



AnyIdea

Driving Innovation.
Mit Daten und künstlicher Intelligenz.

emw
Gruppe

PORSCHE
HOLDING

merkur
VERSICHERUNG

O Ottakringer
Getränke AG

rico GROUP

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PORSCHE
HOLDING

merkur
VERSICHERUNG

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emw
Gruppe

O Ottakringer
Getränke AG



AnyIdea

Wir treiben Innovationen aktiv voran.
Mit Technologie, Daten und KI.



Warum?

1. **Viele Veränderungen, viele Fronten**
Sozial, Klima, Technologie, Wirtschaft etc.
2. **Steigende Dynamik & Volatilität**
Es wird immer schwieriger Veränderungen einzuschätzen

Unsicherheit + STILLSTAND = Rückschritt



Herausforderungen

- **Wo fängt man an?**
Nicht greifbare, ungewissen Themen
- **Welche Daten und woher?**
- **Daten – Information – Wissen**
Unstrukturierte Daten, Verarbeitung, Formate etc.
- **Wie nehme ich andere mit?**
- **Keine Zeit, Ressourcen fehlen!**





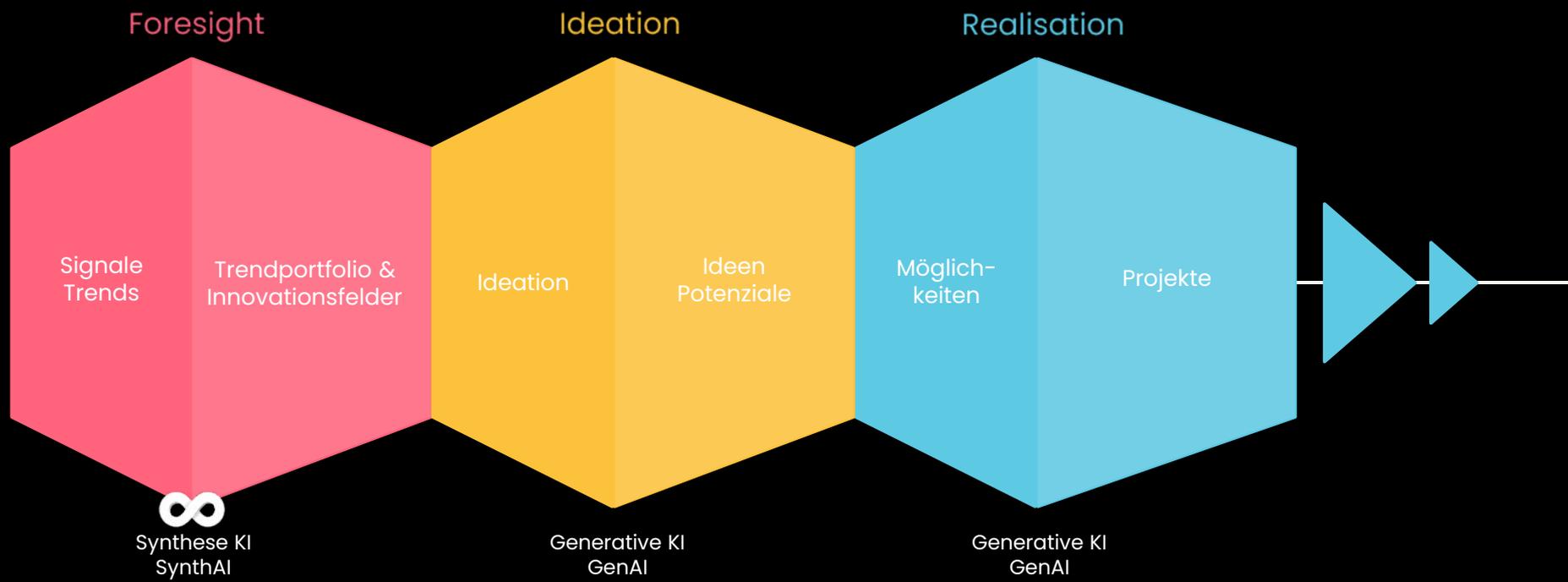
Lösung



- Daten, sehr viele Daten
- Künstliche Intelligenz
Daten verstehen.
Entwicklungen und Trends erkennen.
Sehen was relevant ist.
- Ideen und Ansätze
- Überblick
Strukturierter Prozess.
Fundiert, transparent, nachvollziehbar
- Autopilot 24/7



