



The Unicist Research Institute
Pioneers in Complexity Science Research since 1976

A Collaborative Project

B2B Market Lab

to Monetize and Generate Leads

Industry 4.0

A Unicist Cognitive System
to Manage the Root Causes of Marketing
with Unicist Artificial Intelligence

B2B Market Lab to Monetize and Generate Leads Unicist Cognitive Market Lab System: A Fundamental Approach

The Market Lab System for B2B markets is a unicist cognitive system that uses fundamentals to empower the generation of sales and market growth.

It uses unicist artificial intelligence to learn from the pilot tests in the market and allows monitoring the commercial processes and developing marketing objects to accelerate buying processes.

The Unicist Cognitive Systems for businesses were developed to manage monetization processes to foster growth and profitability.

For companies that are:

- **Introducing new products/services**
 - **Expanding new markets**
 - **Developing new segments**
 - **Building new channels**

The Market Lab allows refining marketing processes, building marketing objects and developing pilot markets to promote growth and profitability.

It is based on the fact that the concepts people have define the nature and the root causes of their actions and that the buying-decision processes are triggered by the conceptual short-term memory (CSTM).

The generation of leads is a core aspect of the Lab.

It is based on the use of research methods that allow managing the latent needs of the market and access the urgent ones.



Unicist Marketing

SAVE ENERGY



The discovery that the concepts people have in their long-term memory drive their actions and that the conceptual short-term memory triggers perception, drove marketing to a superior level.

Unicist marketing is on the one hand an approach to the concepts and fundamentals that underlie products/services and drive buying

decisions. On the other hand, it is an approach to the roots of buying processes, which requires using the unicist conceptual segmentation to define operational customer profiles. It uses commercial, semantic, semiotic and branding objects to influence buying decisions.

Characteristics and Installation

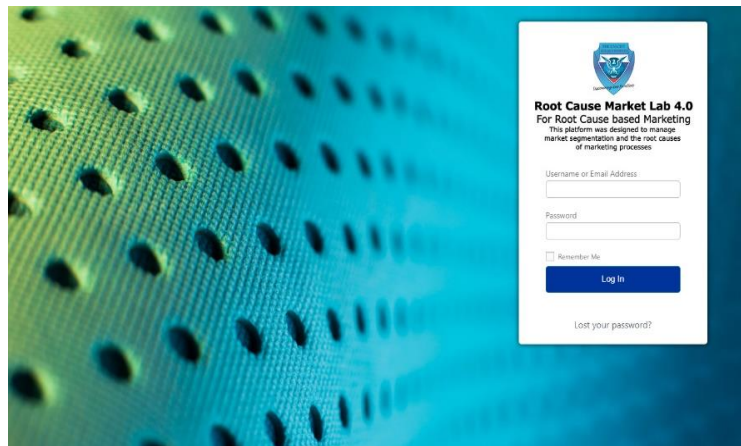
The system includes the following modules:

- 1) Marketing fundamentals management module
- 2) Pilot testing module
- 3) Lead generation module
- 4) Digital marketing management module
- 5) Marketing objects builder to sustain and accelerate buying processes
- 6) Unicist artificial intelligence module

The system is installed as a prototype that works on the cloud where the collaborative work of the Lab takes place.

It includes the fundamentals of the market segments and of the marketing functions and processes, as well as all the modules of the system.

It uses the unicist artificial intelligence monitor to manage the feedback of the pilot tests of the marketing actions. This monitor is installed within the system after the first pilot tests proved their functionality.



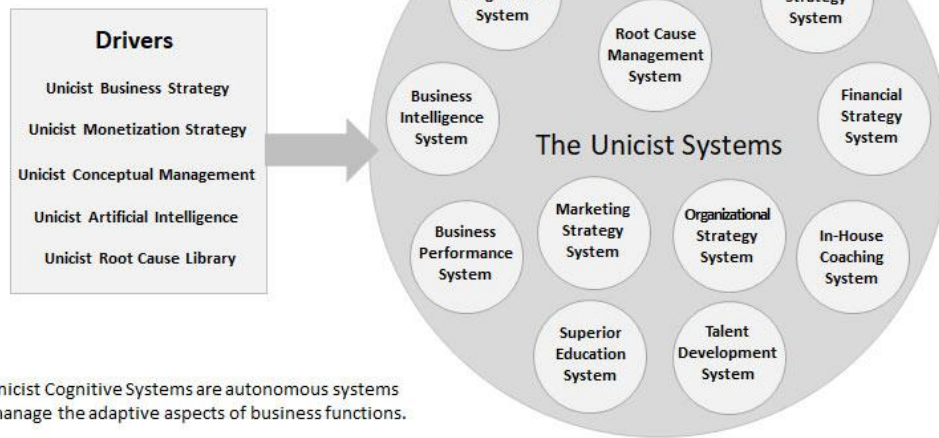
The Market Lab is a Cognitive System

The unicist cognitive systems with artificial intelligence, applied to business, were developed to empower value generation, market expansion and profit improvement.

