

Generative AI and the Future of Corporate Innovation: Data

June 5, 2025

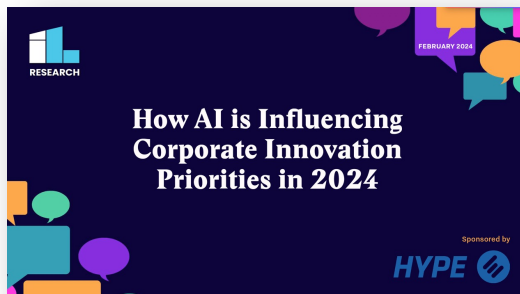
Alex Slawsby & Scott Kirsner, InnoLead

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We've built the **largest** community of corporate innovators, strategy execs, and R&D leaders – and we work hard to help them achieve **real impact** in their organizations.

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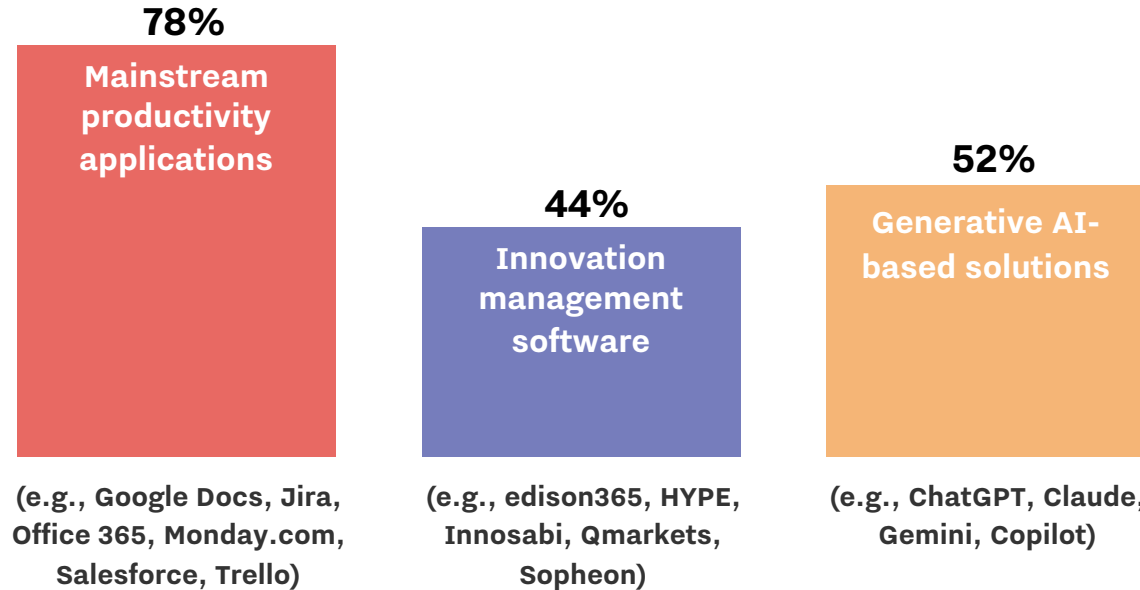
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The ascent (and descent?) of the corporate innovator

