



LEVELING UP ON INCREMENTALITY

How Woxi's predictive analytics bring always-on
incrementality to PepsiCo's innovation pipeline.



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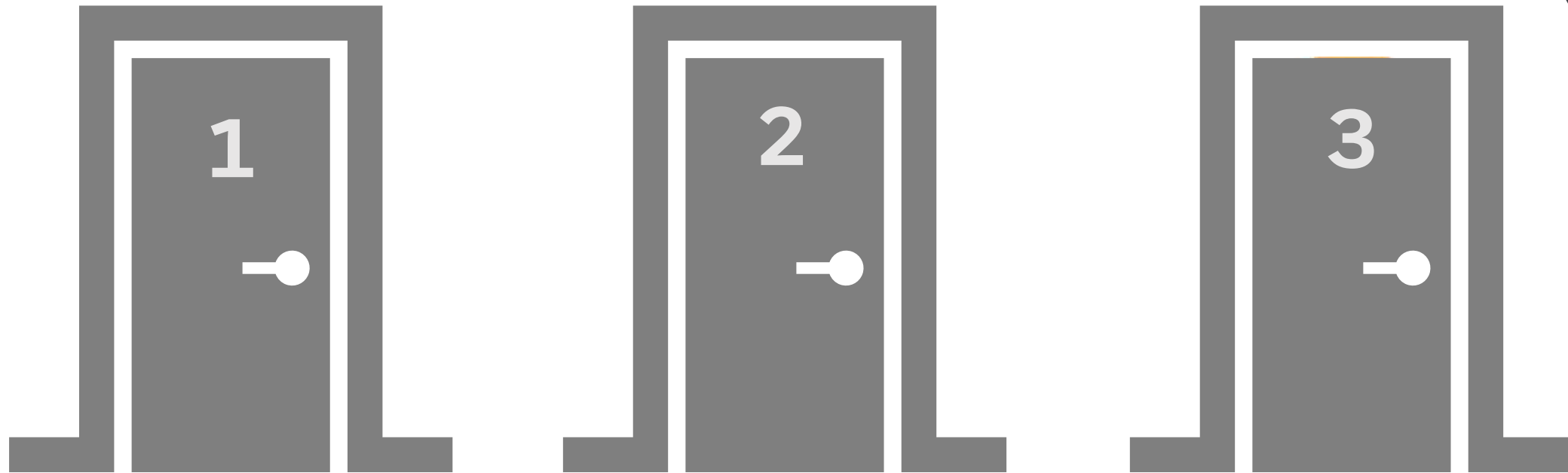
MY LITTLE SECRET...

**“LET THE GAME
SHOW BEGIN!”**





GUESS THE BRAND PARTNERSHIP







LAUNCHING INNOVATIONS

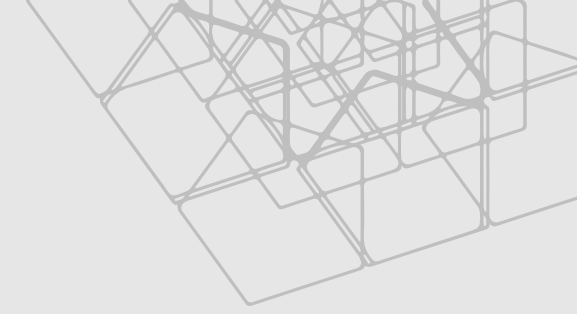
...has often been a game of chance.



Where to play, competitive tracking, trend analysis, basic R&D, product formulation, sensory testing, market structuring, consumer profiling, size of prize estimation, concept testing, pricing optimization, line optimization, cannibalization analysis, concept testing, product acceptance validation, creative testing, package testing, customer and retailer sell-in, trade promotion planning, production feasibility assessment, capex sizing and requests, media mix optimization, media buying, media creation, inventory planning, portfolio rationalization and management

DOES YOUR KNOWLEDGE GIVE YOU THE ANSWER FOR YOUR DECISION?

