

Core strategy

Purpose

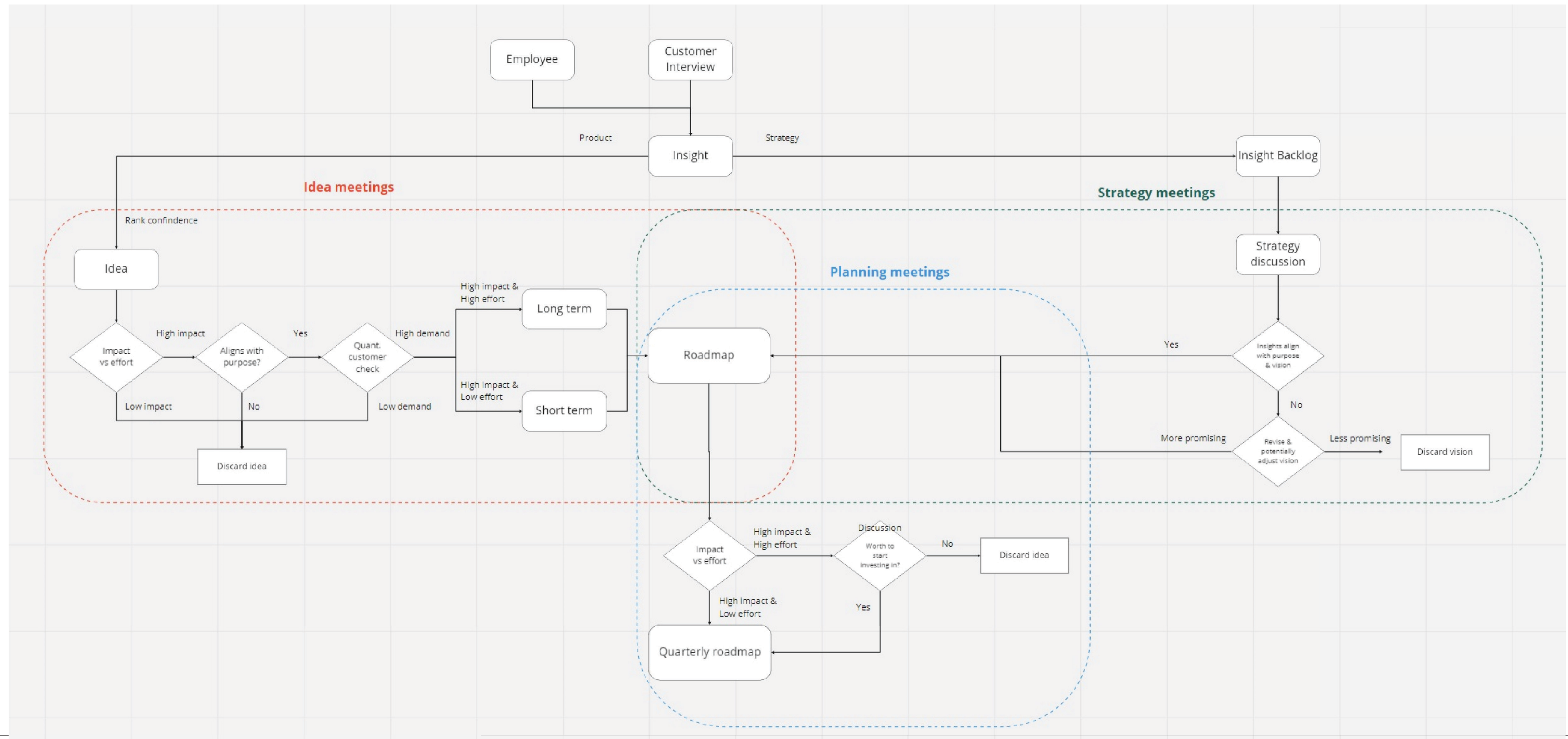
Bringing confidence to marketers

Vision

Bringing the brains to the art of marketing

The roadmap will not be shown due to confidentiality. Therefore the innovation process that was also designed for the company surrounding the roadmap is presented below.

The core strategy that is reflected in the purpose and vision is creating deeper insights, insights which give the customer a better understanding about creating effective advertising. What follows from this deeper insight is confidence. This core strategy follows from different insights. expoze.io is only one of two companies in the market that is based on a neuromarketing company, which means they have the knowledge to create interesting insights. Secondly this gives the advantage of being able to capture data within their neuromarketing company to train AI models on. In the future these deeper insights could also differentiate them from potential big competitors such as Google and Facebook, as these companies can only create CTR insights with their data.



Seerp Gratama van Andel
 The future roadmap for an artificial intelligent
 eye tracking platform
 22-02-2021
 Master Thesis Strategic Product Design

Committee J. Coelen
 J.M.L. van Engelen
 D. van der Wiele
Company Alpha.One