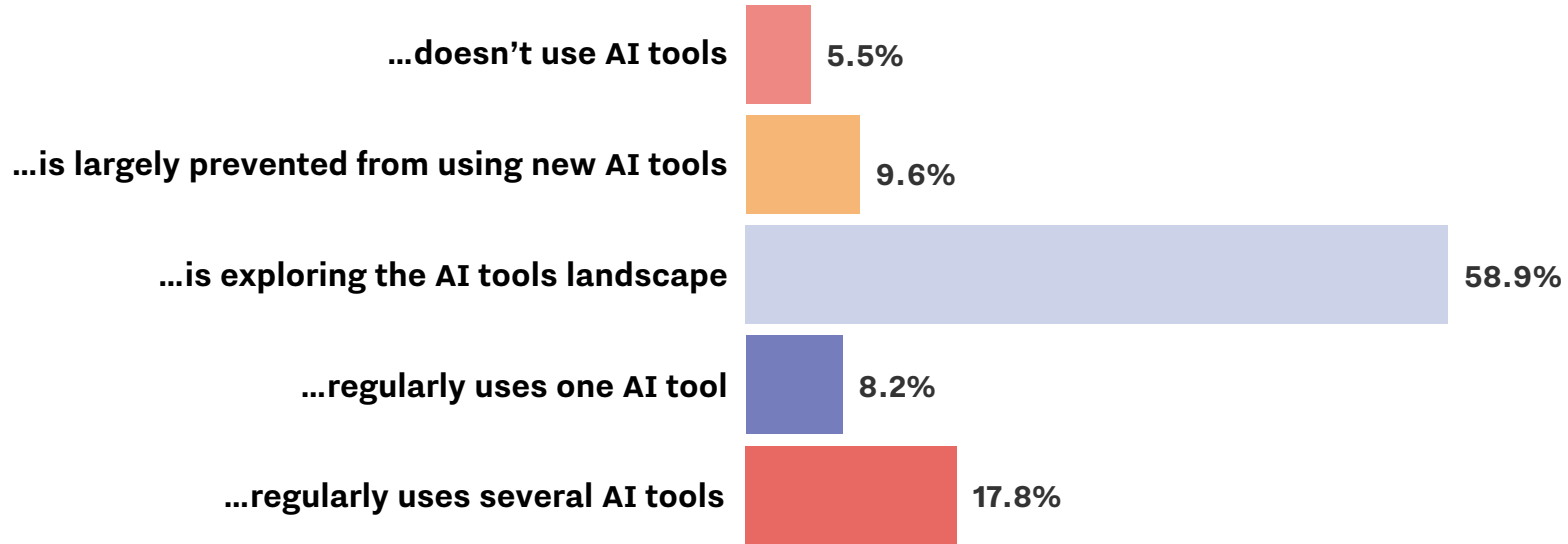


Which of the following software or service solutions do your organization use for innovation activities?



...but organizational adoption varies widely

Today, our team...



How are you or your organization using generative AI to support innovation activities?

“Both Microsoft Copilot and ChatGPT help contribute to innovation by streamlining tasks, reducing repetitive work, and providing intelligent assistance, allowing us to concentrate on the creative and strategic aspects of the projects.” – **Technology**

“Mostly to consolidate and evaluate data that is publicly available – like product reviews – or to assist in limited concept descriptions for consumer screening, except we don't put any sensitive or confidential information in AI tools.” – **Consumer Goods**

“I have used it to help distill customer comments and observations into themes and insights. I'm playing around with it for meeting notes and routine communications.” – **Pharmaceuticals & Life Sciences**

“Still mostly productivity enhancers, draft emails, document summarization, etc. We are not allowed to utilize ChatGPT, Bard, others due to security concerns of sharing sensitive data, so our a dedicated chatbot was rolled out based on a version of ChatGPT.” – **Pharmaceuticals & Life Sciences**

“Helping to create project proposals faster based on bullet point texts.” – **Media & Telecom**

