

What is INSIGHTS Innovate?

An AI-powered solutions tool designed specifically for universities and research institutes. Combining advanced artificial intelligence with proven computational models of creativity, it analyses your institution's research landscape to reveal high-value innovation opportunities that generative AI cannot identify.

Rather than simply searching existing information, INSIGHTS Innovate uncovers new connections between research excellence, business needs and funding opportunities—helping you identify where your greatest innovation potential lies.

An interactive platform that accelerates research innovation, knowledge exchange and collaboration.

Who is it for?

INSIGHTS Innovate is designed for universities and research institutes that want to increase the scale, speed and impact of their research and innovation activities.

It enables research leaders, knowledge exchange teams and innovation professionals to make better use of existing institutional expertise by rapidly identifying:

- The strongest responses to new funding opportunities
- The most suitable academics and teams
- Innovative solutions to industry and societal challenges
- New directions for research commercialisation and knowledge exchange.

What can it do?

- Map your university's strategic research and innovation landscape.
- Understand strengths and opportunities across faculties, departments and disciplines.
- Match funding calls, business challenges and market needs to your institution's strongest research capabilities.
- Generate multiple high-quality innovation opportunities within and across research domains.
- Explore opportunities that align with target markets while reducing overlap with existing patents.
- Rapidly pivot and refine ideas to generate increasingly novel and commercially relevant opportunities.
- Identify the academics best placed to lead or contribute to each opportunity.
- Automatically alert relevant academics to new UKRI funding calls matched to their expertise.

Why choose INSIGHTS Innovate?

Purpose-built for higher education

Designed by researchers within a university, INSIGHTS Innovate reflects how universities actually undertake research, innovation and knowledge exchange. University staff also support you to use INSIGHTS effectively in this work.

Goes beyond conventional AI

By combining AI with established computational models of creative thinking, INSIGHTS Innovate generates genuinely novel opportunities rather than simply summarising existing information.

Unlocks the value of your existing research

Make better use of the knowledge and research within your institution without requiring new investment.

Tailored to your institution

Every implementation is collaborative. INSIGHTS Innovate learns your university's unique research strengths and strategic priorities to create a bespoke model of your research and innovation ecosystem.

Accelerates innovation

Reduce the time needed to identify funding opportunities, build research teams, respond to business needs and develop innovative research ideas—allowing your institution to respond faster and more effectively.

Adopted at scale, INSIGHTS Innovate can contribute to **increased research income, more business engagement, strengthened interdisciplinary collaborations, and improved strategic decision-making.**