Savoir: AI Taste & Advisory Concierge

Deep Innovation Report

Executive Summary

A speech-first AI companion that synthesizes Future plc's trusted brands into personalized daily taste, tech, and lifestyle advice.

Redefining media consumption by turning static reviews and articles into active, trusted personal guidance.

Leveraging unmatched authority from heritage brands like TechRadar and Marie Claire to block generic AI commoditization.

Securing first-party relationships through conversational commerce, membership models, and real-time taste profiles.

Vision & Value Proposition

Standing in her closet at early morning, a subscriber asks her earpiece for a workday outfit that matches the damp weather, drawing instantly on trusted fashion journalism.

A personal taste concierge that distills endless web noise, news, and expert opinions into custom, real-time life decisions.

Replaces the fragmented ritual of scanning multiple browser tabs, newsletters, and search results with a single trusted voice.

Creates a feeling of clarity and confidence by delivering human-curated expertise instead of algorithmic clutter.

Enabled by 2030 AI capable of processing real-time media voiceprints to synthesize trusted editorial intelligence on demand.

The 2030 Audience

The hyper-personalized future where AI handles discovery and curation for humans seeking curated quality over quantity.

Persona: The Time-Poor Decision Maker who values fast, authoritative lifestyle curation.

He relies on Savoir to guide his purchases, from high-end smart-home tech to weekend wardrobe updates.

He happily subscribes for ad-free, deeply researched recommendations that save him hours of research.

Persona: The Design-Conscious Professional who appreciates refined, contextual world-views and media digests.

She uses Savoir to keep her informed on world news from The Week while updating her design aesthetics.

She becomes a member when exclusive designer collaborations and early-access purchasing channels are integrated.

Persona: The Autonomous Agent Curator representing automated calendar and purchasing agents.

This AI agent scans Savoir's authenticated APIs to find the best-reviewed tech recommended by TechRadar.

It pays transaction commissions automatically whenever a recommended item is purchased via integrated commerce.

The Attention & Trust Case

In a digital landscape flooded with hallucinated AI noise, human editorial judgment and verified brand trust become the ultimate premium assets.

Human taste is irreplaceable because true style, culture, and deep product testing require sensory, real-world context.

Trust is locked in by sourcing every piece of conversational advice back to living, expert human writers.

We build deep belonging by connecting subscribers to premium, verified communities of shared tastes across niche interest areas.

Generic engines struggle here because they scrape unvetted data, while Savoir utilizes clean, proprietary publisher ecosystems.

An inherent trust risk exists if the AI fails to properly attribute original reporting, requiring strict provenance tracking.

Revenue Logic

Moving past broken display ad systems to monetize highly contextualized, high-intent user interaction.

Premium tier subscriptions generate baseline recurring revenue for continuous, personalized ad-free taste consulting.

Direct affiliate commissions monetize advice by letting users buy recommended products directly through voice commands.

Sponsor-curated recommendations provide a premium, elegant marketing model where brands bid for contextual placement.

Proprietary data licensing offers brand partners anonymized, high-value insight into shifting consumer tastes and purchasing intent.

Portfolio Fit & Brand Leverage

Future plc holds the physical testing labs, authoritative brands, and historical editorial datasets that big tech cannot replicate.

Leverage our core assets like TechRadar's rigorous product testing and Marie Claire's legendary style authority to power the engine.

Pure-tech competitors falter because they lack our hundreds of expert journalists, dedicated testing facilities, and legacy of trust.

We must address gaps by developing cutting-edge natural language voice APIs that seamlessly integrate across diverse publishing databases.

What Needs to Be True

Translating the vision of a speech-first advisory platform into an actionable operational roadmap by 2030.

Audience behavior must shift permanently toward conversational, ambient interaction models rather than visual screen scrolling.

Underlying voice technology must support zero-latency, highly accurate contextual dialogue without awkward pauses.

The commercial model requires strong, seamless direct billing relationships with users to replace pure ad-supported web models.

A major failure risk lies in failing to keep core editorial talent, which would dilute the authentic expertise users demand.

Our ninety-day experiment should utilize current tools to build a prototype voice agent for TechRadar's buying guides.