



Our game-changing app is in private preview

Woxi is the modern, agile predictive analytics platform for today's innovation decision makers.



woxi PredictionOS™

The first and only platform for innovation decision makers.

Drive progress through modern predictive analytics, using the insights you already own.



Industry-leading framework

A common currency for every innovation insight you own focusing on what matters most: the universal drivers of innovation sales.



Next-generation forecasting

Novel, flexible approach with distinct models meeting you at every step from size-of-prize to launch. All rooted in driving total system utility.



In the context of actual launches

Every input & output is compared to actual launches in your category. Further, our models are hyper-calibrated to actual sales for maximum accuracy.



Modern user obsessed experience

Distinctive, delighting technology flexes to the real-time, Agile ways you work. User experiences built by innovation decision makers.



Unique subscription service

Unlocks unlimited predictions and “what-if” scenarios on every initiative in your pipeline at a fraction of today’s cost.

Better innovation journeys. Better innovation outcomes. For every initiative in your pipeline.

Industry-leading framework

Focused on sales

This framework is built to predict what matters most in innovation: sales. Not an arbitrary definition of success, vitality, or survival.

Common currency

The results from virtually all your innovation testing can be mapped to the framework, providing a common currency across methods & suppliers.

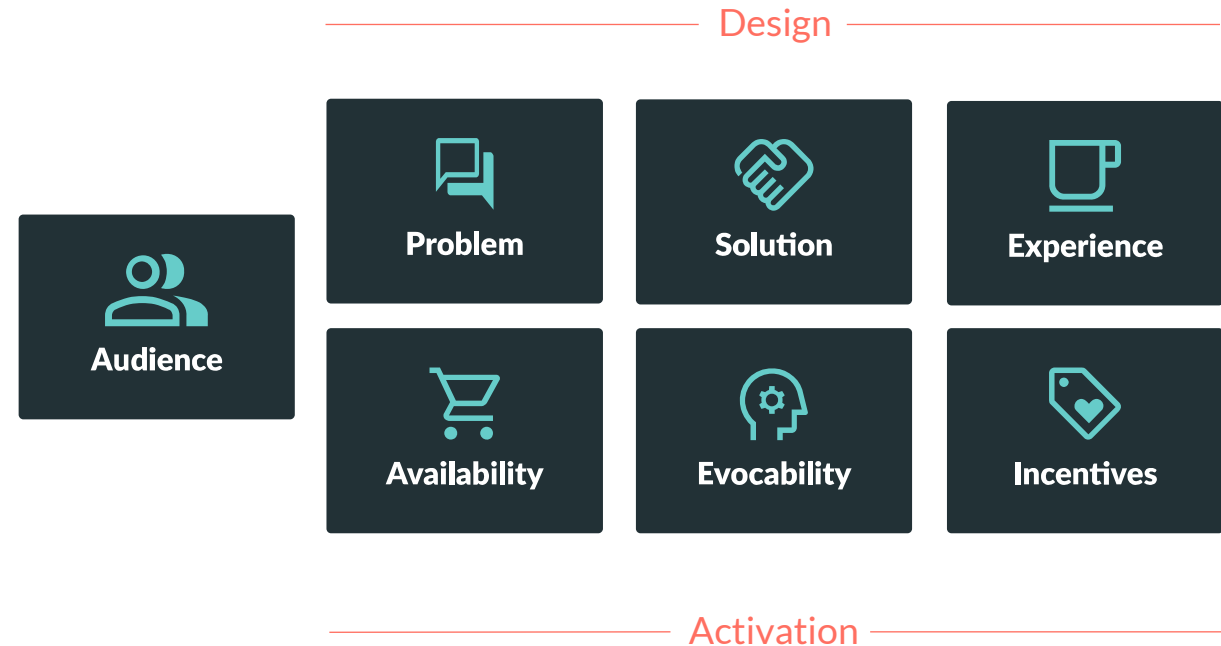
A superior framework

Next-generation predictive framework uniting audience, design and activation elements.



The Woxi Innovation Table™

Represents the 7 universal drivers of innovation sales...



... that every innovator should know, democratizing that expertise in your organization.

