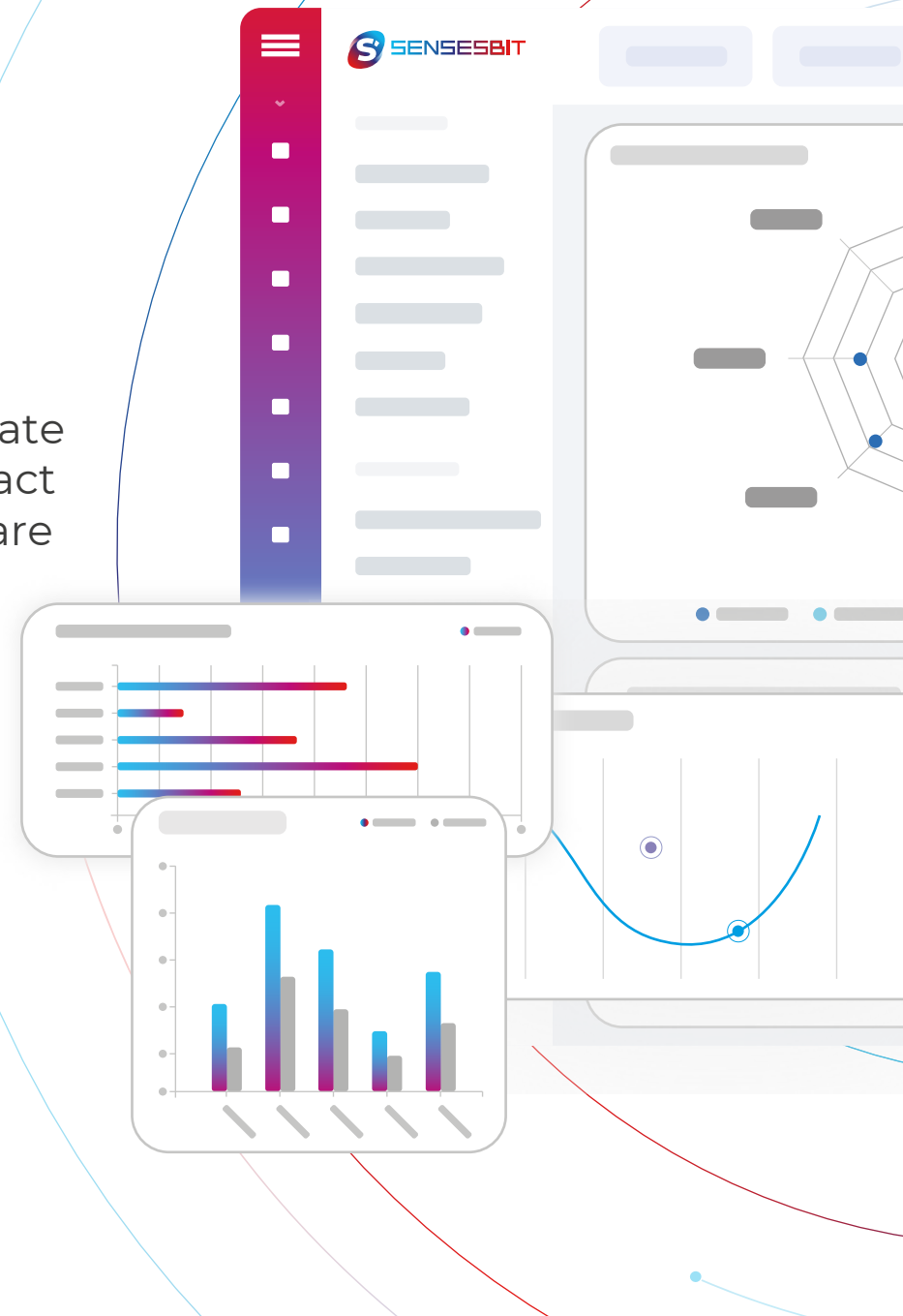


With **SENSESBIT** we help brands reduce failure rate in the launch of new products, with a direct impact on innovation costs reduction with a SaaS software that speeds up the sensory process

Optimization system throughout the whole value chain thanks to sensory analysis

A system that enables to learn which is the right product and which should be rejected by focusing on the consumer



Problem

80%

of new products launched fail

The industry is not able to keep up to date with the progressively faster changes in consumer tastes

Solution

Understands taste trends, predicts opportunities and knows where to focus your efforts in innovation

“Taste prevails as a decisive factor (97,3%) in the purchase decision over other factors such as price, packaging, brand or appearance”

