



BEING MORE RIGHT MORE OFTEN

WITH DATA-DRIVEN FORECASTING

TRACK 3 CHALLENGE:
FORECAST OF PRODUCTION NEEDS



// PROBLEM: THE IMPORTANCE OF AN ACCURATE FORECAST

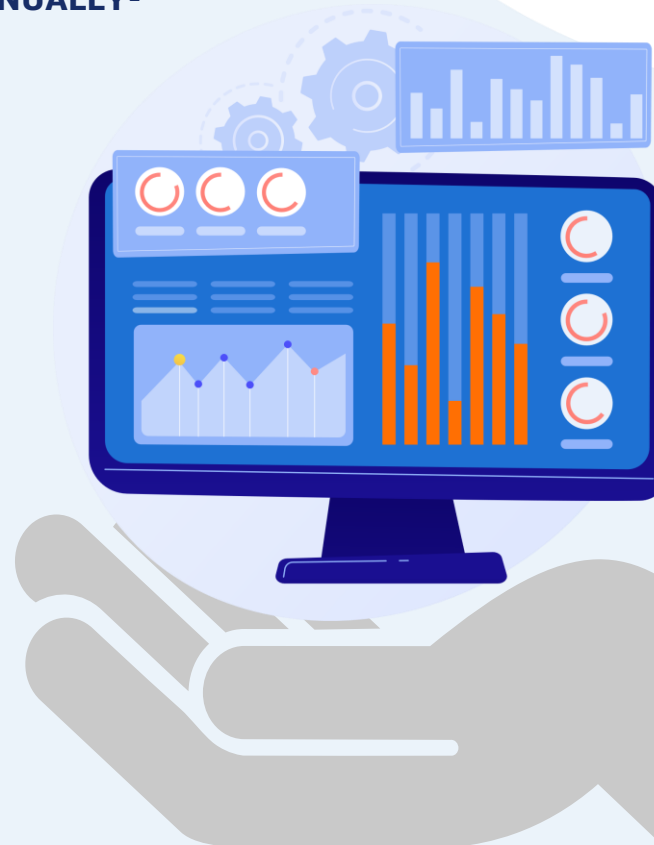


\$1T
GLOBAL ECONOMIC
LOSS ANNUALLY¹

**“...we need to be more right
more often...”**
- CCO, EV company



50%
OF SENIOR
EXECUTIVES
REPORT TO RELY
PARTIALLY ON
THEIR GUT³



50-75%
OF NEW PRODUCTS
FAIL TO MEET THEIR
FORECAST²



// WHY IS FORECASTING DIFFICULT?



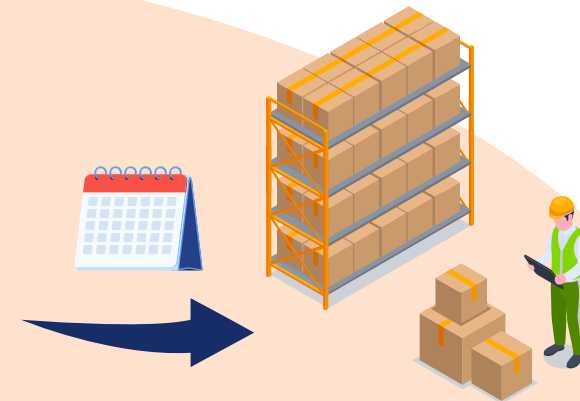
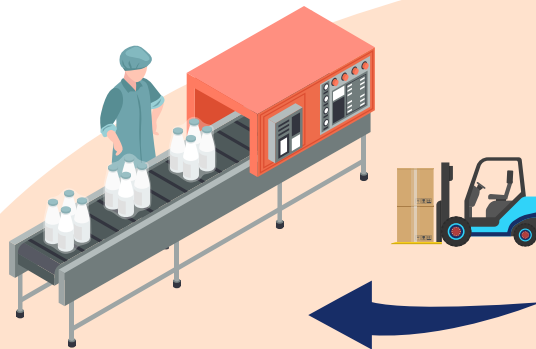
MARKET
FORCES



