

# Find the Gap

Using AI to explore The DNA of opportunity



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Most brands and businesses have one key question at the heart of any insight, strategy, innovation or communications brief they share with their agencies: “where are the growth opportunities?”

At Discover.ai, we have a unique perspective on growth opportunities as, for 18 months, we’ve been using new AI technologies to discover them. We’ve completed over 120 projects for 40+ global businesses and brands in 20+ global markets across a wide range of categories.

Along the way we’ve analysed millions of pages of online content across a range of consumer, expert, brand and cultural sources; it’s not social listening, it’s a lot more than that. We’ve identified over 1,600+ opportunity springboards, each one focussed on answering the question “where is our opportunity to grow?”

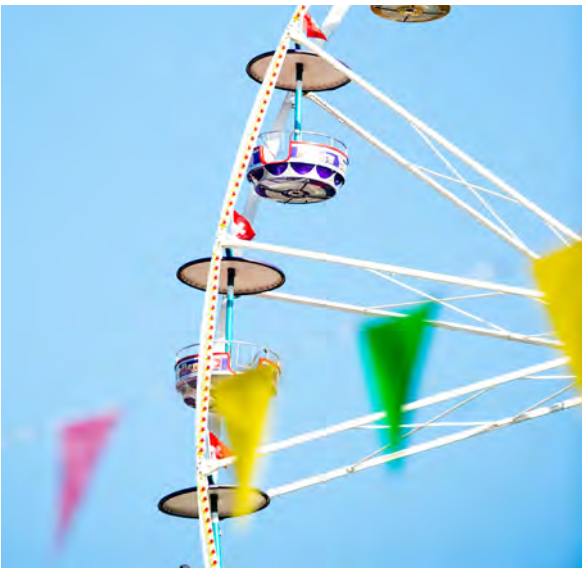
These projects have all been stimulating and insightful to work on, but have also given us the opportunity to look across a wide range of questions and challenges and ask ourselves, what is the DNA of opportunity? What can we learn about the opportunities we have found to make it quicker and easier to hunt them out in the future?

This paper will answer this question, sharing...

- + 5 key questions you should be asking about how you are exploring opportunities
- + An overview of our Accelerate model of the human drivers of opportunities

## 5 key questions

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1

### Have you looked beyond your consumer?

The drive to be consumer centric is at the heart of most businesses' growth strategies. But this goal can be misleading. There is a difference between being consumer centric and expecting consumers to have the answers to your growth challenges. Consumers can tell you about what they think, feel and do today, and this is important information to have. But most brands these days know their consumers' needs and pain points. It's not the answer, it's just the start of the journey for uncovering opportunity. To grow we need to look beyond our consumers and category of today to wider world of insight and inspiration to bring something new to our brands, categories and the lives of our consumers.

2

### Are you making connections across sources?

Opportunities don't come from just talking to consumers, and they're often not found in a single data source either. Typically, opportunities come from making connections across a diverse range of consumer, brand, expert, cultural and creative sources. The power comes from connecting the dots and the creative leaps that stimulates. But all too often we see companies hunting for opportunity going back to the same data sources, asking the same questions, with data held within silos of expertise that fail to connect.

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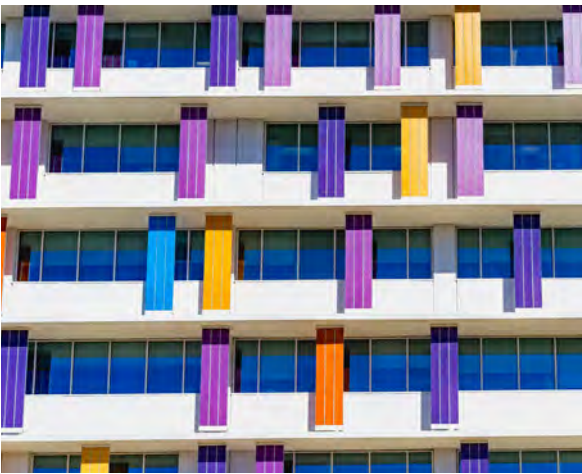
### Are you looking for gaps (not problems)?

All too often we are encouraged to search for the elusive unmet need, problem or pain point that will form the heart of opportunity. Great if you can find one, but how realistic is this for most brands and most categories? In our satiated world, how many needs are genuinely unmet? We believe it's better to think about gaps than problems. Where is the gap between what people experience in your brand and category, and what they see and aspire to in emerging categories, in new technologies and in life and culture? The greater the gap, however seemingly satisfied the consumer, the bigger the opportunity.



