


# From Idea to Impact in Hours: EarlyBirds Launches the Innovation Navigator for Startups and Scaleups

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SAN FRANCISCO, CA - July 31, 2025 -
EarlyBirds, the world?s largest open innovation intelligence platform, today announced the launch of the EarlyBirds Innovation Navigator, a powerful new tool designed to help startups and scaleups move from vision to execution with a personalized, data-driven innovation roadmap in just hours.

For founders and growth-stage leaders, innovation often feels like navigating in the dark?trying to find product-market fit, scale operations, and anticipate competitors in a constantly shifting landscape. The EarlyBirds Innovation Navigator shines a light on the path ahead. It transforms fragmented market intelligence into a clear, actionable roadmap, aligning a company?s products, strategy, and vision with real-world opportunities.

?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,? said Kris Poria, Co-founder and CEO of EarlyBirds. ?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.?

Unlike traditional consulting approaches that take weeks or months, the Innovation Navigator uses EarlyBirds? unmatched intelligence on more than six million innovators and 28 million products and services to deliver a bespoke plan for growth within hours. It identifies the most important next steps?whether it?s refining a product, pursuing strategic partnerships, exploring new markets, or prioritizing investment.

Early adopters have already seen measurable value. One innovation executive reported that the Navigator delivered a ?completely fresh perspective on their product strategy within a single day,? enabling them to re-align their R&D with real market needs. A startup founder said the Navigator helped them uncover new market segments and partnerships that led to a successful pivot and opened up growth opportunities they hadn?t previously considered.

?EarlyBirds has always been about connecting those with challenges to those with solutions, helping organizations make sense of an increasingly complex innovation ecosystem,? said Jeff Penrose, Co-founder and COO of EarlyBirds. ?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 growth-stage scaleup entering new markets.?

The Navigator is powered by the same intelligence backbone that makes EarlyBirds the only non-U.S. company recognized in the U.S. Department of Defense?s Innovation Ecosystem. It leverages real-time insights on competitors, emerging technologies, academic breakthroughs, and investment patterns to craft roadmaps that are both visionary and actionable.

?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.?

For startups preparing to scale, the Navigator provides direction on product evolution, growth strategies, and market positioning. For scaleups, it offers a data-backed, independent view to help identify capability gaps and prioritize the initiatives that will drive the greatest impact.

With the launch of the Innovation Navigator, EarlyBirds continues its mission to help organizations discover, monitor, and transform innovation at speed and scale. Twice named Global Innovation Platform of the Year, EarlyBirds now offers startups and scaleups an accelerated way to bridge the gap between vision and execution.

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 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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