

Case Study: D/SRUPTION Summit

Customer: D/SRUPTION



D/SRUPTION

What is Swarm AI?

Swarm AI® technology provides a powerful combination of real-time human insights and AI algorithms, enabling significantly more accurate results than traditional methods.

Modeled after swarms in nature, which converge on optimal solutions, Swarm AI turns networked human groups into AI-optimized systems, enabling accurate insights to be quickly generated from consumer groups or business teams.

Applying the power of Swarm AI is using the Swarm platform. It can be accessed from anywhere in the world using standard browsers and can generate actionable insight in minutes.

For more information, visit the following links:

Unanimous AI
<https://unanimous.ai/what-is-si/>

Swarm technology
<https://unanimous.ai/swarm/>

PROJECT OVERVIEW:

The 2019 D/SRUPTION Summit engaged business leaders and thinkers from across the globe to consider how *Technology, Innovation, and Purpose*, converge in the modern corporate landscape. One of the most dynamic events of the summit was the awarding of the D/SRUPTION 50, a ranking of the UK's 50 most disruptive companies. To determine which companies best fit D/SRUPTION's definition of a "disruptive" company, a panel of renowned industry experts used the Swarm® platform from Unanimous AI to produce an AI-optimized ranking using the power of Swarm Intelligence.

RESEARCH OBJECTIVES:

D/SRUPTION's objective in ranking the 50 most disruptive companies in the UK was to highlight the organizations that best exemplify the unique characteristics that drive industries forward. Rather than turn to legacy methods like votes, polls or surveys to produce this insight, D/SRUPTION combined the wisdom of a group of 25 innovation leaders using the Swarm platform from Unanimous AI.. The resulting hybrid of human insight and AI algorithms enabled D/SRUPTION to produce an optimized ranking befitting the forward-thinking of the companies involved.

EXECUTIVE DECISION-MAKING:

Leading companies effectively exploit collective intelligence generated from distributed teams, executive groups, and board members. As modern organizations grant increased flexibility to their employees, it is more important than ever for leadership to be able to tap into and optimize the intelligence and insight of their experienced workforce. In this case, Swarm AI technology enabled a distributed panel of experts to efficiently combine their disparate perspectives into a unified ranking. The entire process required no travel nor training and produced a solution in minutes, making Swarm AI technology an ideal model for executive and team decision-making.

“...the speed at which we were able to narrow down to a single winner was incredible. There was no way that a traditional approach would have resulted in a decision being reached that quickly. And in the end, the winning entry truly has the potential to be a real disruptor which in my mind proves that the process was effective.”

Neal Gandi,

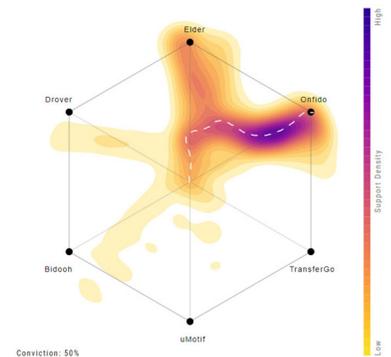
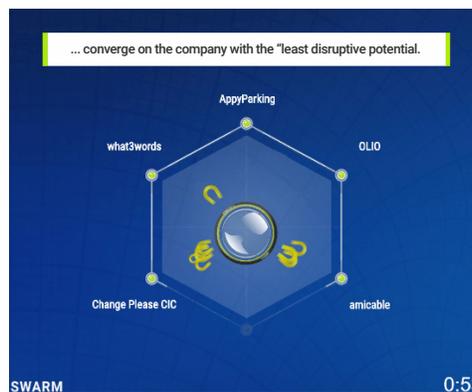
CEO,
The Panoply



INSIGHT METHODOLOGY:

Inspired by the way bees swarm and birds flock, Swarm is a collaborative intelligence platform that enables networked groups and teams to reach optimized decisions quickly and efficiently. Unlike traditional votes, polls, and survey in which individuals report discrete sentiments, Swarm turns each group into a real-time interactive system that converges upon an AI-optimized combination of their diverse perspectives.

In the case of the D/SUPTION 50, the 25-member expert panel was tasked with scoring a wide range of companies across ten different judgment criteria, such as has the company “created a new market or ecosystem?” or “had a rapid growth in brand equity over the last 3 years?” Producing usable intelligence from such a large list of variables can be tedious and inefficient when handled via poll or survey. A simple aggregation of the scores drew no definitive conclusions about the relative merits of the nominees but using Swarm AI technology allowed these 25 busy leaders to converge on an optimized ranking in less than an hour.



This is a snapshot of the DS/RUPTION innovation experts collaborating inside the Swarm AI platform to converge on the company with the “**most disruptive potential.**” Each of the magnets is controlled by one of the panel judges as the swarm converges upon an answer.

Though the interface is intuitive and simple for the participants to navigate, the Swarm AI engine is processing a tremendous amount of information about the group’s deliberation, combining their actions, reactions, and interactions in real-time. The Support Density plot shown above depicts the entirety of the group’s behavior over the length of the deliberation as a static image. Further, the trajectory of the puck across the interface is plotted, revealing the movement of the puck, along with the density of support for each option, over time.

“Swarm ensured that we all reached an agreeable outcome on the rankings of these pioneering companies in a collaborative, interactive and fun way!”

Laura Turkington,

Innovation Lead,
Vodafone

RESULTS:

Scaled Ranking of the Most Disruptive Companies in the UK

D/SRUPTION's goal for their annual summit was to produce an ordered list of the most disruptive companies in the UK. The 25 members of the expert innovation panel pared hundreds of nominations down to a final shortlist, which they then compared across ten comprehensive criteria. The final rankings for the D/SRUPTION 50 were determined exclusively by a real-time collaborative Swarm session comprising all 25 of the expert judges.

The Swarm AI platform allowed the judges to optimize a tremendous amount of ranking information in a concise, interactive, and enjoyable manner. Just as bees form collective swarms in order to solve the complex, multivariable problem of where to place their hive, the expert panel was able to “swarm” these difficult questions and deliver an optimized result.

The 25 most disruptive UK companies, in the order that they were presented at the 2019 D/SRUPTION Summit in London, is shown in the chart below. In addition to the ordinal ranking of the nominees, a Scaled Ranking was calculated by analyzing the conviction of the swarm as it made its deliberations. This additional analysis provides an understanding of how differentiated the judges’ “swarm intelligence” considered the companies.

CONCLUSIONS:

D/SRUPTION sought to deliver a comprehensive list of the most disruptive companies in the United Kingdom. As a forward-thinking publication known for being on the cutting edge of technology and innovation, it was natural for D/SRUPTION to look for a state-of-the art, 21st-century solution. D/SRUPTION partnered with Unanimous AI to create an expert “swarm intelligence” comprised of innovation leaders from across the globe to solve the complex problem of ranking the UK’s most disruptive companies.

The process allowed a group of busy executives and thought leaders to deliver an AI-optimized answer to a complicated problem in a matter of minutes, demonstrating how nature’s evolved method for amplifying group intelligence can be used to make human groups and teams of all kinds more insightful, efficient, and effective.

Which company has the MOST DISRUPTIVE potential?

