

NeuroVantageAI's

Sandbox42 Innovation Methodology

February 1, 2026

Phase 1: (Re)Frame the Problem

Purpose

Identify **human and business tensions that matter enough** to sustain long-term innovation.

How We Work

Human-centered discovery focused on:

- friction
- cognitive burden
- emotional cost
- inequity or exclusion
- Deliberate inclusion of **edge users** and non-average cases

Early archetype deployment:

- **Observers & Human-Centered Thinkers** lead discovery
- **Storytellers / Empaths** surface meaning, identity, and emotion
- **Disruptors** challenge sanitized problem framing

Output:

A small number of *reframed human-centric problem statements* that feel slightly uncomfortable to incumbents.

Phase 2: Detect Opportunity Patterns

Purpose

Move from raw insight to **non-obvious opportunity spaces**.

How We Work

Synthesize insights across people, processes, incentives, and systems

Apply AI to:

- * cluster observations
- * surface repetition
- * test pattern stability

Explicit archetype pairing:

Systems Designers → structural patterns

Synthesizers → cross-domain connections

Visionaries → future-state implications

Output:

A small set of **Opportunity Tensions**, each mapped to:

- dominant Ten Types
- adjacent or underutilized Ten Types

Phase 3: Generate Concepts Through Creative Collision

Purpose

Create **breakthrough concepts**, not safe ideas.

How We Work

- Concept creation is organized *around opportunity tensions*, not blank ideation
- Valued Challenger norms are explicit:
 - dissent is required
 - deference is suspended
- Neuro-inclusive mechanics:
 - silent ideation
 - visual mapping
 - asynchronous contributions
 - body-doubling

Archetype Roles

- **Visionaries** push beyond incremental logic
- **Disruptors** break sacred assumptions
- **Builders / Experimenters** force ideas into tangible form
- **Storytellers** ensure ideas resonate with real humans
- **Systems Designers** prevent naïve solutions

Output:

A portfolio of **concepts with clear Ten Type signatures**.

Phase 4: Human Value Validation

Purpose

Ensure ideas create **real human value**, not just strategic appeal.

How We Work

- Rapid prototyping focused on:
 - desirability
 - cognitive ease
 - emotional resonance
- AI used for:
 - scenario simulation
 - edge-case stress testing
- Explicit evaluation questions:
 - Does this reduce human friction?
 - Who does this newly include?
 - Does this change behavior, not just opinion?

Archetype Emphasis

- Observers** and **Empaths** validate lived experience
- Builders** iterate rapidly
- Disruptors** test whether the idea truly challenges the status quo

Output:

Validated concepts ready to become **small bets or quick wins**.

Phase 5: Design Innovation Pathways (From Quick Wins → Strategic Bets)

Purpose

Explicitly link **incremental moves to transformative outcomes.**

(This is a major NeuroVantage differentiator.)

How We Work

- Cluster validated concepts into **innovation pathways**:
 - Phase 1: Small bets / quick wins
 - Phase 2: Strategic adjacencies
 - Phase 3: Disruptive or platform-level innovation
- Map how Ten Types evolve over time:
 - early emphasis (e.g., Process, Service, Experience)
 - later layering (e.g., Network, Profit Model, Platform)
- Identify:
 - what must be built
 - what must eventually be abandoned (handoff to Box 2)
 - what cultural or structural resistance will emerge

Archetype Role

- Systems Designers** map dependencies
- Visionaries** hold the long-term arc
- Synthesizers** ensure coherence across phases

10 Types of Innovation Framework

Configuration	These types of innovations are focused on the innermost workings of an enterprise and its business system.	Profit Model	How you make money.
		Network	Connections with others to create value.
		Structure	Alignment of your talent and assets.
		Process	Signature of superior methods for doing your work.
Offering	These types of innovations are focused on enterprise's core product or service, or a collection of its products and services.	Product Performance	Distinguishing features and functionality.
		Product System	Complementary products and services.
Experience	These types of innovations are focused on more customer-facing elements of an enterprise and its business system.	Service	Support and enhancements that surround your offerings.
		Channel	How your offerings are delivered to customers and users.
		Brand	Representation of your offerings and business.
		Customer Engagement	Distinctive interactions you foster.

Output:

A **phased innovation roadmap** that makes bold futures feel achievable.

What Makes This Fundamentally Different

Feature	Traditional Consulting (McKinsey/BCG)	Design Firms (IDEO)	Sandbox42
<i>Primary Output</i>	A 200-slide deck of "The Answer."	A high-fidelity prototype of a "Concept."	A Pathway of sequenced moves enabled by diverse archetypal roles.
<i>Focus</i>	Optimization and market sizing.	Empathy and desirability.	Cognitive diversity and systemic friction.
<i>Risk Handling</i>	Risk-averse; based on "proven" models.	Risk-blind; focused on the "art of the possible."	Risk-managed ; using Ten Types to ensure structural viability.
<i>Human Element</i>	Humans are "resources" or "segments."	Humans are "users" to be empathized with.	Humans are cognitive assets with specific thinking styles.

What Clients Get from the Sandbox42 Approach

1. Human-centered insights competitors don't see
2. Concepts grounded in real Ten Type logic
3. Clear innovation pathways, not isolated ideas
4. Early wins that compound into strategic advantage
5. An internal team that has learned how to think differently

NeuroVantage Perspective

Breakthrough innovation rarely comes from one archetype or one Ten Type. It comes from intentional interaction across both.

NeuroVantage designs:

- **early-phase Ten Type focus** (quick wins)
- **mid-phase Ten Type layering** (strategic adjacencies)
- **late-phase Ten Type shifts** (disruptive models)

This is how **small bets compound into future-defining moves.**

Integrating with the Three-Box Model

- Create options and pathways (**Box 3**)
- Identify what must be abandoned to enable them (**Box 2**)
- Optimize the present without starving the future (**Box 1**)