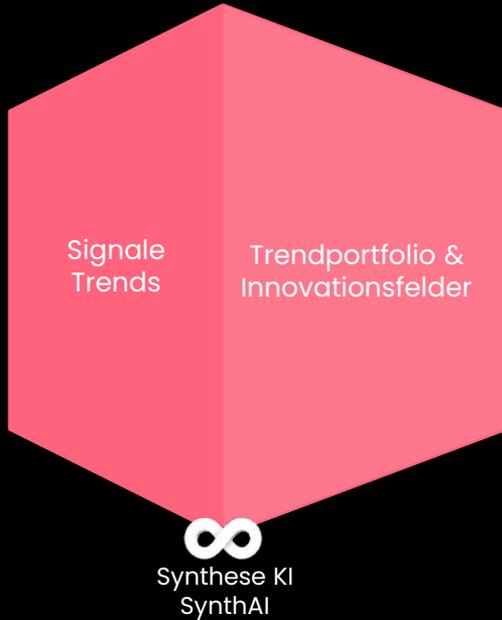
KI Innovation Plattform



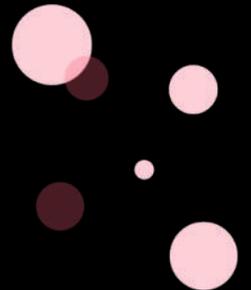
 **Data-driven & AI powered**



Verschiedene Datenkategorien > 25 Mio. Daten



- Mega-, Makro-, Mikrotrends
- Startups & ScaleUps
- Wissenschaftliche Publikationen
- Forschungsprojekte
- Patente
- News, Technologien
- Unternehmensspezifische Quellen





Daten und KI-gestützte Trends



Signale
Trends

Trendportfolio &
Innovationsfelder



Synthese KI
SynthAI



Future Field #1
PARKING SPACE USAGE
1200 Signals



Future Field #2
SELF DRIVING VEHICLES
1200 Signals



Future Field #3
SUSTAINABLE MOBILITY
1109 Signals



Future Field #4
MOBILITY PLATFORM FOR CITIES
305 Signals



MOBILITY SHARING
CAR ENERGY



Future Field #5
ENERGY EFFICIENCY MEASURES
783 Signals



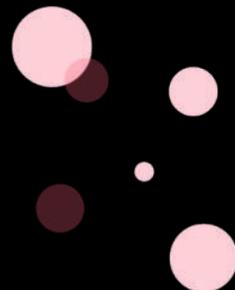
Future Field #6
MOBILE SHARING STATIONS
459 Signals



Future Field #7
AUTONOMOUS DRIVING
538 Signals



Future Field #8
MICRO TRANSPORTATION
1200 Signals





Signale und Relevanz

The screenshot displays the 'Companies' section of the Foresight platform. At the top, there are navigation tabs for MACROTRENDS, MICROTRENDS, COMPANIES (which is selected), SCIENTIFIC PAPERS, NEWS, RESEARCH PROJECTS, and PATENTS. Below the tabs, there is a search bar and dropdown menus for 'Macrotrend' and 'Sort'. The main content area features a grid of trend cards, each with an image, a title, a KI-Prio (AI Priority) percentage, and a heart icon. The cards include:

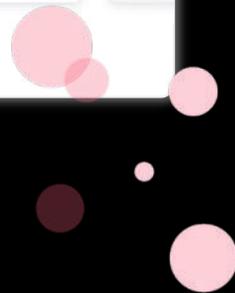
- Verbessertes Recycling von Altfahrzeugen** (KI-Prio: 100%)
- Urban Mining im Tagungszentrum** (KI-Prio: 100%)
- Kosmetikindustrie kreislauffähig machen** (KI-Prio: 91%)
- Kreislaufwirtschaft für Kunststoff** (KI-Prio: 82%)
- Pyrolyseöl aus gemischten ...** (KI-Prio: 81%)
- Programm für grünere Lieferketten** (KI-Prio: 55%)

