

# PreEmpt

REIMAGINE YOUR TOMORROW

*“All decisions you make today - even the ones you make passively with your inaction - have an impact on your future”*

- Graham Norris



**September 2024**

[www.preempt.life](http://www.preempt.life)

# Reimagining Tomorrow

All of us at PreEmpt are excited to introduce our advanced, forward decision intelligence (DI) platform designed to "Reimagine Tomorrow". Our service is aimed at empowering adventurous individuals, teams and organizations aspirations with readily accessible and cost-effective answers to complex challenges and seemingly intractable strategic questions.

The current trajectory of global challenges underscores the urgent need for a robust and trustworthy analytical tool. Without it, there's a risk of escalating uncertainty, complexity, and crises stemming from simplistic, solutionist approaches. Our platform aims to counter these issues by fostering critical thinking, exploring new research directions, and rapidly generating strategies, potential scenarios, and immediately actionable holistic answers. We are reshaping the perception of what's possible and valuable.

To illustrate our platform's capabilities, we've conducted a project, showcasing the system's potency in synthesizing complex topics. The results are accessible here: [Business Reimagined](#). This synthesis reflects the system's versatility in addressing the full range of political, economic, social, and technological challenges inherent in the subject.

**"PreEmpt turns strategy on its head! Instead of starting with a clean sheet of paper it presents a ready-made, comprehensive strategy that can be used by anyone to quickly decide their way forward with confidence."**

**- Robert Baldock, Clustre Innovation Brokers.**



# Our Uniqueness

The foundational differentiation of this platform is the integration of foresight, strategy, design, systems, interdisciplinary, and critical thinking methodologies, combined with future-oriented inquiries to deliver comprehensive solutions and answers. This also creates a performance gap when compared to individual and organizational research prompt writing which is self-limiting and usually unsupportable.

What sets our system apart is the non-linear, holistic approach, contrasting with the linear and projection-based models commonly used in future-oriented analytics. This platform is not just another foresight tool; it's a continuously evolving ecosystem, designed to inspire, engage, and enable practical and transformative outcomes in hours, not many months of effort, on your behalf.

As we refine and enhance the platform, we remain committed to delivering a dynamic, cutting-edge solution that meets the evolving needs of organizations and researchers alike.

Typically, an analysis of this calibre, engineered and prepared by seasoned executives and foresight practitioners, would be valued at over \$50,000. However, we offer comparable syntheses for just \$190 each. Additionally, we're providing exclusive access to customised private sites for clients, with an extended range of services for just \$11,990 per annum. You may find this cost extraordinarily low, but our AI works 2000 times faster than humans and we are recognising that and passing the savings on to you. Our prices will remain in place for the foreseeable future.

## Who is it for?

In a nutshell **change agents**: Innovators, Risk Managers, Strategists, Designers, Critical Thinkers, Venturers, Foresighters, Researchers, Intelligence Analysts and Decision makers seeking to reimagine their organizations.

Do feel free to contact us for a demonstration and a discussion of your needs.



# The Concept



The concept of systems, design and critical thinking coupled with strategic foresight and decision intelligence has been gaining traction in recent years as organizations recognize the value of understanding and addressing complex interrelationships within their operations and the broader external environment.

Many organizations are beginning to embrace these methods as a way to navigate the increasing complexities of the modern business landscape. This approach involves recognizing that individual components of a system are interconnected and interdependent, and that understanding these relationships is crucial to making informed decisions and driving sustainable change.

<b>Linear (Everyone else)</b>	<b>Non-linear (PreEmpt)</b>
Forecast based	Pattern-based
Limited Intelligence	High decision intelligence
Resultant	Emergent
Out-of-context	In-context
Semi-static map scanning	Dynamic GPS equivalent
High cost and time involved	Low cost and time involved
Linear projection	Feedback/Feedforward
More questions/outputs	Holistic answers/outcomes
This was fine in a world of relative certainty	Accepts uncertainty as the source of innovation
But VUCA is rapidly increasing	Treats VUCA issues at source



# Decision Intelligence

PreEmpt aims to be the first and the best Forward Decision Intelligence strategy system by January 2025 with the most advanced database through the above.