“As a supplement to standard search engines.” – **Engineering & Construction**

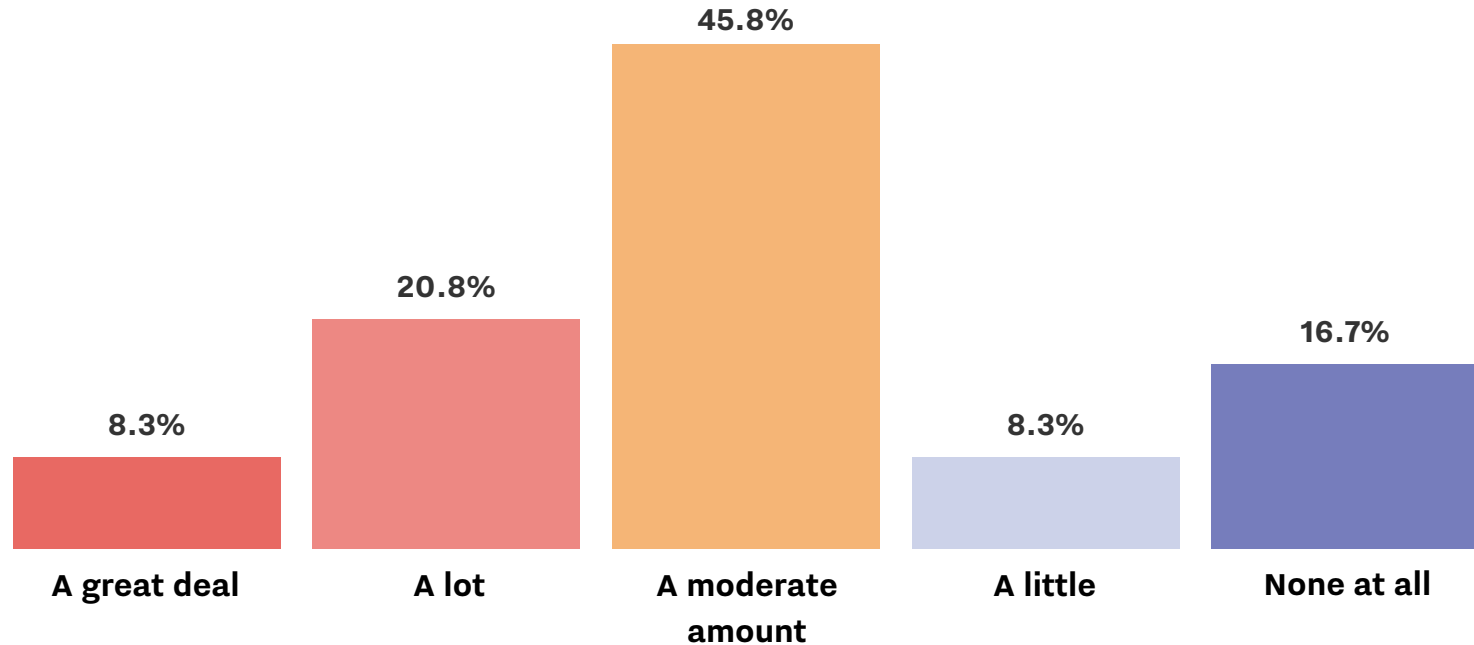
“Asking questions and entering generic information before and during meetings / workshops to provide another ‘perspective’ for a more well-rounded answer / solution.” – **Unspecified industry**

“Help uncover data and to generate early concept drawings or renderings.” – **Consumer Goods**

“Develop ideas as well as create reports, presentations.” – **Professional Services**

“Mostly to consolidate and evaluate data that is publicly available.” – **Consumer Goods**

How much impact do you believe the use of generative AI will have on your use of innovation management software?



“A great deal. Half the battle is being able to generate and manage large number of ideas and often that requires bring lots of people together to ideate, refine the concepts and then capture the value. I feel with AI-based capabilities we will be able to streamline that process – and with less people who are busy solving pain points / issues.” – **Healthcare**

“A lot. We are hoping [our existing vendor] will be adding these types of features to their platform. If not, we will likely look for someone who does.” – **Pharmaceuticals & Life Sciences**

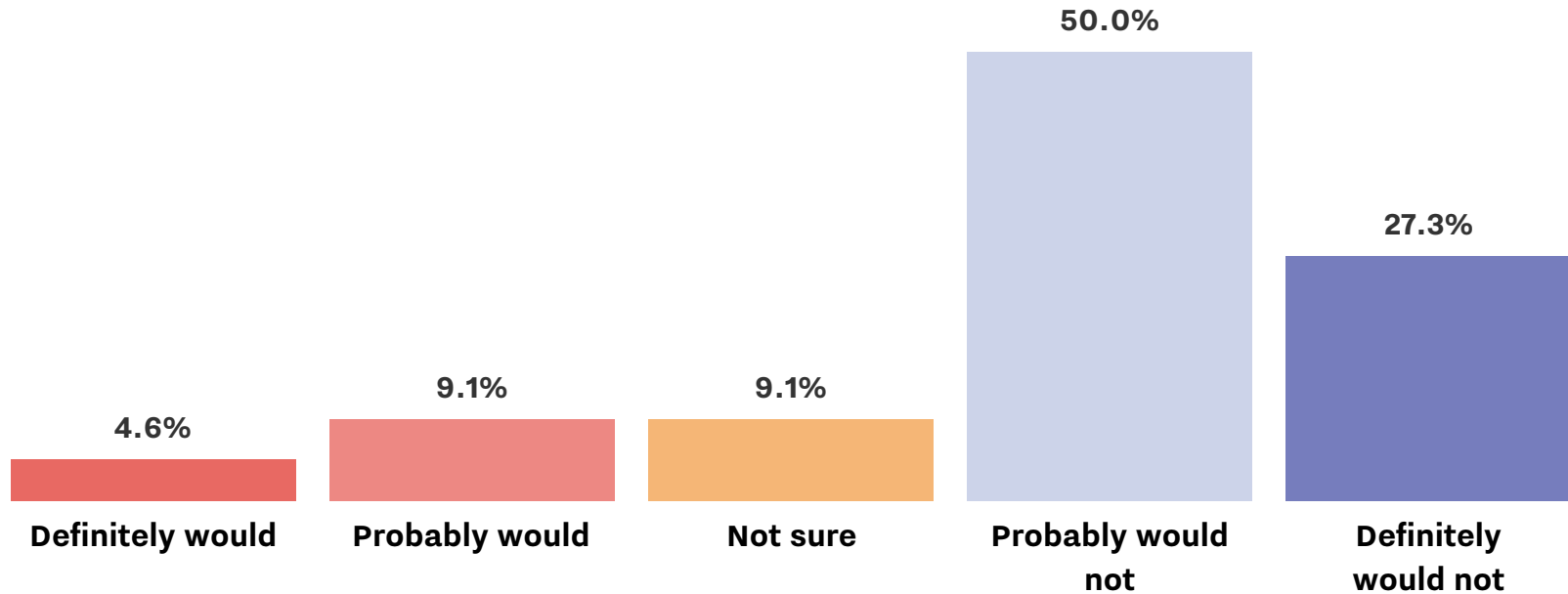
“A lot. These tools will drastically speed up our scouting and evaluation eventually.” – **Retail**