Signale
Trends

Trendportfolio &
Innovationsfelder

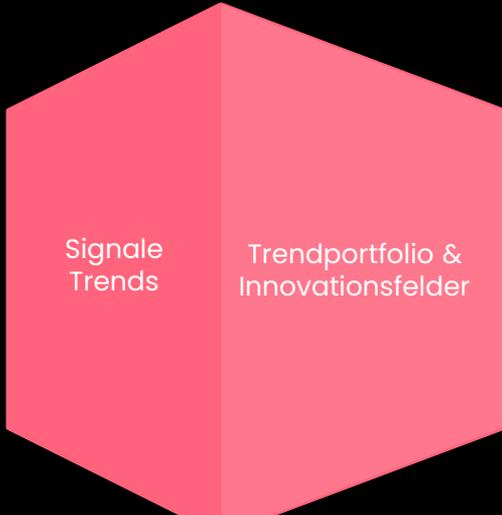


Synthese KI
SynthAI





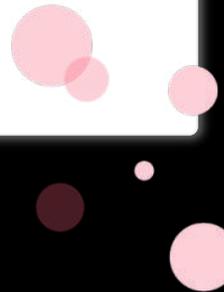
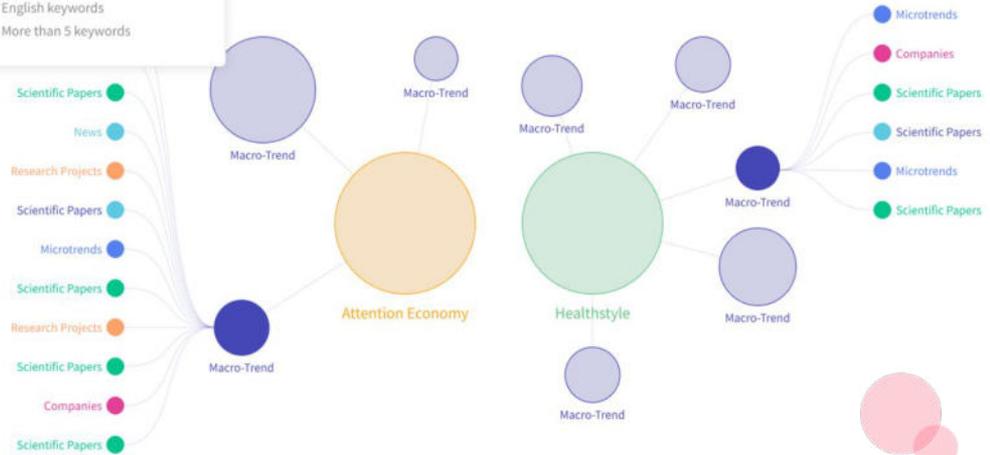
Daten, Beziehung und Visualisierung




Synthese KI
SynthAI

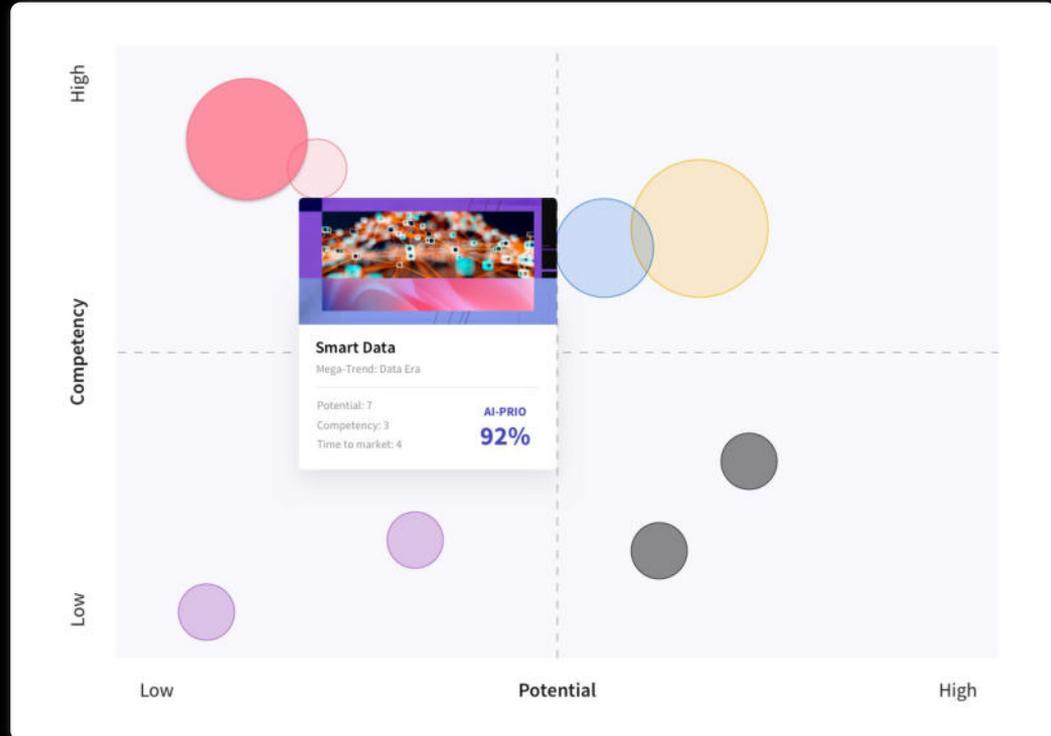
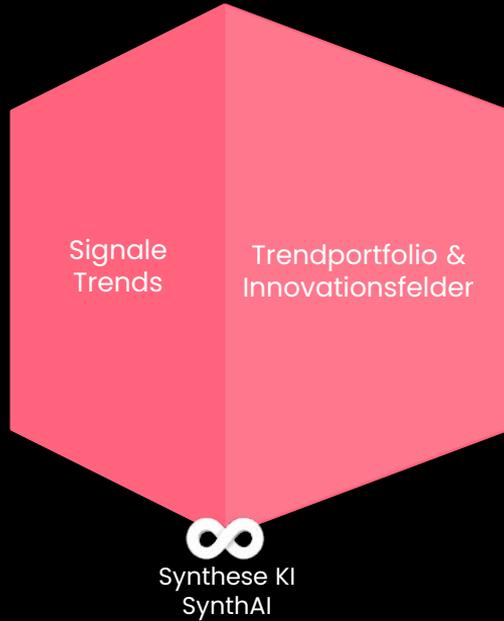
Checklist to support the KI:

