

INTRO

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.

US\$ 11.1 BILLION
total assets

10 OPERATING
companies

4 COUNTRIES
operations

22,000+
employees



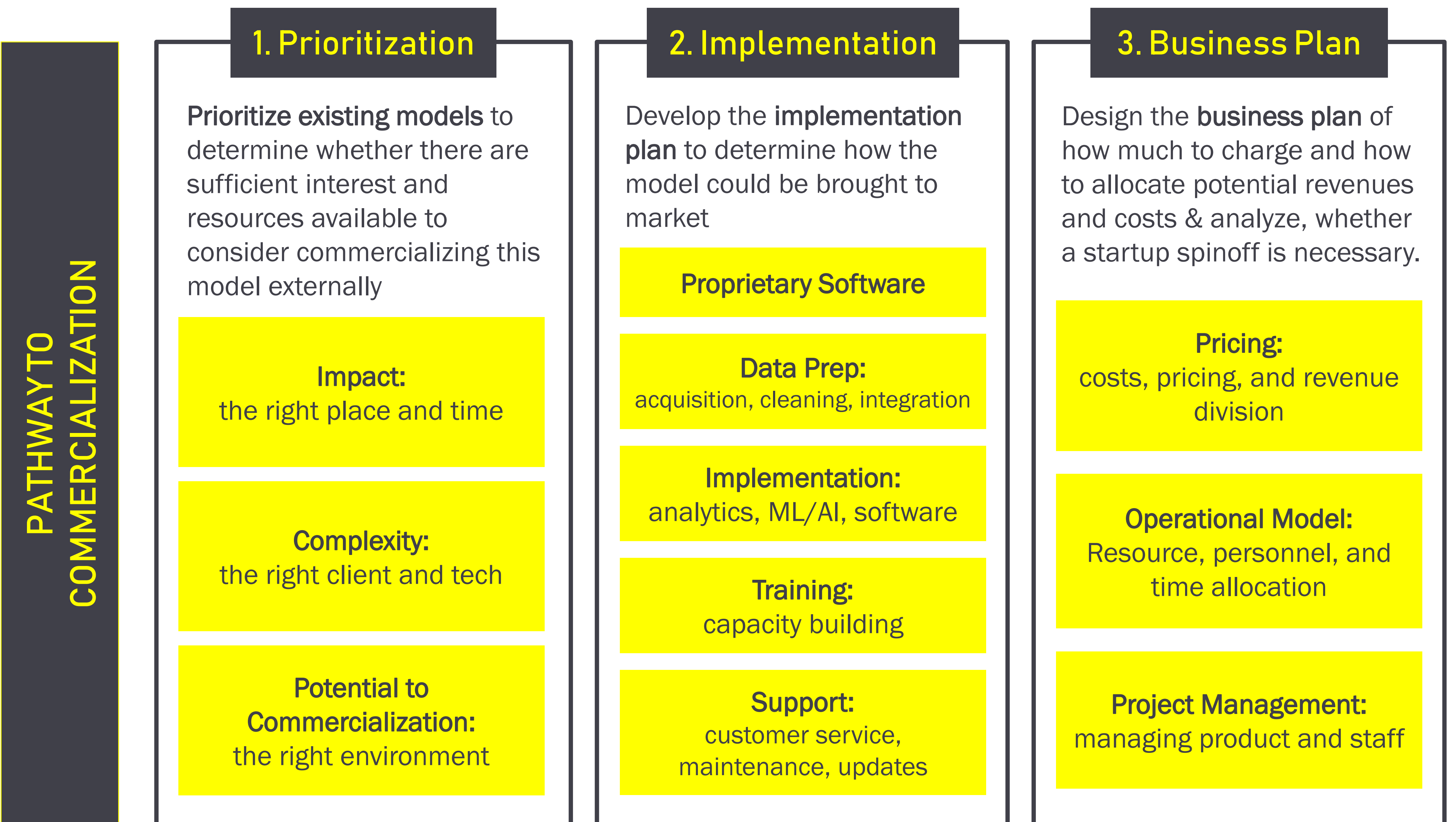
Since BREIN's inception in 2017, the business units have been leveraging its Center of Advanced Analytics to **generate solutions based on AI & ML** to create value, mitigate risk and/or gain competitive advantage

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

PROBLEM STATEMENT

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



Katerina Daveynis
MBA'19



Marimer Guevara
MBA'19



Courtney Kaplan
MBA'19



Jasmine Qin
IDM'20