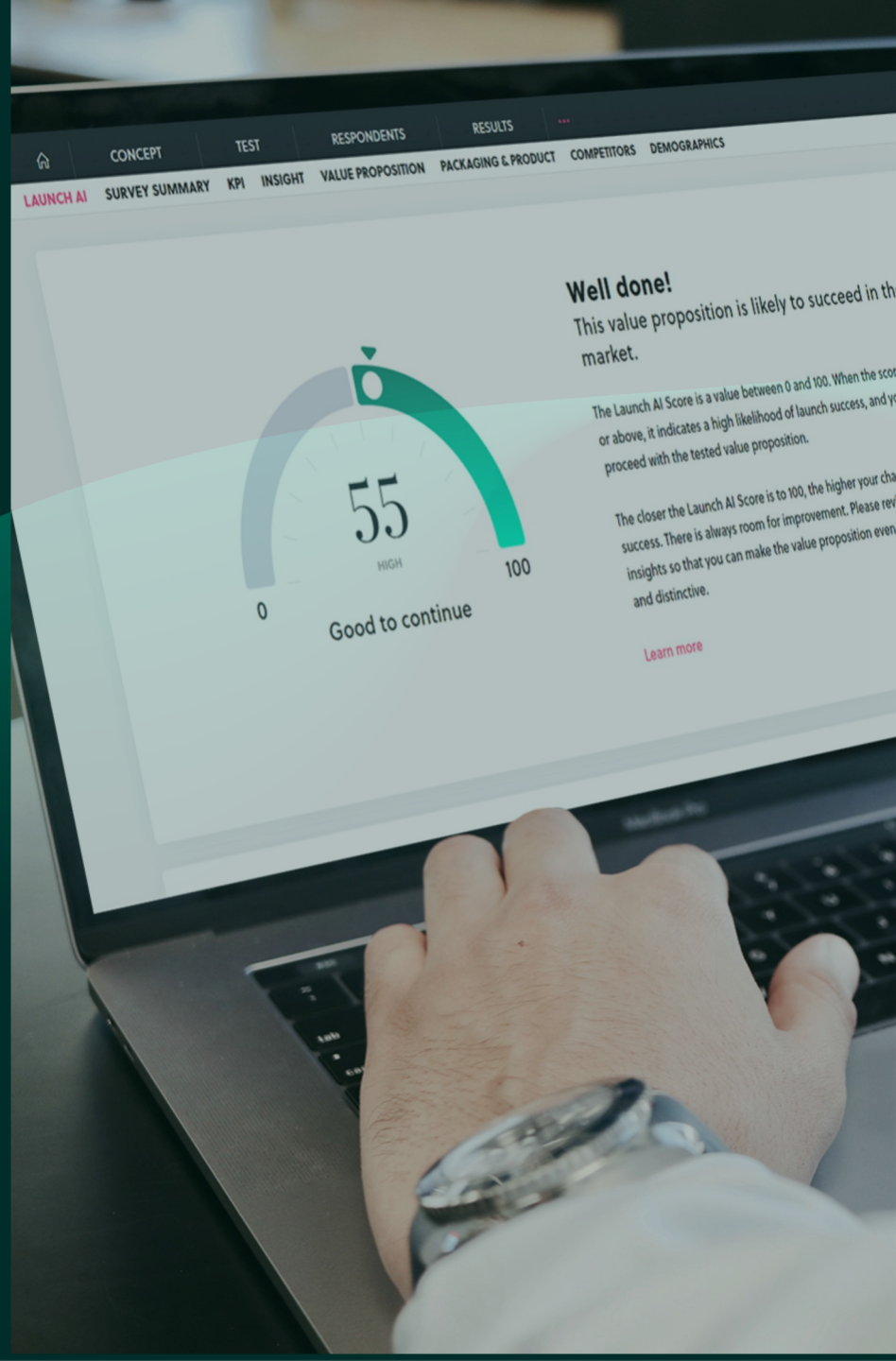


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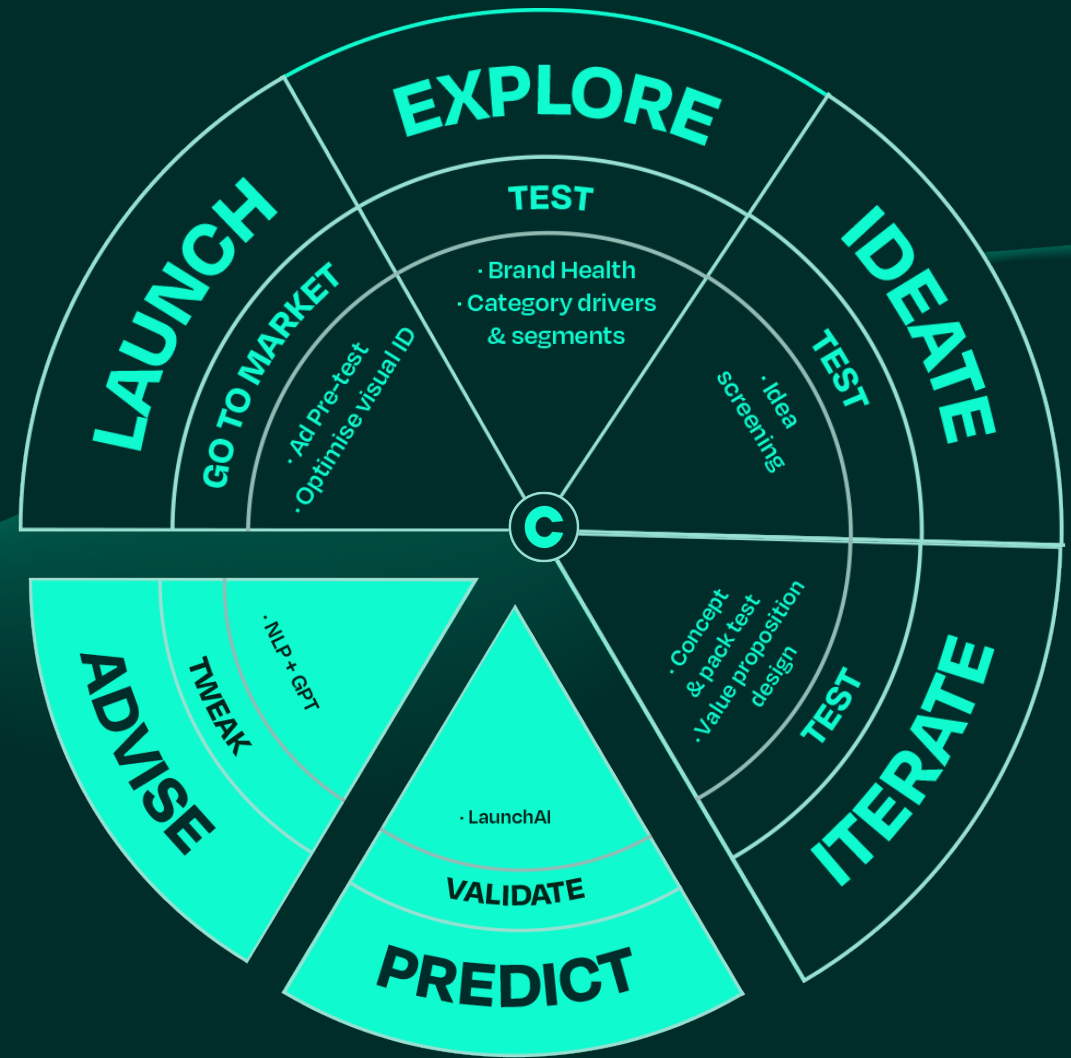
# Go Iterate

Using AI to drive stronger product performance

# CAMBRIL



**Cambri powers the entire innovation process with iterative testing and AI to maximize your launch success rates**



*The 2 fundamental questions insights teams need to be able to answer when it comes to product innovation:*