- ✓ No more than 3 words per keyword
- ✓ All lowercase
- English keywords
- More than 5 keywords



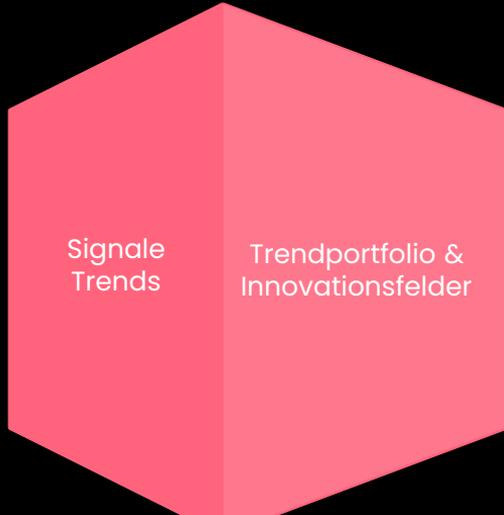


Trendportfolio und Management





Fokus, Wachstum und Entwicklungen




Synthese KI
SynthAI

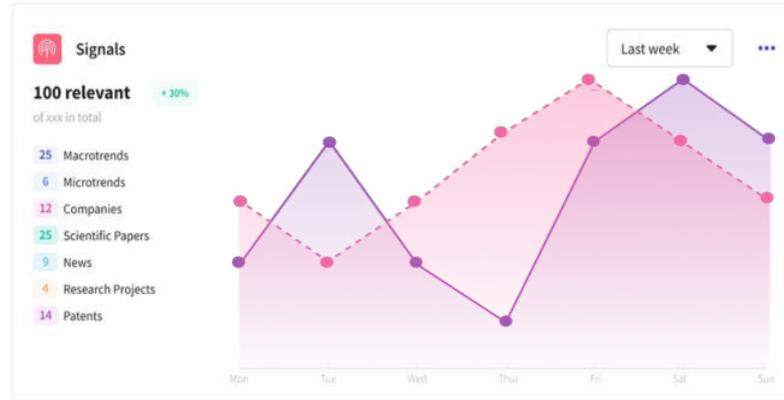


Innovationsfeld: Circular Economy

Robert Fox • Last prioritization 05.04.2021



- TRENDS
- COMPANIES
- SCIENTIFIC PAPERS
- NEWS
- RESEARCH PROJECTS
- PATENTS



 Campaigns
6 created for this Innovationfield

 Ideen
8 sent for this Innovationfield
5

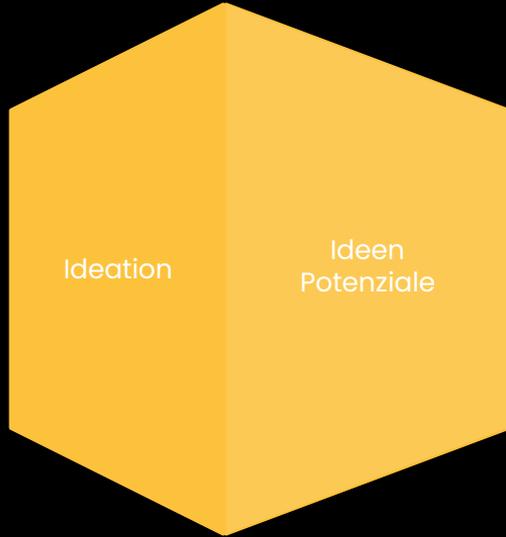
 Projects
1 started for this Innovationfield
3



Ideation



Innovation, Co-Creation, Open Innovation



Ideation

Ideen
Potenziale

Generative KI
GenAI

The screenshot displays an ideation platform interface with several idea cards and summary statistics. The cards are arranged in a grid and include the following details:

