# Flagship Pioneering launches AI startup Extuitive with $20m seed funding



Flagship Pioneering, the Cambridge-based venture firm behind Moderna, has launched a new startup called Extuitive, marking its first major move into artificial intelligence beyond life sciences. Backed by $20 million in seed funding, Extuitive aims to transform how small businesses develop consumer products and run creative marketing campaigns by harnessing advanced AI once reserved for global corporations.

The platform combines generative AI with evolutionary algorithms to simulate consumer behaviour using purchasing data from 100,000 real shoppers. This creates virtual AI consumers capable of testing thousands of product concepts and marketing campaigns within minutes. “Our platform can simulate human preferences with precision, enabling entrepreneurs to generate, refine, compare and validate products and creative content at unprecedented speed,” said Armen Mkrtchyan, co-founder and chief executive of Extuitive.

The launch comes as biotech venture funding slows, with investors shifting towards emerging sectors. Flagship, which manages $14 billion in assets, has so far built more than 100 ventures in healthcare and agriculture. Its move into consumer technology with Extuitive broadens its innovation portfolio and reflects growing interest in AI-driven company creation.

Extuitive targets a critical gap in the market: small businesses, which account for about 40 per cent of US GDP but often lack access to enterprise-grade research tools. Mkrtchyan, an MIT graduate who previously developed drone systems for farming, said the platform could allow solo entrepreneurs to build billion-dollar firms by democratising access to advanced innovation capabilities.

Noubar Afeyan, founder and chief executive of Flagship and co-founder and chair of Extuitive, said: “By applying advanced AI to democratise product innovation and marketing, Extuitive is enabling a new class of entrepreneurs to create and amplify with the speed, insight and sophistication once limited to the world’s largest companies.”

The venture builds on Flagship’s legacy in consumer product optimisation, including Affinnova, a Flagship company acquired by Nielsen in 2014. Extuitive’s leadership team includes Sunand Menon as president and Chong Guo as chief science officer, with support from Flagship senior partner Jim Gilbert and Nielsen executive chair David Kenny on its board.

Flagship recently raised $3.6 billion to fund the creation of around 25 new companies across health, sustainability and AI. Afeyan said generative AI offered “an engine of discovery and design” with the power to accelerate company growth in ways previously unimaginable.

Extuitive’s debut highlights the potential of AI to level the playing field for small businesses, equipping them with the same tools that once only large corporations could afford. Its launch underlines a growing shift towards making AI-driven entrepreneurship accessible, inclusive and impactful on a global scale.