## 5 key questions

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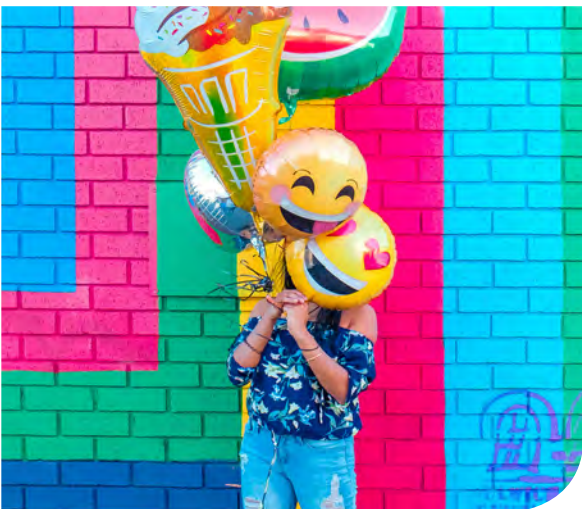
### Do you have a model for white space?

When you map consumer needs you see a picture of the world of your category as it stands today. The more you immerse yourself in this narrowly defined and competitive world, the harder it is to find true opportunities for growth. Having a comprehensive map of the broader drivers of opportunity helps you map where your brand and category sit today, while seeing the white spaces of tomorrow.

5

### Does your end point have inbuilt tension?

Too much time and energy is wasted in trying to define what an insight is or isn't. We don't think that's helpful. We believe that you're looking for the tension within the gap. Something that suggests a creative springboard, not just an area of interest. A start-point from which a multitude of ideas can spring because the world as it is today isn't quite how it should or could be. Once you've found that tension you won't need to check it against a written definition, because you'll feel it in your gut. It's the excitement of untapped potential and the energy to start creating.

