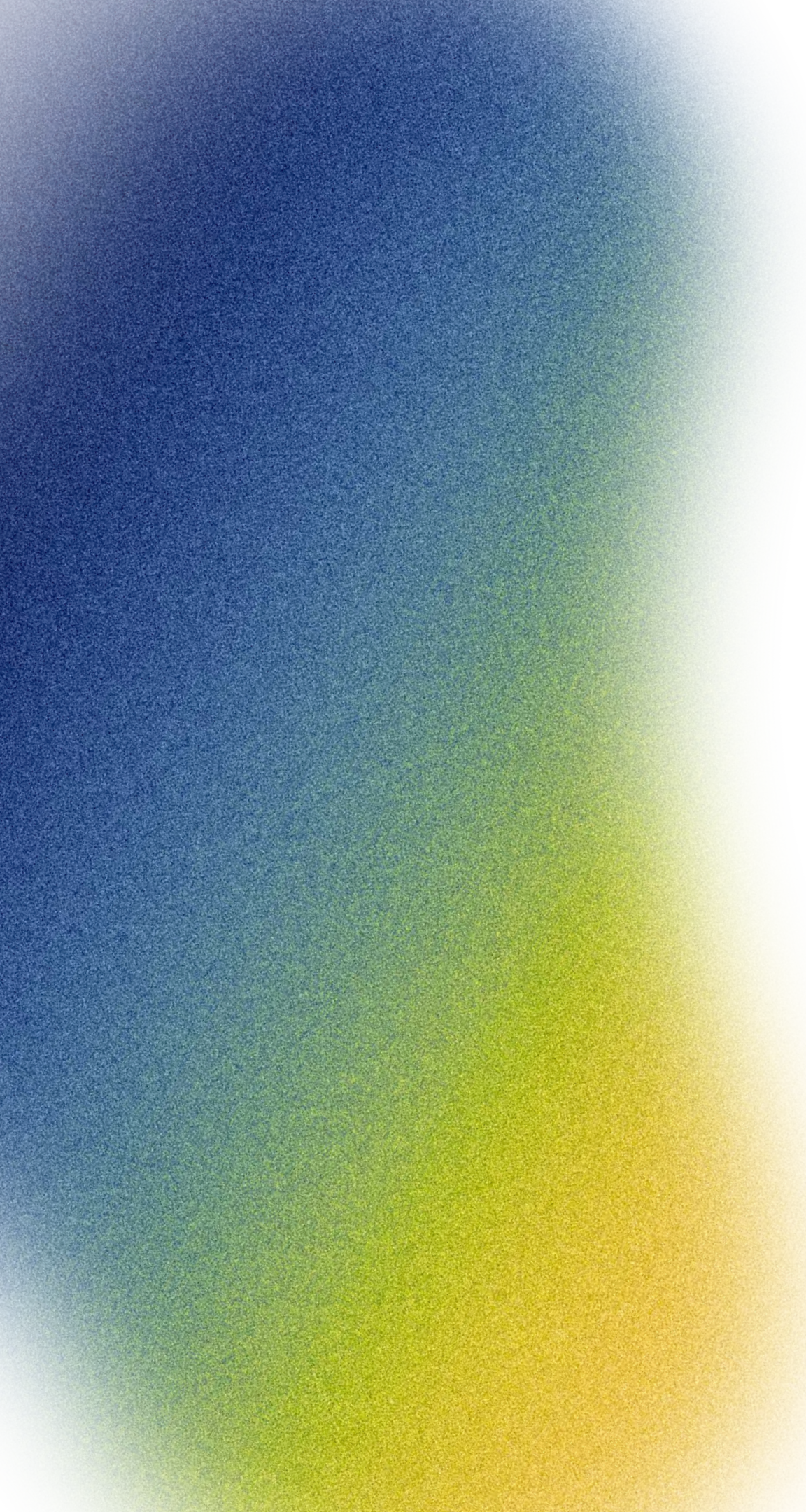


AI x Innovation Management

Together with Aucctus.ai and Disruptive Edge, we surveyed 120+ innovation teams to understand where AI is supercharging innovation teams, and where it still isn't.

