

TEASER

ARGO

A Knowledge Intelligence platform for commercial teams
that identifies and remediates knowledge gaps at scale
to increase commercial readiness

July 2026

AT A GLANCE

ARGO is a Knowledge Intelligence platform that helps Life Sciences companies identify, fix and monetize knowledge gaps across field forces, Healthcare Professionals and commercial channels.

Company Snapshot

- **AI-powered knowledge intelligence platform** that turns enterprise knowledge into measurable business performance for Commercial Teams.
- **Tests, measures and improves what field teams, Healthcare Professionals and commercial stakeholders actually know** - at the individual, team, topic and regional level
- **Mobile-first, gamified microlearning** delivers short challenges during idle moments, driving 90%+ engagement vs. typical LMS completion rates
- **Identifies, prioritizes and remediates knowledge gaps** automatically, while quantifying the revenue impact of unresolved gaps
- **Established Life Sciences leader** serving 17 of the top 50 global Life Sciences companies, 120+ active customers, and 275M+ knowledge tests in our database since 2014
- **Global commercial footprint** across **EMEA, the US and APAC**, with **75%+ of revenue** generated internationally
- Solves a **clear, high-value problem** - average field-force knowledge levels are only **~72%**, with **~28% missing knowledge** putting **~€20k revenue at risk per rep annually**

120+

Active customers

17/50

Top global Life Sciences

50+

Countries with customer deployments

275M+

Knowledge tests

€2.8M

Revenue (FY25)

€490K

EBITDA (17.5% margin)

83%+

Revenue from Life Sciences

75%+

International revenue

77.0%

Life Sciences GRR 2025

100.7%

Life Sciences NRR 2025

Notable Customers



Johnson & Johnson



sanofi



Medtronic



THE KNOWLEDGE INTELLIGENCE LAYER BETWEEN COMMERCIAL READINESS, LAUNCH EXCELLENCE, E-LEARNING, REVENUE ENABLEMENT AND COMMERCIAL ANALYTICS

Knowledge Intelligence platform for commercial teams, that identifies and remediates knowledge gaps at scale, to increase commercial readiness



CUSTOMER PAINS ARGO SOLVES

ARGO helps **Commercial, Medical and Training leaders** prove commercial readiness, close individual knowledge gaps and improve execution across field teams, HCPs and channels. The go-to-market approach: land as local solutions and later expand globally.