“A moderate amount. We use these tools to gather intelligence. GenAI would likely taint the insights if incorporated into idea submission. Data review and summarization would be useful, but not a game changer.” – **Financial Services**

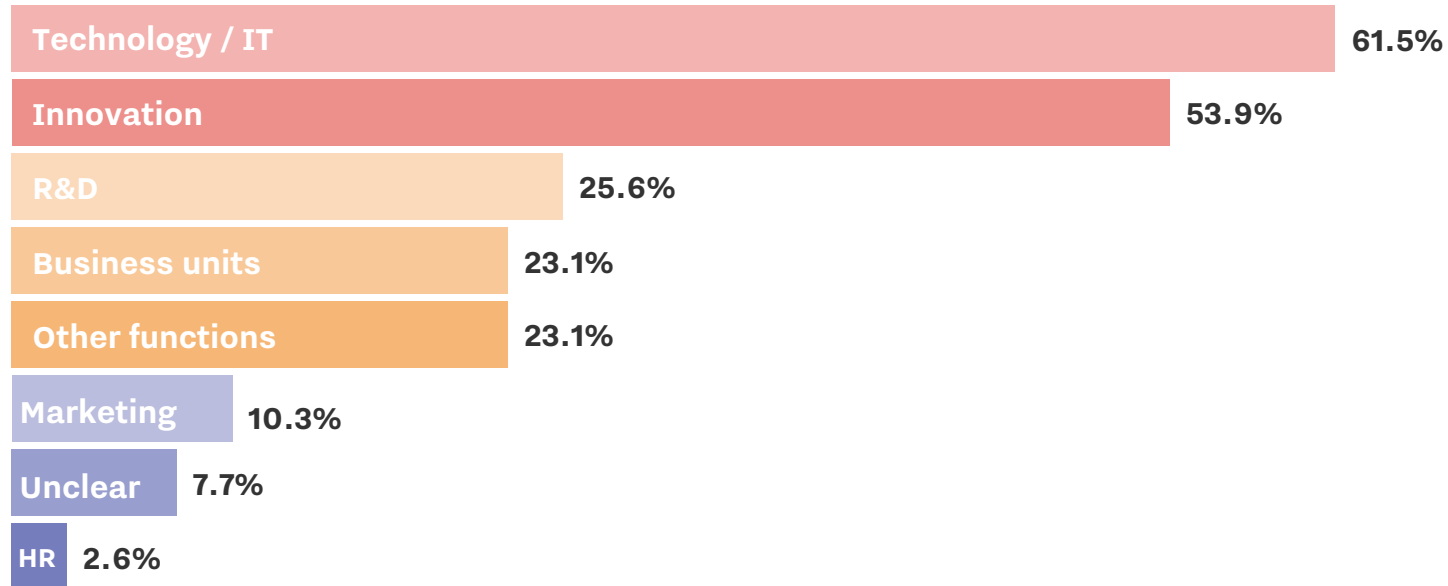
“None at all. In my view, both have various objectives and I don't see any impact as such. Innovation management solutions are more of systematic software to plan and organize ideas...” – **Media & Telecom**