Here's what we learned.



AI adoption and usage is only the tip of the iceberg.

97% of innovation teams use AI tools like ChatGPT
in their day-to-day.

Most AI value is still trapped below the surface.

11% of innovation teams have successfully
redesigned workflows integrating AI.

AI is accelerating activity faster than organizations are changing the systems that turn it into value.

PHASE 1

Early Identification

Market sensing, trend research, competitive intel, opportunity framing, concept generation.

PHASE 2

Validation & Testing

Business cases, assumption mapping, experiment design, prototyping.

PHASE 3

GTM & Scaling

Portfolio decisions, launch planning, commercialization, scaling.

TEAMS USING AI HERE

89%

45%

18%

AND YET

48%

of teams report zero structural change from AI.

8%

say AI directly informs decision making.

Our findings show that deeper AI integration is associated with stronger outcomes.

Faster Cycle Times

6.2x

Greater cycle-time improvement among teams with deeper AI integration.

Data Readiness

3x

Fewer reported data quality and access barriers.

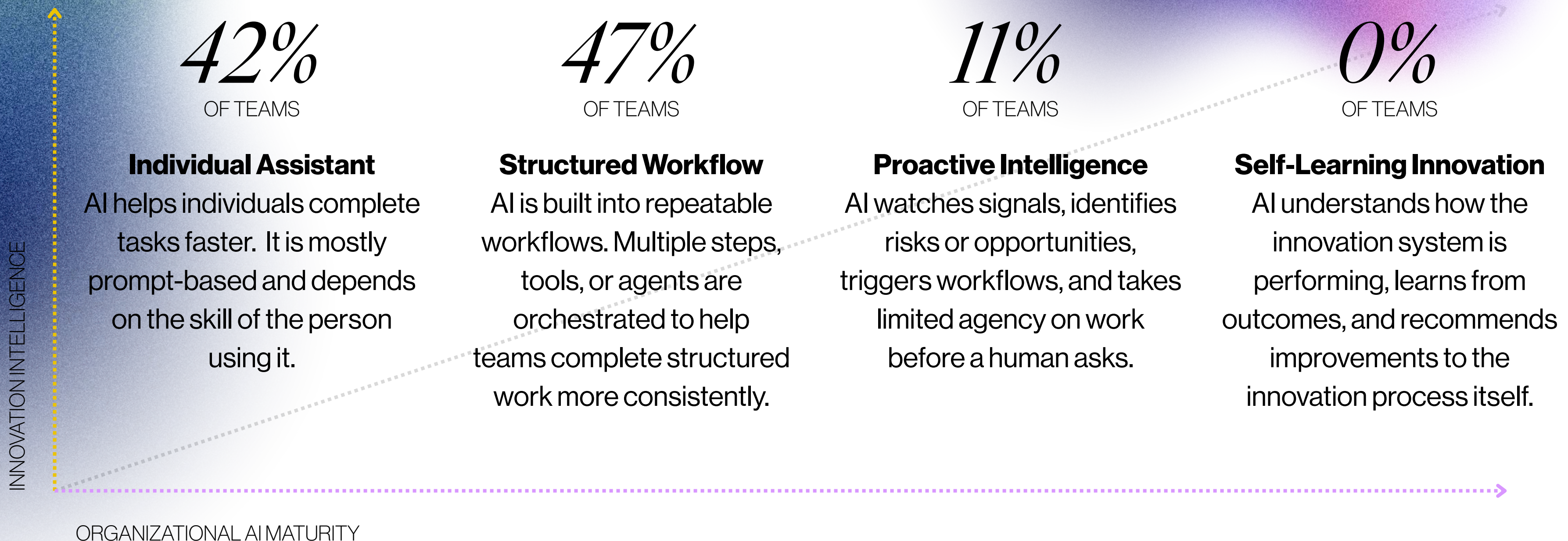
Decision Confidence

4.8x

More AI use in resource-allocation decisions, where trust matters most.

