



At Auris, Braingraph's dedicated digital support for innovation and new business generation, we are providing data and insights that help you innovate with confidence and win new business effectively using data led strategy and creativity. What differentiates our digital innovation and pitch support has become so much of an essential part of our company mission that we have incorporated it into the branding of this business-critical service. In fact it does summarise some of our most important values:

- Applying science in data analysis**
- Understanding human behaviour in a digital context**
- Root-level analysis of the cause behind each problem**
- Insight-oriented data creating value**
- Supplying sustainable solutions**

Following these values we won't stop at the obvious but will dig deeper to uncover the data and insights required to give you an edge over your competition and help you digitally transform your business - to once again disrupt your market with the best ideas and the most compelling way to communicate them to your audience. To help you excel along the way we are offering a bespoke set of digital innovation services, including:

- a. Identification of key opportunity areas for innovation based on existing market gaps and consumer dissatisfaction
- b. Digital business model benchmarking to identify new and alternative ways to provide products or services across categories/industries
- c. Digital trend analysis to highlight critical changes in consumer behaviour and/or consumer needs over time
- d. Social influencer and key stakeholder analysis to identify best matching partnerships and potential co-operations for innovation
- e. Extreme user data based new product and service idea generation
- f. Social online community based idea and concept testing
- g. Fast turnaround data based idea generation and visualisation (digital pitch support)

PRICING [REQUEST A QUOTE]

If you are looking to innovate with confidence or need the right insights to win new business we offer you a tailored service using the above outlined package or a bespoke package using our [product matrix](#). If this is not what you are looking for, please get in touch:

hello@braingraph.com. We also have a dedicated team for especially difficult or complex digital problems: specialops@braingraph.com | +44 747 996 0040

