



AUGMENTED INSTINCTS

Primed by Research, Propelled by AI, Driven by People.

 Valentin Ackermann
 Dr. Thomas Gould

✉ vackermann@augmentedinstincts.com
✉ tgould@augmentedinstincts.com

☎ +44 7402 858161
☎ +44 7814 019447

Turn digitization potential into measurable results.

We help SMEs identify, plan, and scale technological and AI opportunities that deliver efficiency, growth, and risk reduction.

WHO WE BEST PARTNER WITH

We partner with SMEs 50-500 employees within Manufacturing sector (e.g. paper and packaging, polymers, furniture) and Professional services (e.g. recruitment, accounting, legal, finance brokerage).

CHALLENGES

- Low adoption of digital technologies/AI in SMEs.
- Uncertainty on what digital technologies and AI can do for them specifically.
- Lots of hype and gimmicks.
- Limited in-house knowledge or expertise to navigate this.
- Concerns about risks related to digital technologies and AI (e.g. data leakage).
- Concerns among SMEs about high costs of technologies and traditional consulting firms.
- Significant untapped efficiency gains within SMEs.

ABOUT US



Dr. Thomas Gould
BSc Econ, MSc Econ

Background:

Executive Director, CIO

Engineering & Construction services

Investment consultant

Stock brokerage



Val Ackermann
MSc Eng, MBA

Background:

Plant Director, OPS Director

Manufacturing

SOLUTIONS

- Diagnostics: We work hand in hand with SMEs to break down processes, identify gaps and opportunities.
- We identify and propose solutions based on ROI.
- Tech strategy and roadmap: We create tangible roadmaps to deliver efficiency gains.
- Pilot and scale support: via our own network of developers, or vendors, depending on what works best.
- Training and enablement: build internal skills and adoption culture.

WHY WORK WITH US

- Tailored for SMEs pragmatic, cost-effective, ROI focused.
- Frameworks that drive clarity, alignment, and efficiency gains.
- Vendor-agnostic — we focus on results, not software sales.

MANUFACTURING USE CASE

Client Profile: specialty papermaking company with approximately 60M\$ in annual revenue. Workforce instability, manual workflows, unstable quality, unstable process, safety risks due to intensive manual handling.

Investment: ~700k\$ over two years

Returns: ~280k\$/yr, 90% claim reduction for visual defects, 90% reduction on manual handling on converting line

Year 1 – Laying the Foundations

- Deployed a Quality Information System integrated with lab equipment to automate data capture.
- Built a Process Data Warehouse connected to the paper machine PLC system (one production line).

Year 2 – Automation & Intelligence

- Introduced Robotization on one converting line, including:
 - Computer Vision System (neural network) for defect detection.
 - Automated Bobbin Handling and Palletization.

Year 3 – Empowering Operations with Data

- Implemented Live Data Visualization with embedded Machine Learning to support real-time troubleshooting and uncover process improvement opportunities.

Results Delivered

- 💧 14% reduction in water consumption on the augmented production line
- 🔥 8% reduction in steam usage on the same line
- 📄 Scrap rate halved from 18% to 9% on the same line
- 🤖 Manual handling eliminated on the converting line
- 👁️ 99.53% accuracy in defect detection via computer vision on the converting line