faster Than Ever Before



## Customer Doubles

Validate venture approaches, ideas, and assumptions with AI customer doubles and focus your interviews with humans.



## Multifaceted Analysis

Rapidly synthesize and interrogate data using a variety of analysis methods to find patterns and insights from multiple angles.



## Real-time Concept Assessment

Understand what's missing from your narrative on a new opportunity by simulating reactions from synthetic investors before you meet with real investors or customers.



## Improved Decision-Making

Intelligently prioritize assumptions and actions to optimize your program and find focus faster.



# Leverage Total Recall

Recall Every Detail and Never Forget

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## Automatic Note-Taking

Record, transcribe, highlight, and summarize customer development activities to uncover human insights faster.



## Contextual Understanding (RAG)

Enhance the accuracy and reliability of generative AI models using client-specific data and proprietary information.



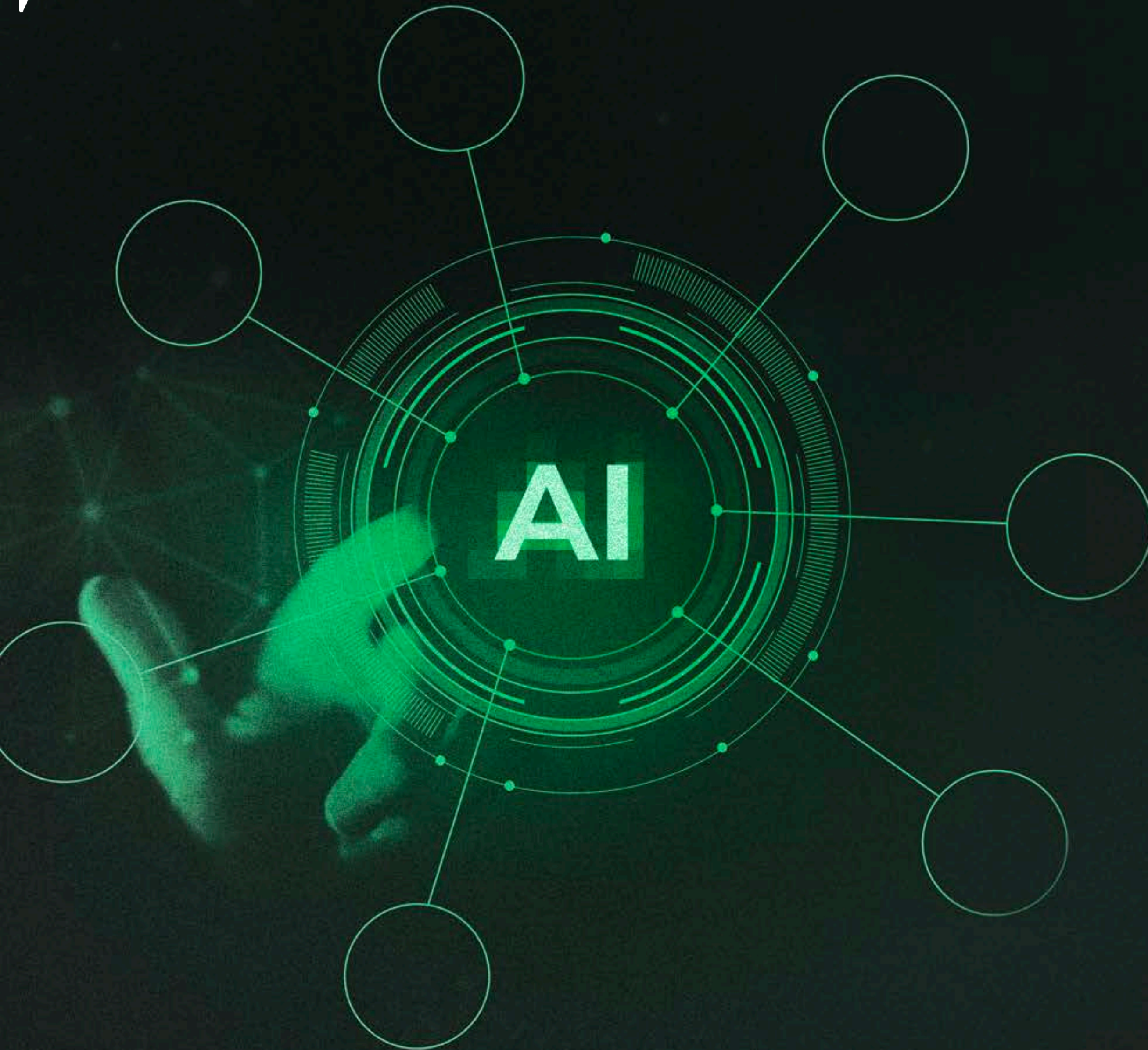
## Prompt Storage

Save, retrieve, and then apply your favorite and most effective custom prompts on any project.



# You Will Be Disrupted

Which categories of 'Superpowers' are most interesting to you?



**Experiment.**

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**Enable everyone.**

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**Tackle the core.**

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**Keep humans  
in the loop.**

thank you.

Let's connect

