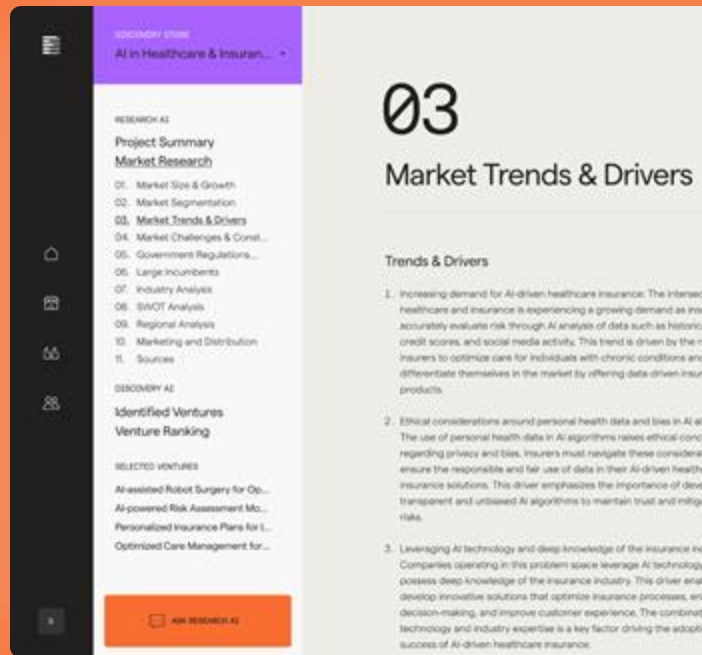# Harnessing the Power of AI to Transform Corporate Innovation

U+

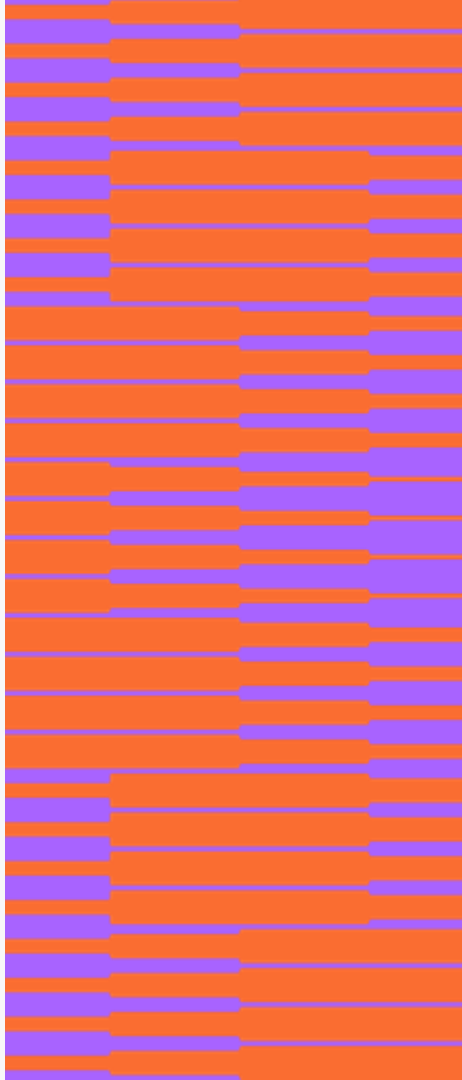BUILT BY U+ WITH 14 YEARS OF TRUSTED EXPERIENCE, RELIED UPON BY:

T· · GMO cisco nrg

U+

GenAI
Enters the Stage

PROMPT ENGINEERING

Optimizing for the output you want without changing the model

FINE-TUNING

Re-training the model to give you outputs in the format you want

RETRIEVAL-AUGMENTED-GENERATION
(RAG), EMBEDDINGS + VECTOR DATABASES

Providing the model with additional knowledge it was not trained on

AGENTS

The model prompts itself, keeps memory and can use tools

(e.g. browsing, coding)

U+

BRAIN → COMPUTER

U+

INDUSTRIAL REVOLUTION

Replacing Muscle Power with Mechanical Power

AI REVOLUTION

Replacing Brain Power with Computer Power

Every step-by-step professional services process will be automated.

PROFESSIONAL SERVICES / VENTURE BUILDERS
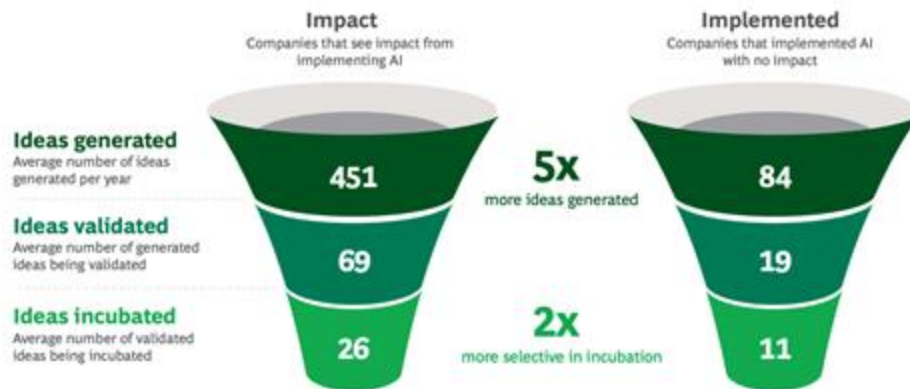
5 months

FIFTHROW

2 weeks

U+

GenAI Venture Building
(The rise of Vertical AI)

The most innovative companies are implementing AI and seeing 5x larger funnel of venture ideas and are 2x more selective in their choices.

