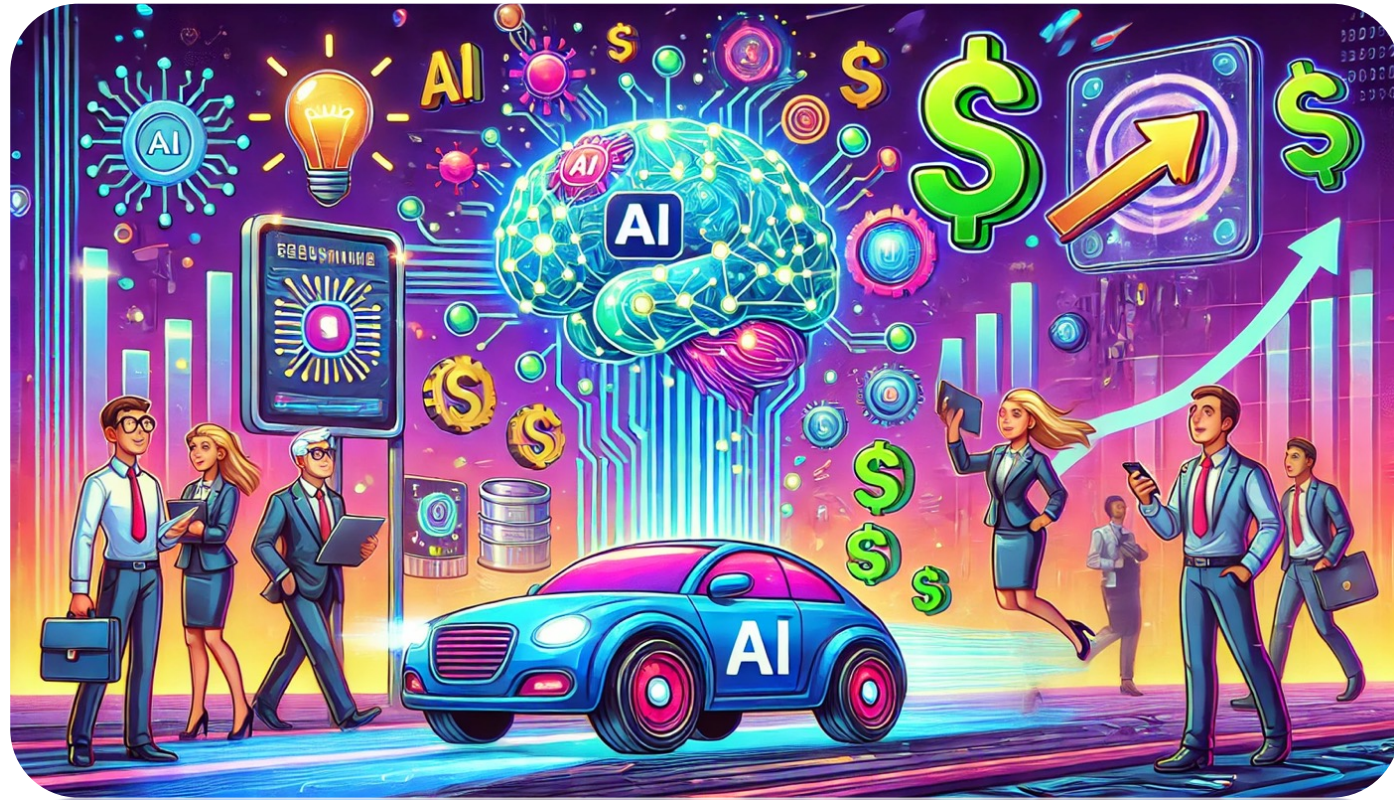


From Prompts to Profits: How Generative AI is Transforming Innovation

2.6.25





Jan Beránek
Founder and Group CEO, FifthRow



Paul Campbell
Serial Intrapreneur

Poll

How will your company's adoption of generative AI impact your company's financial performance?

- **Game-changer** – Drive massive increases in both growth and profitability.
- **Strong boost** – Lead to significant gains in growth and profitability.
- **Moderate impact** – Create new opportunities, some challenges, and some financial benefits
- **More cost than value** – Introduce new challenges that may outweigh the financial benefits
- **All hype, no results** – Become a costly distraction that may even hurt financial performance.

Poll

How extensively has your company adopted generative AI?

- Fully integrated across operations
- Used in some departments
- Experimenting with pilots
- Exploring but not using yet
- No plans to adopt