“None at all. The AI can't crowdsource ideas from the users/SMEs.” – **Financial Services**

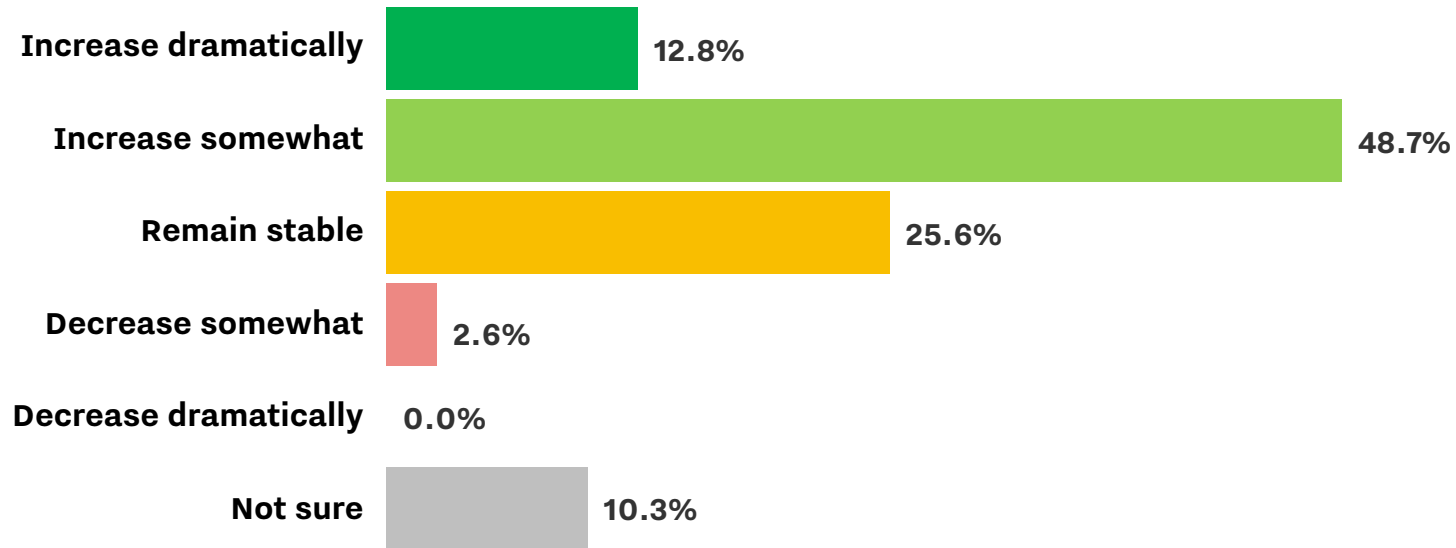
The use of generative AI by my organization will ultimately reduce our need to employ dedicated innovation professionals



