

AI platform to transform new product development process for CPG brands

Launch AI™ from Cambri de-risks new product development and helps catapult innovation for consumer-packed goods brands.

Cambri is a research tech, consumer and insights platform which helps brands launch more successful products and minimise the risk of failed products.

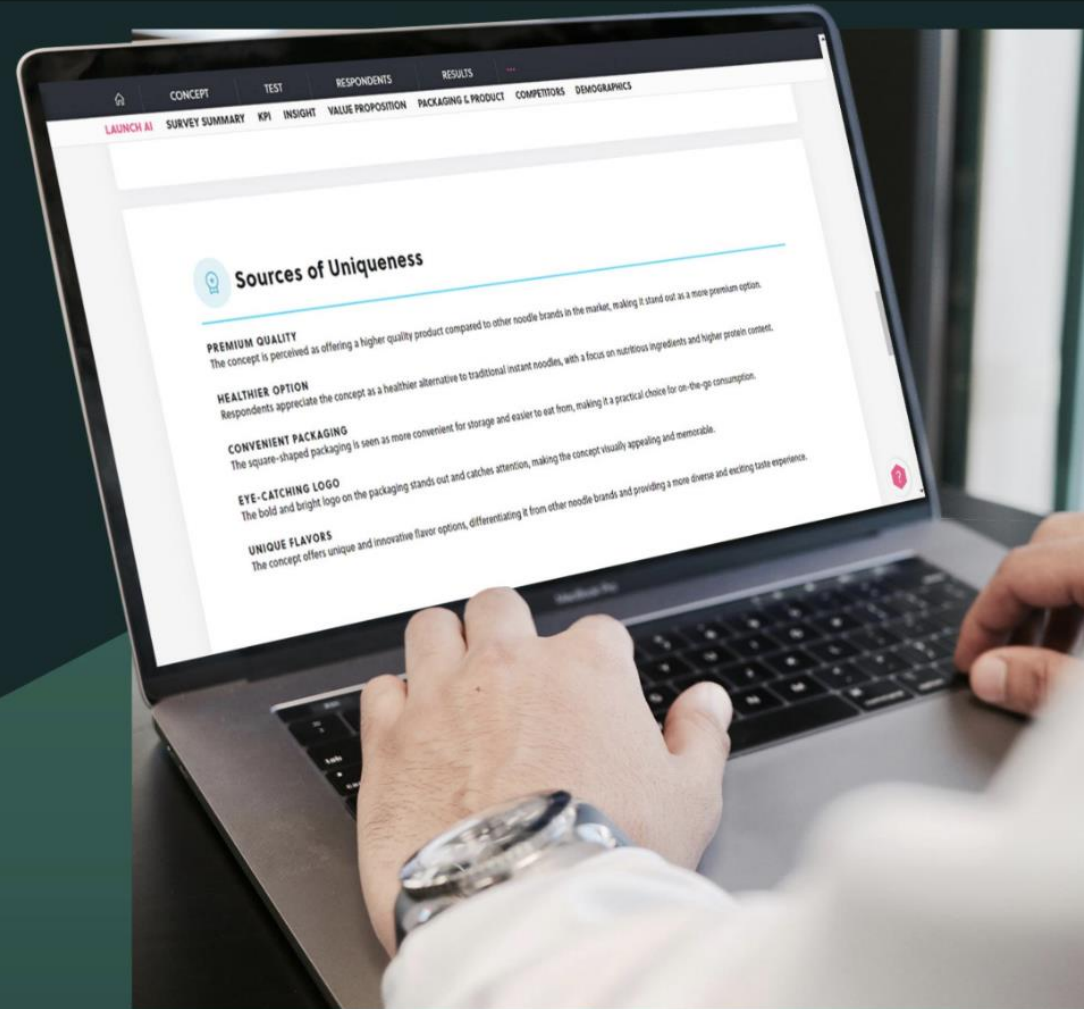
It has now introduced a sophisticated, tried and tested new product development (NPD) launch product within its platform. Launch AI™ is transforming NPD success rates from the market average rate between 5-25 per cent to a confident 73 per cent.

With estimates stating that over 30,000 new products come to market each year but with 95 per cent failing, the pressure to get product innovation right is keenly felt by brands. On average, bringing a new product to market is a costly strategy with some reports claiming that businesses lose around €500k in development costs, around 50 days in lost staff hours and increased CO₂ levels means failed NPD also impacts company sustainability goals.

With large well-established consumer-packed goods (CPG) and fast-moving consumer goods (FMCG) businesses being constantly challenged by well-funded startups who have the agility to bring new products to market quickly, the ability for large brands to address the multi-billion Euros cost of failed products needs to be solved.

Cambri brings its own expertise, challenger mentality and disruptive nature to a growing portfolio of global brand clients keen to challenge the challengers.

