

Join the Innovatika pilot program

Every growing company has dead zones.

Check your **BLIND SPOT™**

You invest significant budgets in consumer research, and still don't know why your product isn't selling? The answer is inside your organization: with your salespeople, out in the field, in direct contact with the customer, or on the production floor. We'll help you surface that knowledge, with the right questions and a proven methodology.

For over 20 years we've worked with companies across a wide range of industries and analyzed thousands of processes. That experience is exactly what we built into **BLIND SPOT™**.

Blind Spot is a tool that **anonymously surveys your team and reveals where the narratives diverge across teams, and where process gaps are holding sales back**. AI supports the analysis, while all findings and recommendations are developed by an expert from the Innovatika team, grounded in a deep understanding of your industry and your needs.

The Index

BLIND SPOT Index
0–100

Shows how much knowledge is scattered across your organization.

58/100

Your BLIND SPOTs

Map of dead zones

The differences in narrative between teams and the process gaps affecting sales.

Conclusions & recommendations

Action plan

Practical recommendations designed to strengthen your sales.

What you'll find in
BLIND SPOT™

01

A short conversation to understand your product, line, or category.

02

We prepare the questions; you send the link to your teams.

03

We collect the responses anonymously in our tool, then analyze them closely.

04

You receive a complete **BLIND SPOT™** report from us.

€2,000

€0

PILOT OFFER

ONLY FOR 6 INVITED COMPANIES

We're eager to hear your feedback and learn from your experience with our new product. We're waiting for your application - or your questions.

INNOVATIKA



LET'S TALK

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