

Gastrograph^{AI}[®]

The Driving Forces
Of Innovation



The Hardest Problem in CPG was:

Scale & Distribution



Product Development is Stuck in the Past

Professional Panel



Consumer Panels



The Goal was:

One mass market product that everyone likes



The Hardest Problem in CPG Today:

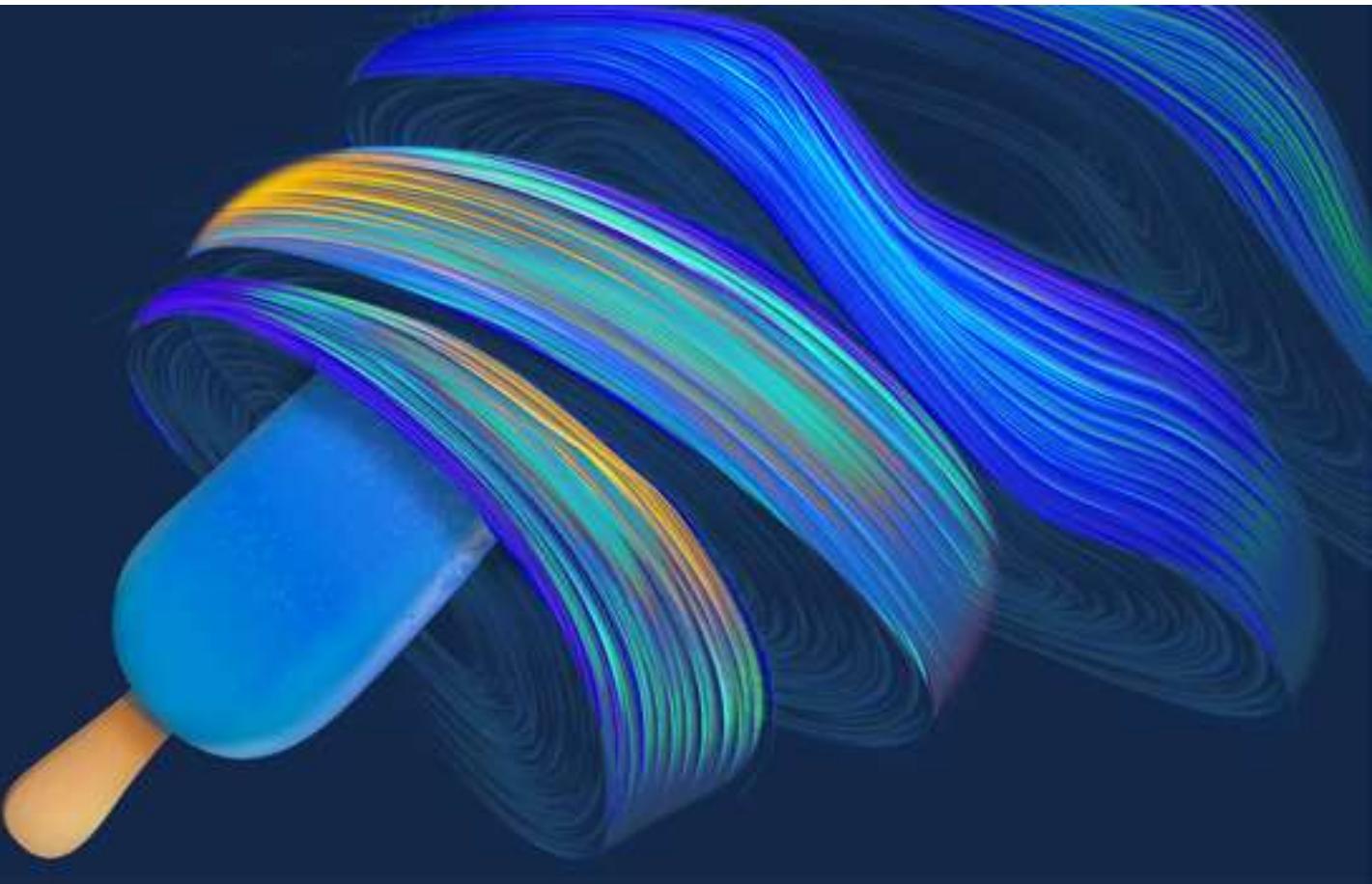
Targeted & Competitive



Not your Grandfather's Sensory



AI For Product Development



Gastrograph AI Gives CPG Companies a Competitive Edge



Gastrograph AI is a predictive consumer sensory insights platform. Trained by the world's largest and most diverse sensory dataset, Gastrograph AI helps companies leverage sensory data at every stage of a product's development lifecycle to design flavor profiles consumers will love.



