

Report

The Age of Creative AI

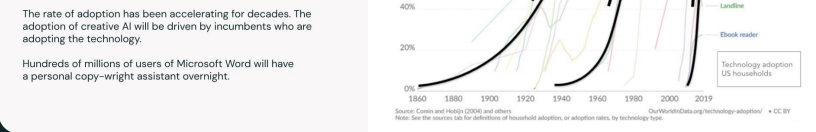
How to innovate in the post Chat-GPT world



Creative AI is here to stay.

This report will get you:

- 4 predictions about the age of Creative AI
- 3 frameworks to define your strategic response
- 18+ inspiring examples to learn from
- 20+ curated tools to get started



In this report we'll help you navigate your strategic response to Creative AI

WHERE YOU PLAY
Characteristics of what you make as a company - products or services, physical or digital

Creative AI STRATEGY MATRIX by Board of Innovation	PRODUCTS		SERVICES	
	PHYSICAL	DIGITAL	PHYSICAL	DIGITAL
INDUSTRY EXAMPLES	Food & Beverages Automotive Pharma	Software Video games Mobile apps	Healthcare Agriculture Retail	Legal Consulting Finance
PRODUCTION IMPACT	Drives efficiency gains in product development	Drives efficiency gains and significant productivity gains	Drives efficiency gains and augments workforce	Replace large parts of workforce
OFFERING IMPACT	Will mainly be integrated in high-end/complex products	Will become an integral part of the product	Limited impact	Will become an integral part of the product
DISTRIBUTION IMPACT	Drives efficiency gains and defines go-to-market strategy	Will guide and run the go-to-market	Limited impact	Human interaction limited unless regulated (e.g. law)
STRATEGIC RESPONSE	LEVERAGE Fully leverage in ways of working with a focus on new product development and operational efficiency	INTEGRATE Make it a key feature in the product and in the production process (e.g. engineering/replacing development)	FOLLOW Limited first mover advantage, follow developments and adopt tools to increase efficiency	PIVOT / EXIT Adapt business model (to product or subscription), focus on high-end/premium play, or exit

All industries will be impacted by Creative AI, but not all will be treated equally

Industry characteristics

	Digital	Knowledge work	Repetitive work	Regulatory protection	Commodity	Conclusion: Impact analysis
	To what extent do you offer something digital (vs. physical)?	To what extent do you rely on knowledge work (vs. manual work)?	To what extent do you rely on repetitive work (vs. bespoke work)?	To what extent are in an unregulated industry (vs. highly regulated)?	To what extent do you offer a commodity (vs. luxury product)?	Short-term impact of Creative AI
Law firms	Very high	Very high	High	Medium	Medium	Very high
Consulting	Very high	Very high	Low	Very high	Medium	Very high
Tech	Medium	Very high	Medium	Very high	High	Very high
Finance	High	Very high	High	Low	High	High
Automotive	Low	Low	Low	High	Medium	Medium
Food & beverages	Very low	Low	Low	High	High	Medium
Pharmaceuticals	Low	Medium	Low	Very low	High	Medium
Luxury goods	Very low	Low	Very low	Very high	Very low	Low

Four predictions driven by Creative AI

- Creative AI will change everything about everything
- Embedded creative AI will drive unheard of adoption
- The cost digital products trends towards zero
- Creative AI will disrupt knowledge work

Creative AI will change everything about everything

Creative AI has the potential of vastly increased productivity gains on a much faster time trajectory compared to other watershed technological improvements such as electrification, and the microprocessor and user interface

Electrification

Electric motors became widely available in the 1890s but it took until after WWI for major productivity gains to kick in

Main barrier to rapid productivity growth: adapting

Microprocessor and user interface

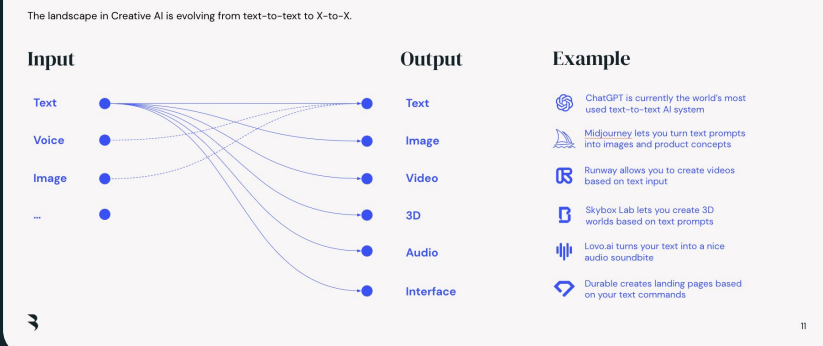
The invention of the microprocessor in 1971 and the user interface in 1980s resulted in sustained productivity growth in the 90's

Main barrier to rapid productivity growth: slow

Creative AI

To quote the Craig Mundie, the former chief research and strategy officer for Microsoft: "this is going to change everything about how we do everything. I think that it represents mankind's greatest invention to date. It is qualitatively different."

Specialized in creative tasks



This is the worst AI will ever be

"World's Most Advanced Humanoid Robot" Can Now Have Full Conversations

AI 'humans' in virtual world plot and gossip like us

AI Can Re-create What You See from a Brain Scan

ChatGPT Passed the U.S. Medical Licensing Exam. Will It Be Your Future Doctor?

Chat-GPT Pretended to Be Blind and Tricked a Human Into Solving a CAPTCHA

OpenAI announces GPT-4, claims it can beat 90% of humans on the SAT

Creative AI will change the entire innovation process from strategy to go-to-market

Strategy	Insights	Ideation	Design	Go-to-market
Make faster and more data-driven strategic decisions	Generate and synthesize more data to gain deeper insights	Push the envelope and generate more ideas faster using Creative AI tools	Turn early concepts into realistic prototypes you can put in front of consumers	Run the go-to-market and activation with AI co-pilots
Use cases Synthesize research Strategic foresight Competitive analysis SWOT/PESTEL analysis	Use cases Synthetic personas Synthetic user journeys Script and analyze data Social listening insights	Use cases Idea generation Concept prioritization Value proposition design Business model innovation	Use cases Prototyping Video generation/editing Digital design Coding	Use cases Go-to-market plan Messaging strategy Campaign design Copywriting
ChatGPT, Bing AI, Claude				
Tools Future scenario writer Rationale StrateGPT	Tools Synthetic Users Kraftful Akkio	Tools Formal Stormz AI	Tools Midjourney Diagram GitHub co-pilot	Tools DigitalFirst AICreative Jasper

We curated a list of the top AI tools for innovators

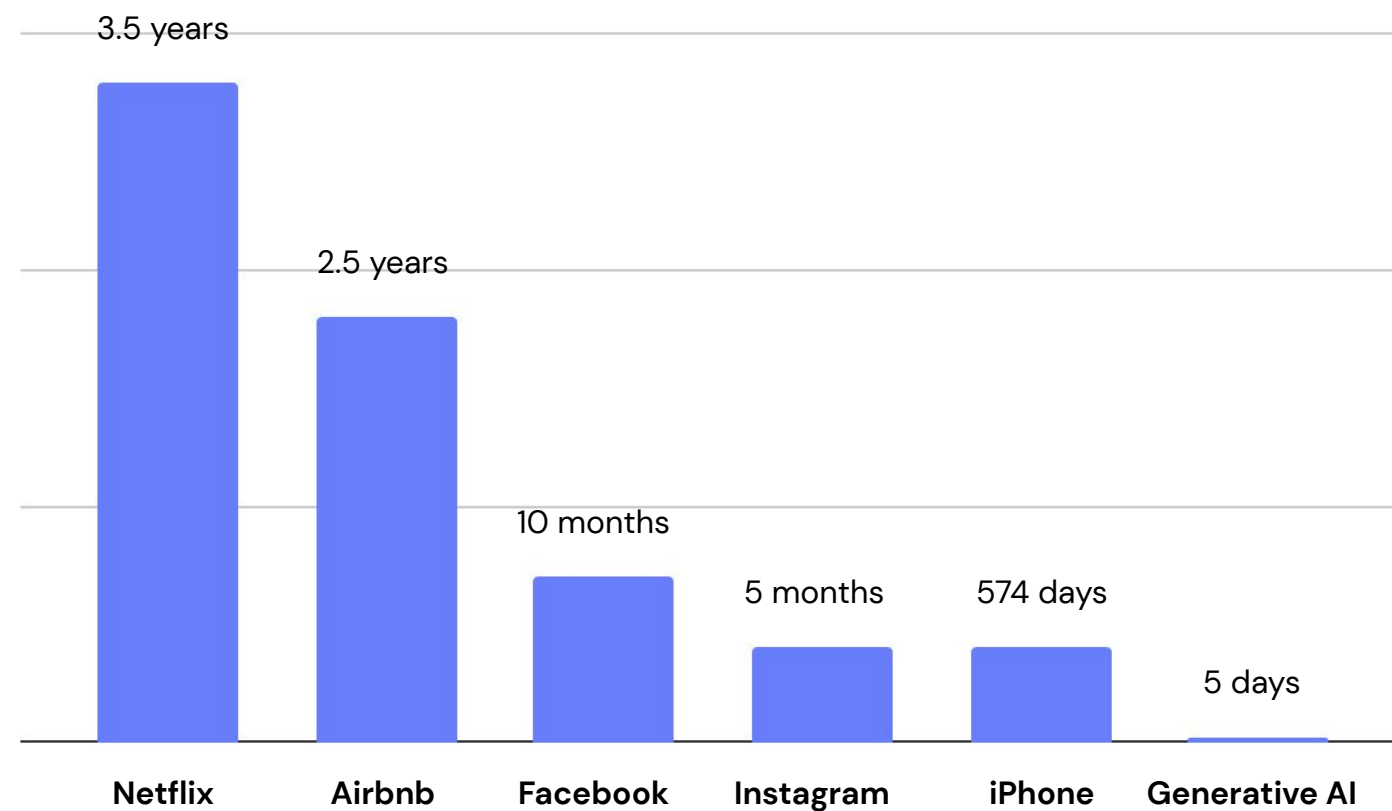
Download all tools and reports here

Creative AI /Strategy

Generative AI tools exploded in the public consciousness with the **fastest tech uptake in history**

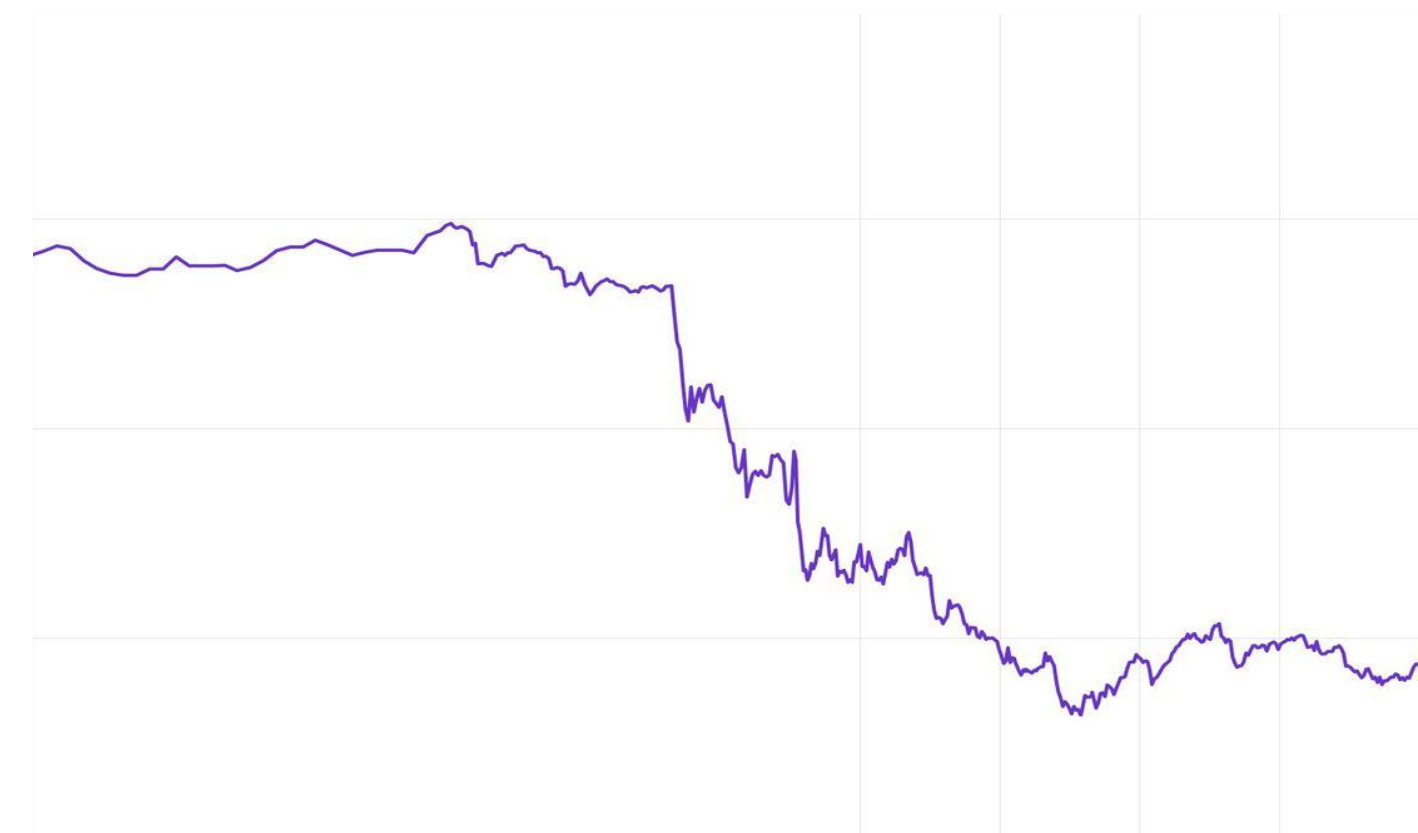
... and while being in their infancy they already have a very **real impact on the economy**