2023

BCG, Reaching New Heights in Uncertain Times, 2023

Impact
Companies that see impact from implementing AI

Implemented
Companies that implemented AI with no impact

Ideas generated
Average number of ideas generated per year

451

5x
more ideas generated

84

Ideas validated
Average number of generated ideas being validated

69

19

Ideas incubated
Average number of validated ideas being incubated

26

2x
more selective in incubation

11

Sources: BCG Global Innovation Survey 2023; BCG analysis.
Note: n = 1,023 for global respondents.

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Research AI

Explore any opportunity space, discover trends, challenges...

Discovery AI

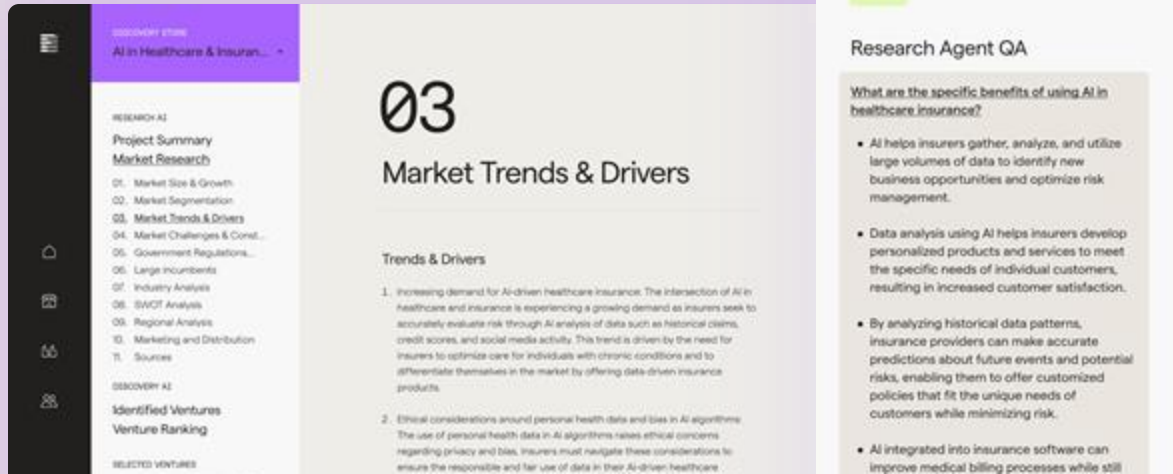Get viable, testable ventures based on public and private data.

Market Test AI

Smoke testing at scale delivering market signals in a matter of days.

Talent Matching

Find the best talent for delivery of your venture.

U+

DISCOVERY STORE
AI in Healthcare & Insuran... ∨

RESEARCH AI
Project Summary
Market Research

01. Market Size & Growth
02. Market Segmentation
03. Market Trends & Drivers
04. Market Challenges & Const...
05. Government Regulations...
06. Large Incumbents
07. Industry Analysis
08. SWOT Analysis
09. Regional Analysis
10. Marketing and Distribution
11. Sources

DISCOVERY AI
Identified Ventures
Venture Ranking

SELECTED VENTURES

03

Market Trends & Drivers

Trends & Drivers

1. Increasing demand for AI-driven healthcare insurance. The intersection of AI in healthcare and insurance is experiencing a growing demand as insurers seek to accurately evaluate risk through AI analysis of data such as historical claims, credit scores, and social media activity. This trend is driven by the need for insurers to optimize care for individuals with chronic conditions and to differentiate themselves in the market by offering data-driven insurance products.

2. Ethical considerations around personal health data and bias in AI algorithms. The use of personal health data in AI algorithms raises ethical concerns regarding privacy and bias. Insurers must navigate these considerations to ensure the responsible and fair use of data in their AI-driven healthcare

Research Agent QA

What are the specific benefits of using AI in healthcare insurance?

• AI helps insurers gather, analyze, and utilize large volumes of data to identify new business opportunities and optimize risk management.

• Data analysis using AI helps insurers develop personalized products and services to meet the specific needs of individual customers, resulting in increased customer satisfaction.

• By analyzing historical data patterns, insurance providers can make accurate predictions about future events and potential risks, enabling them to offer customized policies that fit the unique needs of customers while minimizing risk.

• AI integrated into insurance software can improve medical billing processes while still

Automated Market Research in 30 minutes

Explore any opportunity space, discover trends, challenges, existing startups and VCs and get access to hundreds of relevant sources within minutes.

TRANSPARENCY

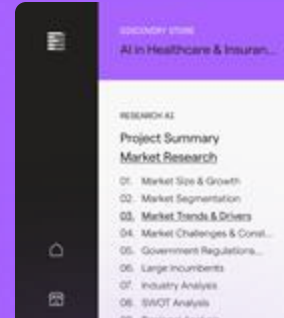All sources are preserved and fully referenced so that you can dig deeper into aspects of interest

ASK RESEARCH AI

Ask any question you want and the answer will be synthesized from 200-400 sources the AI found in the first step

PRIVATE DATA

Add private data to enrich the research and discover better-aligned solutions

STANDARD STRUCTURE

Market sizing, Trends, Segmentation, Challenges, and Drivers…

U+

Automated Design Thinking

Venture Ideation, Ranking, Simulation & Enrichment — get viable, testable new business ventures based on public and private data.

