



## 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.



COGNITIVE DIVERSITY

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



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.



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.

**Conversation** Pinned

- Smoothness has a strong positive correlation ( $r=+0.80$ ) 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** correlates with overall quality and sensory difference rating, suggesting that a product's quality aligns well with superior sensory performance ( $r=+0.83$ ).
- 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 for newline

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

**KNOWLEDGE BASE**  
DOCUMENTS FACTS  
2 374

**CROSS-STUDY SYNTHESIS**

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

**THE TEXTURE-PREFERENCE FUNNEL**

Theus Explorer visualizes the relationship between texture preferences (Smoothness, Creaminess, Chalkiness) and overall liking, leading to purchase intent. It highlights the strategic advantage of "Healthier Dominance" and the need to "CREATE 'PERMISSION TO ENJOY'".

**MARKET SEGMENTS & OPPORTUNITIES**

Market segments include Premium Creamy (29%), Standard Balanced (42%), Protein-Forward (39%), and Largest Untapped Volume Opportunity (Question mark). Consumer segments include Health-Focused (36%), Taste-Driven (32%), and Convenience-Oriented (32%).

**CONSUMER SEGMENT ALIGNMENT**

Aligns consumer segments with market segments based on premium texture preference (e.g., Health-Focused aligns with Premium Creamy).

**THE TEXTURE-FLAVOR RELATIONSHIP**

Flavor liking and purchase intent are shown to be positively correlated.

**BOARDROOM READY VISUALIZATION**

**THEUS by AIGORA**

**Model Behavior Settings**

Two user interactions are shown:

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

**QUALITATIVE KNOWLEDGE EXPLORATION**

**THEUS by AIGORA**

**Model Behavior Settings**

A general welcome message and a detailed reasoning session with Linda:

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?

Linda's reasoning:

- Mania's statement "Usually don't buy them at all" reflects her role as a "Rejector" of protein shakes, stemming from her "Whole 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 (P202).
- Mania'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 (T222).
- Her concern about "too many hidden sugars in those things!" reinforces her skepticism towards...

**ALL ANSWERS GROUNDED IN YOUR DATA**