CONSUMER TRENDS



COMPETITIVE
FORCES



Data



Base material
forecast



Milk carton
forecast



// DFAST: SCALABLE, FLEXIBLE AND USER-FRIENDLY FORECASTING – NO TRADE OFF



An innovative time-series forecasting engine



High forecast accuracy: using 15+ top-notch models



Scalable: 100+ time series variables



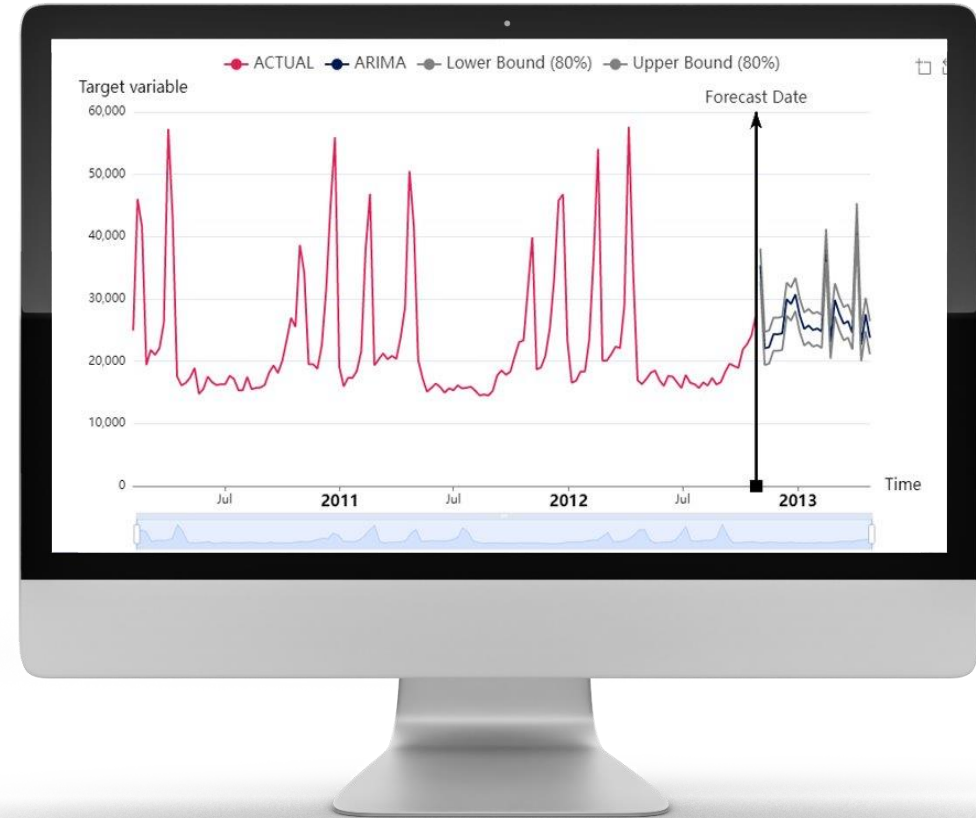
Flexible: Huge data set ingestion



Ease of use: by non-specialists

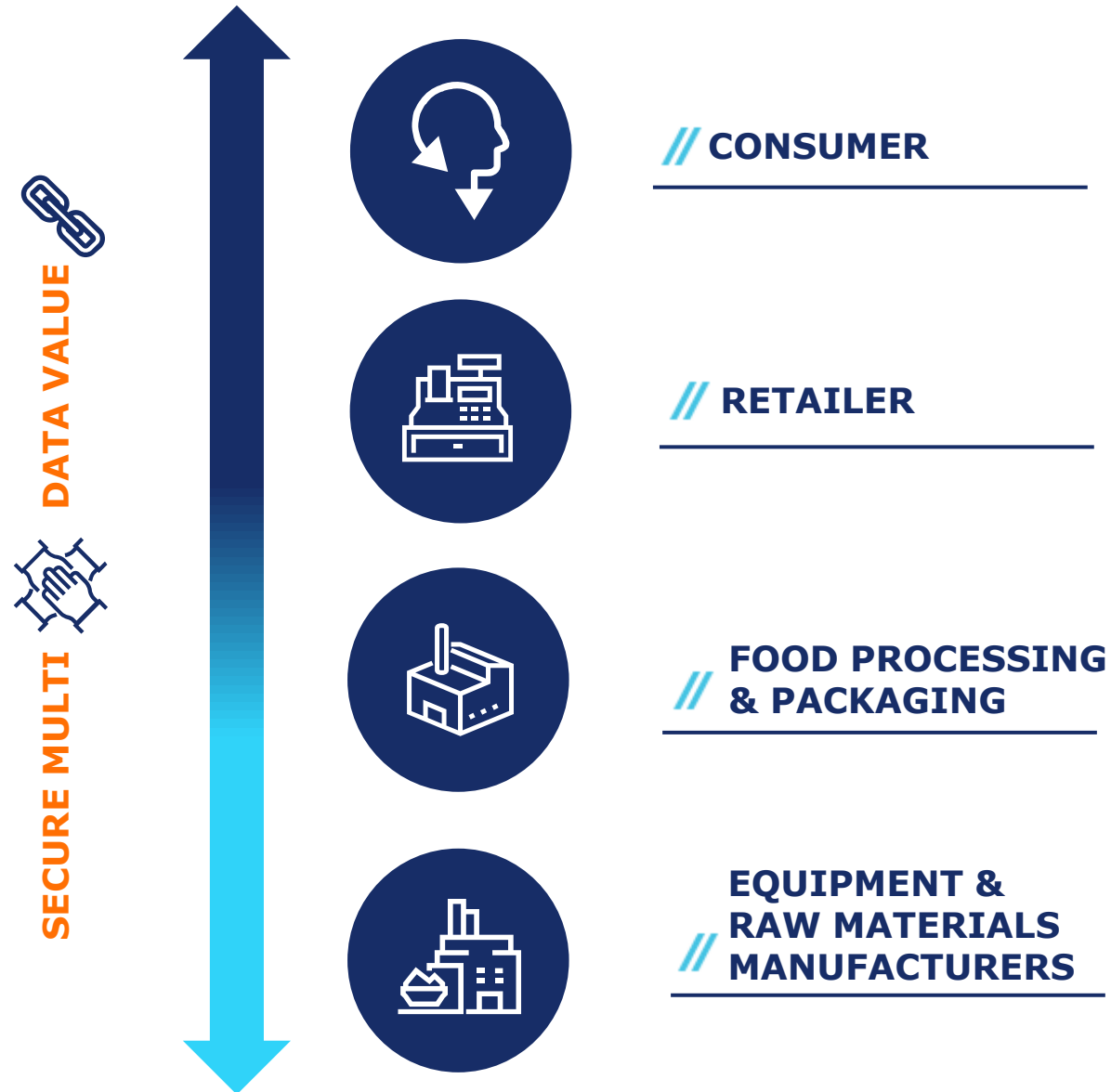


Output: Prediction + Simulation



The optimization strategy developed with Amplify Analytix has been such a useful asset to us.”
- Head of Data Analytics, High-end retail company

