CENGN

TASTEGURU INNOVATION HIGHLIGHT

TASTE GURU

COMPANY OVERVIEW

TasteGuru offers B2B AI-powered software that helps food and beverage brands discover data-driven insights, predict into the future, and optimize R&D formulation with 10X the speed. Through their Trend Forecasting platform, TasteGuru is seeking to improve the strikingly high failure rate for new products being launched by Consumer-Packaged Goods (CPG) companies. TasteGuru's real-time insight dashboard captures millions of data points and converts them into actionable insight. These data-driven insights help marketers make better judgments during innovation launch.

LOCATION: TORONTO, ON

TECHNOLOGY

Artificial Intelligence

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HIGH FAILURE RATES FOR CPG COMPANIES

The current innovation process in CPG companies is archaic, manual, time-consuming, and expensive. Almost all CPG companies use the stage-gate process when deciding what innovation to bring to the market, starting from idea generation, concept screening, analysis, development, to launch. The manual research process has natural bias baked into idea gathering, idea selection, and concept testing. This is one of the main reasons CPG companies end up with an 80 to 85% new product launch failure rate according to AC Nielsen.

IDENTIFYING TRENDS BEFORE THEY BECOME POPULAR

The TasteGuru Trend Forecasting platform is designed to help Food and Beverage manufacturers take notice of high-growth emerging trends before they become popular. TasteGuru's unique machine algorithms analyze millions of niche-specific data points and identify trends with the highest growth and market adoption potential. In addition, it detects any consumer behaviour patterns associated with the trend and helps marketers increase the effectiveness of their communication strategies.

TRAINING TASTEGURU'S AI

Leveraging CENGN's infrastructure, TasteGuru trained their AI models and scale tested their ability to support their anticipated concurrent user levels across five product channels. During testing, TasteGuru scaled to 100 users in most of their targeted testing areas. Tests yielded low failure rates and reasonable resource usage across the board. Using CENGN's project space, TasteGuru also identified multiple areas for optimization going forward such as adding backend caching, load balancing, and a frontend loading screen for better user experience. TasteGuru's project will help enable a successful commercial product launch.

> "The load and stress testing in the CENGN project offer valuable insight on cloud resources and cost optimizations in different product development stages."
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> **Peter Chen**
> CTO/Co-Founder, TasteGuru