Concepting

What to make



Targeting

Who to make it for



Formulation Tools

How to make it

Gastrograph AI has Global Coverage

The Gastrograph AI platform currently has predictive coverage in the following markets:



US	China
Canada	Vietnam (HCMC)
Mexico	Vietnam (Hanoi)
Colombia	Philippines
Brazil (Bahia)	Indonesia (West Java)
Brazil (Rio)	Japan
Argentina	Thailand
Portugal	Singapore
Spain	Australia
Poland	Turkey (Istanbul)
UK	Turkey (Ankara)
Italy (Rome)	Romania
Italy (Milan)	South Africa
Germany	UAE
France	Saudi Arabia
Russia (Moscow)	Egypt
Russia (SPB)	Norway
India	

Limitations of a Traditional Sensory and Empirical Data Collection

Empirical & Traditional Sensory



- Central Location Tests (CLT)
- Home Use Tests (HUT)
- Descriptive Panels
- Difference Tests

Static Empirical Data

Traditional methods capture snapshot data with a short shelf life. The data is not predictive or robust to changes in consumer preference

Every "question" requires a new expensive sensory test for a snapshot "answer"

Disposable Insights

Data is usually structured in highly specific surveys that cannot benefit from model building, compound learning, or insights drawn from other sensory datasets

Snapshot data is only used once and when consumer preference changes its no longer useful

Guesswork

Retrospective analysis to draw new insights isn't possible; difference test data won't tell you if consumers will like or dislike the sample

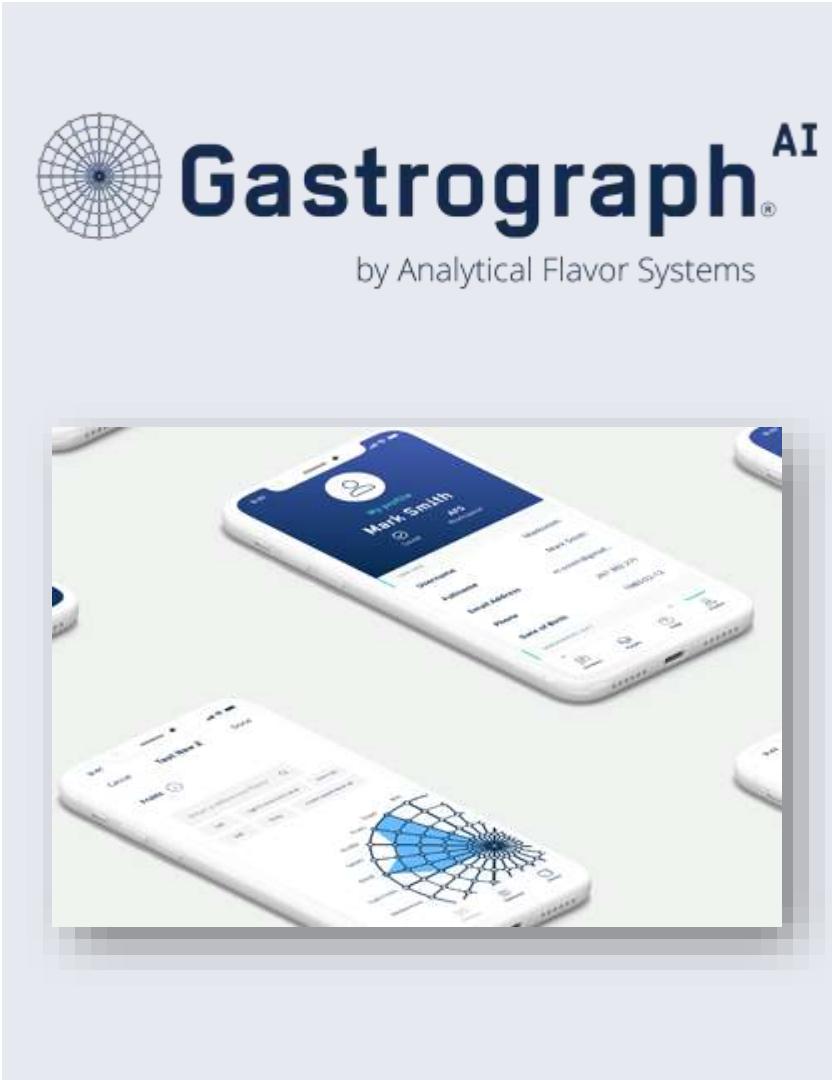
Traditional research methods require you to pre-determine the "right question to ask"