The Innovation Intelligence Curve

A path toward deeper AI integration.



INNOVATION INTELLIGENCE

ORGANIZATIONAL AI MATURITY

AI is creating real value, but that value often gets stuck before it becomes repeatable, measurable, trusted in decisions, or embedded into execution.

VALUE TRAP

Shadow Use

AI is creating value in individual work, but it happens outside the systems the organization can see, guide, or repeat.

54%

of innovation teams report using unapproved tools.

Measurement Blind Spot

AI is improving how work gets done, but without clear measurement, leaders cannot tell what is working, compare it across teams, or improve the system.

56%

have no formal measurement or only anecdotal tracking.

Decision Trust Threshold

AI can generate stronger signals, but its value stays limited until leaders trust it enough to shape real decisions.

8%

say AI directly informs decision making

Scaling Cliff

AI can help the system learn from what works, but most teams are not yet using that learning to improve how innovation happens.

0%

of teams have reached self-learning innovation.

Moving up the Innovation Intelligence Curve

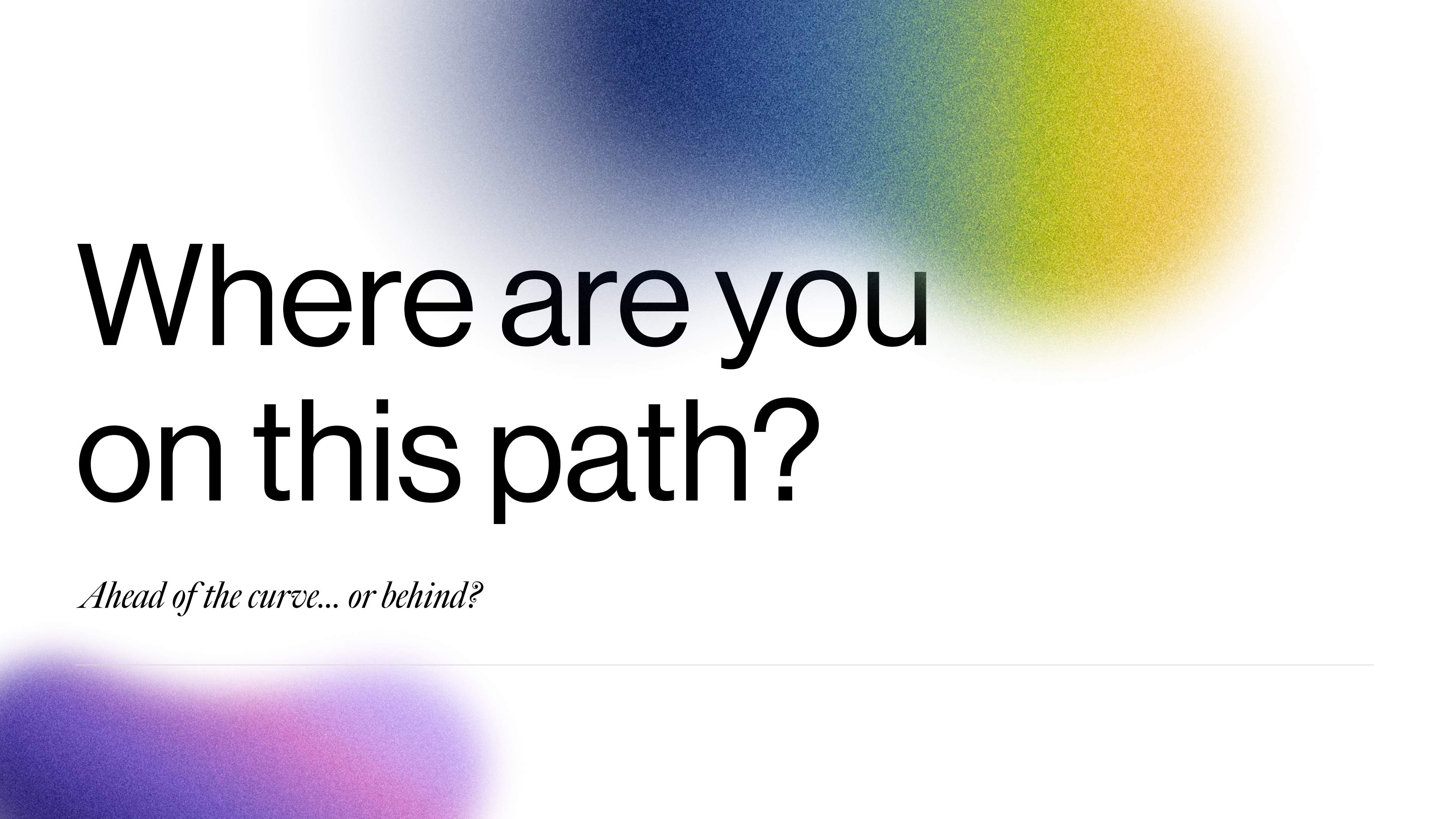
is not one big leap.

