Video Link:
https://youtu.be/w2UUXBJnZ7Q

SENSORYOPS

DIGITAL TWIN FOR TASTE

Science-Backed Taste. Data-Driven Manufacturing.

Helping alcohol brands translate young consumer preference into physics-based production decisions.

The Gap

Traditional guesswork still drives too many product decisions.

SensoryOps bridges the **$830B gap** between **Gen Z palates** and industrial production.

Value Proposition

Speed

Compress tasting cycles and shorten decision time from weeks to days.

Consistency

Keep flavour outcomes stable across batches, sites, and seasons.

Insight

Turn market signals into actionable process intelligence.

The Platform - Digital Twin

Consumer Sentiment  Physics Simulation  Real-Time Control

This loop links taste capture, physics-based simulation digital twins, and real-time plant control to finalise the end product with science-based AI.

SENSORYOPS | SYSTEM ARCHITECTURE

The Closed-Loop Digital Twin.

Translating consumer sentiment into physics-constrained factory actuation.

MARKET PREDICTION ENGINE

Gen Z Sentiment & Demand Forecast

Target RTD Profile

+42% Demand

— Legacy Taste — Gen Z Trend

CONTINUOUS FACTORY ACTUATION

SCIML PINN SIMULATION

Physics-Informed Mashing Simulation

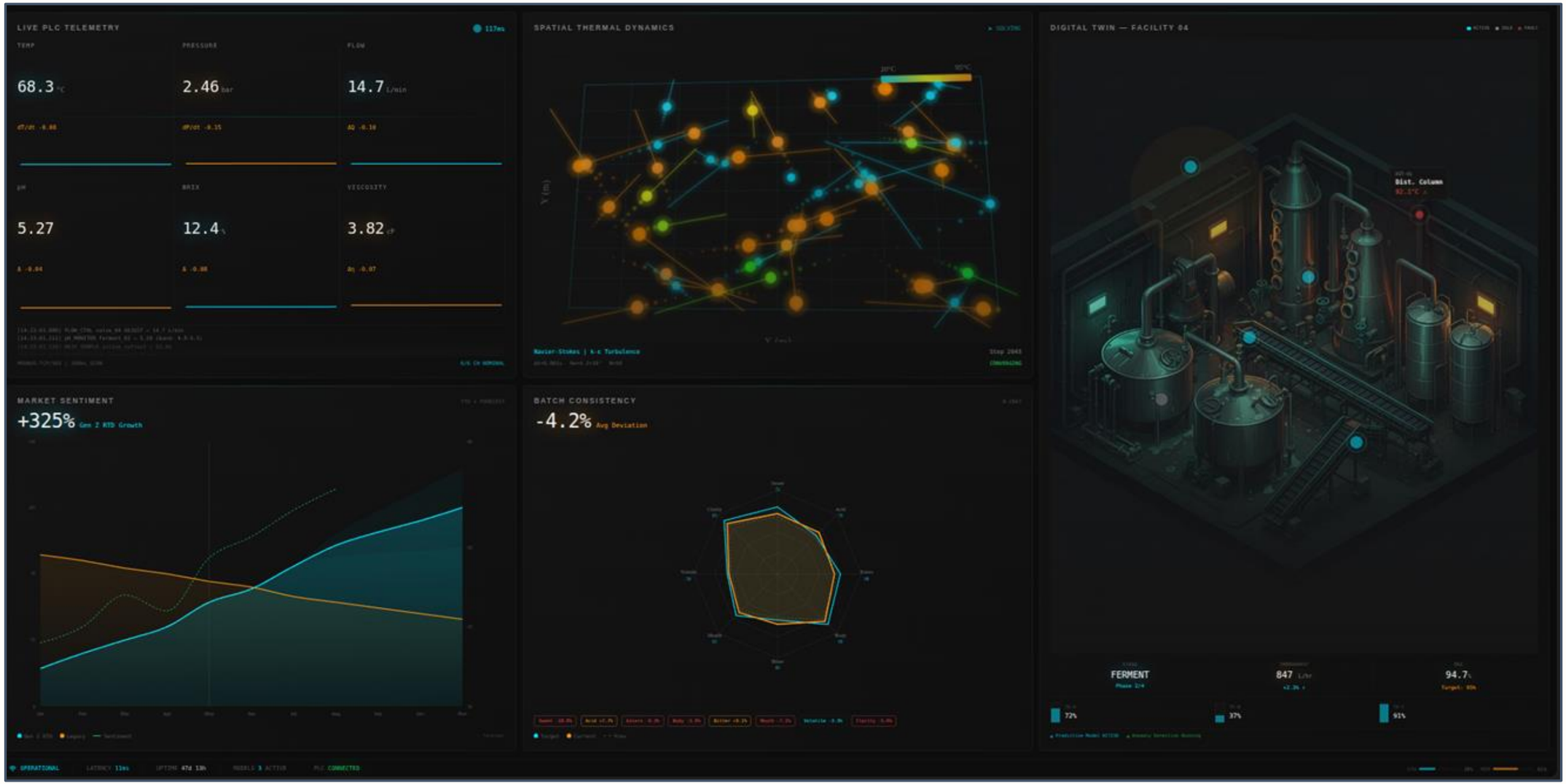
Brix Target Accuracy

99.4% Accuracy

— Substrate — Fermentable Sugars

• 3D SPATIAL THERMAL MAP: ACTIVE

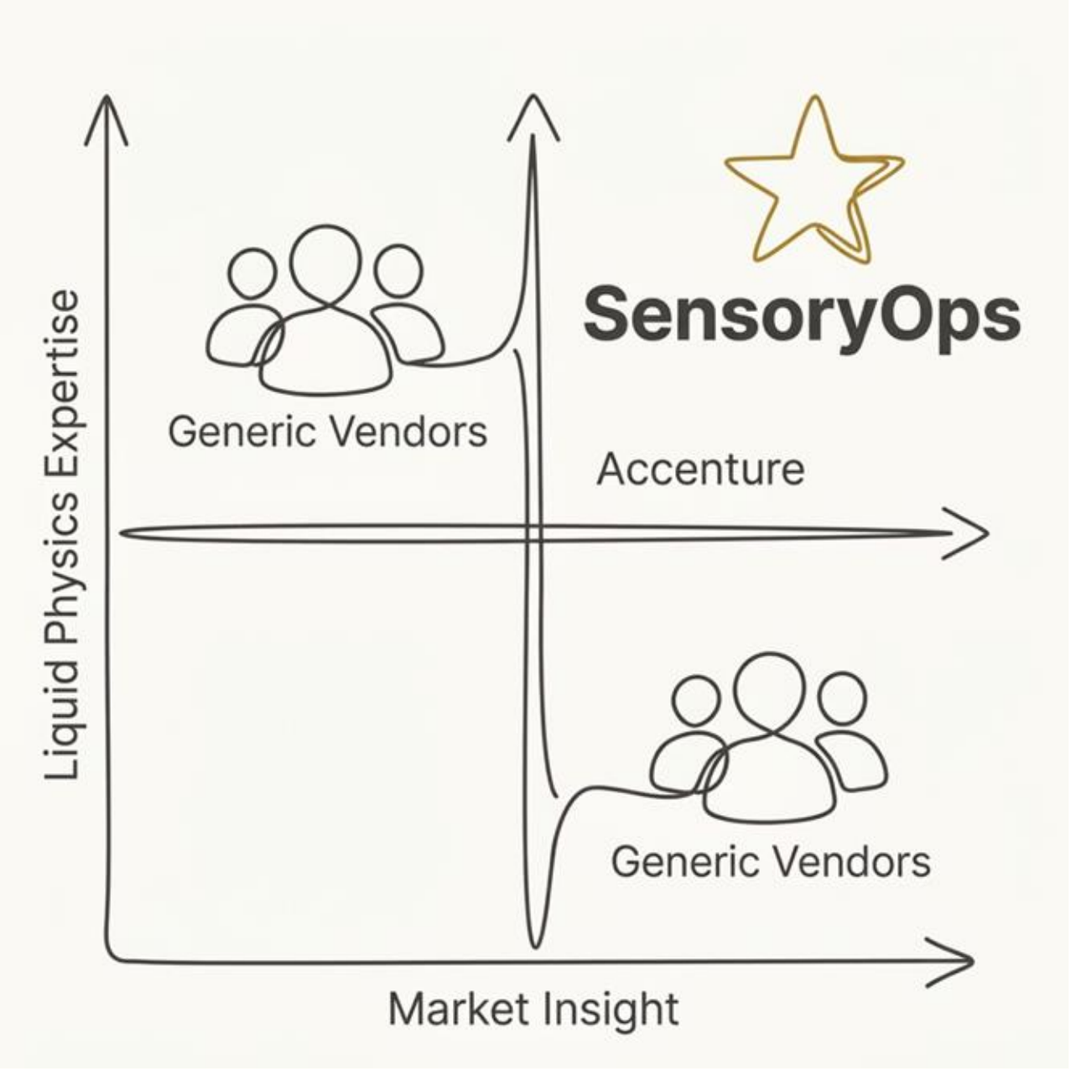