Poll

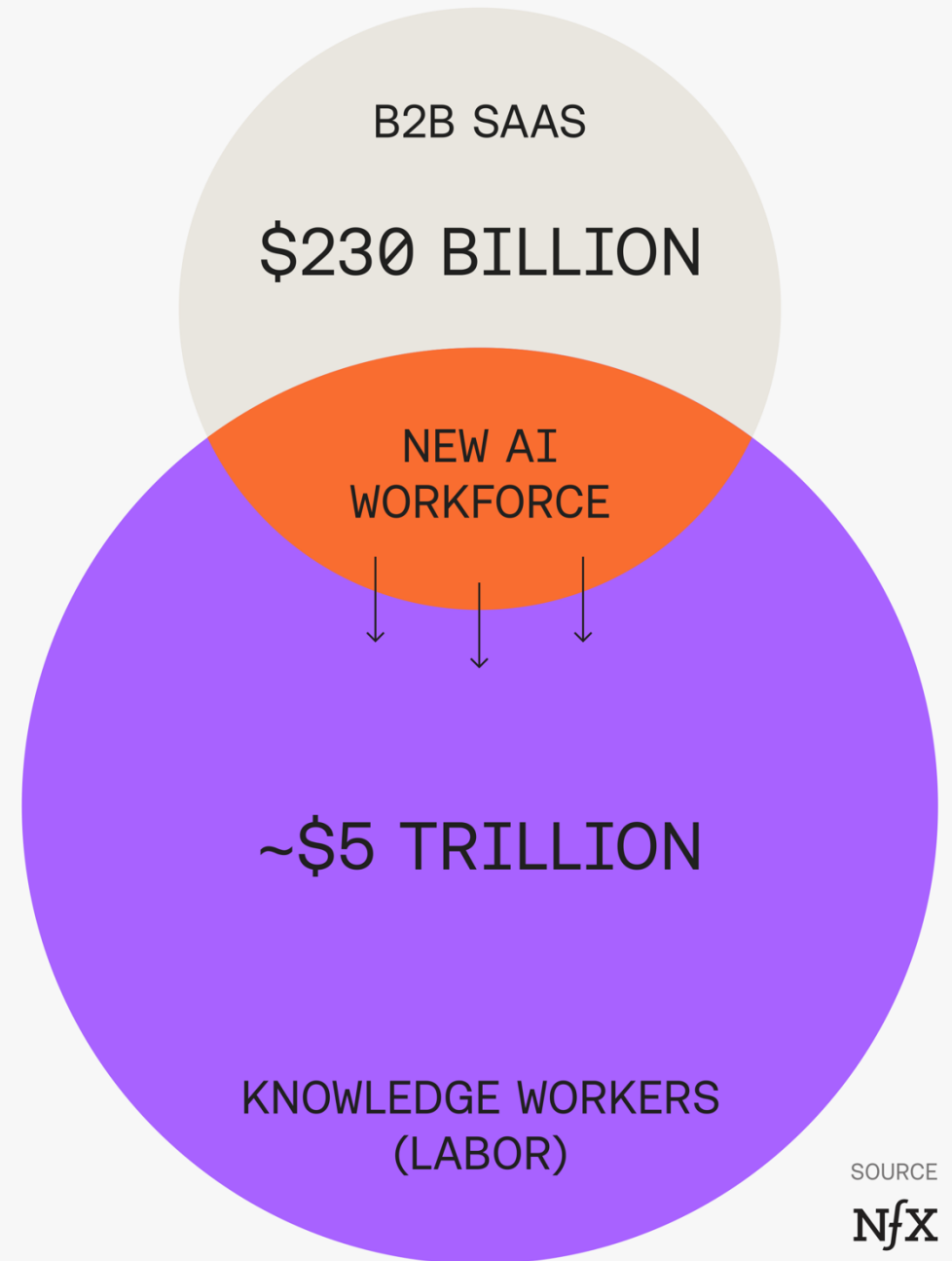
If you believe your company's adoption of generative AI has been suboptimal, why?

- Lack of budget
- Unclear business value
- IT restrictions (e.g., data privacy & security concerns)
- Limited AI expertise
- Resistance to change
- Other (please share in the chat)



Jan Beránek

The Service-as-Software transition will displace the bottom 80% of all professional services and knowledge work.



FifthRow turns consulting into SaaS

REDUCED INTERNAL OVERHEAD

Save up to 40% of internal resources by minimizing the time spent managing consultant relationships. Free your team to focus on higher-value activities.

DIRECT, INSTANT COMMUNICATION

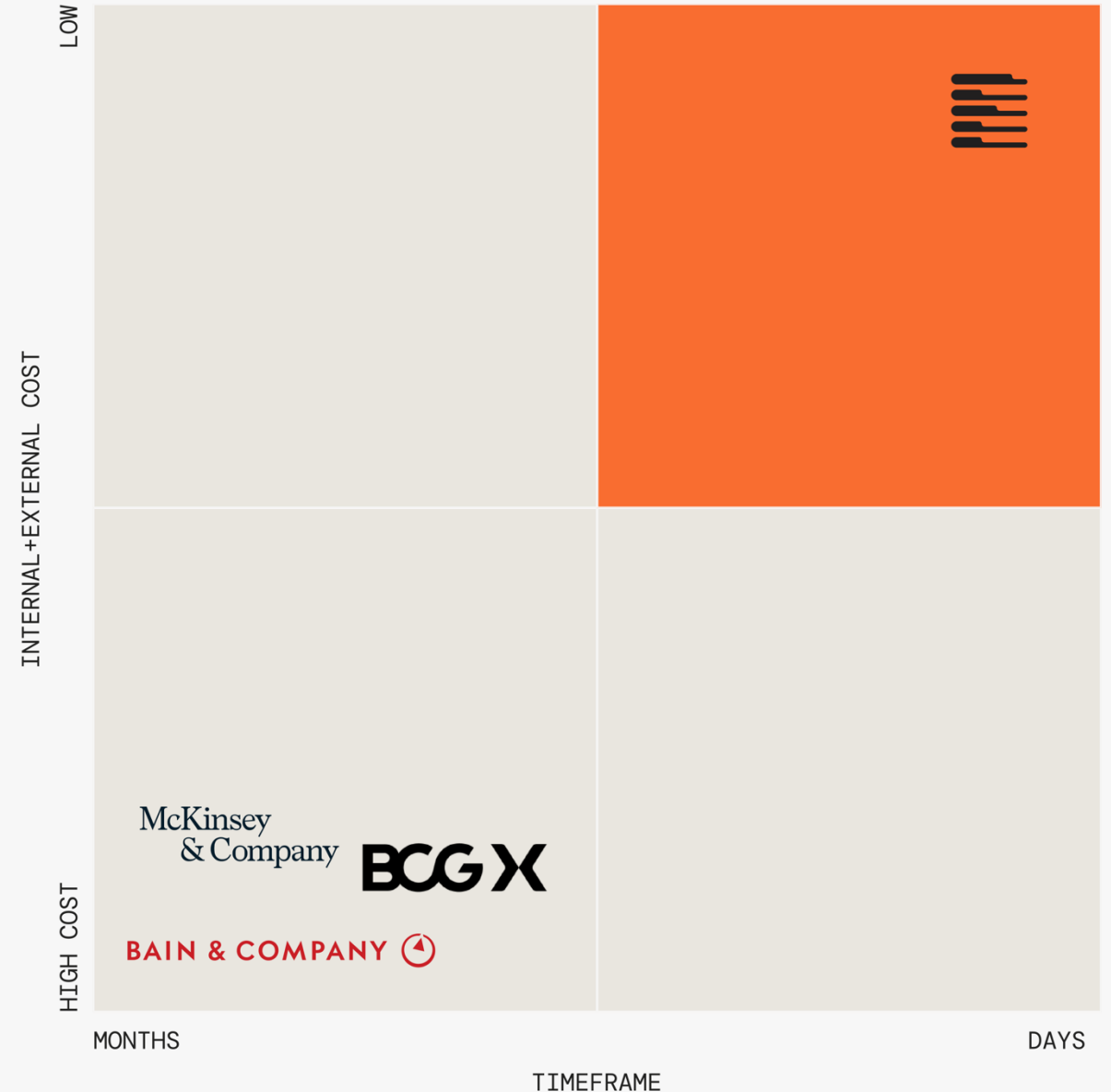
Reduce project timelines by 90% with FifthRow's real-time workflows. Avoid delays caused by lengthy back-and-forths.

