



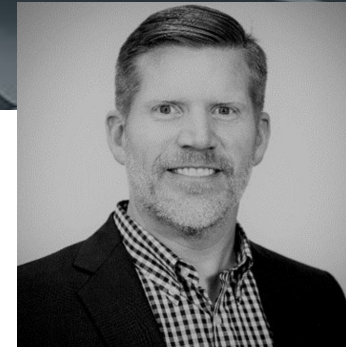
Better innovation journeys.
Better innovation outcomes.
For every initiative in your pipeline.



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



Rob Wengel
President, CCO
Woxi



Mike Wojcikiewicz
Sr Director, Global Insights,
Innovation Capabilities
PepsiCo

It's an innovation transformation

FROM:

1. Sales forecasts are **"just a number"**
2. Sales projections become **stale**
3. **Unrealistic, unaligned** sales expectations
4. Forecast rigor only for **high capex** and **high risk** launches



TO:

1. Translating human insights to action to understand **what drive sales**
2. **Always-on** simulator for forecasting at your fingertips
3. **Aligned, realistic** sales expectations: make good ideas stronger, stop wasting time on bad ones
4. Forecasts for **every initiative**, including LTOs



Great experience and incredible passion around innovation and building great products.

Driven to Answer...

- What drives Innovation Success?
- How do we make better and more confident decisions?
- How can we help teams make meaningful progress?



Modern, cloud-based,
always-on platform

Leverages the data you
already own from the
providers you prefer

Grounded in actual
launches from your
category

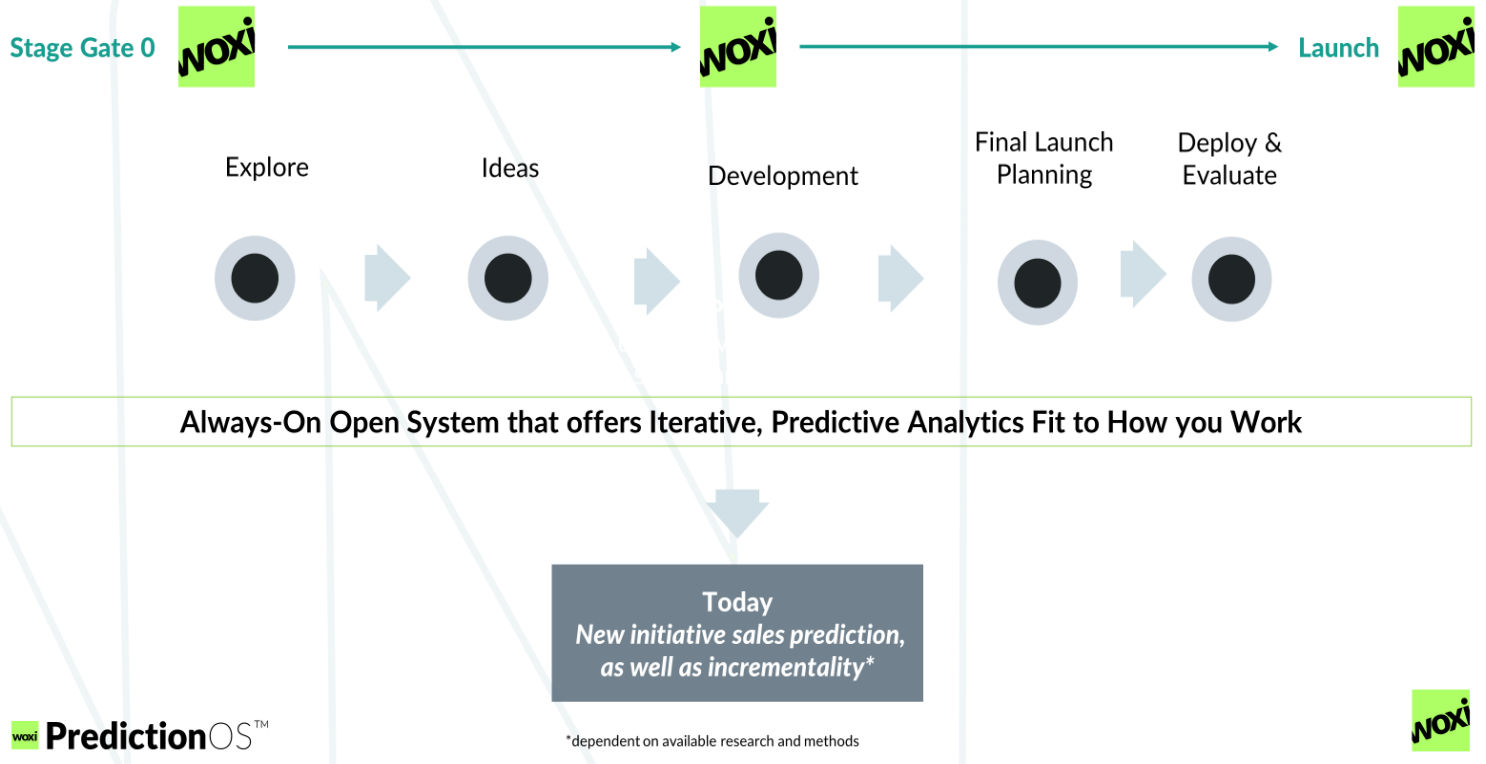
Next-generation models
focused on what
matters most