RELEVANT IDEAS

Utilizing 14 ideation methods, such as Design Thinking and GV Design Sprint...
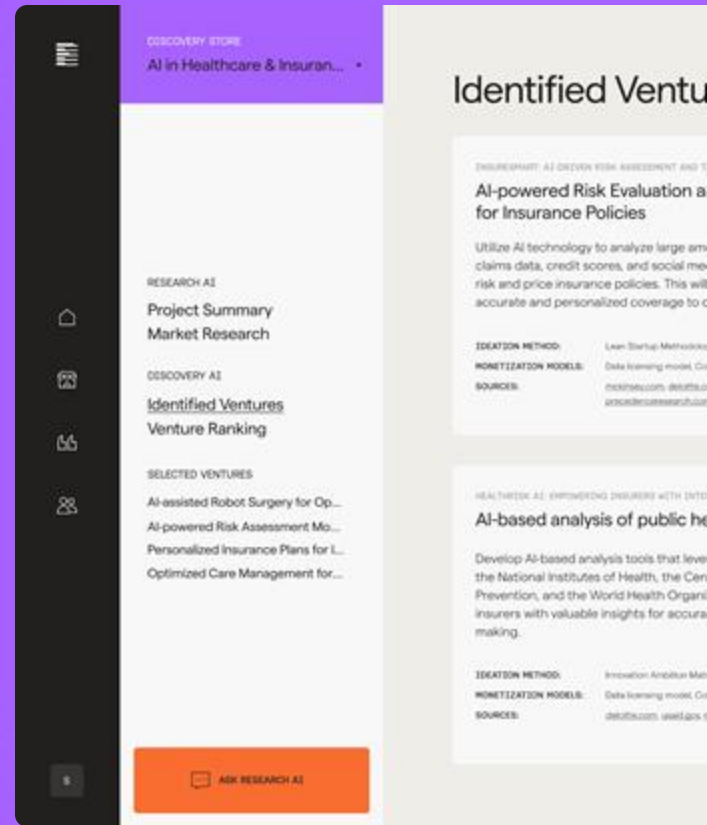
AUTOMATED RANKING

Ventures ranked on market size, growth, and alignment with strategy and assets.

SOLUTION INSIGHTS

Selected ventures include detailed strategies, justifications, features, positioning, and differentiation.

WHITE-SPACE ANALYSIS

Evaluating solutions through white-space analysis, matching value propositions with company capabilities

U+

Landing Page Smoke Tests ready in 30s

Smoke testing or enablement of customer interviews at scale delivering user feedback in days instead of months.

FOR B2C AND B2B

B2C favors smoke testing with landing pages, while pitch decks and customer interviews are more suitable for B2B.
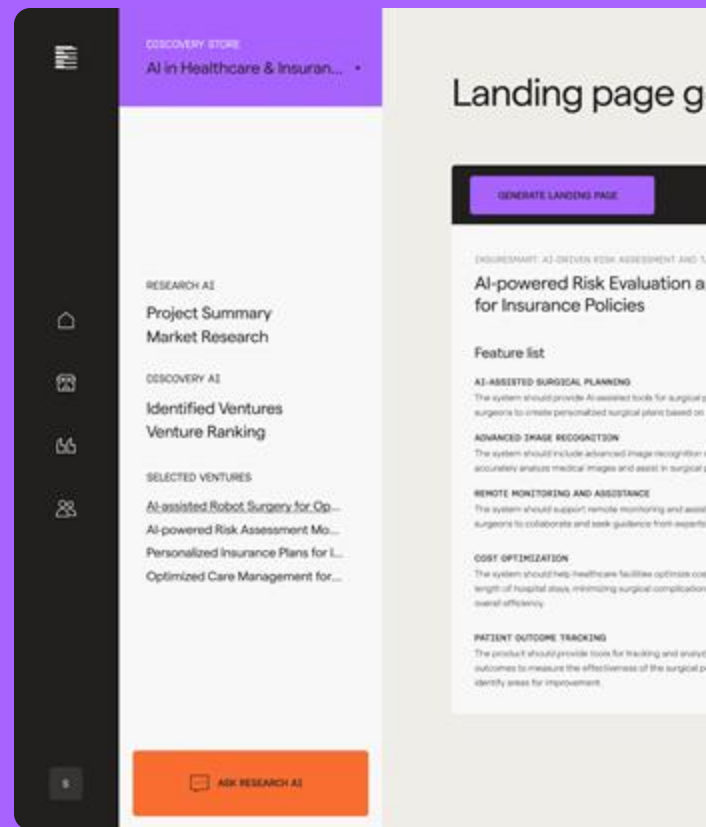
BUSINESS CASE CREATION

Automated feature exploration and packaging for testing, based on research, simulations, and white-space analysis.

