

# Pilot Test Driven Market Lab with AI Support

## Managing and Monitoring the Root Causes of Buying Processes

For companies that are:

- Expanding new markets
- Developing new segments
- Building new channels

The Pilot Test driven Market Lab System is developed as a collaborative R&D project. It is a unicist strategic approach to marketing that emulates buying decision processes and marketing processes to develop maximal strategies to expand markets and minimum strategies to sustain them.

It is based on the fact that the concepts people have drive their actions, that the buying decision processes are triggered by the conceptual short term memory and that the concepts that underlie things and actions are defined by their ontogenetic maps.

The system is installed as a prototype that includes the before mentioned ontogenetic maps of the marketing functions and includes the Unicist AI Marketing Monitor which allows an immediate beginning of the Market Lab implementation and the pilot testing of marketing actions. The final system is developed with the participation of the client.

## Core Features of the Market Lab

The Pilot Test driven Market Lab is developed as a collaborative R&D project based on a Prototype that is installed in the company that allows beginning with the operation within 30 days.

**The Prototype includes the information of the ontogenetic maps of:** products / services, personal / institutional segments, buying processes, brand attributes, marketing processes and marketing objects that are researched until their functionality has been confirmed.

These labs became possible due to the discovery of the structure



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of concepts and their functionality as essential drivers of human actions, which allowed finding the root drivers of buying processes.

The development of the unicist artificial intelligence allowed developing the Unicist AI Monitor that supports the management of the Market Lab.

The core features of the Market Lab are:

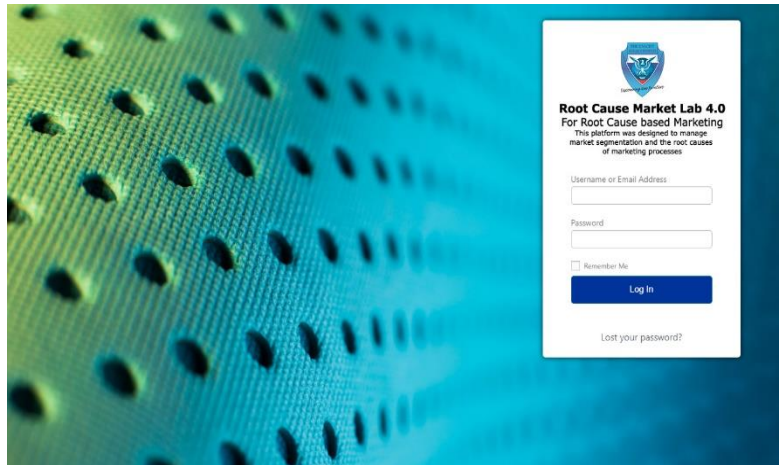
- 1) It uses the **Unicist Artificial Intelligence Monitor** as a decision support system.
- 2) It is based on the **ontogenetic maps** of the segmented buying processes and of the marketing processes.
- 3) **Unicist Big Data Management** to empower customer orientation.
- 4) Its operation begins with **the use of a Prototype** to monitor pilot tests, marketing processes and marketing objects.
- 5) It uses Unicist Conceptual Segmentation and profiling to define **behavioral segmentation** that drives the root causes of buying processes.
- 6) It includes **Factory Objects** to build marketing and branding objects.
- 7) It has **complementary research tools** to monitor the root causes of buying processes.

## In-House Market Labs with Unicist AI to Emulate and Develop Solutions

The Unicist Market Lab manages the root causes of buying processes.

This Lab generates a significant positive cash flow in the company. It is developed as a participative R&D process to foster the growth of B2C and B2B markets.

The Unicist Research Institute provides a prototype to begin with the Market Lab.



The participative R&D model that is used ensures the functionality and confidentiality of the Lab.