STAKEHOLDERS

Marketing & Product leaders

Sales & Commercial Excellence leaders

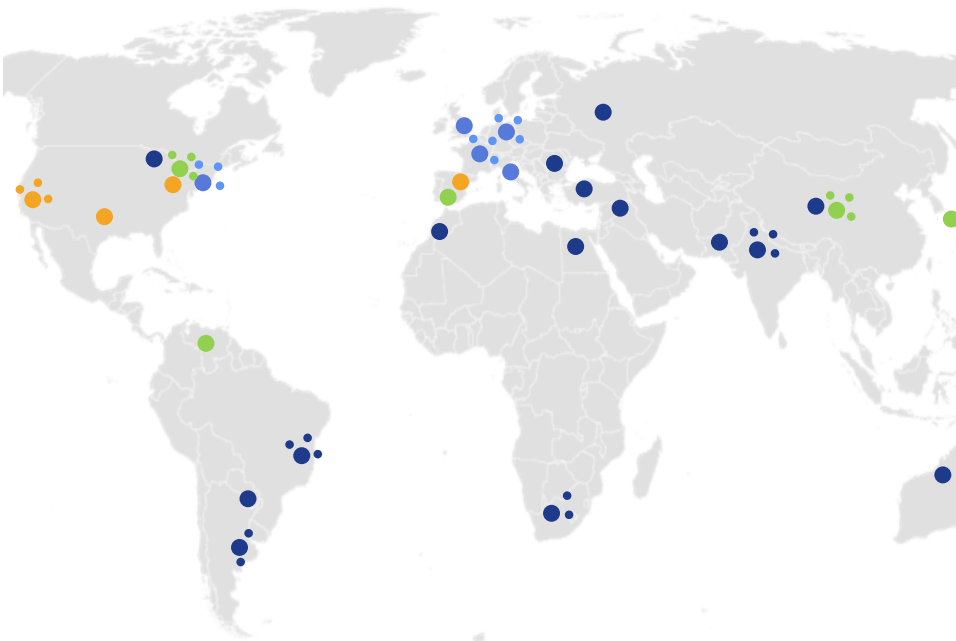
Sales Training leaders

Medical leadership

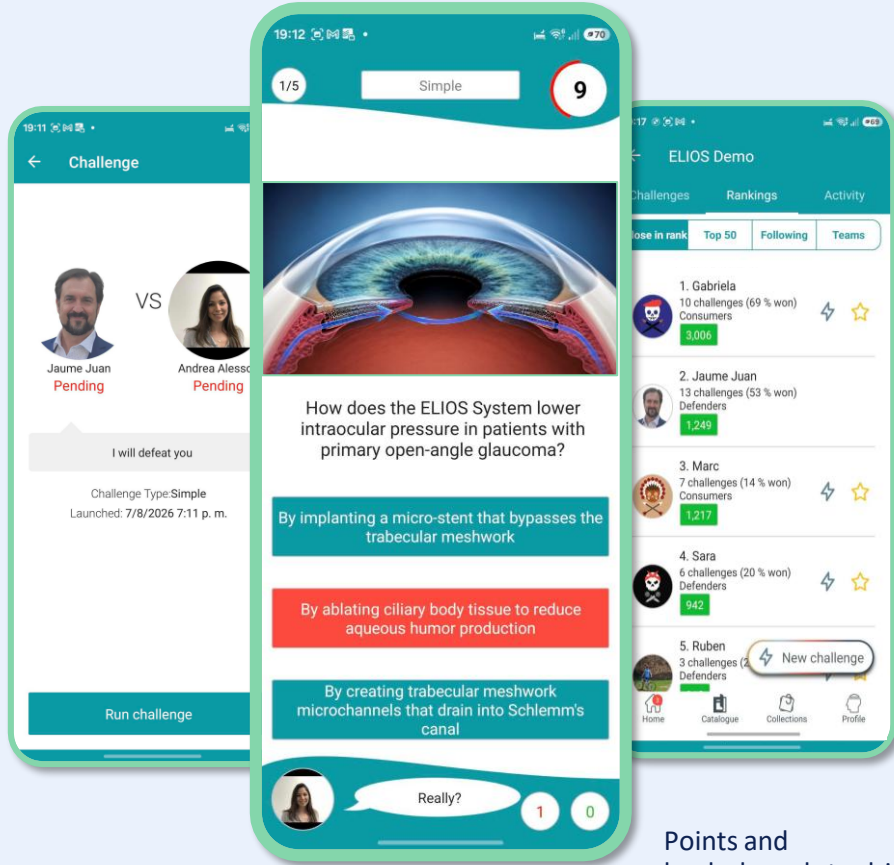
CUSTOMER NEEDS & PAINS

Commercial Readiness Can our teams compete? Can they communicate key messages, handle objections, position against competitors, nail product questions, aware of market trends ...	RISKS Miss sales targets and lose market share
Product Launches Are Field Teams fully equipped to convince on new products? Product value propositions, differentiation, benefits, technical/scientific knowledge, case studies...	 Missed launch forecasts, slow time to market, and millions wasted in research
Prescribers and channels How can we activate our channels and prescribers? build advocacy, recommendations, activate their sales ...	 Lose top of mind awareness and market share
Assessments & Certifications Do our teams know what is required? Certifications suffer from low engagement and give little insight beyond who participated, passed or failed.	 Performance blind spots and regulatory risk

