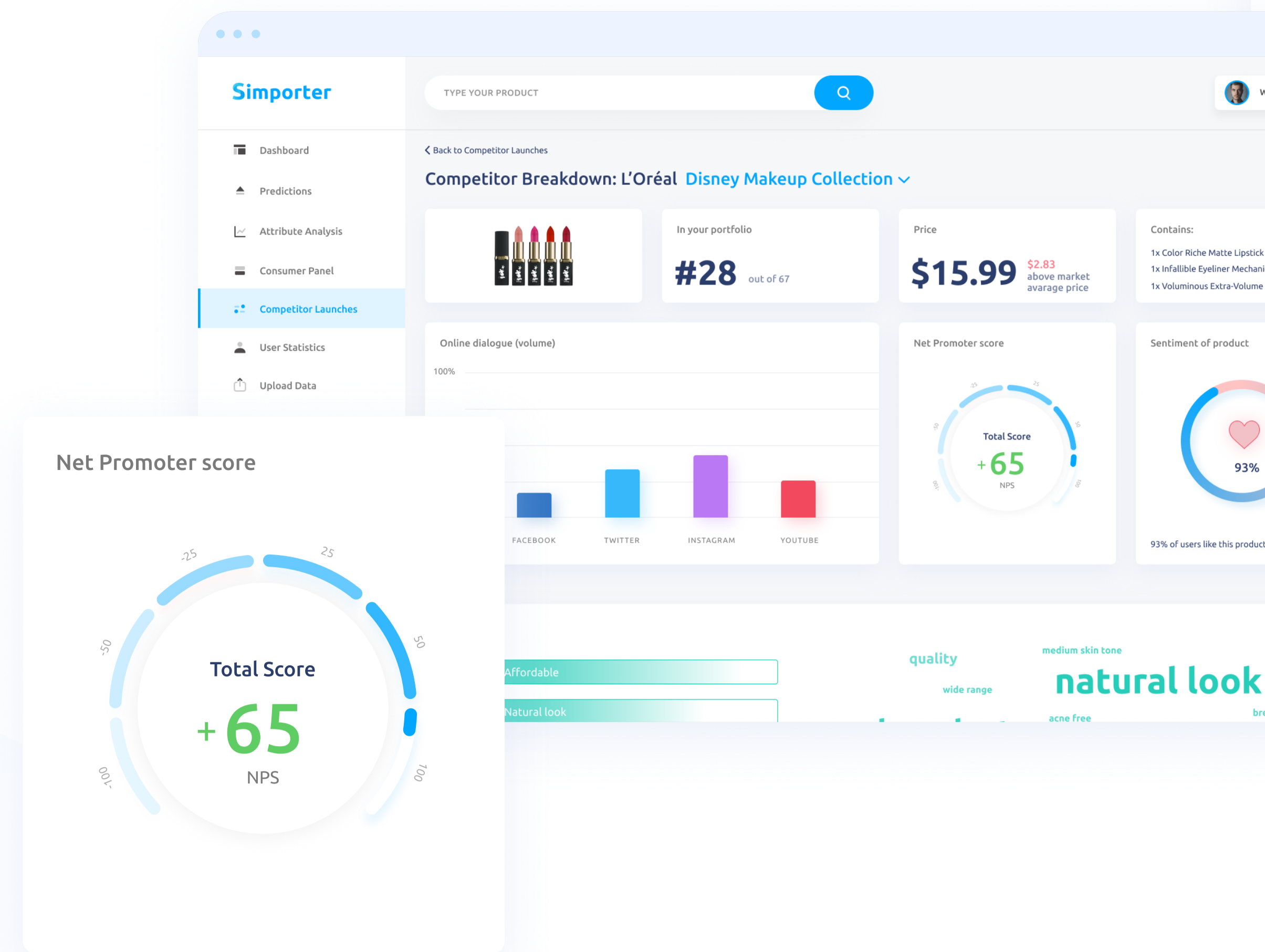


FOR RETAILERS

# AI-driven software to sell the products shoppers want.

Software-as-a-Service that helps category managers answer two questions: what products to sell and how much? 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
- Find new or missed future best sellers
- 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 subcategory) level, predicts consumer opinion of future and existing products, and outputs insights into an easy User Interface.