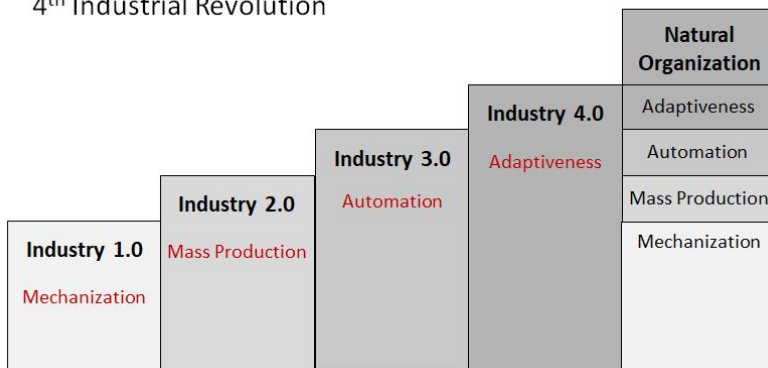
It manages the feedback of pilot tests using the Unicist AI Monitor to deal with the root causes of buying processes, to develop a segmented object driven marketing approach, to increase market share by accessing new segments, to develop new channels or to expand the boundaries of the business.

# The Context: The 4th Industrial Revolution

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, productivity and quality.

The concept of Industry 4.0, applied to a business as a whole, is necessary to produce sustainable growth.

The Unicist Approach to the 4<sup>th</sup> Industrial Revolution



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.

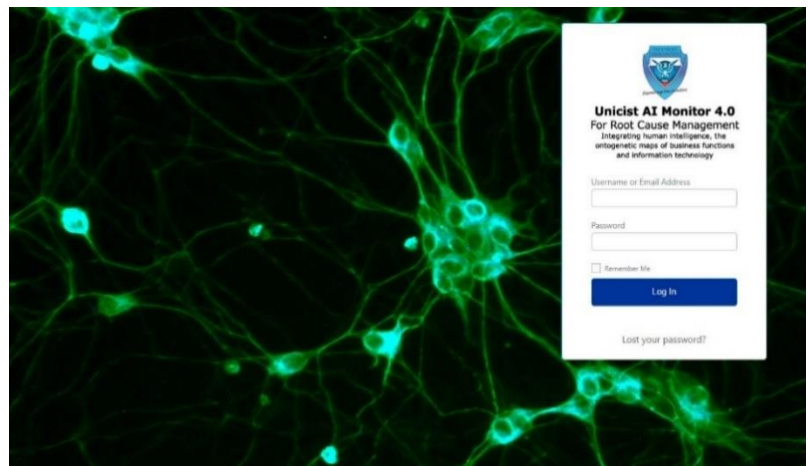
As the previous industrial revolutions, Industry 4.0 coexists with

the previous stages, providing a significant competitive advantage for those who enter this stage.

## The Unicist AI Monitor: Ontogenetic Maps & Pilot Test driven

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.



UAI emulates the functionality of human intelligence and allows developing solutions

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considering the information of the context, which defines what is possible to be achieved and what is needed to be done to make it happen.

When managing Big Data, machine learning is dependent on the quality of learning data sets, that is why it is subject to cognitive bias. The use of the ontogenetic maps of business functions avoids the bias and ensures the quality of intelligent big data analysis.

## A Cooperative R&D 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 R&D 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 hypotheses that are monitored in the pilot testing processes.

The system includes the Unicist AI Monitor and the knowledge base of the conceptual structures of the marketing processes and of the market segmentations.

## Breakthrough Discoveries that made the Market Lab possible

The Unicist Pilot Test driven Market Lab for market growth became possible due to several breakthrough discoveries in human behavior and unicist artificial intelligence:

