



THEUS

Multimodal Research Intelligence
for Sensory & Consumer Science

FOUNDING PARTNER PROGRAM

March 2026



Your Research Compounds. Finally.

Your organization has invested decades and millions in consumer research — sensory panels, preference studies, claims testing, category deep-dives.

Most of that institutional knowledge sits dormant: locked in PDFs, siloed in folders, forgotten when the researcher who ran the study moves on.

\$2-5M — Cost of a failed product launch

80% — CPG products fail within 2 years

18-24 mo — Average time to market

THEUS transforms your proprietary research into strategic infrastructure — traceable, explainable, and audit-ready.



TWO AGENTS, ONE KNOWLEDGE BASE

One strategic knowledge layer powers both generative conversation and evidence-backed synthesis.

GENERATE NEW INSIGHTS



Dr. Evelyn Reed

Focus Group Moderator

Run simulated focus groups with data-grounded digital twins.
Explore new concepts, test messaging, and uncover unexpected consumer reactions — before expensive fieldwork.

● Subjective Exploration

ANALYZE EXISTING KNOWLEDGE



Dr. Theodore Sinclair

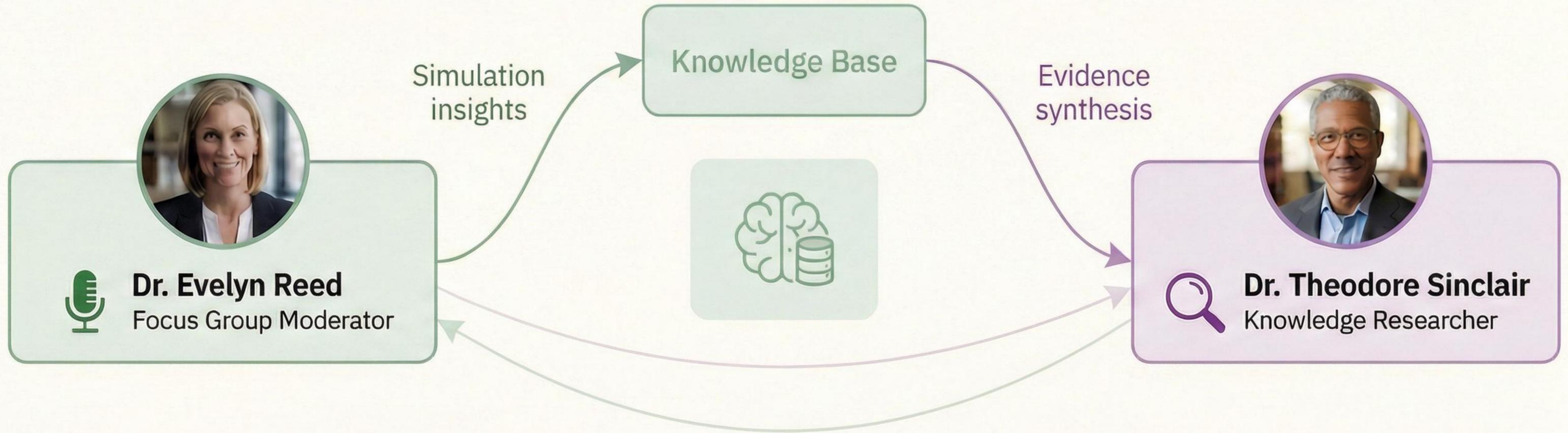
Knowledge Researcher

Synthesize across studies, detect contradictions, identify research gaps, and generate publication-ready visualizations — all with fact-level citations.

● Objective Analysis

The Closed-Loop Advantage

Qualitative exploration and analytical synthesis reinforce each other in real time.



- 1 Reed runs focus group
- 2 Panelists raise concerns
- 3 Sinclair cross-references data
- 4 Reed runs informed follow-up

This closed-loop collaboration is something generic AI fundamentally cannot provide.

THEUS by AIGORA

THEUS Focus Group Simulator

LINDA NGUVEN
What do consumers value most about our chocolate bar texture?

DR. EVELYN REED
The crunchy coating was emphasized as a key differentiator.

ROBERT MILLES
Several participants mentioned natural ingredients as important.

DR. EVELYN REED
Purchase intent correlates strongly with texture satisfaction.