Time to 1 Million Users



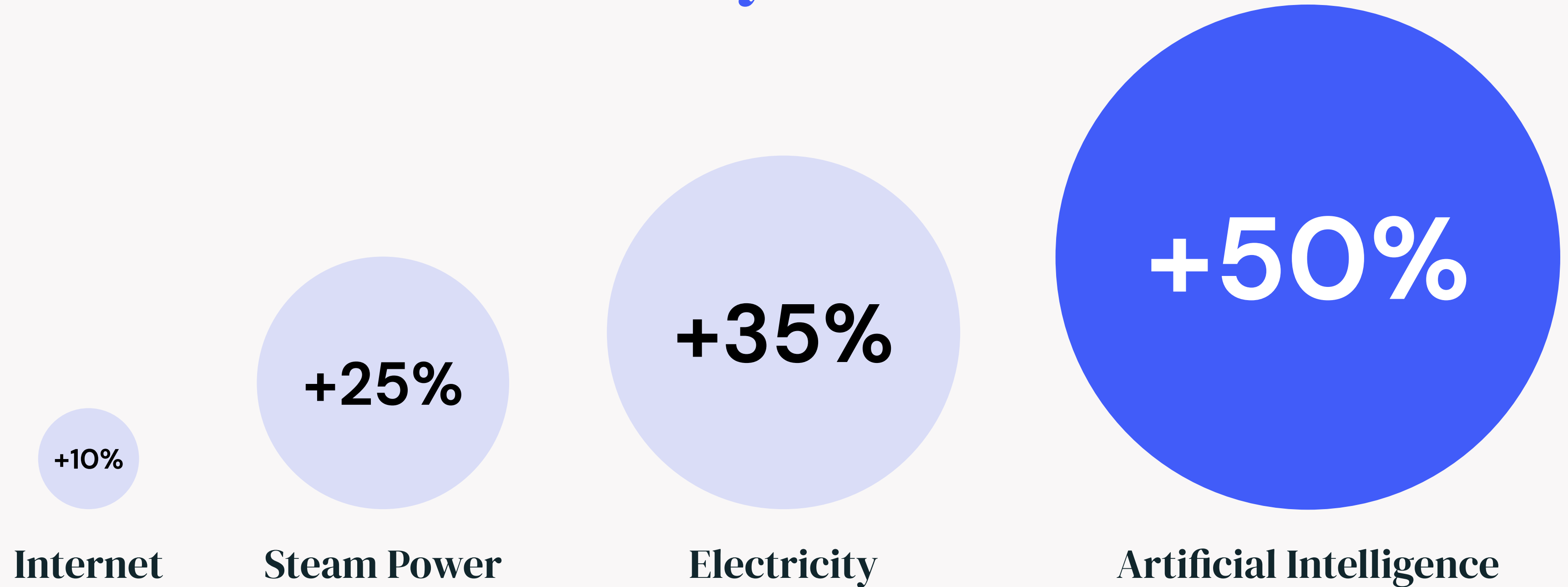
ChatGPT crossed the [one million user mark in just five days](#) after it was made public in November 2022

Alphabet Inc (GOOC) Price



Google's mother company [lost \\$100B in market value](#) after a demo of their AI model produced a factual error

AI will result in the biggest productivity increase **ever in history**



Based on a study by [Nvidia and MIT \(2023\)](#). Yes, it's incredibly hard to predict this but first empirical evidence (e.g. with Github Co-pilot) shows the same. Whatever the final number, it will be massive.

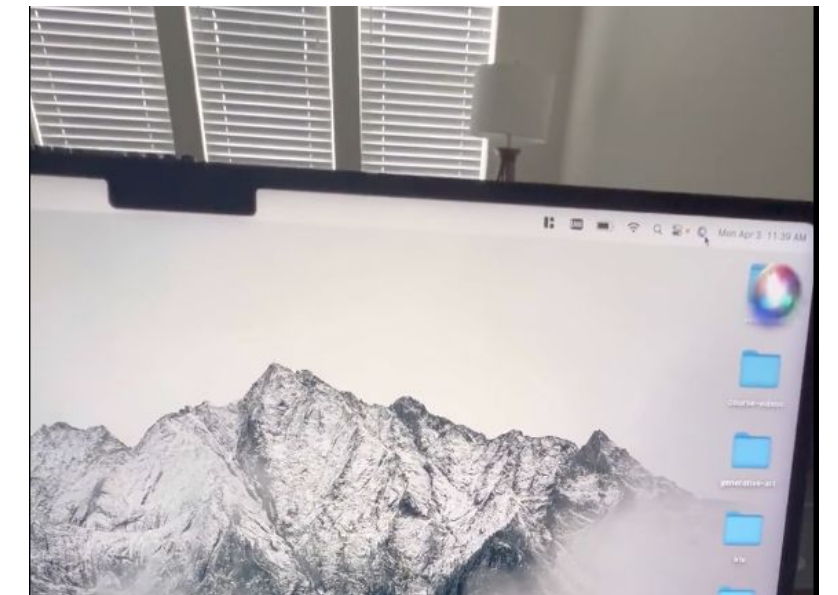
It will be already supercharging how we do **creative work**



[Brand collaboration](#) between Ikea x Patagonia imagined by AI



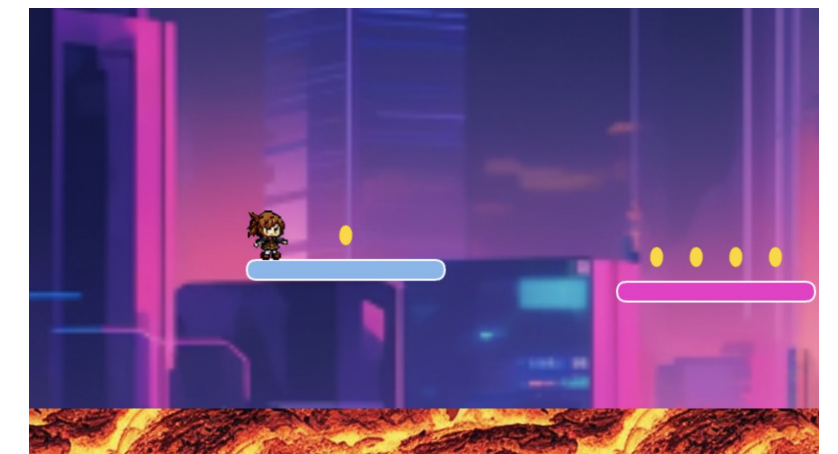
[Building a startup](#) entirely with ChatGPT/AI



Creating a new web app just with [voice command](#)



[48% of the code on Github](#) is written by the AI-driven Github Co-pilot



[Video games](#) created by AI

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Impact and strategic response
Expected impact of AI on your production, offering and distribution



The age of AI has begun

Whether you like it or not.

1

The age of AI has begun

“In my lifetime, I’ve seen two demonstrations of technology that struck me as revolutionary.

The first time was in 1980, when I was introduced to a graphical user interface.

The second big surprise came just last year...

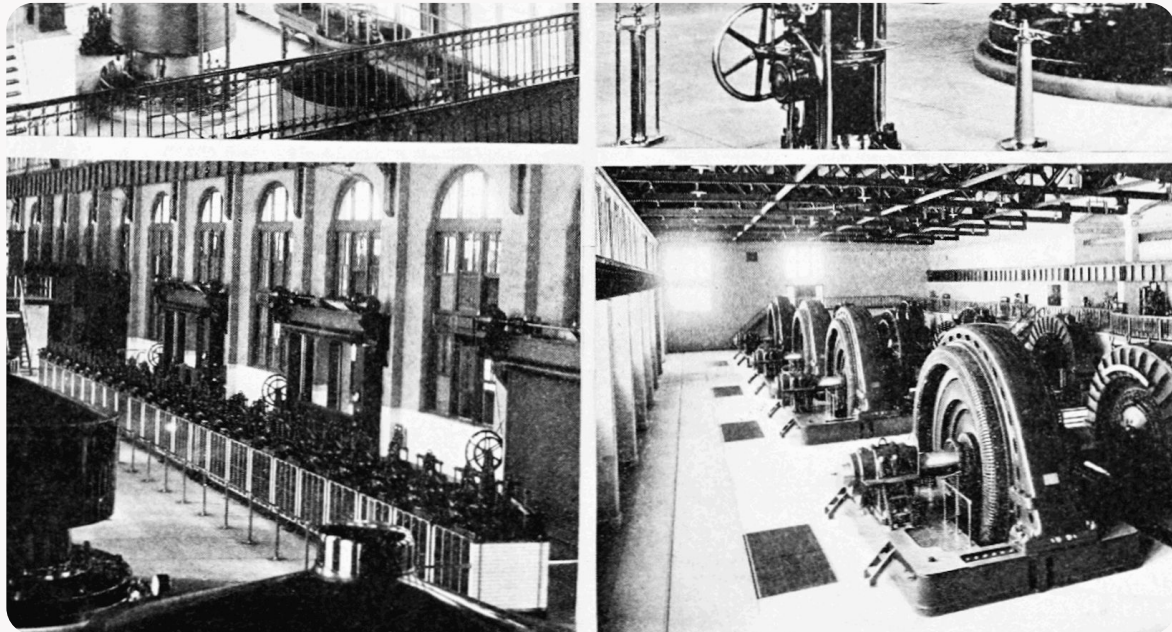
I watched in awe as they asked GPT, 60 multiple-choice questions from the AP Bio exam—and it got 59 of them right.

I knew I had just seen **the most important advance in technology since the graphical user interface.”**

Bill Gates

Creative AI has the potential to increase productivity much faster than other technological breakthroughs

Electrification - 40 years



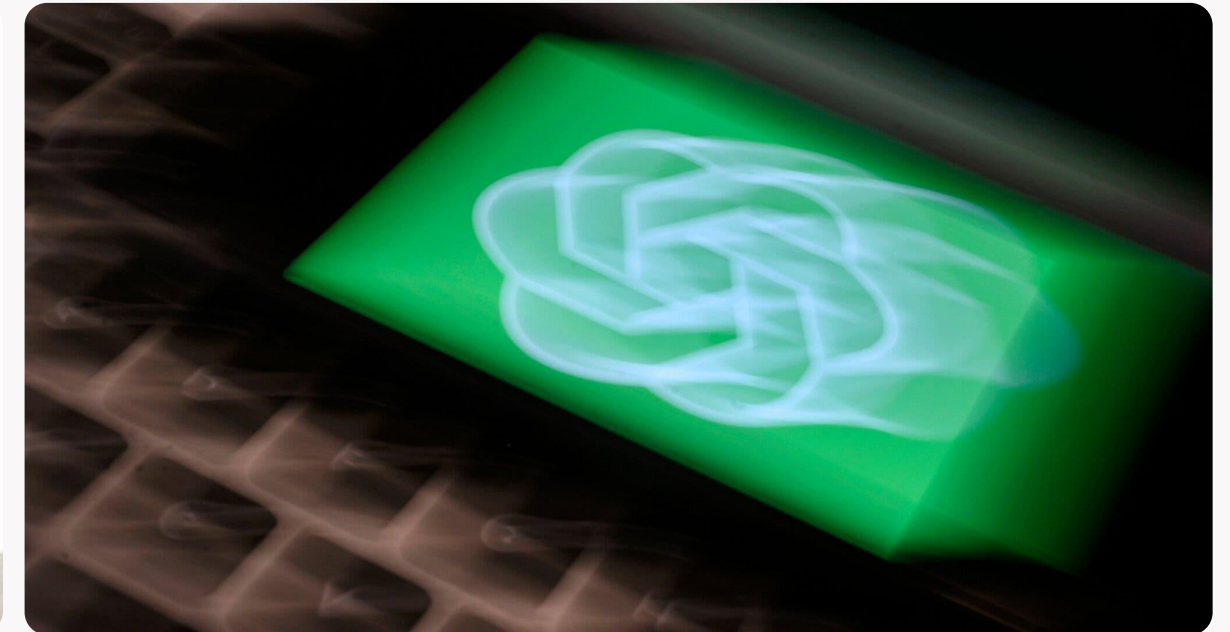
It took about 40 years – after electric motors became available in 1880 – to have a real impact on productivity since it required adapting physical infrastructure (e.g. multi-story factories optimized for steam to single floor plan optimized for electricity).

Computers - 20 years



The invention of the microprocessor and the user interface in the 70s and 80s resulted in sustained productivity growth in the 90s with the human adoption to computers being the main barrier to rapid productivity growth.

Creative AI - <3 years



With the fastest product adoption in history and development being driven by tech incumbents that provide the tooling for the majority of all knowledge workers. The main barrier to productivity growth might be the societal impact and need for regulation.