In fields such as supply chain management, environmental sustainability, and healthcare, these methods have become an integral part of problem-solving and strategic planning. The recognition that isolated actions and innovations can have far-reaching consequences has led to an increased focus on holistic, systemic approaches to decision-making and problem-solving.

The adoption of these methods is often influenced by the leadership within an organization. Companies with forward-thinking leaders who understand the value of systems thinking and foresight are more likely to incorporate these principles into their strategic initiatives and day-to-day operations.

Given the increasing awareness of the interconnected nature of global challenges such as climate change, economic inequality, and public health, the relevance of forward systems thinking is becoming more apparent to a growing number of organizations. This approach enables them to consider the broader implications of their actions and to develop more resilient and adaptable strategies in response to the dynamic and interconnected nature of today's world.

The concept of forward systems thinking and decision intelligence is likely to continue to be an important aspect of organizational strategy and decision-making in the future.

# Main Purpose



Fully democratise, collective futures thinking, for mutual self-benefit providing holistic answers to future challenges



Unite global consciousness and optimize positive actions



Help everyone be their best possible self



Offer no/low cost, near-real time, foresight to all

# Secondary Purpose



Engage all stakeholders in collaborative problem solving



Remove the mystique of futures thinking through plain language



Improve everyone's ability to think critically about their decisions share anonymized views of personal futures in futures research and as a result make the environment and humanity the best it can be

# PreEmpt Value Proposition

Clients can derive significant value from PreEmpt's Decision Intelligence in several key areas:

## Strategic Decision-Making



PreEmpt's advanced Decision Intelligence system, can help make more informed, accurate, and timely decisions

By leveraging PreEmpt's expertise in DI, decision makers can reduce risks, and optimize outcomes across various functions, such as finance, operations, marketing, and human resources



The system provides insights into industry trends, best practices, and emerging opportunities, enabling organizations to adapt their strategies and stay ahead of the competition

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## Innovation and Competitive Advantage



PreEmpt can help identify and prioritize innovation opportunities such as developing new products, services, or business models

By staying abreast of the latest developments in DI organizations can foster a culture of innovation and continuous improvement



The system can provide a roadmap for adopting cutting-edge technologies, such as quantum computing and ethical AI, giving organizations a competitive edge in their respective markets

The system can connect to client databases providing integrated internal and external analysis





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## Ethical and Sustainable Practices



PreEmpt's system guides organizations in implementing ethical and sustainable decision-making practices, aligned with the growing emphasis on environmental, social, and governance (ESG) factors

By incorporating insights from PreEmpt's findings, organizations can enhance their reputation as responsible corporate citizens and attract customers, investors, and talent who value ethical and sustainable practices



The system helps organizations navigate complex ethical challenges related to AI, data privacy, and transparency, mitigating risks and building trust with stakeholders

At PreEmpt we are determined to deliver Explainable AI, designed to be respectful of human rights including Safe, Sustainable, and FairAI



# PreEmpt Value Proposition

Clients can derive significant value from PreEmpt's Decision Intelligence in several key areas:

## Talent Development and Retention



PreEmpt's findings can inform organizations' talent development strategies, helping them identify the skills and competencies needed to succeed in the era of DI

By demonstrating a commitment to staying at the forefront of DI through PreEmpt findings, organizations can attract and retain top talent who are passionate about innovation and continuous learning



The findings can guide organizations in designing training and development programs that empower employees to leverage DI technologies effectively and ethically

Clients can add their staff and customers' aggregated Life stories to their analyses thus increasing the AI's knowledge of where future SWOTs lie, in near real-time



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## Collaborative Ecosystem



PreEmpt's findings can help organizations identify potential partners, suppliers, and customers in the DI ecosystem, fostering collaboration and co-innovation

By actively participating in the DI community through PreEmpt's findings and events, organizations can build their network, enhance their visibility, and unlock new business opportunities



