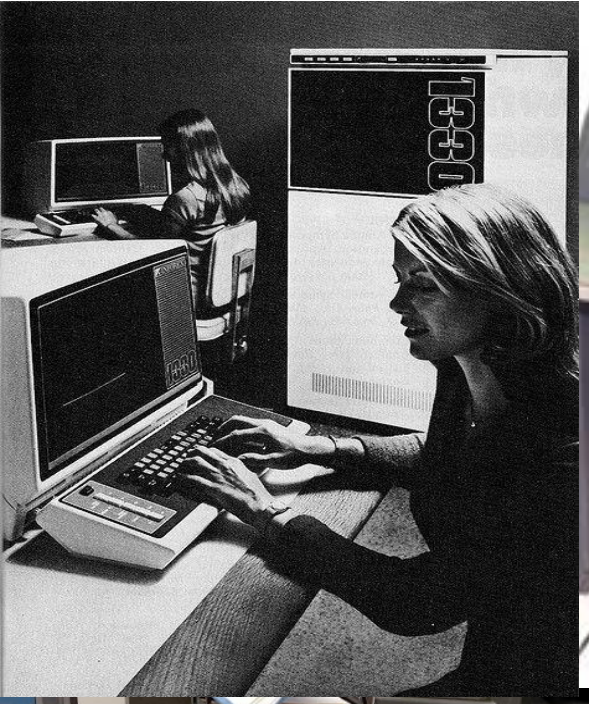

THE
OLD AND NEW





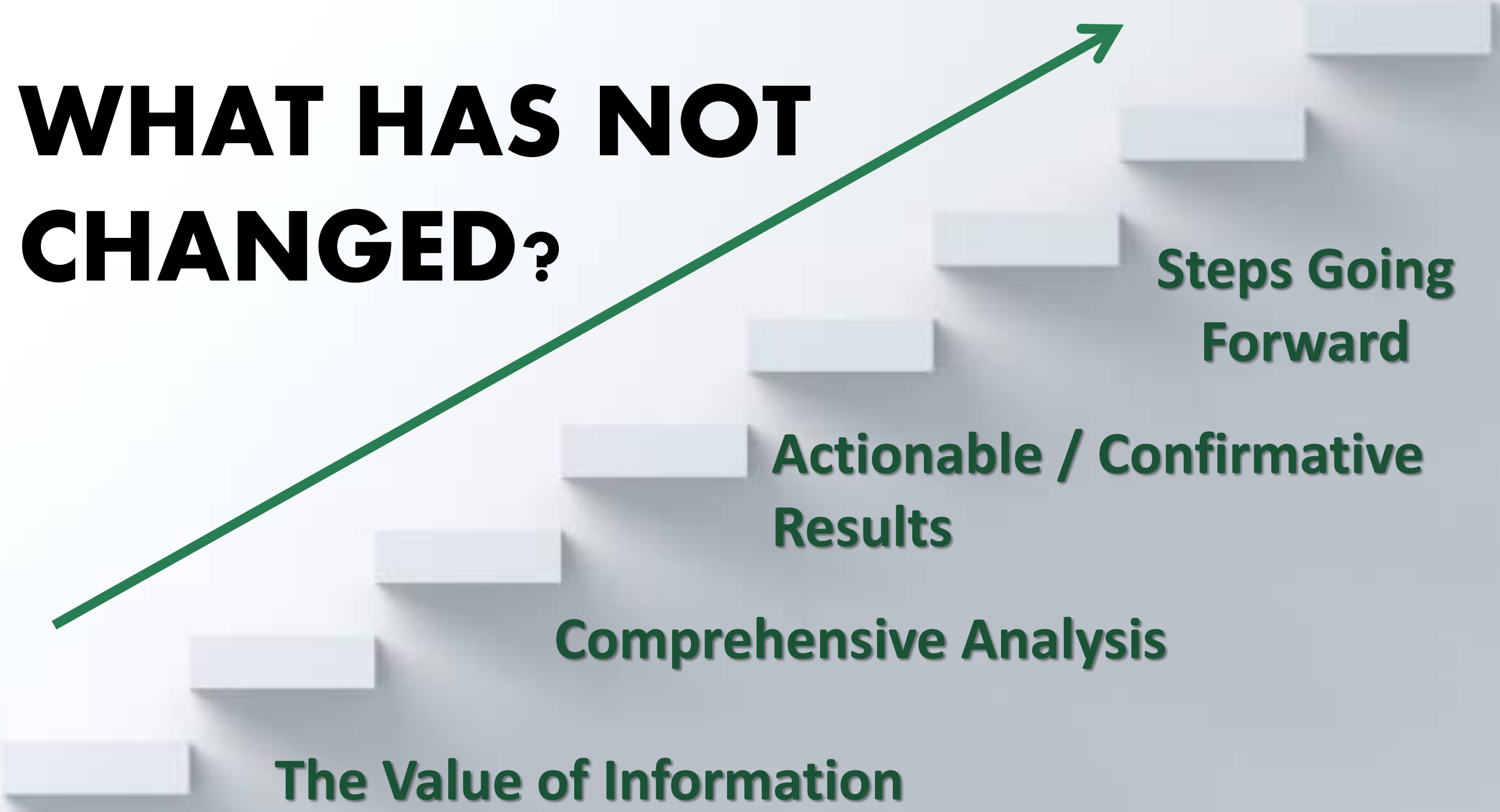
# THE OLD

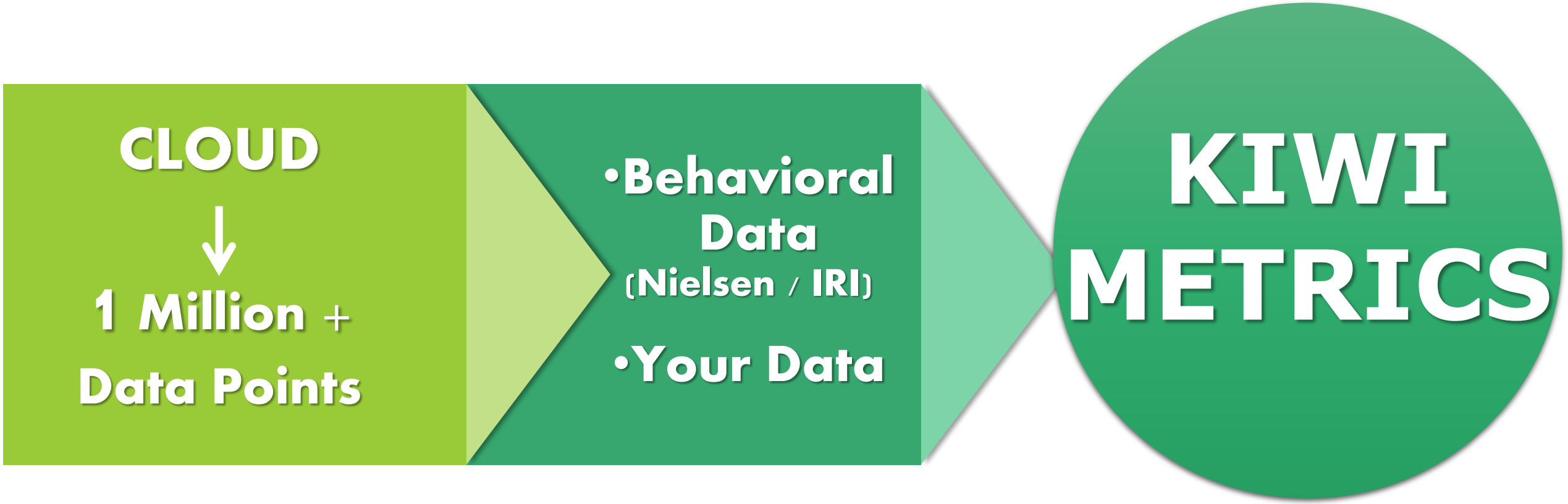
- Paper Questionnaires
- Key Punch Machines
- IBM 101 Card Sorters
- Averaging, Percentages, Error Calculations – all by hand
- Three months to complete a project.