Run AI Focus Groups On Demand

Launch simulated focus groups with diverse consumer panels – grounded in your actual historical data, not generic stereotypes.

- Data-grounded digital twins built from observed behavior
- Realistic cognitive diversity – confusion, contradiction, meandering
- Dr. Reed moderates with 20+ years of qualitative methodology
- Real-time saturation tracking for insight depth

One simulation replaces \$8-15K in traditional focus group costs – with richer cognitive diversity.





Welcome to Knowledge Explorer

Upload your research materials below, and Dr. Sinclair will help you analyze, extract insights, and explore your knowledge base.



Research Digest: Cross-Study Texture Analysis

- Finding: Consumers consistently prefer crunchy textures over smooth.
- Source: Hedonic Panel Study Q3 2024, n=240
- Confidence: High ($p < 0.01$, corroborated across 3 studies)

Deep-Dive Into Your Research History

Ask questions across your entire research archive. Get rigorous, evidence-based answers with full citations — not summary retrieval, but deep analytical reasoning.

- Cross-study synthesis — connects findings across years
- Contradiction detection — flags where studies disagree
- Gap identification — reveals what your data doesn't cover
- On-demand publication-ready visualizations in seconds

Every answer includes fact-level citations with page numbers — fully auditable, never hallucinated.

THE GRANULARITY GAP

Before you can explore your research, THEUS must understand it – not as text chunks, but as individual scientific facts.

GENERIC RAG SYSTEM

“The study found significant differences between products.”

“Consumers generally preferred the new formulation.”

“Texture was mentioned by several participants as important.”

- ✗ Context lost
- ✗ Statistical detail lost
- ✗ 3-4 chunks per document

THEUS ATOMIC EXTRACTION

P001

Product A (7.2 +/- 0.3) scored significantly higher than Product B (6.1 +/- 0.4)

P002

Sweetness intensity on 9-point hedonic scale, $p < 0.05$, Tukey HSD, $n = 120$

F003

Texture preference correlated with purchase intent ($r = 0.72$, $p < 0.001$)

- ✓ Full statistical context
- ✓ Page-level provenance
- ✓ 20-30 facts per page

20-30 verifiable facts per page vs. 3-4 semantic chunks

Different Tools for Different Problems

Your enterprise AI excels at document retrieval. THEUS solves a fundamentally different problem.



Microsoft Copilot

- Finds passages across SharePoint
- Synthesizes into summaries

Great for: document search, meeting notes, workflow automation



Google NotebookLM

- Source-grounded Q&A with citations
- Audio/video overviews, Deep Research

Great for: research synthesis, content generation



THEUS

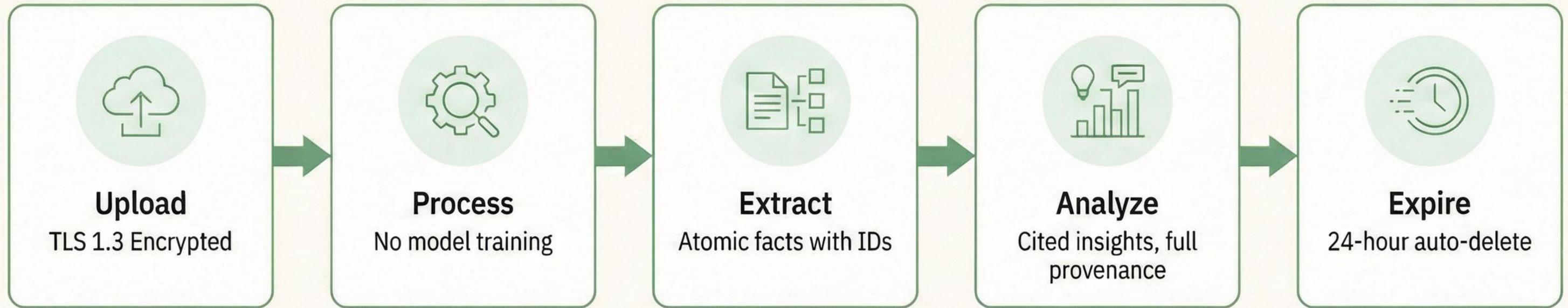
- Simulates consumer behavior from your data
- Fact-level extraction with full statistical context

Purpose-built for: consumer simulation, cross-study synthesis, sensory science

Copilot and NotebookLM find what's written. **THEUS** explores what's possible. They're complementary — not competing.



