FUTURESTANDARD®

We craft machines that predict the future

Imagine.

WGSN or Nelli Rodi,
an innovation agency,
a venture studio,
& a validation agency,

All working on your challenges, your audiences
and looking for new revenue sources and growth
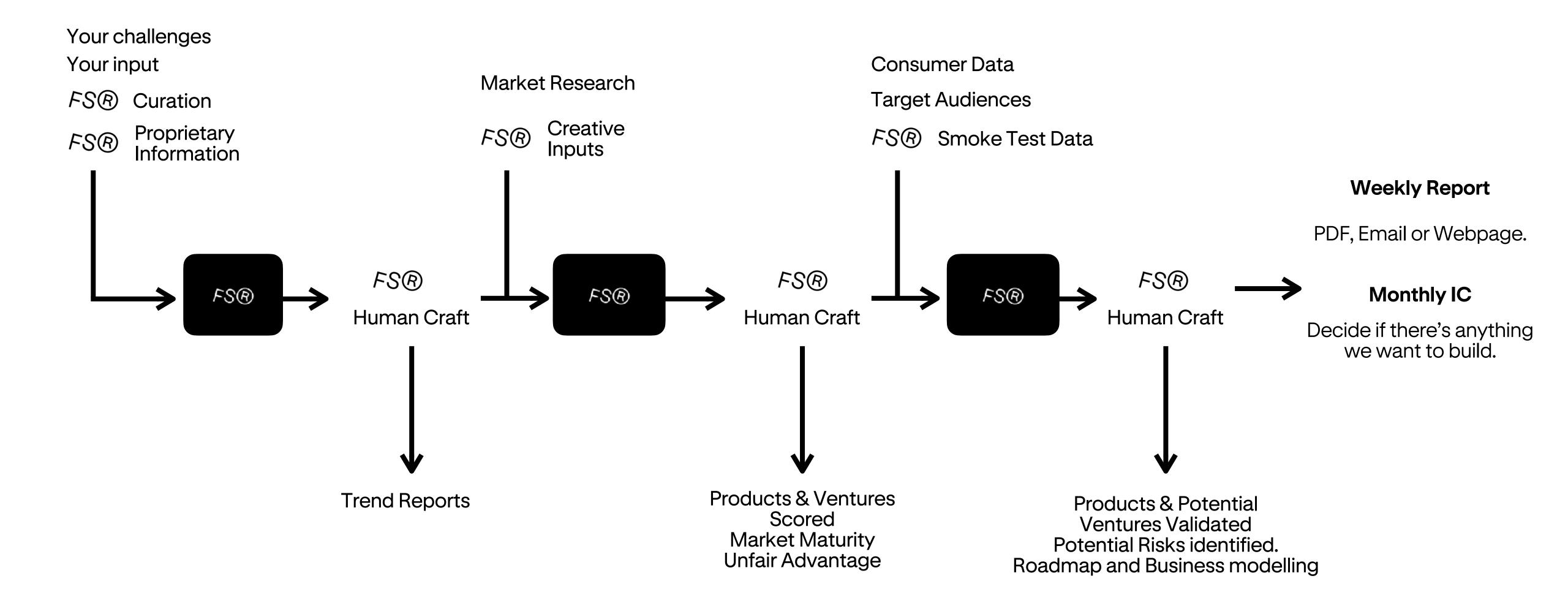in your company's future.

24/7.

FS®

We craft human driven AI machines, that accelerate

↠ trend discovery
↠ concept ideation
↠ validation
↠ Insight and recommendations

Where AI does the grunt work and humans bring the strategic thinking and creativity.

Your challenges
Your input

FS® Curation

FS® Proprietary
Information

Market Research

FS® Creative
Inputs

Consumer Data

Target Audiences

FS® Smoke Test Data

Weekly Report

PDF, Email or Webpage.

Monthly IC

Decide if there's anything
we want to build.