-  *"I love agile and DIY suppliers, but I miss the innovation expertise."*
-  *"By the time I get a sales estimate, I can't do anything about it."*
-  *"But will this innovation be incremental?"*
-  *"I only have time and budget for high capex, high risk launches."*





- Predictive analytics in a modern, cloud-based, **always-on** platform.
- Leverages the **data you already own** from the providers you prefer.
- Grounded in **actual launches** from your category, including competitors.



TWO POTENTIAL POSITIONINGS FOR A NEW PRODUCT LAUNCH



Which would you choose?

A background image of a red, vertically pleated curtain, illuminated from the side to create a gradient of light and shadow.

GatorMAX

A background image of a red, vertically pleated curtain, illuminated from the side to create a gradient of light and shadow.

Gatorlyte

WHAT IF YOU COULD PEAK BEHIND THE CURTAIN?

NOW, which would you choose?



GatorMAX

- \$100m total sales
- 10% incrementality
- Grocery/mass distr.

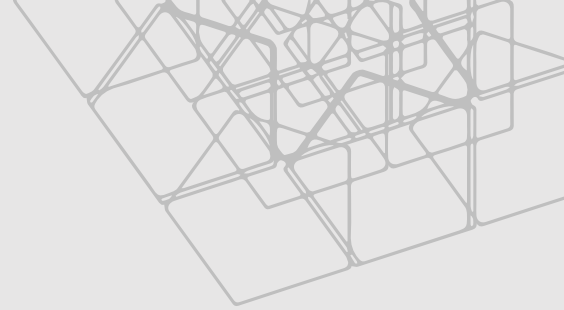


Gatorlyte

- \$84m total sales
- 37% incrementality
- C-store distr.

** GatorMAX is fake product, used for illustrative purposes*

IT'S AN INNOVATION TRANSFORMATION



From:

- ❑ *"I love agile and DIY suppliers, but I miss the innovation expertise."*
- ❑ *"By the time I get a sales estimate, I can't do anything about it."*
- ❑ *"But will this innovation be incremental?"*
- ❑ *"I only have time and budget for high capex, high risk launches."*



To:

- ❑ *"Work with your suppliers and your insights, without sacrificing expert predictive analytics."*
- ❑ *"Always-on simulator for forecasting at your fingertips."*
- ❑ *"Incrementality analytics for every single innovation."*
- ❑ *"Predictive analytics for every initiative."*