Low-Fidelity Descriptors

Traditional analysis results in low-fidelity sensory descriptors that can be ambiguous and require qualitative interpretation

In traditional methods there is no easy bridge between consumer language and expert descriptors

Core Benefits of a Predictive Framework



Predictive Power

Once a product is profiled, perception and preference predictions are generated automatically on the platform

Allows rapid product profiling and consumer preference insights without significant time and cost

Compound Learning

Gastrograph AI is trained with all of the data (AFS Trunk database and Client Branch database), all of the time and is constantly learning

As more data is collected, each model is updated and the accuracy and resolution of the predictions improve

Question Agnostic

Gastrograph AI can be continuously queried to answer new questions and “mined” for new insights

This includes preference tests, product comparison tests, and descriptive analysis – from a growing and ever-learning platform

Actionable Insights

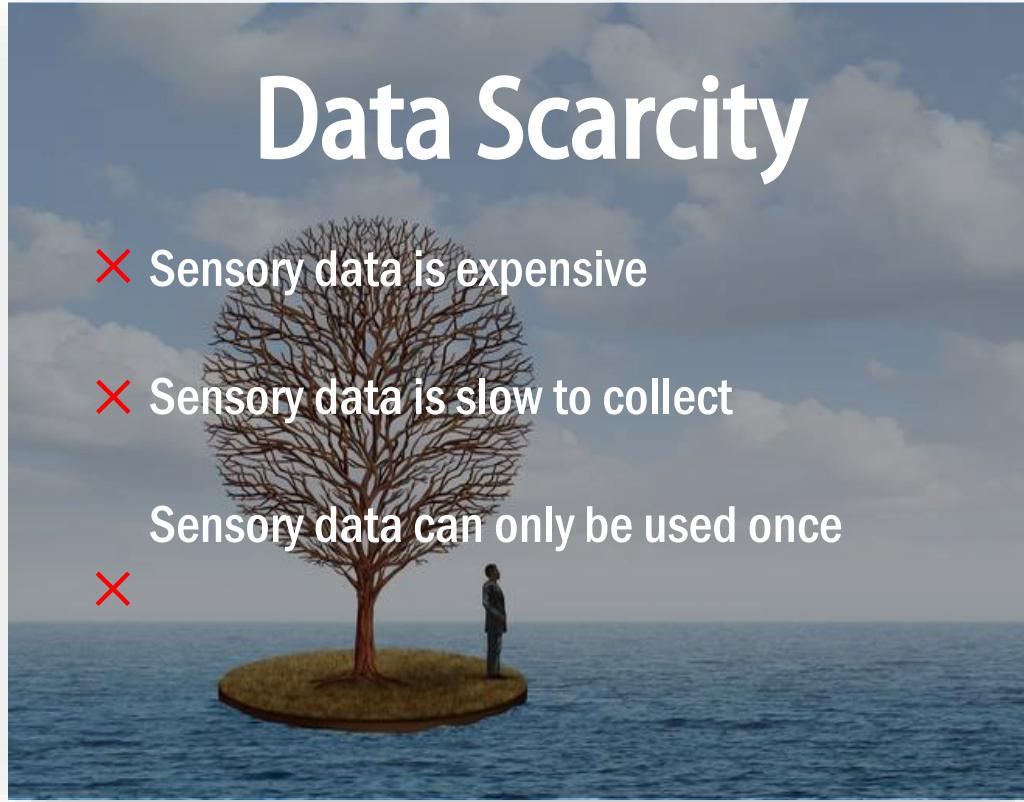
Gastrograph AI has formulation and expert tools that help translate consumer sensory descriptors into clear and actionable product enhancement insights