# THE NEW

- Block Chain Technology
- Robotics
- The Cloud - Bid Data
- Machine Learning
- AI

# WHAT HAS NOT CHANGED?






# IDEA → PROTOTYPE → MARKET FIT

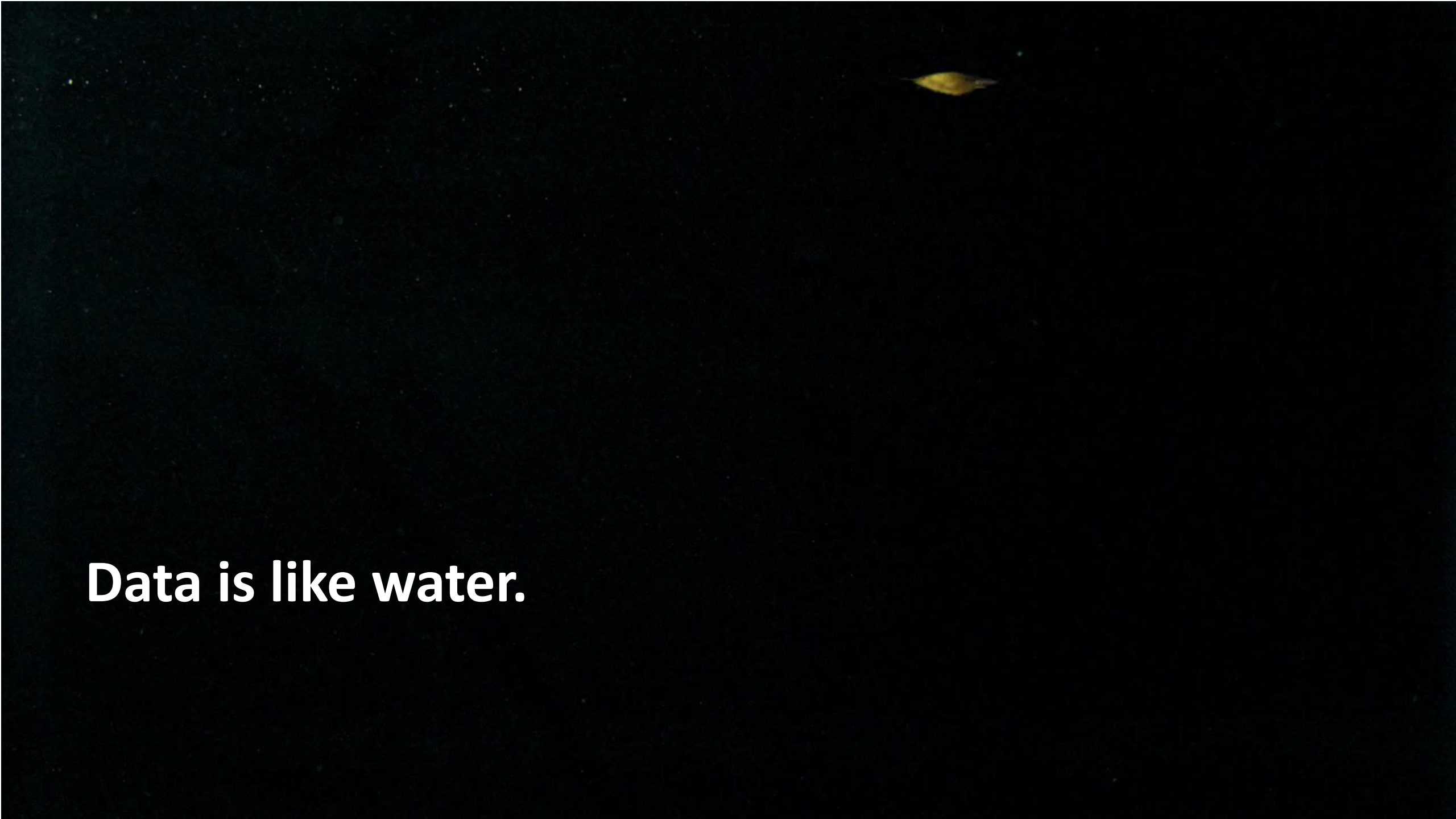
# IN 30 SECONDS

# Data is eating the world.



**The way we design branded products has remained unchanged for the last decade.**




Data is like water.