1

***Predict***

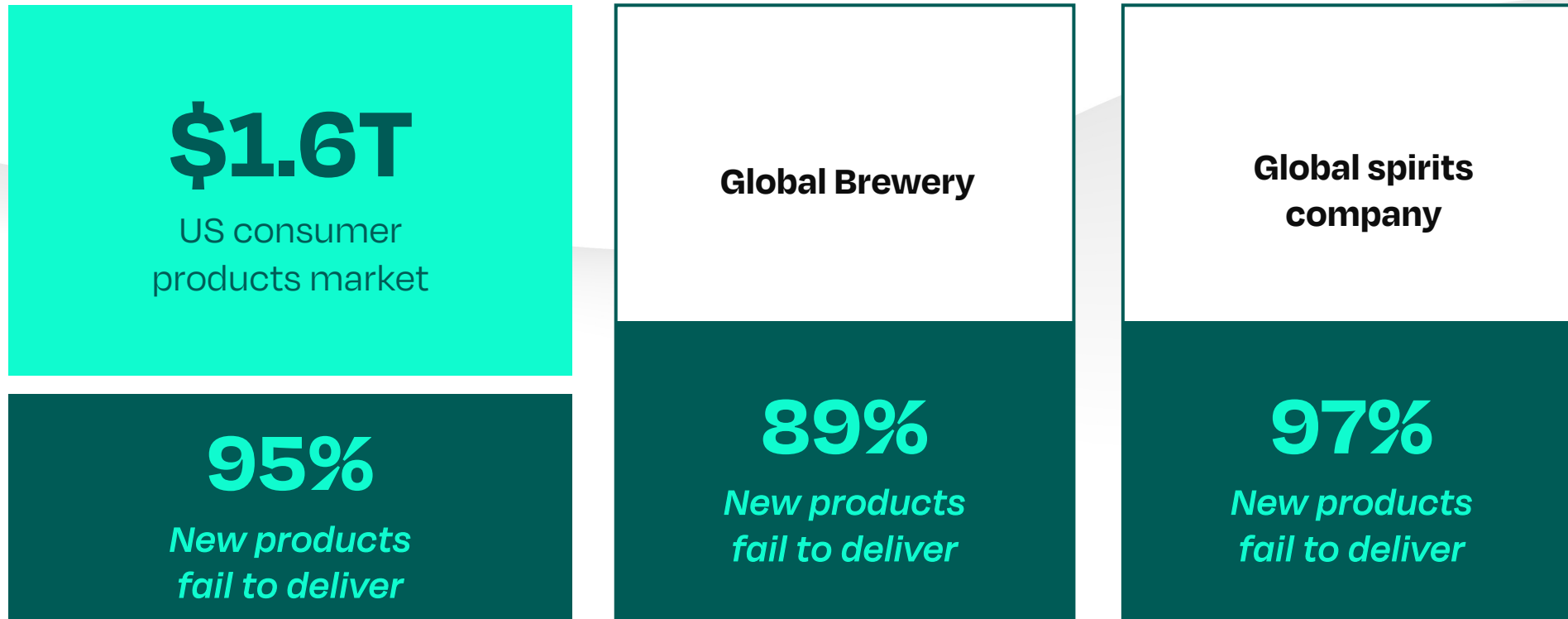
*Will this launch be successful?*

2

***Advise***

*How can you improve the concept?*

# Failed product launches remain a huge and persistent challenge across consumer brands



# What's the real cost of failure?

On average each unsuccessful product launch costs the company

**\$550K**

in direct development costs

**1,200 hours**

of work that could have been spent  
more efficiently

# Why is it hard for insights to answer those two questions well?



## Human Emotions:

- Hard to kill your darlings
- Confirmation bias trap
  - "cherry picking"



## Poor accumulated learnings

- Data used once & thrown away



## Time:

- Lack of Time & Resources
- many manual tasks



## Delivery of the output:

Insights lacking actionability

- You mainly get graphs & KPIs as output
- "Black box syndrome"



## Simplistic data models:

- KPIs have poor prediction accuracy
- Go / no-go KPIs are somewhat simplistic

How

AI

can help



# Use AI to generate summaries & concrete recommendations

## Innovation & insight pain points:

### Hard to kill your darlings

- Remove confirmation bias

### Lack of time and resources

- Save time via automation

### Insights lacking actionability

- Automated suggestions & advice

# Use AI to generated summaries & concrete recommendations

Launch AI Advice

*Advise*

*How can you improve the concept?*

The Launch AI Advice model

*Raw data*

*Proprietary NLP*

*GPT*

# Launch AI Advise - AI generated summaries and recommendations



## Sources of Uniqueness

### PREMIUM QUALITY

The concept is perceived as offering a higher quality product compared to other noodle brands in the market, making it stand out as a more premium option.