ARGO LANDS AT LOCAL BU LEVEL, AND EXPANDS TO COUNTRY, REGIONAL AND HQ LEVELS



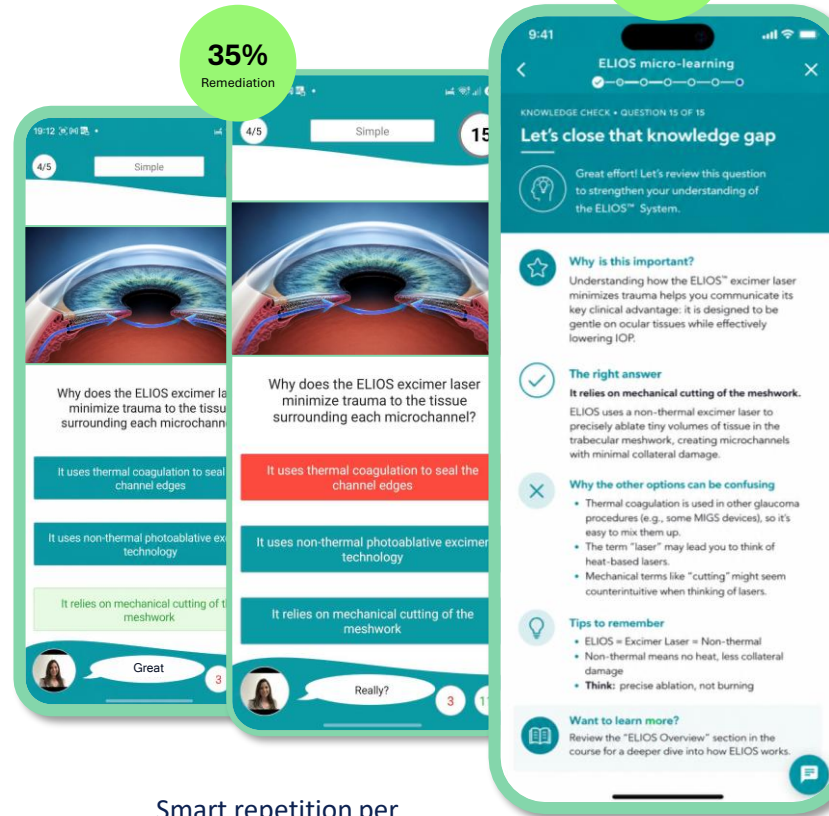
GAMIFIED MOBILE APP



Users challenge each other in battles, in head-to-head competition with colleagues. Game mechanics such as double and triple points, time scarcity, speed, streak, ...

Points and leaderboards to drive engagement, for individuals and teams

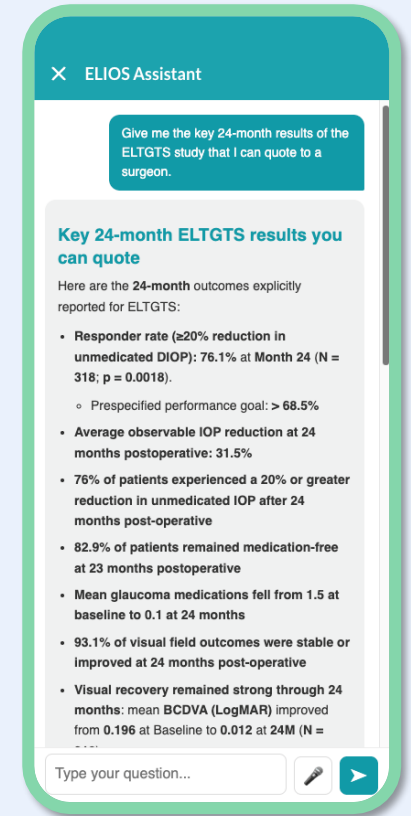
REMEDiation



Smart repetition per user boost missing knowledge at the individual level

For test questions marked as critical there is a special "gap fixing" process with a tailored explanation content and a last chance to redeem

AI COACHING



Source-locked, high-precision AI chatbot supports the Commercial Team after each program. Chatbots have a layer of "sales mindset" instructions.



