

datazeit.

AI-Powered Product Creation

You can trust us. We've done the proof of concept ourselves.



Wilhem, the rocket scientist, and Djef, the PwC consultant, quit their job with the clear vision of making data-informed decisions and finding gaps in the market.

2016



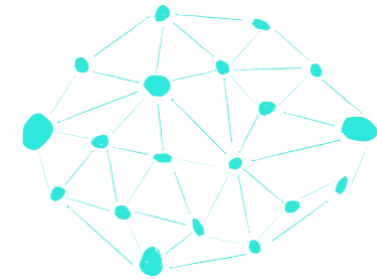
To have their own proof of concept, they created a product purely based on data: sport compression socks.

2017

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Since the approach worked, datazeit was born - with the goal to empower companies to make AI powered decisions.

2018



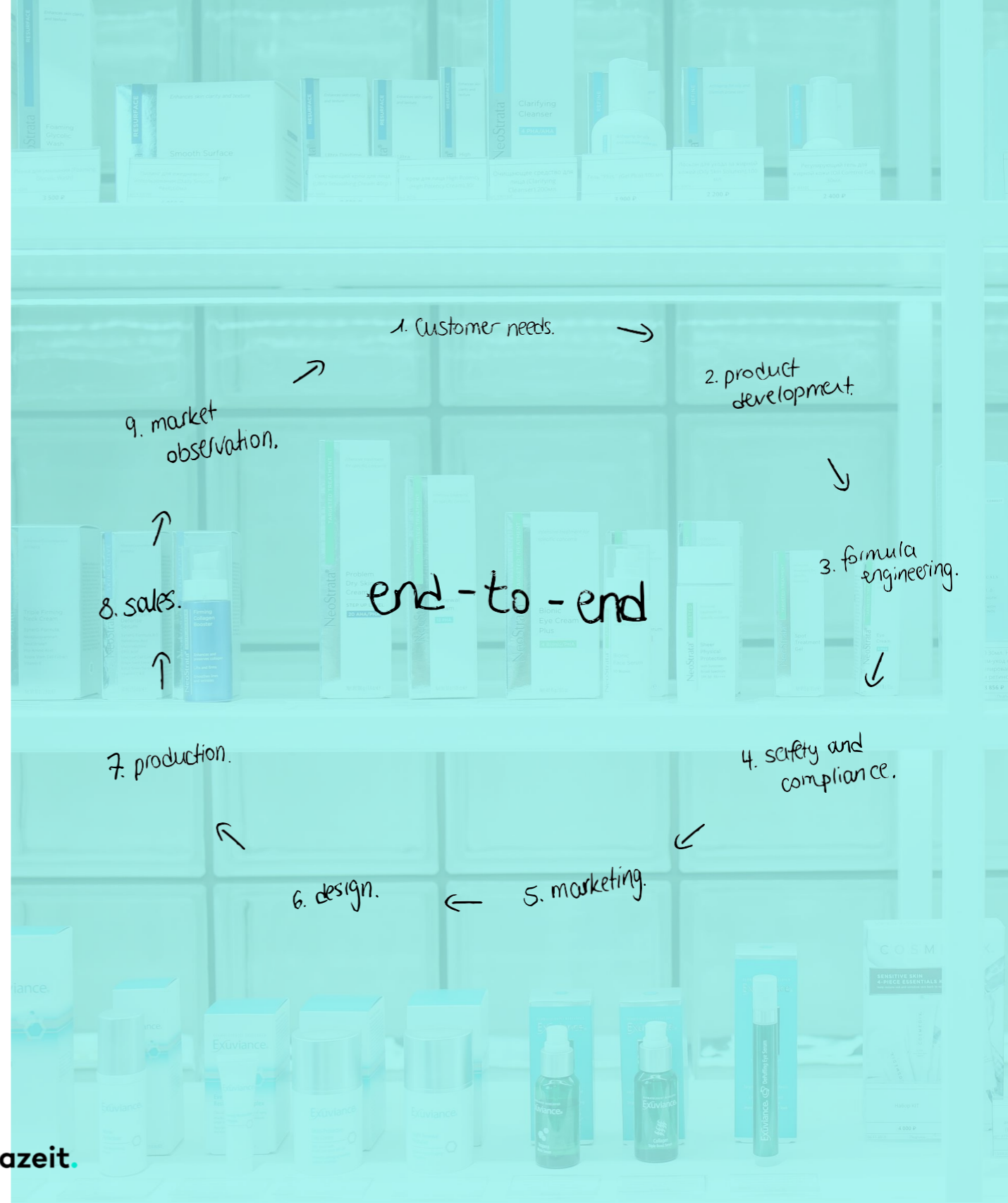
Adaption of our technology to be more customer-centric: the development of our Matching-AI.

