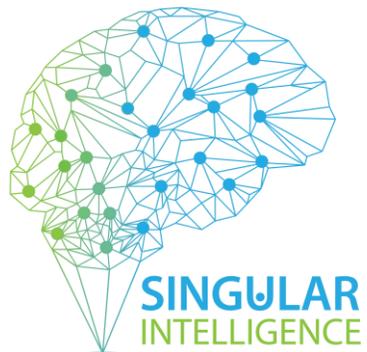




**GAME-CHANGING  
ARTIFICIAL INTELLIGENCE.  
AUGMENTS & AUTOMATES SALES,  
MARKETING AND SUPPLY  
DECISION MAKING.**

CONTINUOUSLY MAXIMISING ROI,  
PROFIT, SALES, MARKET SHARE, BRAND EQUITY

SAAS DESIGNED FOR THE  
CONSUMER GOODS SECTOR



## COMPANY INTRODUCTION

# SINGULAR INTELLIGENCE

- ▶ An AI-powered platform (SaaS) designed to automate and augment commercial and supply decision making. For much increased outcomes: revenue, profit, market share, brand equity.
- ▶ Always-on, automated, real-time predictive analytics platform. For manufacturers, retailers, D2C, e-commerce, in the Consumer Goods sector.
- ▶ The solution enables: optimal decisions in supply-chain & supply-planning (forecasting); insales & marketing (including pricing, promotions, marketing & media spend).
- ▶ An Oxford University tech business, with strong AI, Analytics, Consumer Goods expertise.

- ▶ Strong technical and data partnership:



- ▶ Experienced management and technical team:



# MINIMISE INEFFICIENCIES ACROSS THE VALUE CHAIN TO OUTCOMES

MANUFACTURERS

RETAIL, E-RETAIL, D2C

CONSUMERS



SUPPLY-CHAIN / REPLENISHMENT



MARKETING INVESTMENT



PROMOTIONS



PRICING



# TRANSFORMING SUPPLY AND COMMERCIAL DECISIONS: OPTIMISED + EFFICIENT

## SUPPLY/DEMAND PLANNING FORECASTING

### Optimise

- ▶ Forecasting/Planning (what SKU, when, where, to whom)
- ▶ Supply-chain
- ▶ Distribution