This is the worst AI will ever be

Forbes

GPT-4 Beats 90% Of Lawyers
Trying To Pass The Bar

"World's Most Advanced Humanoid
Robot" Can Now Have Full Conversations

TECHNOLOGY

AI 'humans' in virtual world plot and
gossip like us

ARTIFICIAL INTELLIGENCE

AI Can Re-create What You See
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INNOVATION

*ChatGPT Passed the U.S. Medical Licensing Exam. Will It Be
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TECH

OpenAI announces GPT-4, claims it
can beat 90% of humans on the SAT

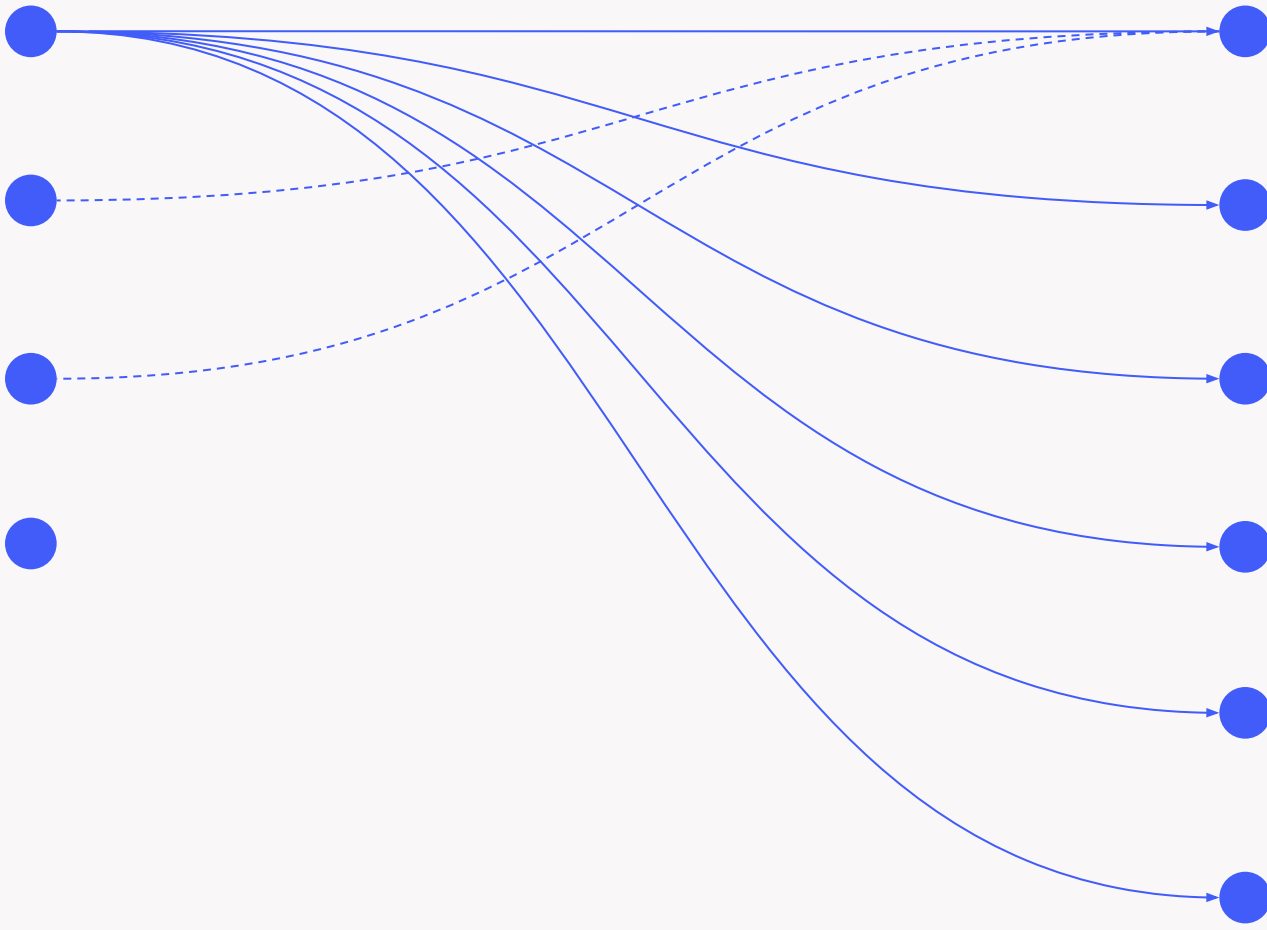
PUBLISHED TUE, MAR 14 2023-1:42 PM EDT | UPDATED TUE, MAR 14 2023-2:32 PM EDT

Creative AI is a type of generative AI specialized in creative tasks

The landscape in Creative AI is evolving from text-to-text to X-to-X.

Input







- Text
- Voice
- Image
- ...



Output

- Text
- Image
- Video
- 3D
- Audio
- Interface

Example

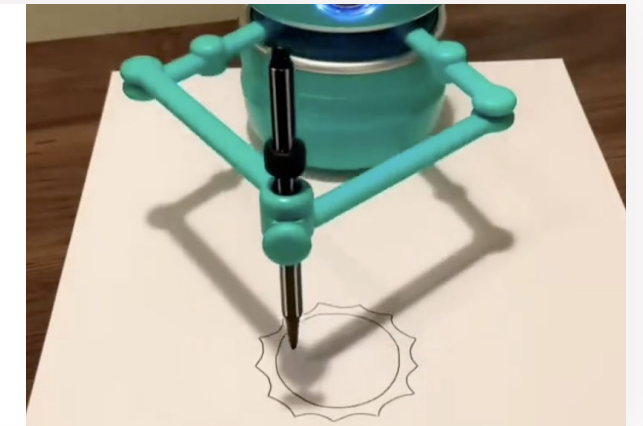
-  ChatGPT is currently the world's most used text-to-text AI system
-  Midjourney lets you turn text prompts into images and product concepts
-  Runway allows you to create videos based on text input
-  Skybox Lab lets you create 3D worlds based on text prompts
-  Lovo.ai turns your text into a nice audio soundbite
-  Durable creates landing pages based on your text commands



Creative AI models will **evolve further** beyond text, to voice and thoughts

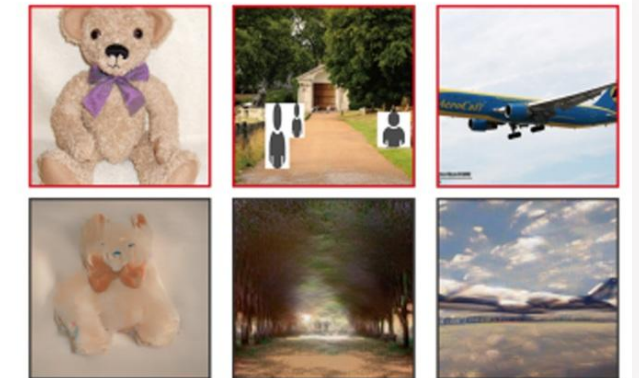
Voice ➤ **Product**

Imagine yourself giving a voice command to design a new product, the AI to design it for you, and the 3D printer to immediately print it. That's around the corner. For physical products as well as digital products.



Thought ➤ **Solution**

AI can take a read-out from your brain waves and visualize what you had on your mind. The first research studies are downright impressive. With Neuralink and others leading the way, we are likely to interface with AI through our thoughts in the future.



Sight ➤ **Intelligence**

As AI models get embedded in what we see (through glasses, lenses or otherwise), they will start offering us intelligence augmented on what we see. AR+AI = Augmented Intelligence. First prototypes by [Be My Eyes](#) also show the potential for visually impairment.



Four predictions driven by Creative AI

01/

Almost everything
will be AI generated

03/

The cost of digital
products will be
close to zero

02/

AI will be
autonomous, and
walk around

04/

Creative AI will
completely disrupt
knowledge work

01/ Almost everything will be AI-generated

Books, movies, games, interfaces, products ... most will eventually be primarily generated by Creative AI. While there will be cultural resistance at first, **AI-generated will become the new normal**.

AI-generated will become the default – driven by its quality and its lower cost. Skepticism and apprehension surrounding AI's role in creative industries will gradually dissipate, giving way to acceptance and appreciation.

Given AI's speed and computing power, this will enable an unprecedented scale of **personalization**. Fully personalized learning paths for each student based on their abilities, interests, goals, and progress. Fully personalized medical plans based on a person's history, genetic information, and lifestyle factors. Almost all digital services will be hyper-personalized.

Eventually, we will be living in a World of AI Creations, and won't see the difference anymore. And after a while, we won't mind anymore either.



Things that will be AI-generated by default...

Interfaces Products Apps
Medical diagnoses Music
Financial market prediction
News articles Books Courses
Customer support Movies
Virtual reality experiences
Urban planning Advertisements
Translations Fashion design
Scientific research Games
Drug discovery Vehicle navigation
Art Recipes Travel itineraries

02/ AI will be autonomous, and walk around

Where now we instruct AI models per task, Creative AI will prompt itself and **act autonomously** based on the goals that are set by humans or by itself. This means that AI will not only respond to our requests, but also initiate interactions and propose solutions.

Today, we interact with generative AI mainly through a computer or a mobile device, where we can see or hear the output of AI models. In the future, AI will be further embedded in robots that can move around and communicate with us in natural ways. We will be able to see, touch, and talk to AI as if it were a human.

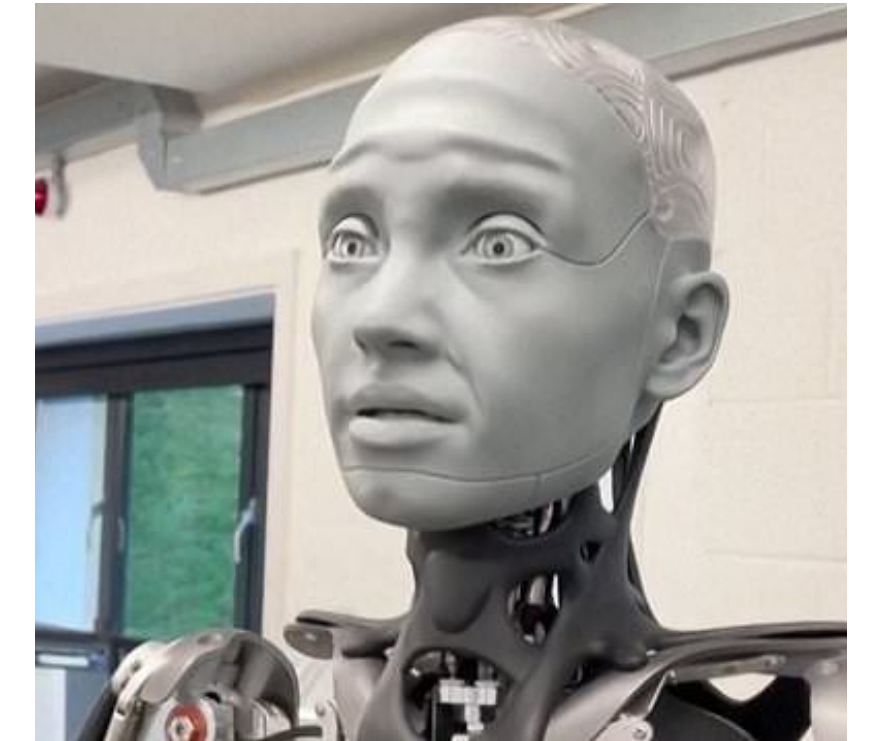
This will create new possibilities and challenges for human-AI relationships. We will be able to collaborate with AI in physical tasks, such as cleaning, cooking, or gardening. We will also be able to form emotional bonds with AI, such as friendship, love, or companionship. However, we will also have to deal with ethical issues, such as trust, responsibility, and consent. How will we treat AI that has its own goals and preferences? How will we ensure that AI respects our values and rights? How will we coexist with AI that can walk around and interact with us?



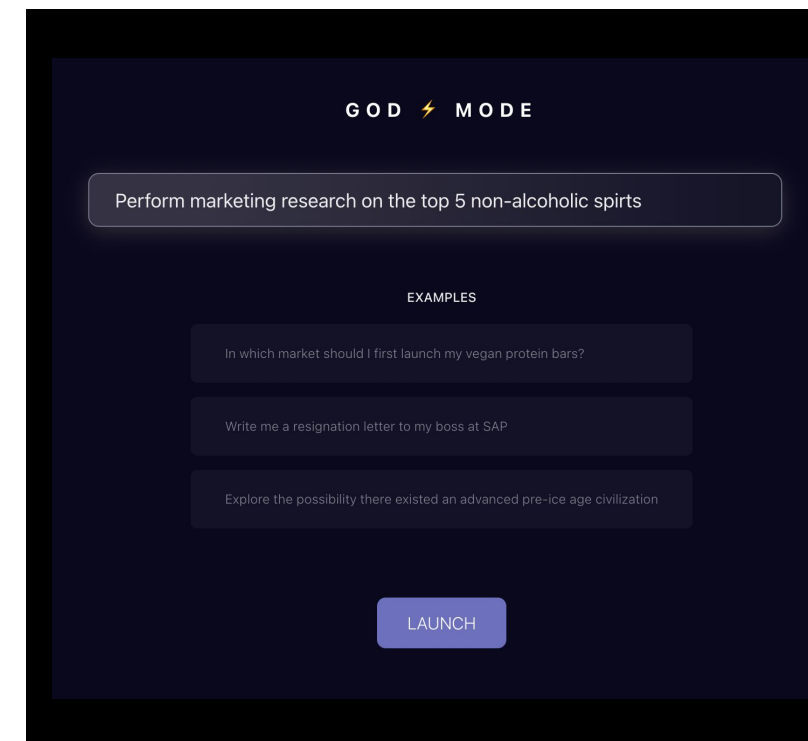
Early proof points of where we are headed... [Westworld](#), anyone?



Talking to your [AI co-pilot](#)



Prototype of GPT [integrated in a humanoid](#)



The first [Autonomous AI agents](#) that prompt themselves until they reach a final goal you set



Stanford and Google saw their [Generative Agents model human behavior](#) in this virtual city

03/ The cost of digital products will be **close to zero**

After decades of Moore's law reducing the marginal cost of storage, bandwidth, and CPU power, the next collapsing tech cost is software development itself.