AI is a multiplier.

On broken systems, it
compounds problems.

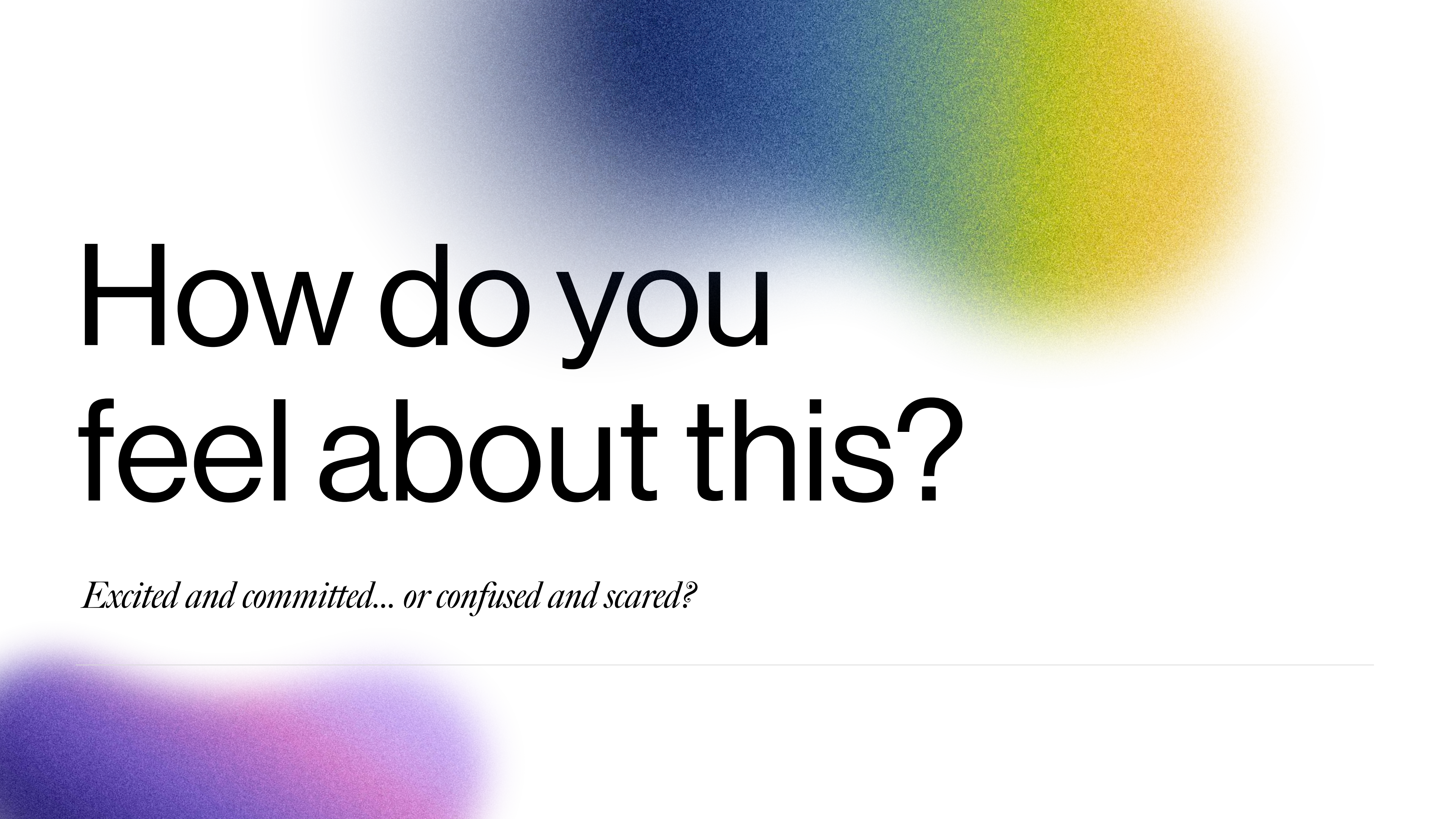
On a strong innovation system, it
compounds value.