MULTIVARIATE TESTING

AI-driven creation of varied microsites to test and adjust value propositions

HUMAN CHECK & AD SETUP

Review of AI-created landing pages and specialist-managed ad setup and monitoring

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Find the best talent for delivery of you

When discovery and testing of ventures is solved at scale, delivery talent becomes the bottleneck. We solve that.

DELIVERY EXPERT MATCHING

Teams of skilled professionals are matched to each venture, ensuring a swift and efficient start to project execution.

GLOBAL TALENT POOL

Leverage worldwide talent for unparalleled insights and skills in any industry, enhancing your venture's global potential.

EXPERT INTERVIEWS

Direct matching of experts to AI-generated solutions, facilitating in-depth interviews for comprehensive insights

U+

Expert profile

Jan Beránek
FIFTHROW CEO, SAN FRANCISCO

Founder and CEO of U+ Digital Ventures and FifthRow, and a GP at U+NOVA, Jan has a track record in digital innovation, leading to over 120 successful business launches and the creation of $2 billion in value, with a focus on AI-integrated platforms and technology-agnostic investment funds.

EXPERIENCE

U+ Digital Ventures
14 yrs 4 mos

FifthRow CEO (Mar 2023 - Present)
U+Nova (Apr 2023 - Present)
Founder, Group CEO (Oct 2009 - Present)

Google for Startups
6yrs 9 mos

Product Mentor (July 2017 - Present)
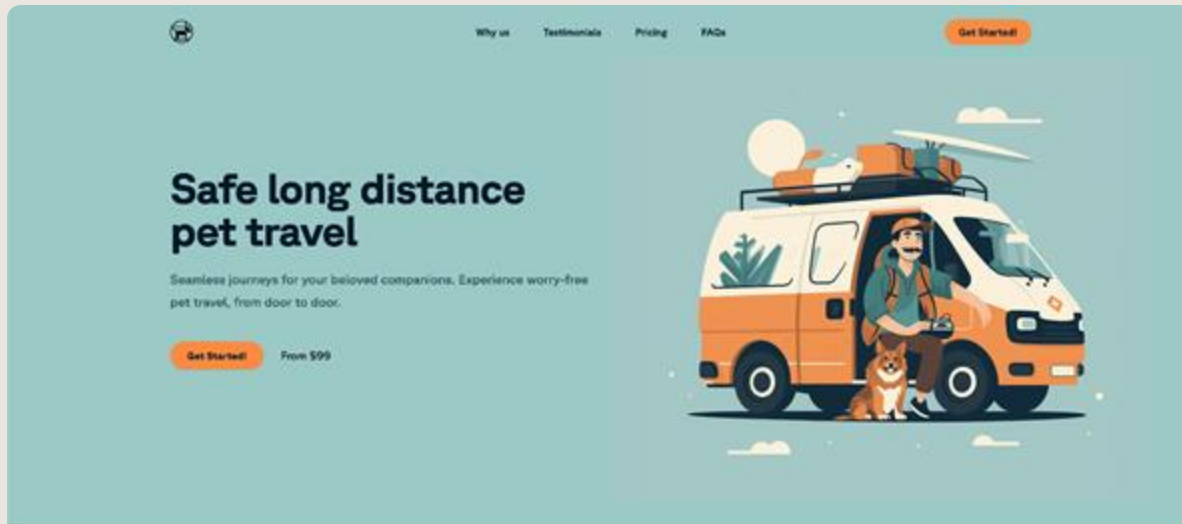Lead Product Mentor for CEE
(Apr 2023 - Present · 10 mos)

INTERVIEW JAN

Market Test AI

Creates marketing materials and microsites, tracks user data to refine strategies, and validates potential for scaling.

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$2
CPC

134
SIGNUPS

$1221
TOTAL AD COST

$9
SIGNUP CAC

Some of our stats since November 2023:

497
PROJECTS RUN

8,256
VIABLE IDEAS IDENTIFIED
AS POTENTIAL VENTURES

7,017
AI PERSONAS CREATED AND
SIMULATED INTERVIEWS

115,994
SOURCES PROCESSED FOR
INSIGHTS

≈$220M
IN PROFESSIONAL SERVICES SAVINGS

U+

What it Takes to Build Value, and What Hasn't Worked

U+

PROMPT ENGINEERING

Optimizing for the output you want without changing the model

FINE-TUNING

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RETRIEVAL-AUGMENTED-GENERATION (RAG), EMBEDDINGS + VECTOR DATABASES

Providing the model with additional knowledge it was not trained on

AGENTS

The model prompts itself, keeps memory and can use tools

(e.g. browsing, coding)

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ChatGPT
Prompt Engineering
Complex Prompt Engineering
RAG
Agents
Orchestration

=Engineering Problem

U+

Business Value Creation:

Human Capital Management

→

Engineering Challenge

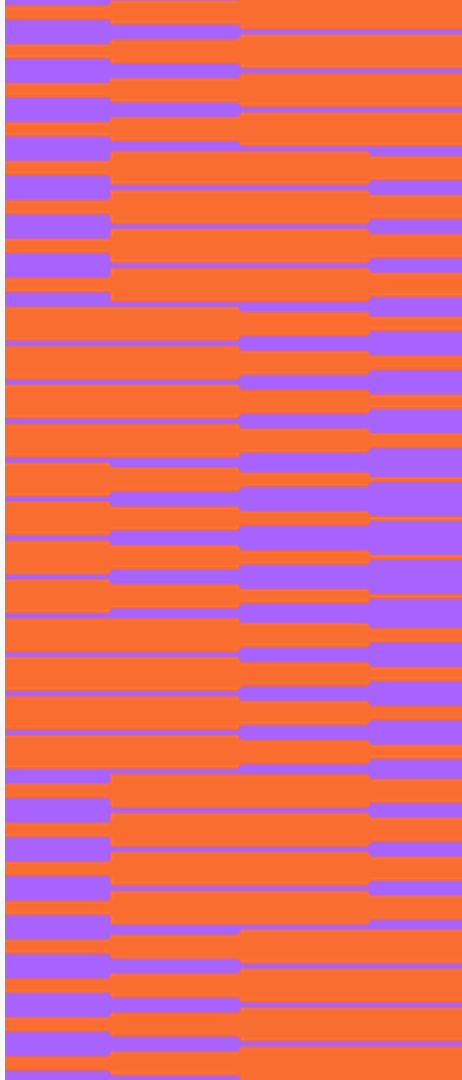# Generalist Engineering Challenge Requiring 2 Skill sets:
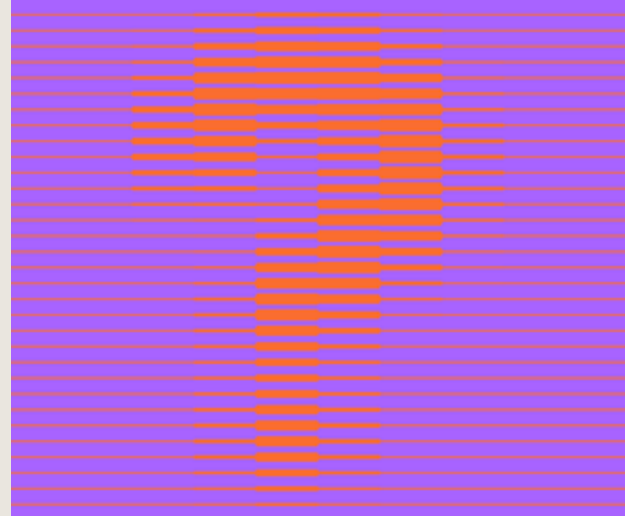
Developer

Subject-Matter Expert

U+

U+

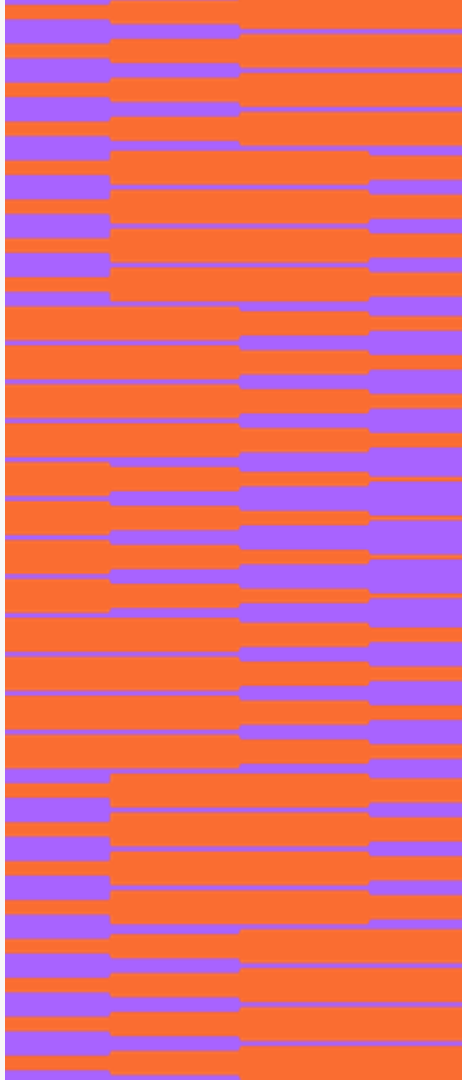# Org charts fun

Who Leads AI?

IT leads AI?

Innovation Leads AI?

Business Units Lead AI?

U+

U+

How to become an AI-native team

The most important questions to ask:

- Does creating business value require our proprietary data?

- How do we capture, build and iterate the our internal customers journeys?

- Do we have people with the right generalist skill set available?

- Are there already Vertical AI platforms available that capture our customer journeys?

- (discussion)…?