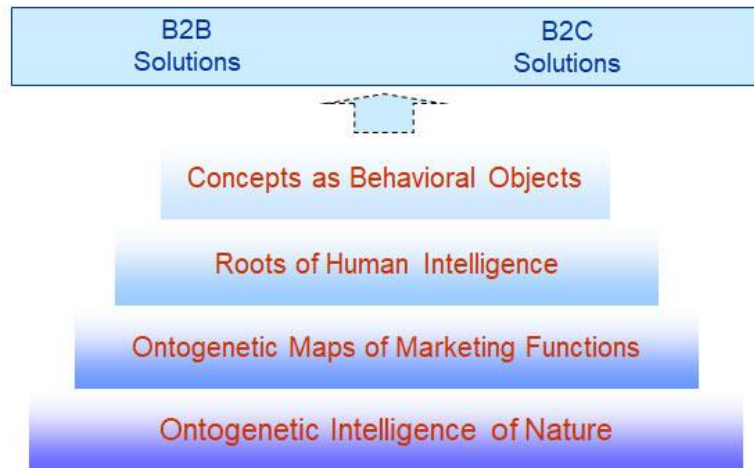
- 1) **Ontogenetic Intelligence of Nature:** It defines the triadic functionality of nature and allowed apprehending the concepts that define the nature of business functions.
- 2) **Unicist Strategy:** that emulates the intelligence of nature and allowed developing maximal strategies to grow and minimum strategies to ensure results.
- 3) **Unicist Conceptual Management:** that emulates the organization of nature and allowed managing the concepts that underlie business functions to ensure results.

4) **Concepts as Drivers of Root Causes:** The functionality of concepts and fundamentals defines the root causes of adaptive business functions.

5) **Ontogenetic Maps:** Ontogenetic maps describe the conceptual structure of specific complex adaptive systems or environments.

6) **Unicist Double Dialectical Logic:** The unicist logic provides the intelligent rules to manage strategies in adaptive environments.

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



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## Unicist Coaching 4.0

The implementation of the Pilot Test driven 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 system, the Unicist AI Monitor and the Knowledge Base that has been defined.

The Unicist Coaching 4.0 model has been designed to support the development of strategies and actions to manage the adaptive aspects of businesses.

## The Knowledge Base

The Unicist Research Institute (TURI) provides the prototype that is used to manage the pilot tests that are being developed.

This prototype includes the Unicist AI Monitor to manage the pilot tests and the access to a knowledge base that includes both generic knowledge to manage the concepts of the business functions involved and specific knowledge to develop processes and marketing objects.

This knowledge base provides the information that is used by the Avant Garde Groups who develop the solutions that are tested in the pilot markets and stores the final procedures and marketing objects.

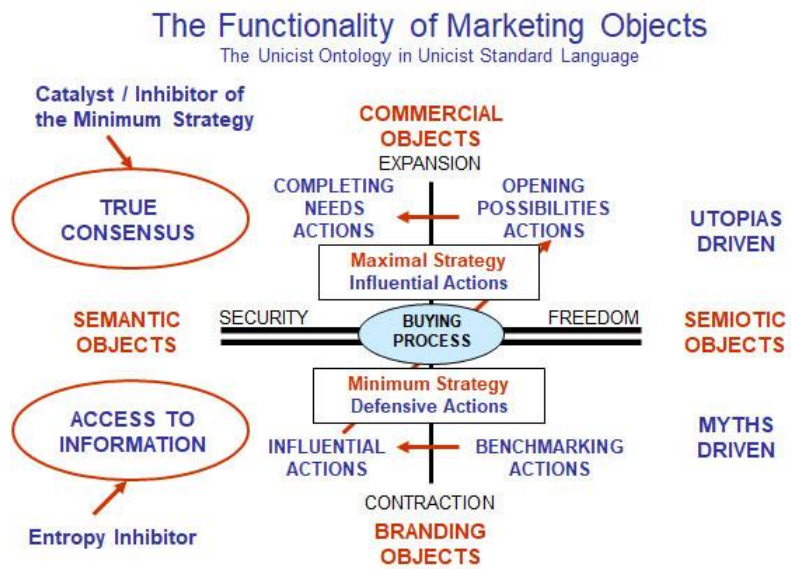
The Unicist Corporate University provides and ensures the quality of the knowledge.

