

AI-DRIVEN MARKET-VERIFIED INNOVATION

Don't Simulate the Market - Start with It

We replace the risk of hypothetical scenarios with the certainty of real-world market signals.

"Our integrated platform unifies fragmented market intelligence to diagnose category dynamics, validate strategic choices, and enable confident execution – **from territory definition to innovation design**"



Concept**TIDE**
Ltd



“ Predict Success from Verified Market Behavior.”

ConceptTide is an **innovation-intelligence company** built by industry experts and data scientists with over **20 years of category experience.**

After 18 months of rigorous R&D and live-market validation, we created a proprietary AI platform that fuses human expertise with real-world, verified data sources.

Our system is designed to predict product success by analyzing market behavior—**specifically, we focus on identifying the most reliable **commercial signals.**

We start with reality: ConceptTide’s platform systematically analyzes verified market, cultural, and compliance signals to reveal what "good" truly looks like. This comprehensive approach ensures our insights are always grounded in concrete market truth.

ConceptTide delivers proof, not opinion — where human intuition meets market truth.



Our Offer in a NutShell

What is different?

We don't rely solely on what consumers say.

We model what the market rewards. By reconstructing real category behaviour — pricing logic, claim structures, purchase drivers, and competitive density — we utilise the market forces shaping success to determine what good looks like.

What benefits:

Concept Tide is the platform that turns real-world market signals into high-potential innovation and NPD opportunities (see details in appendix) — from discovering unarticulated tensions, shifts in consumer choices to innovation design.

Opportunity Scanning



Reconstruct Category Pressures using real market behaviour.



Separate structural shifts from short-term trends.



Identify initial solution pathways (how similar problems are solved in other categories).

Strategy Mapping



Build the full need-state architecture. Problems & Severity. Growing vs saturated demand spaces.



Translate problems into solution logic. Identify transferable solutions across categories.



Validate transferability. Solutions fit with category expectations or incompatible.

Concept Generation & Screening**



Mirror Market Context with Relevant Brands based on JTBD (multi-category).



Identify Pain Points and Path to Solutions (Cross category) using Market Signals & Inner Benchmarking*.



Creation of highly Detailed Visual Concepts & MSP Market Success Potential Score.

Across All Three

Data Enrichment: Integrate external data (Qual, Demand Space, etc.) to further refine insights.

Category Priors*: It captures a statistical view of the category (sub. or adjacent or JTBD) and market to be compared against (normal, differentiated, underserved)

Opportunity Scan & Strategy Mapping



Opportunity Scan – Confirm Opportunity

Determine whether the opportunity is real, scalable, and worth pursuing

- | | | |
|---|---|---|
| Reconstruct category pressures using real market behaviour | — | <ul style="list-style-type: none">a. Identify unarticulated consumer tensionsb. Clarify dominant need states and severity of articulated tensionsc. Determine sensory/feature expectations and drivers of trustd. Show which brands win and why in those need states |
| Separate structural shifts from short-term trends | — | <ul style="list-style-type: none">a. Identify technologies and ingredients driving lasting changeb. Highlight adoption momentum vs passing hype |
| Identify initial solution pathways | — | <ul style="list-style-type: none">a. Show how similar problems are solved in other categoriesb. Surface credible routes to solve the tension |

Outcome

- ▶ A clear go / no-go decision before internal investment

What you get

- Category mechanics snapshot
- Priority tensions ranked by business relevance
- Cross-category solution analogues
- First viable innovation routes

Strategy Map – Where to Play

Define the specific solution territory most likely to succeed.

- | | | |
|---|---|--|
| Build the full need-state architecture | — | <ul style="list-style-type: none">a. Connect problems, emotions, and usage contextsb. Quantify severity using real consumer feedback signalsc. Identify growing vs saturated demand spaces |
| Translate problems into solution logic | — | <ul style="list-style-type: none">a. Link tensions to mechanisms and solution typesb. Identify transferable solutions across categories |
| Validate transferability | — | <ul style="list-style-type: none">a. Assess which external solutions fit category expectationsb. Filter out ideas incompatible with category behaviour |

Outcome

- ▶ Choose the strategic direction to develop

What you get

- Complete need-state framework
- Mechanism & solution mapping
- Transferable solution territories
- Structured innovation routes

Concept Generator & Screening



Build Decision – Commit to Development

Select the ideas that deserve development investment

Define scalable innovation platforms

- a. Identify platforms capable of supporting multiple products
- b. Align with category and cross-category adoption patterns

Prioritise the innovation portfolio – Fit Score: will it work?