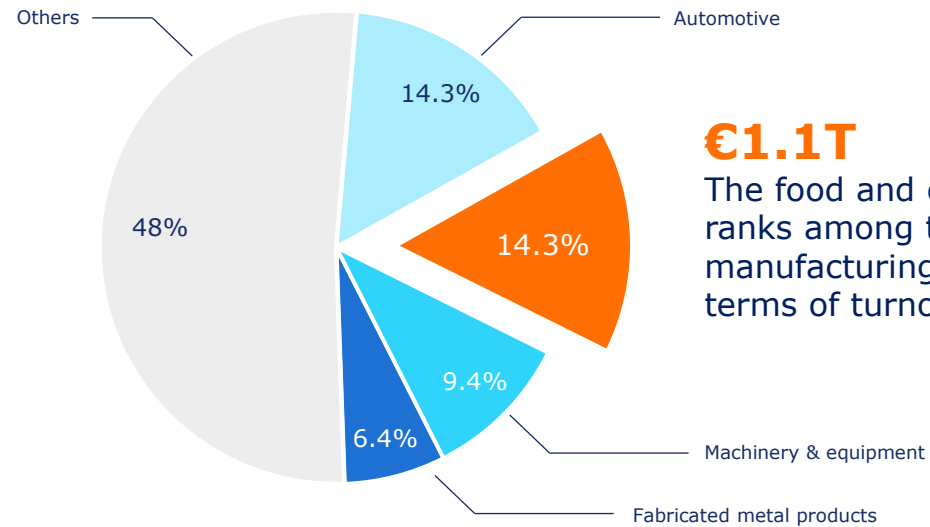
// THE WHOLE DATA VALUE CHAIN NEEDS A BETTER FORECAST



// THERE IS A HUGE MARKET OPPORTUNITY IN FOOD PROCESSING AND PACKAGING TO OPTIMISE PRODUCTION AND REDUCE WASTE



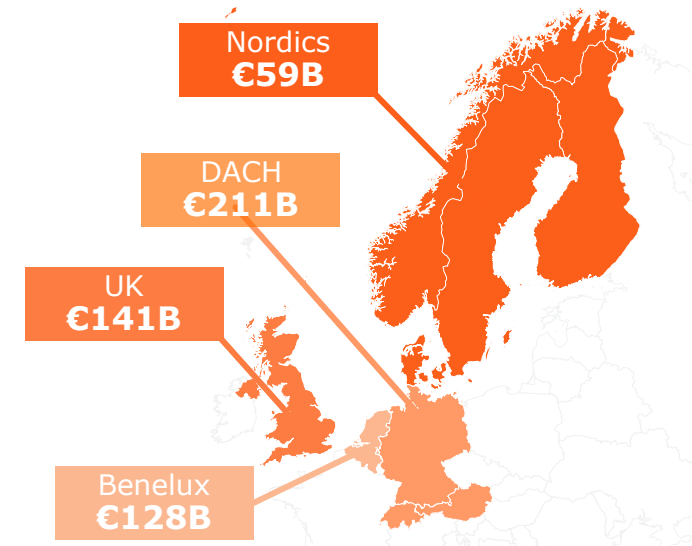
THE FOOD & DRINK INDUSTRY IS A SIGNIFICANT PORTION OF THE EUROPEAN MANUFACTURING INDUSTRIES



€1.1T

The food and drinks industry ranks among the top 3 manufacturing industries in terms of turnover*

...AND IS €539B IN OUR MAIN MARKETS



// HUGE PROGRESS SINCE PARIS...

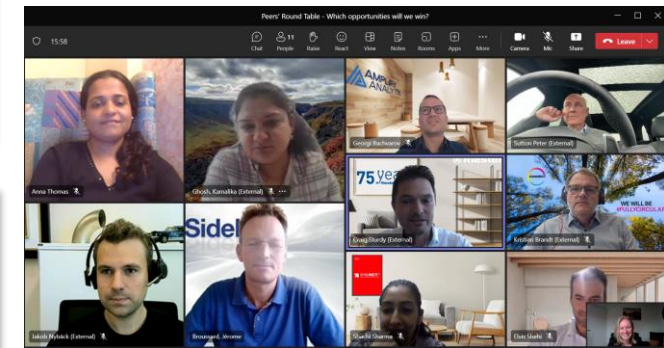
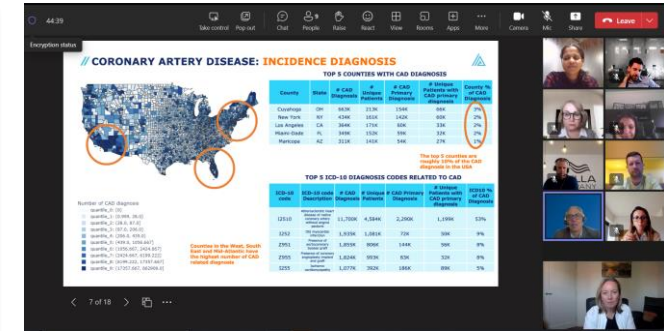
- 2 Customer/Prospect-invitation-only round tables
- 2 External events including 1 keynote
- 1 Webinar
- 5 Prospects, 2 in testing
- 1 enterprise partnership with HPE