Is an existing innovation vertical AI

U+

Can help with building your own

Book a demo /
Let's Chat

2023

Jan
Beránek
jan@u.plus
fifthrow.com
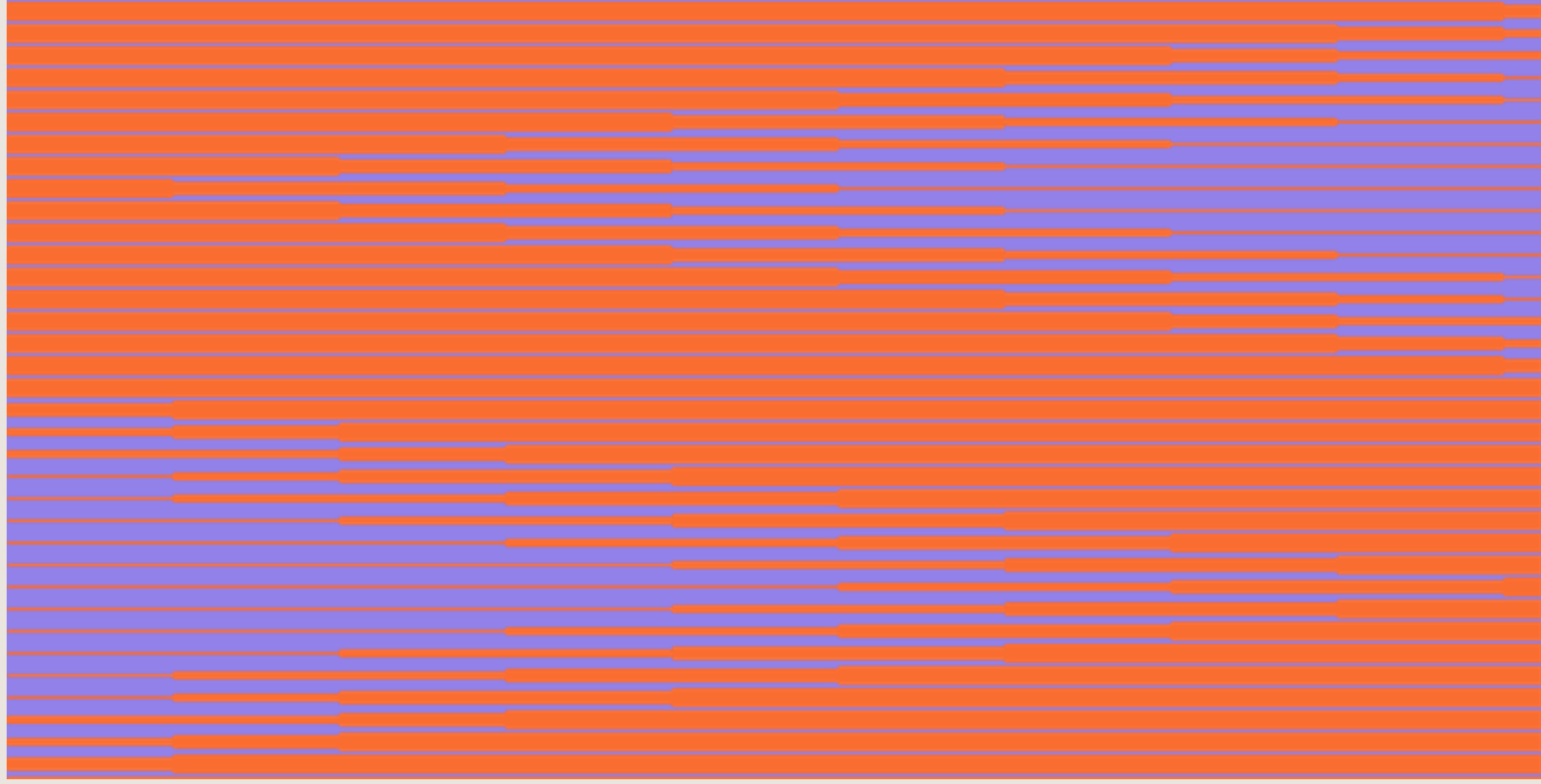