Cambri clients – including Nestlé, Carlsberg and Electrolux – have benefited from iterative testing, data and AI-driven launch predictions and advice, which



“Launch AI™ is transforming NPD success rates from the market average rate between 5-25 per cent to a confident 73 per cent”

catapults their success rate to 73 per cent – a 3 out of 4 NPD launch success rate.

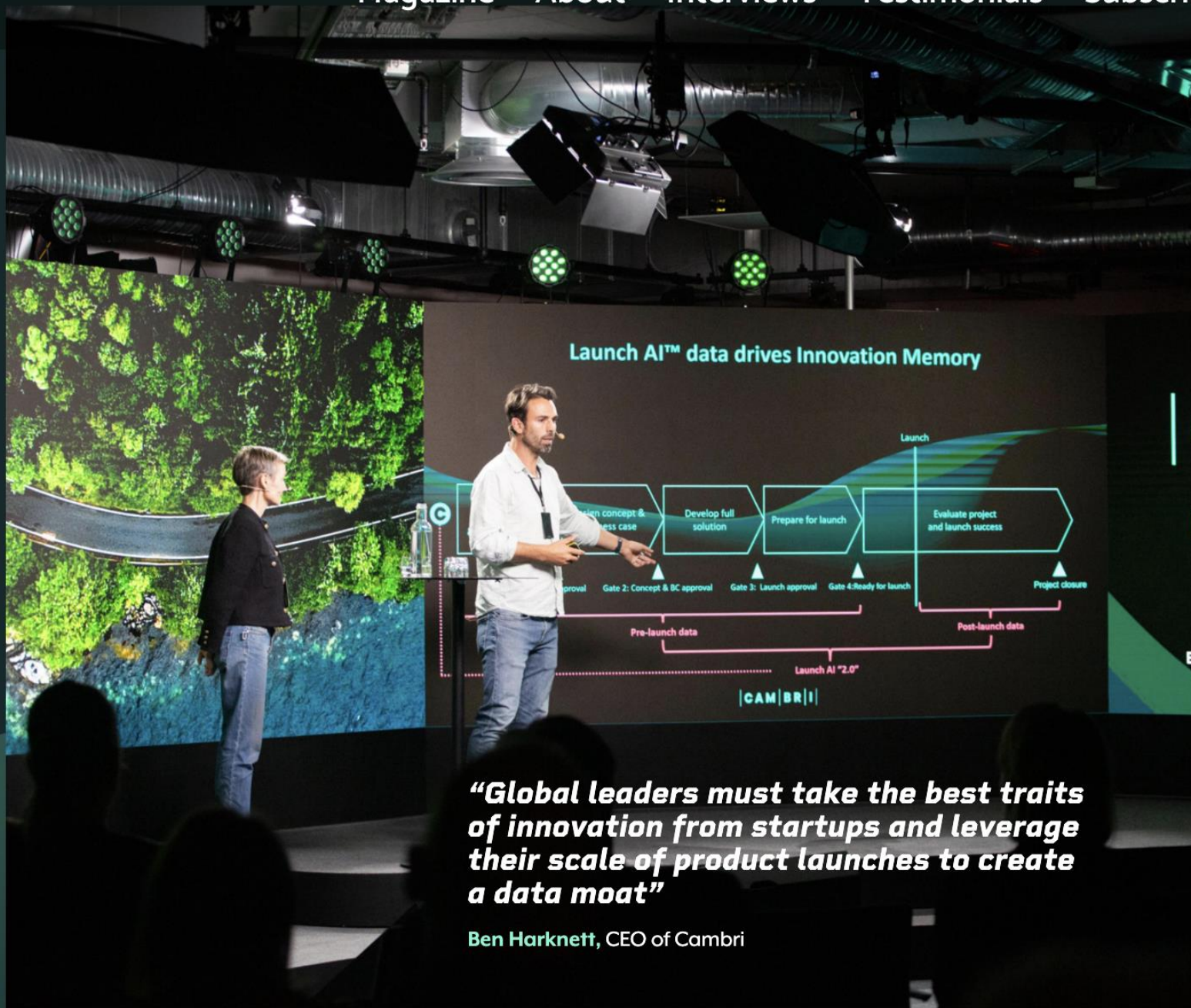
The Launch AI™ product expands Cambri's current and hugely successful iterative testing cycle for NPD but with additional AI-generated processes, 'Predict' and 'Advise', which provide the most advanced proof points to success.

Launch AI™ 'Predict'

Generates a score to indicate if an NPD concept will be successful or not. It uses a robust data set combining survey data with post-launch data. The deep survey data together with post-launch data gives a much higher success prediction accuracy than traditional KPIs that have been the industry standard until now.