The enterprise market needs better forecasts
The midmarket needs easier, cheaper forecasting



Our enterprise knowledge is super relevant



// HOW WE MAKE MONEY

MASTER LICENSE WITH INTERNAL DEPLOYMENT FOR ENTERPRISE CLIENTS



Enterprise Approach (Current)

- ➡ Multinationals
- ➡ Forecasting is a critical process
- ➡ Want own solution for safety and learning
- ➡ Desire “on-tap” care, analytics and general help



Business Model

- ✓ Master license
- ✓ SLA-based analytics
- ✓ Analytics included upgrade available



Pricing – base model €6k / month, SLA 2K to 15K depending on package

// POSITIONING: FLEXIBLE, EASY TO USE WITH SIMPLE PRICING



**AMPLIFY
ANALYTIX.**



	Amplify Analytix	Big Tech - Amazon Forecast	In-House Teams	Management consultants
Intimate business knowledge	Depends	✓	✓	✓
Easy-to-calculate pricing	✓	✓	✓	✓
Price level	✓	✓	✓	✓
Lock-in platform	✓	✓	✓	✓
Scalability	✓	✓	✓	✓

// WE ARE STRONG IN ATTRACTING AND RETAINING CUSTOMERS



30+

Customers have
trusted us

87%

Retention rate

5K+

Social followers



Winner of the
2021 European Data
Incubator Competition

Last 12 months...

9

Virtual Roundtables

12

Referrals

35

Marketing campaigns

4

External publications
in peer-reviewed
journals

// OUR CURIOUS, EXPERIENCED TEAM IS MAKING THIS HAPPEN

THE BUSINESS AND MARKETING EXPERTS



CEO

- 24 years of experience
- 10+ years in forecasting



Director of Analytics

- Ex-S&OP Nike, Converse
- 10+ years in forecasting



Marketing Lead

- Experienced in leading a digital marketing agency
- Led national marketing campaigns



Brand and Program Manager

- Managed FIFA World Cup and Winter Olympics for national TV



Business Analyst Product Delivery

- Experienced in developing digital optimization products



THE TECHNICAL GURUS

5/5 in first round



Director of
Data Science



Senior Data
Scientist



Data
Scientist



Data
Scientist



Data
Engineer



ML Operations
Engineer

+ 40 MORE AMPLIFIERS

From Industry, Academia, Consulting, Data Security and Privacy

// SUPPORTED BY TETRA PAK – OUR FABULOUS DATA PROVIDER



Alberto Barroso, PhD

Global Head of Decision Science

Tetra Pak



Pedro Corral

Data Science for Supply Chain

Tetra Pak

-----Original Message-----

From: Barroso Alberto <Alberto.Barroso@tetrapak.com>

Sent: Friday, September 22, 2023 3:46 PM

To: Diego López de Ipiña <dipina@deusto.es>; Réda NOUACER <reda.nouacer@cea.fr>; DZINGINA Benjamin-Harr <benjamin-harr.dzingina@cea.fr>

Subject: RE: [REACH] Fwd: Fwd: Reach incubator collaboration with Tetra Pak.pptx

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Diego and REACH partners,

Unfortunately, I have to cancel my trip to Bilbao due to family circumstances. I would, however, like to provide my recommendation for Amplify for the Evolve phase from a distance. We have enjoyed a very good collaboration these past weeks and months. The Amplify team has understood our business decision challenge. The team is knowledgeable and helpful and works well with my team. We would very much like to continue the collaboration with Amplify in the Evolve phase of REACH and provide our support to them to ensure the success of the solution.

