8:00 AM – 9:00 AM	*Networking Breakfast*

9:00 AM – 9:40 AM	**The Future of Agile Research: Using AI-Enabled Tools for Improved Research**

Ujwal Arkalgud
EVP at Lux Research

Miranda Helmer
Vice President, Innovation Discovery at The Clorox Company

In a landscape where "agile research" has become a buzzword, there's a gap between rhetoric and reality. This session delves into the true essence of agility in research and demonstrates how AI, in synergy with anthropology, can catalyze a genuinely iterative and responsive research process.

Agility is about the absence of a rigid plan and the presence of iterative exploration. While AI alone may not embody agility, it finds its stride when paired with the fluidity of anthropological methods. Anthropology doesn't merely seek to answer questions; it unveils how questions are framed and understood within the cultural fabric of society. It exposes the underlying patterns, the "breadcrumbs," which lead researchers on an exploratory journey through the human experience.

In this session, we'll illustrate how AI amplifies this process, transforming insights into actionable strategies.

9:40 AM – 10:10 AM	**The Safety Gap: Leaping from Human-Centric Insight to Technological Solution**

Josh Haslun, Ph.D.
Research Director, Agrifood and Health at Lux

Derek Gingrich
Research Director, Predictive Anthropology at Lux

European airlines account for nearly one-third of all airline passenger traffic in the world. However, the future of short-haul flights in the region faces intriguing challenges due to Europe's extensive and efficient rail network. Amid this, the aviation industry is embracing the promise of low-carbon fuels, yet Europe is uniquely positioned for the next-generation of aviation with both electric and hydrogen-powered planes.

This presentation will delve into the cutting-edge aviation options, explore drivers and barriers, and offer a preview of the market outlook as developers look to shape the future of European aviation leading up to 2050.

10:10 AM – 10:40 AM	*Networking Break*

10:40 AM – 11:20 AM	**Building Empathy Through AI: An Iterative Process in Agile Innovation**

Cheryl Auger
Senior Director of Research, Predictive Anthropology at Lux

Ana Plasencia
Innovation Explorer Director at Mars Wrigley

Implementing an agile process in a big corporation requires change in many different areas of the business.: from cultural shifts to technological upskilling and re-imagining the way we understand consumers.

In this presentation, we will discuss the game-changing potential of ethnographic AI and the role it plays to build deep human empathy, keep the consumer at the heart of innovation, and build meaningful partnerships that allow us to iterate and dig deeper into the human truths at corporations like Mars.

11:20 AM – 11:50 AM	**PITCH CONTEST: HARNESSING AI TO CRAFT WINNING PRODUCT CONCEPTS**

RESEARCH COACHES:

Josh Haslun, Ph.D.
Research Director, Agrifood and Health

Derek Gingrich
Research Director, Predictive Anthropology

Cheryl Auger
Senior Director of Research, Predictive Anthropology

Steve Steck
Associate Director of Research & Client Strategy

JUDGE(S): TBA

The challenge? To utilize MotivAI's capabilities to identify key insights from a given brief and then, within your breakout group, employ our AI research assistant to conceptualize five innovative product concepts. These concepts should not only address the business problem at hand but also resonate with the identified human insights, ensuring relevance and impact. The session will end with a concept showcase and a winning team will be picked by our judges.

11:50 AM – 12:00 PM	**Closing Remarks**

Marissa Kopec
CEO at Lux Research