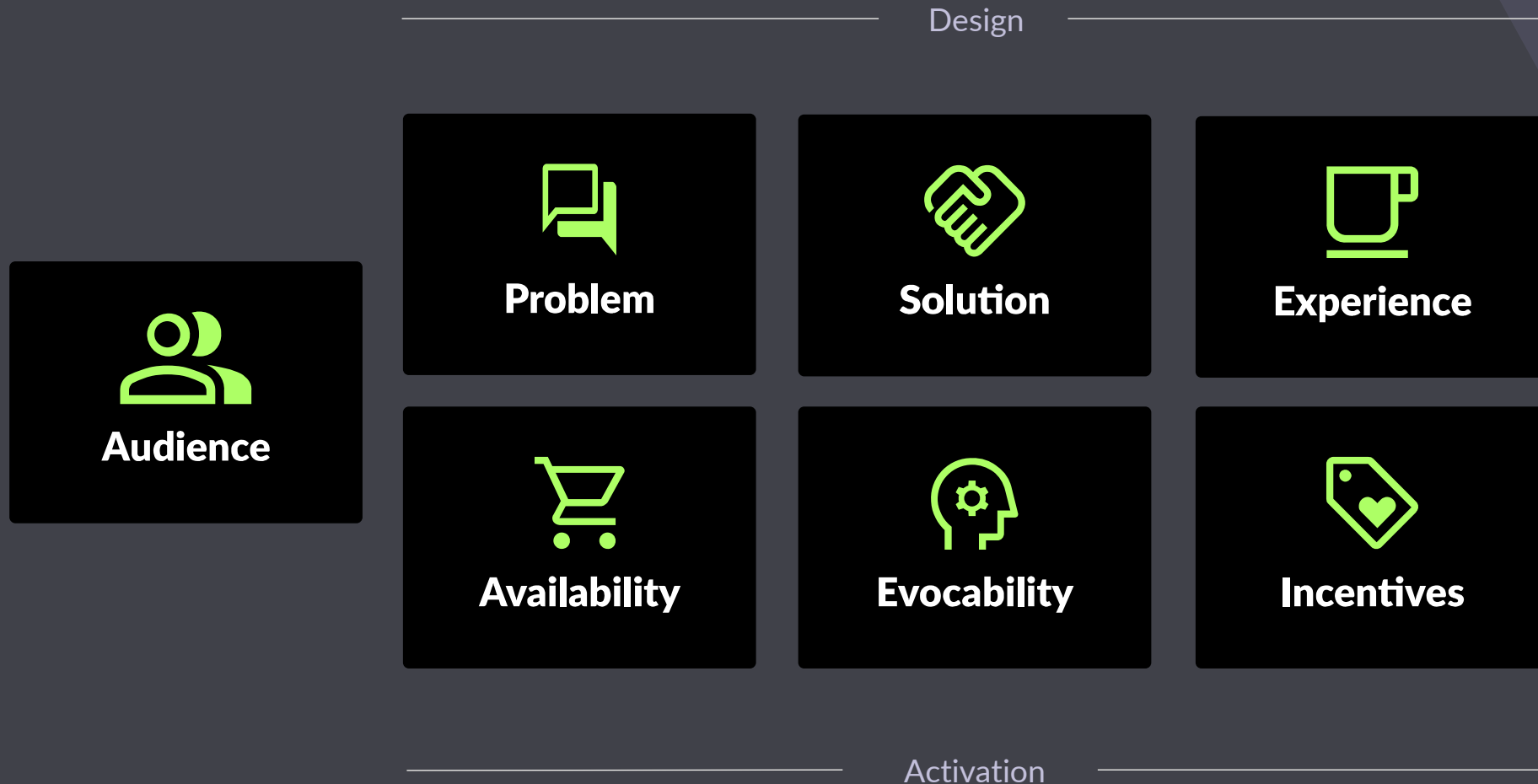
GUESS THE FAMOUS PHRASE

A		C	H	A				S		O		L	Y	
A	S		S		R	O		G		A	S			S
	E	A	K	E	S			L			K			

GUESS THE FAMOUS PHRASE

A		C	H	A	I	N		I	S		O	N	L	Y	
A	S		S	T	R	O	N	G		A	S		I	T	S
W	E	A	K	E	S	T		L	I	N	K				

WOXI BREAKS DOWN NEW PRODUCT SALES INTO THE 7 KEY DRIVERS



INTEGRATE ALL OF YOUR INSIGHTS

Woxi makes it even easier with these partners



zappi

beltchat AI

Dig Insights
Upside

veylinx

toluna*

1Q

BLACK
SWAN
DATA

curion
Consumer Insights. Delivered.

METRIXLAB
a toluna company

GutCheck
a toluna company

Highlight.

Beha>iorally
The Transaction Experts

eyesee

GUESS THE **NUMBER** WITHOUT
GOING OVER!

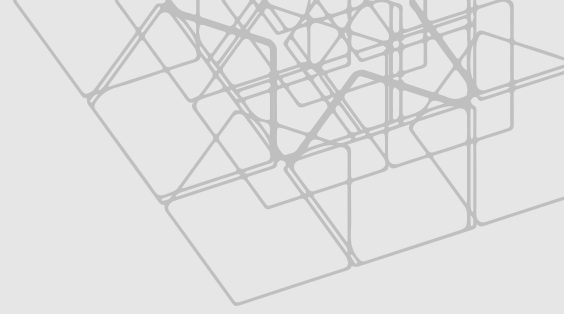
*What is Gatorade's \$ market share
of the US Sport Drinks market?*

GUESS THE **NUMBER** WITHOUT
GOING OVER!