Your Data Never Leaves Your Control



Google Cloud Enterprise · SOC 2 Type II · ISO 27001

Data Privacy

Never used for model training. GDPR/CCPA compliant.

Zero Persistence

24-hour auto-delete. No data between sessions.

Infrastructure

SOC 2 Type II. TLS 1.3 / AES-256-GCM.

Authentication

Enterprise SSO (Google / Microsoft 365). Password-free.

Enterprise-grade security by default. Your proprietary research never touches a shared model or persists beyond your session.



THE FOUNDING PARTNER PROGRAM

Everything you need to transform your research archive into strategic infrastructure — in one package.

Platform Access

12-month enterprise license, up to 5 users

Premium AI processing tier

Priority feature access and beta programs

Custom configuration for your workflows

White-Glove Data Foundation

Up to 100 historical studies ingested by Aigora

Document parsing and knowledge base creation handled for you

Your research archive becomes a living, queryable knowledge base

Strategic Advisory

10 hours of consultation with Dr. John Ennis



Dr. John Ennis

30+ years in sensory science · 50+ publications · 2 books

\$25,000

Year 1 — All-inclusive: platform, onboarding, advisory, 100-study data foundation

20% Lifetime Discount

Year 2+ — Off published list price, for as long as you remain a customer



Why Act Now

1

First-mover pricing.

Founding Partner rates close permanently when THEUS reaches general availability.

2

Data compounds.

The sooner you ingest your research archive, the sooner every new study enriches a living knowledge base.

3

Your competitors are evaluating this.

The sensory analysis market is growing from \$5B to \$9.6B by 2033. Teams that build now gain a compounding advantage.

**A single traditional focus group costs \$8-15K.
A single failed launch costs \$2-5M. THEUS pays for itself after one avoided mistake.**