# What does the future look like?

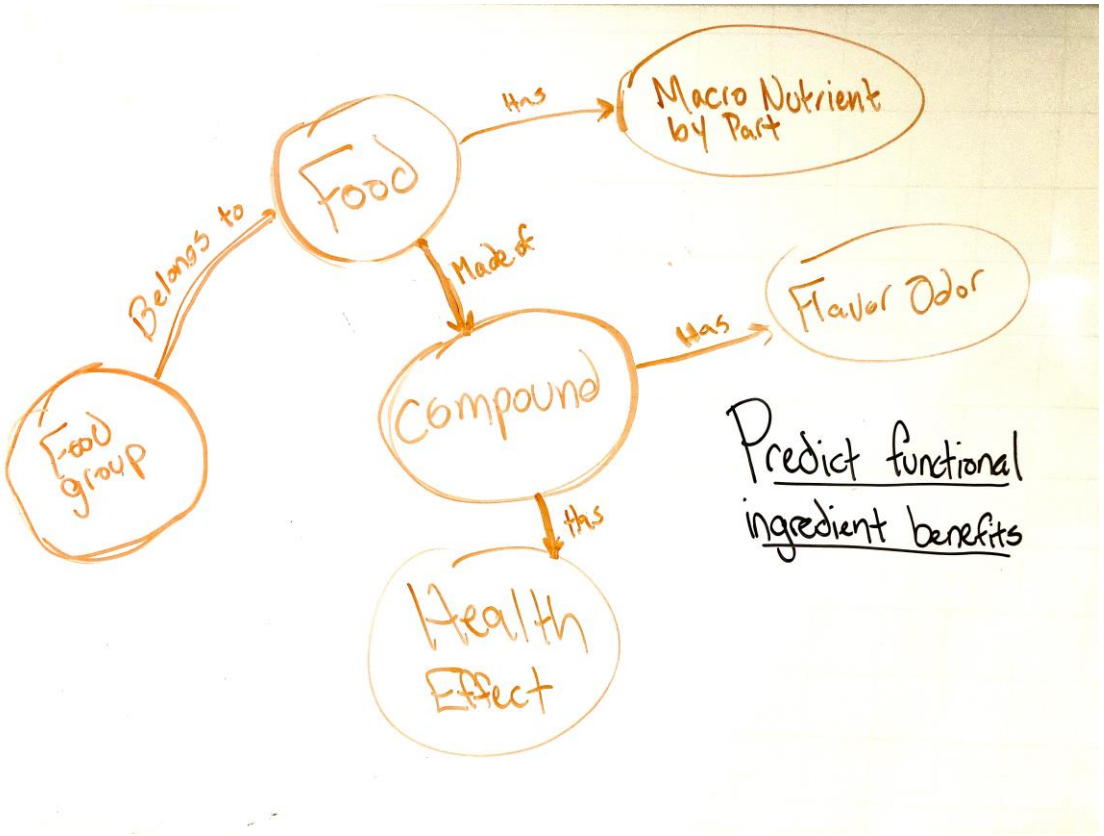