### Impact

- ▶ Consumer satisfaction
- ▶ Revenue, profit, share

## MARKETING

### Optimise

- ▶ Mix
- ▶ Campaigns
- ▶ Audience targets
- ▶ Efficiency

### Impact

- ▶ Revenue, profit, share
- ▶ Brand equity

## PRICING

### Optimise

- ▶ Elasticity, right pricing
- ▶ Volume of decisions streamlined

### Impact

- ▶ Consumers demand
- ▶ Revenue, profit, share

## PROMOTIONS

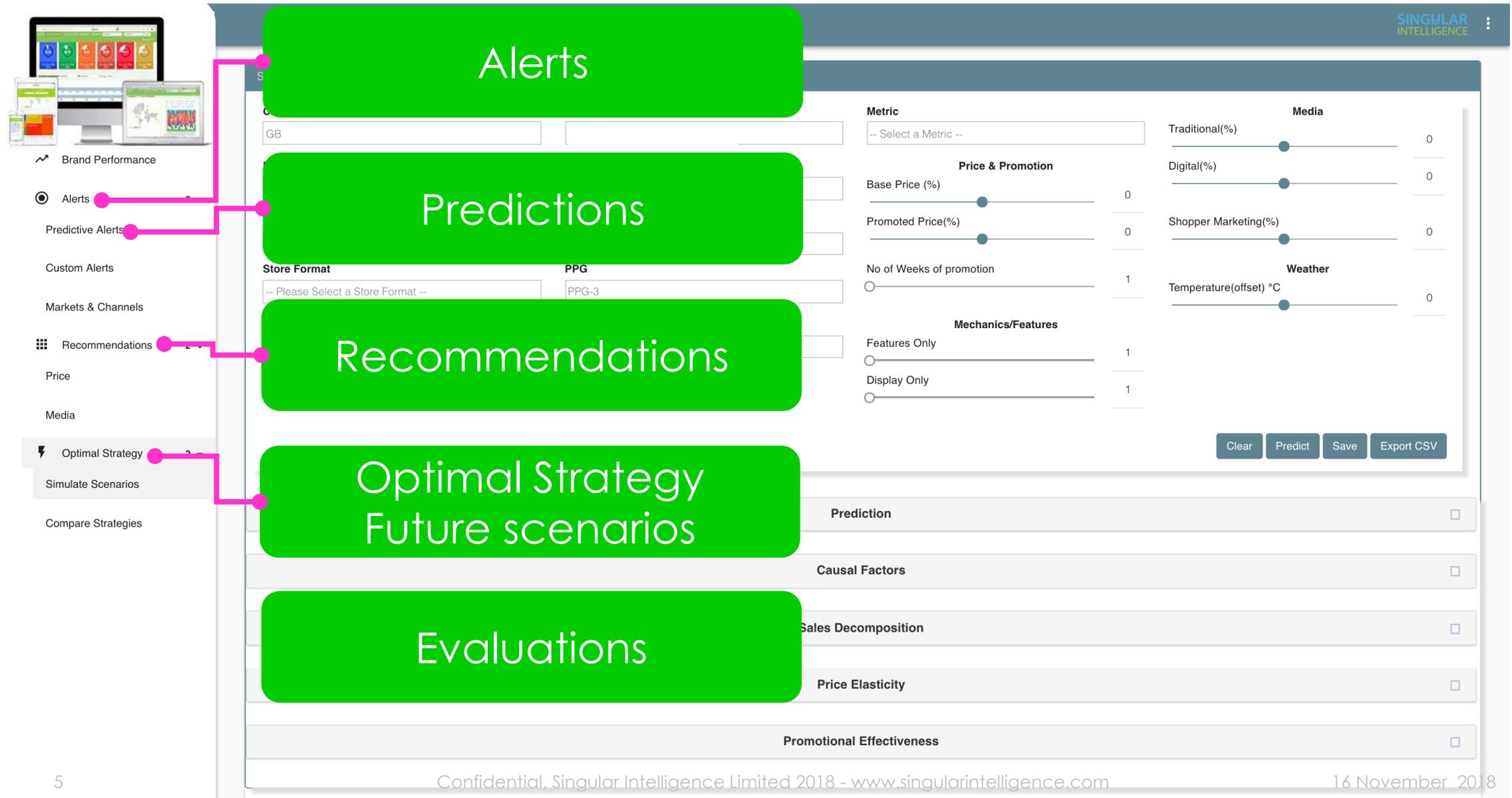
### Optimise

- ▶ Cost
- ▶ Effectiveness
- ▶ \$M saved

### Impact

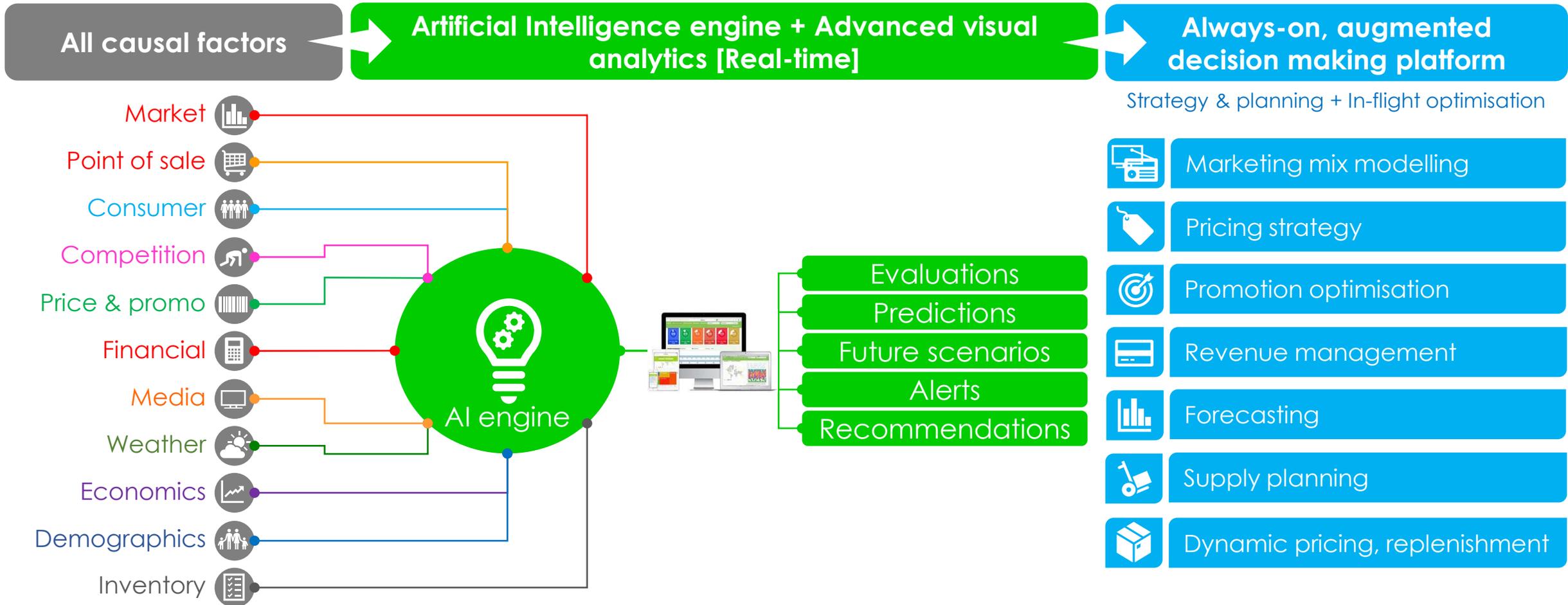
- ▶ Consumers choice
- ▶ Revenue, profit, share

