BREIN is the Innovation Hub of a Peruvian investment conglomerate of more than 130 years of history. Brein was launched in 2017 to uncover and develop their innovative potential and transform opportunities into impact for their business units.

Since BREIN’s inception in 2017, the business units have been leveraging its Center of Advanced Analytics to generate solutions based on AI & ML to create value, mitigate risk and/or gain competitive advantage.

These models & software are typically developed for highly specialized purposes, and require deep understanding of the business unit, operating model, and key challenges.

With dozens of effective models and software completed or under construction, BREIN now sees a trove of potentially valuable assets with monetization potential.

The challenge: whether these models & software can be commercialized externally - and if so, how.

1. Prioritization
Prioritize existing models to determine whether there are sufficient interest and resources available to consider commercializing this model externally

- Impact: the right place and time
- Complexity: the right client and tech
- Potential to Commercialization: the right environment

2. Implementation
Develop the implementation plan to determine how the model could be brought to market

- Proprietary Software
  - Data Prep: acquisition, cleaning, integration
  - Implementation: analytics, ML/AI, software
  - Training: capacity building
  - Support: customer service, maintenance, updates

3. Business Plan
Design the business plan of how much to charge and how to allocate potential revenues and costs & analyze, whether a startup spinoff is necessary.

- Pricing: costs, pricing, and revenue division
- Operational Model: Resource, personnel, and time allocation
- Project Management: managing product and staff

PHASING & TIMELINE

- Pilot: Leverage Existing Team
  - 6 months - 1 year
- Scale Up: Create start-up to sell models as a software
  - 1 - 2 years
- Potential End State: Offer consulting services for customized models
  - TBD