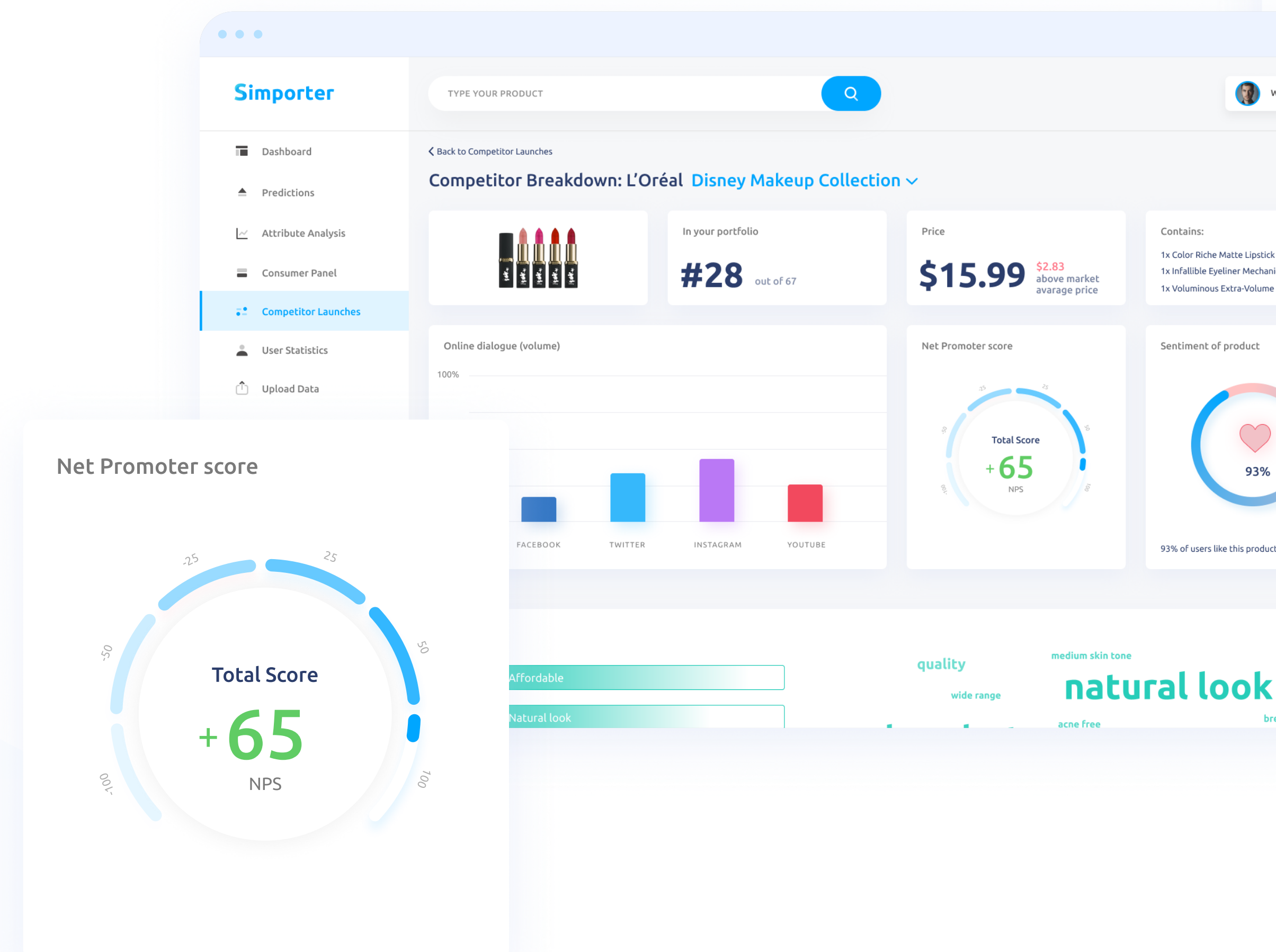


FOR BRANDS

# AI-driven software to predict new products consumers want.

Software-as-a-Service that helps marketers answer two questions: what products to launch and how? AI analyzes millions of data points (social media, reviews, etc.) and predicts consumer demand.

- Be the first-mover, not just a first mover
- Innovate with more reward, less risk
- Read and React before & after a product launch
- Doubles accuracy of competition
- Users grow revenue by +22%
- Easy to Scale, runs on Microsoft Cloud



## How does Simporter work?

New data grows every day. Automated AI analyzes 5-10x more data than a conventional forecast, making predictions far more accurate. Simporter predicts revenue at the SKU (and attribute) level, analyzes consumer opinions of your products, and outputs insights into an easy User Interface.

