Category

Data & AI

AI-Driven Innovation Portfolio & Discovery Playbook

Using AI to scan for genuine innovation opportunities beyond what any one team happens to notice

- Practitioner
- Intermediate
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- Administrator
- 17 September 2021
- 3 minute(s)

Overview

A framework for AI-driven innovation portfolio management and opportunity discovery — using AI to scan broader signal sources (patents, research, market data) for innovation opportunities than manual scanning could practically cover, while maintaining human judgment for opportunity evaluation and portfolio prioritization decisions.

Can AI genuinely identify innovation opportunities better than

experienced innovation teams already do? AI can scan a much broader range of signal sources (patent filings, academic research, market and competitive data) at a scale manual scanning can't practically match, surfacing potential opportunities experienced teams might

not have encountered — but evaluating which surfaced opportunities are genuinely worth pursuing still requires human judgment about strategic fit and feasibility.

What's the risk of relying too heavily on AI-surfaced innovation

opportunities? AI surfaces pattern-based signal, not validated opportunity — treating every AI-flagged signal as a genuine opportunity without human strategic evaluation risks pursuing initiatives that look interesting algorithmically but don't fit genuine organizational strategy or capability.

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