FS®

FS®

FS®

FS®
Human Craft

FS®
Human Craft

FS®
Human Craft

Trend Reports

Products & Ventures
Scored
Market Maturity
Unfair Advantage

Products & Potential
Ventures Validated
Potential Risks identified.
Roadmap and Business modelling

Example Output

Trends

Automated Identity Crisis

The deluge of AI-generated résumés hitting employers signifies a tipping point where automation could overwhelm traditional HR processes, casting doubts over authenticity and individual merit. In a world with increasingly sophisticated AI applications, organizations must navigate the fine line between efficiency and the loss of meaningful human attributes in job applications.

Digital Privacy Dilemmas

The U.S. government's caution against using platforms like Meta's WhatsApp underscores a growing concern over data privacy and geopolitical trust. As digital communication becomes ever more integral to governance and personal interaction, data sovereignty and cybersecurity become critical factors influencing platform adoption and regulation.

Wearable Ubiquity

RFK Jr.'s vision of universal wearable adoption signals a push towards ubiquitous health and activity monitoring technologies marking a shift toward normalized, data-driven personal health insights. As wearables increasingly become a staple in daily life, their influence on healthcare, lifestyle brands, and privacy perceptions will reshape consumer expectations and market strategies.

Ventures

AI-ID

AI-authentication layer for job applications that verifies résumé authenticity and detects generative content.
- HR departments, recruitment platforms, and enterprise employers.
- B2B SaaS with usage-based pricing.
- $5B+ Market Size
- Moderately challenging, requires advanced AI detection models and integrations.
Early partnerships with major recruitment platforms and proprietary AI detection models.

MessSec

Secure, sovereign messaging app designed for government and enterprise use, with end-to-end encryption and auditable privacy features.
- Government agencies, privacy-focused enterprises, journalists.
- Subscription-based / Enterprise licensing.
- $3B+ Market Size
- 2 - Requires secure infrastructure and approval from regulatory bodies.
- Trusted reputation in privacy tech, ex-cybersecurity government experts on founding team.

Wearable Ubiquity

Health-focused wearable operating system with an open ecosystem for developers and privacy-first data protocols.

- Health-conscious consumers, quantified-self enthusiasts, digital health startups.
- Freemium model (Free tier + premium for advanced health features)
- $10B+ Market Size
High feasibility leveraging existing hardware platforms and APIs.
First-mover advantage in privacy-preserving wearable ecosystems, SDK partnerships with major wearable firms.

Validation

Luxury GenZ

AI-ID

"Feels like it's made to catch people like me. Isn't AI part of the game now?"

Expected Signup CTR: 0.4% – 0.8%
Low curiosity, high defensiveness. Will click out of paranoia, not interest.

MessSec

"Looks like Signal for people who wear suits."

Expected Signup CTR: 0.6% – 1.2%
Needs status or exclusivity to work. Utility isn't enough. Better as part of a branded lifestyle stack (e.g. fashion x comms).

Wearable Ubiquity

"Wait. So I get spa-level biometrics and nobody owns my data? Yeah. That's hot."

Expected Signup CTR: 3.5% – 5.5%
Big pull if luxury-coded visually. Must feel designed, not engineered. Great for TikTok luxury wellness niches.

FS® # Pricing

Setup 1999€

Creating and tailor the machine
that replies to your challenges and
predicts the future of your
business.

– Onboarding call

– Defining your challenges, objectives.

– Questionnaire to structure the
machine

Monthly 3999€
Weekly 999€

Automated trend R&D machine for luxury
innovation teams, curated by futurestandard.

– 12 new trends per month

– 12 validated Concepts per month

– Monthly Investment Committee

– Weekly output : either email, pdf to email or
dedicated website.

– Branded environment.

– Monthly Investment Commitee

– Monthly Tweaks to strategy.

– 5 Seats

Quarterly 10 800€
Weekly 899€

Automated trend and concept machine for
luxury innovation teams, curated by
futurestandard.

– 36 new trends

– 36 validated Concepts per month

– Monthly Investment Committee

– Weekly output : either email, pdf to email or
dedicated website.

– Branded environment.

– Monthly Catchup

– Monthly Tweaks to strategy.

– 5 Seats

Find out more

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find out more