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Ask the AI Experts

Synthetic Customer Validation

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AUDIENCE VOLUNTEER:

What is an **innovative idea** you'd love to explore?

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THE #1 REASON INNOVATIONS FAIL…

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...is because no one wants what's been built.

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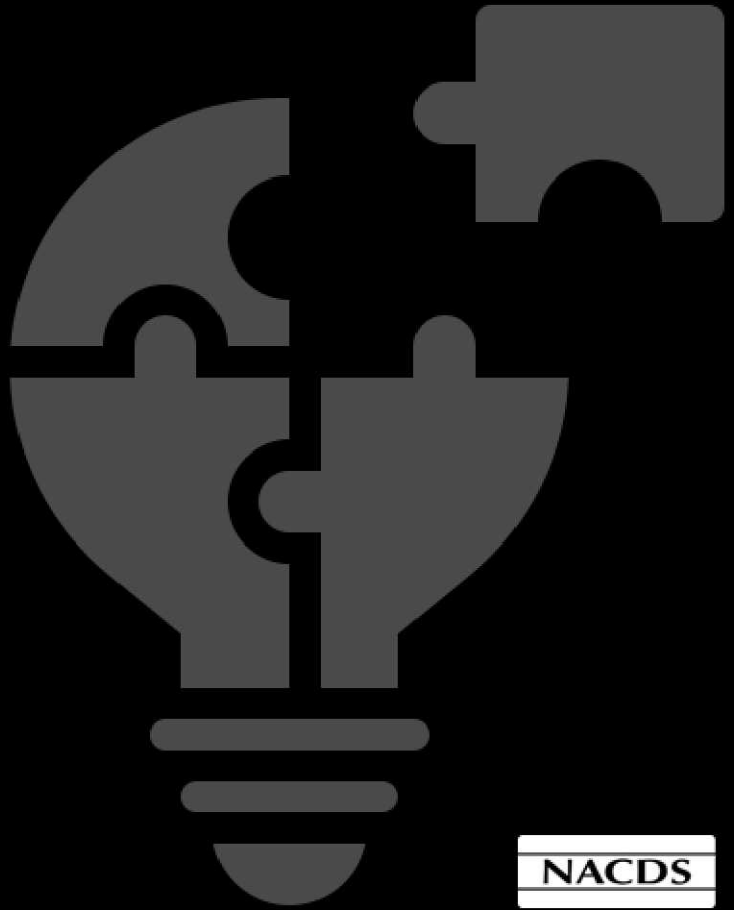
Customers care about their problems not your solutions



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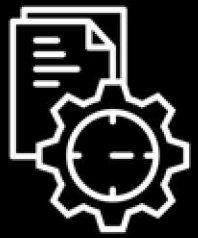
Companies historically spent too much time

BUILDING

concepts...



...and not nearly enough time

TESTING

Whether customers cared.

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Producing even a handful of well-formed concepts took months, often years.

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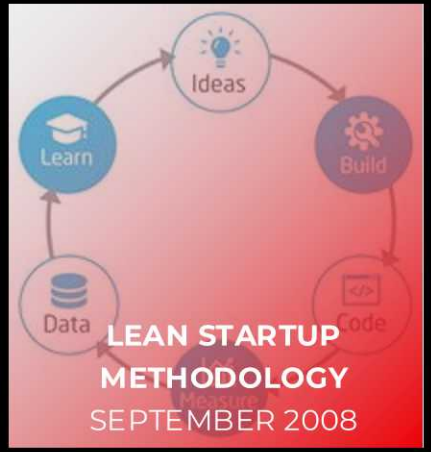
Ruby on Rails
FEBRUARY 2005

AWS S3
MARCH 2006

iPHONE RELEASED
JUNE 2007

Y COMBINATOR
MARCH 2005

TECHSTARS
JUNE 2007



LEAN STARTUP METHODOLOGY
SEPTEMBER 2008

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“Think of Generative AI as your co-founder”

The New York Times

How A.I. Can Help Start Small Businesses

August 18, 2024

https://www.nytimes.com/2024/08/18/business/economy/ai-business-startups.html

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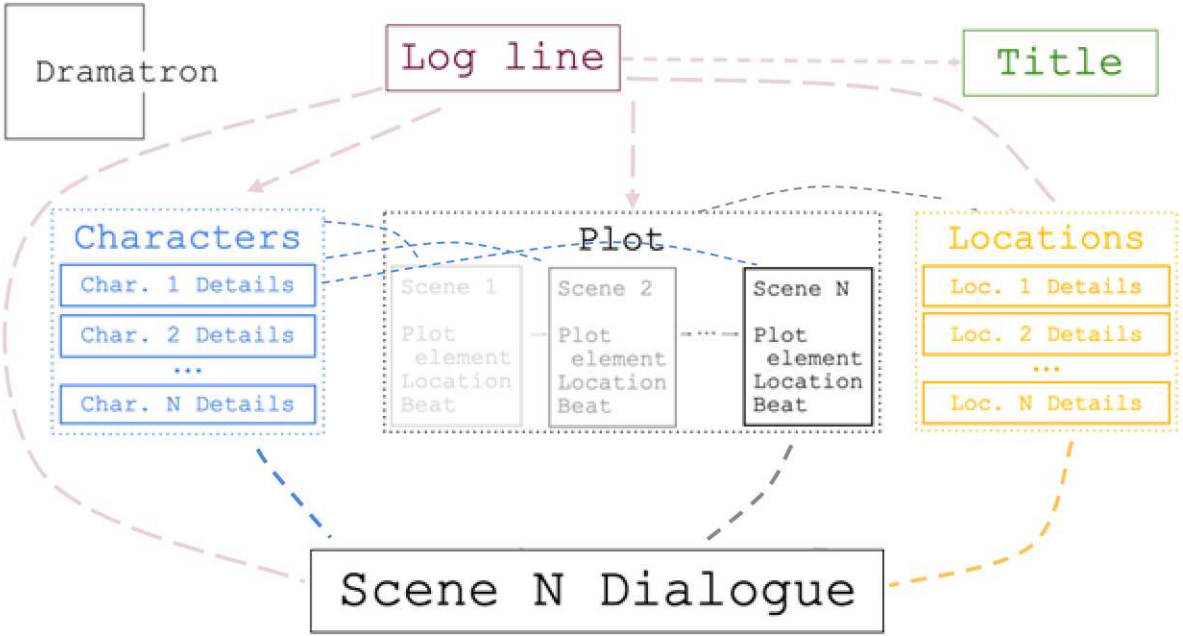
Co-_____ is the Correct Model for Most Creative Activities