LOWER EXTERNAL EXPENSES

Achieve 80% costs savings compared to traditional consulting fees, with scalable, tailored solutions.

TIMEFRAME: MONTHS TO DAYS

Replace consulting projects that traditionally take 6-12 months with automated workflows delivered in 7 days.





40+ READY-TO-USE AUTONOMOUS APPS

Consulting as Software

Venture Building

Superhuman venture building from market insights to landing page tests.

REPLACES

BAIN & COMPANY

McKinsey & Company

BCG

420 RESEARCH HOURS EQUIVALENT →

Regulatory Impact and Compliance Sensing

Evaluates regulatory landscape and impacts on business, providing actionable compliance insights.

REPLACES

Deloitte.

PwC

EY

300 RESEARCH HOURS EQUIVALENT →

Startup Scouting and Ranking Analysis

Identifies and evaluates emerging startups within a specific market or technology domain.

REPLACES

accenture

Deloitte.

McKinsey & Company

160 RESEARCH HOURS EQUIVALENT →

Strategic Foresight

Empowers organizations to navigate future uncertainties with scenario planning and trend analysis.

REPLACES

Deloitte.

McKinsey & Company

BCG

200 RESEARCH HOURS EQUIVALENT →

Emerging Tech Scouting

Identifies and evaluates emerging technologies and nascent innovations within a specific industry.

REPLACES

Deloitte.

McKinsey & Company

BCG

200 RESEARCH HOURS EQUIVALENT →

Due Diligence and Strategic Fit

Provides thorough due diligence and strategic fit assessment of potential acquisition targets.

REPLACES

BAIN & COMPANY

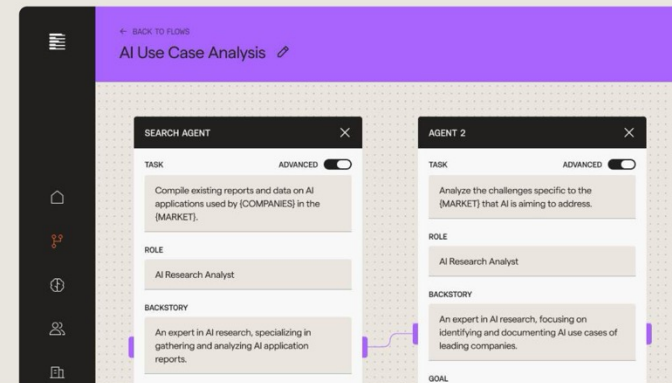
McKinsey & Company

Deloitte.

120 RESEARCH HOURS EQUIVALENT →

FLOW EDITOR

No-code visual interface to create agent chains that customize advanced features such as task definition



AUTONOMOUS COMPANY-WIDE TRANSFORMATION WITH AI

Cut consulting spend by 50% in 5 months with end-to-end AI-powered automation, including use case identification and private data integration

API

Run custom Flows/Apps or Answers (including on top of your own knowledge centre) via an API

ANSWERS

Get precise and reliable Answers from high-quality sources and your private data

DATASETS

Talk to your own data without hallucination

5 PDFS

10 URLS

VENTURE BUILDING + MARKET TESTING

87%

SUCCESS RATE AGAINST
INDUSTRY BENCHMARKS

6 → 4

MONTHS WITH
CONSULTANTS

WEEKS WITH
FIFTHROW

AUTONOMOUS AGENTS

ONLINE SEARCH

ANALYZE PDF DOCUMENT

CRUNCHBASE SEARCH

THINKING...

SECURITY



SOC2 & GDPR
compliant



We don't resell
your data



APPS

Consulting as Software

CUSTOMIZABLE AGENT TRAINING FOR VERTICAL AI

We pre-train all agents on multiple approaches to a problem. Every step is customizable and automates prompting, LLM choice and relevant data.