.



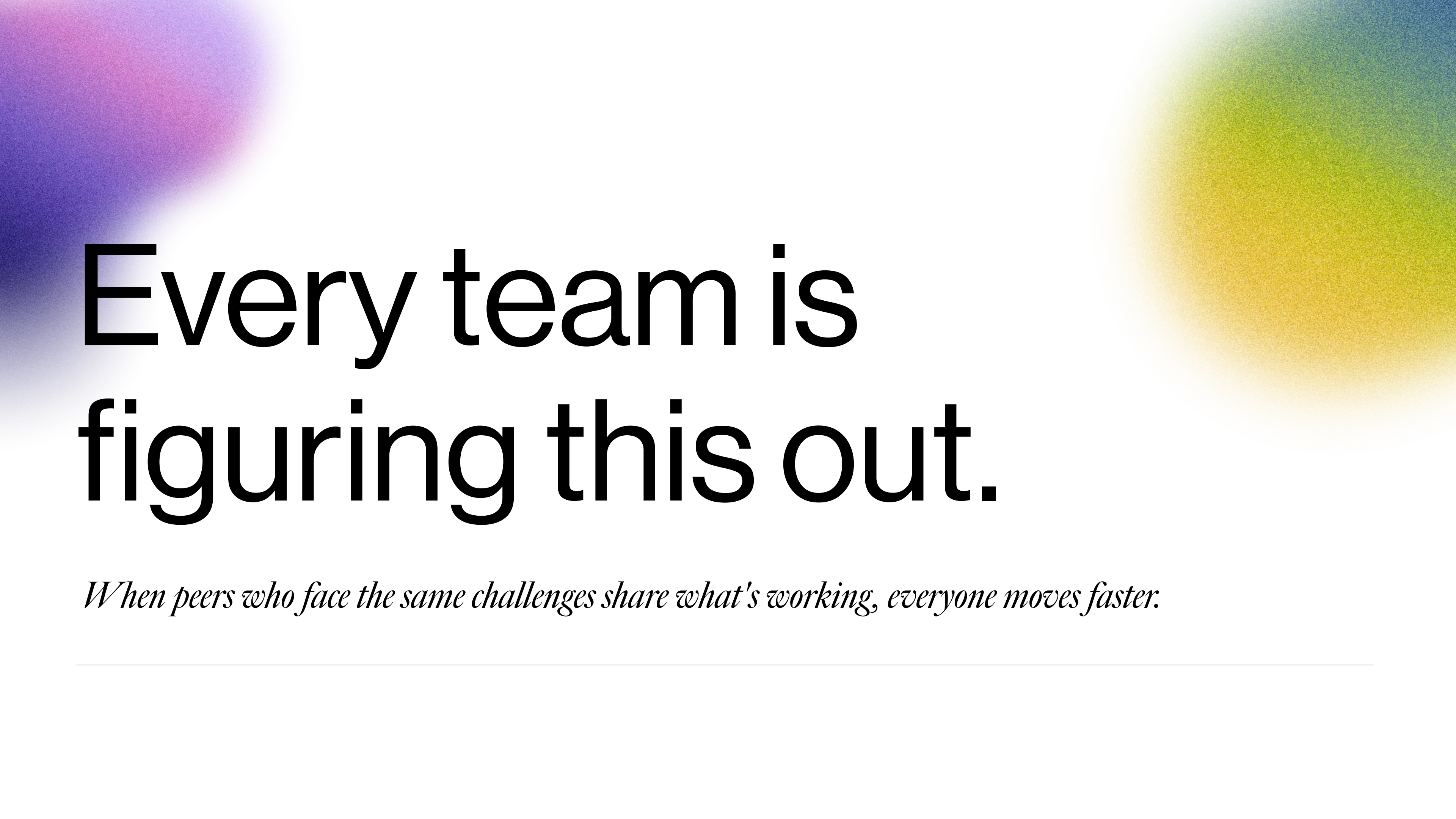
Where are you on this path?