2019

the why.

Making you a pioneer in every step of your product lifecycle.

But to become that we believe you face daily challenges that we can solve.
Recognize any?



the why.

1. customer need

“I want to be aware of **early signals**, **microtrends** and **hidden seeds** before they skyrocket.”

3. data-driven marketing

“To **communicate** in a **customer-centric** way, I want to see how and what my **customers** are talking about.”

2. product development

“To develop my product, I need a summarized **market research** with **relevant brands, prices, claims** and **ingredients**.”

4. market observation

“To react to the market, I need to know how it is developing, if new **risks** or **threats** have emerged or if there are new **rising ingredients**.”

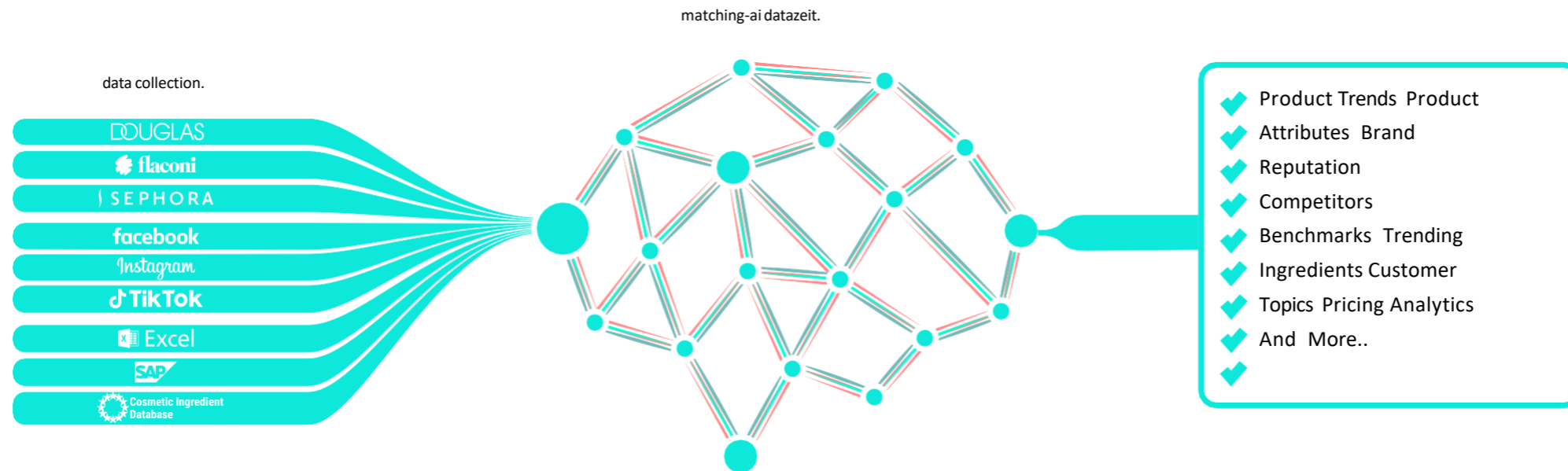
the how.

**Matching Data Faster Than
Tinder Matching People.**

the how.

with our Matching-AI.

In short: Our AI is collecting a massive amount of data from various web sources and social media networks. By matching these datapoints we identify meaningful information, signals and hidden seeds before they skyrocket.



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the what.

In concrete: what do you get from us?

1. customer need

We predict **trends** for you by listening to your **customers** and seeing your emerging competitors.