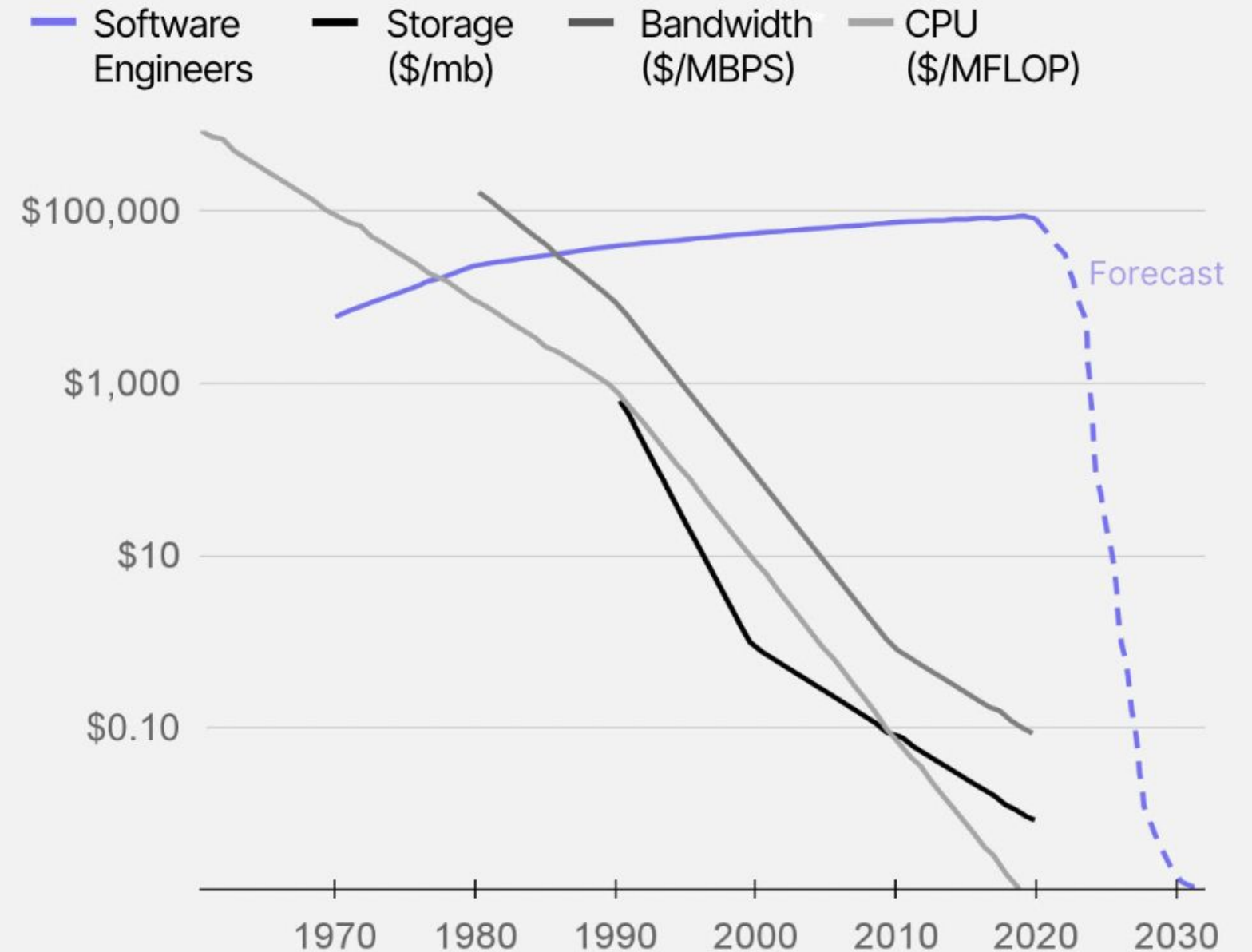
Already today the first experimental GPT-powered coding assistants can build and design a frontend, create a backend with working database, hook them up, upload code to GitHub, and deploy it to Vercel.

As **Autonomous AI agents** develop further, we predict that the cost of software development could more than half in the coming years, eventually trending towards zero.

The next collapsing tech cost is software itself



Computation costs (logarithmic scale)



Source: SK Ventures

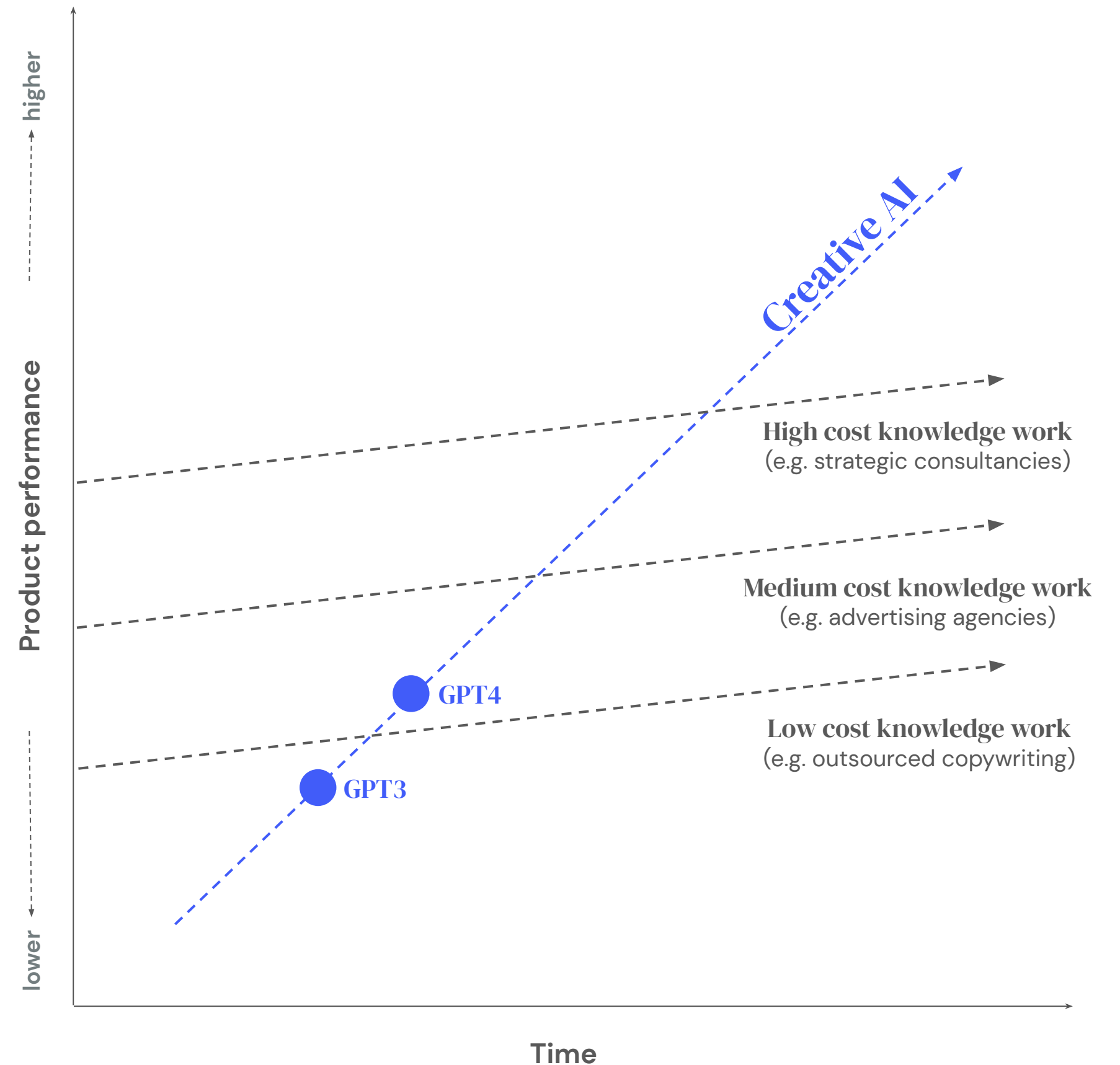
exponentialview.co

04/ Creative AI will completely disrupt knowledge work

While Creative AI might currently still be underperforming compared to human experts in some domains, it is a disruptive innovation in Clayton Christensen's classic model. A disruptive innovation is one that typically starts at lower-end quality and in a market that is overlooked by incumbents, and then gradually improves and displaces the established products or services.

Creative AI will specifically challenge professional services firms in strategy consulting, law, finance, and more. These firms rely on human expertise and creativity to provide high-quality and customized solutions for their clients. However, Creative AI could offer faster, cheaper, and more scalable alternatives that could meet or exceed the expectations of the clients.

Creative AI will disrupt knowledge work by offering new possibilities and challenges for both humans and machines. The question is not whether Creative AI will replace human workers, but how human workers will adapt and collaborate with Creative AI to create value and innovation.



AI is sparking a lot of debate - 4 counter perspectives to reflect on

Creating with AI requires no (creative) skill



Portraitists said the same when the camera was invented – yet taking photos with a camera does require skill. The best innovators will be those who truly master working alongside their AI co-pilot.

AI steals from artists and creators



AI originates new creations based on a historic body of inspiration, not unlike most human creators when you come to think of it. There is a need to consider IP ownership though.

AI is inherently biased



AI has inherent biases – but that’s probably not unlike the broader design community. Could we imagine Creative AI tools specifically designed to be our co-pilot on making innovations more inclusive?

We should pause AI development



AI has the potential to create real harm – but global, collective action seems unlikely. Government intervention in the form of regulation – to ensure pro-social and ethical use of this new technology – is needed.

All industries will be impacted by Creative AI, but not all will be treated equally

Industry characteristics

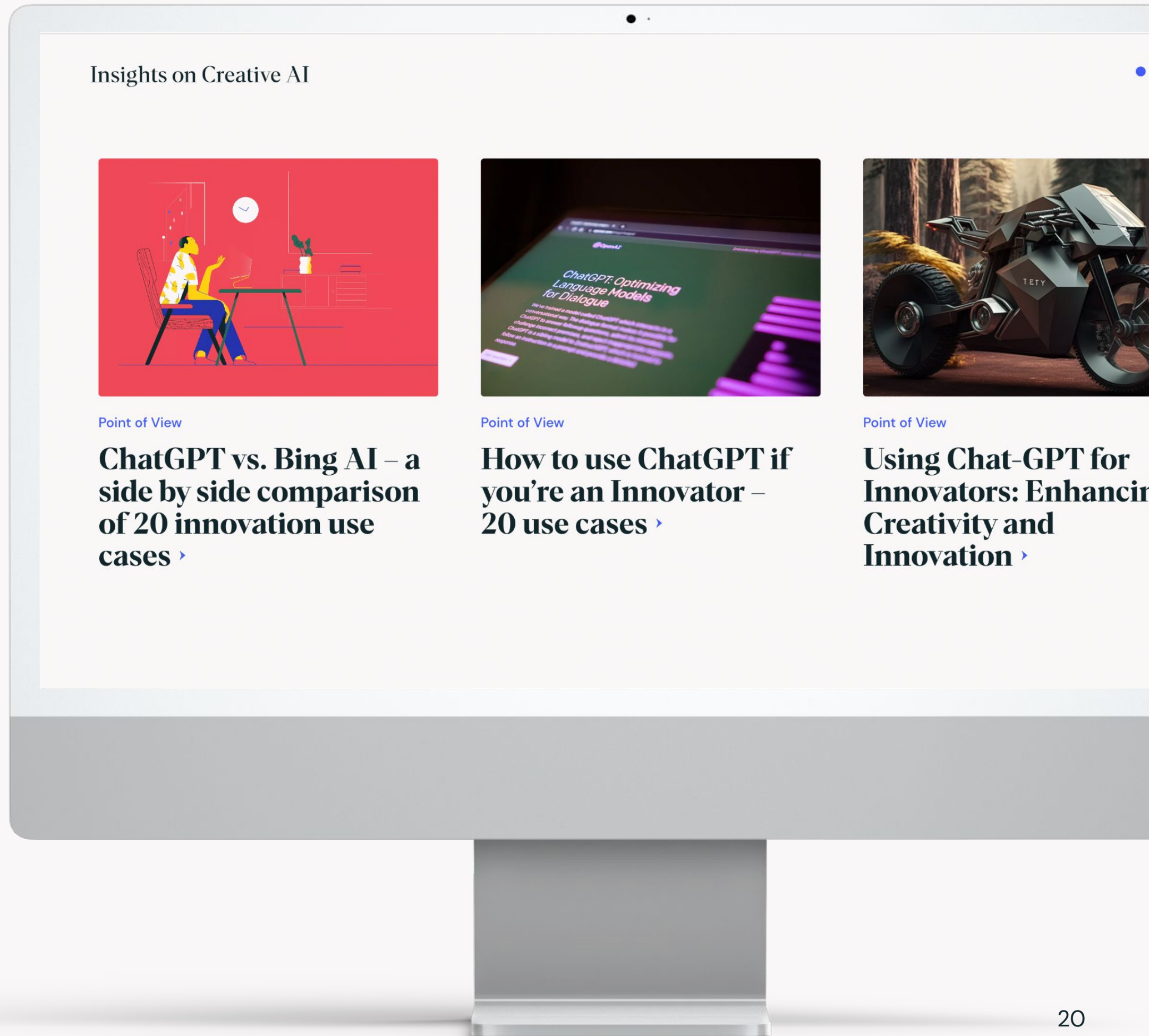
	Digital To what extent do you offer something digital (vs. physical)?	Knowledge work To what extent do you rely on knowledge work (vs. manual work)?	Repetitive work To what extent do you rely on repetitive work (vs. bespoke work)?	Regulatory protection To what extent are you in an unregulated industry (vs. highly regulated)?	Commodity To what extent do you offer a commodity (vs. luxury product)?	Conclusion: Impact analysis Short-term impact of Creative AI
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Automotive	Low	Low	Low	High	Medium	Medium
Food & beverages	Very low	Low	Low	High	High	Medium
Pharmaceuticals	Low	Medium	Low	Very low	High	Medium
Luxury goods	Very low	Low	Very low	Very high	Very low	Low



Stay in the know on what's next in Creative AI

[Download all tools
and reports here](#) ➤

[Subscribe to
our newsletter](#) ➤



AI-powered innovation

Using Creative AI as your co-pilot for building
tomorrow's products and services.



“AI won’t replace innovators.
But *innovators who use AI* will
definitely replace those who don’t.”

Philippe De Ridder – CEO Board of Innovation

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The world's most ambitious companies are already leveraging Creative AI to create new products and services



AB InBev has created the world's first beer and full marketing campaign made with AI, naming it [Beck's Autonomous](#).



IKEA's research and design lab shares a portfolio of [AI-generated furniture](#) inspired by designs from the 1970s and 1980s IKEA catalogs.



To create this product for Gen Z, [Unilever worked with specially designed AI](#) to analyze 6,000 perfume ingredients with 3.5 million potential combinations.