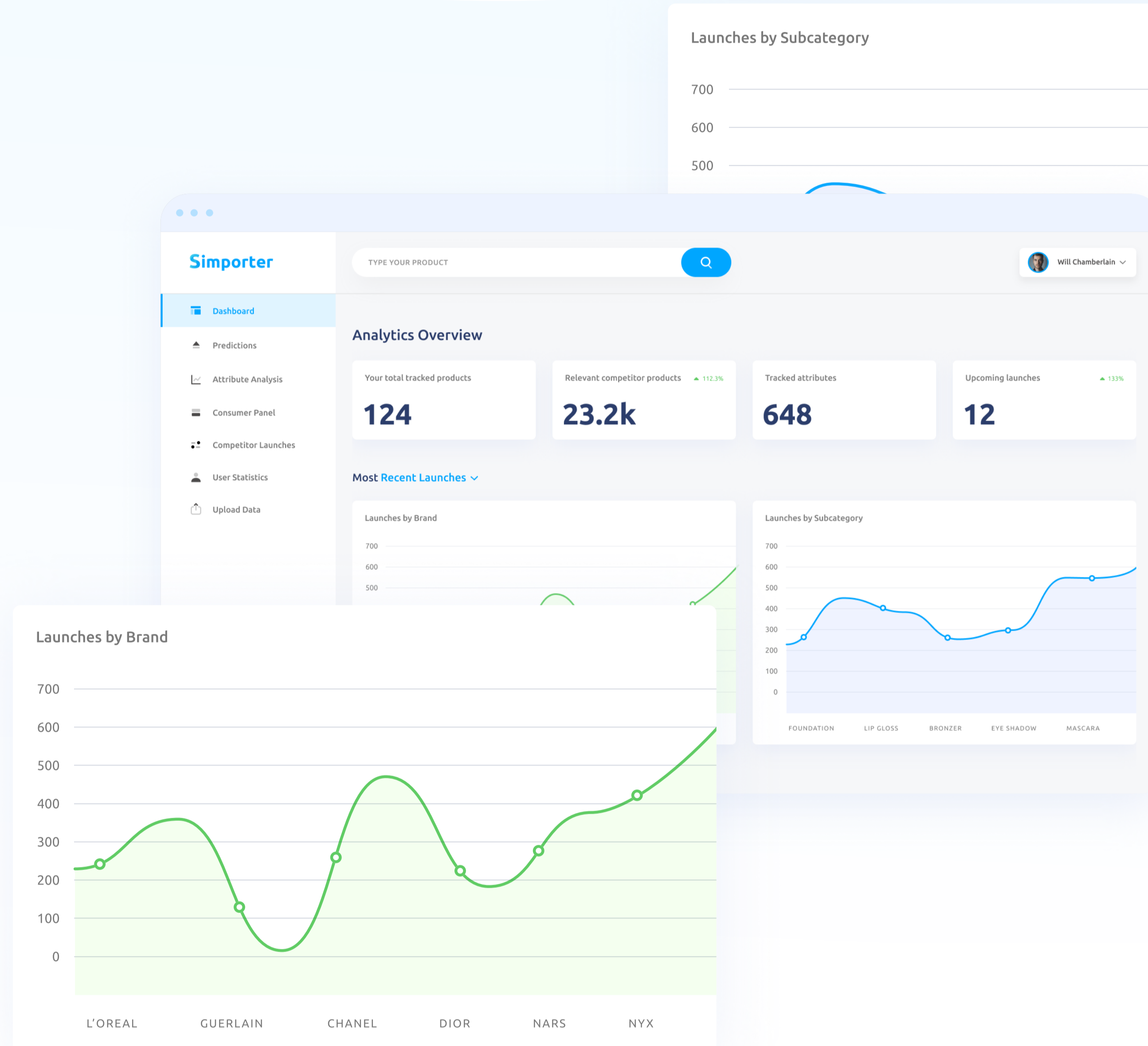


## Why is Simporter different?

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.
4. Analyze both new and existing products.
5. Predictions at the SKU-level.

## When do I use Simporter?

1. Purchasing – pick successful products, find new opportunities.
2. Rationalization – anticipate high performers, cut slow-movers.
3. Promotions – know where and when products will be in demand.



## What is the price of Simporter?

Minimum of USD \$50 000/year for a category (i.e. toys);  
 Minimum of USD \$30 000/year for a subcategory (i.e. beer).

## 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 access data of their clients via a revenue sharing model.

## Contact

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