SCALABLE USE WITH FIXED PRICE

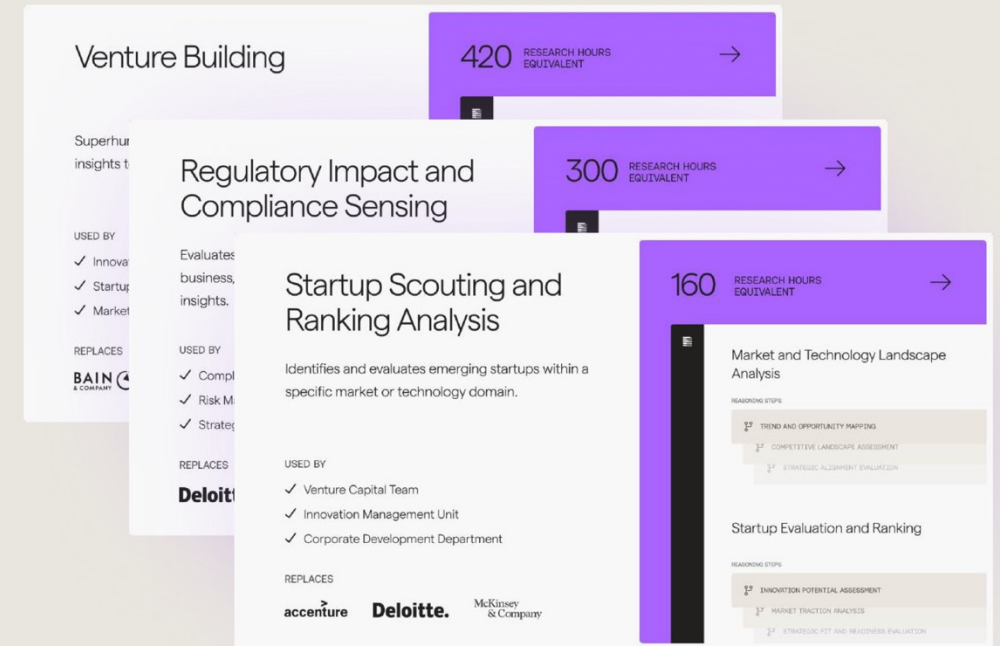
You don't pay an exorbitant hourly rate of a team you have not met. Once you have an App, you can run it as many times as you want.

FULLY TRACEABLE SOURCES

Apps work on top of a joint dataset created by individual agents working on the project. All source data is linked and transparent.

CONNECT TO YOUR EXISTING DATA

Apps work on public and private data out of the box, and are SOC2 & GDPR compliant. We don't train on, resell or package up your data.



40+ Apps across:

HEALTHCARE STRATEGY COMPLIANCE MARKET RESEARCH VC & M&A
NONPROFIT PRODUCT DEVELOPMENT REAL ESTATE INSURANCE

Replace your consulting spend and empower your team with industry-specific Vertical AIs – a collection of autonomous agents trained on industry best practices.



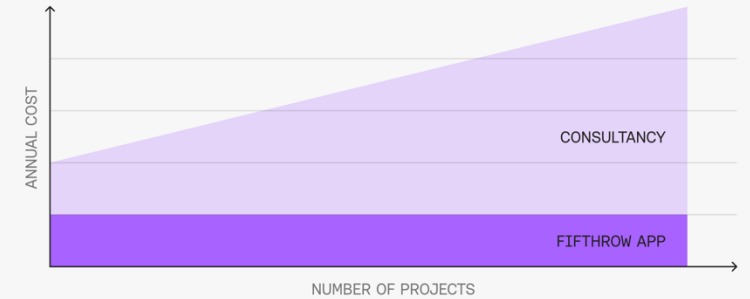
APPS

Each App Has Meticulously Pre-Trained Agents Working on Top of Trusted Data

CUSTOMIZABLE AGENT TRAINING FOR VERTICAL AI



SCALABLE USE WITH FIXED PRICE



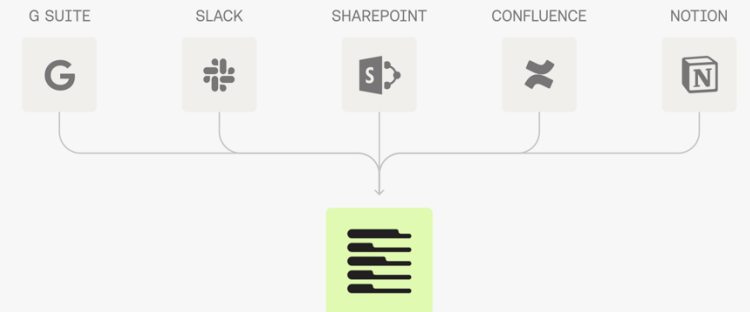
FULLY TRACEABLE SOURCES

The water filtration systems market is projected to grow from USD 42.08 billion in 2024 to USD 66.98 billion by 2030, at a CAGR of 8.1% during the forecast period. This market includes various types of filters such as reverse osmosis and ultrafiltration membrane water filters, with primary applications in both household and commercial sectors. [Source](#)



Water Treatment Systems Market Size, Share & Trends Analysis Report, 2024 - 2030

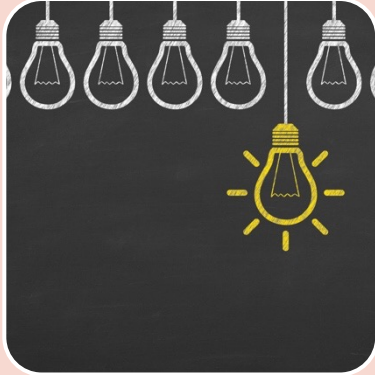
CONNECT YOUR EXISTING DATA





Paul Campbell

GenAI Exploration Areas (w/ promising initial results)