- Top Card:** "Ideas in Project" with a value of 12, a line graph, and a period of Feb 8 - Mar 9 2021 - 21 Total (+55 mo).
- Second Row:**
 - Card 1: "Detection: How the city will look like?" with 34 votes, "Anyidea" source, and a line graph showing "Ideas in Evolution" at 75 (Feb 8 - Mar 9 2021 - 75 Total, +64% mo).
 - Card 2: "Sustainability: Green innovations as a growth strategy" with 34 votes, "Anyidea" source.
 - Card 3: "This nano technology offers us new material characteristics" with 34 votes, "Anyidea" source.
- Third Row:**
 - Card 1: "Massive cost savings! By using drones for the inspection our installations" with 34 votes, "Anyidea" source.
 - Card 2: "Sales and Service: Let's get customer feedback!" with 34 votes, "magree" source.
 - Card 3: "Mobility chances for v on the market" with 34 votes, "Anyidea" source, and a line graph showing "Ideas Submitted" at 184 (Feb 8 - Mar 9 2021 - 250 Total, +34% mo).

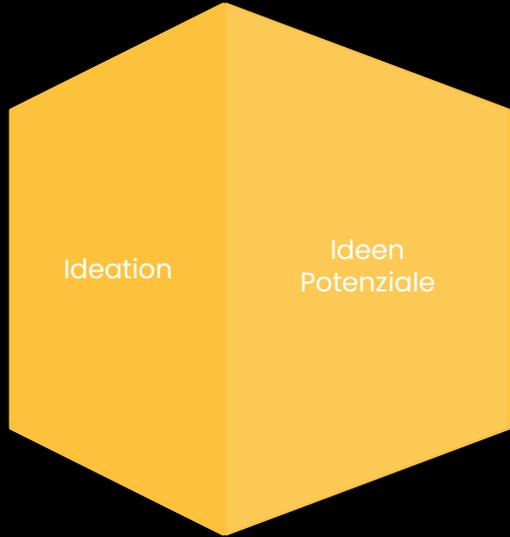
Navigation tabs at the top of the interface include: All • 28, New • 20, To Evaluate • 5, Evaluate • 3.



Ideation



Inspiration Ideengeber



Generative KI
GenAI

Ideen Details Kommentare User Management

Alle • 10 Neu • 4 Relevant • 3 Zu Evaluieren • 5 Evaluiert • 2

Suche Filter Sortieren

Alle auswählen

	KI-Prio: 69% Muppy Solutions		KI-Prio: 63% Oru Space		KI-Prio: 58% findspo		KI-Prio: 51% Buduly and Co Ltd
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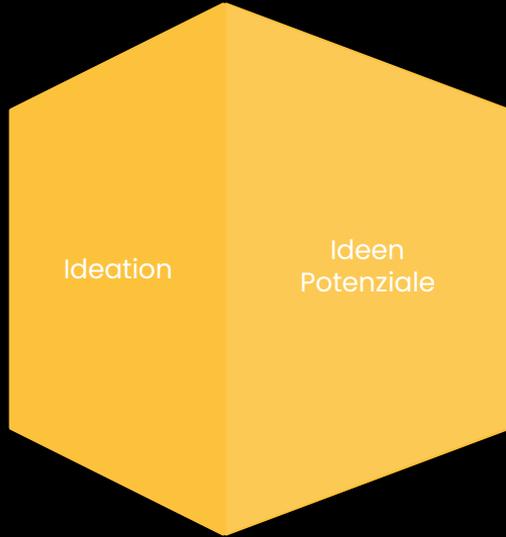
Generative KI
GenAI



Ideation

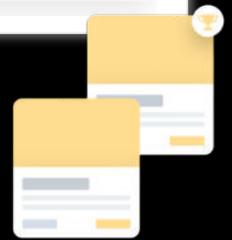


Ideengenerierung durch KI



Generative KI
GenAI

The screenshot displays the 'Ideen' (Ideas) section of the Ideation software. At the top, there are navigation tabs: 'Ideen', 'Details', 'Kommentare', and 'User Management'. Below the tabs, there are filters and sorting options: 'Alle • 10', 'Neu • 4', 'Relevant • 3', 'Zu Evaluieren • 5', and 'Evaluiert • 2'. A search bar with 'Suche' and a 'Filter' button are also present. The main content area shows a grid of four idea cards, each with a thumbnail image, a title, ranking, score, number of evaluations, and the creator's name. The cards are: 1. 'Proper Solution Management' by Manuel Riegler (Rang #7, Punkte 68, 2 Evaluierungen). 2. 'CoWorking und Autausch' by Harald Weinberger (Rang #1, Punkte 137, 3 Evaluierungen). 3. 'ideenmanagement per ...' by Holger Widenmeyer (Rang #5, Punkte 71, 3 Evaluierungen). 4. 'Co Working in Brauerei' by Holger Widenmeyer (Rang #6, Punkte 68, 2 Evaluierungen). Each card also features a star icon and a heart icon representing likes and evaluations. The interface is decorated with colorful starburst graphics.