Unicist Market Labs became possible due to the development of:

- 1) Root Cause (Object Driven) Marketing
- 2) Conceptual Market Segmentation
- 3) Commercial, Semantic, Semiotic and Branding Objects
- 4) Unicist Digital Marketing
- 5) Market Confrontation Strategies

The Industry 4.0 Concept
The Unicist Cognitive Systems
 For Business Applications



The Unicist Cognitive Systems are autonomous systems that manage the adaptive aspects of business functions.

The unicist cognitive systems sustain the business monetization processes. The context and the competitors strongly influence the monetization power of any business.

A Cooperative process to ensure functionality



Unicist Market Labs are only installed in markets where their conceptual structure has been researched by our organization.

To ensure their functionality, we opted for a cooperative process to install this system to manage and monitor the root causes of buying processes.

It uses a prototype, that is provided by The Unicist Research Institute, which includes the necessary information to develop the first solutions that are monitored in the pilot testing processes.

The collaborative process begins by monitoring these pilot tests. This is a conjoint work to develop the alternatives that become necessary between the members of the organization and the project leaders of TURI.

Market Research and Lead Generation

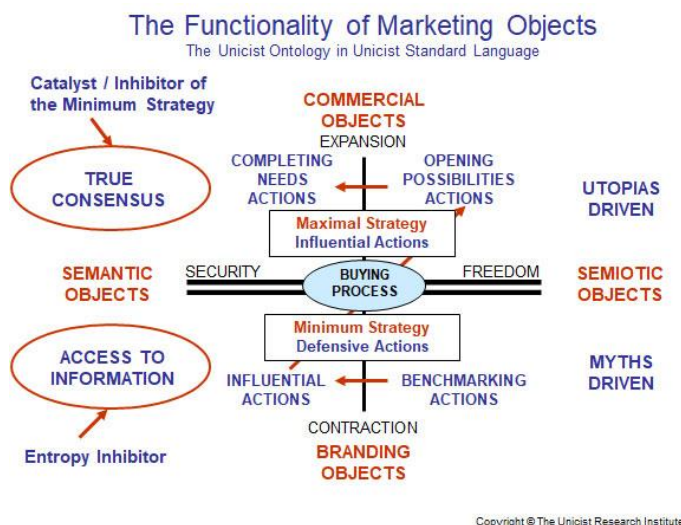
Three unicist research methods are used to obtain the information of the evolution of markets and generate relationships with potential clients:

- 1) **Individual Debates:** to study the trends of markets and generate leads.
- 2) **Mass Groups:** to measure the evolution of concepts and establish professional relationships.
- 3) **Semiotic Groups:** to evaluate the functionality of digital marketing objects. These systems are oriented to generate leads with potential customers.



The group 1) is responsibility of the client's organization. The groups 2) and 3) are responsibility of The Unicist Research Institute in the name of the client's Market Lab.

The Use of Marketing Objects



The influence on the root causes of buying processes requires the use of marketing objects in the commercial processes to generate the critical mass that is necessary to trigger buyers' decisions.

This technology is based on developing segmented objects according to the profiles that have been developed using the unicist segmentation.

It includes the development of the following marketing objects:

- 1) **Commercial Objects:** to sell ideas or products
- 2) **Semantic Objects:** that provide the necessary knowledge to understand the functionality of differentiations and innovations
- 3) **Branding Objects:** to install brand attributes
- 4) **Semiotic Objects:** to guide buying processes

The core aspect of this activity is the installation of commercial "catalysts". TURI develops the marketing objects that are used and provides a conceptual design of their use.

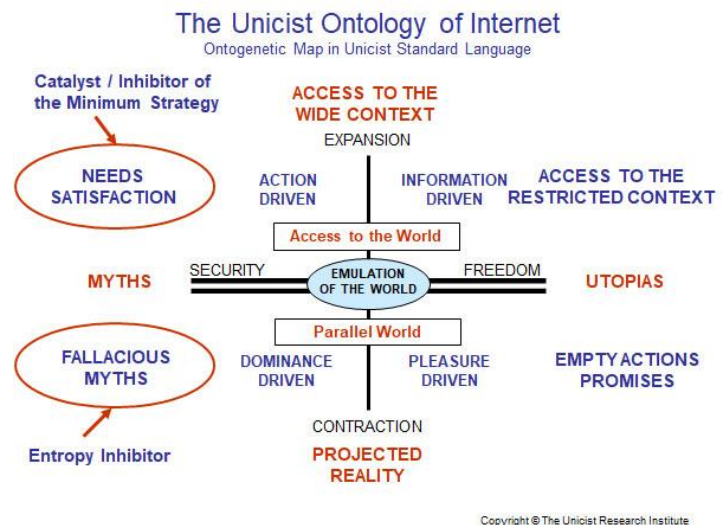
The client's advertising agency will be used if a specialized design becomes necessary.

