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# UNLEASH COLLECTIVE INTELLIGENCE WITH GENERATIVE AI

**MARYLINK boosts innovation with AI-augmented collective intelligence platforms.**

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**Founded by Hervé MARY and Mehdi ELMOUKHLISS, the French start-up MARYLINK boosts innovation with AI-augmented collective intelligence platforms.**

Generative AI is transforming the landscape of large-scale innovation and problem-solving, uncovering unique solutions. This advancement boosts the capabilities of many, from innovation specialists to regular professionals. It's beneficial in both innovative organizations with set business practices and emerging ones, where workers are keen to improve their skills and engage in cost-effective innovation.

**The MARYLINK platform offers a clear, repeatable path to innovate better and faster with generative AI**. MARYLINK provides collaborative platforms for organizations willing to radically improve their innovation capabilities. Its technology uses Generative AI to enhance collaboration, problem solving and creativity.

**MARYLINK makes co-innovation much easier, transforming idea generation complexities into streamlined projects, and redefining how organizations tap into collective intelligence to innovate.**

# Unleashing Collective Intelligence with Generative AI: MARYLINK's Augmented Innovation Platform

This year, MARYLINK is proud to present its augmented innovation solution at CES 2024.

## The Pain Point

## **It is so hard for organizations to innovate.**

Generally, innovation is no easy feat:

❌ **It often leads to idea saturation**

There are too many low-value ideas.

❌ **Underutilization of expertise**

One needs expertise to give valuable ideas, while the best ideas often come from non-experts.

❌ **Challenges in transforming abstract ideas into tangible outcomes**

It is great to have good ideas, but it's much better to be able to turn them into successful projects!

Why? Two main reasons, both related to collective intelligence:

➜ Humans have a hard time **thinking outside the box**.
➜ Humans have **limited cognitive resources**.

✔️ With Generative AI, MARYLINK addresses these issues head-on, enabling organizations to not just ideate, but innovate effectively.

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## MARYLINK Solution

## Unleashing Collective Intelligence with Generative AI

Imagine a team finding solutions in hours instead of weeks. Imagine an organization where anybody can discuss any topic without mastering the jargon. Imagine a world where knowledge and communication skills are no longer barriers to sharing and developing breakthrough ideas. This is what MARYLINK's augmented innovation platform is about: a radically new collaboration experience. It concentrates years of R&D into a simple yet powerful solution, helping organizations to innovate better and faster.

The recipe? An elegant and carefully designed integration of generative AI into collective intelligence processes, available any time for all participants. It combines low-code software for user-friendly experience, efficient workflow systems for streamlined project management, and, last but not least, AI tools for augmented collaboration.
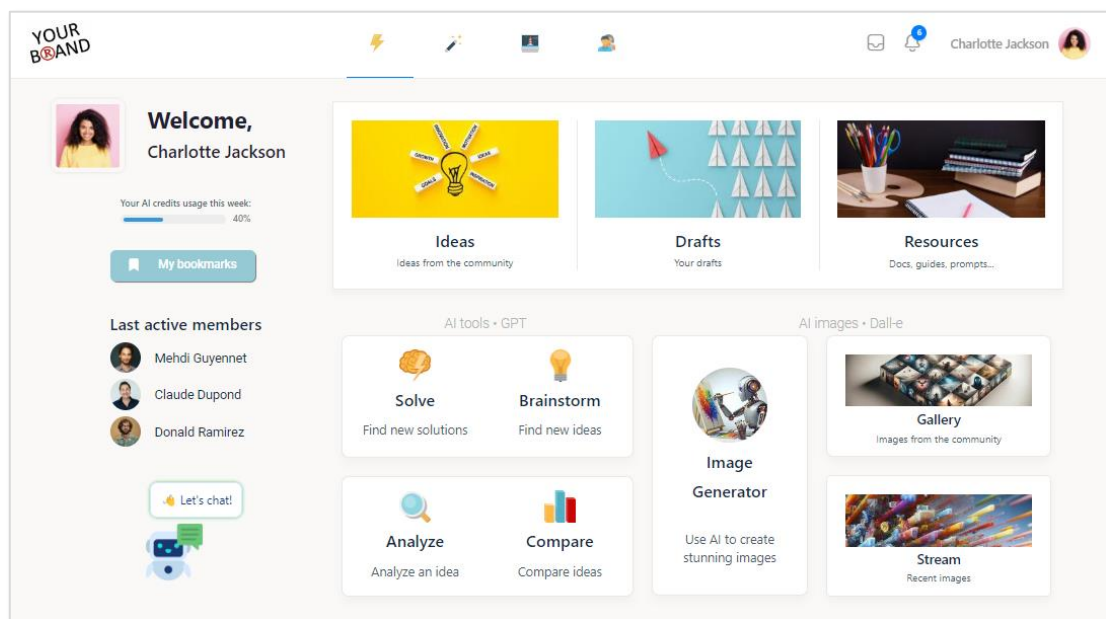


With Generative IA, MARYLINK reinvents collective intelligence for innovation.