Participation & activation



Knowledge gap identification (questions failed)



Knowledge increase by category



Commercial readiness indexes: product, market, conversation, clinical ...



Knowledge gaps reduction



Critical knowledge gap reduction



Chatbot topics analysis



Knowledge per region, countries and teams



Knowledge increase per team and user



Action plans per team and individual



Revenue impact per gap, person and program



Source reference and active users

DEEP ANALYTICS

ARGO IS A KNOWLEDGE INTELLIGENCE PLATFORM BUILT IN FIVE LAYERS AND A RECORD OF KNOWLEDGE

00. RECORD OF KNOWLEDGE

It records what commercial teams really know over time, enables smart repetition, tracks how critical gaps are addressed and nurtures the Chatbot. It's built automatically with most app interactions.

01. AI CONTENT GENERATION

AI turns trusted sources — PDFs, PowerPoints, videos, voice notes and websites — into micro-content, AI-avatar podcasts, quiz questions and chatbots, automatically, in multiple languages.

02. GAMIFIED KNOWLEDGE BATTLES

The gamified mobile app is the real data capture engine with peer-to-peer battles that make the Commercial Team answer hundreds of questions in days. You assess and reinforce at once.

03. REMEDIATION ENGINE: GAP FIX + VERIFY

Smart repetition during battles closes 35% of non-critical gaps. A special targeted “gap-fixing” process on critical content cuts failures by 75%.