Bridge the gap between consumer preference and the insights needed to create great products

Predictive Power: Moving Consumer Preference Insights to a World of Abundance

Data Scarcity

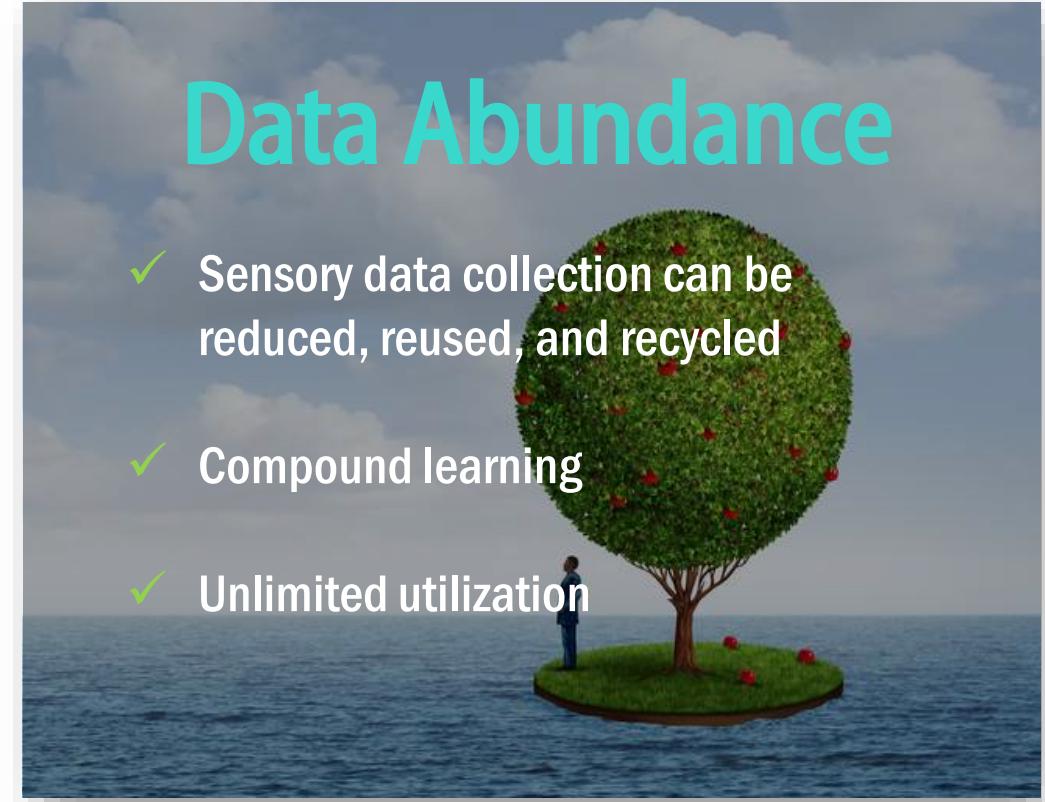
- ✗ Sensory data is expensive
- ✗ Sensory data is slow to collect
- Sensory data can only be used once
- ✗



Traditional Empirical Methods

Data Abundance

- ✓ Sensory data collection can be reduced, reused, and recycled
- ✓ Compound learning
- ✓ Unlimited utilization



Predictive Approach

Gastrograph AI turns sensory data collection and preference prediction into a platform for **Deep Market Insights & Product Development**

The Ever-learning Platform

Reduce Sensory Data Collection

Gastrograph AI greatly reduce the quantity of data needed to make predictions. Standard statistical hypothesis testing requires samples size of hundreds of consumers – Gastrograph AI only needs a dozen observations to predict perception and preference for consumers around the world.