Launch AI™ 'Advise'

Offers suggestions on how to improve the NPD concept. Users receive an automated summary (AI generated) of the key



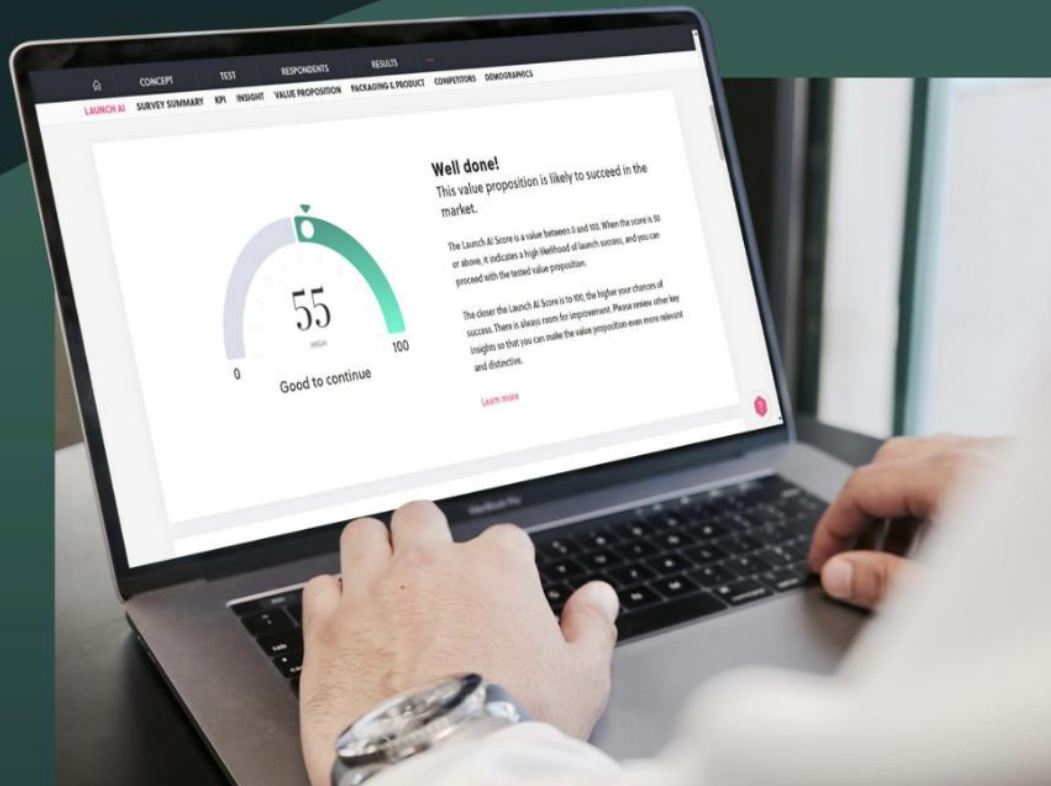
“Global leaders must take the best traits of innovation from startups and leverage their scale of product launches to create a data moat”

Ben Harknett, CEO of Cambri

strengths and weaknesses of the concepts as well as sources of uniqueness. Launch AI™ will generate new and improved value propositions, based on respondent feedback on strengths and weaknesses. The Advise component aims to give new ideas to experiment with

in the event that the Launch AI™ Score doesn't recommend that the concept is ready to be taken forward in the innovation process. Additionally, Advise offers insight and ideas that can be taken forward to the next stage of the innovation process, for example, the value proposition.

“Launch AI™ will generate new and improved value propositions, based on respondent feedback on strengths and weaknesses”



“No longer is NPD about taking a leap of faith,” says Ben Harknett, CEO of Cambri. “Test early and test often has always been our mantra and by adding Cambri Launch AI™ driven predictions and advice, brands are able to edge closer to our mission in flipping innovation from 95 per cent failure to 95 per cent success.

“Global leaders must take the best traits of innovation from startups and leverage their scale of product launches to create a data moat,” Ben advises brands.

He believes brands need to focus on 4 key strategies:

1. Low tolerance for failed product launches – For a startup, launching a product that succeeds is business critical. For a large CPG, failed product launches are not existential, but are rather compounding missed opportunities that can harm brand reputation. A strong focus on driving innovation success rates must be a core metric at the forefront of innovation and insight leaders’ minds to remain competitive.



2. Innovate fast – Speed to market is critical to be able to keep up with the modern consumer. With manufacturing time relatively constrained by production and supply chain partners, speeding up the innovation cycle is critical to remaining relevant.

3. Build with consumers – Whilst CPG startups can co-create directly with their first consumers, large CPGs must make consumer insights fundamental to the innovation process to launch successful products.

4. Adaptive learning - Innovation processes need to evolve with past failures and successes. At startups, the founding teams have the benefit of being able to see all innovations across the company and can apply learnings from past failures to improve the innovation process. At a large CPG, a different approach is needed due to the scale of product launches. Rich and consistent post-launch evaluations are required, and they must feed back into future innovation cycles to drive innovation success rate.