Strategy & Innovation

Rapid Concept Development & Auto Testing



Discovery

2024: 4 of 5 Nobel Laureates in Phys/Chem were AI Scientists



Consumer Research

Rapid Consumer Insights Testing

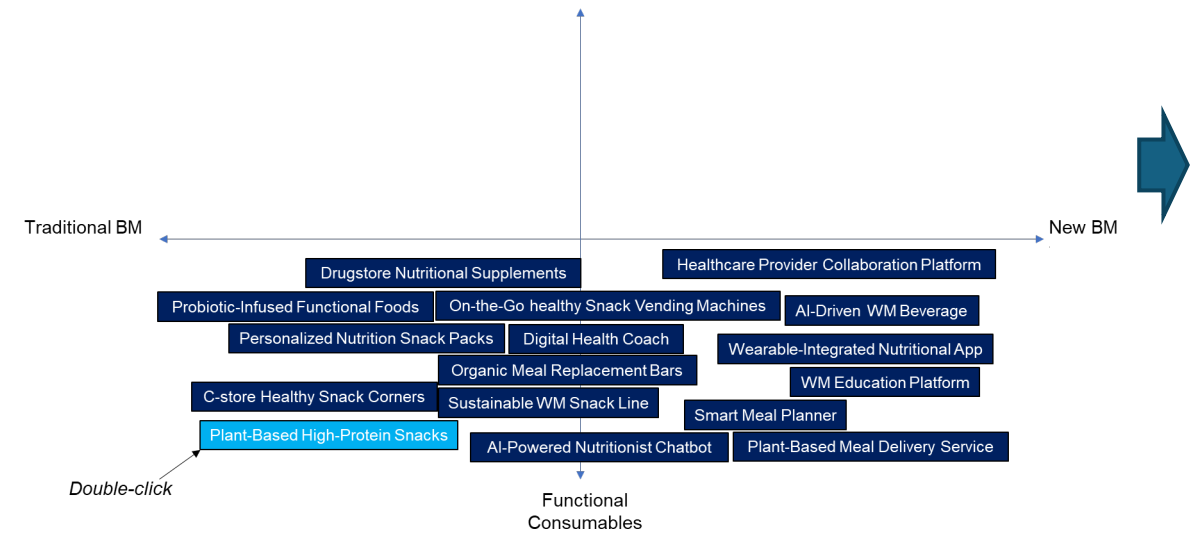


Processes & Back Office

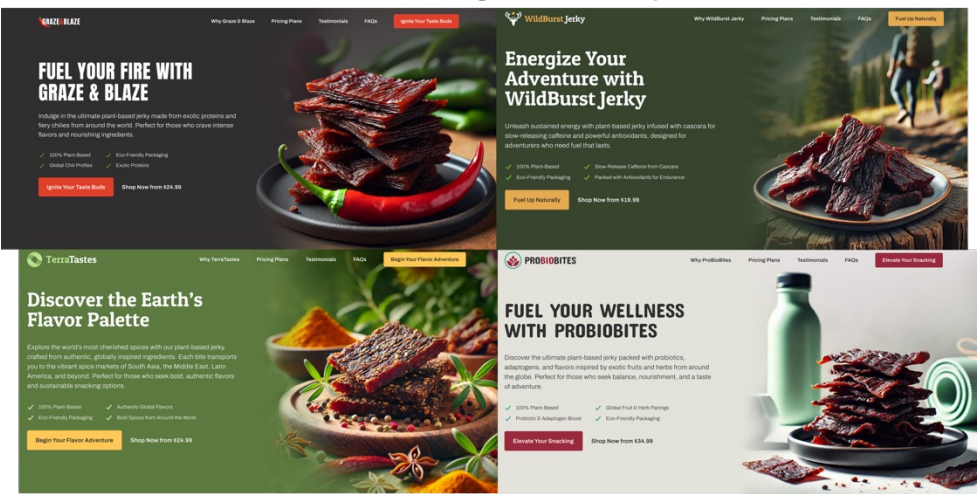
Automating Text-Rich Functions, e.g. Legal, Regulatory

Over 100 Ideas Generated, Testing 4 Concepts w/ Consumers Now

Generate Opportunity Areas (16 of 45)



Auto-Generated Websites: Testing Four Concept w/ Consumers Now



Generate Concepts (12 of 31)

Plant-Based Jerky Sticks	Sustainably sourced plant-based jerky sticks, offering a high-protein, low-calorie alternative for snackers focused on health and the environment.
WM Protein Crackers	Portion-controlled, high-protein crackers designed to support weight management goals, tailored for health-conscious consumers.
Allergen-Free Protein Snack Bars	Protein snack bars that are free from common allergens like nuts, gluten, and soy, designed for consumers with dietary restrictions and food allergies.
Eco-Friendly High-Protein Snack Balls	Portable, high-protein plant-based snack balls made from organic, sustainably sourced ingredients. Designed for health-conscious and environmentally aware consumers.
On-The-Go Protein Oatmeal Cups	Convenient, high-protein plant-based oatmeal cups designed for busy professionals, offering a nutritious breakfast option.
Cold-Pressed Protein Snack Bars	Bars made using a cold-pressing technique to preserve nutrients, offering a high-protein, minimally processed snack option.
Energy-Boosting Protein Smoothies	Ready-to-drink, plant-based smoothies high in protein and energy-boosting ingredients, perfect for busy professionals on the go.
Functional Protein Granola	Granola enriched with high-protein and added functional ingredients like adaptogens and probiotics for health-conscious individuals.
Protein-Enriched Veggie Chips	Vegetable chips fortified with plant-based protein, offering a crunchy and nutritious snack alternative.
High-Protein Crunch Wraps	Crunchy, high-protein snacks wrapped in eco-friendly materials for easy on-the-go consumption by health-conscious professionals.
Adaptogenic Protein Powder	Protein powder infused with adaptogens to support stress management, targeting health-conscious and busy professional consumers.
High-Protein Nut-Free Clusters	Clusters of seeds and dried fruits, high in plant-based protein and free from nuts, designed for