### HEALTHIER OPTION

Respondents appreciate the concept as a healthier alternative to traditional instant noodles.

### CONVENIENT PACKAGING

The square-shaped packaging is seen as more convenient for storage and easier to eat from.

### EYE-CATCHING LOGO

The bold and bright logo on the packaging stands out and catches attention, making the concept more appealing.

### UNIQUE FLAVORS

The concept offers unique and innovative flavor options, differentiating it from other noodle brands.

## SUMMARY OF KEY LEARNINGS ?



### Positives

#### PREMIUM QUALITY

The product is described as being of high quality and premium, making it stand out from other noodle brands.

#### HEALTHIER OPTION

The concept of the noodles being plant-based and nutritious is emphasized, making it a healthier choice compared to other instant noodles.

#### CONVENIENT AND EASY TO USE

The packaging and shape of the noodles make them easy to store, prepare, and eat, making it a convenient option for quick meals.

#### EYE-CATCHING BRANDING

The bold and distinctive logo, as well as the bright colors used in the packaging, make the product visually appealing and attention-grabbing.

#### VARIETY OF FLAVORS

The concept offers a range of flavors, providing options for different taste preferences and adding variety to meals.



### Negatives

#### LIMITED FLAVOR OPTIONS

Some respondents mentioned that they were not interested in the available flavors or that they found them unappealing.

#### PACKAGING CONCERNS

A few respondents expressed concerns about the amount of packaging or the environmental impact of the packaging.

#### LACK OF CLARITY

Some respondents mentioned that they were unsure about certain aspects of the concept, such as the specific flavors or the product's ingredients.

#### NOT SUITABLE FOR DIETARY RESTRICTIONS

Some respondents mentioned that the concept did not align with their dietary restrictions or preferences, such as being gluten-free or not liking certain ingredients.

#### LACK OF APPEAL

A few respondents mentioned that the concept did not appeal to them personally, either due to the flavors, branding, or overall concept.

# AI generated improved value propositions

## Original

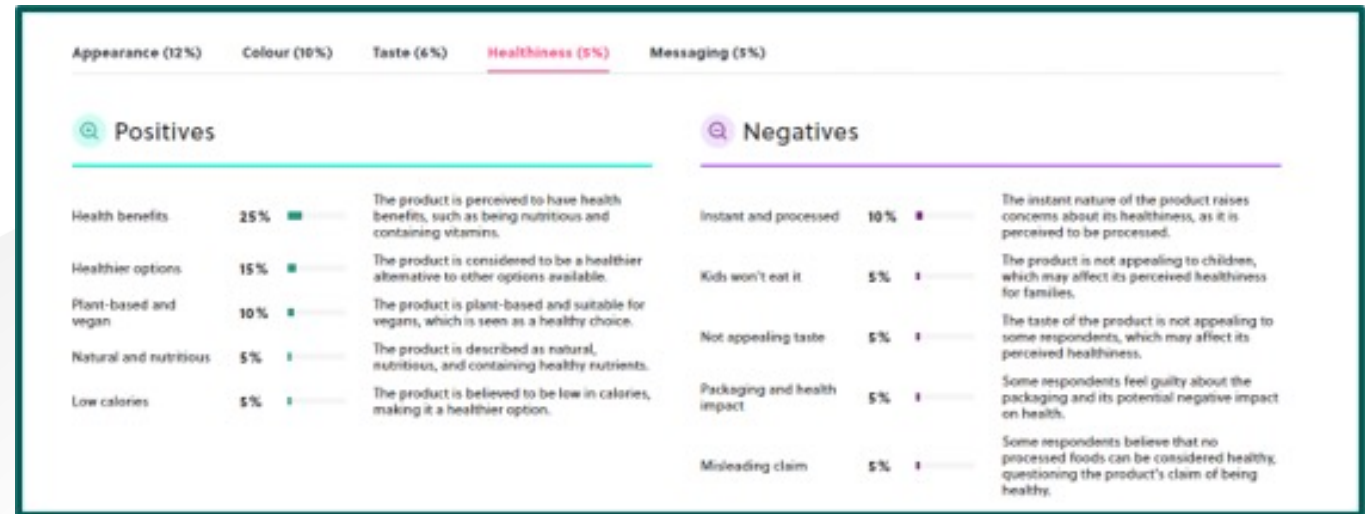
### Tested Value Proposition in reporting language

