



YOUR RESEARCH COMPOUNDS. FINALLY.

You have decades of research trapped in static files. THEUS transforms that "Dark Data" into a governed Research Base. Manage evidence once, explore cross-study patterns, and simulate grounded consumer reactions with 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.

RESEARCH BASE, EXPLORE, SIMULATE



Dr. Evelyn Reed

Grounded simulation with digital panelists informed by your Research Base. Every response is explainable. Click to see the facts and sources. Pressure-test concepts in hours instead of waiting weeks for new fieldwork.

SIMULATE



Dr. Theodore Sinclair

Analytical exploration across studies. Surface contradictions, build boardroom-ready visualizations, and get honest answers when your evidence cannot support a conclusion. Turn years of research into actionable strategy.

EXPLORE

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

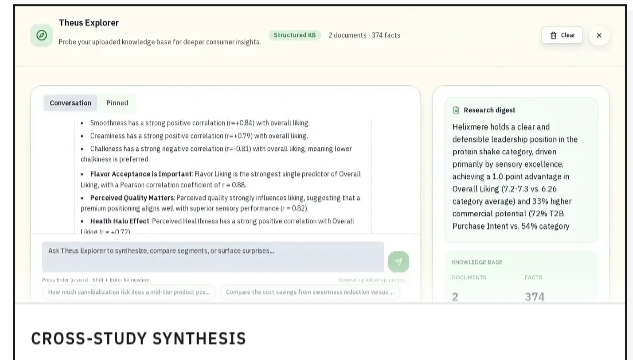
Every claim traces to source with page-level citations. Full provenance for regulatory and stakeholder review. We tell you when the data can't support a conclusion.

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 Research Base, turning years of accumulated research into compounding strategic advantage.



Theus Explorer
Poke your updated knowledge base for deeper consumer insights. **Structured KB** 2 documents - 374 facts

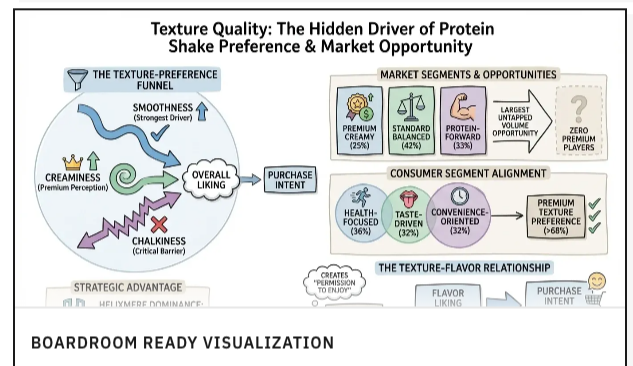
Conversation **Final**

- Smoothness has a strong positive correlation ($r=0.86$) 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 Benefit Effect**: Perceived healthiness has a strong positive correlation with Overall Liking ($r=0.72$).

Research Digest
Helloene 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 (2.2-7.3 vs. 6.26 category average) and 33% higher commercial potential (0.2% T2B Purchase Intent vs. 54% category).

KNOWLEDGE BASE
DOCUMENTS: 2 | FACTS: 374

CROSS-STUDY SYNTHESIS



Texture Quality: The Hidden Driver of Protein Shake Preference & Market Opportunity

THE TEXTURE-PREFERENCE FUNNEL
SMOOTHNESS (Strongest Driver) → OVERALL LIKING → PURCHASE INTENT
CREAMINESS (Premium Perception) → OVERALL LIKING
CHALKINESS (Critical Barrier) → OVERALL LIKING

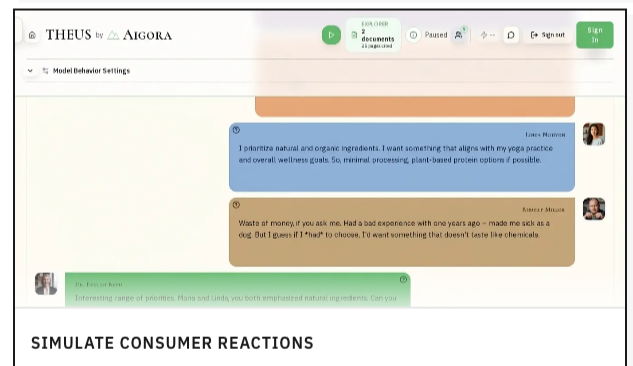
MARKET SEGMENTS & OPPORTUNITIES
PREMIUM CREAMY (25%) | STANDARD BALANCED (42%) | PROTEIN-FORWARD (33%) | LARGEST UNAPPED VOLUME OPPORTUNITY | ZERO PREMIUM PLAYERS

CONSUMER SEGMENT ALIGNMENT
HEALTH-FOCUSED (30%) | TASTE-DRIVEN (32%) | CONVENIENCE-ORIENTED (32%) → PREMIUM TEXTURE PREFERENCE (48%)

THE TEXTURE-FLAVOR RELATIONSHIP
FLAVOR LIKING → PURCHASE INTENT
CREATES "PERMISSION TO BUY"

STRATEGIC ADVANTAGE
HELVETHE DOMINANCE

BOARDROOM READY VISUALIZATION



THEUS by AIGORA
2 documents | Paused | Sign out

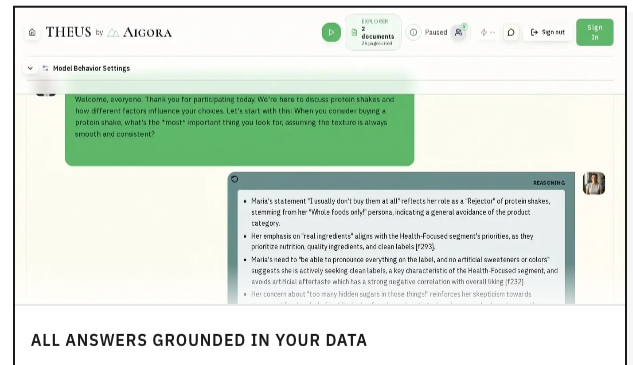
Model Behavior Settings

1 **Elena Rodriguez**
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.

2 **James Mitchell**
Waste of money if you ask me. Had a bad experience with one year 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.

3 **Alex Johnson**
Interesting range of profiles. Male and female, both emphasized natural ingredients. Can you

SIMULATE CONSUMER REACTIONS



THEUS by AIGORA
2 documents | Paused | Sign out

Model Behavior Settings

Welcome, everyone. Thanks 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?

Reasons

- Max's statement "I usually don't buy them at all" reflects her role as a "Reactor" of protein shakes, steering further "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 natural, quality ingredients, and clean labels (79%).
- Max's need to "be able to process 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 sweeteners which has a strong negative correlation with overall liking (73%).
- Her concern about "Too many hidden sugars in these things" reflects her skepticism towards

ALL ANSWERS GROUNDED IN YOUR DATA