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## Main Benefits

## Innovation Made "Easier, Better, Faster, Stronger"

✅ **Enhancing Collaborative Processes.** MARYLINK is centered on collaboration, facilitating seamless interactions among diverse groups such as engineers, designers, and marketers. This integration of different expertise leads to comprehensive and well-considered project outcomes.

✅ **Encouraging Divergent Thinking.** The platform uses AI to push beyond traditional thinking boundaries. AI assistants offer innovative combinations and ideas, sparking creative thought and uncovering unique solutions.

✅ **Breaking Expertise Bias.** MARYLINK challenges the norm in the innovation process, where professionals often rely on established methods. Its AI proposes alternative materials, or techniques, potentially overlooked due to industry bias, leading to sustainable, cost-effective solutions.

✅ **Streamlining Idea Evaluation.** MARYLINK simplifies and speeds up proposal evaluations. Its AI system assesses ideas for feasibility, impact, and alignment with project goals, accelerating the discovery of viable ideas and enhancing decision-making.

✅ **Accelerated Decision-Making.** The platform enables rapid, contextualized analyses of potential solutions, streamlining decision-making in collaborative projects.

✅ **Translating Ideas into Great Projects.** MARYLINK is adept at turning conceptual ideas into actionable projects, guiding the transition from ideation to development. It assists in defining scopes, setting goals, and outlining steps, turning innovative concepts into tangible projects.

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✅ **Unprecedented Customization.** With MARYLINK, organizations can personalize generative AI advice, taping into their own knowledge and processes, ensuring unmatched personalization and relevance.

## For whom?

### For all organizations

MARYLINK enhances idea discovery and transformation into concrete solutions. It is a perfect for organization such as:

- Companies,
- Innovation hubs,
- Education institutions
- Research centers,
- Startups,
- Local authorities.

## Products

### 4 plans + addons

MARYLINK Platform is available with 3 price plans and a tailor-made offer:

#### STARTER Plan

Includes 3 collaborative innovation spaces augmented with generative AI (*Smart Spaces*). *Ideal to start!*

#### BUSINESS Plan

STARTER plan + Unlimited Smart Spaces + Collaborative workgroups
*Ideal for organizations with multiple departments.*

#### ECOSYSTEM Plan

BUSINESS Plan + Custom Workflows
*Ideal for large-scale projects and ecosystem management.*

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**CUSTOM Plan**

Customized platforms for demanding organizations.

**ADD-ONS**

Each plan can be complemented by addons. For example:

- o **Feed AI With Your Data:** AI fed with your documents and knowledge
- o **Custom AI tool:** a specific tool tailored for your use case

## Technology

## About Generative AI

MARYLINK's generative AI is primarily based on GPT, but supports other models such as Llama, Claude, Dall-e or MIXTRAL.

## CES 2024

## MARYLINK's Objectives at CES

🎯 **Launch of SAAS Solution.**
Introducing MARYLINK AI-augmented innovation solution.

🎯 **Showcasing AI's Power.**
Demonstrating how the solution drives innovation.

🎯 **Reaching a Diverse Audience.**
Targeting businesses of all sizes with tailored pricing.

🎯 **Reinforcing Market Leadership**.
Strengthening its position in AI-augmented innovation.

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🌟 **Special CES Offer** 🌸

MARYLINK offers a **50% discount** to the first 50 customers subscribing between January 9 and 12.

<u>About MARYLINK</u>

## Key Achievements

MARYLINK, with 6 years of R&D, counts EDF R&D among its customers and won the Ministry of Justice's innovation competition. Its head office is in Montelimar with a technical center in Toulouse, France.

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# The story of MARYLINK

## How it started

Hervé MARY created MARYLINK 8 years ago to help organizations develop better innovative solutions, faster. It all started with a simple question:

### *"How can we make organizations more innovative?"*

During his extensive experience in collaborative innovation at high-tech corporations such as VERIZON, FUJITSU, and French ALCATEL (where he was Vice President), Hervé realized that organizations were spending a lot on innovation, but often struggled to achieve it.

He saw many companies wanting to collaborate for innovation. They had the technology and good researchers, but lacked the synergy among teams needed to deploy true collective intelligence. A paradox emerged: the larger the number of participants in innovation projects, the lower the efficiency and innovation capacity. Being more numerous meant being less efficient. Most of these organizations failed to innovate, despite intense collaboration.