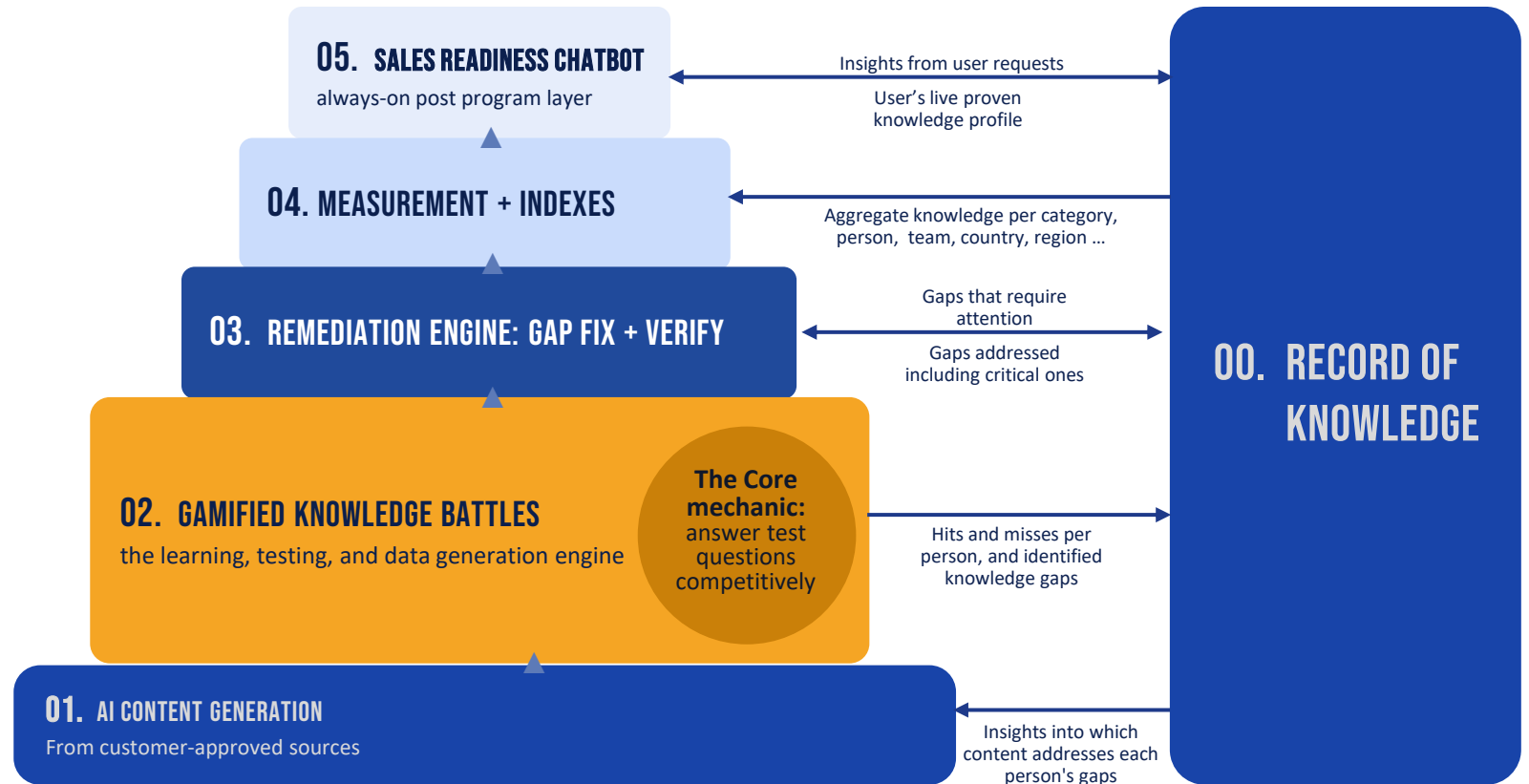
04. THE MEASUREMENT + INDEXES

Advanced analytics turn hit/miss-rate data into clear KPIs — Commercial, Product, Medical and Market readiness, per person, team or country. Failed questions (gaps) are tracked as open, critical and addressed gaps, and our Value per Gap framework prices each one, so you can calculate ROI.