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## Bibliography

1. <https://www.inkl.com/news/flagship-pioneering-creator-of-moderna-launches-extuitive-with-20m-to-reinvent-consumer-products-using-ai-shoppers> - Please view link - unable to able to access data
2. <https://www.flagshippioneering.com/news/press-release/flagship-pioneering-unveils-extuitive-to-revolutionize-consumer-product-innovation-and-creative-marketing-using-next-gen-ai> - Flagship Pioneering has launched Extuitive, an AI-first company designed to assist small businesses in rapidly creating, validating, and launching consumer products and targeted creative content. The platform employs agentic AI—autonomous software agents trained to act as consumer researchers, marketers, and product designers—to provide small businesses with enterprise-grade innovation tools previously reserved for large corporations. The initiative is backed by an initial $20 million in seed funding from Flagship Pioneering's Pioneering Intelligence initiative. Extuitive's AI-native platform utilizes AI consumers to simulate real-world consumer behavior, empowering entrepreneurs to grow existing businesses by rapidly creating, validating, and launching products and targeted creative content. The company debuts from Flagship's Pioneering Intelligence initiative with an initial commitment of $20 million in seed funding from Flagship.
3. <https://www.prnewswire.com/news-releases/flagship-pioneering-unveils-extuitive-to-revolutionize-consumer-product-innovation-and-creative-marketing-using-next-gen-ai-302559579.html> - Flagship Pioneering has unveiled Extuitive, an AI-first company aimed at helping small businesses redefine how consumer products and targeted creative content are designed, validated, and launched. The platform deploys agentic AI—sophisticated, autonomous software agents trained to act as consumer researchers, marketers, and product designers—to provide small businesses with instant access to enterprise-grade innovation tools once reserved for large corporations. The company launches with an initial commitment of $20 million in seed funding from Flagship to accelerate platform development and grow a pipeline of users. Extuitive's AI-native platform utilizes AI consumers to simulate real-world consumer behavior, empowering entrepreneurs to grow existing businesses by rapidly creating, validating, and launching products and targeted creative content. The company debuts from Flagship's Pioneering Intelligence initiative with an initial commitment of $20 million in seed funding from Flagship.
4. <https://www.benzinga.com/news/topics/25/09/47833208/flagship-pioneering-creator-of-moderna-launches-extuitive-with-20m-to-reinvent-consumer-products-using-ai-shoppers> - Flagship Pioneering, the Cambridge venture firm known for creating Moderna (NASDAQ: MRNA), has unveiled a new startup called Extuitive with $20 million in seed funding. The company aims to equip small businesses with artificial intelligence tools that simulate consumer behavior, a capability historically used by large corporations. The launch represents a shift for the 26-year-old firm, which has built its reputation by fostering life sciences companies worth billions. The launch comes amid a downturn in biotech venture funding, with BioPharma Dive reporting that financing for the sector fell sharply in the first half of 2025 as investors look to new areas of growth. Extuitive combines generative AI with evolutionary algorithms to create virtual consumers based on purchasing data from 100,000 real shoppers. These AI consumers can test thousands of product concepts and marketing campaigns in minutes, delivering insights that traditionally required months and millions of dollars to obtain, according to the company website. "With Extuitive, we've created a platform that simulates real human preferences with remarkable precision, allowing entrepreneurs to generate, refine, compare, and validate products and targeted creative content with accuracy and speed," Extuitive co-founder and CEO Armen Mkrtchyan said in the statement. The platform addresses a critical market gap affecting 40% of the U.S. gross domestic product. Small businesses have been locked out of sophisticated research tools that help major corporations develop hit products, according to Flagship Pioneering. Mkrtchyan, who joined Flagship Pioneering after studying at MIT and building autonomous drone technology for farmers, believes his platform could enable billion-dollar companies run by single entrepreneurs. The venture represents the latest evolution of Flagship's "polyintelligent design" philosophy, which combines human creativity with machine intelligence and nature's adaptive systems. Flagship's founder and CEO Noubar Afeyan sees Extuitive as part of a broader transformation in breakthrough innovation. "At Flagship, we believe the most profound breakthroughs come from challenging assumptions and expanding the frontiers of possibility, whether in biology, sustainability, or now, intelligence itself," Afeyan, Extuitive's co-founder and chair, said in the statement. "As AI increasingly becomes an engine of discovery and design, we see a unique opportunity to transform entire industries, starting with how consumer products and targeted creative content are imagined, tested, and brought to market." "By applying advanced AI to democratize product innovation and marketing, Extuitive is enabling a new class of entrepreneurs to create and amplify with the speed, insight, and sophistication once limited to the world's largest companies," Afeyan said.
5. <https://www.extuitive.com/resources> - Extuitive's resources page provides access to various materials, including news articles and updates about the company's initiatives. Notably, it features a link to the press release titled "Flagship Pioneering Unveils Extuitive to Revolutionize Consumer Product Innovation and Creative Marketing Using Next-Gen AI," which details the launch of Extuitive and its mission to assist small businesses in rapidly creating, validating, and launching consumer products and targeted creative content. The page also offers a demo request form for interested parties to explore Extuitive's AI-powered platform.
6. <https://www.flagshippioneering.com/news/press-release/flagship-pioneering-raises-3-6-billion-to-fuel-breakthrough-innovations-that-transform-human-health-and-sustainability> - Flagship Pioneering, the bioplatform innovation company, announced it has expanded its capital base by $3.6 billion to support the creation and development of an estimated 25 breakthrough companies in human health, sustainability, and artificial intelligence. Flagship has raised $2.6 billion into Fund VIII, in addition to side funds that include sector-specific strategic partnerships totaling $1 billion. This brings the total capital raised by Flagship into its funds since 2021 to $6.4 billion. "At Flagship, we focus on pioneering original science, and on harnessing the ingenuity needed to invent transformative technologies and companies that improve human health as well as the sustainability of our planet," said Noubar Afeyan, Ph.D., Founder and CEO of Flagship Pioneering. "Our unique approach to making breakthrough scientific discoveries, combined with our track record of founding, building, and scaling companies, has led to the creation and growth of more than 100 biotechnology companies in just over two decades. And I believe Flagship's most generative, impactful days lie ahead of us." "Over the past six years, Flagship has also pioneered AI-enabled platforms that transform drug discovery, speed up the drug development process and gain new insights into human health and sustainability," Afeyan added. "By leveraging the power and potential of generative AI, we're embracing a future in which companies are created and expanded in ways we have not previously experienced, with the prospect for unprecedented impact."
7. <https://www.flagshippioneering.com/news/press-release/flagship-pioneering-raises-3-6-billion-to-fuel-breakthrough-innovations-that-transform-human-health-and-sustainability> - Flagship Pioneering, the bioplatform innovation company, announced it has expanded its capital base by $3.6 billion to support the creation and development of an estimated 25 breakthrough companies in human health, sustainability, and artificial intelligence. Flagship has raised $2.6 billion into Fund VIII, in addition to side funds that include sector-specific strategic partnerships totaling $1 billion. This brings the total capital raised by Flagship into its funds since 2021 to $6.4 billion. "At Flagship, we focus on pioneering original science, and on harnessing the ingenuity needed to invent transformative technologies and companies that improve human health as well as the sustainability of our planet," said Noubar Afeyan, Ph.D., Founder and CEO of Flagship Pioneering. "Our unique approach to making breakthrough scientific discoveries, combined with our track record of founding, building, and scaling companies, has led to the creation and growth of more than 100 biotechnology companies in just over two decades. And I believe Flagship's most generative, impactful days lie ahead of us." "Over the past six years, Flagship has also pioneered AI-enabled platforms that transform drug discovery, speed up the drug development process and gain new insights into human health and sustainability," Afeyan added. "By leveraging the power and potential of generative AI, we're embracing a future in which companies are created and expanded in ways we have not previously experienced, with the prospect for unprecedented impact."