



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.



GROUNDING 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.

THEUS Explorer

Probe your uploaded knowledge base for deeper consumer insights.

Structured KB 2 documents 374 facts

Clear X

Conversation Pinned

- Smoothness has a strong positive correlation ($r=0.58$) with overall liking.
- Creaminess has a strong positive correlation ($r=0.79$) with overall liking.
- Chalkiness has a strong negative correlation ($r=-0.81$) with overall liking, meaning lower chalkiness is preferred.
- Flavor Acceptance is Important: Flavor Liking is the strongest single predictor of Overall Liking, with a Pearson correlation coefficient of $r=0.88$.
- Perceived Quality Matters: Perceived quality strongly influences liking, suggesting that a premium positioning aligns well with superior sensory performance ($r=0.82$).
- Health Halo Effect: Perceived healthiness has a strong positive correlation with Overall Liking ($r=0.77$).

Ask Theus Explorer to synthesize, compare segments, or surface surprises...

Press Enter to send - Shift + Enter to receive

How much cannibalization risk does a mid-tier product pose... Compare the cost savings from sweetness reduction versus...

Generating Answer...

Research digest

Helomere holds a clear and defensible leadership position in the protein shake category, driven primarily by sensory excellence, achieving a 1.0 point advantage in Overall Liking (7.2-7.3 vs. 6.2) category average) and 33% higher purchase intent vs. 54% category

KNOWLEDGE BASE

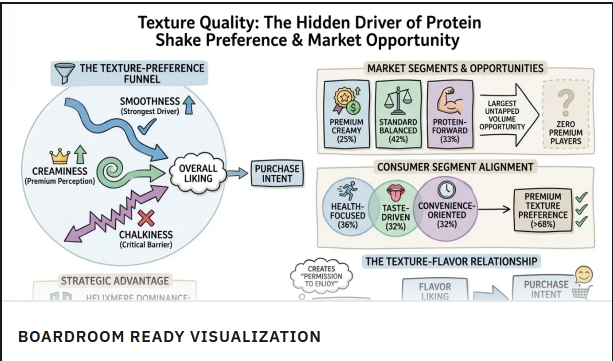
DOCUMENTS

FACTS

2

374

CROSS-STUDY SYNTHESIS



THEUS by AIGORA

EXPLORER Documents 20 organized

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Model Behavior Settings

1

I prioritize natural and organic ingredients. I want something that aligns with my yoga practice and overall wellness goals. So, minimal processing, plant-based protein options if possible.

LOUIS MICHAEL

2

Waste of money if you ask me. Had a bad experience with one years ago -- made me sick as a dog. But I guess if I "had" to choose, I'd want something that doesn't taste like chemicals.

EMERSON MICHAEL

3

Interesting range of proteins. Maria and Linda, you both emphasized natural ingredients. Can you

THEUS BOT

QUALITATIVE KNOWLEDGE EXPLORATION

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Welcome, everyone. Thank you for participating today. We're here to discuss protein shakes and how different factors influence your choices. Let's start with this. When you consider buying a protein shake, what's the "most" important thing you look for, assuming the texture is always smooth and consistent?

REASONING

- Maria's statement "I usually don't buy them at all" reflects her role as a "Receptor" of protein shakes, stemming from her "White foods only" persona, indicating a general avoidance of the product category.
- Her emphasis on "real ingredients" aligns with the Health-Focused segment's priorities, as they prioritize nutrition, quality ingredients, and clean labels (J293).
- Maria's need to "be able to pronounce everything on the label, and no artificial sweeteners or colors" suggests she is actively seeking clean-labels, a key characteristic of the Health-Focused segment, and avoids artificial aftertaste which has a strong negative correlation with overall liking (J232).
- Her concern about "too many hidden sugars in these things" reinforces her skepticism towards

ALL ANSWERS GROUNDED IN YOUR DATA