

Ezassi Launches Signals: Innovation Monitoring That Treats a Signal as the Start of the Work, Not the End

Every signal is rated for confidence and time horizon, read against the client's business, and ready to become a project with an owner and decision date.

PONTE VEDRA BEACH, FL, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Ezassi, the innovation management and technology intelligence company, today announced the availability of Ezassi Signals, an agentic innovation monitoring service that watches competitors, startups, and technology domains across the live web, Ezassi's library of more than 360 million primary-source records, and any additional sources a client needs connected. Each signal is rated for confidence and timing, supported by cited sources, and includes a recommended next step.

“Teams don't need more alerts. They need a call they can act on, the evidence behind it, and a clear next step. That is the work Signals does.”

Jennifer Creech, CEO, Ezassi

Most technology intelligence arrives too late to change a decision. Manual research only starts once someone already knows to look. Databases answer questions but do not raise their hand. And by the time a development reaches the headlines, the patent, grant, clinical trial, or conference paper that preceded it has usually been sitting in the record for months. Ezassi Signals is built to close that gap: a team sees a development when it is filed, not when someone writes about it.

A signal is the start, not the end. Ezassi Signals is designed around what happens after the alert. Every signal is structured in six parts:

- The call — a clear claim the reader can disagree with.
- Reasoning — why it reads that way, including where the evidence is weak.
- Pattern — the specific, dated events that produced the read.
- Implication — what it means for the client's portfolio, mapped to their own business.
- Recommended action — specific next steps, with dates.
- Annotated sources — every citation, with the reason it was included.

Each signal is rated on two independent scales before anyone is notified: confidence (Low, Medium or High, based on how much independent, credible evidence converges) and time

horizon (Immediate, Near-term or Long-term). The scales are kept separate rather than collapsed into one priority score, and the rubric behind them is built by Ezassi analysts. Ezassi does not promise certainty; it shows how strong the evidence is and lets the reader weigh it.

Read against your business, not matched on keywords. Before a watch begins, the client's organization is described once in a Scope Profile built around seven questions — who they are, what they make, what they depend on, who supplies them, who they sell to, what they hold, and what they are accountable for. Every signal is then read against that description, so relevance is judged by what a development means for this business rather than by how loudly it is being discussed.

At launch, watches run across four lenses and 33 dimensions: nine on competitors (from product roadmap and pricing to hiring, partnerships and financial standing), ten on startups, and fourteen across technology domains — eight tracking commercial viability and six tracking the research underneath. Additional lenses will follow, shaped by the product roadmap and by what clients ask Ezassi to watch. Each watch reads the live web alongside Ezassi's curated library of patents, publications, clinical trials, grants, tech transfer, news and conferences, and can be extended with additional content sources specific to a client's market.

Because each watch is stood up on a named roster, its value compounds the longer it runs: a watch list that existed before an event cannot be reconstructed after it.

From signal to decision. Signals land on the Activity tab of the profile they belong to, on a daily, weekly, monthly, or manual cadence. From there, a signal can be scored against the team's stated criteria, taken into an AI synthesis session, converted into an Idea, or placed directly into an innovation pipeline project with an owner and a decision date — inside the same Ezassi platform many clients already use to run their innovation programs.

Research that keeps working after it is delivered. Signals can be set up on its own, or built from research — whether Ezassi delivered it or the client already has it. A technology landscape, a trend scan, a company profile or an internal study captures the field on the day it is finished. Ezassi can digitize those findings into tracked profiles and set up signals on the companies, technologies and open questions the research surfaced, so the value of the work continues instead of aging on a shared drive. The research sets the starting point; the watch keeps it current from that day forward.

"We rate every signal for confidence and time horizon separately, and we are open about the fact that most land in the middle of the range. Saying so is what makes a High-confidence signal worth acting on. A client should be able to read our reasoning, see where the evidence is thin, and disagree with us. That is the difference between intelligence and noise," said David R. Jones, Chief Research Officer, Ezassi.

Ezassi Signals is available now, as a standalone service or as the continuation of an Ezassi

research engagement or a client's own research. Setting up a company or domain watch takes two steps and about 15 to 30 minutes, after which it runs continuously without anyone needing to log in to keep it going. Organizations can book a 30-minute session in which Ezassi builds a first watch live. Learn more at ezassi.com/agentive-innovation-monitoring.

About Ezassi

Ezassi helps organizations find, track and act on the technologies, companies and research that matter to their strategy. Its platform combines innovation management software, AI research reports and continuous monitoring, drawing on the live web and on 3DScout — a curated library of more than 360 million primary-source science and technology records spanning patents, publications, clinical trials, grants and more. Ezassi is headquartered in Ponte Vedra Beach, Florida. Learn more at ezassi.com

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