U+
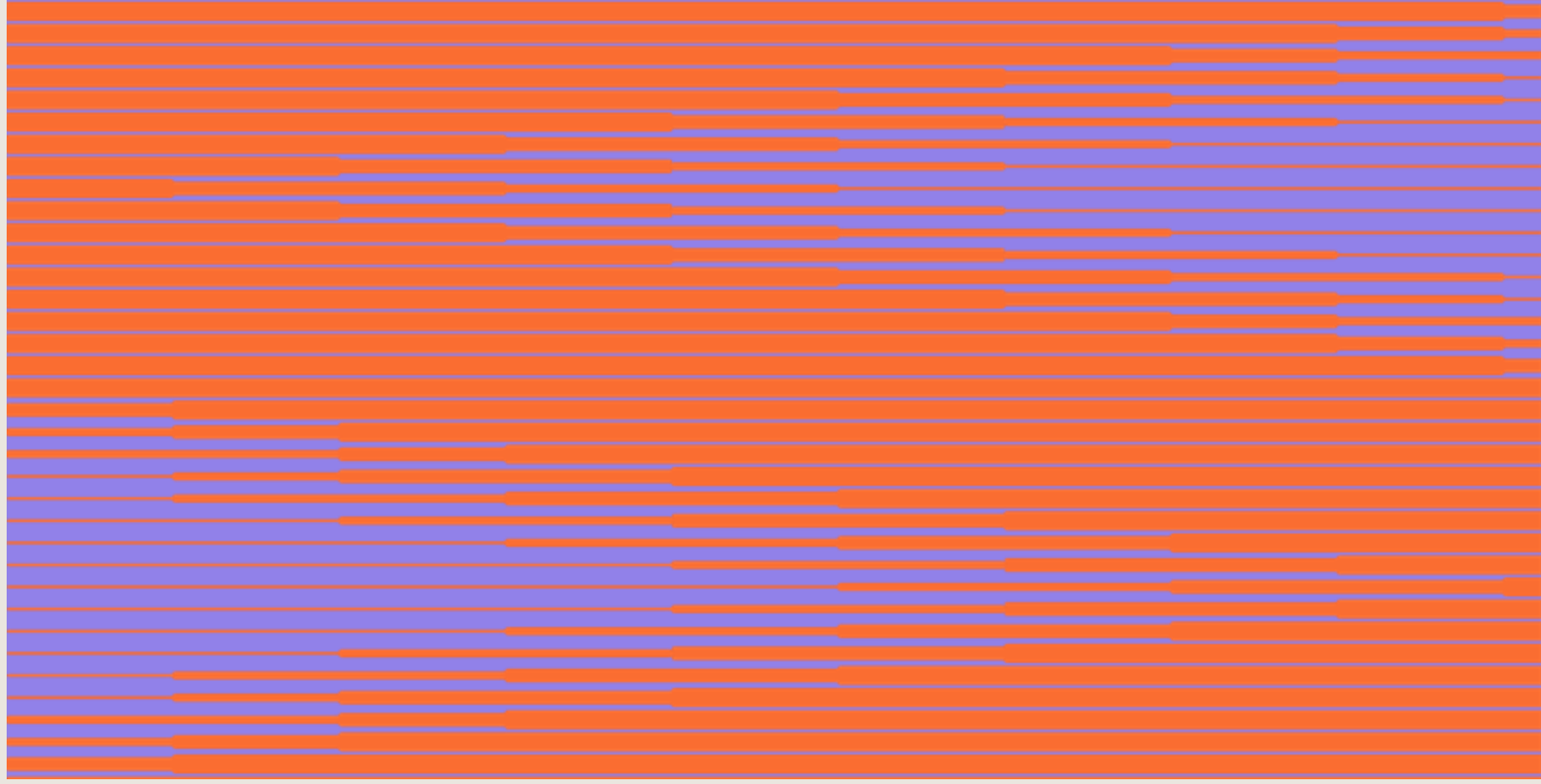
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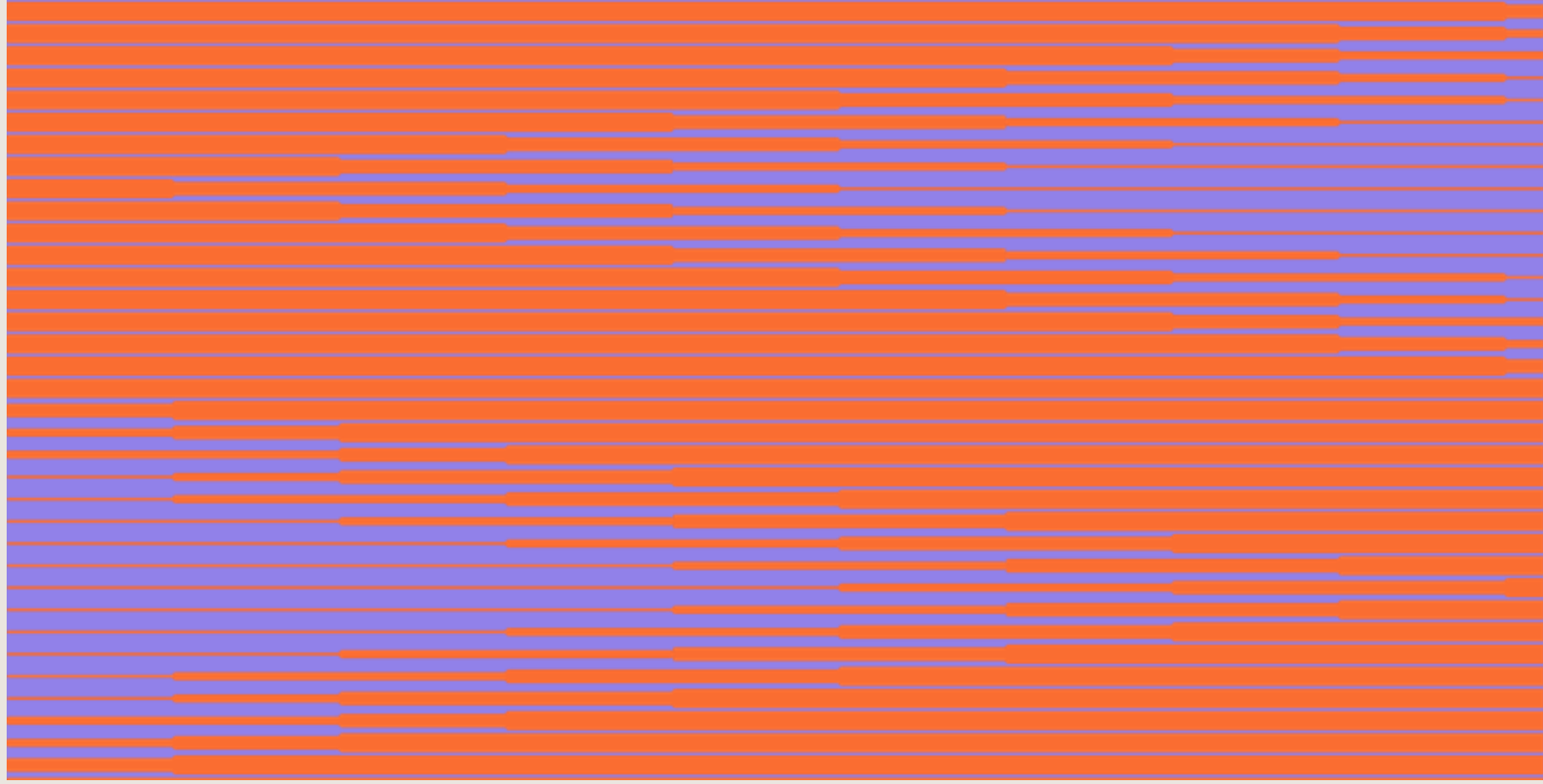THANK YOU—THANK

