



The Global Language of Business

Insights at Point of Use

The Startup Lab at GS1 Connect

GS1 Connect® is the annual user conference and exhibition hosted by GS1 US® that highlights the use of GS1 Standards to help drive innovation and business opportunities. Since 2019, The Startup Lab at GS1 Connect has been showcasing emerging technologies that provide GS1 US members with new ideas and solutions.

The Challenge

Brands and retailers gather and use an abundance of consumer data starting with online interactions through to the retail store experience. But once a product leaves the store or arrives at a consumer's home, there is limited data or visibility into how, when, and where that product is used. Since self-reported usage data is often inaccurate, consumers remain largely a mystery to the brands seeking to engage them.

Imagine what would be possible if brands and retailers could understand in great detail how people are consuming or using their products—from a look at real-world serving sizes to insights on when people are most likely to consume, or run out of, certain products. Such insights could help to improve products, automate replenishment, and, ultimately, drive better business performance.

The Innovation

Adrich has developed a solution to fill in those critical data gaps: a connected smart consumer platform that is unleashing new post-sales insights and methods of engaging customers. The Adrich solution uses sensor

technology—a smart product tracker that attaches to a physical item—to capture real-time usage data.

The solution combines smart-label hardware and customizable machine learning software to collect immediate, highly accurate volumetric measurements—from individual usage amounts to product fill levels—along with time-oriented and geolocation information.

By affixing to the outside of product packaging and collecting data autonomously, the Adrich Smart Tracker provides unprecedented and unique perspective into consumers' true usage behaviors. It is extending the realm of consumer information to the "last mile", creating the next generation of consumer understanding and customer-first product innovation.

See for yourself by watching the video [Adrich Tech In Action](#).

The Power of Partnerships

Companies like Adrich can help GS1 US members, solution providers, and partners maximize adoption and use of GS1 Standards, enabling scale, efficiency, and innovation.



Second-Place Winner



Adrich is the world's first connected smart consumer platform that provides real-time post-sales analytics and consumer engagement during product use. It combines sensor technology and data as a service to enable real-time, two-way communication between brands and retailers and their customers. It takes the guesswork out of how, when, and why consumers use a product—arming brands and retailers with data to enable growth, sustainability, and automation.

Adrich was selected as the second-place winner of the 2020 Startup Lab Pitch Competition based on product originality, usability, societal impact, and other criteria. It emerged as the second-place winner among a field of eight (8) startups.

Technology Focus

Artificial Intelligence

Industry Application

Retail, Industrials, Robotics

Adrich provides these benefits to retailers:

- Increase revenue and eliminate waste. The platform makes it possible to achieve needs-based replenishment and sustainability by targeting customers at the point of fulfillment.
- Connect with customers at point of use. Adrich delivers real-time feedback and helps to uncover new usage patterns as customers use a product.
- Validate innovation. Use Adrich to conduct usage-based testing throughout the product lifecycle.

GS1 US's Role

GS1 US helps industry standardize the identity of parties, places, and things by issuing unique, persistent, globally interoperable identifiers. Those standards, developed in collaboration with industry, make it possible to provide a consistent, structured way to identify and describe products. GS1 Standards also prepare businesses for the next generation of technology. Innovations like the Adrich solution require large, accurate, and structured data sets to deliver maximum value.

To that end, GS1 US reviews and evaluates emerging technologies to put hybrid physical-digital identity concepts into practice that foster the adoption of converged identity across a spectrum of real-world use cases.

"Innovators like Adrich represent a vital source of new ideas for using GS1 Standards to achieve unprecedented customer insights and engagement," said Melanie Nuce, Senior Vice President, Corporate Development at GS1 US. "We are energized by opportunities to use Adrich and related innovations to further bridge the physical-digital gap—empowering brands and retailers to realize higher performance while supporting a better experience for the customers they serve."

"Our technology is patented and part of a turnkey solution that includes hardware and software. The solution is live in market, with success and endorsement from major brands, including Tyson, Clorox, Colgate, and Bissell."

-Adhithi Aji

Adrich, CEO & Founder

The Adrich Smart Tracker can track usage across various package forms and types of products, such as liquids, solids, viscous materials, and durables.

About Adrich

Adrich is an IoT consumer insight company that specializes in the design and deployment of the world's first "patented" Smart Consumer Platform, unveiling true qualitative and quantitative consumer usage data. Our end-to-end solution is powered by proprietary machine learning algorithms, coupled with real-time analytics that are captured through our smart product usage trackers. The output is an incomparable perspective into true consumer usage behaviors. With Adrich, brands can now better understand how consumers interact with their product through real-time usage data such as time of day of use, day of week of use, and when consumers run out of product, therefore providing a means to increased consumer satisfaction, sales and marketing optimization, fulfillment and predictive consumer insights for continued brand growth. It also allows two-way communication between brands and consumers leading to the first of its kind post-sales consumer engagement. Adrich is headquartered in Pittsburgh, PA and backed by Sony Innovation Lab, Plug & Play, and Idea Fund Partners. Currently, Adrich has ten Fortune 500 Consumer Packaged Goods companies on their Smart Consumer Platform.

For more information, contact info@adrich.com.

About GS1 US

GS1 US is a neutral, not-for-profit information standards organization that drives industry collaboration through the use of GS1 Standards—the most widely used supply chain standards in the world. The U.P.C.* barcode, the most recognizable example of a GS1 Standard used to power commerce, is scanned more than six billion times per day globally. More than 25 industries rely on GS1 US to uniquely identify products, places, and other assets, and GS1 Standards to create a foundation for emerging technologies that improve security, visibility, interoperability, and trust in the supply chain. Unique identification makes it possible to take advantage of the technologies of the future—connecting consumers, patients, businesses, and products.

For more information, contact innovation@gs1us.org or visit www.gs1us.org.

*In this publication, the letters "U.P.C." are used solely as an abbreviation for the "Universal Product Code," which is a product identification system. They do not refer to the UPC, which is a federally registered certification mark of the International Association of Plumbing and Mechanical Officials (IAPMO) to certify compliance with a Uniform Plumbing Code as authorized by IAPMO.

Perfect Your Pitch

Submit your information [here](#) to learn more about future opportunities with the GS1 US Startup Lab program.

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