The findings can facilitate knowledge sharing and best practice exchange among industry peers, enabling organizations to learn from each other's successes and challenges

PreEmpt offers fast self-auditing of organizations value proposition and suggests where improvements can be made



# PreEmpt Value Proposition

Clients can derive significant value from PreEmpt's Decision Intelligence in several key areas:

## Risk Mitigation and Compliance



PreEmpt's findings can help organizations anticipate and mitigate risks associated with the adoption of DI technologies, such as data breaches, algorithmic biases, or unintended consequences

By proactively addressing risks and compliance issues highlighted in PreEmpt's reports, organizations can build resilience and maintain the trust of their stakeholders



The findings can provide guidance on complying with emerging regulations and standards related to AI ethics, data privacy, and security, helping organizations avoid costly penalties and reputational damage

# The PreEmpt Decision Intelligence System

The underpinnings for this system are the use of over six hundred and fifty, integrated foresight, strategy, design, systems, interdisciplinary, and critical thinking methods, coupled with over 2,000 of future orientated questions, logically sequenced, to produce a holistic answer.

The system is unique in that it uses these methods to determine an answer to the original question.

Our system is pluriversal, provisional, polymorphous, trans contextual, imaginary when prompted and highly practical, inspiring, engaging and enabling. It is being improved daily. We see this as a never-ending process, partly achieved by our self-learning decision intelligence system, and partly by strong human oversight.

# Standard Outputs

**Evidence\***: An evidence-based, analysis of all available data and information on the given search query taking into account the objective, the noted persona and any contextual information given in the form of a URL, or text and metric data provided. This level is for detailed research purposes.

**Insights\***: A synthesis, removing necessary repetition and summarizing the findings of the Deep Dive. This level is suitable for strategic interrogation of any supplementary question.

**Reasoning\*\***: A fast-read document, that is suitable for decision-makers to reach conclusions on their visions, mission, values, strategies, goals and actions going forward...

**Strategy\*\***: a seven page summary of the recommended strategy

\*Evidence and Insights outputs are organised by chapter heads as follows:

Summary | Past | Present | Future | Macroeconomy | Players | Viewpoints | Cultures | Life | Location | Logistics | Technologies | Problems | Constraints | Risks | Opportunities | Solutions | Responses | Simulation | Modelling | Design | Metrics | Investments | Visions | Comparison | Sensitivity | Live-drill

\*\* Reasoning reports cover:

Overview | Landscape | Implications | Interdisciplinary | Options | Strategy | Pathway | Transition | Recommendations | Culture | Mitigations | Signals | Impacts | Gaps | Questions | Conclusions

## Sources

Our system uses training data created by OpenAI in its ChatGPT4o version, plus additional context added by humans in the form of texts and current URLs.

Our AI is instructed to reference the top sources for each answer it gives, has built-in guidelines on acceptable sources, and outputs how it creates its answers noting the methods employed and the originating authors. We endeavor to be an open kimono with Explainable AI without losing our unique selling points.

## Validation

Our AI-driven system endeavours to validate any socio-economic data by ensuring its accuracy, reliability, and applicability for each metric through evaluating: Source Credibility, Cross-Verification, Statistical Validation, Temporal Consistency, Spatial Consistency, Field Validation, Peer Review and Expert Consultation, Comparison with Related Indicators, Transparency and Documentation, and Sensitivity Analysis

# Challenges

We also offer private libraries of custom syntheses created by clients that they can share with selected stakeholders, auto reminders and timing of updates

## Use Cases

01

Evaluate your organization, your clients, players, rivals, sectors, topics, and prospects

04

Understand and mitigate emerging risks and seize upcoming opportunities

02

Reimagine your future through deviant thinking

05

Create alternative futures and scenarios and receive a ready-made, proposed strategy from our AI

03

Track emerging technologies

06

Better determine investment and disinvestment decisions



# Challenges

We also offer private libraries of custom syntheses created by clients that they can share with selected stakeholders, auto reminders and timing of updates

## Use Cases

07

Use our surveys and critical thinking tools to develop a human-AI co-laboratory intelligence and decision-making system