*What is Gatorade's \$ market share
of the US Sport Drinks market?*

65%

INNOVATIONS NEED TO APPEASE THREE CONSTITUENCIES



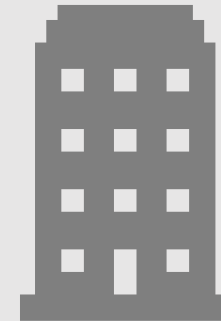
1. The Consumer



2. The Customer



3. The Company



WHAT ARE THE TOP 3 FACTORS THAT IMPACT NEW PRODUCT INCREMENTALITY?

#1

#2

#3

WHAT ARE THE TOP 3 FACTORS THAT IMPACT NEW PRODUCT INCREMENTALITY?

#1 Parent brand market share

#2

#3

WHAT ARE THE TOP 3 FACTORS THAT IMPACT NEW PRODUCT INCREMENTALITY?

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#2 Consumer perceptions of the new product

#3

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#1 Parent brand market share

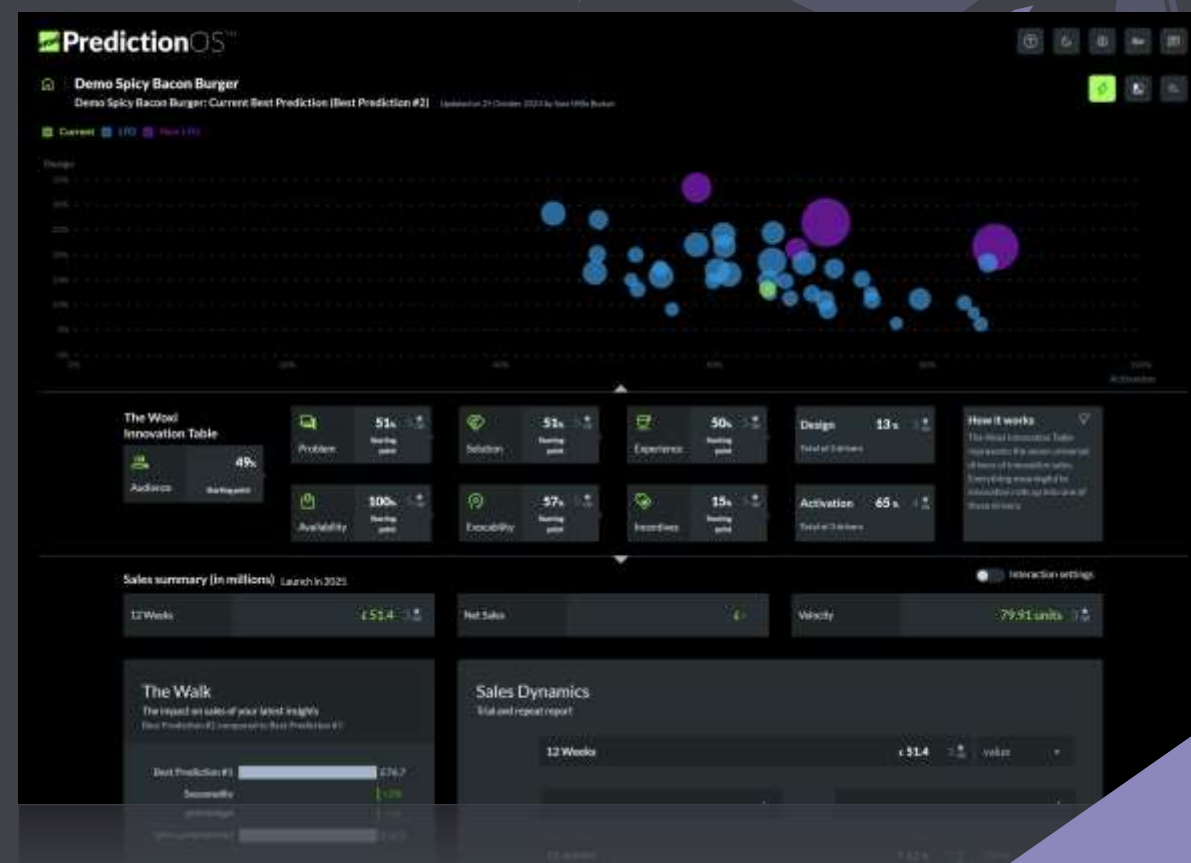
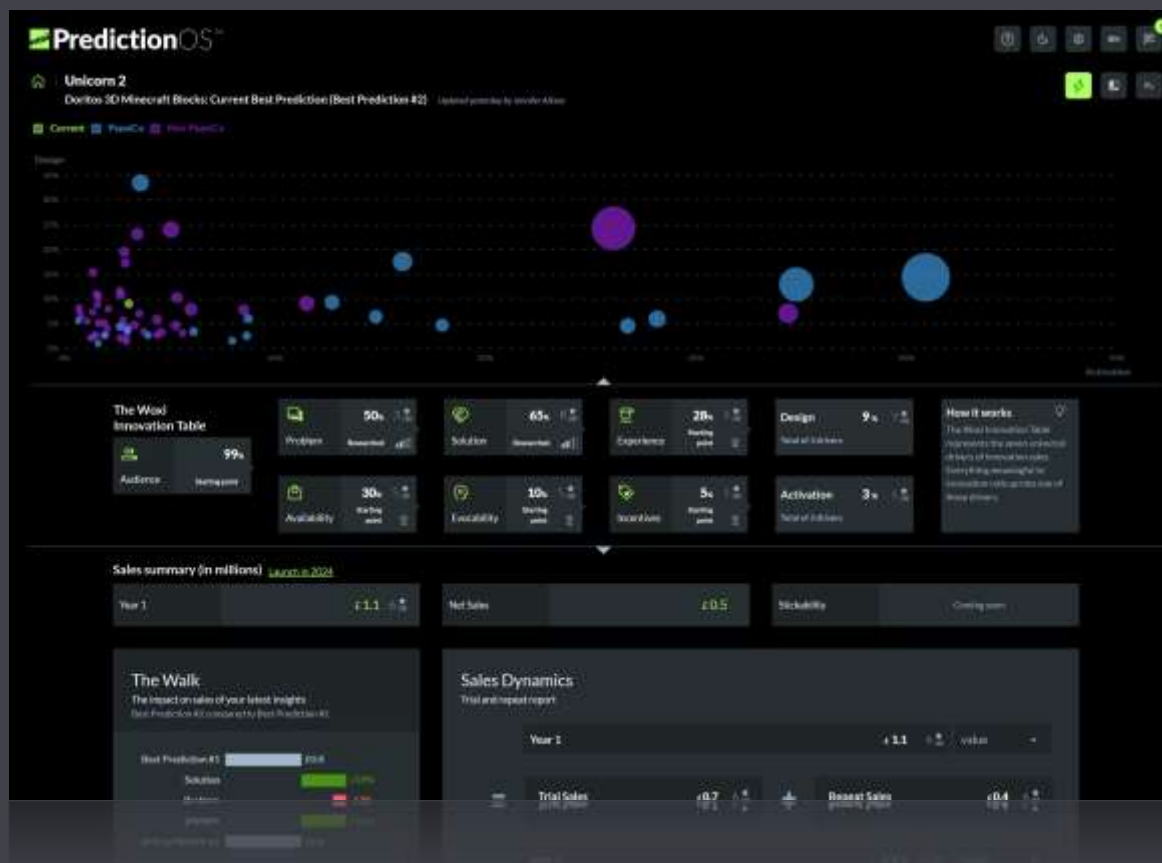
#2 Consumer perceptions of the new product

#3 Execution of the new product launch

WOXI: INCREMENTALITY AT YOUR FINGERTIPS

Consumer Packaged Goods

Quick Serve Restaurants





FINAL QUESTION...ERR ANSWER

Gatorade was first developed by
scientists at this university...

What is the University of Florida?



A large, stylized purple flower graphic with multiple petals, positioned on the left side of the slide.

LET'S CHAT OR DEMO! BOOTH 403

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