Kind regards

Alberto Barroso, PhD

Global Head of Decision Science

Tetra Pak

// AMPLIFY CONTRIBUTES TO OTHER EU GOALS



29

Jobs created in
Bulgaria

"Brain Drain"

Reversal to Eastern
Europe
#Bulgarianscominghome

UN SDG 12

Addressed directly by the
Solution
**Responsible Consumption
and Production**

Truly diverse workforce in 50 people:

5

**women
leaders**

Both co-founders
+ Head of Data Science
+ 2 female Directors
of Analytics

60%

Women

55%

BAME

23-53

Age range

60+

Academic
degrees

// EVOLVE: 2023-2034 NEXT STEPS

GENERATE ENTERPRISE LEADS AND TEST THE MIDMARKET FIT AT SLUSH AND WEBSUMMIT



Attend Web Summit
Nov. 13, 2023



Attend SLUSH



Build out the partnership
with HPE



Develop next features with  **Tetra Pak**



3 POCs

// EVOLVE HYPOTHESIS: TO THE MIDMARKET $\frac{3}{4}$ OF THE TOTAL MARKET

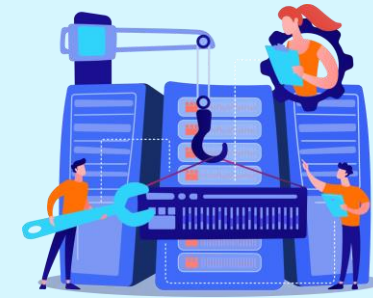
FORECASTING AS A SERVICE

Midmarket Approach (Evolve)

- ➡ 50M-500M revenue
- ➡ Manual forecast, unknown accuracy
- ➡ Fewer dedicated resources



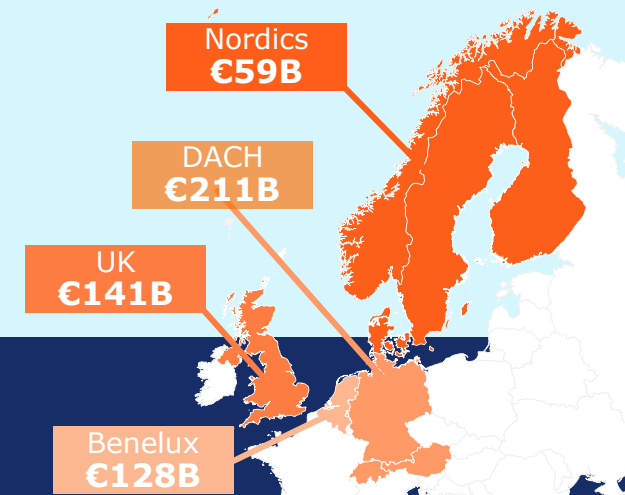
1 real opportunity, 10s of leads



Business Model

- ✓ Almost a plug-and-play forecasting solution
- ✓ Self-onboarding and configuration
- ✓ Optional upgrade packages for custom analytics

💰 Pricing – €1-2K / month – to be tested in Evolve



// WE CAN ALL BENEFIT FROM THIS COLLABORATION NOW



SUSTAINABLE GROWTH & CAPACITY FOR MORE

Strong business
model and
Tech solution



REACH Coaching
and
Funding

Growth accelerators across secure DVC's

PROVEN, PROFITABLE, RESILIENT

5+

Years, small profit since 2019

29

Jobs created in EU

30+

Satisfied clients

Top

-Notch team



Thanks to the approach we developed, North America hit 126% growth in conversion rate.
That's data science in action."

- Head of Demand Generation, Global Manufacturer

// LET US AMPLIFY BUSINESS PERFORMANCE TOGETHER!

” Thank you, Amplify, for being a supportive, knowledgeable and generally amazing partner during this massive customer 360!”

- Global Head of Customer Experience, Global Adhesives Manufacturer



Laura Murphy

CEO

laura.murphy@amplifyanalytix.com