10

Conduct simulation and windtunneling

08

Ask us to run workshops on any of the above

11

Set up periodic monitoring and evaluation

09

Conduct sensitivity and comparative analysis

12

Build your own Challenges and Decision Intelligence library

# Challenges

We also offer private libraries of custom syntheses created by clients that they can share with selected stakeholders, auto reminders and timing of updates

## With Claude 3.0, Perplexity, Infranodus, and Pictory.ai

01

Create lists of recommendations, innovations, or risk mitigations through Claude 3.0 and Perplexity

02

Create slide outlines and turn the AI's answers quickly into academic papers

03

Develop video scripts to parse to Pictory.ai (A video maker) or visualize with Infranodus

04

Write ultra-fast responses to ITTs, Business Cases, and prepare Grant Proposals

# Services

## Our World Pricing



### 'Comprehensive answers on any topic

- Full synopsis and synthesis on any topic
- Invite others to comment
- Share the link or export as a PDF including to Claude 3.0, Perplexity, and Infranodus
- Make summary slide and video scripts in just a few minutes



### Pricing

- US\$ 190 per Question
- Additional external charges may apply if you use the other third party services here



### Benefits

- Cuts the cost of traditional research from US\$ 50,000 plus
- Reimagine the future of any topic
- Order a topic in minutes while our AI works in background and you do other things and inspire, engage and enable human critical thinking for the best outcomes.

**Client sites:** Private service with your branding including full access to My Life, Your Team, Our World, and Challenges Up to 60 full reports a year for just \$11,990 per annum for two licenses. Additional licenses on request.

# Our beliefs

At PreEmpt, we believe in the power of prescience. Since our founding we've been pioneers in decision intelligence - combining state-of-the-art AI with human ingenuity to deliver strategic foresight that transforms how you can plan, act, and grow.

Our decision intelligence platform integrates the best of technology with human creativity. We empower you to cut through uncertainty, anticipate changes ahead of the curve, and formulate agile strategies to stay ahead.

With roots in advanced decision intelligence research, our global team of AI experts, data scientists, and business strategists work passionately to create cutting-edge solutions. Our AI-driven technology is helping people and teams to anticipate their tomorrow's with far more confidence and agility than was previously possible.

We believe that humans project meaning on our AI, not the other way around, and have strongly written machine instructions and policies in place to that effect.

But our true success lies in enabling everyone to own their destinies. We believe when you can see clearly into the future, you can manifest your boldest ambitions. Consequently, we do not sell products and services, but dreams of harmony and successful lives for all. Nor do we have clients and suppliers etc: just excellent partners, with the same ethos, seeking to improve yours and the collective good.

At PreEmpt, we're thrilled about the endless possibilities when you can glimpse realities even before they emerge. Join us in transforming how the world prepares, plans, and envisions the future.



# Current developments

At PreEmpt.life, we are committed to creating a dynamic and sustainable data ecosystem that thrives on collaboration, shared responsibility, and a higher purpose. Our data ecosystem is being created to include client databases, third party data lakes, among others, and our collected member stories. In this way, PreEmpt.life will offer members and clients the most advanced forward decision intelligence system in the world.

As we continue pioneering the analytics of tomorrow, our commitment remains to ethics, privacy, diversity, security, and positive change. In that regard, your stories, comments, and other interventions will only be used as anonymised feeds into our digital advisor and will never refer to you personally.

# Invitation to you

Whatever stage of life you are at, we are here to help you anticipate yours and your organization's tomorrow.

We are striving to create the world's first, online democratic, human, AI assisted community of future thinkers, like you, to improve everyone's condition, everywhere.

Do join us, and help yourself, as well as others, to create a better world.

We invite you to register and gain much momentum by Reimagining Your Tomorrow at PreEmpt.life.

## Get in touch with us:

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## Further references

Data Protection and AI Policies: <https://www.preempt.life/policies.html>

Frequently Asked Questions:  
<https://www.preempt.life/report/advisor.html#faq>