Woxi...Answering Core NPD Questions

- Will it Sell?
- How much will it Sell?
- What are the key drivers of sales?
- What levers shall we pull to optimize sales?

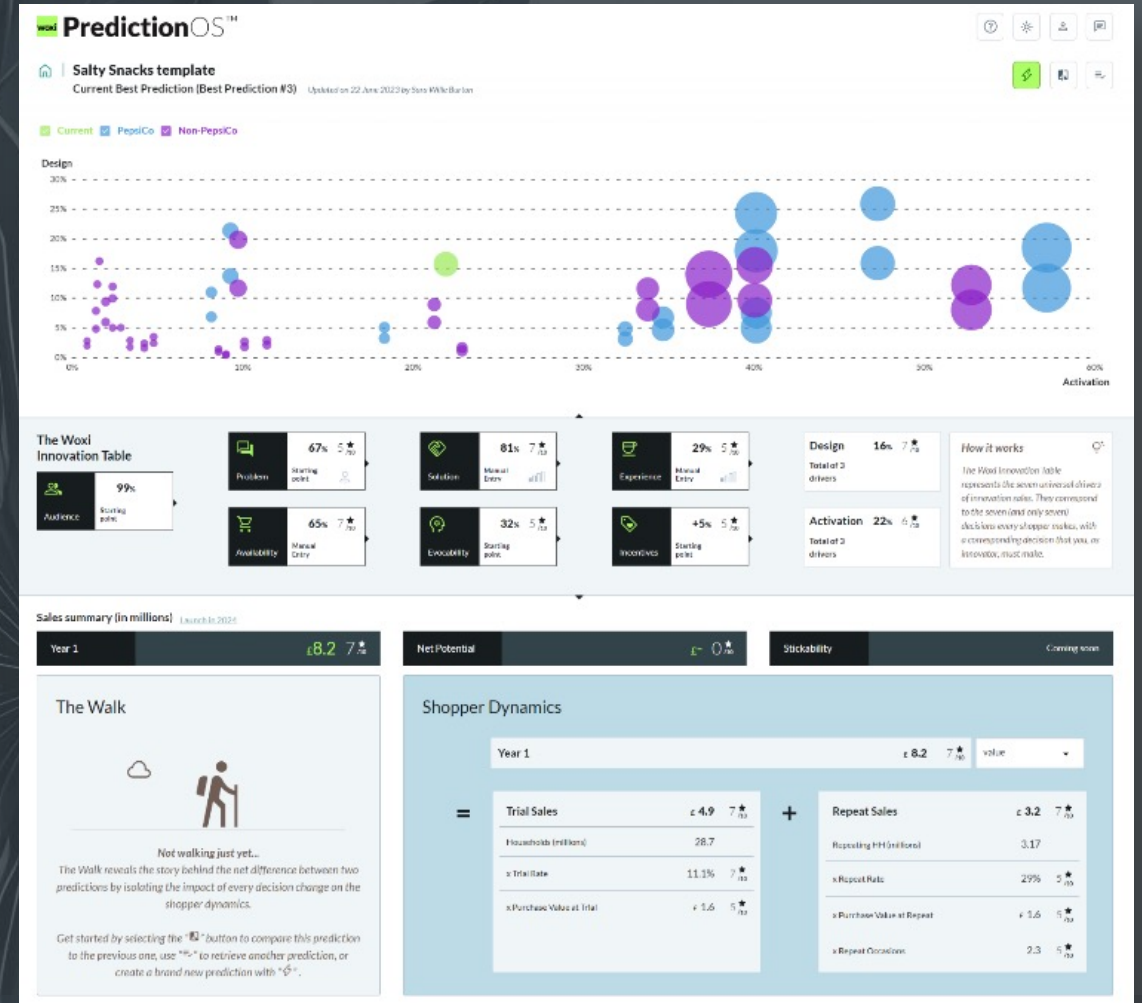
For every stage of development For every initiative

Sales Predictive Analytics as a Key Decision Element at Every Stage



Modern user-obsessed experience

- Intuitive Platform
- Instant Predictions
- Improved Cross-Functional Visibility for better Innovation Decision Making



Are the Predictions Accurate?