Savings of our SaaS customers

50%

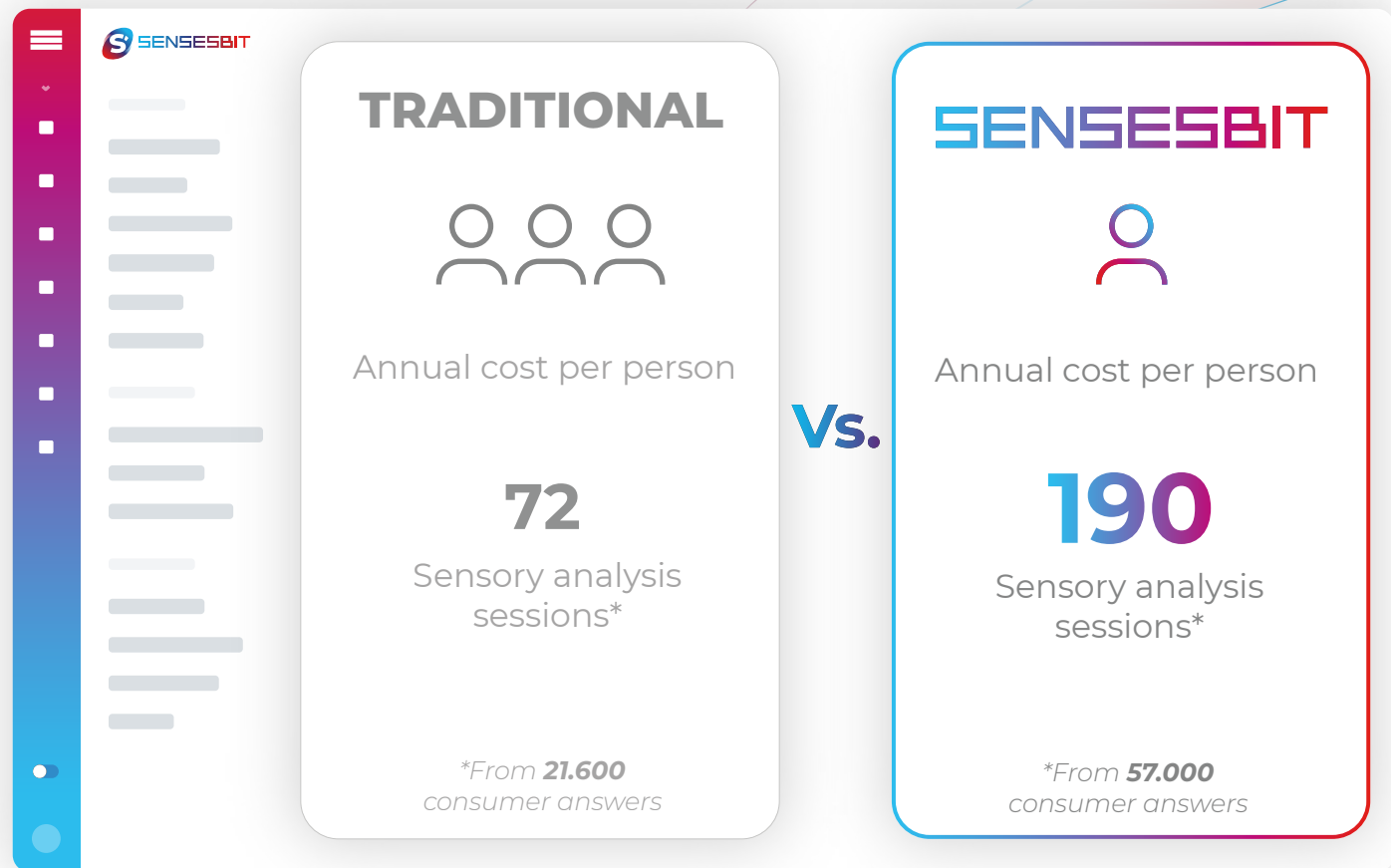
minimum savings
in personnel

100%

reduction of human
error

300%

more efficient



What makes us **unique**

- **SENSEBIT** designs the study, plans, executes, analyses and generates automatic reports all in one platform



It has helped a lot in integrating sensory analysis...



Has allowed to reduce cost in terms of test construction time and data analysis...

- Exploitation of data to generate predictions and consumer behaviour with AI

- The best user experience on the market



Easy-to-use product and easy-to-integrate into the company...