Next-generation forecasting

One tool for all forecasting needs



An easy-to-use interface integrates:

- Proxy-based forecasting
- Norm-based forecasting
- Consumer testing-based forecasting
- “Top-down” forecasts with the “ballpark” inputs
- “Bottom-up” forecasts with detailed inputs

...in any combination across the seven Woxi Innovation Table drivers

The result is a forecasting model that meets you where you are on your innovation journey with only what you need.

Next-generation forecasting

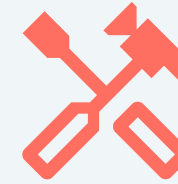
Model accuracy aka "the math"



Coupling Woxi's new-to-the-world universal models with bespoke calibration to the last ~5 years of launches in your category and market allows us to match or surpass the model accuracy of legacy providers.

Parity or better versus legacy providers

System accuracy aka "utility"



Arguably more important, system accuracy is about the forecast when decisions are made. The Woxi system has been engineered from the start around your inputs and your ways of working to make sure forecasts are easily updated and reflect reality.

Significantly better versus legacy providers



In the context of actual launches

A breakthrough approach to benchmarking

Norms, hurdles, database comparisons, etc. were built because we could not (until now) directly compare with confidence test results to actual category launches.

Instead, we found measures that were correlated to things like “survival”, “success” and preference, and made innovation decisions based on those.

At last, we can pivot our innovation decision-making to the most accurate and useful comparisons available.



From

- Just concept and product performance
- Compare on abstract survey measures
- Compared to other concept tests of unknown quality
- Metrics tied to abstract outcomes like “success” “vitality” or “adoption”
- Compare to ideas that mostly don’t launch
- Runs the risk of poor database quality and/or representativity
- Secret competitive sets

To

- All drivers of sales, including activation
- Compare on actual, proven drivers of innovation
- Compared to actual launches in your category, which we can identify
- Metrics tied to actual in-market sales
- Compare to actual launches of known quality
- Always your actual competition from recent launches
- Full case transparency

Every input and every output compared to actual launches.

In the context of actual launches

Hyper-calibrated sales models

Every PredictionOS subscription starts with Woxi calibrating our excellent universal models to the past-five-year actual launches in your category... for maximum model accuracy.

Transparent and open models

The calibration results are reviewed with forecasting stakeholders before every subscription is finalized. The app then puts results in the context of these launches.