Generate Actionable Concepts (11 of 30)

Spicy Jerky Challenge	Introduce a range of plant-based jerky with varying levels of spiciness, from mild to extreme heat, appealing to spice lovers and those seeking a challenge.
Exotic Flavors Plant-Based Jerky	Introduce jerky sticks with exotic flavors such as Thai Lemongrass, Indian Curry, and Moroccan Spices to cater to foodies and cultural explorers.
Budget-Friendly Plant-Based Jerky	Develop a cost-effective production process to offer high-quality plant-based jerky at a lower price point, making it accessible to price-sensitive consumers.
High-Protein Workout Jerky	Formulate a plant-based jerky with extra protein content and flavors like Spicy Sriracha and Smoky BBQ to cater to fitness enthusiasts seeking post-workout snacks.
Gourmet Chef-Crafted Jerky	Collaborate with renowned chefs to create gourmet plant-based jerky flavors like Truffle Mushroom and Herb de Provence, targeting foodies and flavor explorers.
Flavor of the Month Subscription	Launch a subscription service offering a new, unique plant-based jerky flavor each month, keeping consumers engaged and excited about trying new products.
Protein-Packed Breakfast Jerky	Create plant-based jerky sticks with breakfast-inspired flavors like Maple Bacon and Blueberry Pancake, providing a high-protein, low-calorie breakfast alternative.
Regional Specialty Jerky	Develop plant-based jerky using regional ingredients and flavors, such as Southwestern Chipotle or New England Maple, to cater to local tastes and preferences.
Superfood-Infused Jerky	Infuse plant-based jerky with superfoods like chia seeds, spirulina, and quinoa to enhance nutritional value and appeal to health-conscious consumers.
Low-Sodium Jerky	Develop a line of plant-based jerky with reduced sodium content to cater to health-conscious consumers concerned about their sodium intake.
Functional Jerky Sticks	Create plant-based jerky with added functional ingredients like adaptogens, probiotics, or vitamins to provide additional health benefits.

Auto-Generated* Websites for Consumer Testing

[Why Graze & Blaze](#)[Pricing Plans](#)[Testimonials](#)[FAQs](#)[Ignite Your Taste Buds](#)

FUEL YOUR FIRE WITH GRAZE & BLAZE

Indulge in the ultimate plant-based jerky made from exotic proteins and fiery chilies from around the world. Perfect for those who crave intense flavors and nourishing ingredients.

✓ 100% Plant-Based

✓ Global Chili Profiles

✓ Eco-Friendly Packaging

✓ Exotic Proteins

[Ignite Your Taste Buds](#)

[Shop Now from \\$24.99](#)

[Why WildBurst Jerky](#)[Pricing Plans](#)[Testimonials](#)[FAQs](#)[Fuel Up Naturally](#)

Energize Your Adventure with WildBurst Jerky

Unleash sustained energy with plant-based jerky infused with cascara for slow-releasing caffeine and powerful antioxidants, designed for adventurers who need fuel that lasts.

✓ 100% Plant-Based

✓ Eco-Friendly Packaging

✓ Slow-Release Caffeine from Cascara

✓ Packed with Antioxidants for Endurance

[Fuel Up Naturally](#)

[Shop Now from \\$19.99](#)

[Why TerraTastes](#)[Pricing Plans](#)[Testimonials](#)[FAQs](#)[Begin Your Flavor Adventure](#)

Discover the Earth's Flavor Palette

Explore the world's most cherished spices with our plant-based jerky, crafted from authentic, globally inspired ingredients. Each bite transports you to the vibrant spice markets of South Asia, the Middle East, Latin America, and beyond. Perfect for those who seek bold, authentic flavors and sustainable snacking options.

✓ 100% Plant-Based

✓ Eco-Friendly Packaging

✓ Authentic Global Flavors

✓ Bold Spices from Around the World

[Begin Your Flavor Adventure](#)

[Shop Now from \\$24.99](#)

[Why ProBioBites](#)[Pricing Plans](#)[Testimonials](#)[FAQs](#)[Elevate Your Snacking](#)

FUEL YOUR WELLNESS WITH PROBIOBITES

Discover the ultimate plant-based jerky packed with probiotics, adaptogens, and flavors inspired by exotic fruits and herbs from around the globe. Perfect for those who seek balance, nourishment, and a taste of adventure.

