Chanikarn Wongviriyawon
CEO EATLAB, Thailand

Topic: **EATLAB: *Harnessing intelligence from food data **to streamline business decision makings***

Abstract:

EATLAB is the first company in the world to serve leading food and beverage production companies by scientifically measuring consumer response to their new products. We operate a live, public-facing food experience lab in an urban setting that is capable of directly measuring response to hundreds of test-product variations very rapidly. Using our proprietary AI, video analysis and sensor technology, we can identify attributes of the products that consumers prefer, and describe the characteristics of those naturally occurring cohorts of consumers that prefer each product variations, allowing our clients to segment their products and optimize their marketing to the appropriate audiences. We offer license to our software that forecast sales of customer's products and track the impact of marketing, sales, and product development on sales variation.

Bio:

Chanikarn or Mint is a faculty member at King Mongkut University of Technology (KMUTT) at Thonburi, pioneering quantification of grit, happiness, and cognition. She founded EATLAB as a spinout from KMUTT. EATLAB is the first company in the world to serve leading food and beverage production companies by scientifically measuring consumer response to their new products. She serves on various committee such as Science, Technology and Innovation reform; and provide consultancy to various agencies about innovation, data analytics, affective and cognitive modeling, and commonsense artificial intelligence. Prior to joining KMUTT, Chanikarn was a quantitative researcher at WorldQuant, and co-founded a social enterprise, Matternet, as a part of her participation at Singularity University program. Matternet is a drone delivery network now partnering with Mercedes-Benz, and WHO.