2. product development

A **time reduction** of market research by **70%** and **40 %** faster **product development**.

retinol vs bakuchiol



17,90€ vs 20,50€



cleanser vs cleanser



the what.

3. data-driven marketing

More engagement and better conversion rates due to customer-centric content.



(249 reviews)

"Great scent and pleasant texture, but the product takes a long time to absorb."

4. market observation

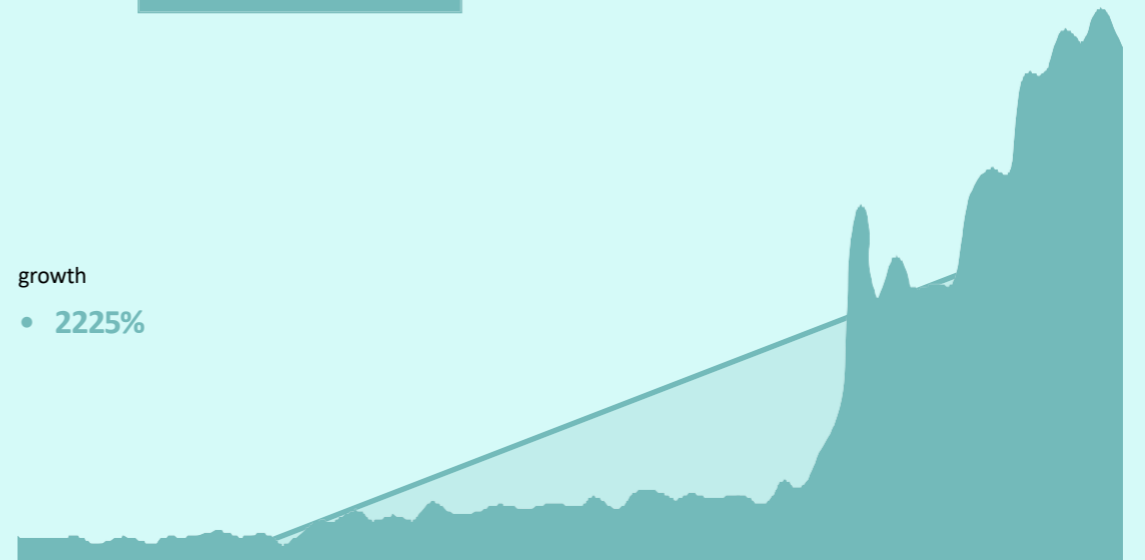
50% faster reaction to market changes and increased speed of product optimization.

*notification

"Your competitor launched 4 new products in the US"

growth

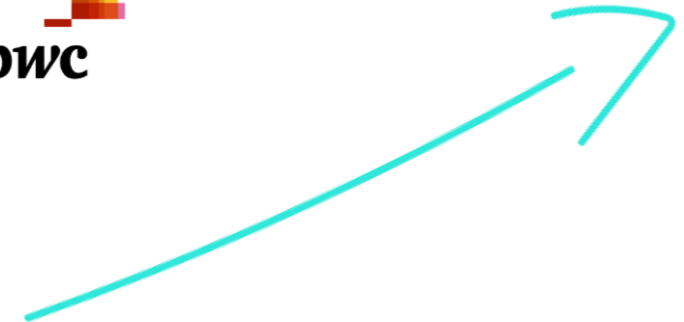
• 2225%



They trusted and worked with us as well.

**“Great approach by datazeit. This is a very relevant Data Start-up.
More to come.”**

– Michael Schummert (CEO at Babor Beauty Group)



We Offer Two Subscription Models.

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Data as a Service

- Choose from realtime data APIs, request based
- Choose from daily datasets, monthly subscription based
- Ready-made dashboards for various business intelligence tools (e.g. Tableau)
- Custom data sources available upon request

myra

Software as a Service

Our AI-Assistent in development

- Automatic notifications and reportings about changes and anomalies
- Data in the right context for different phases of the product life cycle
- Trending topics, products, brands and customers need

**A quick exchange, a win-win.
Would you be up for that?**

Get in touch and let's talk!

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