Times are changing.

Is your brand keeping up with...

Who your customers are?

What your customers want?

How to reach your customers?

MAi Research

The cannabis infused beverage market is big and only growing

Global
Increase in YoY sales for cannabis beverages
62%

Global
2028 cannabis bev. market size projected to grow to
$19 billion

Canada
THC beverage market share reached in 2 years
2%

U.S.
2021 total cannabis market value
$11 billion

U.S.
Rate the THC beverage market grew in Q2'22
247%

U.S.
# of states w/ legal recreational marijuana use
18

Do you know where your brand fits in?

MAi|Research

Concept Testing

Concept tests are a worthwhile investment given that **25% of total revenue and profits come from launching new successful products**

Ensure you bring to market the products your customers want to buy

Assesses how likely your target or key segments are to purchase your new idea

Prioritizes multiple ideas by highlighting idea with the most potential

Uncover what your target likes and dislikes about the concept, so you know what to emphasize or refine

MAi | Research

Equity Stretching

EquityStretcher™ evaluates extendability of a brand's equity into new areas by identifying the products or services that have the strongest fit potential for the brand (possible stretches) and which areas to avoid.

Equity Stretching takes the passion for your brand to an adjacent category where it will be loved as much… or more

Identify the products or services that are the best fit with your brand

Reveal new areas that will attract new customers without alienating current ones

Understand if the areas for your brand uplift its image or pose a risk to its position

Can also do the same for competitors to identify potential risks/disadvantages to your brand

Explanatory Text Science

Analyzing language is not like analyzing numbers.

It is typically riddled with bias, interpretations or is automated losing all meaningful nuance leaving important insights behind.

Pathfinder's approach to understanding language ensures you get the most out of your unstructured text regardless of its source

Gain clear understanding of the ideas expressed with the original context ensuring you don't miss the mark

Understand if people are using specific words positively, negatively, or whether certain terms are polarizing

Tap into the terminology that is linked quantitatively driving your key metrics using enhanced machine learning techniques

MAi Research

Volume Forecasting

Of the tens of thousands of new products brought to market every year, **95% fail**, costing limited resources that could be applied to develop
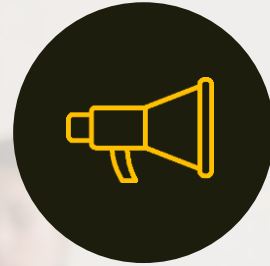
Determine what levels of marketing support and distribution are required for a successful launch

Validated to be within +/- 12% of Year I in-market sales across categories

Applied to new products, line extensions, restages with simple concept and/or concept-product tests

Ensure you don't end up in that 95%

MAi Research

MAi Research: Focused Business and Research Expertise

MAi Research takes the time necessary to understand what our clients need to be successful and directs our team and methodologies to support their success.

- **Experience**: across sectors, methodologies, geographies, and sampling challenges, including B2C and B2B targets

- **Frictionless**: even for very complex studies, we take a project from objective to insights to make our clients' lives easier

- **Focused**: we design research tailored to a specific business question, not as a catch all

- **Conveyable Insight**: we make it easy for our clients to 'retell the story' within their organizations by simplifying the message

MAi|Research

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