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—THANK YOU—THANK YOU—THANK YOU

10x your team's ROI

We create actionable, data-backed business concepts in days, not months.

U+

Project Cost of:
Research to Viable Venture

MANAGEMENT CONSULTANTS

$1,000,000+

VENTURE BUILDERS

~$500,000

FIFTHROW **FOR A YEAR**

$360,000

FIFTHROW

$30,000/month

Unlimited Users
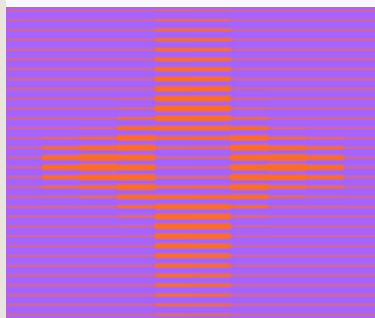Unlimited Projects
Unlimited Usage

FifthRow Applications

Find & Test Ventures

From research and automated ideation to a pitch deck, expert interviews and a smoke testing microsite in a day. Rinse & repeat.
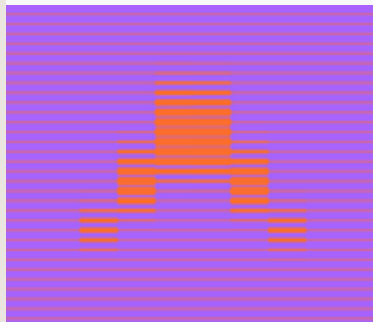
FTEs Saved	Timing
5	4-8 wks

Ideation Sprint

Deploy the power of AI to significantly speed up an ideation sprint with the power of data-driven innovation.
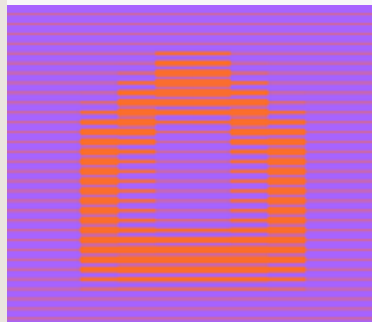
FTEs Saved	Timing
5	4 wks

AI Venture Studio

Deploy the whole platform to predictably launch multiple data-driven ventures at scale and match the best people to build them.

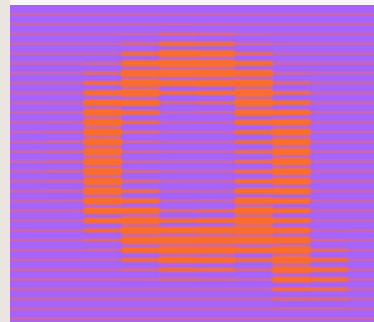| FTEs Saved	Timing
12	Ongoing

Market Exploration

Get insights into any market you want with the Research AI. The AI Agent will help ask follow-up questions to get deeper insights.

FTEs Saved	Timing
2	2 hours

Built by U+ with 14 years of trusted experience, relied upon by:

FifthRow has upped the ante by turning venture studio into an AI-powered process. This will forever change the game.

Esther Eller, Former Techstars Studio Director

Having worked in Corporate Innovation, Strategy, & Investments over the years, FifthRow platform is a godsend for early investigative work. I have used the platform myself and it's fantastic!

Kartikay Chaudhry, Senior Manager for New Ventures, QCells

FifthRow will drive an efficiency differentiation for our venture studio, and for each of our portfolio companies, working smarter and increasing output.

Garrett Viggers, CEO at Zoë Foundry

FAQs

HOW IS MY DATA PROTECTED?

FifthRow ensures top-tier data security and privacy. Your data is stored in an isolated AWS instance, separate from others, preventing information cross-contamination. We strictly comply with SOC2 and GDPR, never resell your data, and maintain high-security standards to protect your innovation operations.

WHAT ABOUT HALLUCINATIONS?

FifthRow addresses AI inaccuracies by grounding every project in extensive data analysis from 200-400 varied sources, ensuring accuracy and relevance. Our human-in-the-loop system further checks AI outputs, significantly reducing errors and ensuring the reliability of the information provided for your strategic decisions.

WHAT DO YOU NEED TO START?

The starting point with FifthRow is flexible. You can begin by simply indicating a broad market space you're interested in, or by providing a more detailed intake information such as specific problems, target geographies, target audience details, and any relevant company strategies or assets. Alternatively, we can also start from an existing internal idea and enrich it based with relevant market data.

WHICH INDUSTRIES CAN FIFTHROW BE USED IN

FifthRow is designed to provide relevant insights and viable solutions in any industry or market space.