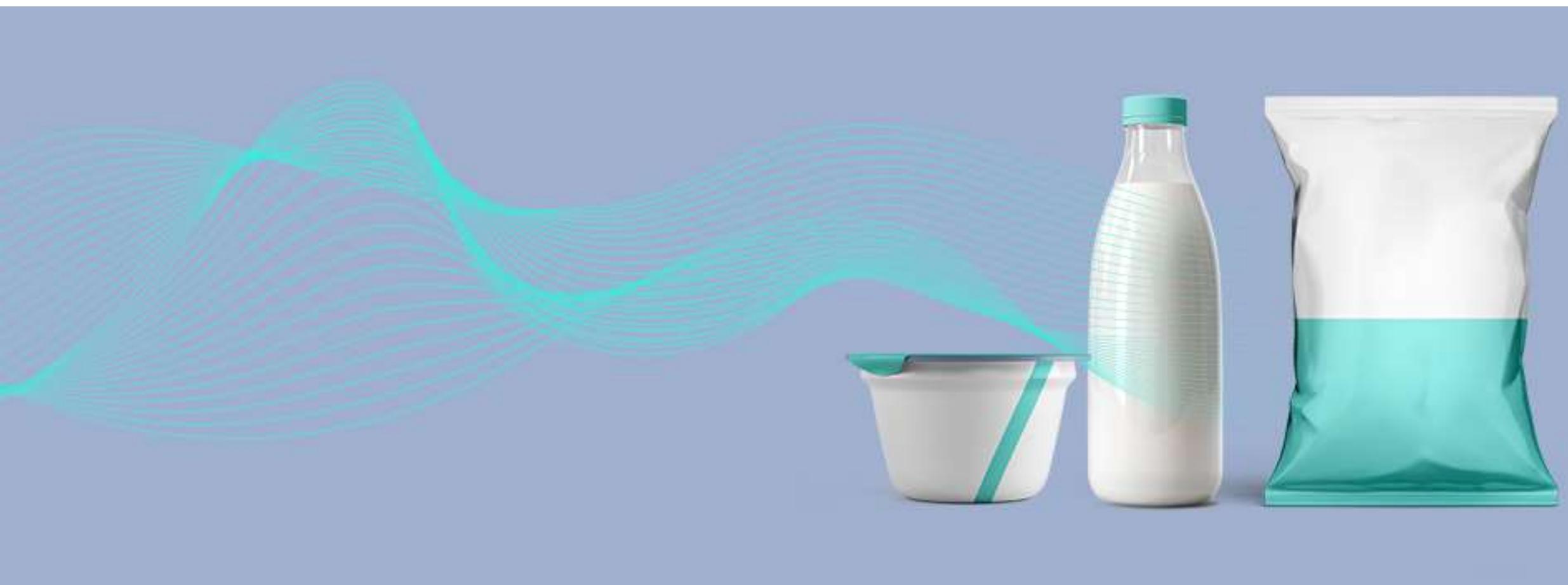
Re-use Sensory Data

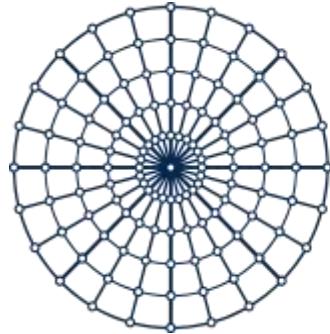
A product or prototype only needs to be profiled once on Gastrograph AI. Standard methods require continuous re-sampling if the product wants to be used as a prototype, benchmark, product reformulation in future studies.

Recycle Sensory Data

Gastrograph AI recycles data by "re-targeting" for a different consumer cohorts to harvest new insights. By translating human perception across different demographics, we can predictively simulate the results of a CLT.

Data is the secret ingredient to great products





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Thank You!

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Let's Connect!
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