



AI Orchestration for Insight Leaders

Meet Your Hosts



Dr. John Ennis

Founder & President, Aigora

- 30+ years in sensory science
- Postdoctoral focus on AI
- Author of 50+ publications and 4 books



Dr. Vanessa Rios de Souza

Director of Client Solutions, Aigora

- Author of 70+ scientific publications
- Co-author "Data Science for Sensory Scientists"
- Acclaimed international speaker

The Pressure Is On.

"The board needs a data-backed perspective on GLP-1 agonists' impact on our protein shakes. The meeting is in three hours."

— Dr. Thomas Alder, Director of R&D, Helixmere Foods



Meet Dr. Mira Keen

Head of Sensory & Consumer Experience,
Helixmere Foods

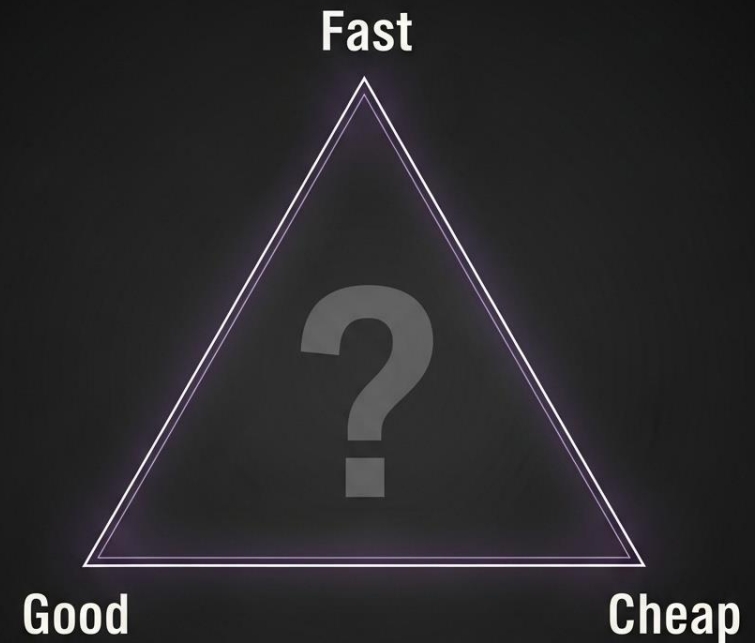
"Dr. Alder needs a defensible point of view, fast. Our GLP-1 research has started, but it's not complete. I have to use our historical data to build a strategic narrative and make him look brilliant."