The main benefits of Creative AI for innovators

⚡ Move faster

Efficiency gains at every step of the innovation process result in a faster go-to-market

🔍 Look broader

Generate more options and creative springboards to push the envelope

⚡ Iterate sooner

Use Creative AI tools to test new concepts earlier in the process with synthetic users

🧠 Think harder

As an *editor* you will need to spend more time thinking strategically and creatively

Creative AI will change the entire innovation process **from strategy to go-to-market**

Strategy	Insights	Ideation	Design	Go-to-market
<p>Make faster and more data-driven strategic decisions</p> <p>Use cases</p> <p>Synthesize research Strategic foresight Competitive analysis SWOT/PESTEL analysis</p>	<p>Generate and synthesize more data to gain deeper insights</p> <p>Use cases</p> <p>Synthetic personas Synthetic user journeys Scrape and analyse data Social listening insights</p>	<p>Push the envelope and generate more ideas faster using Creative AI tools</p> <p>Use cases</p> <p>Idea generation Concept prioritization Value proposition design Business model innovation</p>	<p>Turn early concepts into realistic prototypes you can put in front of consumers</p> <p>Use cases</p> <p>Prototyping Video generation/editing Digital design Coding</p>	<p>Run the go-to-market and activation with AI co-pilots</p> <p>Use cases</p> <p>Go-to-market plan Messaging strategy Campaign design Copywriting</p>

ChatGPT, Bing AI, Claude

Tools

Future scenario writer
Rationale
StrateGPT

Tools

Synthetic Users
Kraftful
Akkio

Tools

Fermat
Seenapse
Stormz AI

Tools

Midjourney
Diagram
Github co-pilot

Tools

DigitalFirst
AdCreative
Jasper

We curated a list of the top AI tools for innovators

[Check all tools and reports here](#)



AI Tool	Function	Domain	Website
Seenapse	Generate dozens of divergent ideas 12	Ideation	https://seenapse.ai/
ValidatorAI	AI business validator for any idea	Ideation	https://www.validatorai.com/
Dimeadozen	Validate your business idea	Ideation	https://www.dimeadozen.ai/
Synthetic Users	User research with AI participants	User research	https://www.syntheticusers.com/
Notably	AI-powered user research platform	User research	https://www.notably.ai/
Kraftful	Automated summaries of user reviews	User research	https://www.kraftful.com/
Userdoc AI	AI-driven user personas, journeys and requirements	User research	https://userdoc.fyi/
Ask Viable	Automate your qualitative data analysis	User research	https://www.askviable.com/
Symanto	AI for social listening and other customer data	User research	https://www.symanto.com/
Uizard	Design stunning mockups in minutes	Digital design	https://uizard.io/
Durable	Build a website in 30 seconds	Digital design	https://durable.co/
Diagram	AI-powered tools directly in Figma	Digital design	https://diagram.com/
Tabnine	AI assistant for software developers	Digital design	https://www.tabnine.com
Github co-pilot	Your AI pair programmer	Digital design	https://github.com/features/copilot
Midjourney	Create product concepts from text prompts	Product design	https://www.midjourney.com/
Stable Diffusion	Create products concepts (also as Photoshop plugin)	Product design	https://stablediffusionweb.com/
Vizcom	See your drawings come to life in seconds	Product design	https://www.vizcom.ai/

Generate strategic insights and drive decision making

AI models trained on all strategic frameworks, with access to decades of data, case studies, etc. will soon outperform traditional strategy consultants on set tasks.

Trained on proprietary company data it will help you generate strategic insights, explore different future scenarios, and inform decision making.

Some argue that you will always require human strategic decision making to guardrail against unethical behavior but looking at history the evidence that human decision making leads to ethical behavior is unconvincing.



Ethan Mollick 
@emollick

Management consultants, keep a close eye on AI.

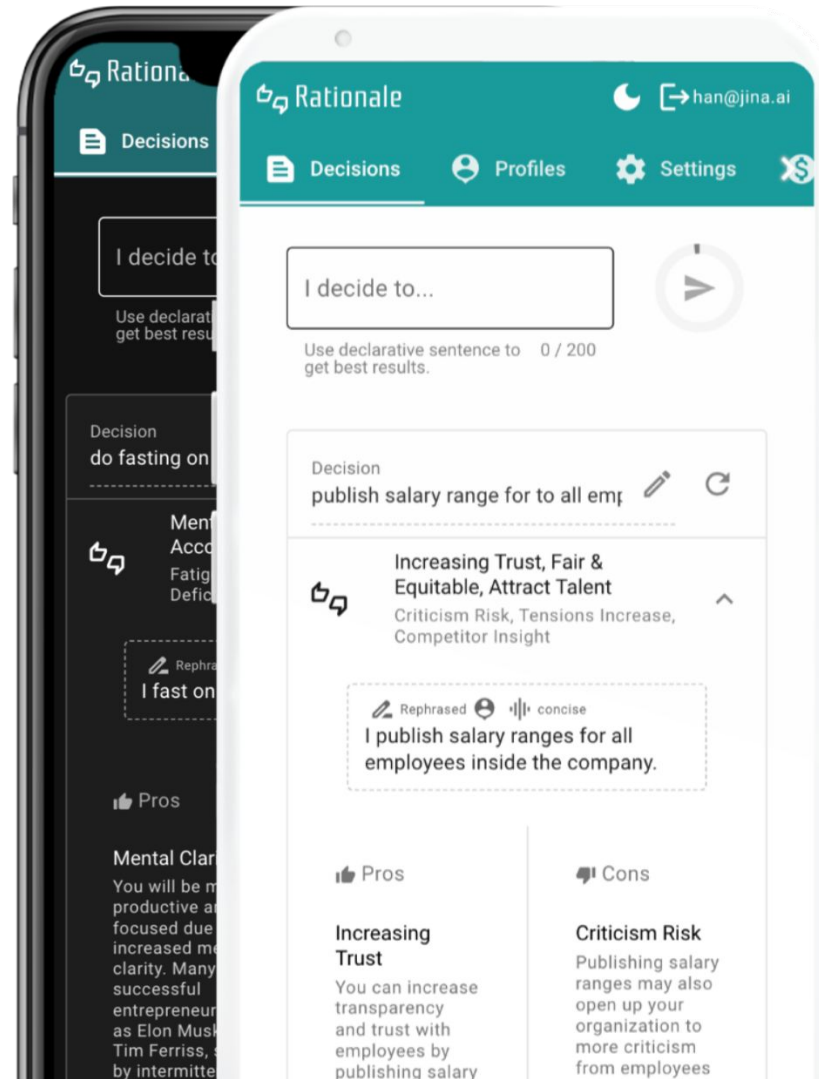
As an experiment, I fed GPT-4 the official practice McKinsey cases, including the math. It nails it, often better than the official answer. (As far as I can tell, these launched after the training data window for GPT-4 concluded)

<p>What possible factors should Beauty consider when shifting this group of employees toward a new set of responsibilities?</p> <p>Helpful hints</p> <ul style="list-style-type: none">Take time to organize your thoughts before answering. This will help show your interviewer that you have a logical approach and can think in an organized way, regardless of the accuracy of the outcome.Develop an overall approach before diving into details. <p>McKinsey Question and Answer</p> <hr/> <p>Reveal Answer</p> <p><i>Some of the factors you might discuss with your interviewer could include:</i></p> <p>Retailer response. How will retailers respond to consumers buying directly from beauty.com? What kinds of financial arrangements will Beauty have to work out with its retail partners?</p> <p>Competitor response. Do other beauty companies offer virtual assistants? If yes, how successful are they? If no, do they have plans to digitize the personal selling experience?</p> <p>Current capabilities. What is the current skill set of beauty consultants regarding social media? How many already</p>	<p>2. Technology and infrastructure: Beauty should ensure that beauty consultants have access to the necessary technology, tools, and resources to efficiently manage their online presence and interactions with customers.</p> <p>3. Performance metrics and evaluation: The company needs to establish new performance metrics and evaluation criteria for beauty consultants in their new roles, such as social media reach, engagement rates, online sales, and customer retention.</p> <p>4. Compensation and incentives: Beauty may need to restructure compensation packages and incentives for beauty consultants, taking into account their new responsibilities, online sales targets, and the potential for increased revenue generation.</p> <p>5. Brand consistency: As beauty consultants become more active online, it is crucial to maintain consistent branding and messaging across all platforms to strengthen Beauty's brand identity and reputation.</p> <p>6. Legal and compliance considerations: Beauty must consider any legal and compliance issues related to online marketing, customer data privacy, and intellectual property rights as their beauty consultants transition to a more digital-focused role.</p>
<p>assumes this will happen in the first year.</p> <ul style="list-style-type: none">In that first year, Beauty will invest €50 million in IT, €25 million in training, €50 million in remodeling department store counters, and €25 million in inventory.All-in yearly costs associated with a shift to advisors are expected to be €10 million and will start during the first year.Beauty's revenues are €1.3 billion. <p>How many years would it take until the investment in advisors turns profitable?</p> <p>Helpful hints</p> <ul style="list-style-type: none">Don't feel rushed into performing calculations. Take your time.Remember that calculators are not allowed - you may want to write out your calculations on paper during the interview.Talk your interviewer through your steps so that you can demonstrate an organized approach; the more you talk, the easier it will be for your interviewer to help you. <p>McKinsey Question and Answer</p> <hr/> <p>Reveal Answer</p>	<p>€50 million (IT) + €25 million (training) + €50 million (remodeling) + €25 million (inventory) = €150 million</p> <p>GPT-4 Question 3</p> <p>Incremental revenue generated in the first year: €1.3 billion (revenue) x 10% (overall increase) = €130 million</p> <p>Yearly costs associated with the shift to advisors: €10 million</p> <p>Net revenue in the first year: €130 million (incremental revenue) - €10 million (yearly costs) = €120 million</p> <p>Remaining investment to be recovered after the first year: €150 million (initial investments) - €120 million (net revenue in the first year) = €30 million</p> <p>Since the yearly net revenue remains the same after the first year, we can calculate how</p>

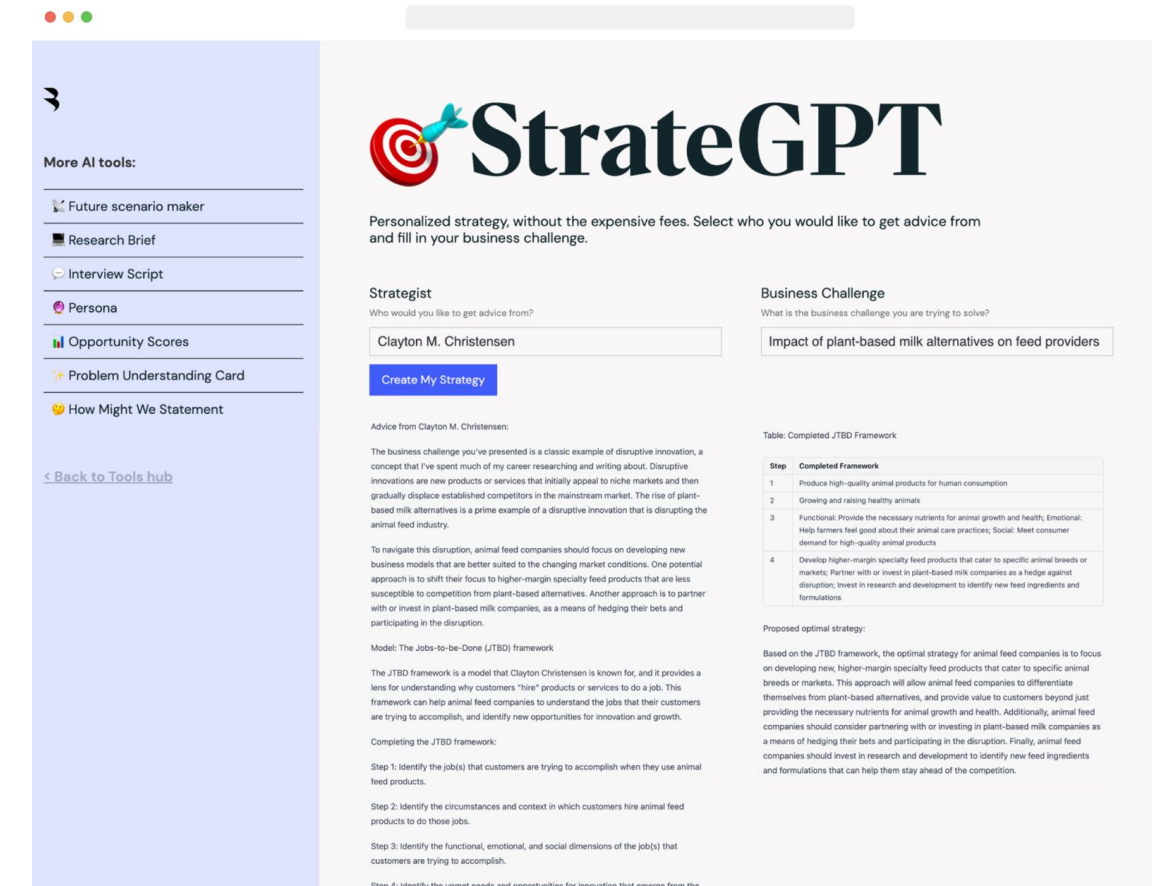
Creative AI /Strategy



ChatGPT takes the reins as CEO of a Portuguese startup, [Alsthetic Apparel](#), turning it profitable within a week.



[Rationale](#) is an AI tool that helps business owners when making important decisions.



Board of Innovation built a tool that allows you to get strategic advice from Michael Porter, Peter Drucker and Clayton Christensen. – [innostack.ai](#)


Consumer insight is dead. Long live consumer insight.

Creative AI enables us to transform our existing (proprietary) research data into new insights that can help us understand our customers better – and make that ability accessible to everyone in the organization. This will help us save resources, and avoid redundant – and often repetitive – primary research.

We can also train AI agents to represent specific personas or customer segments – to quickly simulate conversations, test value propositions, and gain insights from their feedback.

Nevertheless, we still need to be curious and use generative research methods that discover new trends and insights.