05 SALES READINESS CHATBOT

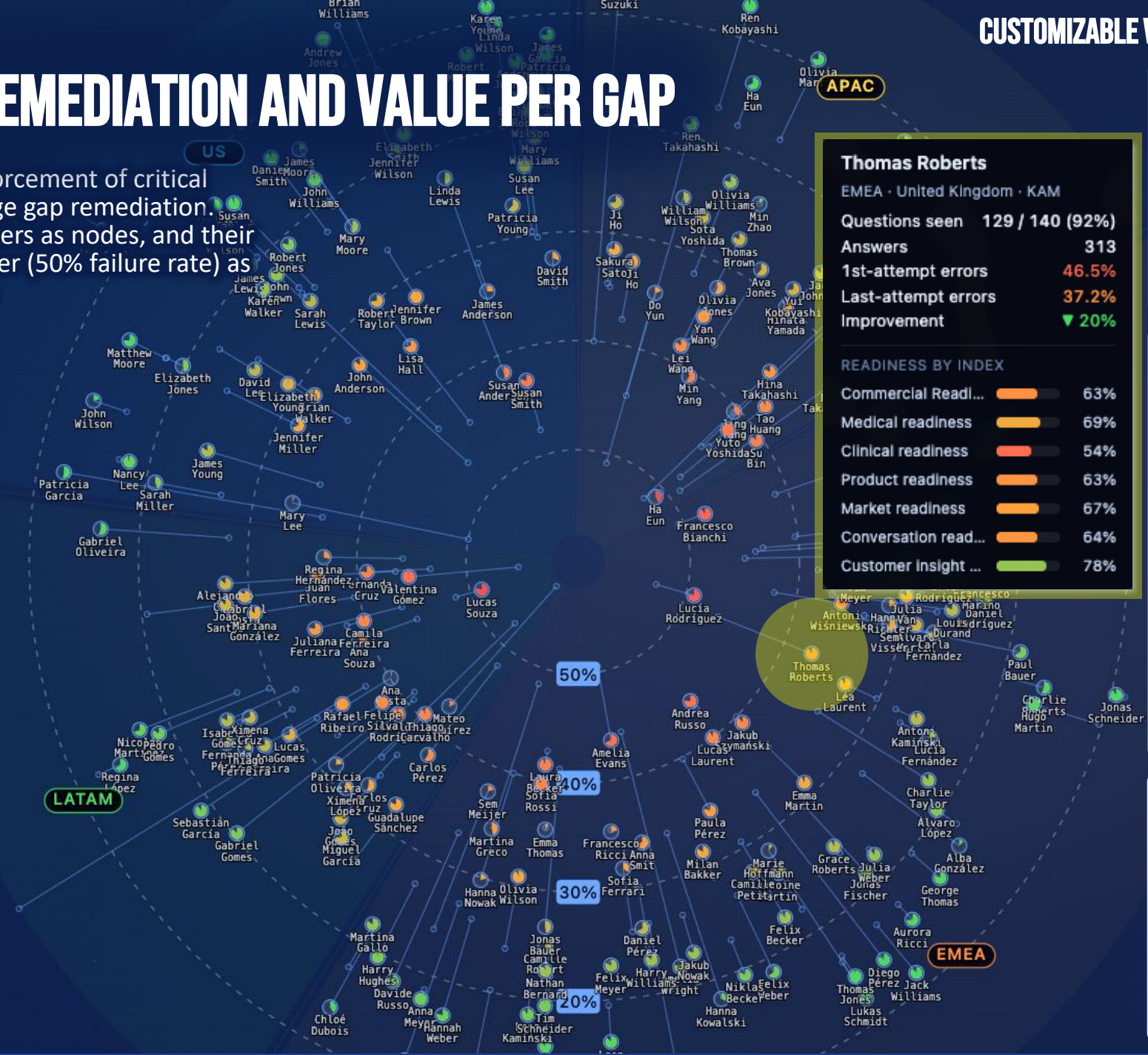
A source-locked AI tutor supports the team post-program in any language. It reads each rep's live knowledge profile from the Record of Knowledge and adapts the conversations: dense nuance for experts, scaffolding for new hires. Every interaction feeds back as analytics.

Battles generate the data, remediation acts on it, analytics provides insights and helps in decision making, the Readiness Chatbot extends it beyond every program, and everything is stored in the Record of Knowledge



KNOWLEDGE REMEDIATION AND VALUE PER GAP

Smart repetition and reinforcement of critical questions enables nowledge gap remediation. This Galaxy Chart shows users as nodes, and their progress escaping the center (50% failure rate) as their knowledge improves.



Thomas Roberts
EMEA · United Kingdom · KAM

Questions seen 129 / 140 (92%)

Answers 313

1st-attempt errors 46.5%

Last-attempt errors 37.2%

Improvement ▼ 20%

READINESS BY INDEX

Commercial Read... 63%

Medical readiness 69%

Clinical readiness 54%

Product readiness 63%

Market readiness 67%

Conversation read... 64%

Customer Insight ... 78%

1 The average economic value is calculated from the rep's sales quotas and an annual set of 500 test questions that cover the key annual knowledge (including product launches)

€660

value per gap (test question failed by a person)

2 The €660 average value per gap is different depending on the business consequence and the frequency.

Consequence: "What happens if they don't know it?"

Frequency: "How often do they need it?"

