

AOM 2025 Copenhagen

NeuB Doctoral/Early Career Consortium

Elevator Pitch Research Project

The Impact of GenAI on Business Opportunity Evaluation:
A Neuroentrepreneurship Study Employing Eye-Tracking (ET) and Electroencephalogram (EEG)

Hi,

I'm Carmen Geafer, a doctoral researcher focusing on neuroentrepreneurship and decision-making in our fast-evolving AI era.

I'm conducting my PhD under the supervision of Professor Frédéric Ooms at HEC Liège, with co-supervision of Professor Martin Obschonka from the University of Amsterdam.

So, what is our research about?

Entrepreneurs and Investors make critical decisions under uncertainty, but we still don't fully understand how they evaluate complex startup information, and in particular, with emerging GenAI tools influencing the landscape.

To explore this, we set up 2 work packages.

In the first one, we will investigate how entrepreneurs and investors evaluate the BMC, using an ET approach (and a semi-structured interview). Insights from this study will inform our second work package by providing valuable information on the aspects to which investors allocate the most attention during business opportunity evaluation.

Given this information, we will create elevator pitch decks using GenAI to emphasize the elements we identified as important to investors. The study will test differences in perception and judgment between GenAI-generated and human-generated content. To explore the impact of GenAI on their decision-making, we will employ a combination of ET and EEG (and a semi-structured interview).

This will not only capture objective, real-time data but will also open the window to the unconscious part of investor decision-making, including how emotions play a crucial role in their evaluation of business opportunities.

Insights of the research could reshape how we train founders (student or academic entrepreneurs), build pitch materials, and also develop AI-driven decision support tools.

Like all of you, my goal is to contribute to advancing research in fields where neuroscientific tools have rarely been applied- in my case, entrepreneurship.

In particular, I see our research - at the intersection of Neuro-Entrepreneurship and AI-Entrepreneurship – not only as a contribution to an emerging field but also as a part of a broader conversation about how decision-making will change in the AI era. Since this field is still in its early stages, I would love to hear your thoughts and continue this discussion with you.