# ALIGNED AND OPTIMISED DECISIONS WITH ONE SINGLE SAAS PLATFORM FOR ALL TEAMS



The screenshot displays the Singular Intelligence SaaS platform interface. On the left is a navigation menu with items: Brand Performance, Alerts, Predictive Alerts, Custom Alerts, Markets & Channels, Recommendations, Price, Media, Optimal Strategy, Simulate Scenarios, and Compare Strategies. The main content area features a control panel with dropdowns for 'Metric' (set to '-- Select a Metric --') and 'Store Format' (set to 'PPG-3'). Below these are sliders for 'Price & Promotion' (Base Price, Promoted Price, No of Weeks of promotion) and 'Mechanics/Features' (Features Only, Display Only). To the right, there are sliders for 'Media' (Traditional, Digital, Shopper Marketing) and 'Weather' (Temperature(offset) °C). At the bottom of the control panel are buttons for 'Clear', 'Predict', 'Save', and 'Export CSV'. Below the control panel is a list of metrics with checkboxes: Prediction, Causal Factors, Sales Decomposition, Price Elasticity, and Promotional Effectiveness. Five green callout boxes are overlaid on the interface, pointing to 'Alerts', 'Predictions', 'Recommendations', 'Optimal Strategy Future scenarios', and 'Evaluations'.

# REAL TIME DECISION ENGINE : STRATEGIC PLANNING AND INFLIGHT OPTIMISATION



**BUSINESS GAINS: +7-10 % PROFIT AND +5% REVENUE IMPROVEMENT; +10% SALES UPLIFT**

# SIGNIFICANTLY IMPROVING SPEED, QUALITY AND COST

- ▶ High volume of scattered, non-integrated data
- ▶ Systems limits + manual work

- ▶ Backward looking
- ▶ Time to analyse and get “reports”

- ▶ Single source data only
- ▶ Complexity of analytics
- ▶ Dynamics of constantly changing markets

- ▶ Resource intensive
- ▶ Time consuming
- ▶ Inefficiency

## DATA



- ▶ Comprehensive data (any, all)
- ▶ At scale

## TIME FRAME



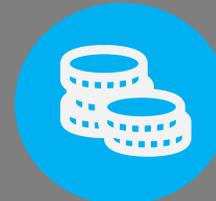
- ▶ Predictive (scenarios, recommendations, alerts).
- ▶ In real-time, always-on, automated

## ACCURACY



- ▶ Granularity (local, audience)
- ▶ Accuracy

## COSTS



- ▶ Lower Costs
- ▶ Easy and cost effective to onboard (and use)

# SELECT CUSTOMER CASE STUDIES



- ▶ **Challenges:** inefficient and risky price promotions.
- ▶ **Solution:** early market threat alert and improved promotional efficiency, based on weather, market forecast, competition, channel, market share, sales & consumer, customer perception data.

*“Singular Intelligence offer an appealing balance of innovative solution, and modular/subscription cost model.”*  
Europe Lead – Consumer & Market Insight



- ▶ **Challenges for Shekel Brainweigh:** a leader with smart shelves and retail automation, they needed a predictive analytics software.
- ▶ **Solution:** real time analytics for automated shelves replenishment plans, product arrangement, pricing recommendations.

- ▶ **Challenges for Bright Food Group:** inefficient supply-chain / replenishment, non-optimised pricing decisions, ineffective products choices and placement.
- ▶ **Solution:** predictions and recommendations for product selection, placement, promotions, pricing, replenishment



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