- a. Compare concepts to live in-market benchmarks
- b. Identify likelihood of consumer adoption – Rank it
- c. Reveal why an idea succeeds or fails

Check feasibility early

- a. Regulatory compatibility
- b. Execution feasibility

Outcome

- ▶ Confident development shortlist & portfolio
- ▶ prioritisation
- ▶ Breakthrough Innovation

What you get

- a. Platform opportunity spaces / Cross Category JTBD
- b. Ranked innovation portfolio / Other Category Transfer
- c. Feasibility & regulatory viability
- d. Clear build priorities

Example of Generated Concept – Features

Casual Dining Category

Concept 1

SONIC BITES

Older guests feel increasingly excluded from casual dining as rising noise levels make comfort and conversation an afterthought

Design: Sonic Bites offers a zone-based dining experience where guests can choose their preferred auditory environment. How it works: Separate dining zones with different sound profiles selectable at reservation.

Target: Older Habituals.

Need State: Atmosphere, Escape & Emotional Reset

Problem Solved: Noisy dining Environment

Key Features: Zone-based sound control; Acoustic materials; Sensory menus; Advanced booking; Ambient sound management

Ingredients / Appearance / Aroma / Texture:

Acoustic panels; Music playlists; Sensory optimized menu

Modern themed interiors with visual zone cues

Zone-specific scents (earthy, citrus)

Plush seating; textured decor; varied food textures

Whisper Zone
Fast Boost Zones
Echo Zone

Concept Generator in more details

PRECISION IDEATION, PROVEN CROSS-CATEGORY SOLUTIONS.

REFINED DESCRIPTION

Problem-first, solution-proven ideation. Our model mines multi-source evidence to **quantify real consumer tensions** and **surface proven solutions** (ingredients, forms, or technology) from **adjacent categories**. This unique approach allows us to generate up to 50 differentiated concepts, each one linked to a specific consumer need state and a clear feasibility path.

The Generator is powered by six interconnected modules that ensure market readiness:

Category & Market Context

Insights into top brands and the three most important Needs States they occupy.

Category Pain Point Analysis

Insight into problem areas and the size of the impacted audience. Unveil both articulated & unarticulated tensions

Market Signals and Solutions Landscape

Provides detailed insight into current market signals and how brands are tackling existing problems within your category.

Cross-Category Solution Engine

Identifies how other categories are solving the root causes of similar problems (via ingredients, tech, or form) and applies those proven solutions as the basis for new ideas within your category.

Competitive Congestion & Opportunity Mapping

Determines which brands occupy key need spaces and where opportunities exist.

Concept Generator

Provides an estimate of the size of the opportunity space.

The Outcome: This enables brands to identify market gaps, develop solutions rooted in real consumer needs, and confidently predict product success.

Concept Screening in more details

PRIORITISE HIGH-IMPACT INNOVATION

CATEGORY SNAPSHOT

Ingredient patterns, nutrition cues, shelf prevalence, and sentiment shape category priors; every KPI is calibrated against reality. Screen up to 50 concepts overnight at ~½ the budget

Data sourcing and KPI's are specific to each single market

BRAND	PRODUCT TYPE	TREND ALIGNMENT	SENSORY APPEAL	INNOVATION	CONSUMER SENTIMENT	TASTE APPEAL	FLAVOR APPEAL	CONVENIENCE	PACKAGE APPEAL	BRAND STRENGTH	NUTRITION	SUSTAINABILITY
Americana	Beef Pepperoni (Halal)	0.41	0.44	0.66	0.65	0.37	0.29	0.39	0.34	0.43	0.48	0.85
	BBQ Chicken	0.68	0.66	0.58	0.93	0.64	0.68	0.57	0.27	0.51	0.58	0.83
Al Kabeer	Chicken Tikka	0.78	0.56	0.41	0.61	0.56	0.61	0.58	0.55	0.37	0.82	0.67
	Veggie Supreme (Vegetarian)	0.37	0.51	0.61	0.27	0.73	0.68	0.43	0.56	0.41	0.49	0.38

A more detailed infographic is available in the Appendix*

SUMMARIZE WITH MSP

MSP (Market Success Potential) = weighted composite over applicable **KPIs** (trend alignment, taste, flavor, sensory appeal,). Report **gaps vs market average** to quantify headroom.