✓ 100% Plant-Based

✓ Probiotic & Adaptogen Boost

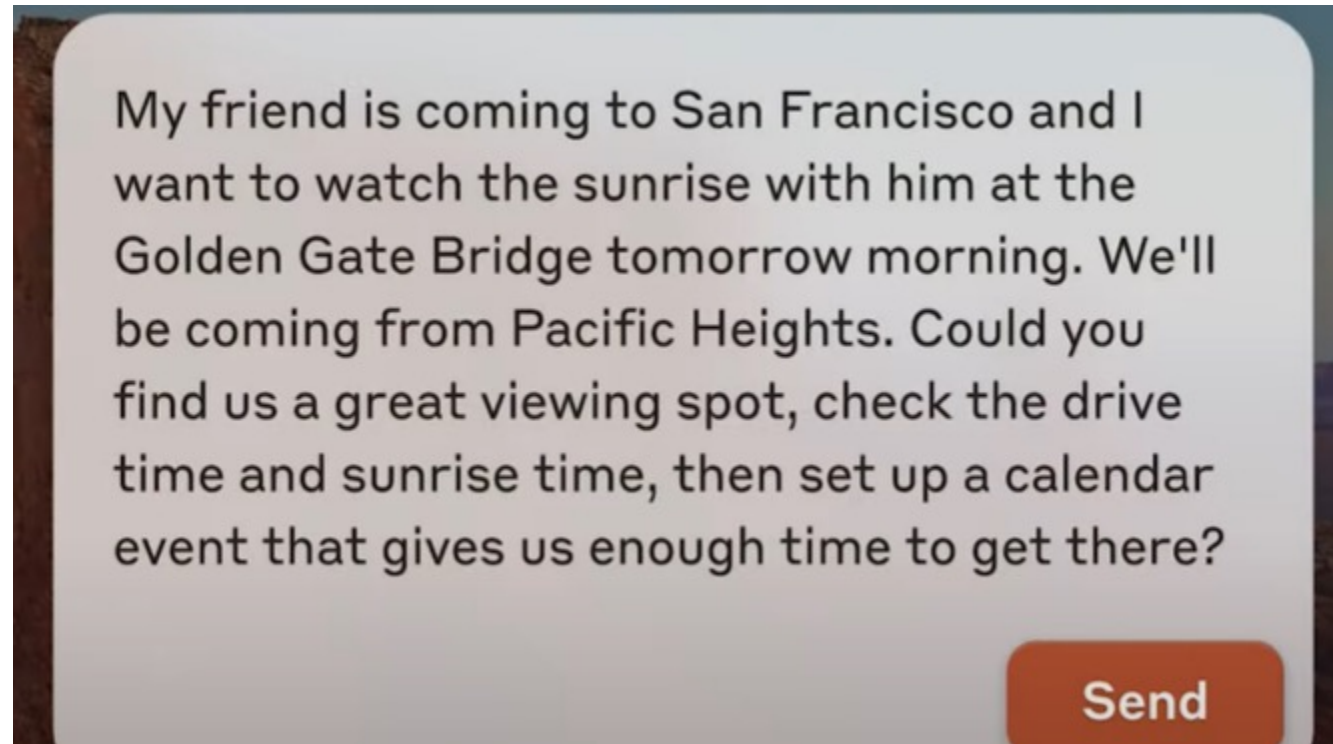
✓ Global Fruit & Herb Pairings

✓ Eco-Friendly Packaging

[Elevate Your Snacking](#)