THEUS

Transform Your Research Into Strategic Infrastructure

Schedule Your Founding Partner Consultation



Dr. John Ennis — Founder & CEO, Aigora

theus.aigora.ai



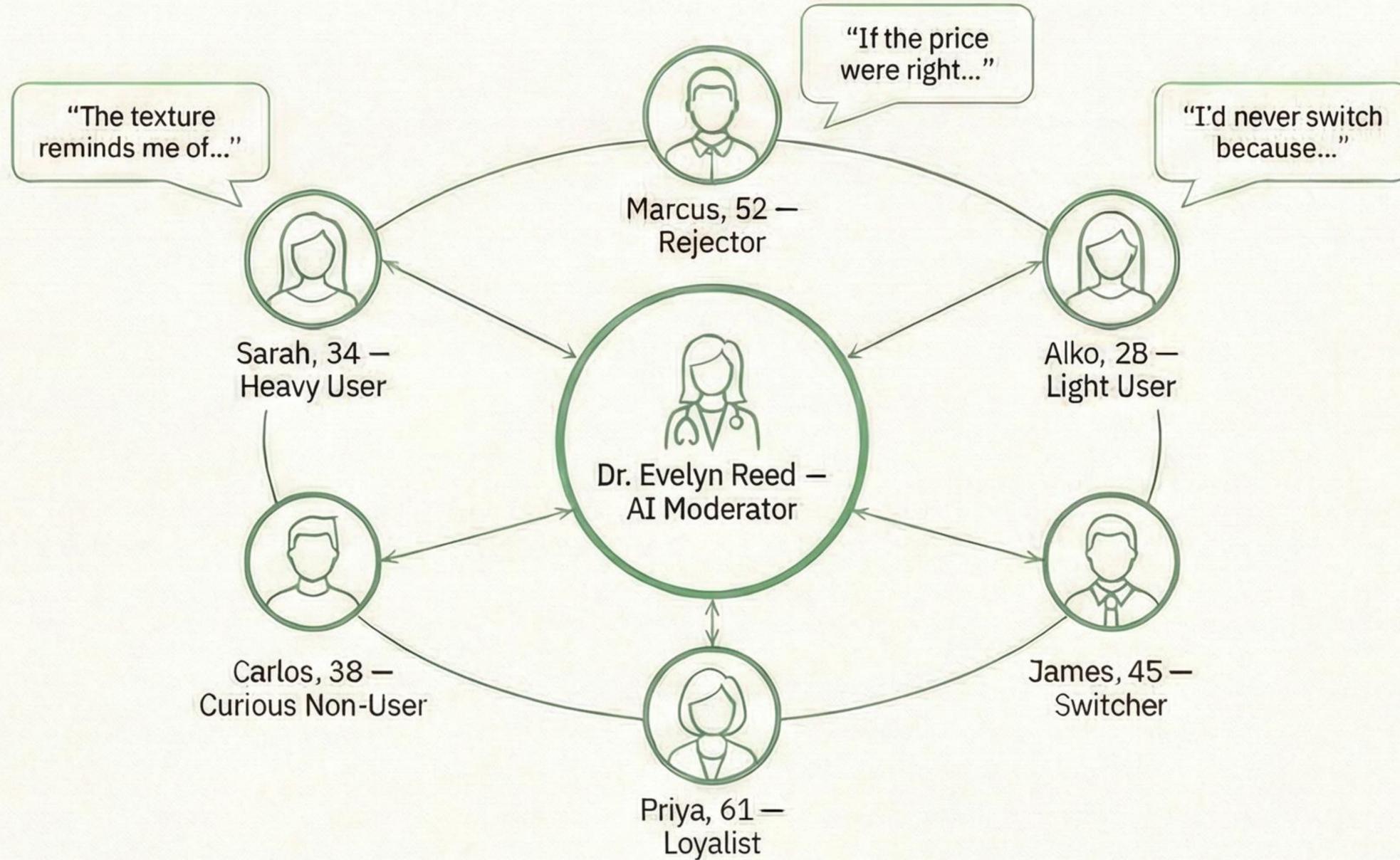
Appendix

Supporting materials & technical detail



HOW SIMULATED FOCUS GROUPS WORK

Data-grounded digital twins simulate realistic consumer responses — before expensive fieldwork.