Our **Customers** opinion



“SENSESBIT allows you to improve and integrate, very efficiently, the organoleptic valuation processes of your products, which are key in the food industry”

*Juanjo de la Cerda
R&D Quality Manager
Nueva Pescanova Group*



PEPSICO



CAPSA FOOD



Schreiber



innolact



CANDELAS



Comunidad de Madrid



XUNTA DE GALICIA



ISDIN



UNIVERSIDAD DE ANTIOQUIA
1803



Universidad Zaragoza

Confiteca
Alegria al alcance de todos



Angulas Aguinaga



Denominación de Origen Calificada

Advantages

With SENSESBIT you can manage every aspect of a sensory analysis: create a survey, manage responses, visualise and analyse results and obtain a complete report with all the conclusions



Create surveys



Manage databases



Manage consumers' panel



Organise the sensory sessions agenda



Compile and analyse responses



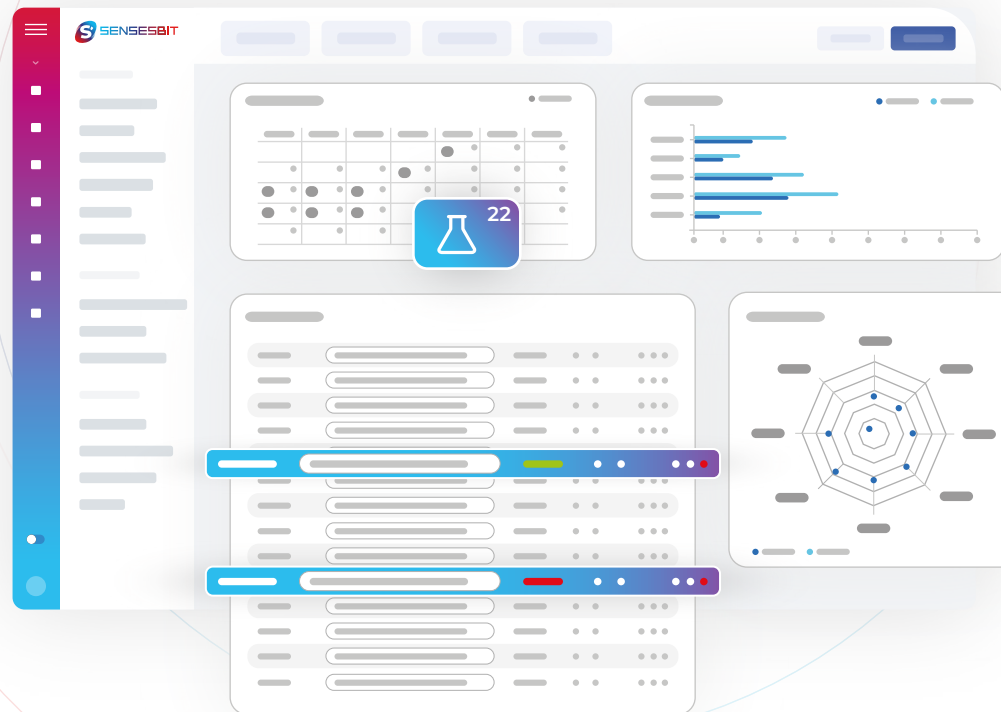
Obtain significant keydrivers



Generate automatic reports



Manage tasting panel



All-in-one

Perform an intuitive full sensory analysis



100% personalised

create your own personalised and adapted to your need studies



Optimise your work

make the most of your time, raw materials, and marketing investments



Sensory intelligence

receive scientific-based results, analysed with current statistical and sensory techniques



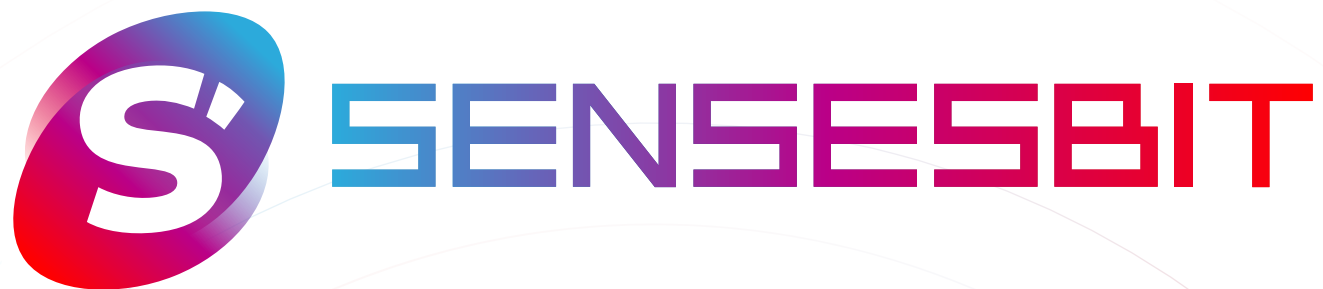
Traceability

keep all data in the software for whenever you need them



Easy-to-use

Access SENSESBIT from anywhere and from any device, all you need is internet connection



www.sensesbit.com info@sensesbit.com