



PRESS RELEASE

BlueCallom Unveils World's First Autonomous Innovation System at Open-i Conference

Zürich, Nov. 21, 2024 — In a groundbreaking development, BlueCallom has introduced the first fully autonomous, multi-agent-based Innovation Development System, redefining how businesses can create and implement breakthrough ideas. Leveraging cutting-edge Agentic-AI technology, the system promises to achieve what was once deemed impossible: generating disruptive innovations within an hour.

Unlike traditional innovation management systems that focus on navigating projects, BlueCallom's new solution takes a hands-on approach, driving the entire innovation process from identifying opportunities to crafting go-to-market strategies. This marks a paradigm shift in the innovation landscape, merging advanced AI capabilities with the principles of human creativity and ingenuity.

Live Demonstration at Open-I Conference

BlueCallom will showcase this revolutionary system at the Open-I Conference in Zürich on Nov. 21, where attendees can experience its capabilities firsthand. Visitors will be invited to submit basic information about their company—such as its name, target audience, and mission or strategy—during the morning session from 9:00 AM to 1:00 PM. By the same evening, participants will receive a tailored innovation output, offering a glimpse into the future of rapid, AI-powered innovation.

Details about the free demonstration and participation terms are available on BlueCallom's website.

A Leap in AI Ingenuity

"One year ago, we believed it would take years for AI to match the ingenuity of human creativity. Thanks to breakthroughs in neuroscience and the development of advanced Agentic-AI, we've surpassed those expectations," said Axel Schultze, CEO of BlueCallom. "Our multi-functional 'Action Model,' powered by a large language model, is a step forward in AI's ability to not just process information but to create."

Schultze likened this innovation to the moment everyday terms like "USB stick" or "CRM" became part of the business vernacular, underscoring how such technologies transform industries and lives alike.

Recognition and Open Access

This milestone follows BlueCallom's recognition earlier this year with the prestigious German Innovation Award for its proprietary Innovation Framework. This methodology outlines the entire innovation process, beginning before idea generation and culminating in the successful adoption of solutions in the market.

To encourage widespread adoption and collaboration, BlueCallom has made its Innovation Framework publicly available under a Creative Commons license. Businesses can explore the methodology and see proof of concept for the new system at <https://bluecallom.com/autonomous-innovation/>.

About BlueCallom:

BlueCallom specializes in AI-driven business solutions that defy the limits of conventional software, empowering organizations to innovate at an unprecedented scale and speed. Its mission is to harness the full potential of generative AI to address complex challenges and unlock groundbreaking opportunities.

With its Autonomous Innovation System, BlueCallom not only reimagines the innovation process but also sets a new standard for what's possible in the age of AI.

BlueCallom received the German Innovation Award in 2024 for its innovation framework and GPTBlue software. The company was founded in 2022 by Axel Schultze and is headquartered in Zurich. Further information can be found at <https://bluecallom.com/>.

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Media Mentions

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