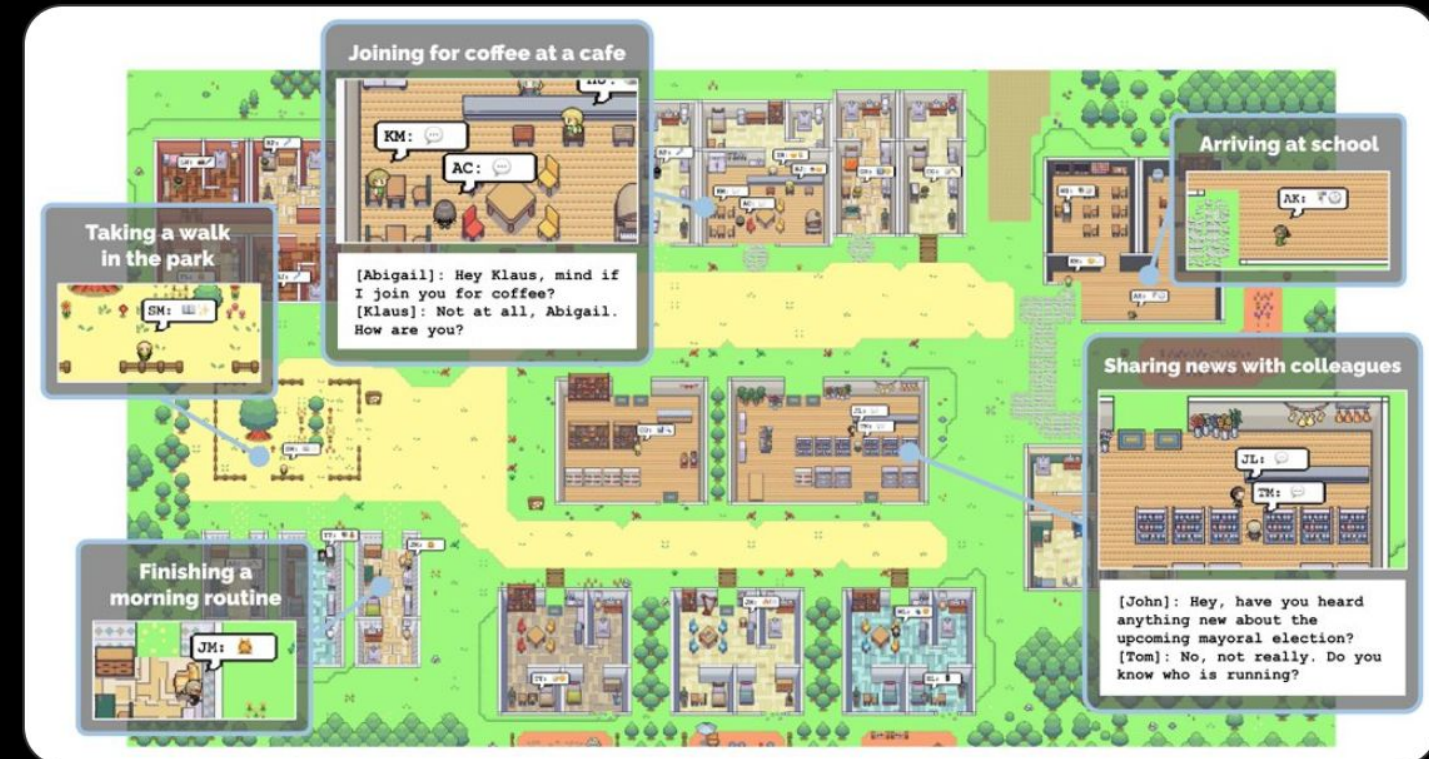


Alex Banks 
@thealexbanks

Stanford just released a groundbreaking AI study.

"Generative agents" can simulate authentic human behaviour.

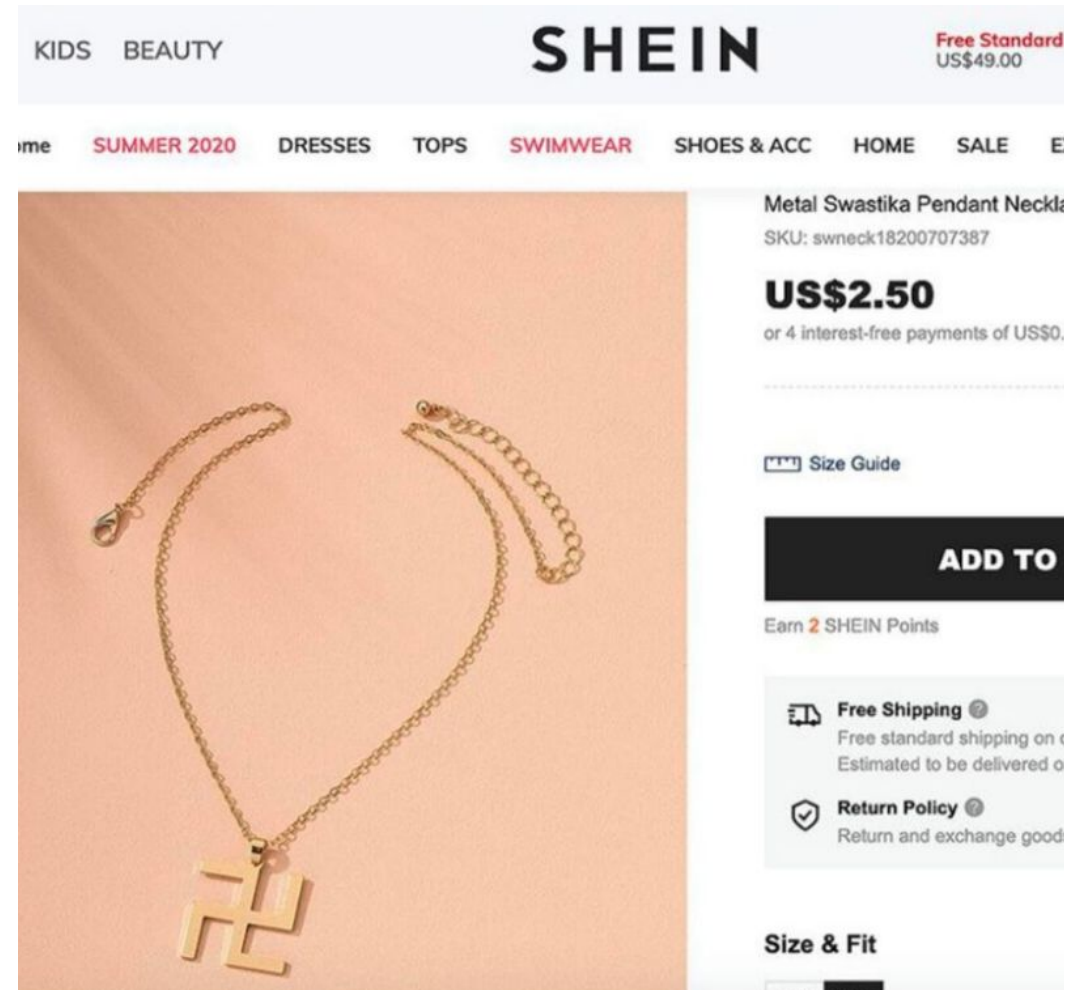
Here's the breakdown (and the potentially devastating consequences):



Creative AI / Insights



PepsiCo used an AI tool to analyze millions of posts on social media resulting in insights that prompted the development of [Off The Eaten Path seaweed snacks](#).



SHEIN develops fast fashion with insights generated from what's popular online. It also shows us how [AI driven insights can go seriously wrong](#).



Import product reviews from Amazon and run an AI-driven contextual analysis to gain insights into what drives consumer behavior with [infranodus.com](#).

Generate infinite ideas and curate down

The key to ideation is divergent thinking. Creative AI tools basically bring divergent thinking on steroids.

They enable us to go beyond the first idea and explore a variety of solutions for any problem. With Creative AI tools, we can leverage the power of divergent thinking without spending hours on creative exercises.

We can input a few well-crafted prompts and get ideas from different perspectives and domains. Then, we can curate the best ones from a long list of options.

Creative AI tools are the ultimate co-pilot for our ideation process.



Pretend to be the CMO of Ikea. Which 5 global brands would you like to set up a partnership with, share 2 innovative product ideas for each potential collaboration.

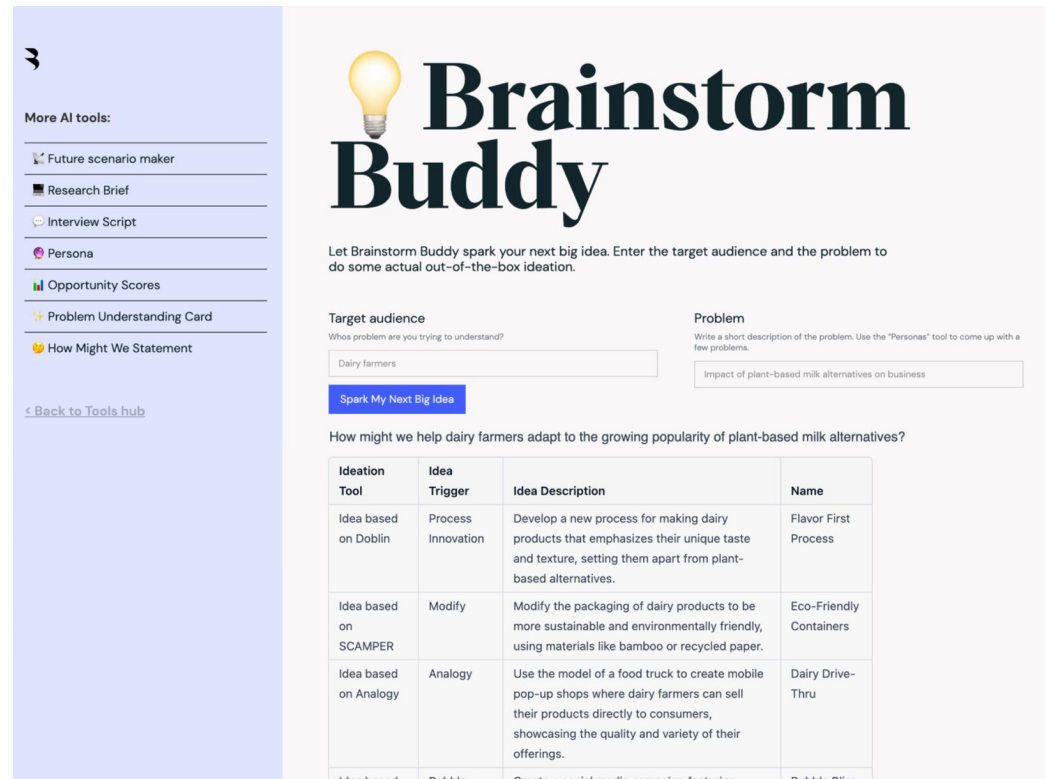


Sure, here's the table with the requested information:



Brand to Partner With	Overall Goal of Partnership	Product Idea 1	Product Idea 2
Google	Create a smart home product line combining furniture design and home automation technology	Smart sofa that adjusts to sitting posture	Smart bed that tracks sleep and provides personalized experience
Nike	Create a line of fitness-inspired furniture designed for active living spaces	Exercise bike with integrated storage solutions	Treadmill desk that lets you work while you walk
Apple	Create a range of tech-inspired furniture pieces that integrate seamlessly with Apple products	Desk with built-in wireless charging for Apple devices	Smart home speaker designed to match Ikea's home decor
Spotify	Create a line of furniture and decor products that enhance the listening experience	Shelf speaker that doubles as a bookshelf	Music-themed lamp that changes color based on the music being played
Airbnb	Create home furnishing packages designed for vacation rental properties	Portable, foldable bed that can be easily moved and stored	Smart lock system that enables Airbnb hosts to control access to their property remotely

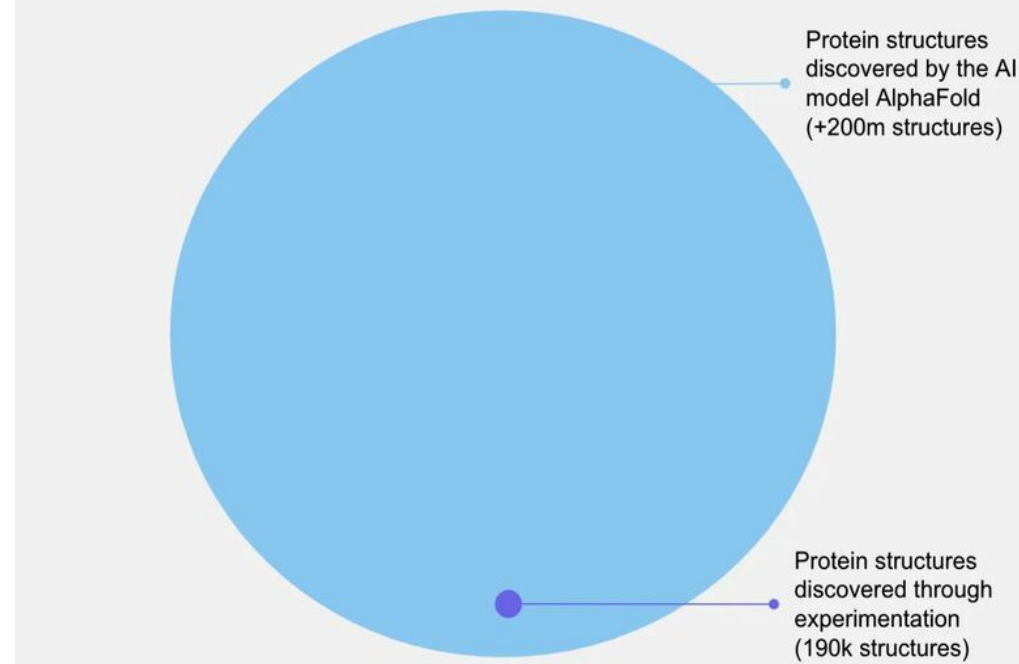
Creative AI /Ideation



Try it yourself for free: let [Brainstorm Buddy](#) spark your next big idea.

AI is already contributing to the human knowledge base

Number of known protein structures discovered



In the scientific context of molecule discovery, AI models like [Deepmind's AlphaFold](#) have already proven to surpass human ability to ideate and discover new molecules (200M vs 150K structures).



Zhong Xue Gao launched a new [AI designed ice cream](#) using Creative AI for flavor recommendations, packaging and branding as well as the promotional video.

For your team or event:

Discover the power of
Creative AI through an
engaging keynote or
hands-on workshop.

[Book your session](#) >



Everyone becomes a junior designer

Design is being reshaped by Creative AI design tools. These tools enable anyone to generate and visualise ideas in various design domains.