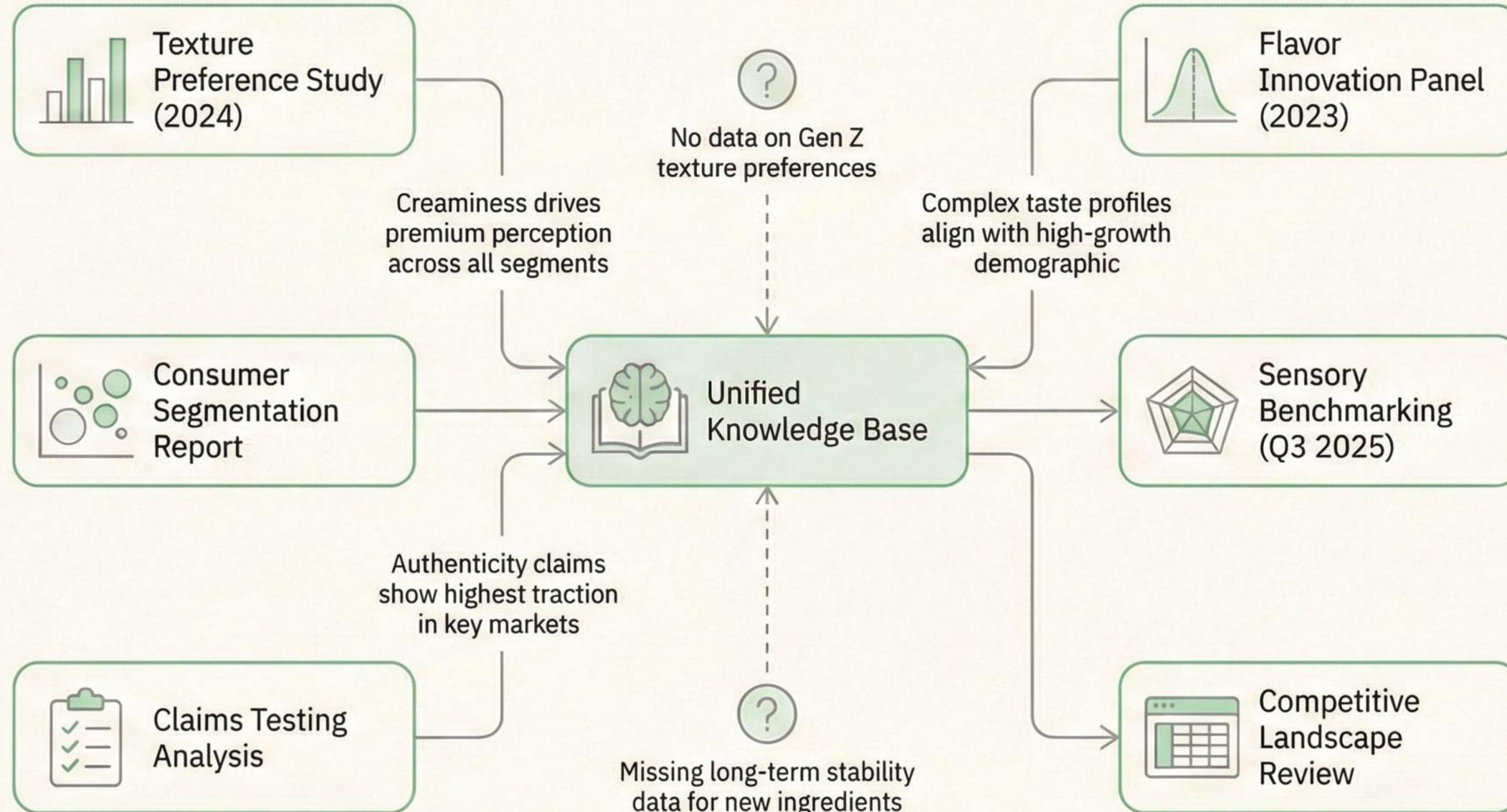
Round 3 of 5 — Saturation: 67%



Each panelist is grounded in real behavioral data from your research archive — not generic personas.

CONNECTING INSIGHTS ACROSS YOUR RESEARCH LIBRARY

Visualizing the convergence of multi-source research data into a cohesive, unified understanding for strategic application.