CONSEQUENCE	BUSINESS x4	€565	€1,130	€1,700
	EXECUTION x2	€285	€565	€850
	INFO x1	€140	€285	€425
		0-2	3-6	7-10
		FREQUENCY · out of 10 calls		

3 For 100 field reps, with 3 programs per year, identified revenue exposed could reach:

€2 M

After the remediation process

€0.5 M

€1.5M Revenue exposure addressed, backed by evidence of right-answered rates

CUSTOMER CASE, A GLOBAL LIFE SCIENCES COMPANY

Global sales enablement across wound care, incontinence and onboarding

CLIENT SNAPSHOT

- INDUSTRY**
MedTech - consumables & disposables
- FOCUS**
Product launches, Campaign launches, annual certification
- SCOPE**
Global, Germany-led - DE, UK, ES, Benelux, USA, CH, PT
- AUDIENCES**
Sales reps

EXECUTIVE SUMMARY

This global healthcare manufacturer scaled field learning across business units and countries through gamification, micro-content, certification and podcast-based learning - reinforcing product knowledge, clinical messaging and adoption across distributed teams.

WHY IT WORKED

Scales across countries & BUs • Mobile-first for field teams • Reinforcement + certification + onboarding • Multi-format

A CORE USE CASES

1	2	3	4	5
Wound Care	Incontinence	Certification	AI Podcast	HR Onboarding
Sales force training	Sales force training	& onboarding	Sales training	Pilot program

B KEY FINDINGS

10,000 employees globally	2,230 field force	6+ active countries
2023 client since	MULTI-BU expansion across units	5+ learning formats

GERMANY-LED GLOBAL DEPLOYMENT - scaled across BUs and countries (Germany, UK, USA, France, Spain, Italy, Poland, ...)

MICROLEARNING	GAMIFICATION	CERTIFICATION	MOBILE-FIRST	ENGAGEMENT
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C OUTCOMES

+90% Participation	+25,000 knowledge gaps identified	Combined 41% gaps addressed	Expanded from an initial €20k to €200k
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INVESTMENT HIGHLIGHTS FOR E-LEARNING, REVENUE ENABLEMENT, AND LIFE SCIENCES SERVICES INDUSTRIES

01 Category Creator

New category

Knowledge Intelligence sits between the LMS, sales enablement and BI - measuring what teams actually know.

We rarely face direct competitors in deals

02 Readiness Layer

Knowledge readiness

Knowledge verified and retained, evidenced by knowledge analytics. KPIs: Overall commercial readiness, Medical readiness, Clinical, Product, Market, and Customer readiness

Above the system of record. Completion records become proven readiness

03 Proven Remediation Engine

75% of knowledge gaps closed

Verified remediation at scale: 75% of critical gaps closed, and 35% of non-critical ones. Closure in around 3 weeks.

Based on our 275 Million tests database, since 2014

04 Life Sciences Depth

17 of top 50 life sciences

Vertical focus on Life Sciences field forces, reps, Medical Science Liaisons (MSLs) and Healthcare Professionals (HCPs).

120+ active customers · 40 corporate logos

05 Extended Enterprise

Sales channels activation

Healthcare Professionals (HCPs), pharmacists and distributors education becomes two-way: gamified engagement, knowledge measured per specialist, and activation at the point of advocacy or sale.

60+ HCP education, engagement and activation projects

06 Services-to-Product

Productises service delivery

Enables Life Sciences service providers and CSOs to convert labour-intensive readiness and launch-excellence programmes into scalable, recurring software revenue.

Services revenue becomes recurring software revenue

07 Cohort over the individual

Readiness campaigns, not courses

A campaign is time-bound, has a goal, mobilizes everyone at once, then you measure the result. Run readiness campaigns around business moments — a launch, a new indication, a competitor move.

Courses build knowledge; readiness campaigns mobilize it

08 Installed-Base Upsell

Account value up, churn down

An upsell layer for existing accounts, on commercial and frontline seats least exposed to AI-driven headcount reduction.

Land, expand and renew economics already proven

09 New Wallet

Access to the commercial budget

Customer decision-makers: Marketing & Product Managers, Sales & Commercial Excellence, Sales Training and Medical leadership. They have significant budgets well beyond L&D budget.

Add one of the most AI-resistant employee types: field teams