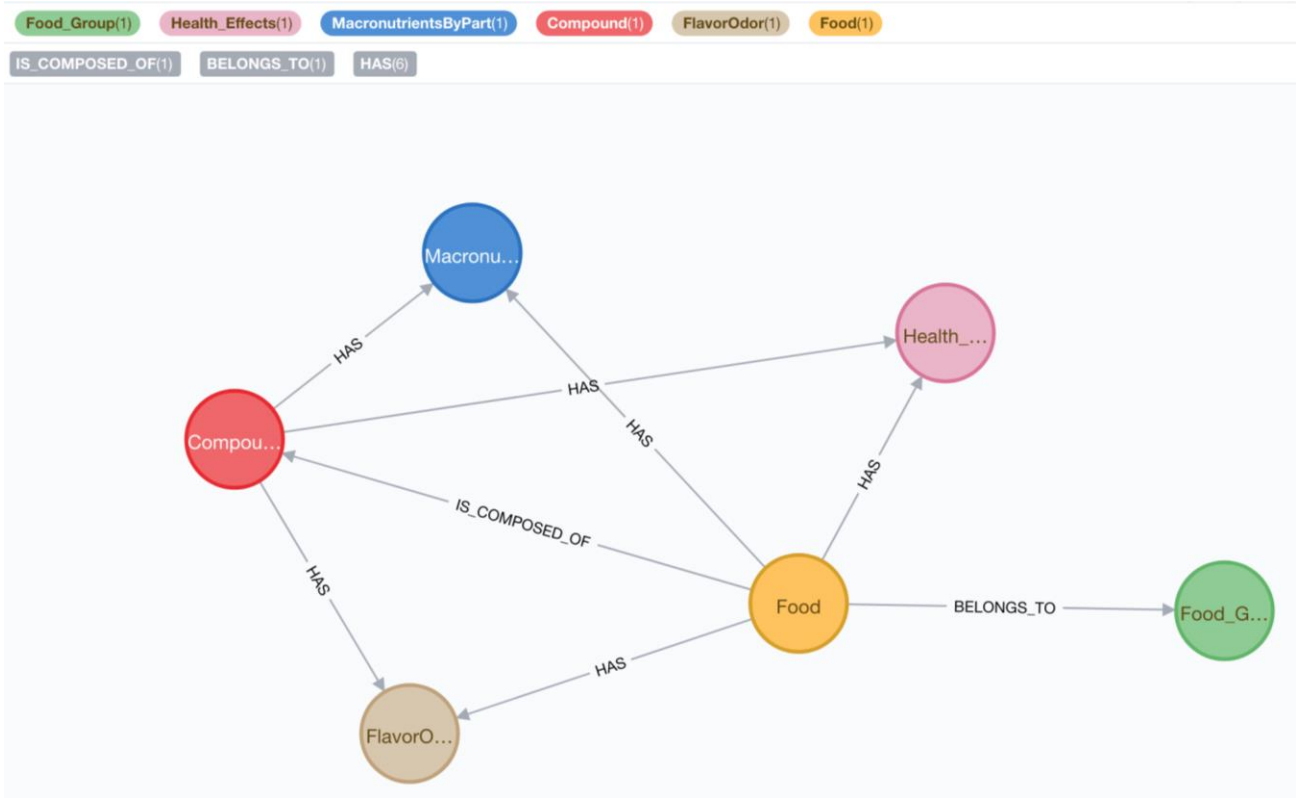
**What if we could take what's in our HEADS…**

