



Better innovation journeys.
Better innovation outcomes.
For every initiative in your pipeline.



How Pepsico has changed the innovation game with next generation predictive analytics.



Rob Wengel
President,
CCO
Woxi



Doug Healy
Senior Director, Consumer
Insights-Gatorade
PepsiCo





Who is Woxi?

A team of people with great experience and incredible passion around innovation and building great products.

Driven to Answer...

- What drives Innovation Success?
- What drives better and more confident decision making?
- What drives meaningful team and organizational progress?



Woxi is the modern, agile predictive analytics platform for today's innovation decision makers.





Woxi is answering key questions...

- Will it Sell?
- How much?
- What are the key drivers of sales?
- What does it take to make it bigger?



What will you learn today?

- New ways to improve the innovation journey.
- How “agile” & predictive analytics fit together.
- How to build more confident decision making.
- Turning your insights into dollars.



Straight talk with Doug & Rob

Changing the Innovation Game



PEPSICO

Gatorade is consistently one of the strongest brands in the portfolio... how?



PEPSICO

How did PepsiCo, globally, change the approach to innovation?



PEPSICO

Why should human intelligence/insights
people care about a sales forecast?



PEPSICO

How confident are you in your decision making through the NPD journey?



PEPSICO

Innovation is Dynamic & Agile, Right?



PEPSICO

Does the organization believe the forecast?



PEPSICO

I needed that forecast yesterday!



PEPSICO

What will it take to...?



PEPSICO

All I need is a number.

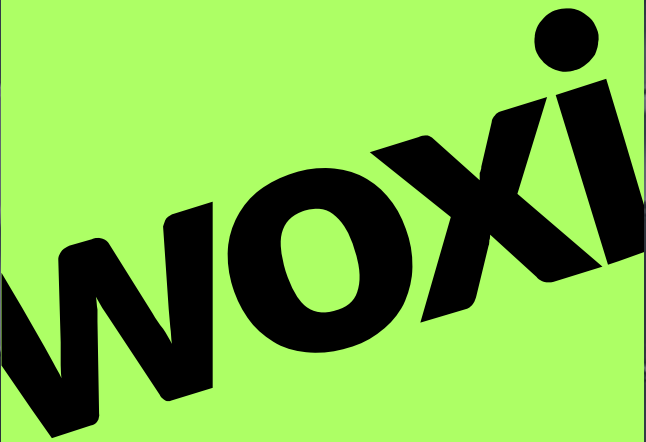


PEPSICO

Innovation forecasting is hard...right?



PEPSICO

The Woxi logo consists of the word "woxi" in a bold, lowercase, sans-serif font. The letters are black and are set against a bright green rectangular background. The logo is positioned on the left side of the slide.

woxi

Learn more and
get a demo at **booth 702**

<https://woxi.io>
rob@woxi.io
jenn@woxi.io

WOXI