Thuong Tan, the founder of Noodelist and a die hard noodle enthusiast, is on a mission to offer premium instant noodles that are healthier and tastier. Noodelist noodles are plant-based and contain great amounts of vitamins, minerals and dietary fibers in quantities that surpass most known vegetables and herbs.

Here are some of the product's best traits:

- It's nutritious, containing at least 10g of protein & 5g of fiber per serving
- It's made using real & authentic aromatic ingredients, such as Moroheiya vegetable (a super plant)
- delicious soup base draws on the The Vietnamese-Chinese taste fusion
- noodles are housed in environmentally conscious packaging, no styrofoam cups for us!

Our two flavors include: Lemongrass Vegan Chicken'ish and Bold & Juicy Shiitake.



## New: Health route

### New value proposition idea

Introducing Noodelist, guilt-free indulgence for health-conscious foodies. Our premium instant noodles are packed with wholesome goodness, made from real ingredients like Moroheiya. With 10g protein and 5g fiber per serving, Noodelist keeps you satisfied and energized. Low in calories, no additives. Environmentally conscious packaging. Choose from mouthwatering flavors. Experience taste and healthiness.

# Use AI for more transparent & accurate launch predictions

## Innovation & insight pain points:

### **KPIs have poor prediction accuracy**

- Go / no-go KPIs are very simplistic

### **Poor accumulated learnings**

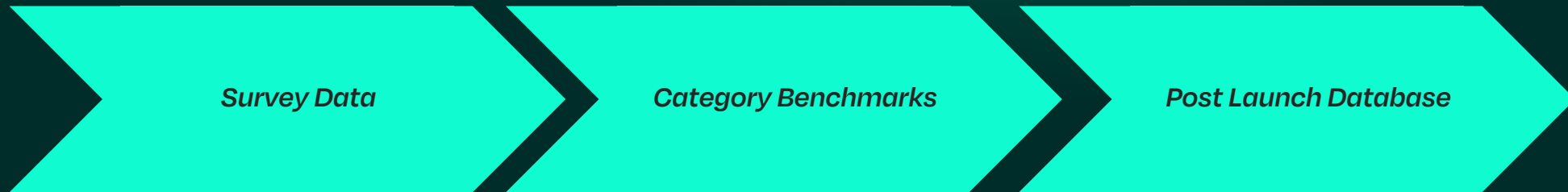
- Extracting repeatable value & learnings from insights & data

