

# **visualfabriq**

Unleash your excellence



**Jaco Brussé**  
CEO and Co-founder

# CPG Applications of AI



AI is here today

01

Demand Forecast

02

Trade Promotion  
Effectiveness

03

Digital Consumer  
Offers

04

Pricing

05

Deductions Clearing

06

Retail Execution

07

Process Automation

**Frontrunner in  
Revenue Management  
solutions with  
applied AI capabilities**

**On a mission to **Unleash the  
Excellence** of our clients,  
providing them with the tools  
we were missing during our  
careers in CPG**



# For the CPG Change Makers

- **Industry leading CPG companies** striving for continuous improvement
- **Forward thinkers, brave heart realists.** Business people who recognize what's missing, understand what's required and **clearly envisage all that is achievable**

# Unleashing the excellence of others as well



Nepal – Girls Home Education



South Africa – Young Professionals skill development



# This is where we are now

Active worldwide on 4 continents, with offices in New York, London, Barcelona, South Africa, Mexico and HQ in The Netherlands.

With an exponentially growing number of innovative global CPG companies as clients, **doubling our business each year.**



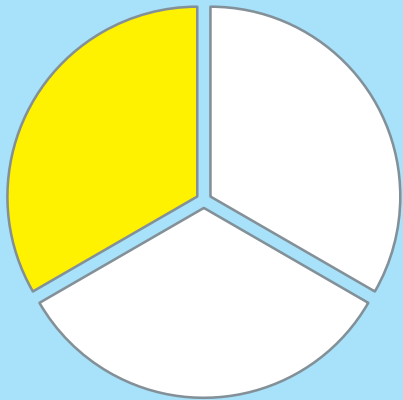
# Recognized as

- Not just tech nerds, not consultants, we are **business people for business people**
- Agile, extremely scalable, using the **latest (AI) technology**, staying two steps ahead at all times
- Strong **collaboration with clients** is key to continuous improvement
- **True SaaS**, improvements are available to all clients. Flat fee.
- **Thinking big** – we can start small and morph into speedsters for scaling up fast





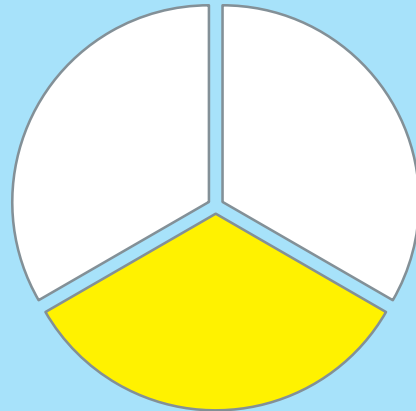
# Offering a modular Strategic Revenue Management Solution



**Trade Promotions**

Plan AI optimized Promotions

+



**In-Market Demand**

Consumption based forecast on commercial level

+



**Revenue Plan**

Pricing, Contracts & Cash-up

=



**The Optimum**

One Version of the Truth

**Are you ready for change?  
We are here for you!**



# Thank you Toronto

We look forward to  
meeting you!