Dramatron uses existing, pre-trained large language models to generate long, coherent text and could be useful for authors for **co-writing** theatre scripts and screenplays.

Source: https://arxiv.org/abs/2209.14958

Listen to my interview with Piotr Mirowski, the co-creator of Dramatron
bit.ly/DramatronInterview

Source: https://github.com/google-deepmind/dramatron

Mental Model:
Generative AI as a Co-Founder

1. Offer **new perspectives and solutions**.
2. Advocate for **best practice approach.**
3. Automate **routine cognitive tasks**.

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Aaron Levie
CEO of Box

ChatGPT is extremely powerful as a late night brainstorm buddy when your colleagues don't want to hear from you.

TECHNOLOGY | ARTIFICIAL INTELLIGENCE

M.B.A. Students vs. AI: Who Comes Up With More Innovative Ideas?

We put humans and AI to the test. The results weren't even close.

WSJ *By Christian Terwiesch and Karl Ulrich*
Sept. 9, 2023 9:00 am ET

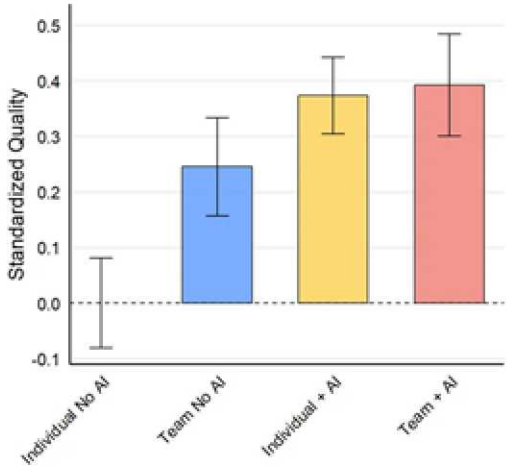
Listen to my interview with Karl Ulrich, CIBC Endowed Professor at the Wharton School
bit.ly/AgileGiantswithKarlUlrich

RESEARCH

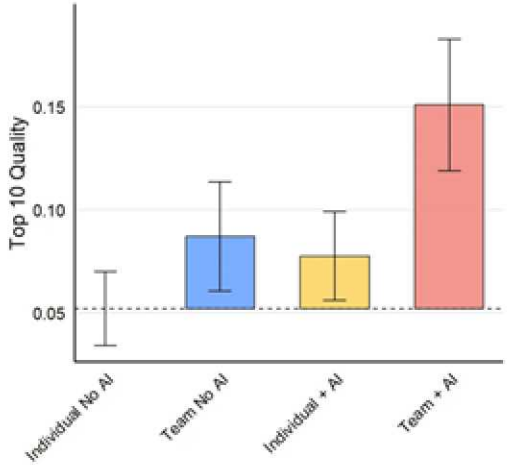
Product Development Process at P&G

776 professionals divided into 4 groups

Key Pt:
AI acts as a collaborator



Key PT:
Best results include multiple collaborators with AI



Notes: This figure displays the proportion of top 10% solution across different treatments with standard errors

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5188231

What used to take months can now be done in hours

Concept abundance is the new reality

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The New Bottleneck:

Choosing Which Concepts Deserve Human Attention

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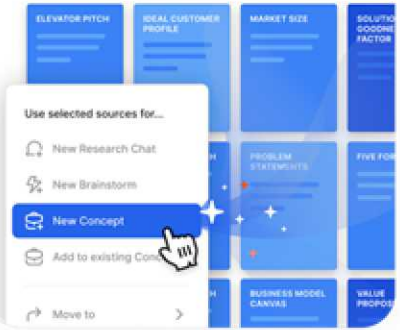
VELOCITY STUDIO

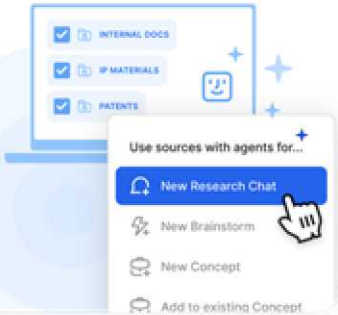
From research to strategic output in minutes

Source Management

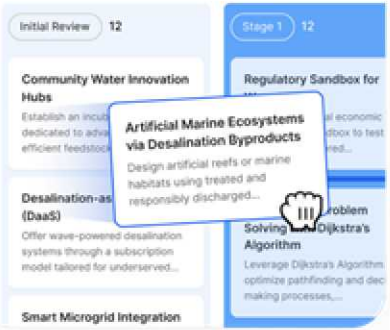
Concept & Canvas



Research



Brainstorm & Pipeline



Growth Signals + Kearney PERLab

Thank you.

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