# Use AI for more transparent & accurate launch predictions

Where we use AI



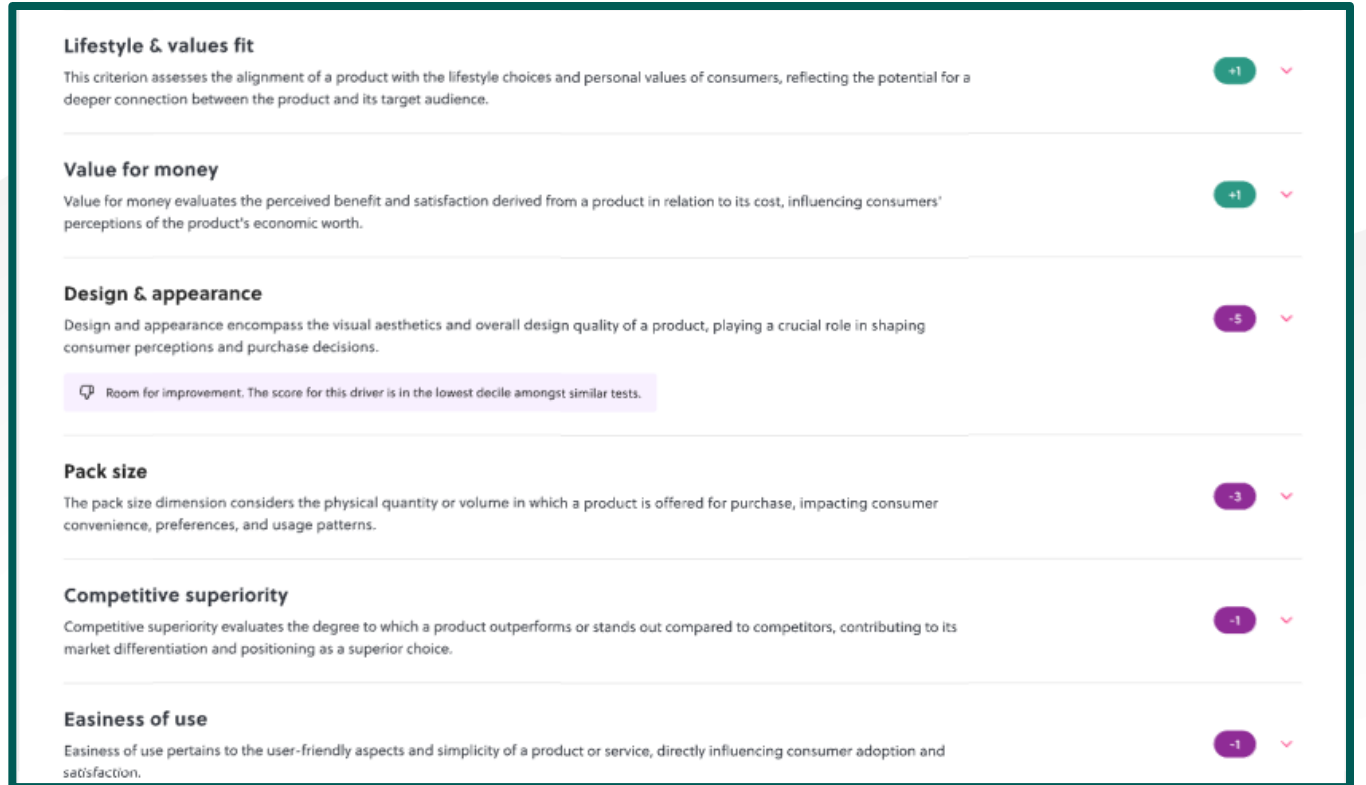
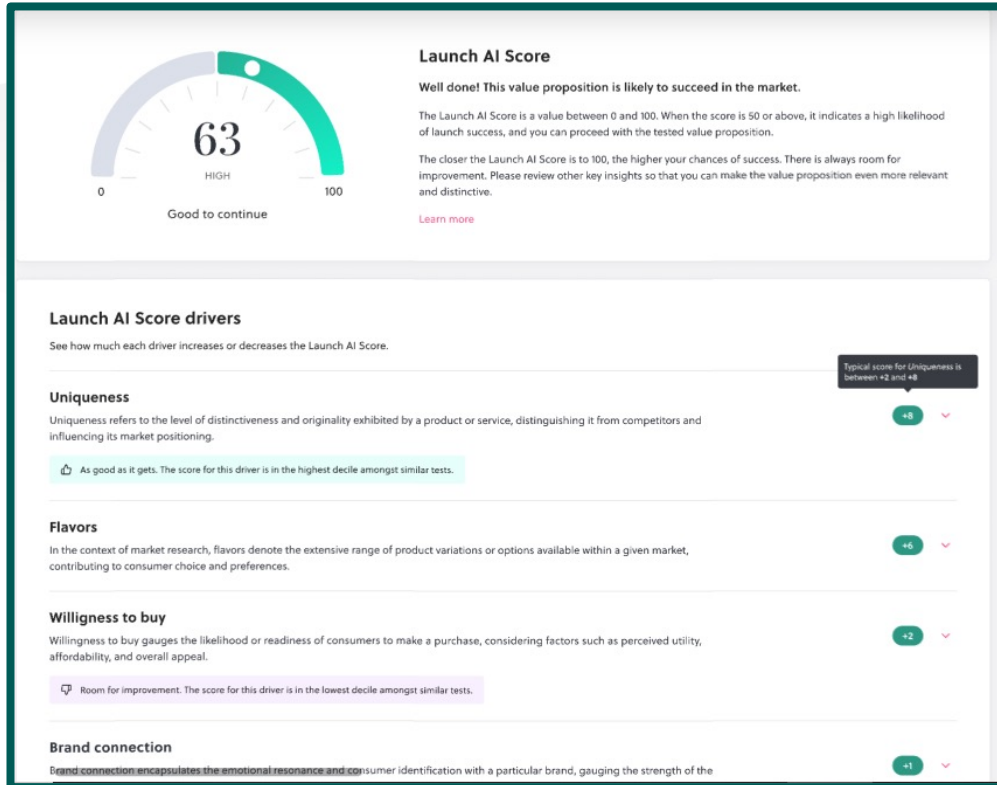
Launch AI score model