No more forecasting
black boxes



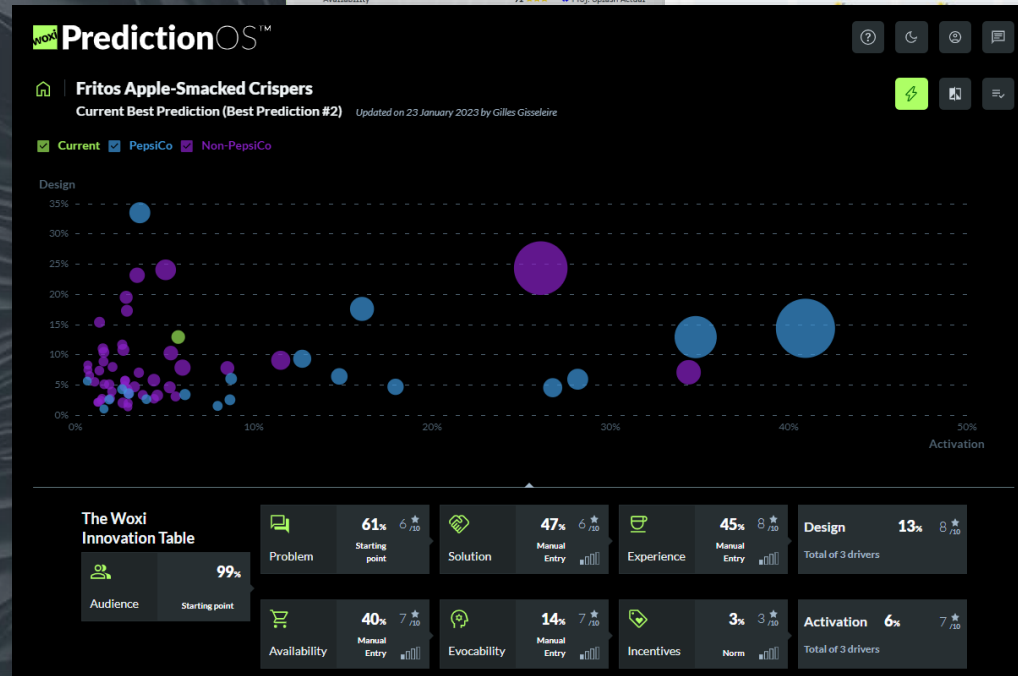
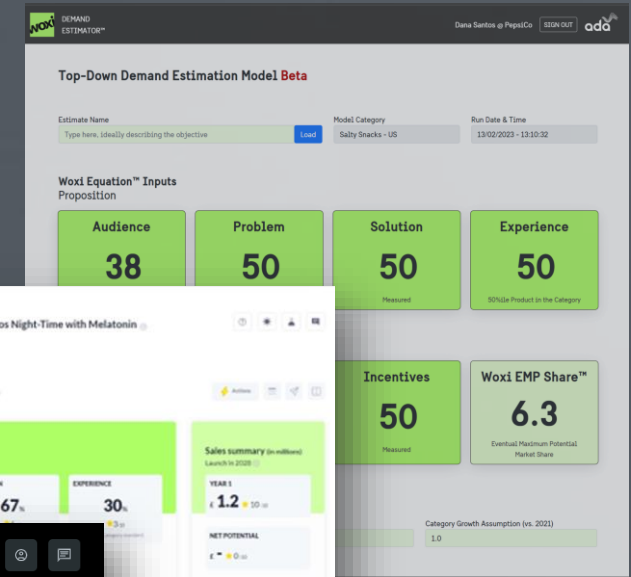
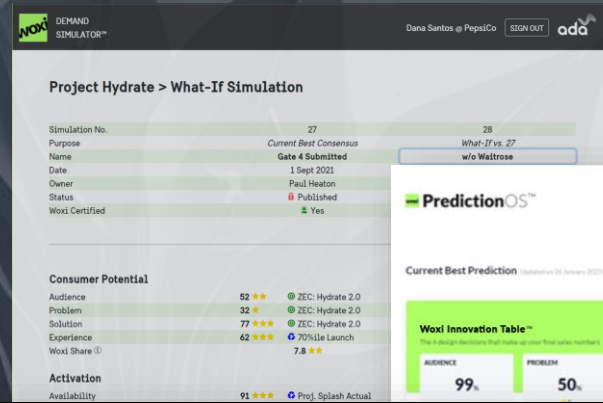
Modern user-obsessed experience

Designed by users

Wireframes were designed iteratively with dozens of stakeholders as part of a global pilot. Capabilities were then socialized and approved as Persona-Based Narratives.

Quickly & iteratively refined

Obsessive discovery and ongoing testing with users have resulted in rapid refinement and new capabilities.



Unique subscription service

The past

Database comparisons, success frameworks and sales forecasts only come bundled with a concept or concept/product test with a particular supplier.

- Forecast quality based on budget.
- Doesn't work with Agile research.
- What-if simulations are expensive and slow.
- Impossible to keep updated for inevitable changes.

PredictionOS™

Next-generation database comparisons, success frameworks, and sales forecasts are available at any time with unlimited usage in an annual subscription for a category in a country.

- Forecast quality based on quality of inputs and assumptions.
- Welcomes all your meaningful innovation research.
- What-if simulations instantaneous & cost-free.
- Simple to keep updated for total system utility.

An always-on, low-cost predictive analytics discipline that fits the ways you work.

The logo features the word "woxi" in white lowercase letters on a bright green square background. To its right, the word "Prediction" is written in a large, white, sans-serif font. This is followed by "OS" in a larger, white, outlined sans-serif font, with a trademark symbol (TM) to its upper right. The background of the slide is dark grey with three large, stylized, multi-petaled flower-like shapes in a slightly lighter shade of grey, arranged in a triangular pattern.

woxi PredictionOS™

Better innovation journeys.
Better innovation outcomes.
For every initiative in your pipeline.

woxi.io

[Book a demo](#)

17 April 2024