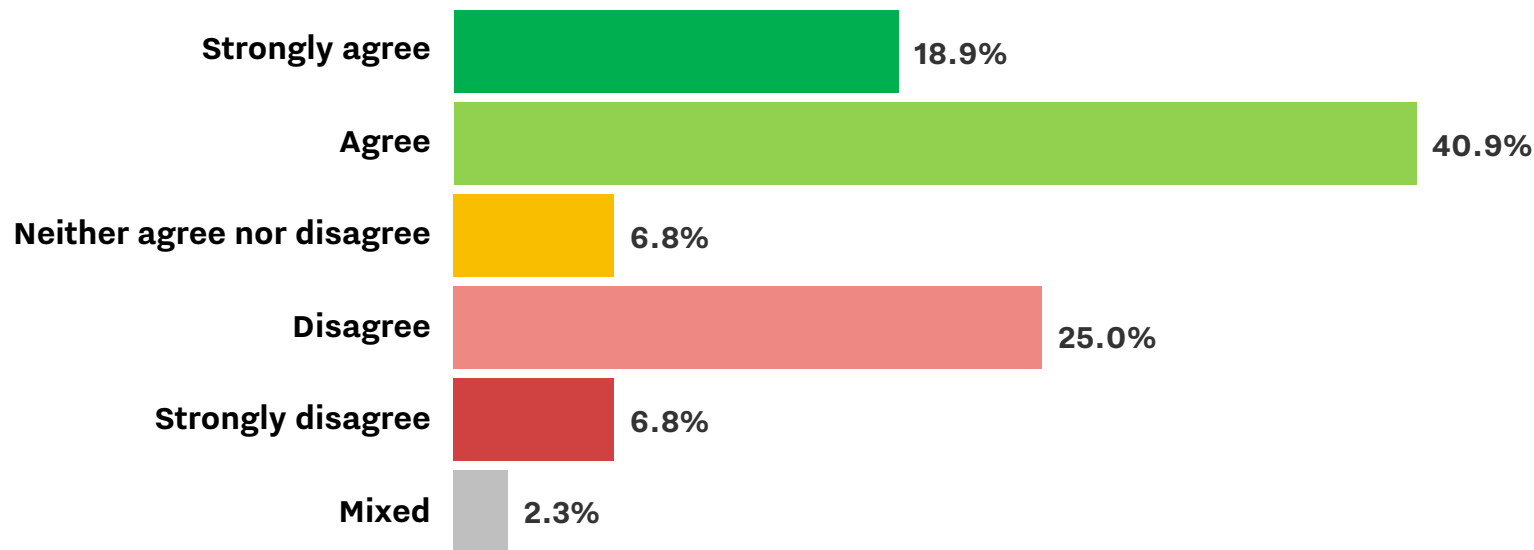
With regard to AI (artificial intelligence), who has significant responsibility for exploring potential use cases in your organization?



With regard to budget/human resources being devoted to AI in your organization... In 2023, did they:



My organization is moving fast enough when it comes to exploring / experimenting with / deploying Generative AI



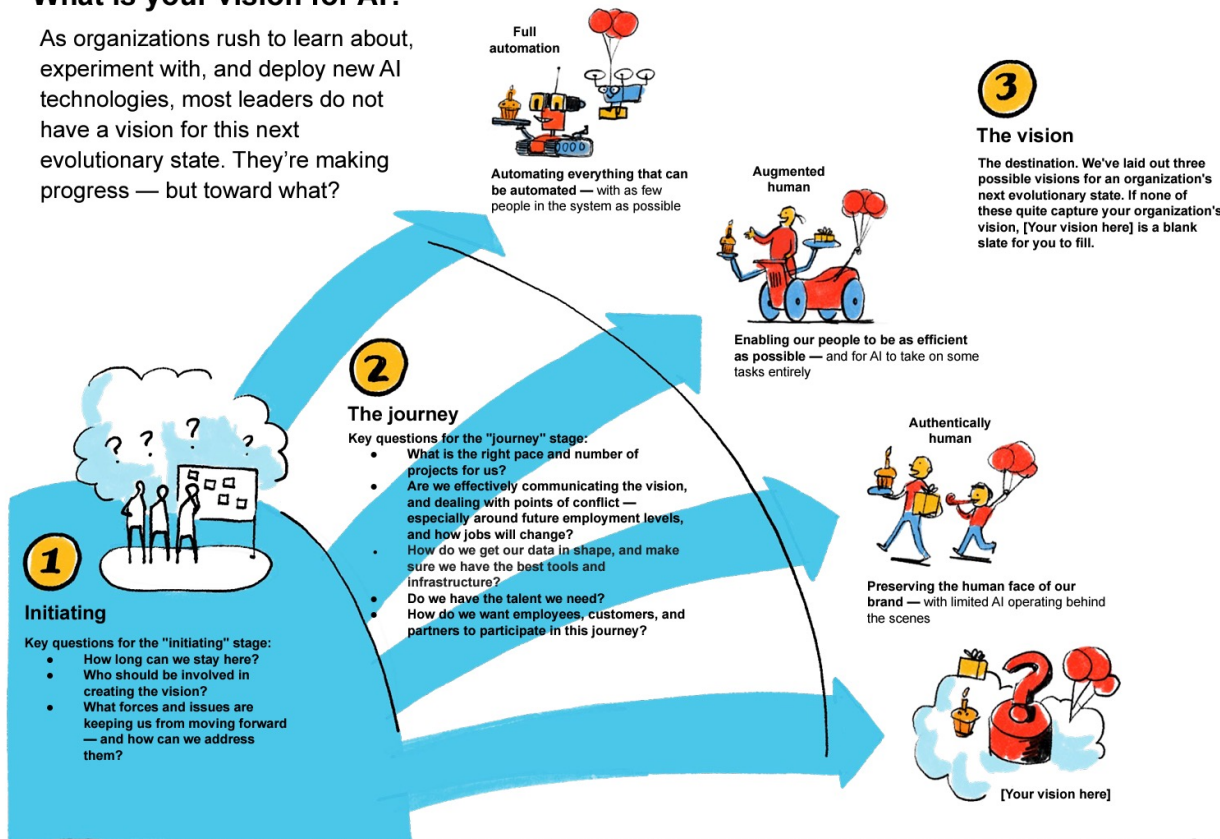
- **Explore the tool landscape (small / medium / large vendors)**
- **Develop a hypothesis about how AI – aggressively deployed by established rivals or new entrants – could change your competitive landscape**
- **Bring in legal, compliance, and risk colleagues to help define policy and guardrails**
- **Emphasize the importance of running internal experiments first**
- **Create a list of external use cases – and prioritize**
- **Track what others in your industry (and outside it) are doing**
- **Set up external-facing pilots, refine, and deploy**

