



Special Talk

Profun AI: Innovation Logic Meets Language Models and Evolutionary Biology

Speaker Name,

Simon Dewulf – CEO Profun AI



Speaker Biography:

Simon Dewulf is a passionate advocate for engineering creativity and innovation. Throughout his career, he has actively contributed to over 500 successful innovation projects. His PhD thesis, titled "Patent Data Driven Innovation Logic," completed at Imperial College, presents a novel framework for innovation analysis using patent data. Patent Inspiration, the tool he developed, is adopted by technology-driven companies (P&G, Shell, Bosch, etc.) as well as numerous universities. Most recently, Simon launched PROFUN AI, a research tool based on innovation logic, furthering his commitment to advancing the field of AI-powered innovation consulting.

Abstract/Outline

Profun AI views product innovation through the lens of evolutionary biology, treating it as a system of adaptation and variation. At its core lies the concept of **Product DNA**—defined by the relationships between properties (typically expressed as adjectives) and functions (often expressed as verbs).

From this foundation, solutions can be explored by identifying products with similar DNA or by varying properties along specific spectra. Much like in biology, random variations are filtered through functional requirements, naturally surfacing the highest-value ideas.

This structure—rooted in language and logic—is ideally suited for integration with large language models. Profun AI automates vast portions of patent and science-based research, while also fuelling human creativity by highlighting not only what exists, but what is still missing. Directional cues and inventive mindset prompts further guide the discovery of novel opportunities.