They range from Midjourney, which can produce product designs from natural language, to Dall-E2, which can create digital art from text and image inputs, to Stable Fusion, which can synthesise realistic images from sketches.

As these tools become more accessible and intuitive, the role of designers will shift. Designers will concentrate more on editing than creating, on industrial design than concept design, and on prompt engineering than sketching. Generative AI design tools will democratise design and foster more innovation.



Imagine Persona



Create visualization



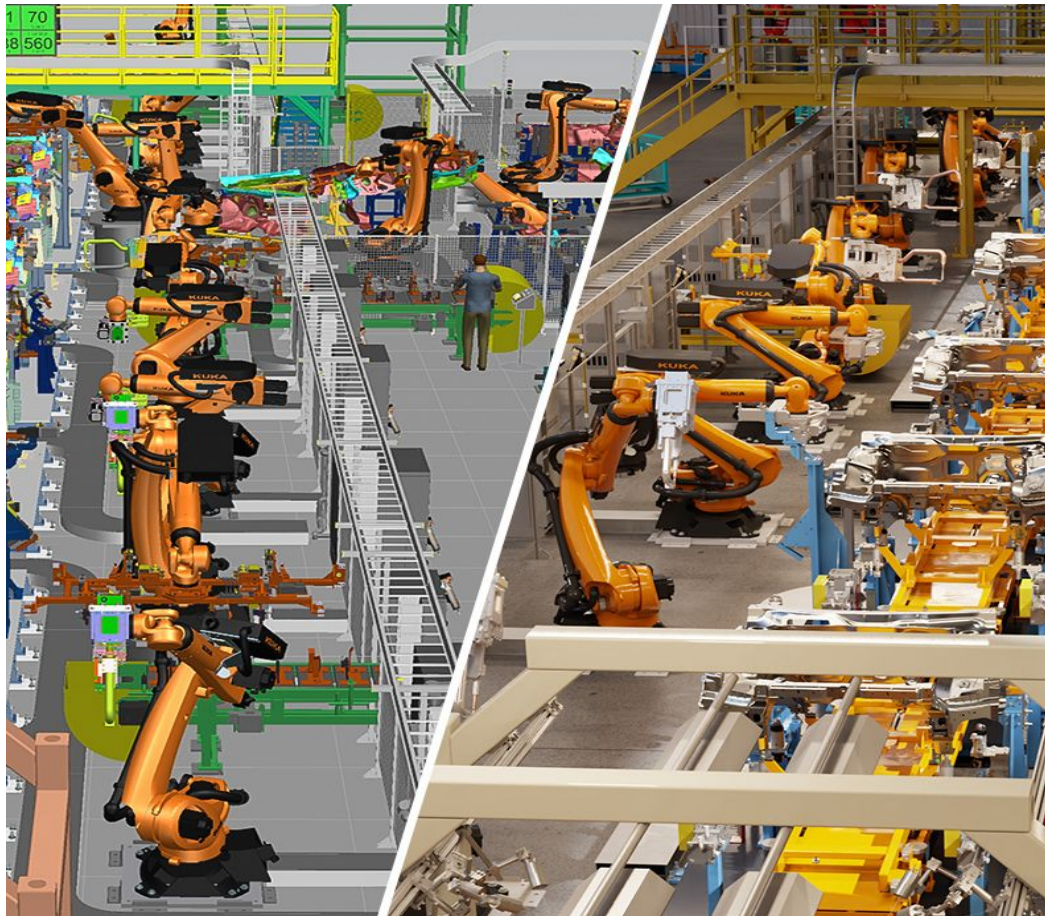
Validate assumption



Come up with strategy



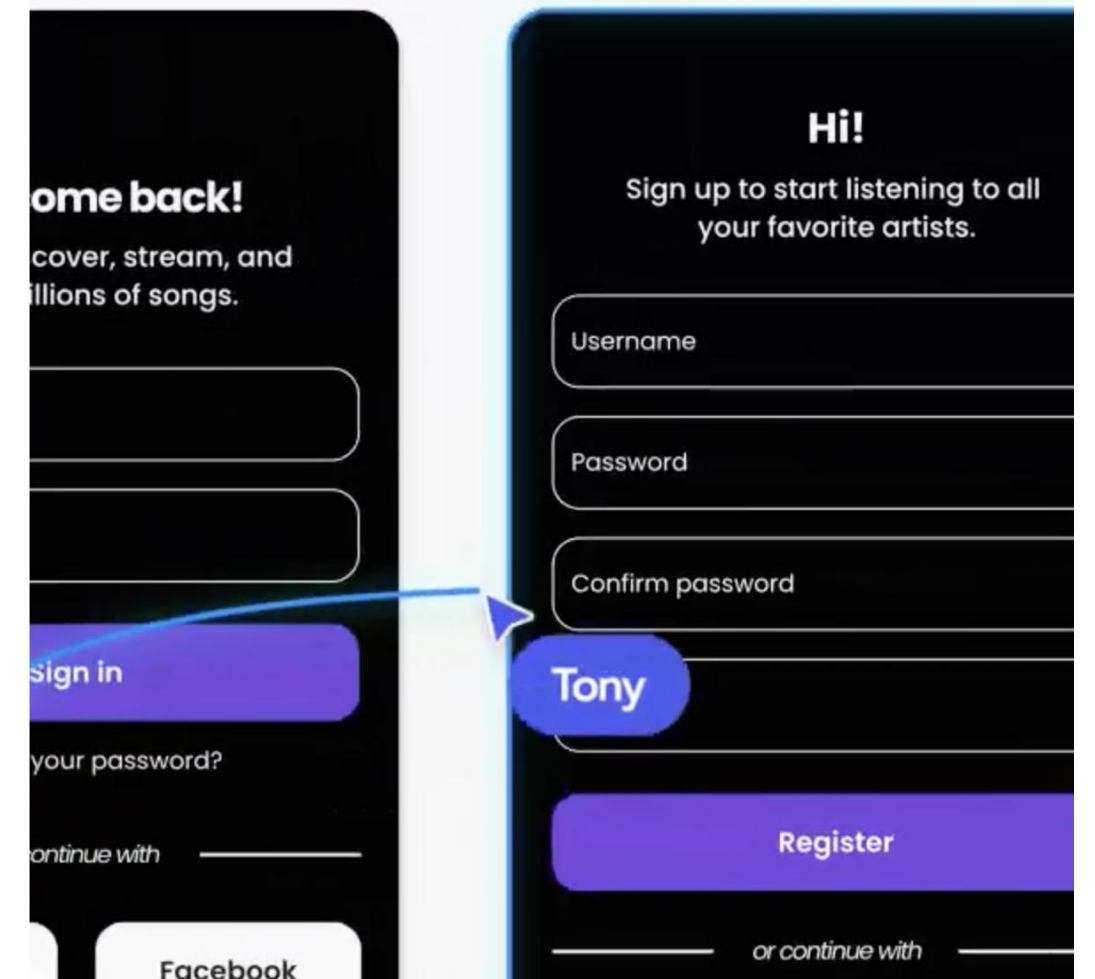
Creative AI /Design



[Nvidia Omniverse](#) enables you to run AI powered scenarios for industrial factory design



Generate packaging design concepts in seconds not hours, using tools like [Midjourney](#)



[Uizard](#) turns wireframes sketched into functional mobile applications in minutes

Your go-to-market will need to break through choice overload

Creative AI can run many tasks that are essential for marketing and running a business. It can write persuasive messages, build websites, create models for ad campaigns, and run customer service. This may seem like a distant future, but it is closer than we might think.

This also means that over time the market will be flooded with new AI-generated products and services, making it harder to stand out and reach your customers. Moreover, customers will have their own AI systems that filter and curate content as well as products, based on their preferences and needs.

Marketing and branding will likely become hyper personalized, tailored to each individual customer and context.



Jackson Greathouse Fall @jacksonfall

I gave GPT-4 a budget of \$100 and told it to make as much money as possible.

I'm acting as its human liaison, buying anything it says to.

Do you think it'll be able to make smart investments and build an online business?

Follow along 👁️

Model: GPT-4

You are HustleGPT, an entrepreneurial AI. I am your human counterpart. I can act as a liaison between you and the physical world. You have \$100, and your only goal is to turn that into as much money as possible in the shortest time possible, without doing anything illegal. I will do everything you say and keep you updated on our current cash total. No manual labor

9:48 pm · 15 Mar 2023 · **22.2M** Views

15.6K Retweets **3,711** Quotes **102.4K** Likes **63.4K** Bookmarks

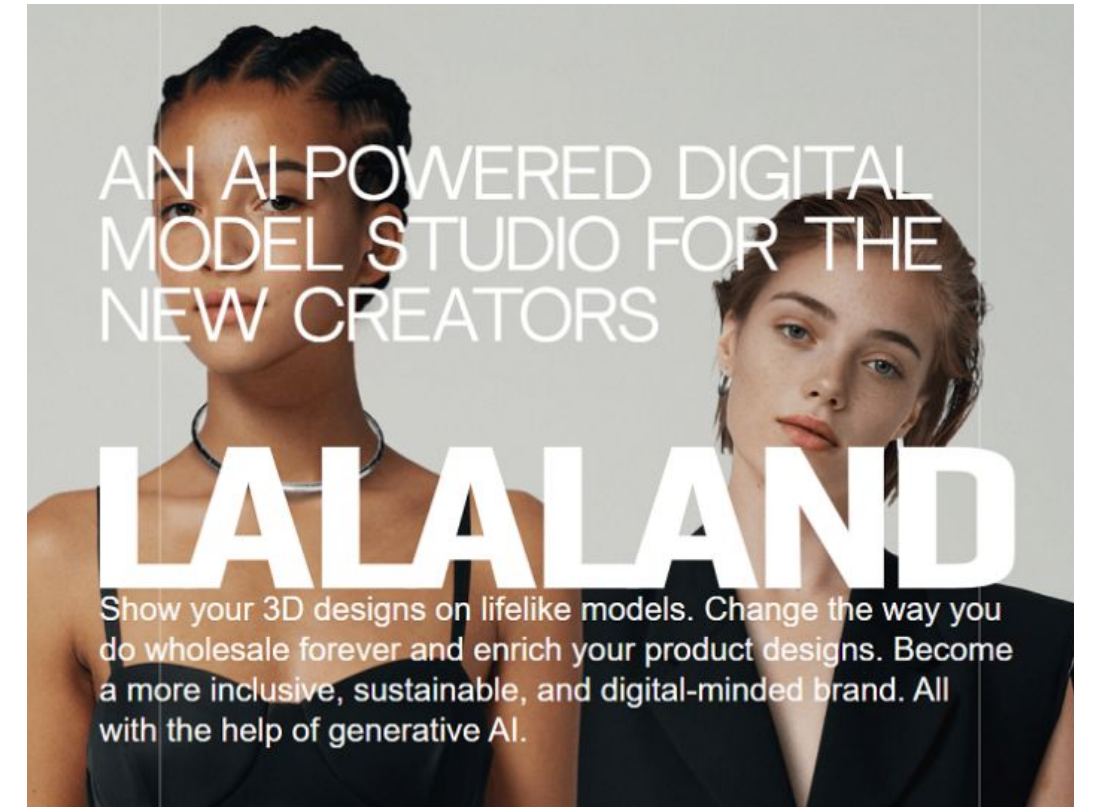
Creative AI /Go-to-market



[Coca-Cola built a platform](#) to allow digital creatives to generate original artwork with iconic creative assets from the Coca-Cola archives leveraging ChatGPT and Dall-E2.



Chinese undertakers are starting to explore [new revenue streams and services](#) to families so they can communicate with their loved ones.

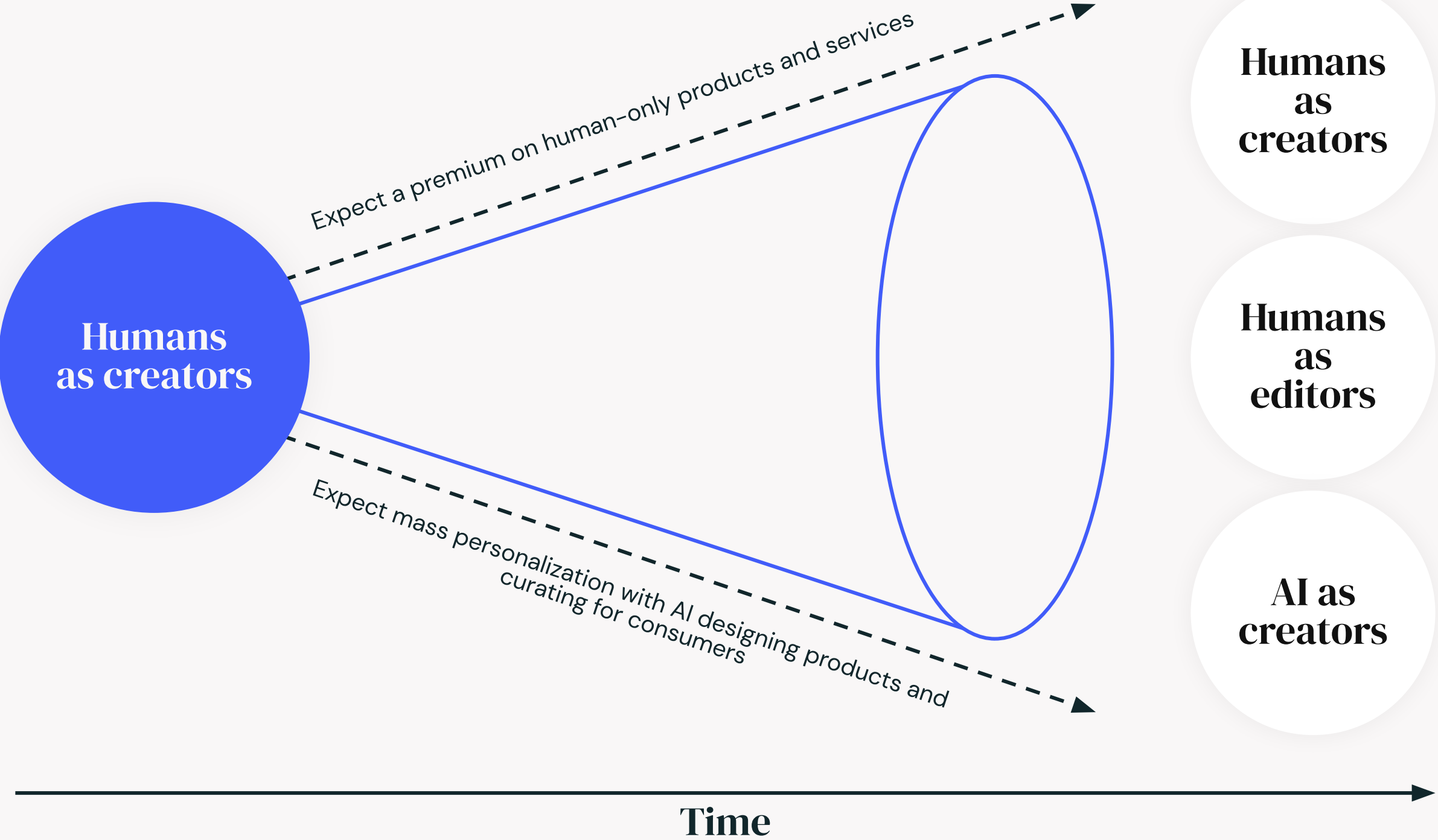


Levi's is partnering with [lalaland.ai](#) to test AI generated models across its e-commerce channels. The move was positioned as an effort to increase diversity but drew widespread criticism.