The Dashboard



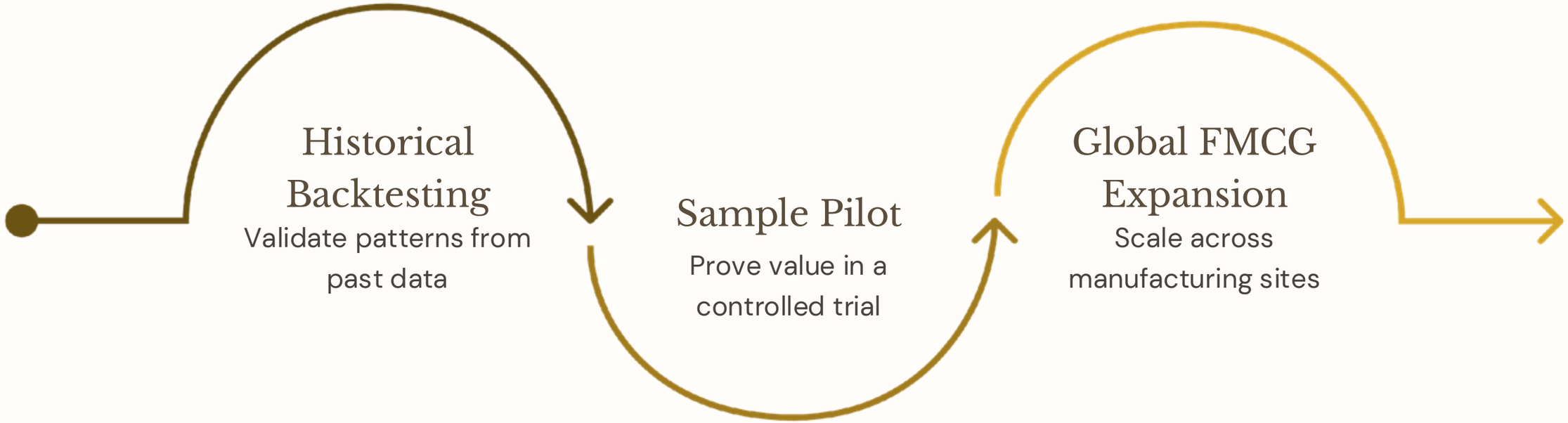
Competitive Positioning

Most providers are strong in software or strategy. SensoryOps combines domain expertise in liquid physics with live market insight.

That intersection is where better flavour decisions, faster launches, and pilot-ready manufacturing intelligence emerge.



Launch Strategy



Start with validated historical patterns, prove value in a sample pilot, then scale across global FMCG manufacturing environments.

Let's build the future of flavour.

We are ready to partner on a pilot with a major alcohol manufacturer.

The Team

- Tejas Rathod - CEO
- Paul Reynolds - CFO
- Anushka Sutreja - COO
- Saranya Roy - CMO