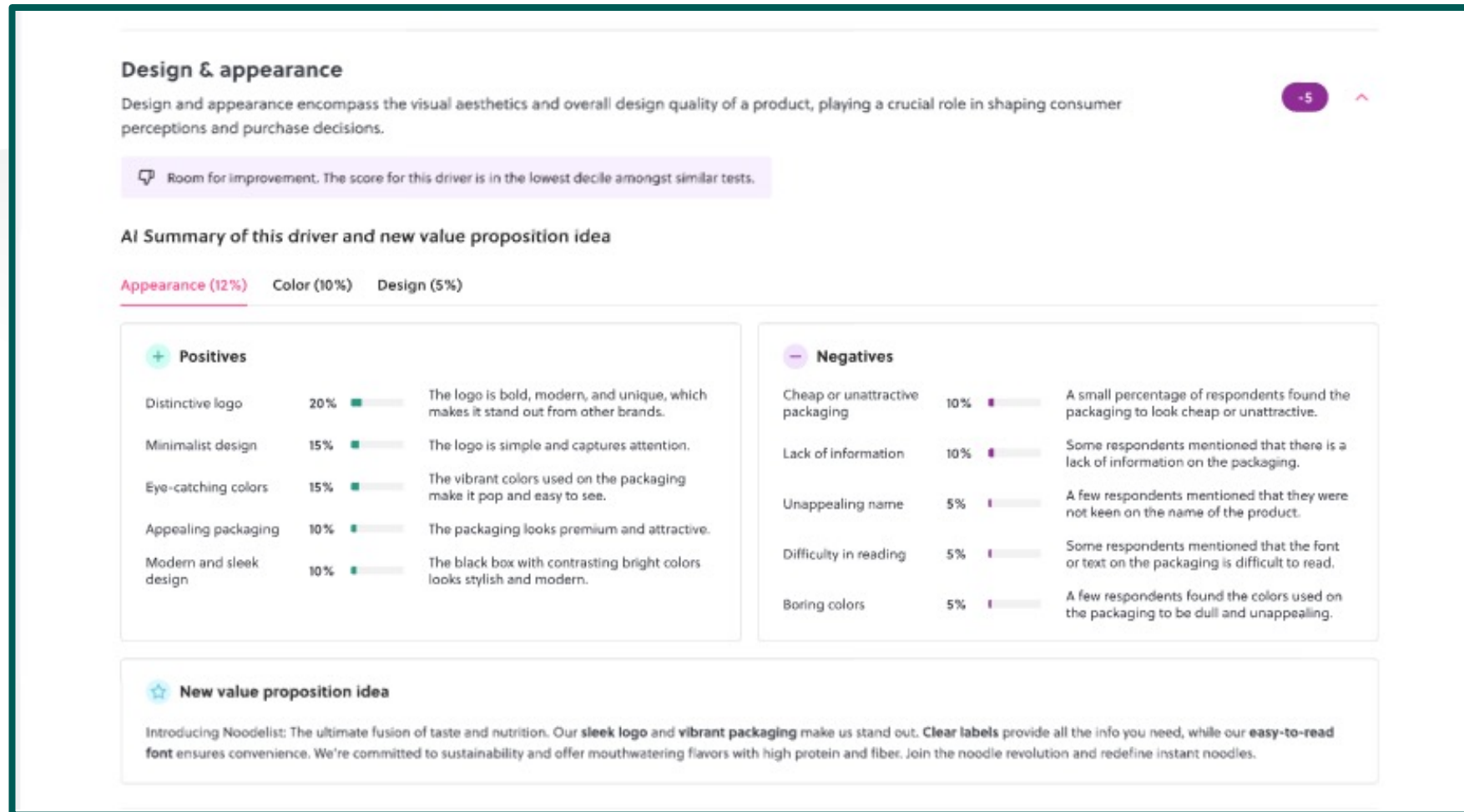
Predictive AI

# Robust prediction model & drivers

## Transparency, trust and actionability

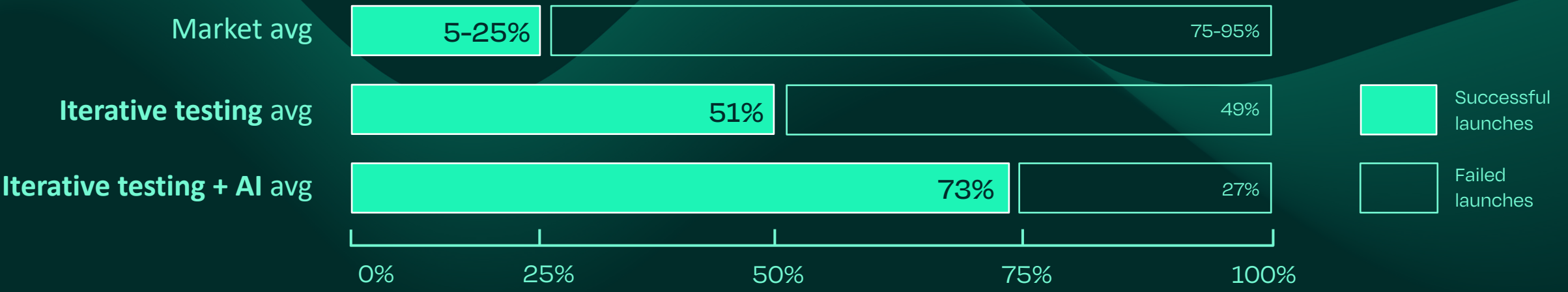


# Detailed improvement suggestions



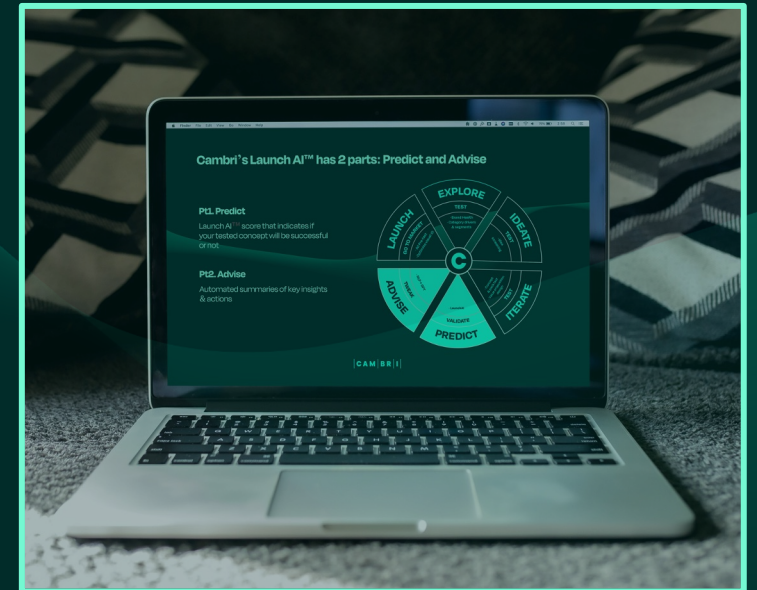


# Iterative testing with AI boosts launch success from 5-25% to 73%



# What characterizes a "good" AI solution?

1. Clear purpose and business application
2. Explainability
3. Appropriate data
4. AI model performance metrics in use
5. High model performance standards
6. No data privacy or IPR violations or data leaks



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# Test, Tune, Nail

Thank you