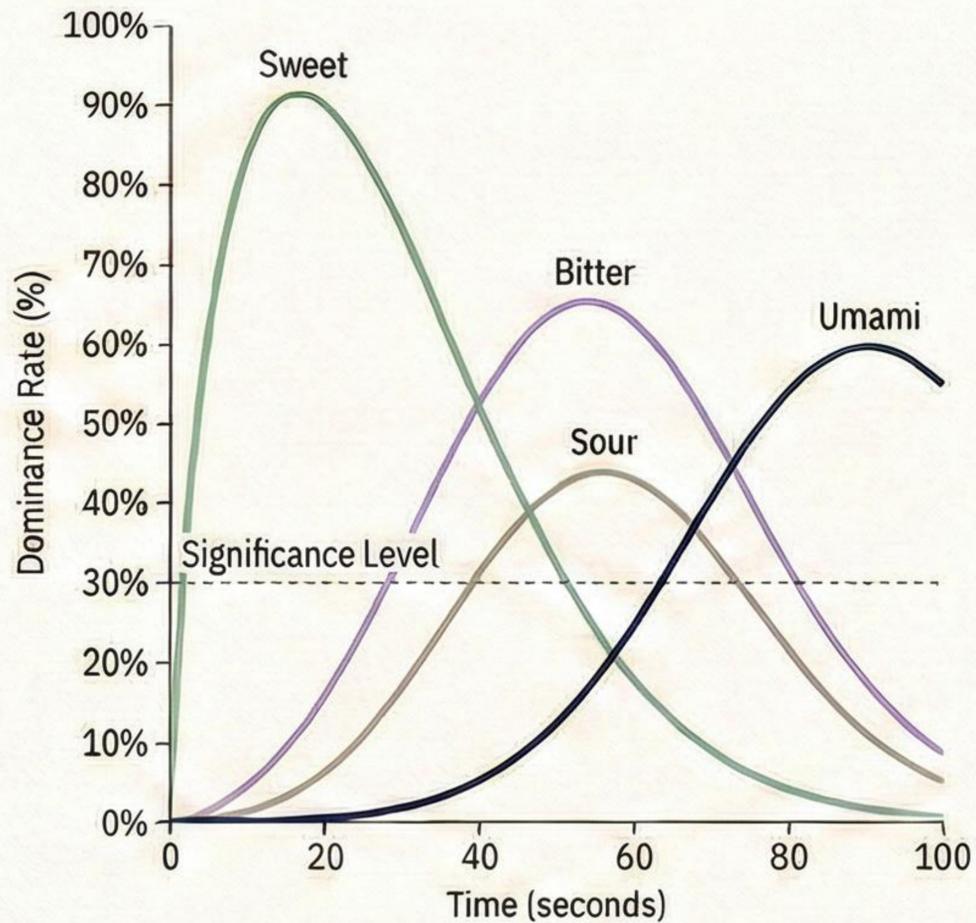


Key insight: Authenticity claims and complex taste profiles show significant traction, though gaps remain in Gen Z texture data and long-term ingredient stability.

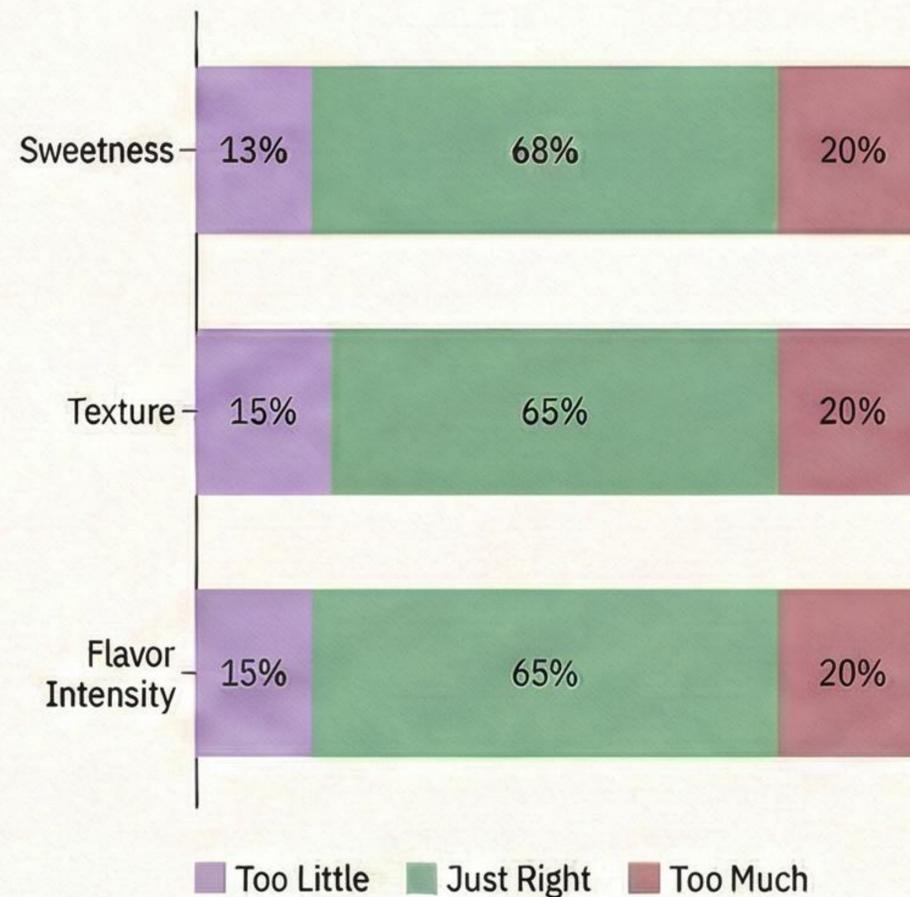
NATIVE UNDERSTANDING OF SENSORY SCIENCE METHODS

THEUS natively understands the methods your team uses every day — it doesn't just find the word 'sweetness,' it understands the full statistical context.

