



FOR IMMEDIATE RELEASE

BlueCallom Introduces DISRUPT 2.0:

The World's Most Comprehensive Autonomous Innovation Development System for Enterprises and Small Businesses

ZURICH – March 28, 2025 – BlueCallom AG, a global leader in AI-driven Enterprise Workflow Intelligence, today announced the launch of **BlueCallom DISRUPT 2.0**, the most advanced Autonomous Innovation Development system worldwide. Built on an award-winning methodology and featuring the most comprehensive innovation framework ever created, BlueCallom DISRUPT is poised to fundamentally transform how enterprises innovate, validate, and commercialize breakthrough solutions.

Challenging Traditional Innovation Methods

BlueCallom DISRUPT is not merely another innovation management tool - it represents the first complete, end-to-end autonomous innovation process powered by Agentic-AI, incorporating 30 specialized innovation agents. From initial innovation opportunity discovery and unique neuro-ideation techniques to integrated concept validation, financing, building, and launching innovations, DISRUPT autonomously orchestrates the entire innovation journey.

Gone are the days of conventional design thinking, flat brainstorming sessions, superficial testing, and uncertainty about market success.

"Our autonomous system empowers an innovation manager to oversee an entire innovation lifecycle in approximately four hours - from concept inception to market validation," said Axel Schultze, Founder and CEO of BlueCallom AG. *"Once validated, DISRUPT seamlessly integrates human teams, customers, and partners for co-creation, refinement, and market introduction."*

Compressing Time-to-Innovation from Years to Weeks

Traditionally, major innovations take years to develop and validate, often requiring extensive resources and sizable teams. BlueCallom DISRUPT transforms this paradigm, dramatically shrinking the time-to-innovation. Companies, including smaller

businesses without dedicated innovation teams, can now swiftly validate groundbreaking concepts and secure buy-in from CFOs or external investors in mere weeks instead of years.

Built on Award-Winning Foundations

BlueCallom's pioneering innovation methodology, recognized with prestigious innovation awards, is rooted in neuroscience principles that reveal how the human brain generates breakthrough ideas. Its Innovation Framework, praised for depth and effectiveness, lays a comprehensive groundwork for sustainable, repeatable, and scalable innovations.

Empowering Businesses to Achieve Rapid, Reliable Breakthroughs

BlueCallom DISRUPT provides enterprises with an unprecedented ability to reliably produce groundbreaking solutions, significantly enhancing competitive advantage, profitability, and long-term market leadership positions. Its autonomous, agent-driven innovation processes eliminate guesswork and reduce innovation risk, fundamentally reshaping enterprise innovation strategies.

For further information about BlueCallom DISRUPT 2.0 and its transformative potential, visit:

<https://bluecallom.com/bluecallom-disrupt/>

About BlueCallom AG

BlueCallom is an early leader in Enterprise Workflow Intelligence (EWI). Its agentic-AI-based solutions ignite business leaders and their teams to achieve goals once deemed unattainable. Today, EWI is available for Transformation, Innovation, Compliance, Indirect Sales, and Banking Workflows. These products couldn't be built with conventional software.

Workflow Intelligence is the primary driver of significant productivity gains. It removes friction, replaces outdated process structures, and leverages aged business data.

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