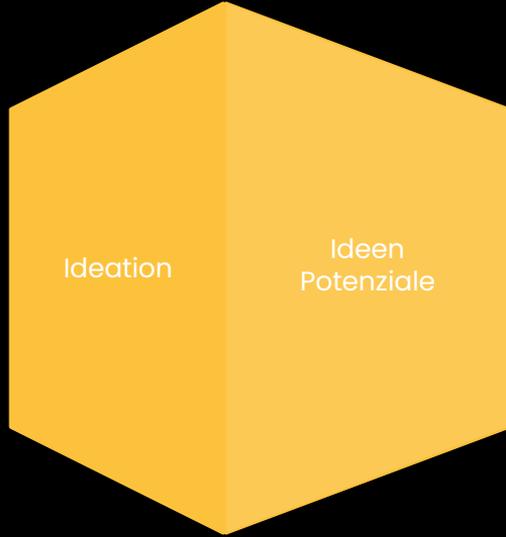




Ideation



Intelligentes Startup Pitching



Generative KI
GenAI



Proper Solution Management

Rang #7 • Punkte 68 • 2 Evaluierungen

Manuel Riegler

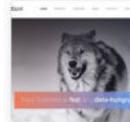


Cangler

KI-Prio: 97%



Cangler Analytics



KI-Prio: 81%



Hardware for business
intelligence software



QYMATIX

KI-Prio: 91%



Qymatix Solutions
GmbH



Voice Affinity

KI-Prio: 81%

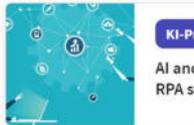


Voice Affinity



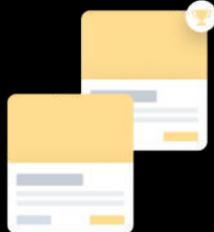
KI-P

Curve



KI-P

AI and
RPA s



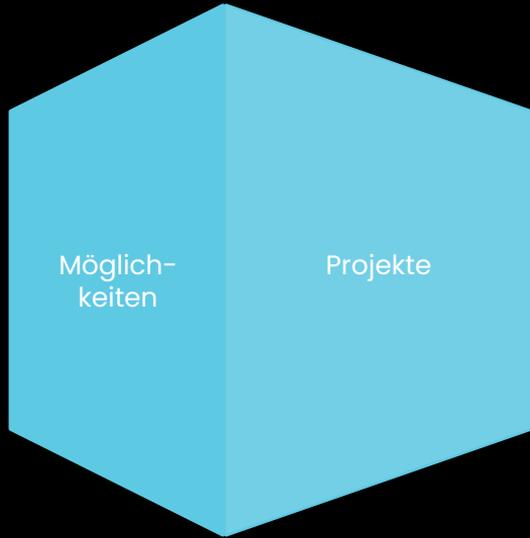


Realisation



Potenziale erkennen

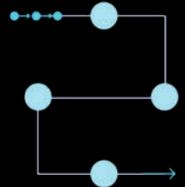
- Meinung der Ideengeber
- Bewertung von Experten und Stakeholdern
- Klassifizierung von Ideen