## Using 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.

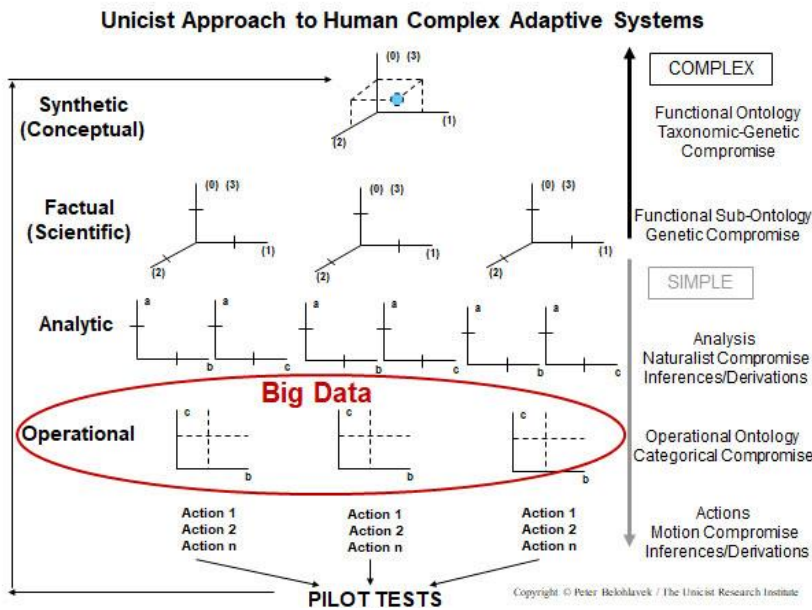
This technology is based on developing segmented objects according to the profiles that have been developed using the unicist segmentation.

Some of the companies that use business objects are: Airbus, Amazon, Apple, BBC, Boeing, Dassault Systemes, Dupont, Ericsson, Facebook, General Electric, Google, Hilton, Honda, Hyundai, LinkedIn, Lufthansa, Mapfre, Mayo Clinic, Michelin, Novartis, Open Text, P&G, Pfizer, SAP, Siemens, Tata Motors, Toyota, Unilever, Walmart, Walt Disney World and Youtube.



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# Intelligent Big Data Management



Unicist Big Data Management includes the use of Unicist Artificial Intelligence and Neural Networks.

It implies the integration of unicist segmentation and profiles that allow defining predictors that are used as an input for big data analytics.

The use of intelligent tools allows confirming the accuracy of the market information and expanding the boundaries of the marketing actions.

This allows using segmented marketing and objects to expand markets. It is the natural complement for traditional Big Data Analytics.

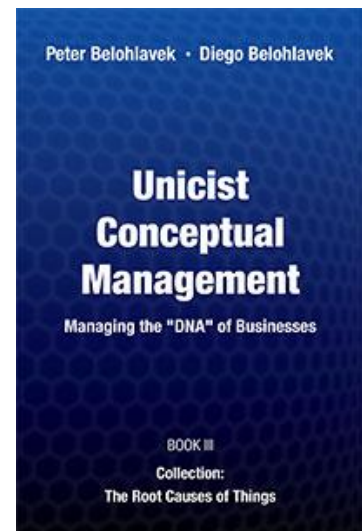
When managing Big Data, machine learning is dependent on the quality of learning data sets, that is why it is subject to cognitive bias. The use of the ontogenetic maps of business functions avoids the bias and ensures the quality of intelligent big data analysis.

## Avant Garde Groups to Manage Root Causes

The Avant Garde Groups ("A" Groups) are used to develop and implement the solutions in the Market Lab. They are coordinated by a member of the organization and supervised by the CMO or a commercial committee to approve the use of their proposals.

They work within the framework of the Unicist Corporate University, that works as a Teaching Hospital in Business.

They use the input of the knowledge base, the prototype and the Unicist AI Monitor to develop the processes and marketing objects that are used in the pilot testing process. Their final solution is proposed after it has been tested using destructive and non-destructive tests.



# The Unicist Corporate University



The Unicist Corporate University works as a Teaching Hospital in Business and is the organization that ensures the functionality of the Avant Garde Groups.

It provides the necessary support to the participants of the group to ensure that they have the necessary knowledge to generate solutions.

It guides the participants towards a solution through clinics,

micro-clinics or counseling processes. It uses the Unicist AI Monitor to simplify the access to the conceptual structure of the solutions. It can also be used as a commercial object to expand the market of the clients.

## 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



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## About The Unicist Research Institute

The Unicist Research Institute (TURI) is, since 1976, a private global decentralized research center 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. [www.unicist.org/turi.pdf](http://www.unicist.org/turi.pdf)



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