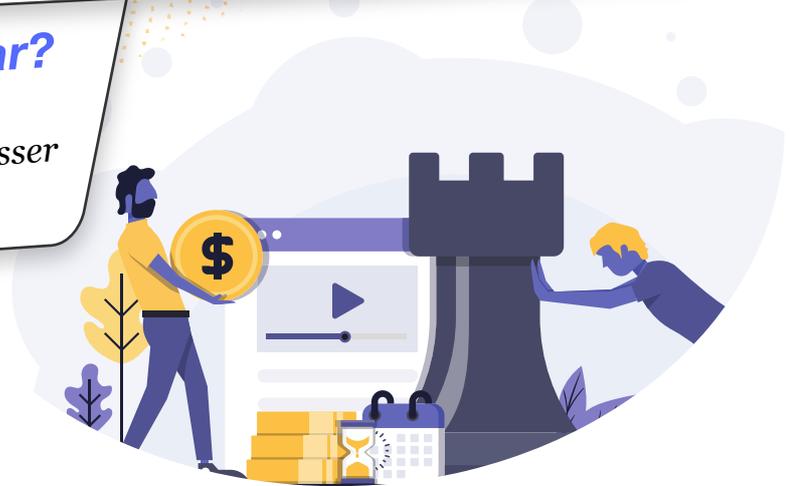


*"I always feel, we are reacting and that too a bit late to the changing dynamics of the technology and competitor space"- **Head of Product Marketing***

Does that Sound familiar?

Are the lagging market and competitor insights making you lesser prepared.



Let **micainsights** do it 

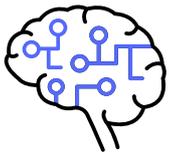
Augment your Competitive Intelligence with Weak Signals

- Be Proactive in your Competitive Strategy
- Mitigate the risks to your Product and R&D investments

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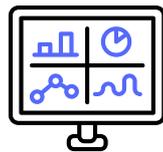
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micainsights with its unique capabilities enable companies to be better prepared to tackle the uncertainties of the dynamic global market.



360° Intelligence

Extend the coverage of analysis beyond patents to include multiple content types from various sources



Continuous Monitoring

Keep track of the latest developments by sifting through the latest documents and thus serve as a Competitor Radar



Trends Mining

Unearth the trends in the competitor strategy and the business ecosystem with trend reports synthesized by Generative AI

micainsights leverages the combined power of extractive and generative AI to unearth leading indicators and early warning signals in your business ecosystem. Its transformational approach reshapes the way you engage with data, amplifying its innate business value.

Does this interest you?

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“We take weeks to go through hundreds, if not thousands of news reports and journals to come up with some relevant technology intelligence information. In many cases we accidentally stumble up on them”
- Lead Analyst (Competitor & Market Analysis)

You are not alone!

The search for relevant market & technology signals is time consuming, repetitive, and unpredictable.



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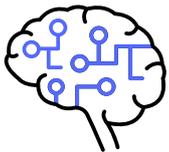


- Improve the efficiency and efficacy of your analysis
- Discover relevant insights from web scale information
- Make your insight discovery more predictable

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micainsights with its unique capabilities empower the Analysts to discover hidden nuggets of information, relevant to their areas of interest, efficiently.



360° Intelligence

Extend the coverage of analysis beyond patents to include multiple content types from various sources



Efficient Discovery

Sift through thousands of documents for relevance, leveraging multiple AI enabled levers for efficient discovery



Insight Exploration

AI enabled Insights Navigator and Conversational interactions to guide users directly to the “Unknown – Unknowns”.

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*“There are so many strategic initiatives running in parallel in the company and it is practically difficult to serve all of them & by the time we draft our innovation or competitor strategy, it is already stale.” - **Head of Strategy & Growth***

Do you feel the same?

It is humanly impossible to keep in sync with the ever-changing dynamics of the market and technology.



Let **mica** insights do it



Mitigate the risks to your Product and R&D investments

- Let **mica** be your Technology & Competitor Radar
- Strengthen your strategy with Weak Signals

mica insights

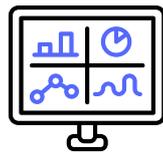
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“Every sector is full of opportunities and risks. It is all about informed management of your portfolio. With technology enablers moving so fast, we need to break away from the “follow the herd” approach” - Seasoned Investor

Can you “lead the herd”?

Tracking the leading indicators - the relevant market & technology signals, is possible. But in this dynamic, fast changing environment you need help.



Let **mica** insights do it 

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