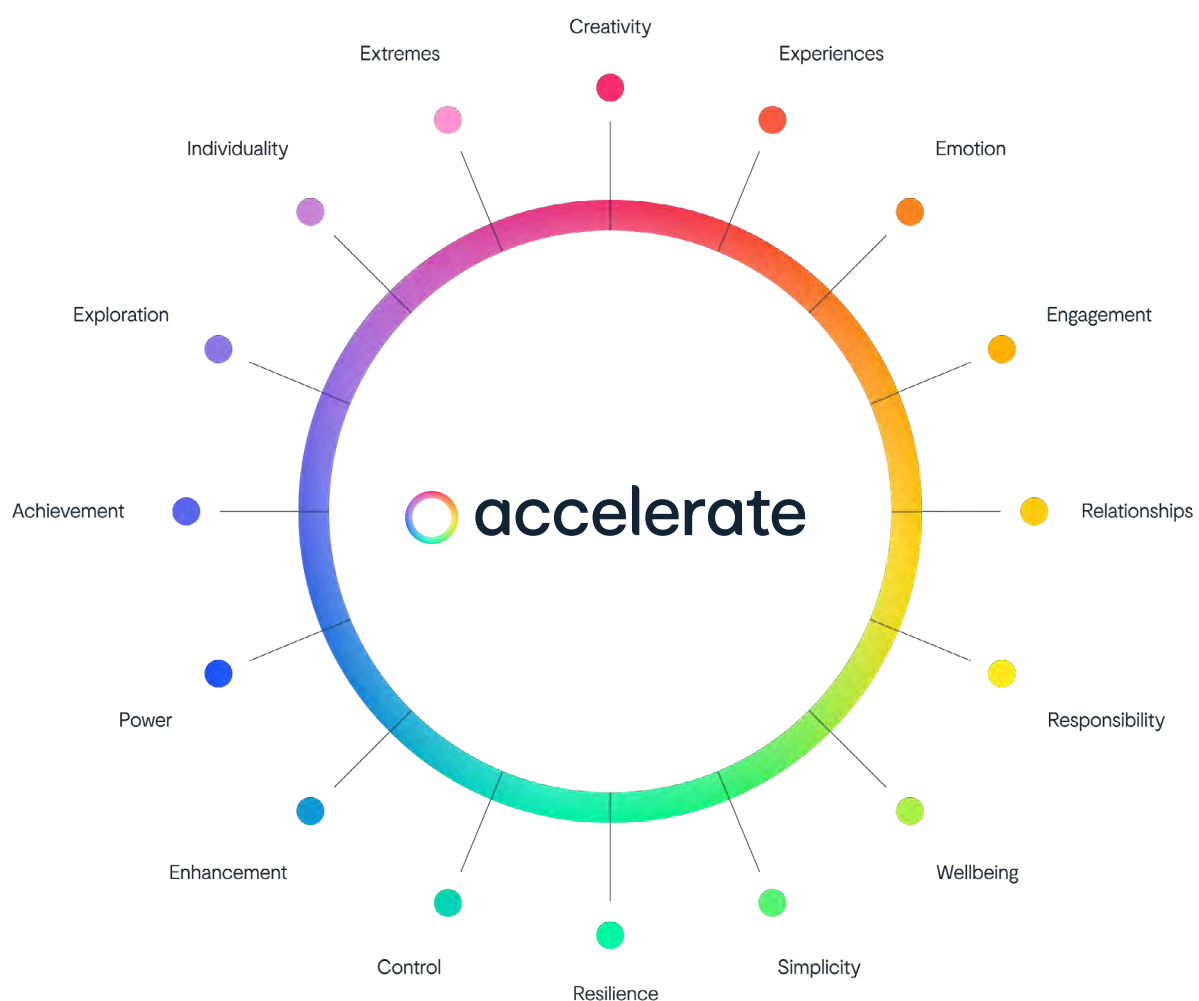


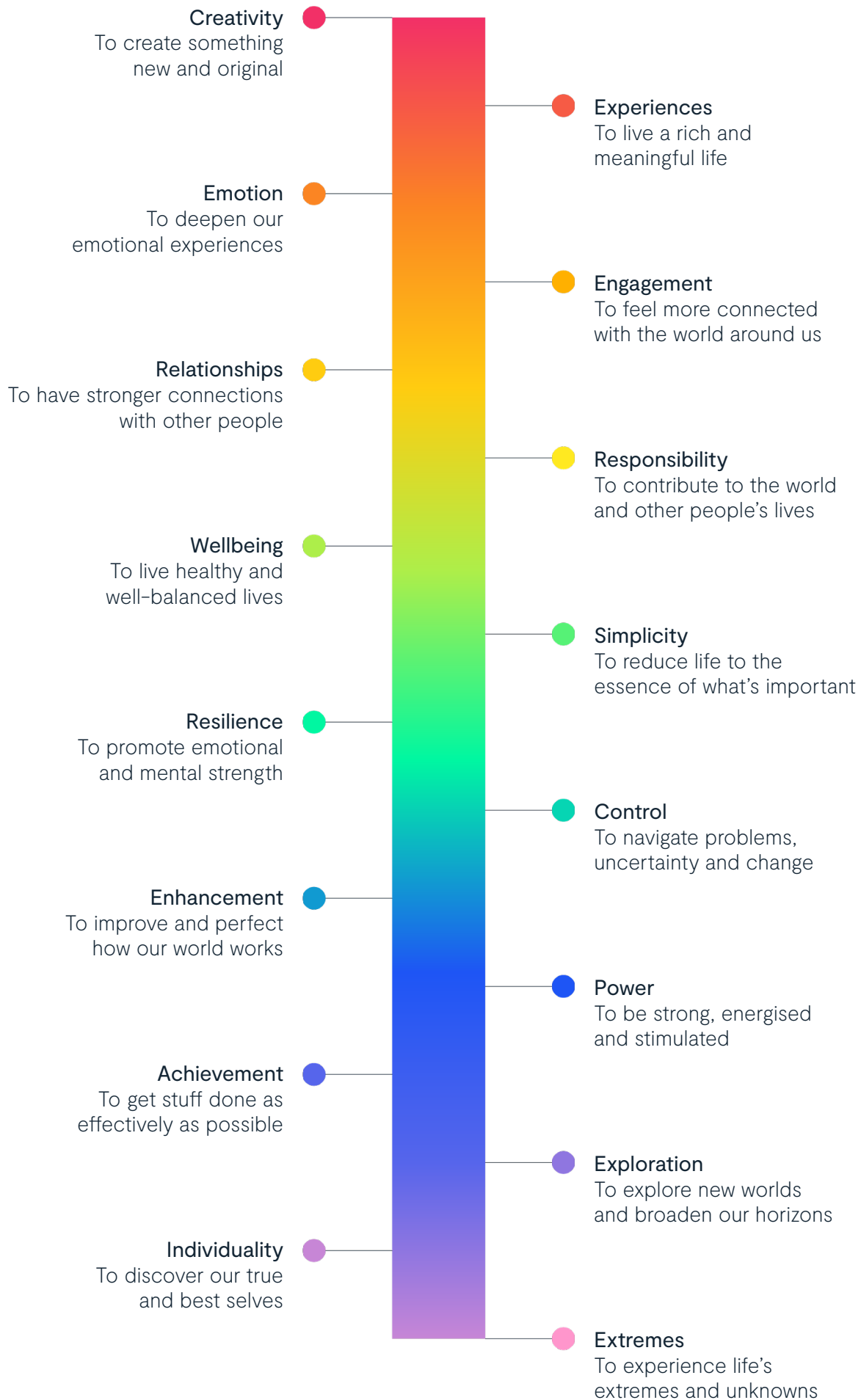
# Our Accelerate model

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Accelerate is our model of the human drivers of opportunity, developed by analysing over 120 live growth opportunity projects and 1,600+ opportunity springboards. These drivers are the fundamental insights into human nature that help us understand how new products, experiences, trends and technologies can be made relevant to the lives of everyday people and so accelerate growth. They tell us where the biggest gaps are and where tensions are most likely to be found.

This list of drivers won't seem new and unfamiliar to you. It would be strange if it did, given that it is designed to represent a map of the drivers of our human nature. The power of this model is that together they represent a comprehensive map of the DNA of opportunity, and the framework for exploring the rich and stretchy sources of insight that help us discover the tension filled springboards that are the start-point of powerful opportunities.





Growth opportunities are hard to come by and finding them is as much an art as a science. We don't believe that machines or the patterns they uncover have the answers, but AI can accelerate human expertise, making it quicker and easier to explore diverse data sources and make the connections and creative leaps needed to uncover opportunities for growth.

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If you want to learn more about using AI to discover opportunity, then get in touch.

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