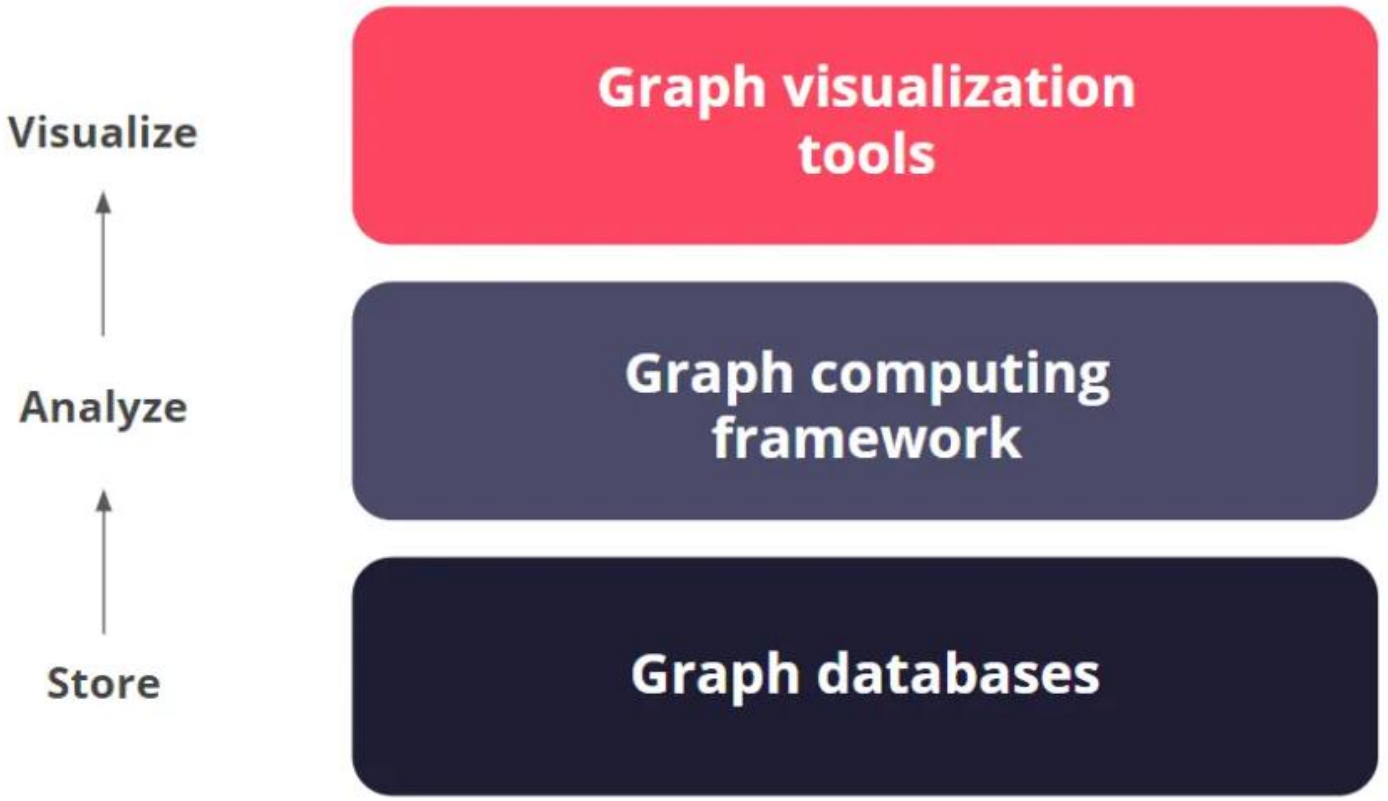
**and represent DATA the same way!**



# Mental Model → Data Model








# What can a culinary graph do with all this data?

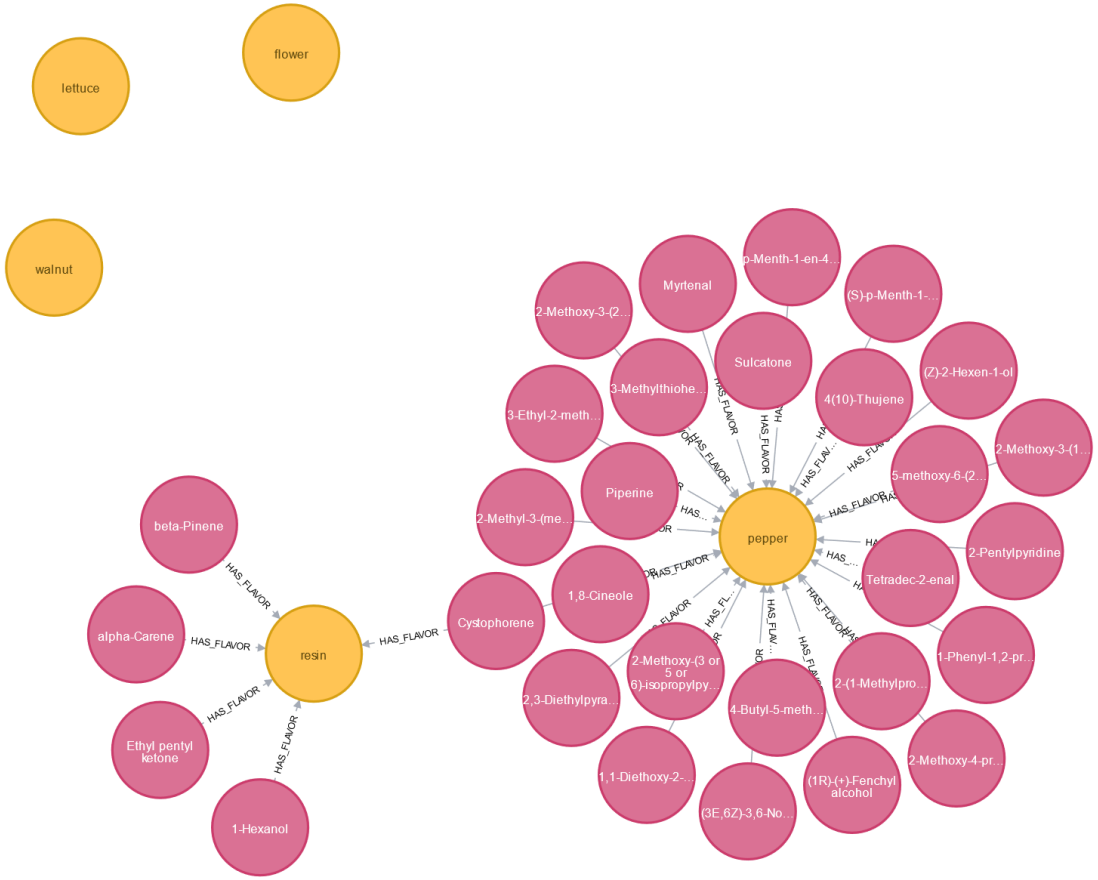


# Contextualize

# Culinary knowledge graphs allow us to design products faster and predict white space.



# 800k unique data points
# 3M + data relationships




Ideation
Development
Validation
Commercialization

**What’s the size of my category?**

**What’s the average nutrition of my category and competitors' portfolios?**

**How many clean label products are in my category?**

Answer questions that normally take days in seconds