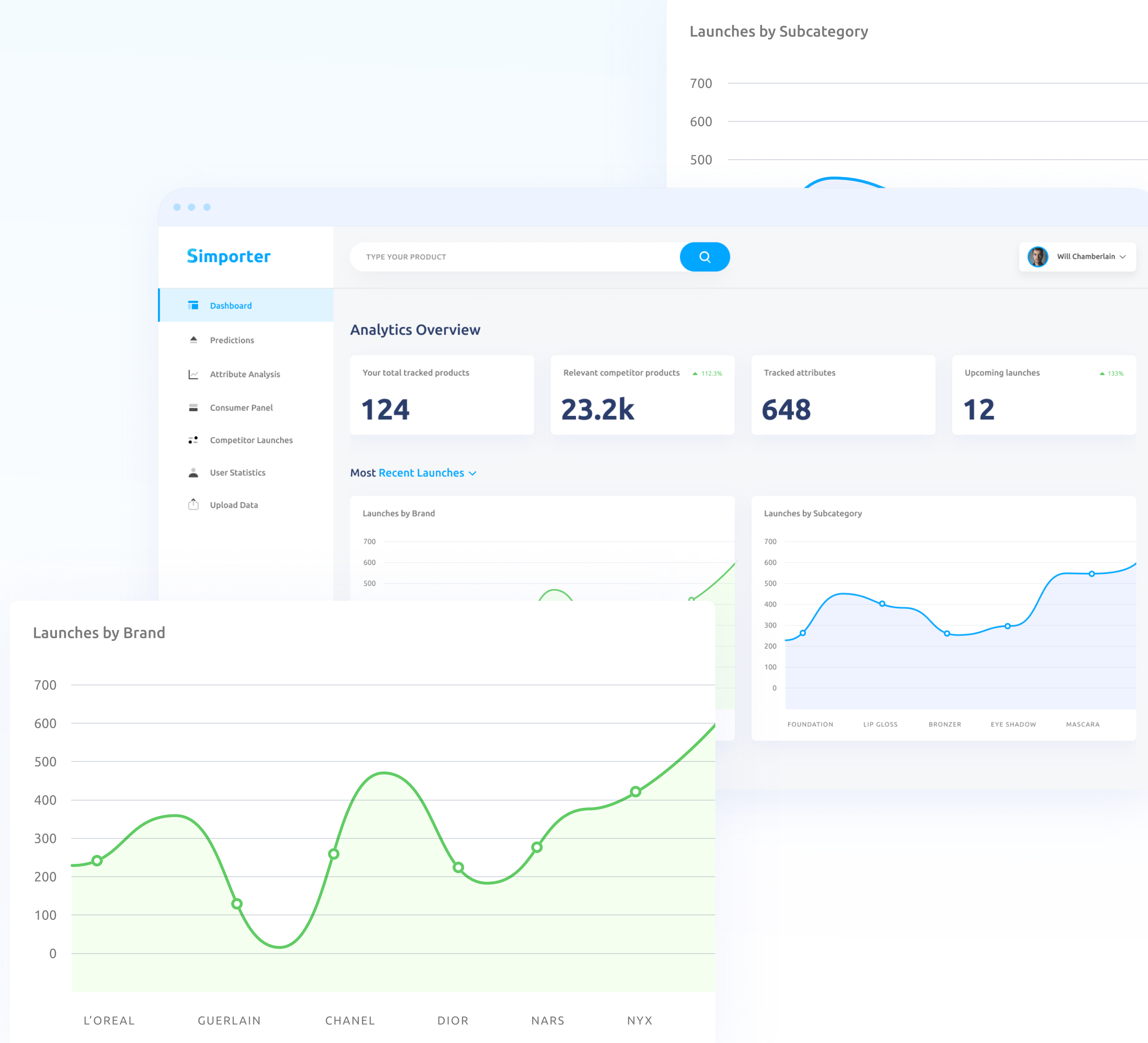


## Why is Simporter different?

1. First software that cross-analyzes textual and quantitative data sources.
2. Easy, training-free User Interface with the option to receive monthly reports.
3. Customers have experienced +22% increase in revenue for new product launches.
4. Analyze both new and existing products.
5. Predictions at the SKU-level.

## When do I use Simporter?

1. Concept selection – pick the most successful products.
2. Go-to-Market – forecast and promote the right way.
3. In-Market – read and react to grow revenue.



## What is the price of Simporter?

- USD \$15 000/year for single product;
- \$50 000/year for sub-brand (i.e. Vanish Stain Remover);
- \$95 000/year for a category (i.e. laundry care).

## Trusted By



Successfully analyze laundry product weaknesses, competition, and opportunities for revenue growth.



Predict 12 month subcategory revenue with 95.8% accuracy; category revenue increased by +9%.



Predict motor oil brand at the SKU level with 89% accuracy; +9 user NPS score for Simporter.



White Space analysis identified 7 new product opportunities, each were approved and in R&D stage.



After tech review and vetting, we are trusted co-sell partners with Microsoft's Retail Team.



Nielsen Connected Partner lets us can access data of their clients via a revenue sharing model.

## Contact

Dillon Hall, CEO  
 dillon@simporter.com  
<https://www.simporter.com>