Generative KI
GenAI



- Wettbewerb
- Markt
- Chancen & Risiken

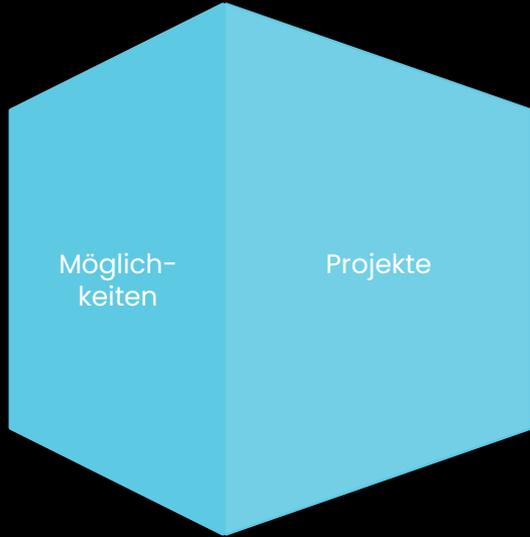




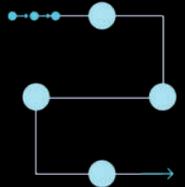
Realisation



Designs und Mockups



Generative KI
GenAI

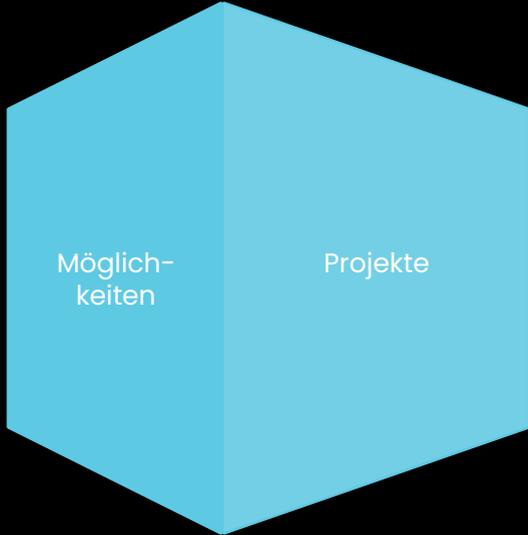




Realisation

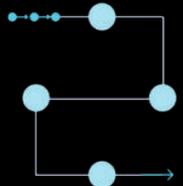


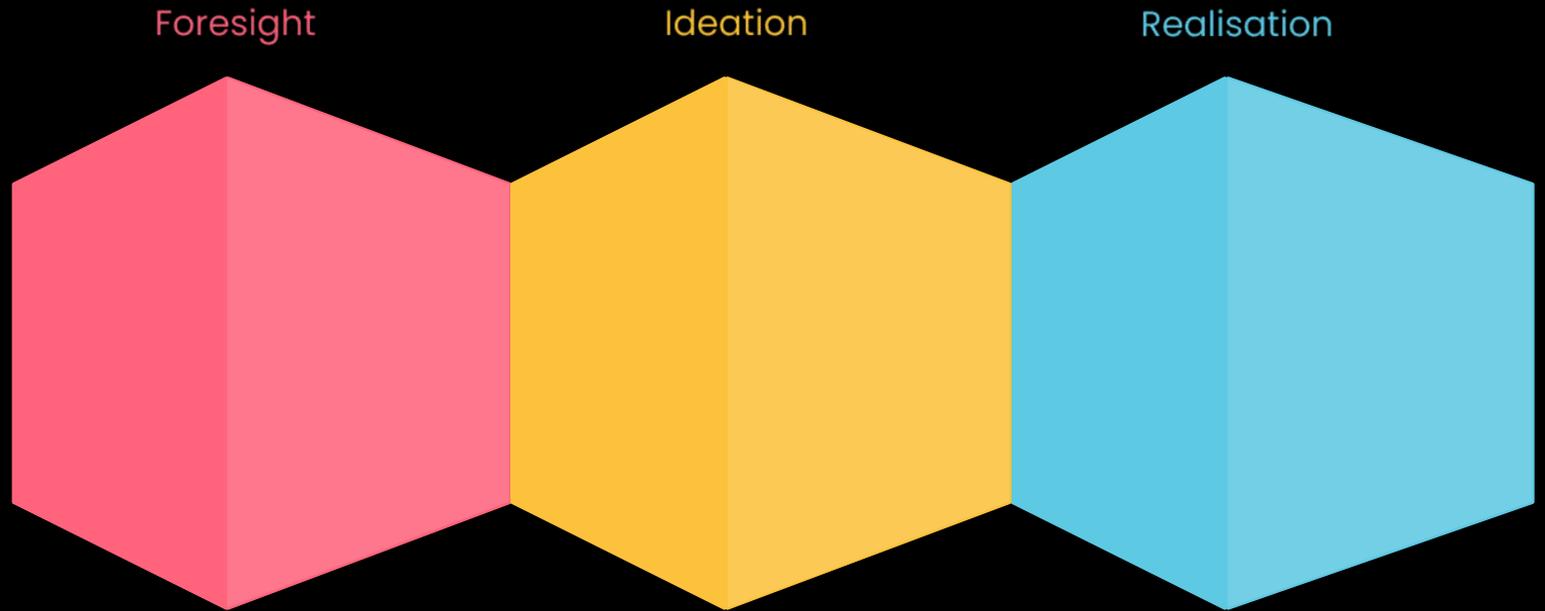
Prototypen



Generative KI
GenAI

```
<div class="container">
  <div class="row">
    <div class="col-md-6 col-lg-8"> <!-- _____ BEGIN NAVIGATION
      <nav id="nav" role="navigation">
        <ul>
          <li><a href="index.html">Home</a></li>
          <li><a href="home-events.html">Home Events</a></li>
          <li><a href="multi-col-menu.html">Multiple Column Men
          <li class="has-children"> <a href="#" class="current"
            <ul>
              <li><a href="tall-button-header.html">Tall But
              <li><a href="image-logo.html">Image Logo</a></li>
              <li class="active"><a href="tall-logo.html">Ta
            </ul>
          </li>
          <li class="has-children"> <a href="#">Carousels</a>
            <ul>
              <li><a href="variable-width-slider.html">Variat
              <li><a href="variable-width-slider.html">Testimonial
            </ul>
          </li>
        </ul>
      </nav>
    </div>
  </div>
</div>
```





