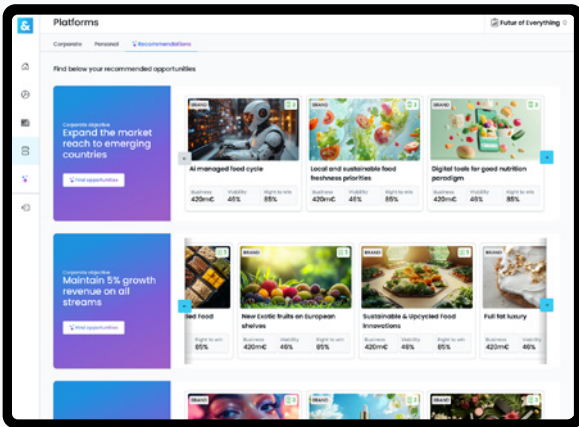


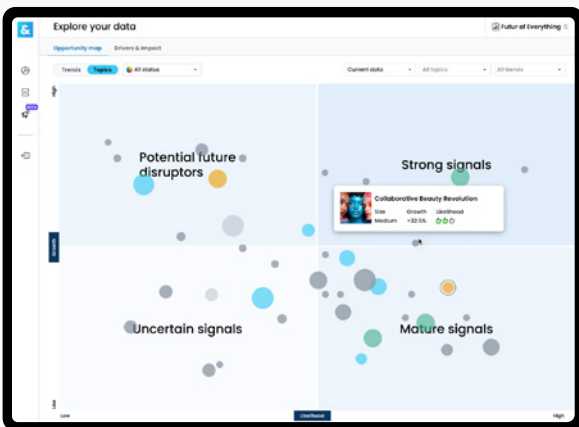
# Descartes & Mauss platform functionalities

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



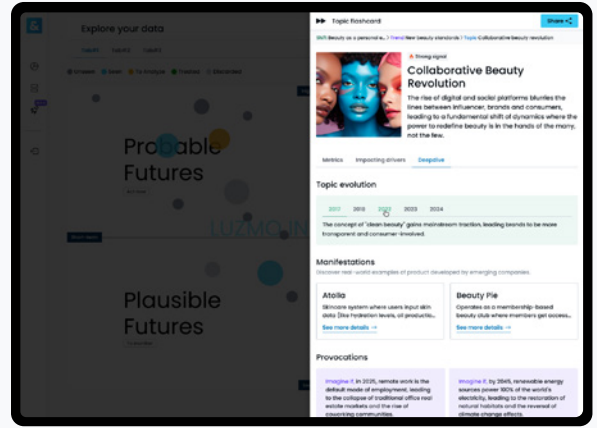
## Opportunities generation

Dive deeper into the details of business recommendations to assess their potential and identify emerging best practices to seize growth opportunities.



## Market Trends

Gain a future landscape view to identify and prioritize market trends. Each market trend is ranked based on three criteria: impact on the company's business, growth, and likelihood to happen.



## Deep Dive

Explore recommendations in depth to spot growth opportunities and emerging best practices. Access key sources, strategic narratives & topic evolution.



## René AI, trend co-pilot

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

AND MUCH MORE

Join the club of super companies



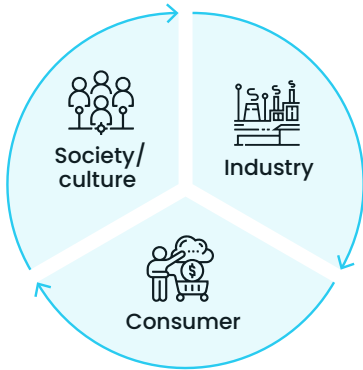
“ « Descartes & Mauss platform brings a composite understanding of our challenges and a stimulating environment for co-creation. »  
Johanna Dumont - VP, Strategy, Insights and Innovation

“ « 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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