Key Metric	Concept A	Concept B	Concept C
Market Success Potential	0.66	0.79	0.78
Delta vs Market Average	0.1	0.9	-0.3
Trend Alignment	0.63	0.79	0.79
Taste Appeal	0.56	0.84	0.60
Flavor Appeal	0.62	0.86	0.79
Convenience	0.73	0.86	0.83
Trust & Safety	0.74	0.86	0.84

Legend

Above Market Average	Average	Below Average
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TAKING IT A STEP FURTHER WITH OUR DEEP-DIVE OPTIONAL MODULES

- **Focus on Long-Term Growth:** Make data-driven innovation decisions based on a balanced view of short-term viability and long-term relevance.
- **Target Growth-Driving Concepts:** Explore product pairing scenarios to enhance category stretch and drive incremental penetration
- **Ensure Ingredient Integrity:** Identify red-flag ingredients, discover safer, trend-aligned alternatives





What makes your algorithm unique & different from traditional online scrapping?

Most scraping tools just grab text from websites. We don't just collect data — we make sense of it by using our own proprietary calculations to extract the features we need & create KPIs. We turn online signals into market insight that brands can act on.

Can I couple/augment it with other source of data?

Yes, you can easily do so: qualitative data, Demand Sapce, Survey data, segments, which will feed into & further enrich our algorithm

How do you deal with ground breaking innovations & (un)articulated tensions?

We start with real consumer tensions, articulated & unarticulated (5 step approach*). Look across categories for alternative solutions / Pair problems with different solution ways / Use trend intelligence showing where markets are shift / Combine qual & quant inputs. This helps us surface new, commercially relevant solutions, not just variations of what exists today.

How is the choice of brands made?

We don't benchmark against every product on the internet — we focus on the brands that actually matter to consumers & solve their problems (across categories)

Do I get direction to improve my concepts?

Yes – You will receive specific guidance on what to strengthen — for example: what to amplify, what is missing, which needs are poorly addressed, how messaging could land better

What are or where can I see your general outputs?

We provide an output snapshot deck (PowerPoint) upon request

How do you build the MSP composite score ?

MSP blends the signals that matter in your category. Each part is weighted based on what drives success in the market, and we benchmark against market averages to show headroom. You'll also see this illustrated in our category case studies.

Can i target a certain defined audience?

Yes — you can. Our system can be guided toward specific consumer groups: Your own defined segments / AI-derived audience cues / Segment reinforcement inside the prompt

Can we share data to proof test the offer before hand?

Yes certainly. We can discuss about the type of data you have available and importantly about your goal.

Any limitations?

Yes. Categories with no online presence (e.g., luxury goods) provide limited signals in those cases, the system works, but results rely more on trend and expert sources than digital footprints. We highlight these cases openly so you can plan effectively

APPENDICES:

- APPROACH IN MORE DETAILS
- CASE STUDY*

Our Approach in more details

The Context:

Innovation Has Changed — But Not Always for the Better

We embrace a proven approach that moves beyond simulation and synthetic data. At Concept TIDE, we champion **Market-Verified Innovation**—a decisive shift from prediction to **actuality**.



“The Market Is Our Sample”

We don't ask consumers what they think — we listen to what the market is already saying.

Our Contrarian View:

Don't Simulate the Market — Start with It

We believe **consumer behavior and market dynamics are the only verifiable sources of truth**. Our methodology focuses on **tracking and monitoring market signals** that reveal shifts in consumer preferences, allowing us to determine where consumer value is actually flowing.

We ask:

“What is already happening in this category and/or adjacent categories? What do consumers actually experience, buy, reject, and trust?”

Our platform ingests and triangulates validated secondary data — the same signals that reflect real consumer behaviour:

- Product performance and availability in-market
- Reviews and sentiment data from verified buyers
- Ingredient, formulation, and pricing patterns
- Cultural, nutritional, and regulatory contexts (e.g., halal compliance)
- Category priors that define what “good” looks like within a market
- This isn't about generating opinions — it's about detecting truths already encoded in the market.

Observe the market

**More Like
Market Traders
Than Pollsters**

If traditional research is like asking investors how they feel about a stock, our approach is more like watching the **market ticker**.

Just as investment decisions are made by analysing how the market is moving, **we use live market data to see where consumer value is flowing** — and what signals indicate a winning concept.

We call this approach **Market-Verified Innovation:**

- It replaces speculation with observation.
- It turns prediction into pattern recognition.