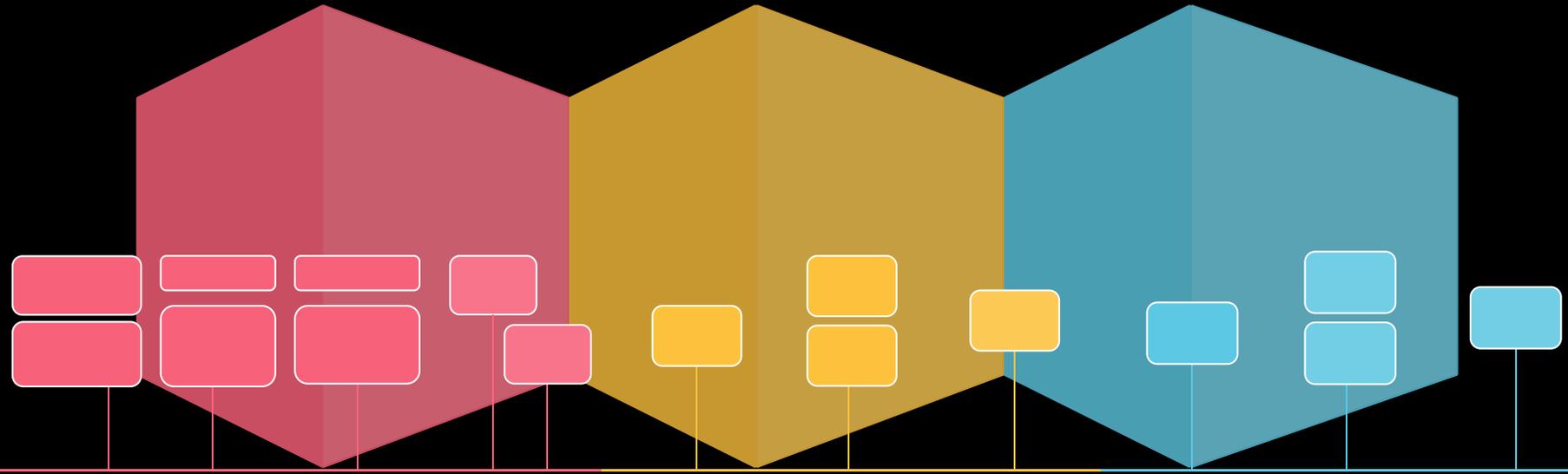
Digital unterstützt, automatisiert und transparent



Foresight

Ideation

Realisation



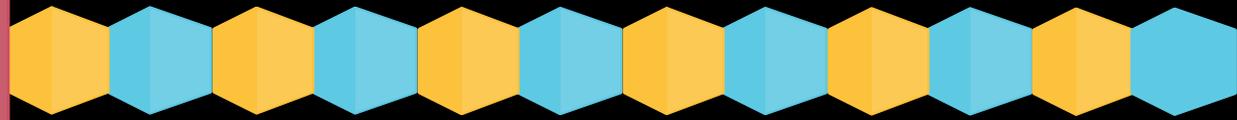
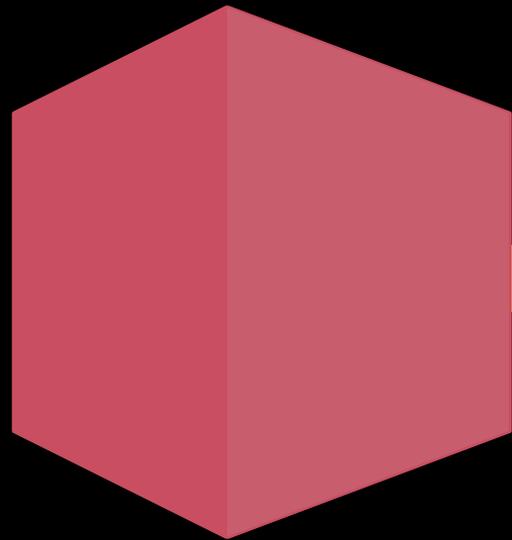
Data-driven & AI powered



Foresight

Ideation

Realisation





Anyldea

Wenn wir sehen wohin die Reise geht.

Erkennen was wichtig ist.

Die Möglichkeiten und Potenziale klar sehen.

Gewissheit + Handeln = ERFOLG

