

visualfabriq

Unleash your excellence

Hi Chicago

Jaco Brussé – CEO/Co-founder Visualfabriq



**Are you ready?
Ready to unleash
your excellence?**

**Are you ready for
the world's frontrunner in
Business Planning
Solutions with applied AI
capabilities?**

Bold

for a reason

**We are on a mission
to provide you with the
tools we were missing
during our careers in CPG**

**Yes we have had
significant and committed
careers in the CPG.**

And these were our frustrations:



- ☛ Tech didn't offer solutions to our most pressing challenges;
- ☛ We were unable to easily and instantly unlock the required data;
- ☛ We were unable to integrate large data or convert it to objective insights to optimize the decision-making we strived towards;
- ☛ Burdened by extremely expensive, inert and inflexible tools;
- ☛ We continuously battled against immobile and outdated reports

Recognizable?

**This is the reason for our
profoundly personal quest to
provide **the World's best**
AI driven Business Planning
Solutions for CPG.**

Because honestly; we couldn't find them.

■ Visualfabriq. Born from professional frustration.

Driven by a steadfast vision to radically improve business planning for the CPG industry.

■ With the integration of data, artificial intelligence and workflows, significantly empowering employees and creating more profit.

■ This is where we are now:

**Active worldwide on 4 continents,
with offices in New York, London,
Barcelona, South Africa and
head office in The Netherlands.**

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



Why are we growing so fast?

**Because we really unleash
the excellence of our clients.**

- **Our solutions are: agile, extremely scalable, 100% SaaS, using the latest technology (AI frontrunners), staying two steps ahead at all times;**
- **We're not just tech nerds, we're not just consultants.
We're business people for business people and we sit at the table alongside our clients;**
- **We are steadfast in empowerment, having a secure collaboration with all our clients is paramount in achieving this;**
- **We think big – can start small and morph into speedsters for scaling up fast;**

And our clients readily acknowledge this mentality:

**We are always
hungry!**

(Now you want to know – what are we offering exactly?)

Our vision:

To radically improve business planning for CPG companies, in the unleashing of excellence in our clients, to achieving optimally functioning businesses.

You can achieve your own business nirvana with the utilization of three solutions in unison, on one holistic platform:





Demand Forecast Master™

(knowing exactly your
projected demand)



Trade Promotion Master™

(knowing exactly your
promotional yields)



Trade Spend Master™

(knowing exactly the financial impact
total of your commercial decisions)

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Now you can focus on what really matters

This is an invitation.

**It's not about how
good you are.
It's about how great
you want to be.**

- ✘ We are here for the Change Makers, the CPG companies striving for improvement who want to excel in their own excellence.**
- ✘ For the forward thinkers, the brave heart realists, business people who recognize what's missing, understand what's required and clearly envisage all that is achievable.**

**We are here
for you.**

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visualfabriq.com