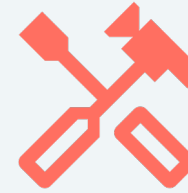
Model accuracy aka "the math"



Coupling Woxi's new-to-the-world universal models with bespoke calibration to the last ~5 years of launches in your category and market allows us to match or surpass the model accuracy of legacy providers.

Parity or better versus legacy providers

System accuracy aka "utility"



Arguably more important, system accuracy is about the forecast when decisions are made. The Woxi system has been engineered from the start around your inputs and your ways of working to make sure forecasts are easily updated and reflect reality.

Significantly better versus legacy providers



ADA INNOVATION PLATFORM



TOOLS TO SUPPORT AN ALWAYS-ON, AGILE WORLD



Stephan Gans

SVP Chief Consumer Insights & Analytics Officer,
PepsiCo

“Today’s world is not linear anymore. All the processes are iterative and circular and so you need tools that support that. The role of the tool is that of a coach - to help you get to a better outcome, not a traffic light that tells you you’re good to go or go back.”

STRATEGIC PARTNERSHIPS UNLOCK WAYS TO INNOVATION GROWTH

MAKE IDEAS
STRONGER

IDENTIFY
WINNERS FASTER

BUILD
BETTER PLANS

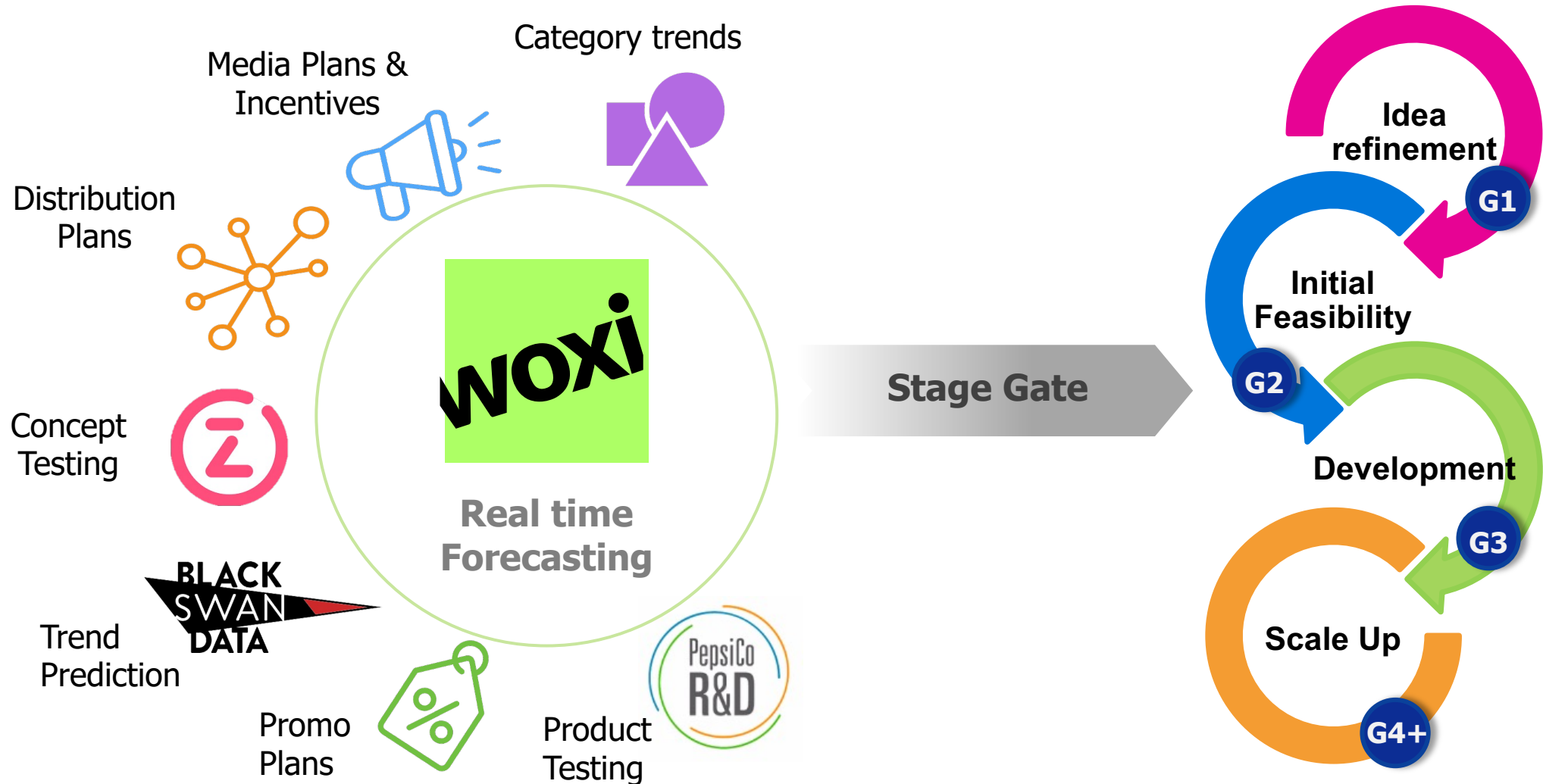


WOXI

BLACK
SWAN
DATA

Optimized testing & unlimited forecasting
Make every \$ we spend on innovation work harder