The use of Digital Marketing as a complement

The structure of digital advertising differs from the structure of traditional advertising.

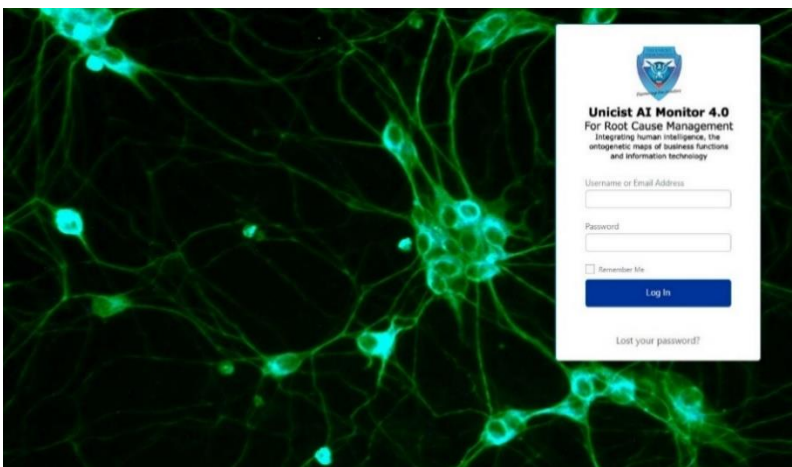
The unicist digital marketing is based on the experiences made in the change of habits that were introduced by digital media, which affect the segments that are targeted.

It uses communication objects that work as buying-process catalysts and build synergy with the needs of the clients to generate buying decisions.



The research based on semiotic groups ensures the functionality of the communication.

Unicist Artificial Intelligence Monitor



The unicist artificial intelligence monitor is installed to manage the feedback of the pilot tests after the commercial actions began to work.

The Unicist Artificial Intelligence was developed to manage the conceptual structures and root causes of business functions and to develop the conceptual design of solutions.

It is based on the ontogenetic maps of the business functions that have been integrated with operational information to develop solutions and monitor the results.

Installation of a Knowledge Base

The system includes the knowledge base of The Unicist Research Institute that is installed within the system. This base includes the market segments, the structures of the marketing processes and the factory objects for marketing.

This knowledge base uses business language and its use does not require managing the unicist technology.

Aside from the specific and confidential information provided by our organization, a root cause library is provided, which gives access to the information necessary to manage the concepts of business processes.

Unicist Coaching of the Lab



system, the Unicist AI Monitor and the Knowledge Base that has been defined.

The implementation of the Market Lab includes an external coaching process to support the solutions that are being developed and ensure the functionality of the pilot test and the learning process of the system.

This external coaching process happens online working with the Participants using the Prototype of the

The Context

Breakthrough Discoveries that made the Market Lab possible

The Pilot Test driven Market Lab System became possible due to several breakthrough discoveries in human behavior and the development of unicist artificial intelligence:

A. Discovery of the intelligence that underlies nature

B. Discovery of the structure and functionality of the concepts that underlie marketing functions (Ontogenetic Maps)

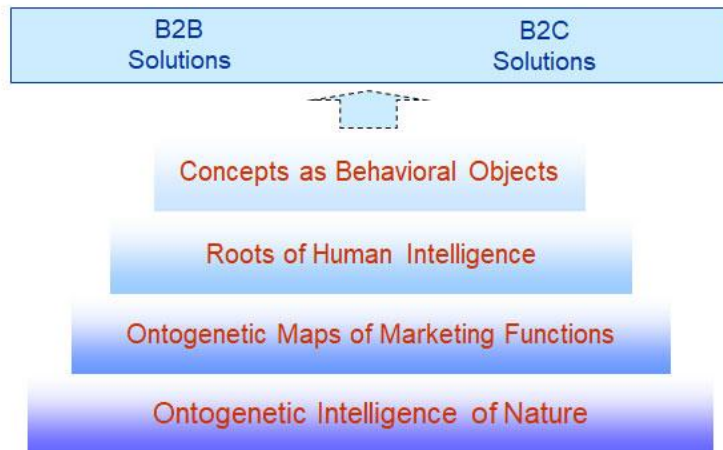
C. Discovery of the roots and functionality of human intelligence

D. Discovery that concepts work as behavioral objects that drive human actions

These discoveries allowed expanding the possibilities of marketing by introducing:

Unicist commercial cognitive systems building, conceptual marketing, conceptual segmentation, conceptual profiling, marketing objects building, commercial catalyst building, root cause market research.

