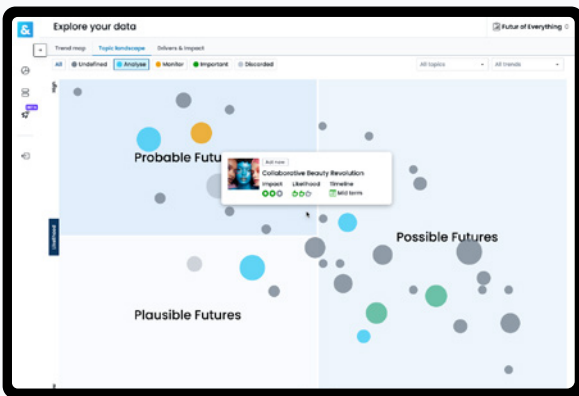


# Descartes & Mauss platform functionalities

Licences give you a full access to all Descartes & Mauss platform features.



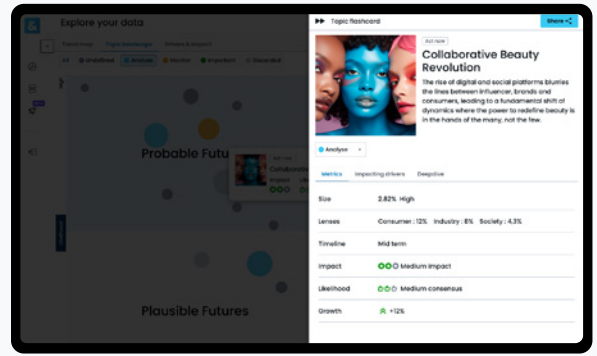
## Horizon Scanning

Gain a future landscape view to identify and prioritize opportunities that warrant attention. Each opportunity is ranked based on three criteria: impact on the company's business, timeline, and likelihood to happen.

Drivers	Impact	Topics	Impact	Timeline	Size
Advancement of health, Power and Education	10	Healthcare Services	100%	High	8%
Network Resilience Security	10	Power Generation of Oil & Gas	100%	High	1%
Energy Sustainability Challenges	10	Water and Wastewater Services	100%	High	1%
Global Sustainability Development	10	Industrial and Consumer Goods	100%	High	1%
Increased Job and Labor Mobility	10	Lighting and Path Planning	100%	High	1%
Dependable Growing Industry	10	Smart Grid Construction	100%	High	1%
Responsible Data Production	10	Urban Air Mobility (UAM)	100%	High	1%
Biotechnology Development	10	Advanced Technology in Aviation	100%	High	1%
Integration of Digital Technology	10	Hydrogen-powered aircraft	100%	High	1%
Dependable Growing Industry	10	AI Planning in Navigation	100%	High	1%
Climate Change and Sustainability	10	Advanced Air Technologies	100%	High	1%
Scaling Commercial Aviation	10	Carbon Neutral	100%	High	1%
Use of Commercial Consumerism	10	Advanced Air Tech	100%	High	1%
Aging Population	10	Advanced Air Tech	100%	High	1%

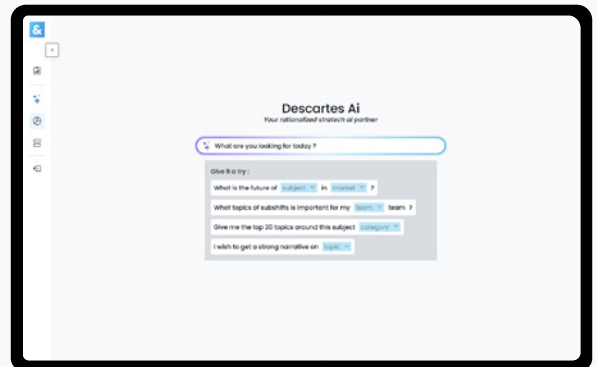
## Driver Analysis

Gain insight into the underlying drivers of opportunities to ensure they align with long-term dynamics, securing sustained business growth for the company over several years and helping you build your strategy.



## Opportunities exploration

Dive deeper into the details of business recommendations to assess their potential and identify emerging best practices to seize growth opportunities. Review relevant sources associated to each opportunity (Start Up articles, etc, metrics, etc) and get an associated narrative you can use as input to your strategy.



## Descartes & Mauss Chat

Explore data and business recommendations to answer immediately to your business questions with an interactive AI Chat.

Join the club of super companies



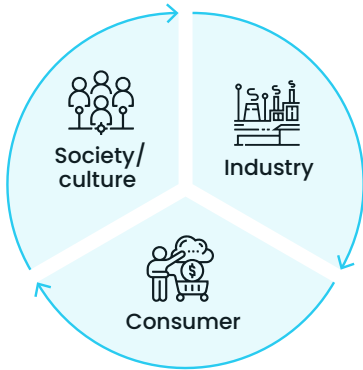
« Descartes & Mauss platform brings a composite understanding of our challenges and a stimulating environment for co-creation. »  
Johanna Dumont - VP, Strategy, Insights and Innovation

« Descartes & Mauss designed a powerful method to translate global standardized concepts into actionable insights for brands to generate impact locally. »  
Category Growth Strategy Director, L'Oréal Multi Divisions

# Customized sourcing and parameterization: scanning at scale

Horizon scanning at the scale of millions of data points across multi-layered sources, using three filters to enable deeper exploration into future business opportunities.

Looking wider and further at multiple stakeholders allows us to identify patterns of change across:



Open source data & Internal reports and data (illustrative and not exhaustive)

<b>Global Institutions reports</b> 	<b>Academic Research</b> 	<b>General media</b> 	<b>Start-ups</b> 	<b>Market research agencies</b> 	<b>Consulting reports</b> 
<b>Activist Organizations</b> 	<b>Investment funds &amp; banks projections</b> 	<b>Industry Specific Publications</b> 	<b>Competitors &amp; Established Brands</b> 	<b>Patents</b> 	<b>Foresight databases</b> 

## Our platform licence Includes

 <b>PLATFORM ACCESS</b>	<p>→ Unlimited access to the platform with all the relevant features</p>	<ul style="list-style-type: none"> <li>Unlimited users access with all the features</li> <li>Automatic upgrades with new features &amp; Security</li> <li>2 to 5 geographies, 20 domains</li> <li>2 to 4 refresh / year</li> </ul>
 <b>PLATFORM SUPPORT</b>	<p>→ Through Consulting Services adapted to platform usage and your business needs</p>	<ul style="list-style-type: none"> <li>Dedicated consultant 2 days / month</li> <li>4 quarterly value reviews</li> <li>Up to 4 in-depth analysis and brainstorming</li> <li>2 to 4 insight reports</li> <li>2 to 4 socialization sessions</li> </ul>
 <b>PLATFORM SETUP</b>	<p>→ Project delivered Descartes &amp; Mauss Consulting Services Team</p>	<ul style="list-style-type: none"> <li>Parametrization, sourcing, orchestration</li> <li>Features, geos and domains configurations</li> <li>3 to 4 months setup duration</li> </ul>

## Who can benefit from our solution?

 <b>Chief Strategy Officer:</b> Get business recommendations to enrich and industrialize your strategy planning process and help you build your strategy	 <b>Insights Director:</b> Save time in data collection, recommendations identification and become strategic for your company	 <b>VP Marketing:</b> Identify, confirm, qualify and quantify the optimized positioning for your products portfolio and the new products to launch	 <b>R&amp;D manager:</b> Identify, qualify and confirm your long-term projects to secure your investment	 <b>Brand VP:</b> Confirm and get insights on the topics to position your brand as regards your market, your competition, technology, etc.
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