BRIGHTFIELD

AI-DRIVEN CONSUMER & MARKET INTELLIGENCE

Board of Directors

Board Meeting · FY2026 Business Review

DEMONSTRATION MATERIAL

How This Sample Deck Was Built

1

Purpose

A sample board deck created for demonstration only. It is not an official document of Brightfield, was not produced, reviewed, or endorsed by the company, and must not be relied upon for any decision.

2

How it was built

Generated by an AI assistant (Claude) from publicly available information. Structure follows common board-review best practice; layout and charts were produced programmatically.

3

Data & figures

Company facts are from public sources; all financial figures are illustrative planning estimates and are not audited.

4

No warranty

Provided as-is with no representation as to accuracy or completeness. Any resemblance to actual internal reporting is coincidental.

AGENDA

FY2026 Business Review · Board Meeting

SECTION 01 · OPENING

Key Messages to the Board

Durable model

Brightfield is a data-and-intelligence platform that combines proprietary consumer panels, transaction and social signals, and AI-driven analytics to forecast demand and trends in wellness and emerging consumer categories that legacy syndicated-data incumbents cover thinly.

Recurring core

Recurring subscription/advisory anchors the revenue base, with expansion and data upside layered on top.

Instrumented business

Performance is tracked against a defined set of metrics and deliverables spanning multiple functions and altitudes — provided as separate companion files.

Clear priorities

Strategic priorities are set to compound the recurring core and de-risk the model.

Brightfield

Brightfield is a data-and-intelligence platform that combines proprietary consumer panels, transaction and social signals, and AI-driven analytics to forecast demand and trends in wellness and emerging consumer categories that legacy syndicated-data incumbents cover thinly. It monetizes through platform/data subscriptions plus syndicated and custom research.