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# Hervé's intuition: Collective intelligence is key

Hervé MARY had an intuition: collective intelligence was not an obstacle, but the solution. For him, it was clear that it represented one of the last frontiers for creating a competitive advantage. The question was how to mobilize it effectively. He had an idea: to create a collaborative innovation platform that would foster collective intelligence and innovation.

In 2014, he established MARYLINK based on three main principles:

1) **People First**

   The right solution must be engaging.

2) **Simplicity Everywhere**

   For collective intelligence to emerge, tools must be simple.

3) **Agility is Key**

   Continuous innovation requires a very flexible solution to match its evolving nature.

Hervé MARY initially developed MARYLINK's technology in partnership with EDF R&D, the research and development laboratory of France's historical electricity provider.

Thanks to the MARYLINK platform, EDF R&D significantly increased the number and quality of its ideas. MARYLINK's technology even won an award at a hackathon organized by the French Ministry of Justice.

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# 2018: Hervé's meeting with Mehdi Elmoukhliss, expert in Collective Intelligence (Ph.D.)

In 2018, during his search for a crowdfunding partner, Hervé met Mehdi Elmoukhliss, a researcher specializing in collective intelligence. **Mehdi, an "innovation scientist", had spent over 10 years studying how to make organizations more innovative through augmenting collective intelligence.** They shared the same vision: collective intelligence had a largely underexploited potential in collaborative platforms.

His journey began as a business intelligence consultant for CapGemini, followed by his Ph.D. at Université Paris Saclay and a postdoctoral position at one of France's most famous R&D centers, the esteemed *Institut Mines-Télécom (IMT)*. Inspired by his professors (such as Professor Armand Hatchuel, one of the founding fathers of the CK theory of disruptive innovation) and by the work of the MIT Center for Collective Intelligence (to whom he presented his work during a scientific conference), he shared Hervé's vision: that collective intelligence had a largely underexploited potential in collaborative platforms and that much more could be achieved.



At that time, Mehdi was looking for a way to create an impact. He considered writing a book to disseminate his knowledge about the design of collective intelligence. However, the response he received from a journalist was unexpected: *"Mehdi, nobody cares about your book. **You want to change the world? Build your own platform**."* For Mehdi, it was clear that the MARYLINK

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project had the potential to create the global impact he was looking for. It was also the perfect fit for Hervé, who was seeking a more science-grounded approach for the design of his platform. As the duo shared the same vision of the need for *augmented* collective intelligence to innovate, they began working hard to make the more innovative with a simple yet powerful solution.

## 2018-2022: Iterate, Again and Again

In 2020, the core of the platform was stable: a modular platform that was easy to use and fun. But they were not yet satisfied. Something was missing to fluidify and augment collective intelligence. At that time, AI was perceived as the way to go, but the technology was not good enough... Not yet.



## 2022: The Revolution of Generative AI

When the first developments of generative AI were made public, it clicked. Mehdi and Hervé discerned that it held the key to augmenting collective intelligence for innovation. Just as microprocessors revolutionized the personal computer by making it more accessible, powerful, and versatile, generative AIs like ChatGPT or MidJourney are transforming collaborative platforms, making them more accessible, efficient, and capable of handling complex tasks, thereby broadening and democratizing the innovation process.

At that time, the debates were about AI competing with human intelligence. But the duo immediately understood that humans had much to gain from collaborating with this "competing intelligence". This principle of

"coopetition" that Mehdi explored during his doctorate is a concept from management sciences that highlights the benefit of moving beyond antagonistic approaches (competition) in favor of an integrative approach for innovation. ***"Collective intelligence and artificial intelligence should be seen as 'coopetition': the collaboration between these two competing intelligences can foster innovation!"*** the two Frenchmen argue. In essence, their philosophy can be summarized as follows:

**"Machines are necessary for progress."** It is the development of the right tools that allowed the rise of writing, agriculture, and enabled humanity to move from prehistory to history.

**"We are humans, not machines!"** Innovation is an engaging human experience, not a cold structured process, and it arises from a stimulating environment.



They then worked to integrate generative AI into their technology while keeping this philosophy in mind: AI enables the augmentation of collective intelligence as long as people stay at the center. Their platform would not be an AI-augmented platform by collective intelligence, but a collective intelligence platform augmented by AI.

With this spirit in mind, Mehdi and Hervé created a novel solution where collaboration within teams is seamlessly facilitated, and the exorbitant costs associated with managing ideas see a substantial reduction.

**They present their solution for the first time at CES in Las Vegas in January 2024.**

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