THEUS by Aigora

STRATEGIC AI INFRASTRUCTURE

Book Demo: aigora.ai/contact

Your Research Compounds. *Finally.*

You have decades of research trapped in static files. THEUS transforms that "Dark Data" into a living, queryable brain. Explore cross-study patterns. Simulate grounded consumers. Two modes, one platform; powered by the data you already own.

> THE "DARK DATA" CRISIS
>
> The majority of enterprise research is **dormant**: trapped in unsearchable reports. Teams repeat tests because they can't find the results of the last one. THEUS wakes up your data so you never pay for the same insight twice.

Your New AI Research Team

Dr. Evelyn Reed

SOCIAL

Qualitative exploration with digital panelists grounded in your research archive. Every response is explainable. Click to see the facts and data sources. Simulate focus groups without the 6-week lead time. Iterate on concepts in hours, not months.

Dr. Theodore Sinclair

ANALYTIC

Quantitative synthesis across studies. Correlation analysis, boardroom-ready visualizations, and honest answers when your data can't support a conclusion. Surface patterns you didn't know to look for. Turn years of research into actionable strategy.

SENSORY-NATIVE

Understands the nuances of ANOVA tables, significance letters, Spider Plots, PCAs, and other niche statistical outputs within sensory and consumer science.

GROUNDED TRUTH

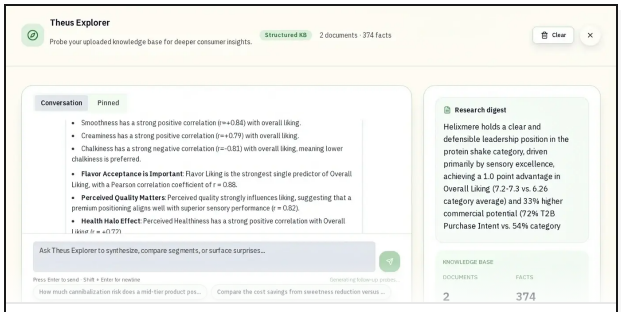
Every claim traces to source with page-level citations. Full provenance for regulatory and stakeholder review. We tell you when the data can't support a conclusion.

COGNITIVE DIVERSITY

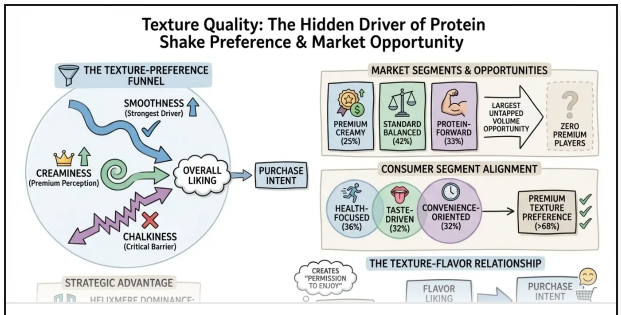
Panelists have deep backgrounds informed by your data that remain consistent through the session, helping you unearth complex human insights.

HYPOTHESIS ENGINE

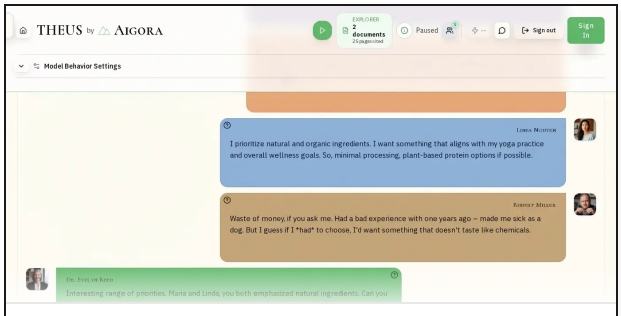
Screen concepts before fieldwork. Each new study enriches your knowledge base, turning years of accumulated research into compounding strategic advantage.



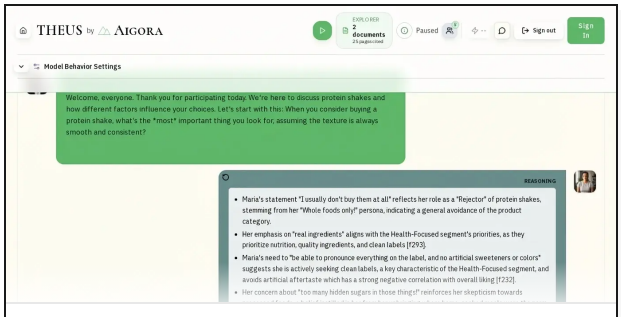
CROSS-STUDY SYNTHESIS



BOARDROOM READY VISUALIZATION



QUALITATIVE KNOWLEDGE EXPLORATION



ALL ANSWERS GROUNDED IN YOUR DATA

DATA PRIVACY & SECURITY

- **SOC 2 TYPE II** CERTIFIED
- **ZERO** PERSISTENCE
- **NO TRAINING** ON CLIENT DATA
- **ENTERPRISE-GRADE** ENCRYPTION