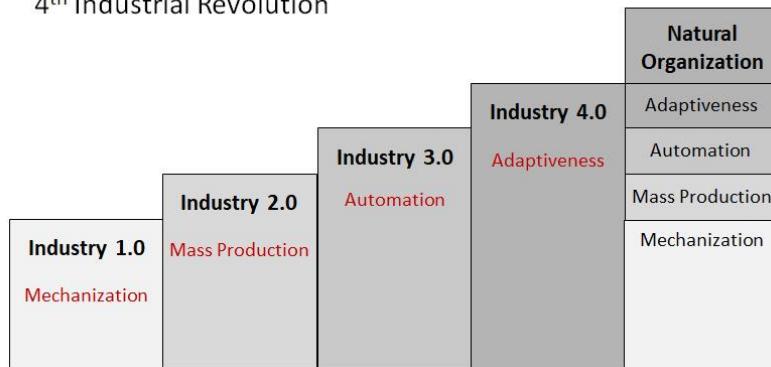
Breakthrough Discoveries
that made the Pilot Test driven Market Lab System possible



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The 4th Industrial Revolution

The Unicist Approach to the 4th Industrial Revolution



The concept of Industry 4.0, applied to a business as a whole, is necessary to produce sustainable growth. The 4th Industrial Revolution introduced adaptiveness in the industrial and business world.

The Industry 4.0 concept proposes to manage businesses as adaptive systems increasing customer orientation, produc-

tivity and quality.

It has to be considered that the Unicist Theory and its applications were a precursor of the Industry 4.0 concept. This theory was developed to understand the evolution of adaptive entities and to manage adaptive systems and environments.

As the previous industrial revolutions, Industry 4.0 coexists with the previous stages, providing a significant competitive advantage for those who enter this stage.

Main Markets (Generic)

- Automobile • Food • Mass consumption • Financial • Insurance • Sports and social institutions • Information Technology (IT) • High-Tech • Knowledge Businesses •

Communications • Perishable goods • Mass media • Direct sales • Industrial commodities • Agribusiness • Healthcare • Pharmaceutical • Oil and Gas • Chemical • Paints • Education • Services • Commerce and distribution • Mining • Timber • Apparel • Passenger transportation –land, sea and air • Tourism • Cargo transportation • Professional services • e-market • Entertainment and show-business • Advertising • Gastronomic • Hotel-management • Credit card • Real estate • Fishing • Publishing • Industrial Equipment • Construction and Engineering • Bike, motorbike, scooter and moped • Sporting goods

Country Archetypes Developed

• Algeria • Argentina • Australia • Austria • Belarus • Belgium • Bolivia • Brazil • Cambodia • Canada • Chile • China • Colombia • Costa Rica • Croatia • Cuba • Czech Republic • Denmark • Ecuador • Egypt • Finland • France • Georgia • Germany • Honduras • Hungary • India • Iran • Iraq • Ireland • Israel • Italy • Japan • Jordan • Libya • Malaysia • Mexico • Morocco • Netherlands • New Zealand • Nicaragua • Norway • Pakistan • Panama • Paraguay • Peru • Philippines • Poland • Portugal • Romania • Russia • Saudi Arabia • Serbia • Singapore • Slovakia • South Africa • Spain • Sweden • Switzerland • Syria • Thailand • Tunisia • Turkey • Ukraine • United Arab Emirates • United Kingdom • United States • Uruguay • Venezuela • Vietnam

About The Unicist Research Institute

The Unicist Research Institute (TURI) is, since 1976, a private global decentralized research boutique specialized in complexity sciences that is focused on the research of the evolution of natural and artificial adaptive systems. It has an academic arm, the Unicist Corporate University, and a business arm, the Unicist Confederation.

It was the pioneer in complexity science research and became a global decentralized leading research organization in the field of human adaptive systems. The unicist pragmatism, the structuralism based on unicist ontologies and the functionalism driven by concepts were developed at TURI to research the field of complex adaptive systems.

More than 5,000 unicist ontological researches were developed since 1976 in the field of basic sciences, life sciences and individual, institutional and social evolution. The main countries that originated these researches were: US, DE, UK, FR, JP, SE, CA, CH, IN, BR, AR, CAT, RU, CN, AU. TURI's Future Research Laboratory has completed the research of 70 countries' archetypes. <https://www.unicist.org/turi.pdf>



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