Woxi is helping insights make our stage gate process more iterative and humancentric





Drive **Sales** Growth

(but innovation decisions are often made without a solid understanding of the sales impact)

Woxi quantifies the value of each decision people make



PepsiCo makes more money by generating more smiles



**The team
has this
at their
fingertips**

**(and usage is
unlimited)**



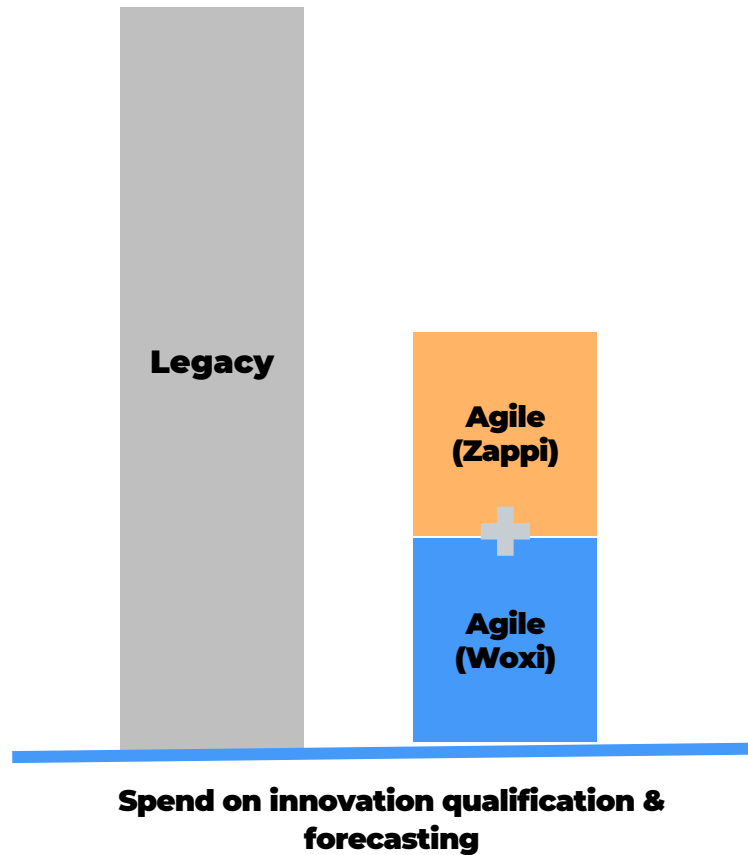
Saved Money & Driving Better Innovation Decisions

POWERING
POSITIVE
GROWTH

PepsiCo saves money...



And Gets More...



7.5x increase
in the # of
forecasts





Jobs to Be Done
Confident Innovation Journeys!

When our insights and development process are dynamic and agile, and our sales forecasts are static...



PEPSICO

When we want to translate great
insights into the language of
business...Sales



PEPSICO

When our forecast falls short of our goal, and we want to make the initiative bigger...



PEPSICO

When the Innovation Team hands the project to the Commercial Team, and needs to align expectations...



PEPSICO

When we are behind on our timeline,
just got new information, and need to
know changes to sales...



PEPSICO

When our organization doesn't believe
the forecast, and we want to create
clarity and alignment...



PEPSICO



Let's chat or demo!
Mini booth B

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