

## CAPABILITIES STATEMENT

### About Us

The Institute for Perception, founded in 1993, is a full-service statistical and market research consulting firm.

We conduct extensive research on new models of human perception to provide a basis for methods to support product development, market research, and advertising claim substantiation. Our extensive network of fieldwork partners allows us to manage and execute projects almost anywhere in the world, in central location, home use, or internet-based settings.

Visit [www.ifpress.com](http://www.ifpress.com) for detailed information about The Institute for Perception.

### Core Competencies

#### ■ Statistics

- Classical statistical analyses
- Product optimization
- Custom experimental designs
- Discrete choice modeling
- Bayesian methods

#### ■ Innovation

- Drivers of Liking<sup>®</sup>
- Landscape Segmentation Analysis<sup>®</sup>
- Category appraisals
- Product-concept fits
- Brand equity and penalty analysis
- Model-based design of new products
- Measuring brand imagery variables
- Product portfolio optimization
- Motivations for product consumption

#### ■ Project Management

- Study and protocol design
- Data collection
- Analyses, interpretation, and reporting

#### ■ Advertising Claims Support

- Product testing and surveys
- Pro bono reviews for the NAD
- Expert witnessing

#### ■ Internal Sensory Program Audits

#### ■ Training in the USA and Internationally

We hold programs annually, offer custom internal training courses, and are invited as speakers on the following topics:

- Difference and equivalence testing
- Drivers of Liking<sup>®</sup> and choice modeling
- Unfolding, graph theory, and TURF
- Category appraisals
- Statistics
- AI, machine learning, and data science
- Portfolio optimization

### Point of Contact

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### Differentiators

■ We are a full-service research consulting firm with expertise in:

- Statistical analysis and data science
- Sensory and consumer science
- Marketing insights
- AI and machine learning

■ Published over 100 technical reports and scientific papers in peer-reviewed journals

■ Presented about 100 short-courses for government and industrial participants

■ Expert witness in USA and Canada in bench trials, arbitrations, jury trials, and NAD proceedings

■ **IFPrograms<sup>®</sup>**, which is licensed to users, is our proprietary software with advanced analytical capabilities for a variety of sensory and consumer testing procedures

### Past Performance

■ 8 out of 10 of the global food companies have worked with us as clients

■ Conducted product testing research in the USA and in the following countries:

- Canada
- United Kingdom
- Germany
- Colombia
- Russia
- Panama
- Japan
- Peru
- China
- Honduras

■ 37 FDA employees have attended one of our survey science courses

### Corporate Data

**The Institute for Perception Ltd**

7629 Hull Street Road

Richmond, VA 23235, USA

Year of Incorporation: 1993

State of Incorporation: Virginia

**CAGE:** 5GVD1

**DUNS:** 132522272

**NAICS Code(s):**

541613, 541720, 541910, 611430