

flowres.io launches SlideBuilder, eliminates disconnect between qualitative analysis & qualitative research reporting

New PowerPoint add-in lets researchers bring summaries, themes and quotes from flowres.io into existing presentations and templates.

NYC, NY, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- Despite rapid advances in qualitative research technology, one part of the workflow has remained largely unchanged: qualitative research reporting. AI has transformed how qualitative researchers analyse data, but not how they curate compelling narratives. At least, not yet.



flowres.io launches SlideBuilder

Researchers continue to build qualitative research presentations in Microsoft PowerPoint, work within agency and client templates, and spend significant time moving between research platforms, documents and slide decks to extract, refine and present key insights.

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Jiten Madia, Founder & CEO

Today, flowres.io announced SlideBuilder, a PowerPoint add-in designed around a simple principle: curated insights should be accessible to researchers in the same environment where presentations are created. SlideBuilder is now available for free trial for researchers and organisations across the United States, the United Kingdom and European markets.

SlideBuilder enables researchers to access analysed summaries, themes and quotes from flowres.io [directly inside Microsoft PowerPoint](#). Researchers can select the evidence they want to use and generate presentation slides within their existing decks. Whether working in a new qualitative research presentation or an established client template, they remain inside

PowerPoint throughout the report-curation process.

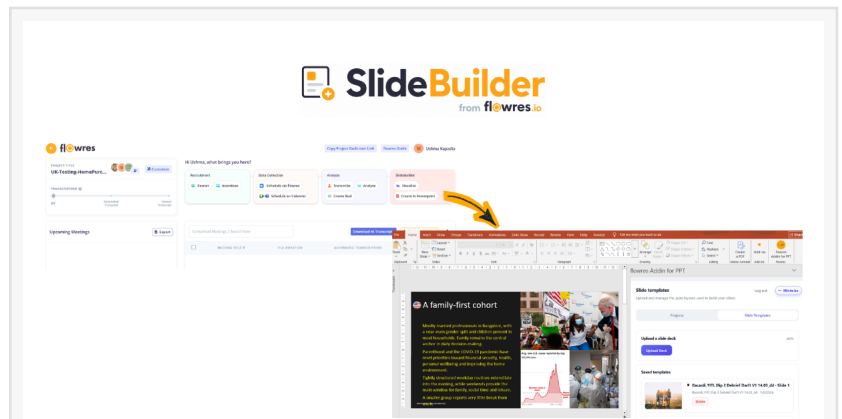
"Every researcher knows what it is like to spend evenings rebuilding analysis into slides. It is repetitive work. We built SlideBuilder so researchers can spend more time shaping the narrative and less time recreating work they have already completed." said Jiten Madia, Founder and CEO of flowres.io.

Unlike AI presentation making tools that promise 'fully automated' reports or 'one-click presentations', SlideBuilder is built to support researcher-led storytelling. It does not attempt to replace the judgement involved in building a compelling narrative. Instead, it brings analysed evidence into the presentation environment researchers already use, allowing them to decide what enters the deck, how findings are structured and how the story unfolds.

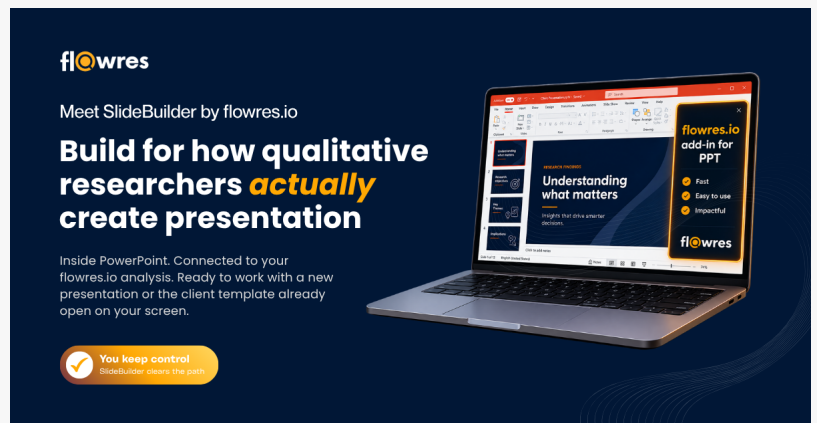
Because Microsoft PowerPoint templates can be complex and highly customised, maintaining template fidelity is a critical requirement for researchers and client-facing teams. SlideBuilder is designed to preserve the researcher's PowerPoint template while moving users from analysed data to editable presentation slides. This addresses an underserved need in the AI presentation software market. Many tools take users from 'Prompt to Ppt', but those taking users from 'Data to editable Ppt' are rare.

In flowres.io, reporting workflow remains familiar by design. Researchers open PowerPoint, launch the flowres.io add-in, browse analysed summaries, themes and quotes from their project, select the evidence they wish to include and generate slides directly into their presentation. Instead of moving repeatedly between browser tabs, documents and presentation tools, reporting becomes a more continuous extension of the analysis process.

SlideBuilder reflects flowres.io's broader philosophy of building technology around [established researcher workflows](#), rather than asking researchers to adopt entirely new ones. While many reporting tools encourage users to build presentations inside the research platform, SlideBuilder



How SlideBuilder works in PowerPoint



Why use SlideBuilder?

takes a different approach by bringing analysed research into PowerPoint, where qualitative researchers already create and refine their client deliverables.

Since its launch in June 2026, over 80 researchers have adopted SlideBuilder. Early users report reducing the time between completed analysis and client-ready presentations by one to two weeks, depending on the size and complexity of the project.

About flowres.io

flowres.io is a qualitative research platform designed by researchers, for researchers. The platform supports the complete qualitative research workflow; from participant recruitment and online fieldwork to analysis and reporting, all within a connected workspace. By integrating seamlessly with Zoom, Microsoft Teams and Google Meet, flowres.io enables researchers to [work with familiar tools](#) while reducing operational complexity. Built around the realities of qualitative research, flowres.io helps teams generate insights faster while keeping researchers firmly in control of the process.

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