

DESCRIPTION OF THE NEW IDEA

Purpose of the new idea

What is it for?

Bring efficiency and benefits based on automated forecasting of yields.

Characteristics

What are your project's unique features?

- Online tool for automated multi-layered consistency-oriented similarity analyses.

Keywords : robotized, artificial intelligence

SCOPE OF THE IDEA

Innovation domain

What is the market impacted by the arrival of the new idea ?

- Sector planning
- Sustainability control
- Business planning
- Risk management

Keywords : planning, management, controlling

RESOURCES

Resources

What financial, human, tangible and intangible resources may you leverage?

- Financial: stakeholder funds, previous grants
- Assets: software versions, access to labs
- Human: critical aspects, testing capacities of Students, researchers

Keywords : partnerships, closed experiments, feedbacks

USAGES

Key needs

What are the key needs in the scope of the idea you have chosen?

- Must to have: Consolidated data, OLAP
- Need to have: scaled/grid-based programming of automated analytical cycles

Requestors

Who is expressing the key needs?

- Decision makers in each level having information deficit concerning future characteristics.

Existing solutions

What solutions are currently used by the users to meet their key needs?

- Intuitive derived estimations without any quality assurance, consistency-checks.

Keywords : data standardization, quality assurance, data-driven policy making

MARKET

Market segment

Who are your clients ?

- Government: the objective and continuous forecast of the expected quantity of the products for the foundation of the intervention decisions on national and supranational vs. intersectoral level.
- Chambers/ Product Councils: the transaction of the reconciliation of interests between/along the product chains.
- Farmer Cooperations
- Farmers (cooperation): adaptive risk-management.

products/services

What products and services do you offer?

- Online/Offline forecasting based decision support (online expert systems incl. new data visualization effects)
- Modular structure
- New robot functions in monthly rhythm
- (Consolidated modules in half-year rhythm)

Value proposition

What value proposition for your products/services for the segments?

- Value added effects from faster and/or better information services behind decision making. The amount of value added effects is dependent on the volume of the supported decisions (the same forecasting is needed for 1 hectare or for 1.000.000 hectare).

Revenue model

How do you make money?

- By license selling, professional advisory.
- Subscriptions for online journal, newsletter, database-access with forecasted and raw data.
- Advertising.

Keywords : online/offline expert system, media

EXTERNAL ACTORS

Partnerships to build a solution

Who are the partners you may work with to develop your business?

- Contracted R&D partners: Hungarian Office of the Noble Ideas Project, MY-X Team, Innohow Ltd., Innospin Ltd. and Crewpa Ltd. supported by Innocsekk Tender 2006-2009

Prescribers

Who may positively impact your business?

- Google delivering data (c.f. google trends, google squared), online/offline media partners

Detractors

Who may negatively impact your business?

- Enemy analysts/know-how-centers being interested to counterwork automated solutions, Anti-robot-activists

Keywords : sabotage hermeneutique, catalytic networking

CORE BUSINESS

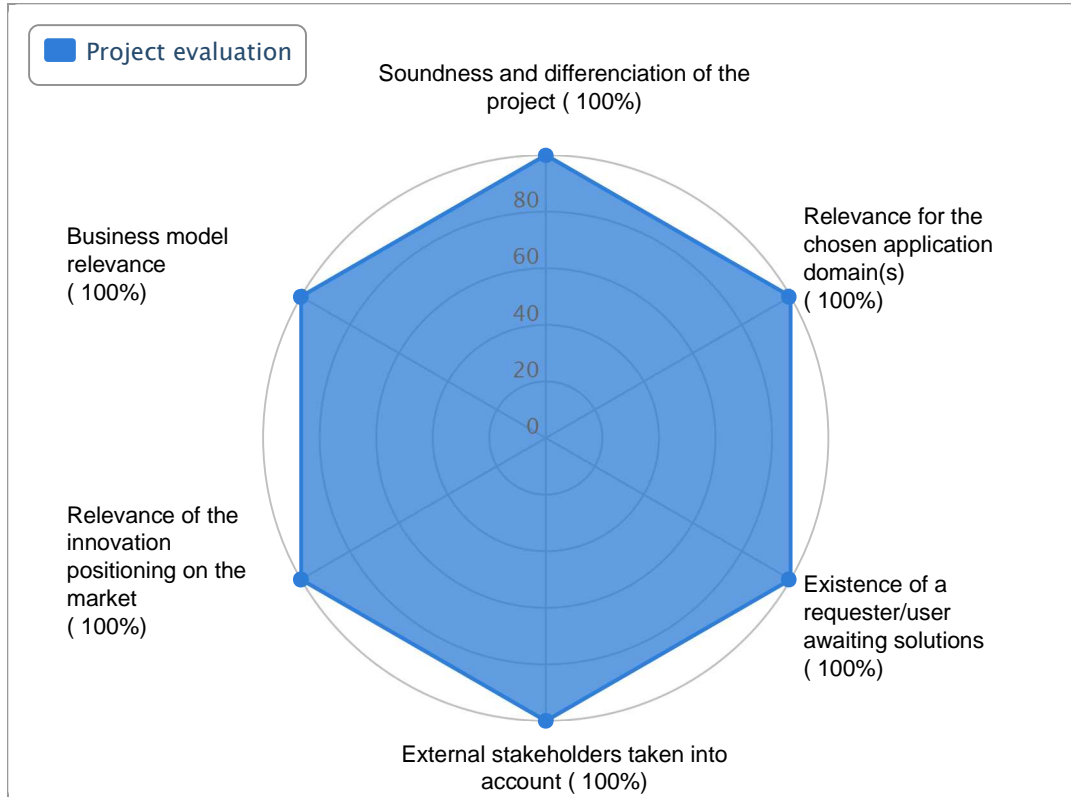
Core Business

What's your core business?

Online/Offline forecasting based decision support.
Service per product: information units (figures, datasets, reports, access to expert system) sale.

Keywords : data-visualization, self-checking/monitoring, explorative modelling, intuition/suspicion generating by machines, simulation, stress analyses, optimization

powered by



This radar reflects the maturity of your project's access-to-market strategy.

Axis represent the evaluation criteria of an innovative project on a scale from 0 to 100. Figures between brackets indicate the relevance of the information on the axis. The lack of information on certain variables will decrease its relevance. If you wish to have a more in-depth analysis of your project, as well as support to design and explore your market strategy, certified ViaNoveo consultants can help you.

YOUR PROJECT'S KEYWORDS

planning closed experiments
feedbacks artificial intelligence
robotized catalytic networking media

Your keywords

You can use the keywords to search for more information and expand your knowledge in order to refine the assessment of your idea.