“An Analogy: more like Traders than Pollsters”

Our Core Differences

Traditional Research	AI / Synthetic Models	ConceptTide Approach
Asks consumers hypothetical questions	Simulates responses using synthetic personas	Observes real market behavior and learns from it
Dependent on claimed intent	Dependent on trained models	Grounded in validated market data
Provides insight on potential appeal	Provides predictive based prior reality	Provides Market intelligence you can act on immediately

Triangulate Data & Category Expertise

**Our Capability:
The Human + Machine
Advantage**

Behind this model is a **proprietary AI engine** built to:

- Ingest and harmonize multiple live data sources (retail data, sentiment, compliance, nutrition, product specs).
- Learn **category priors** — the underlying “rules of success” in each market.
- **Benchmark** new concepts against what consumers already know and trust.
- **Quantify headroom and risk** with transparent, reproducible scoring.

Our experts bring **20+ years of category experience** to interpret the machine outputs — ensuring every insight is both technically rigorous and commercially relevant.

“Where AI Meets Actuality”
*We Our models learn from reality,
not from simulations.*



**The Result:
A New Form of
Evidence**

The output of our process isn't a dataset or a dashboard. It's a quantified view of what the market will reward, expressed as Market Success Potential (MSP) and benchmarked against the real category.

This gives innovation teams something they rarely have at the start: **Proof, not opinion.**

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Proof, not opinions

”

Non-Alcoholic Beer

From Speculation to Market-Verified Success



The Challenge: Investing with Theoretical Data

A global beverage distributor needed to rapidly evaluate new non-alcoholic beer concepts for the complex UAE market.



Their challenge

Traditional research relied heavily on theoretical consumer opinion, making it difficult to deliver the **quantifiable certainty** required for confident investment.



The Solution

The client needed a solution that could provide actionable foresight, including:



The ability to benchmark concepts against the **40+ competing SKUs** already succeeding on retail shelves.



Quantifying how **compliance risk** (ABV declaration, local labelling) translates directly into consumer trust and commercial success.



The Concept TIDE Difference

A proven approach that moves beyond simulation and synthetic data. At Concept TIDE, we champion **Market-Verified Innovation**—a decisive shift from prediction to **actuality**. We believe consumer **behaviour and market dynamics are the only verifiable sources of truth**.

The Methodology



Tacking and monitoring market signals that reveal shifts in consumer preferences, allowing us to determine where consumer value is actually flowing.



Our proprietary **Human-Augmented Intelligence Engine** fused **20+ years of deep category expertise** with real-time, validated market data:



Real-Market Grounding: We instantly benchmarked the client's concepts against a living baseline of **40 real non-alcoholic beer SKUs** from UAE/KSA shelves. Concepts were judged by **what consumers actually buy and review**.



Codified Priors: Our AI learned the **Category Priors**—the underlying “rules of success” for Taste, Flavor, and Mouthfeel—by mining the ingredient and sentiment patterns of top-performing products. This proprietary IP defines what “good” looks like in that market.



The Cultural Kill-Switch: We embedded compliance logic (ABV accuracy, sugar transparency, local labeling) directly into the predictive model. This automatically ensured ideas were safe for progression, quantifying how **regulatory precision is a prerequisite for consumer trust** and commercial success.



Transparent Provenance: Every KPI carried traceable provenance, showing whether it was AI-inferred, human-validated, or benchmark-derived.

Non-Alcoholic Beer

From Speculation to Market-Verified Success



The Result:

Quantified Progression Confidence (MSP)

The client gained **predictive evidence, not just feedback.**



The output was a transparent, quantified **Market Success Potential (MSP) Leaderboard** showing what the market will reward:



The **+12-15% Verified Headroom:** Concepts optimized for local flavour familiarity and compliant labelling outperformed the market baseline by **+12-15% MSP**. This quantified, for the first time, how prioritizing regulatory precision directly translates into consumer trust and commercial gain.



Rapid De-Risking: Underperforming variants were rapidly improved through “what-if” tuning—enabling the client to finalize its development portfolio **days faster** than the traditional research cycle.



Proof, Not Opinion: The MSP score delivered **proof**, enabling the client to make investment decisions grounded in **Market Reality**.

**Concept TIDE measures concepts against how the world actually buys.
Start progressing with market certainty.**



ConceptTIDE
Ltd

TO KNOW MORE

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CLICK HERE TO REQUEST A DEMO

[and/or full outputs PPT deck Example](#)

PROOF TEST

Eager to test the approach, **share a set of your data** so we can take you through our analytical process and unveil its relevance & strength (free of charge)



THANK YOU!