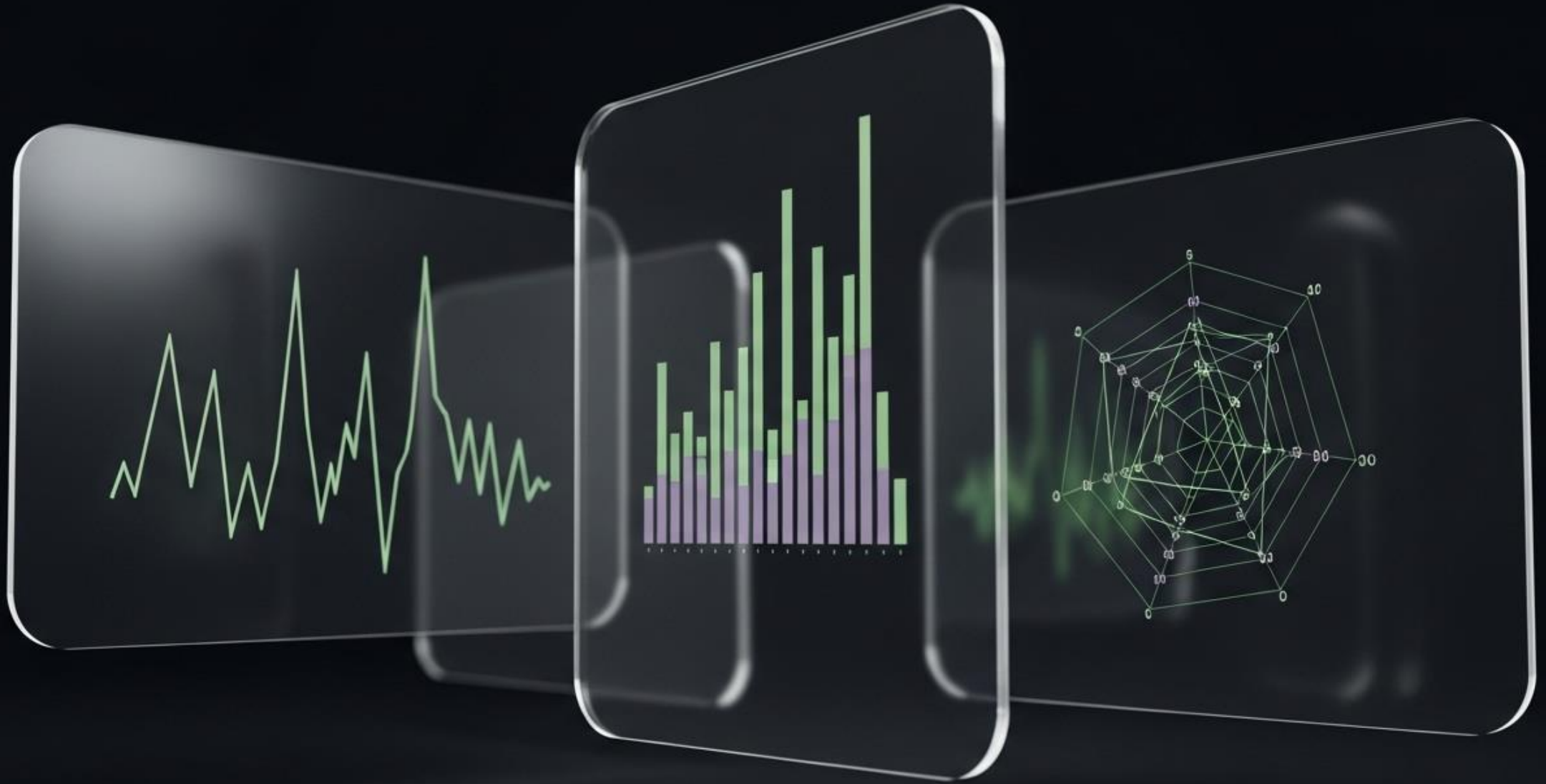
The Traditional Trade-Off

- You can have it Good & Fast, but it won't be Cheap.
- You can have it Good & Cheap, but it won't be Fast.
- You can have it Fast & Cheap, but it won't be Good.

How do you break the triangle?



What We Have: Rich Historical Data



Years of consumer insights, sensory panel data, and market trends are waiting to be orchestrated.

From Scattered Notes to a Masterful Symphony

This isn't magic. It's Orchestration.

We conduct a symphony of AI processes, synthesizing public research with our internal corpus to create a compelling story.



The Live Performance: A 3-Phase Orchestration

1. Data Synthesis

Instantly research public GLP-1 studies and cross-reference findings with our internal data archives.

2. Insight Generation

Identify emergent patterns, formulate evidence-backed claims, and quantify business impact.

3. Asset Creation

Generate an executive summary and a board-ready slide deck, complete with citations.





"In under a 3 hours, Mira's team delivered a nuanced, data-backed strategy. She didn't just give me data; she gave me a defensible plan. This changes the game for R&D."

— Dr. Thomas Alder, Director of R&D

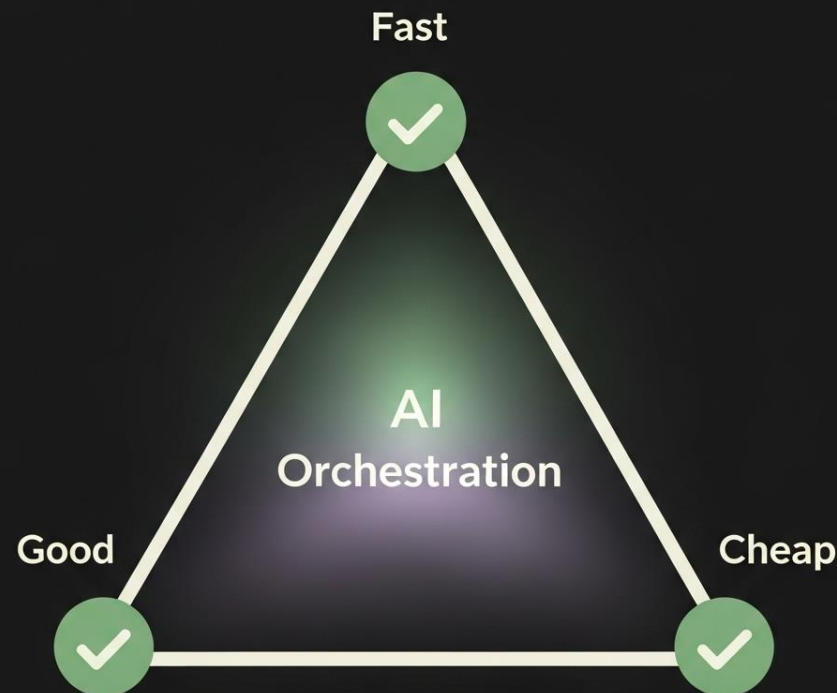
The Outcome

- Strategic POV Delivered: Board meeting is a success.
- Sensory's Role Elevated: From a service provider to a strategic partner.
- A Repeatable System: Not a one-off heroic effort.

The Triangle, Solved.

- Fast: From a 3-week sprint to a 3-hour briefing.
- Good: Grounded in evidence, fully cited, and strategically sound.
- Cheap: Leverages existing data and automates asset creation.

This is what Human-AI collaboration enables.



Q&A



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