

PREDICTION OF CONSUMER BEHAVIOUR
IN EMERGENCY SCENARIOS

—

¡HOLA!

~~CYC~~

01

—

UNDERSTANDING THE CHALLENGE



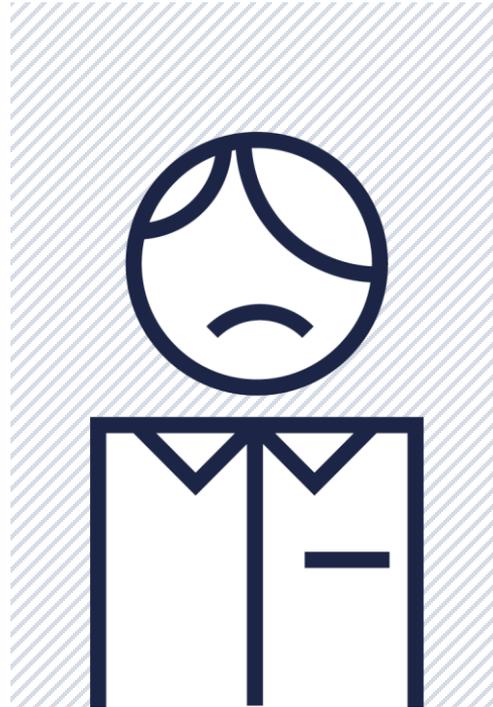
JOHN'S WORK

—
Struggle to
get numbers.

Data in different
spreadsheets and
formats.

Introducing
information in the
planning system is a
nightmare.

Reports are time
consuming.



JOHN'S WORK

—

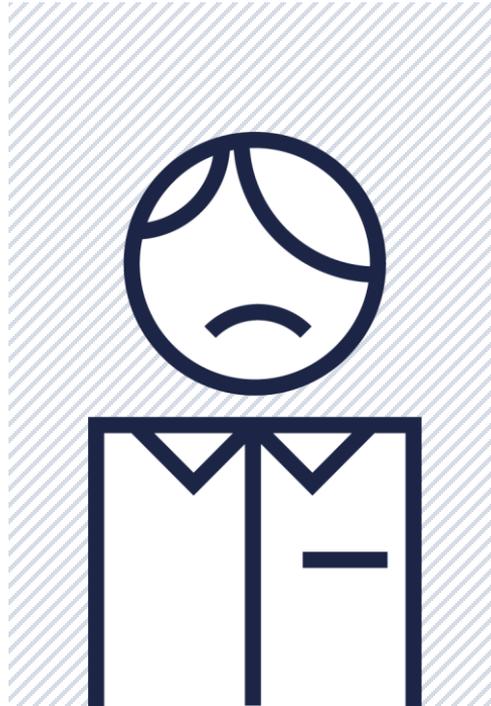
Struggle to get numbers.

Data in different spreadsheets and

MANAGEMENT IS UNHAPPY WITH ACCURACY

information in the planning system is a nightmare.

Reports are time consuming.



JOHN'S WORK

—

Struggle to get numbers.

Data in different spreadsheets and formats

AND THINGS CAN ALWAYS GO EVEN WORSE

Information in the planning system is a nightmare.

Reports are time consuming.