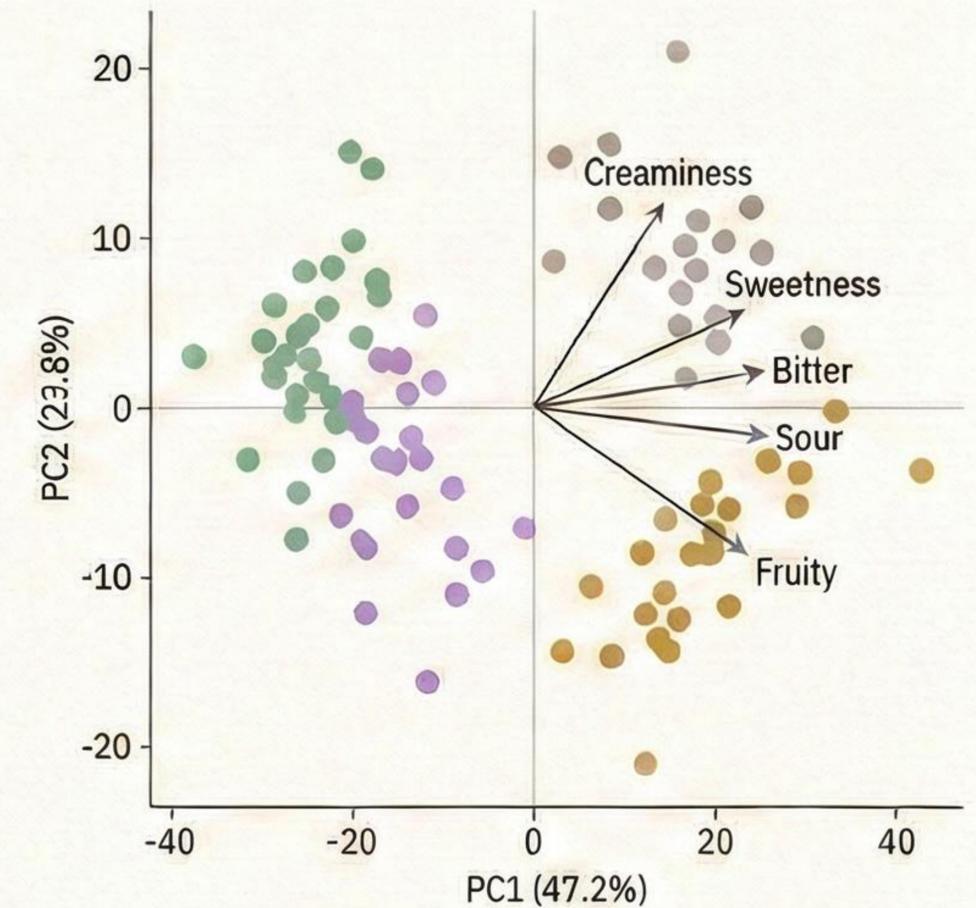
Temporal Dominance of Sensations (TDS)



Just-About-Right (JAR) Scale Distribution



PCA Biplot



THEUS extracts and indexes these analytical outputs at the fact level — every p-value, every correlation, every sensory attribute.

Capability Comparison

CAPABILITY	MICROSOFT COPILOT	GOOGLE NOTEBOOKLM	THEUS
Document Search	Excellent (Microsoft Graph)	Good (source-grounded)	Good (research-focused)
Knowledge Granularity	Document chunks	Document chunks	Individual facts with provenance
Cross-Study Reasoning	Requires custom dev	Not enforced	Built-in contradiction detection
Consumer Simulation	Not designed for this	Not available	Data-grounded digital twins
Sensory Science	None	None	Native (TDS, JAR, ANOVA, PCA)
Visual Data Extraction	Limited	Limited chart description	Full multimodal extraction
Audit Trail	Basic	Document-level citations	Fact-level with page citations
Time to Value	Weeks to months	Days	Same day

THEUS is not a replacement for Copilot or NotebookLM. It is a purpose-built scientific instrument that fills a gap no general-purpose tool can.



Founding Partner Onboarding Timeline

Week 1-2

Kickoff & Planning

Kickoff call with Dr. Ennis. Define research priorities and data selection.

Week 2-4

Data Ingestion

Aigora team parses and validates your first batch of historical studies.

Week 4-6

Platform Orientation

Hands-on sessions with your team using your own data.

Week 6-8

Independent Exploration

Dr. Reed focus groups and Dr. Sinclair synthesis on real research questions.

Week 8-12

Strategic Review

Assess initial insights, plan expansion, identify next study batches.