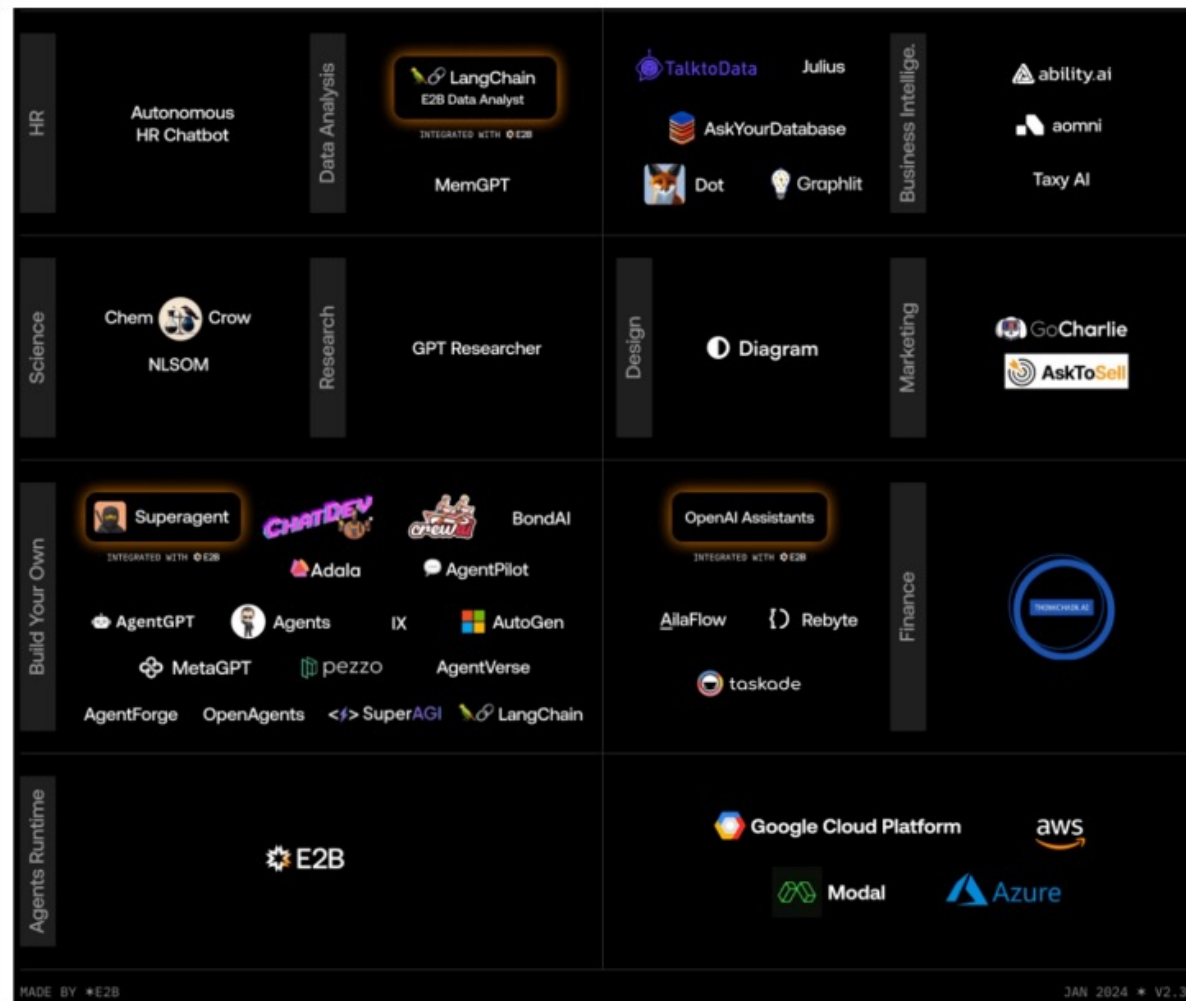
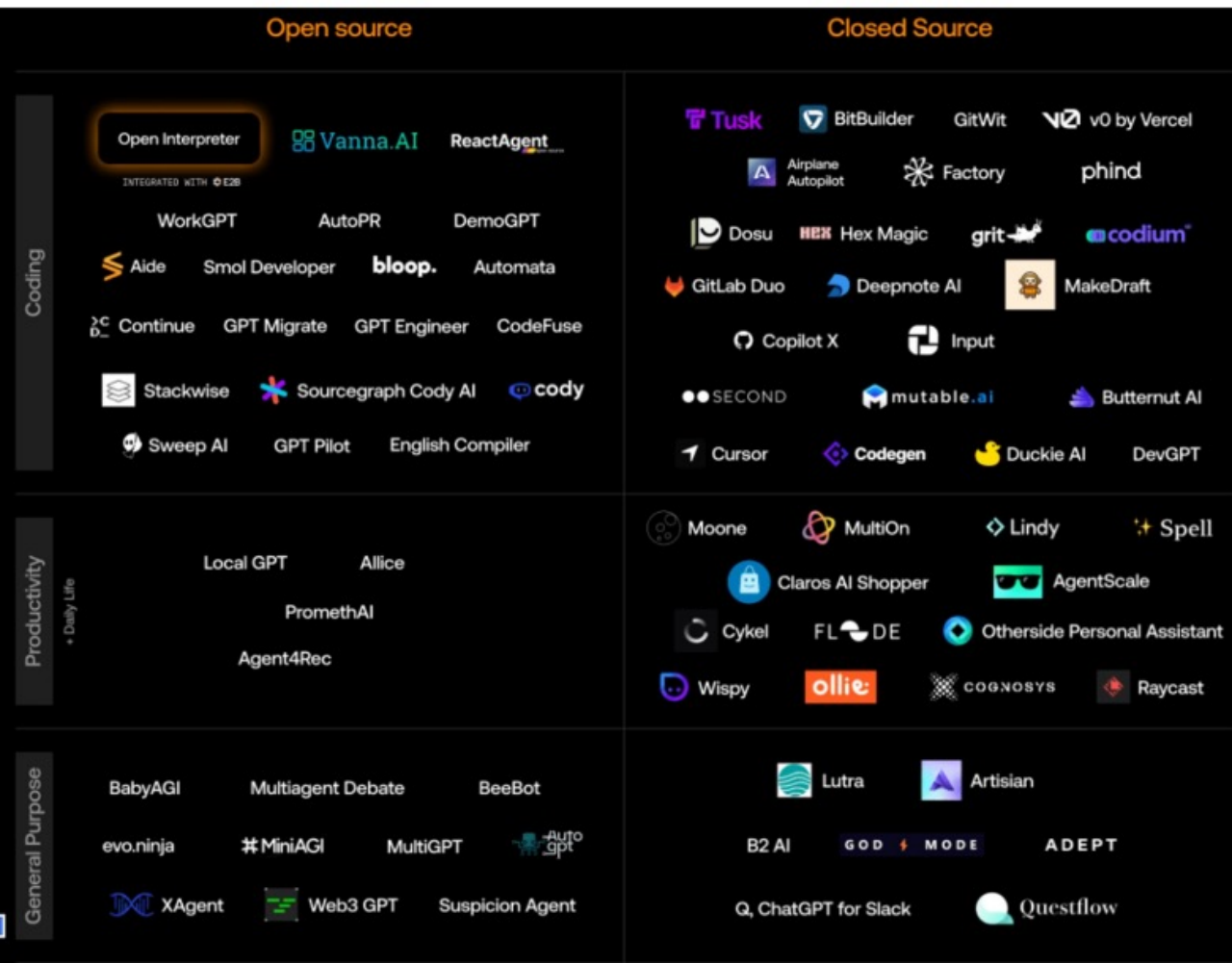
[Shop Now from \\$34.99](#)

Powered by Agents



[Agent demo](#)

Agent Landscape



[Adept](#) Founded 2021 , Raised \$413M, \$1B, GC, Greylock

[Imbue](#) Founded 2017 , Raised \$245M, \$1B, ~10,000 H100 cluster

[Multion](#) Founded 2023, Raised \$7M Seed @\$50M, GC, Raising \$25M Series A

Mayfield
People First.

Reflection Founded 2024, Raising \$30M Seed

[Rabbit](#) Founded 2021, Raised \$35M, Khosla

Others SuperAGI, Auto-GPT, BabyAGI

Poll

Which pressing question(s) should we discuss?

- "Where's the ROI?"
- "Who's accountable when AI gets it wrong?"
- "Are we ready for the workforce disruption AI will cause?"
- "Does AI spark innovation—or just automate mediocrity?"
- "If AI is doing the thinking, what happens to human creativity?"
- "Will AI-driven innovation create real business value—or just impressive prototypes?"
- "If everyone has AI, what's our competitive advantage?"
- "Who owns AI-generated innovations?"
- Other (please share in the chat)

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Thank you!

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