

EarlyBirds Launches Innovation Navigator: A Rapid Roadmapping Tool for Startups, Scaleups, and Innovation Leaders

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SAN FRANCISCO, CA - July 31, 2025 -
EarlyBirds, the world?s largest open innovation intelligence platform, today announced the launch of its latest product, the EarlyBirds Innovation Navigator, a transformative tool designed to help startups, scaleups, and corporate innovators move from insight to action with a personalized innovation roadmap delivered in just a few hours. By combining EarlyBirds? unmatched innovation intelligence, which spans over six million global innovators and more than 28 million products and services, with a rapid assessment and analysis engine, the Innovation Navigator provides a tailored plan for growth, capability development, and market alignment that leaders can act on immediately.

The EarlyBirds Innovation Navigator was created for founders, product managers, and innovation executives who need clarity and speed in an increasingly complex and competitive landscape. Startups and scaleups often face the dual challenge of refining their offerings while navigating crowded markets, in contrast innovation leaders in larger organizations must adjust quickly to emerging opportunities, competitive threats, and disruptive technologies. The Innovation Navigator helps both groups cut through the noise, transforming complex, fragmented information into an actionable roadmap that aligns a company?s current strategy,

product offerings, and vision with real-world market opportunities. This process leverages the same intelligence framework that powers EarlyBirds? globally recognized platform and programs, which are already trusted by defense organizations, government agencies, and Fortune 500 enterprises to monitor domains, track competitors, and rapidly adopt emerging technologies.

Kris Poria, Co-founder and CEO of EarlyBirds, said, ?Innovation today is about speed, intelligence, and execution. Ideas alone don?t create impact. You need to know how they fit into the bigger picture, what the market is telling you, and what actions will get you ahead. The Innovation Navigator provides that clarity in hours, giving leaders a data-driven roadmap that transforms ambition into a plan they can act on immediately.?

The Innovation Navigator delivers a comprehensive analysis of a company?s products, services, processes, and strategic goals to identify where they stand in the innovation landscape and where they should focus next. By aligning these insights with market demands, regulatory trends, competitive activity, and technological advancements, the Navigator gives leaders the confidence to make bold, informed decisions. It also highlights actionable opportunities across partnerships, product evolution, investment priorities, and capability building, helping innovators position themselves as market leaders rather than followers. Unlike conventional consulting reports, which can take weeks or months to produce and are often outdated by the time they are delivered, the Innovation Navigator creates a personalized roadmap within hours, allowing leaders to immediately pivot, plan, or invest with confidence.

Early adopters of the Navigator have already reported significant value, highlighting its ability to provide actionable insights at unprecedented speed. One innovation executive noted that Innovation Navigator delivered a completely fresh perspective on their product strategy within a single day, enabling them to re-align their R&D focus with real market needs. Another startup founder said the Innovation Navigator helped them identify new market segments and partnerships that had previously been off their radar, leading to a pivot that unlocked new growth opportunities. These early experiences reinforce the Innovation Navigator?s unique value: it is more than an assessment; it is a living, actionable roadmap that empowers innovators to make better, faster decisions.

Jeff Penrose, Co-founder and COO of EarlyBirds, emphasized how the Innovation Navigator fits into the company?s broader mission. ?EarlyBirds has always been about connecting those with challenges to those with solutions, helping organizations make sense of an increasingly complex innovation ecosystem. The Innovation Navigator takes this a step further by giving innovators a clear, prioritized roadmap based on data and global market insights. It?s about reducing uncertainty and giving leaders a pathway they can execute immediately, whether they?re a pre-seed startup or a mature scaleup entering new markets.?

The Navigator reflects the same intelligence and analytics backbone that makes EarlyBirds the only non-U.S.

company recognized in the U.S. Department of Defense?s Innovation Ecosystem. It draws on a vast repository of technology insights, competitor activity, academic breakthroughs, investment patterns, and industry trends to create roadmaps that are as practical as they are visionary. These roadmaps are tailored to the specific needs of the organization, balancing short-term priorities with long-term strategic objectives, and helping leaders identify the highest-impact opportunities to drive growth and innovation.

For startups, Innovation Navigator offers a structured pathway to scale, refine their offerings, and connect with partners or customers who can help them grow. It helps them break through the noise of competing priorities and resource constraints by focusing on the actions that will have the most significant impact. For product managers and innovation executives in larger organizations, the Innovation Navigator provides an independent, data-backed lens on their current strategy and capability gaps, enabling them to adjust course quickly in response to emerging risks and opportunities. By transforming insights into action, the Innovation Navigator ensures that innovation leaders are not just reacting to change but actively shaping their future.

?The Innovation Navigator gives leaders something they often lack?clarity and confidence,? said David Wallace, Chief Client Officer for EarlyBirds in Europe. ?In a few hours, it delivers a roadmap that helps organizations cut through uncertainty, prioritize opportunities, and take decisive action. It?s a game-changer for anyone serious about turning innovation into measurable outcomes.?

With the launch of the Innovation Navigator, EarlyBirds continues to deliver on its mission to help organizations discover, monitor, and transform innovation at speed and scale. The company, which has twice been named Global Innovation Platform of the Year, sees this tool as an extension of its broader platform and programs, which enable early adopters to define challenges, scout solutions, and integrate emerging technologies with unprecedented efficiency. As innovation becomes increasingly central to national competitiveness, economic resilience, and commercial success, tools like the Innovation Navigator will be critical for organizations looking to stay ahead.

The EarlyBirds Innovation Navigator is available now to startups, scaleups, and enterprise innovators worldwide. To learn more or to get your personalized innovation roadmap, visit https://innovate.earlybirds.io/start.

About EarlyBirds:

EarlyBirds is the world?s largest open innovation intelligence platform, enabling early adopter organizations?including government agencies, defense bodies, and Fortune 500 companies?to accelerate innovation adoption by connecting with over six million global innovators. Through its proprietary platform and programs, EarlyBirds provides actionable intelligence, domain mapping, and curated collaboration

opportunities to help organizations rapidly identify, adopt, and integrate emerging technologies.

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EarlyBirds

EarlyBirds is an OSINT and Open Innovation Ecosystem that connects organisations - Innovators, Early Adopters and Subject Matter Experts - to accelerate capacity, speed, and culture to innovate and solve business and technical challenges.

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