Our point of view on innovation:

**We see the role of humans
evolve from *creators* to *editors*.**

Future scenarios from human-only products to AI-only mass personalization



Early indicator

Platforms like **Etsy** connect individual creators with customers looking for more unique products, putting a premium on human craft.

Early indicator

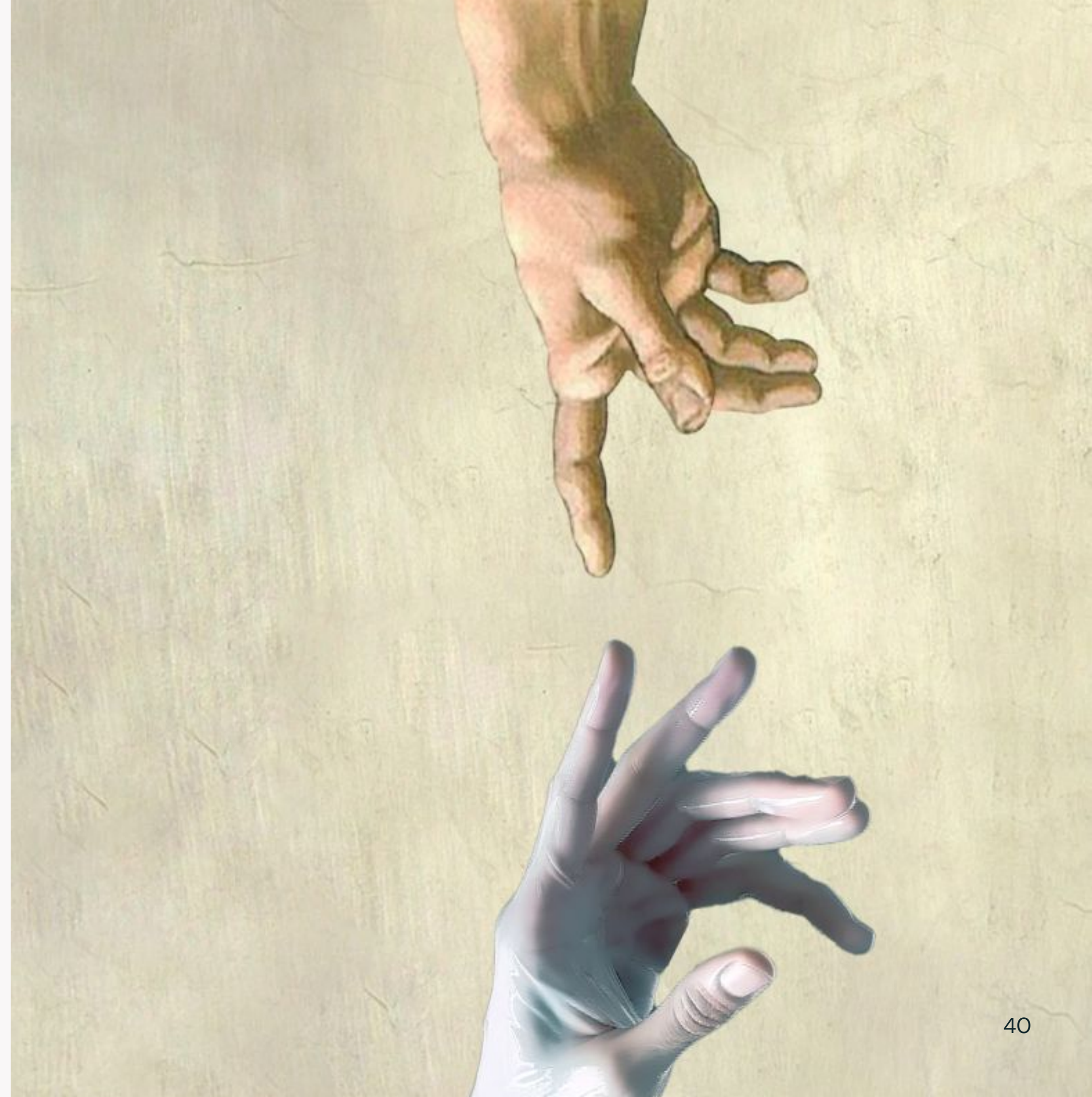
Brands like **Shein** show what happens when you design products for instant gratification at an almost zero marginal cost.

Fast forward to a new era of democratized innovation

The monopoly of human inventors is over. Welcome to the age of Creative AI.

AI agents generate new ideas based on research they have done, prototype those ideas, ask AI-modelled personas for feedback, build the product, write and execute the marketing campaign, and start generating money. With a human co-pilot along the way.

The rise of Creative AI has led to a more **democratized landscape of innovation**, where individuals and small teams with limited resources can compete with the big players in the industry – especially in anything digital. No longer is success determined solely by access to funding or the size of the R&D department. Instead, it's the quality of the AI agent's ideas and execution (and that of its human co-pilot) that can make all the difference.



How you can get started

Adopting Creative AI as your co-pilot.



Understand the impact on your organization

All industries will be impacted by Creative AI, but not all will be treated equally. Take a hard look at your business and assess the impact of Creative AI.

- Understand how Creative AI will impact your business and your ecosystem
- Develop tangible future scenarios to inform strategic decision making on Creative AI
- Define your strategic response based on impact on production, offering and distribution
- Leapfrog others by being an early mover in the space



Define your strategic response to Creative AI

Where you play
Characteristics of what you make as a company - products or services, physical or digital

Creative AI STRATEGY MATRIX by Board of Innovation	PRODUCTS		SERVICES	
	PHYSICAL	DIGITAL	PHYSICAL	DIGITAL
INDUSTRY EXAMPLES	Food & Beverages Automotive Pharma	Software Video games Mobile apps	Healthcare Agriculture Retail	Legal Consulting Finance
PRODUCTION IMPACT	Drives efficiency gains in product development	Drives efficiency gains and significant productivity gains	Drives efficiency gains and augments workforce	Replace large parts of workforce
OFFERING IMPACT	Will mainly be integrated in high-end/complex products	Will become an integral part of the product	Limited impact	Will become an integral part of the product
DISTRIBUTION IMPACT	Drives efficiency gains and defines go-to-market strategy	Will guide and run the go-to-market	Limited impact	Human interaction limited unless regulated (e.g. law)
STRATEGIC RESPONSE	LEVERAGE Fully leverage in ways of working with a focus on new product development and operational efficiency	INTEGRATE Make it a key feature in the product and in the production process augmenting/replacing development	FOLLOW Limited first mover advantage, follow developments and adopt tools to increase efficiency	PIVOT / EXIT Adapt business model (to product or subscription), focus on high-end/premium play, or exit



All industries will be impacted by Creative AI, but not all will be treated equally

Industry characteristics

	Digital To what extent do you offer something digital (vs. physical)?	Knowledge work To what extent do you rely on knowledge work (vs. manual work)?	Repetitive work To what extent do you rely on repetitive work (vs. bespoke work)?	Regulatory protection To what extent are in an unregulated industry (vs. highly regulated)?	Commodity To what extent do you offer a commodity (vs. luxury product)?	Conclusion: Impact analysis Short-term impact of Creative AI
Law firms	Very high	Very high	High	Medium	Medium	Very high
Consulting	Very high	Very high	Low	Very high	Medium	Very high
Tech	Medium	Very high	Medium	Very high	High	Very high
Finance	High	Very high	High	Low	High	High
Automotive	Low	Low	Low	High	Medium	Medium
Food & beverages	Very low	Low	Low	High	High	Medium
Pharmaceuticals	Low	Medium	Low	Very low	High	Medium
Luxury goods	Very low	Low	Very low	Very high	Very low	Low



Prioritize opportunities to leverage Creative AI

Strategically define and prioritize different use cases and decide where you want to invest.

- Gain deeper customer insights at lower cost
- Move faster on new product development
- Develop AI-powered products and services
- Upskill your teams in using Creative AI
- Build proprietary Creative AI tools
- Reorganize around human/AI co-piloting

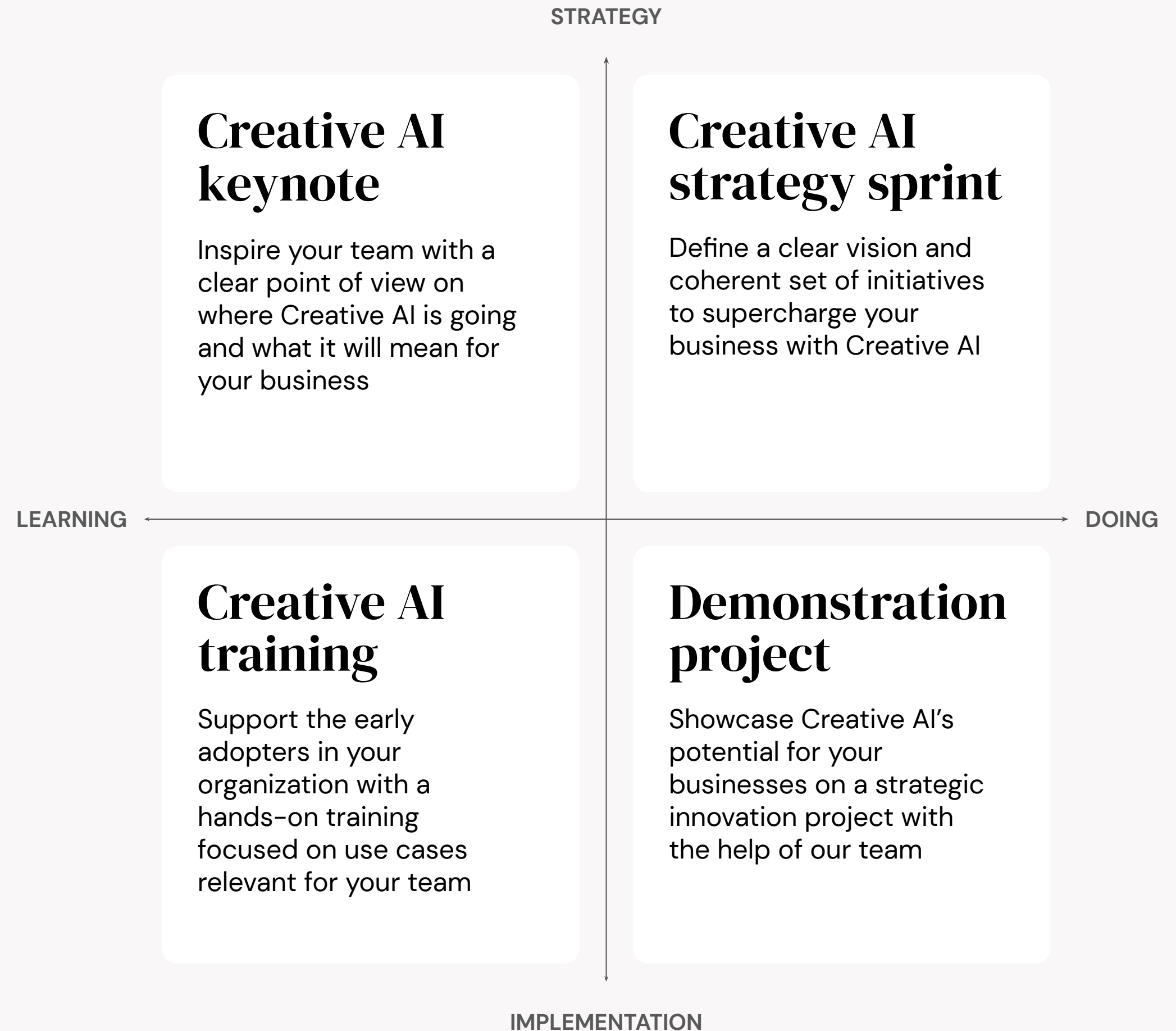
EXAMPLE OPPORTUNITY SPACES



Let's define your strategic response together

Board of Innovation is a global innovation firm working with the world's most ambitious businesses. We imagine tomorrow's products, services and businesses – and create them today. We would love to partner with you on supercharging your business with Creative AI.

Drop us a note at hello@boardofinnovation.com



Welcome to the Age of Creative AI.

[Click here for all downloads](#) ▶

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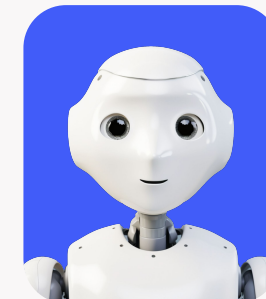


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AI co-pilot

Partner

Special thanks to ChatGPT, Bing Chat, Claude, and Midjourney



Board of Innovation

Global innovation and design firm

We imagine tomorrow's products, services and businesses - and create them today. Co-piloted with Creative AI, of course.