20 March 2025

Cykel AI PLC

("Cykel AI" or the "Company")

Cykel AI Announces Beta Launch of AI Research Agent Samson to Democratise Access to Enterprise-Level Research

Cykel AI PLC (LSE: CYK) today announced the beta launch of Samson, an autonomous AI research agent that performs the work of multiple specialised business analysts at a fraction of the cost. In an industry that has traditionally been reserved for big businesses, Samson makes professional-grade analysis accessible to businesses of all sizes. Following the successful deployment of Lucy, a recruitment digital worker, Cykel's expansion into the market research and business intelligence industry represents a significant opportunity for companies to transform how they access critical insights, and instant scale, allowing them to compete with larger organisations.

Ewan Collinge, CEO & Founder of Cykel AI said: "Samson performs the core functions of analyst roles that have traditionally been out of reach for all but the largest enterprises. Whether conducting comprehensive market research, optimising operations through data analysis, forecasting economic trends, evaluating financial performance, or analysing investment opportunities, Samson delivers insights comparable to specialised human analysts at a fraction of the cost. Our internal analysis shows that while most business leaders consider such analysis 'essential' for strategic planning, yet most SMEs can't afford to maintain these specialised roles in-house. Samson changes that equation entirely."

This launch comes at a crucial time as AI adoption among small businesses is accelerating rapidly. According to a recent Census Bureau analysis cited by Forbes, small companies have seen the second-highest increase in AI usage since September 2023.

Currently in beta, Samson responds to research topics by searching both public internet and private data sources to perform in-depth, high-quality research comparable to a junior analyst at a consultancy. He generates a research plan, searches for sources, reads them, iteratively refines his understanding with additional sources, and compiles findings into a searchable knowledge base.

Samson is being developed to execute multiple professional analyst functions including:

- Market Research Analysis – Identifies target demographics, tracks consumer behaviour trends, evaluates competitors, and assesses market opportunities with the same rigor as dedicated marketing analysts
- Operations Research – Optimises business processes, supply chains, and resource allocation through quantitative analysis and modelling techniques traditionally performed by operations specialists
- Economic Research – Monitors macroeconomic indicators, analyses industry trends, and forecasts market conditions that typically require specialised economic analysts
- Financial Analysis – Evaluates company financial performance, prepares financial models, and assesses investment opportunities with the precision of dedicated financial analysts
- Equity Research – Analyses investment opportunities, valuates companies, and provides detailed reports on potential investments similar to specialised equity research team

"The financial barriers to quality research have forced smaller businesses to make critical decisions without the specialised analytical support available to their larger competitors," Collinge added. "A single full-time analyst costs upwards of $100,000 annually when factoring in salary, benefits, and overhead, making diverse analytical capabilities completely unaffordable for most businesses. By making Samson available at under $100/per month, we're enabling thousands of businesses to access insights across multiple domains that directly impact their bottom line."

This launch strengthens Cykel's growing portfolio of specialised AI agents built on TaskOS, the company's proprietary AI agent infrastructure. With affordable AI agents now available via subscription plans ranging from $30 to $500 per month based on features and usage, solutions like Samson are poised to become standard operating models for businesses of all sizes.

About Cykel AI

Cykel AI creates autonomous digital workers that perform complex business tasks without human supervision. The Company's expanding portfolio includes Lucy (recruitment), Samson (research analysis), and Eve (sales), all built on TaskOS - Cykel's proprietary AI agent infrastructure. Cykel's digital workers operate alongside human teams, enabling businesses of all sizes to transform their operations at scale.