Ahead of the curve... or behind?



How do you feel about this?

Excited and committed... or confused and scared?



Every team is figuring this out.

When peers who face the same challenges share what's working, everyone moves faster.

the Studio | Limited seats · No vendors, no hype

AI x Innovation Management

Faster cycle times. Sharper calls. Built, tested, and running in your team by year end.

joinnovum.com/ai

A year of accelerated learnings and structured progress.

Faster cycle times. Sharper calls. Built, tested, and running in your team by year end.

You set one overall goal for the year. Each quarter, you identify the most immediate or important challenge(s) standing in the way — and you work it, guided by experts and supported by the cohort.

Small experiments, real validation, peer accountability.

- A clear picture of where you are now and what good looks like one year from today
- One challenge tackled per quarter — defined, experimented on, and moved forward
- An honest read on what's working elsewhere, from peers doing the same work
- A shorter learning curve — because you're not figuring this out alone
- Accountability to actually implement, not just plan

MONTHLY

Your working sessions

Private sessions focused on your specific challenge — review progress, workshop the problem, define next experiments and actions

BI-WEEKLY

Group sessions

Peer sharing and guest practitioners. Real talk about what's working — no vendor pitches, no polished case studies that skip the hard parts

THROUGHOUT THE YEAR

Expert access

Relevant practitioners brought in when they fit your journey — responsive to the cohort, not a fixed curriculum

ALWAYS ON

Peer accountability

A small, curated group working on the same challenge — sharing progress, comparing notes, accelerating each other's implementation

The cohort starts September 1st.

Faster cycle times. Sharper calls. Built, tested, and running in your team by year end.

The cohort works at two levels.
Both follow the same structure —
one goal, quarterly challenges,
private sessions, peer cohort.
What changes is the scope of
what you're trying to shift.

More info/schedule a call
hans@joinnovum.com

Apply to join via
joinnovum.com/ai

Individual

Be the person in your org who figured this out first.

For an innovation lead working to build a coherent personal practice — and start influencing how the people around you work.

Your direct reports, your peers, your manager's perception of what's possible. Lead by example. Be the frontrunner.

- ✓ Monthly private working sessions
- ✓ Bi-weekly cohort group sessions
- ✓ Guest practitioner access
- ✓ Peer cohort community
- ✓ Membership to the Novum Society

Team

Run a real pilot at the scale that actually matters.

For a team or unit ready to move beyond individual experiments.

Not company-wide transformation — a meaningful, working pilot at department or function level. Big enough to prove the model. Small enough to actually move.

- ✓ Monthly private working sessions
- ✓ Bi-weekly cohort group sessions
- ✓ Guest practitioner access
- ✓ Peer cohort community

- + **Up to 5 colleagues can join**
- + **Team, unit and function-level scope**