



SHAPE

Your Innovation

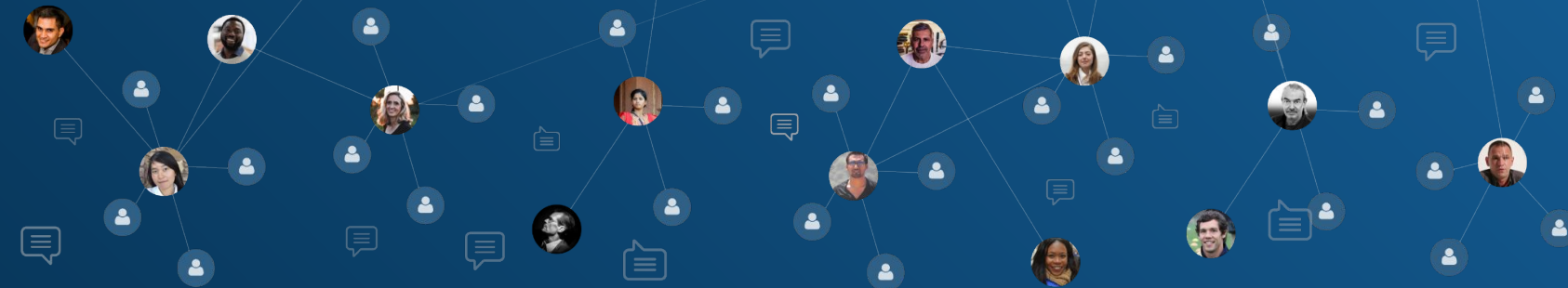
WITH REAL TIME MARKET DATA

www.umi.us

Our Vision



Making **innovation** projects succeed
by fostering **interaction** with market players.



Why? Because 80% of innovation projects don't lead to a profitable business due to insufficient interaction with their market.

OUR TECHNOLOGY

to get reliable insights beyond your network



POWERFUL IN REACH

1 000 000 000 People

who can be reached with our algorithms to target the market players most impacted by your innovation.

SMART IN ENGAGEMENT

800 Market Tests

already conducted and that data is leveraged to engage each profile through the best channel, at the best time, with the best call-to-action.

- ✓ Any country / region
- ✓ Any business sector
- ✓ Any position in the value chain
- ✓ Any role / job position / profile
- ✓ Professionals & End consumers

Use cases



I want to innovate

Detecting
market needs

Validating
market needs

Sourcing
solutions /
suppliers

Identifying
receptive
markets

Validating the
interest in my
project

Optimizing
my value
proposition

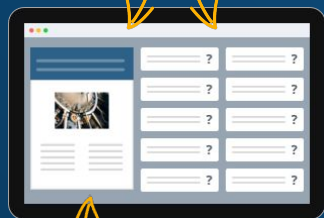
The
market



Process



Your project Your questions



Your targeting

Automatic solicitation of pertinent actors and collection of feedback



Exhaustive view of the market answers



Informed decision-making based on market feedback



REPRESENTATIVE

OBJECTIVE

IN 1 MONTH

They tested and approved

50 corporations

+800 projects

94% satisfaction

Schneider
Electric

TotalEnergies

MERCK

BOUYGUES

faurecia

BAYER

MICHELIN

BD

RICHEMONT

orange

L'ORÉAL

SAINT-GOBAIN

AIRBUS

Nexans

Elkem

BNP PARIBAS

Panasonic

ENGIE

ESSILOR

Air Liquide

ARKEMA

VINCI

eramet

AG2R LA MONDIALE

VEOLIA

legrand

IMERYS

SAFRAN

EDF

Valeo

PHILIP MORRIS
INTERNATIONAL

SOLVAY

Deloitte

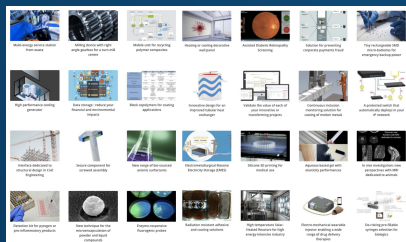
CHANEL

SANOFI

Resources



Examples of innovations
within the 800+ tested by UMI



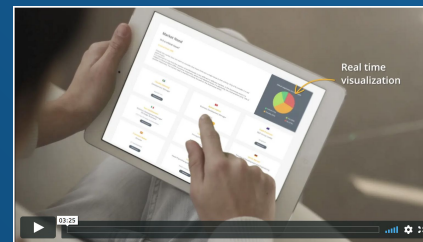
Discover our projets

Example of the results
from a UMI market test



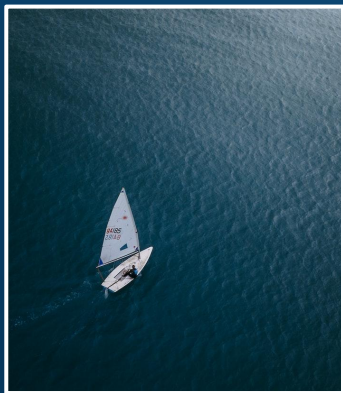
See a sample report

Example of report
in video format



See a video report

Get started today!



**Describe your
project and launch
a Market Test**

[Describe](#)



**Our community
guiding
innovation**

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