02
—
THE
TOOL

THE TOOL
—
**RIGHT
PRODUCT/PLACE/TIME**

**M
MiGROS**



SONAE MC



**TOP5 EU
DATA&AI 2021**

AWARDED BY THE EUROPEAN INITIATIVE

REACH

CYC FORECAST PLANNING TOOL



SALES KPI



STOCK ANALYSIS



SHOPPING BASKET



DEMAND PLANNING



PLANNING MONITORING



DEMAND CHANGES
ANALYSIS

THE BENEFIT



+15% FORECAST ACCURACY

-20% INVENTORY COSTS &
PRODUCT WASTE



BETTER SERVICE
CUSTOMER ACQUISITION

03
—
BUSINESS
MODEL

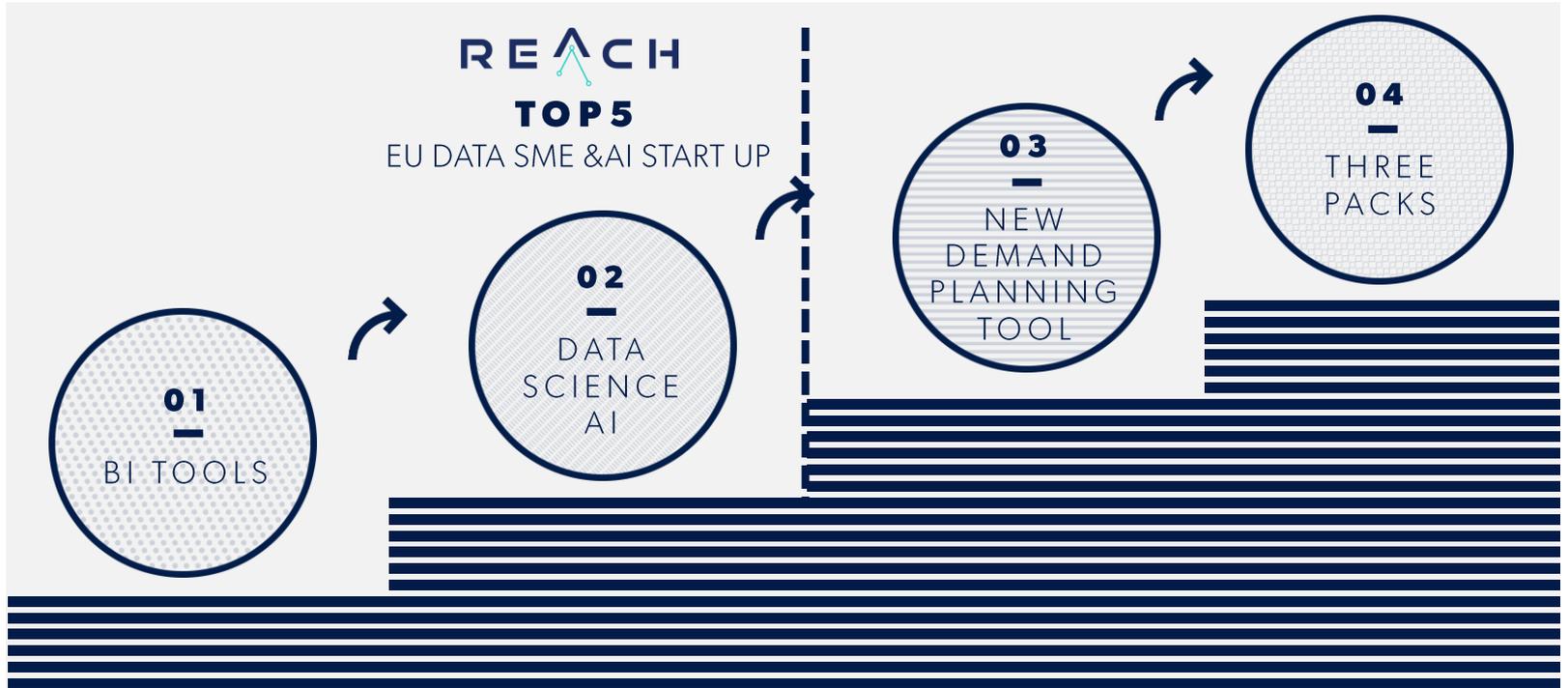
BUSINESS MODEL



BUSINESS MODEL



BUSINESS MODEL



THREE PACKS



PACK 01 **ORGANIZE**

Automate Information
Unique/Immediate Truth
Flexible/scalable analysis
Data governance



PACK 02 **EVOLVE**

A.I Demand Forecast
Safety Stock
& Service Levels
Product relationships



PACK 03 **REVOLVE**

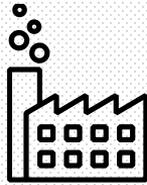
Identify changes
React to the
unpredictable
Adapt to changes

MARKET OPPORTUNITY



01

PRODUCER



02

MANUFACTURER



03

PACKAGING



04

TRANSPORTATION



05

WAREHOUSE



06

RETAILER

POTENTIAL FOR CYC



55 BILLION€

RETAIL

32 BILLION€

CONSUMER
PACKAGED
GOODS

POTENTIAL

87 BILLION€

**Potential total annual
value of AI solutions*



**WE TARGET
100
POTENTIAL
COMPANYS**



OUR GOAL
50%
IN 3 YEARS



2.8 MIO€
IN 3 YEARS

*Source: <https://www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/the-executives-ai-playbook?page=industries/consumer-packaged-goods/supply-chain-management-manufacturing/>