# Culinary knowledge graph benefits...

- Reducing hours spent on desk research
- Offering clean, on-demand access to market data
- Generate new value from your 3rd party data
- Digital prototyping reduces material costs and line time



**What ingredients are most used in my category?**

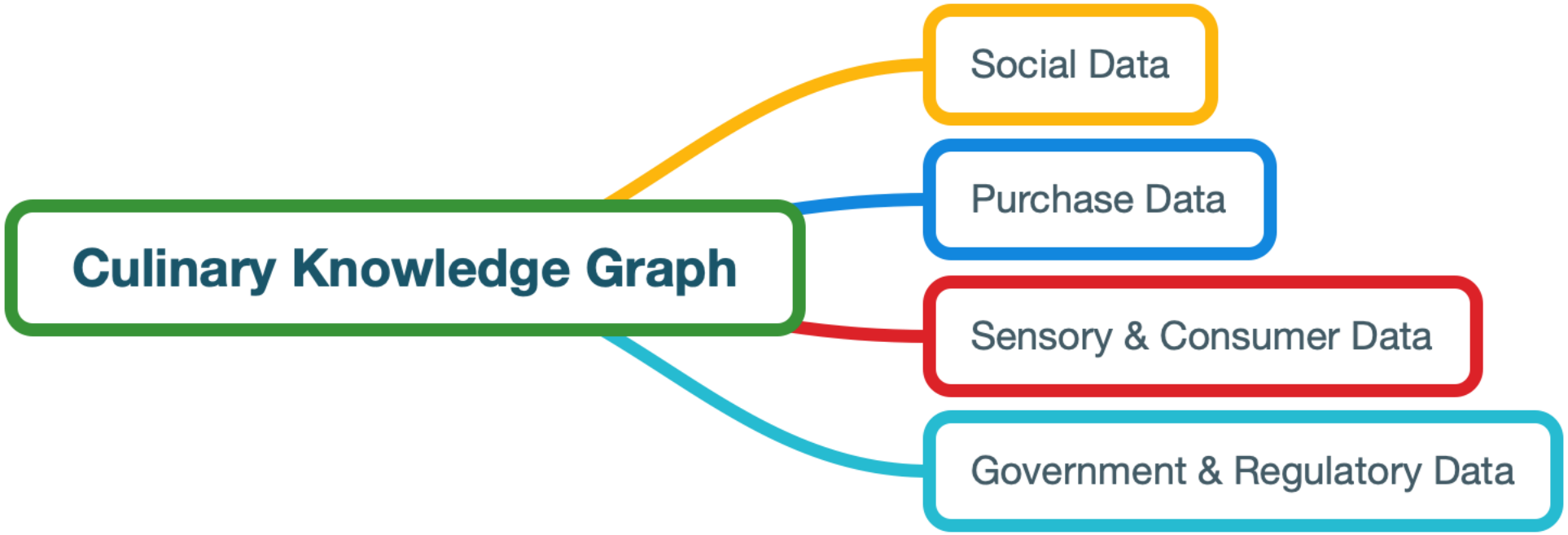
**Where and how does my prototype fit in market?**

**What products in market are similar to my prototype?**

**Who manufacturers those similar products?**

Size and compare the food, beverage, vitamin and supplement markets…

# Knowledge graphs are flexible.



# Data is eating the world.



**Data is eating the world.**

**Knowledge graphs help us digest it.**



# Thank you!