The ascent (and descent?) of the corporate innovator?



What is your vision for AI?

As organizations rush to learn about, experiment with, and deploy new AI technologies, most leaders do not have a vision for this next evolutionary state. They're making progress — but toward what?



Thanks!

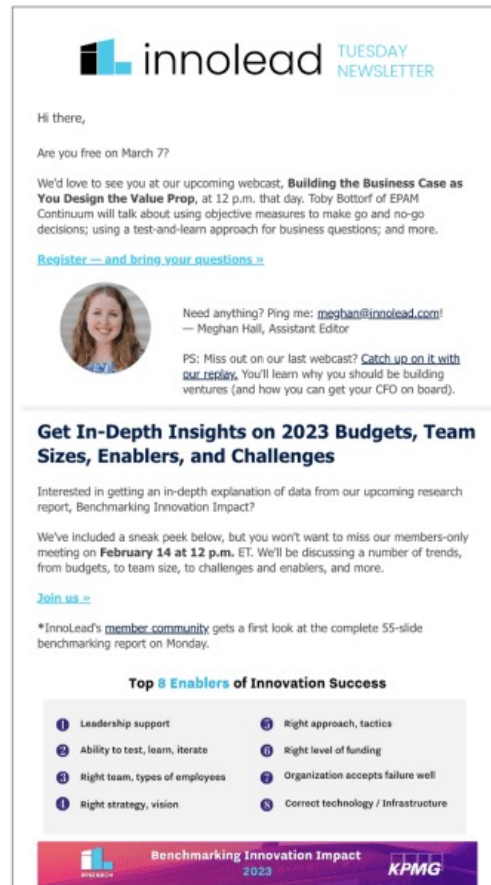
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alex@innolead.com / scott@innolead.com

Our annual conference, Impact, is in Boston this fall:
innolead.com/impact




innolead TUESDAY NEWSLETTER

Hi there,

Are you free on March 7?

We'd love to see you at our upcoming webcast, **Building the Business Case as You Design the Value Prop**, at 12 p.m. that day. Toby Bottorff of EPAM Continuum will talk about using objective measures to make go and no-go decisions; using a test-and-learn approach for business questions; and more.

[Register — and bring your questions >](#)

 Need anything? Ping me: meghan@innolead.com
— Meghan Hall, Assistant Editor

PS: Miss out on our last webcast? [Catch up on it with our replay](#). You'll learn why you should be building ventures (and how you can get your CFO on board).

Get In-Depth Insights on 2023 Budgets, Team Sizes, Enablers, and Challenges

Interested in getting an in-depth explanation of data from our upcoming research report, Benchmarking Innovation Impact?

We've included a sneak peek below, but you won't want to miss our members-only meeting on **February 14 at 12 p.m.** ET. We'll be discussing a number of trends, from budgets, to team size, to challenges and enablers, and more.

[Join us >](#)

*InnoLead's [member community](#) gets a first look at the complete 55-slide benchmarking report on Monday.

Top 8 Enablers of Innovation Success

1 Leadership support	5 Right approach, tactics
2 Ability to test, learn, iterate	6 Right level of funding
3 Right team, types of employees	7 Organization accepts failure well
4 Right strategy, vision	8 Correct technology / Infrastructure

Benchmarking Innovation Impact
2023

KPMG