REVENUE MODEL



Sales

Projects



REVENUE MODEL



Sales



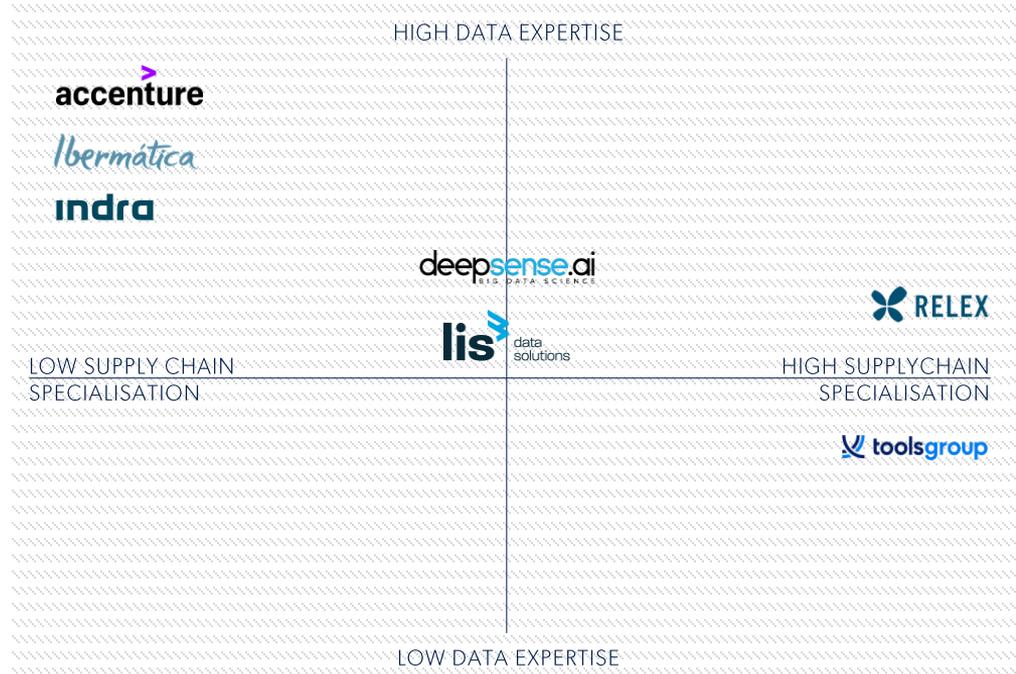
Projects



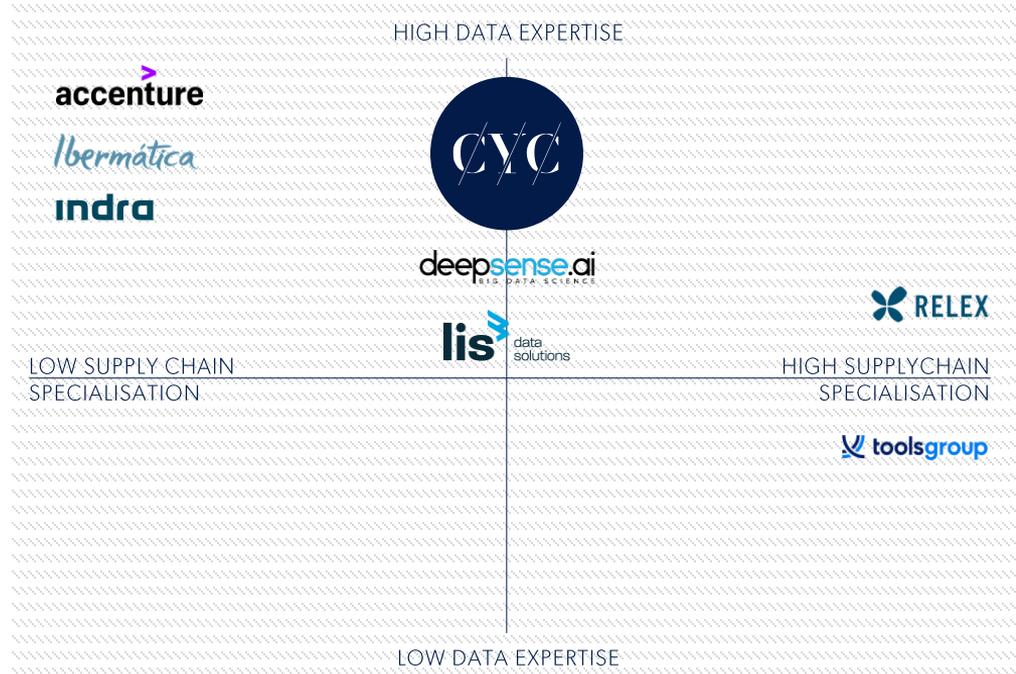
Packs



COMPETITION



COMPETITION



COMPETITION

OUR TOOLS

 IMMEDIACY

 ACCURACY

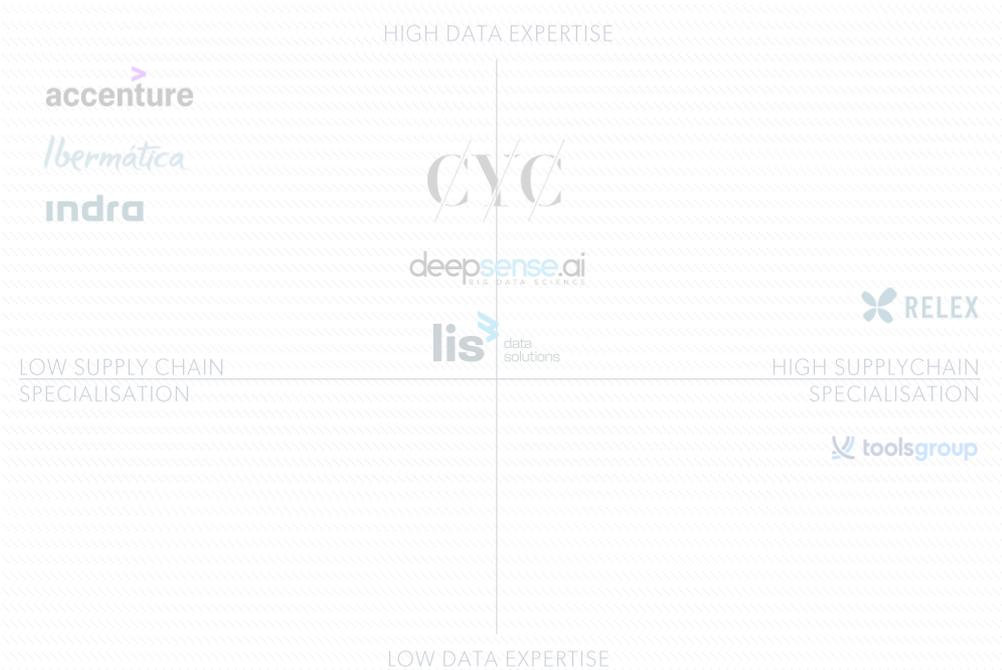
 OPTIMIZATION

 FLEXIBILITY



USP

SAFETY STOCK BASED ON AI
ANOMALY DETECTION



Source: Neuralimpact, Summer Sales Microsoft 2021

04

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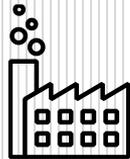
GO-TO-MARKET STRATEGY

COMMERCIAL APPROACH

TOC, TOC!



REACH
20
PRESALES



01

MANUFACTURER



02

PACKAGING



03

RETAILER

MARKETING PLAN



01
—
STRATEGIC PARTNERSHIPS

02
—
COMMUNICATIONS

03
—
EVENTS



05
—
**THE TEAM
TO GROW**

WHO WE ARE

REACH TEAM



RAFA ZÚÑIGA
CEO & FOUNDER



LUIS RAMÓN
DATA ANALYTICS
DIRECTOR



CRISTINA OJER
DATA SCIENTIST



AMAIA GANUZA
DATA SCIENTIST

SUPPORTING THE PROJECT

TECHNICAL TEAM

DEVELOPPERS
DATA ARCHITECTS
DATA ENGINEERS
DATA ANALYSTS
MACHINE LEARNING
OPS

GO-TO MARKET TEAM

BUSINESS
DEVELOPMENT

NEW HIRES

+15 IN 3 YEARS



LET'S TAKE
FORECASTING
TO THE NEXT STEP

OUR ASK

1.5 Mio EUR
TO SCALE UP OUR SOLUTION

45%

GO-TO MARKET

CUSTOMER
ACQUISITION
MARKETING EXPENSES
STRATEGIC ALLIANCES

55%

TEAM DEVELOPMENT

+15 NEW HIRES
DATA SCIENTIST
DEVELOPERS

THANK **YOU!**

—
~~CYC~~