AI
Trend & demand forecasting

Panels
Proprietary data

Wellness
Category focus

Sub
Platform model

What the Business Sells

Data Platform

Subscription access to panels, signals and dashboards — the recurring core

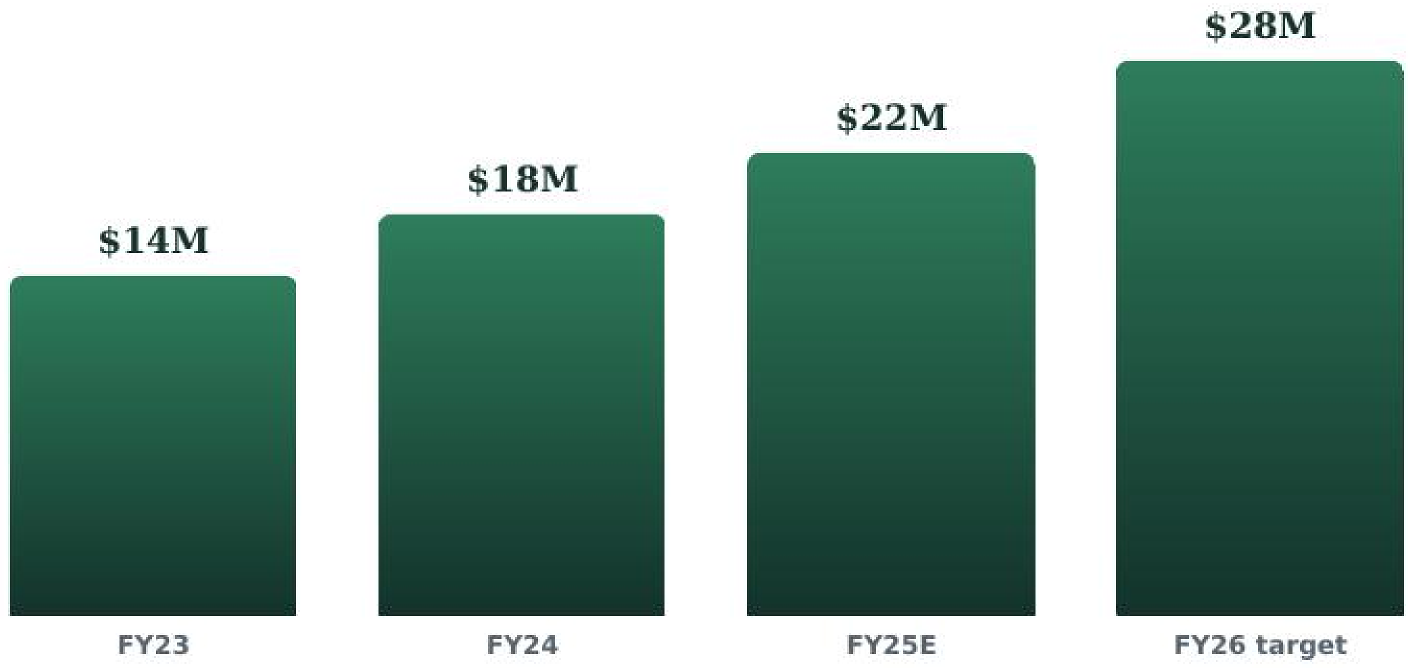
Forecasting

AI-driven demand and trend prediction products

Custom Research

Syndicated reports and bespoke studies for brands/investors

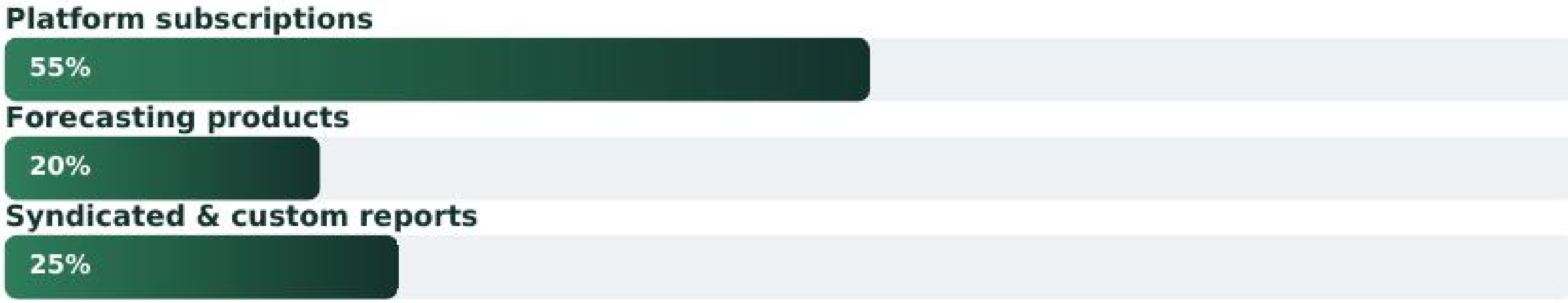
Illustrative Revenue Trajectory ($M)



Illustrative estimates — a recurring core plus expansion and data/products drives the trajectory.

SECTION 03 · FINANCIALS

Illustrative Revenue Mix



Illustrative estimates. Mix shift toward recurring and data/products is the value-creation direction.

Strategic Priorities — FY2026

1 **Shift toward always-on platform subscriptions**

2 **Diversify beyond volatile origin categories**

3 **Productize the AI forecasting layer**

4 **Compound the proprietary panel/signal advantage**

Illustrative Scenarios

BEAR

Flat

Cyclical or category pressure slows growth; retreat to the recurring core.

BASE

Steady growth

Recurring core compounds with modest expansion and mix shift.

Illustrative only — not guidance.

BULL

Accelerating

Enterprise Risk Register

Risk	Rating	Description / mitigation
Category beta	High	Origin categories (cannabis/CBD, some wellness) are volatile and regulation-sensitive.
Revenue quality	Med	Report-led revenue is lower quality than platform subscription.
Data provenance	Med	Panel quality/representativeness risk in newer categories.
Incumbent entry	Low	Large syndicated-data players could enter emerging categories at scale.

SECTION 06 · DASHBOARD

Board Scorecard — FY2026

Metric	Current	Status
Platform subscription mix	~55%	● Amber
Net revenue retention	~106%	● Amber
Data-asset integrity	Strong	● Green
Forecast accuracy	In band	● Amber
Category concentration	Elevated	● Red
New-category coverage	Expanding	● Green

SECTION 06 · BOARD ACTIONS

Decisions Requested of the Board

✓ **Approve FY2026 operating plan**
Endorse platform-mix, category-expansion and forecasting targets.

✓ **Fund data-asset expansion**
Approve investment to broaden proprietary panels and signals.

✓ **Endorse forecasting productization**
Approve build-out of predictive/forecasting products.

✓ **Oversee category diversification**
Confirm reduction of single-category regulatory beta.

APPENDIX

Sources & Methodology

Company facts drawn from public sources on Brightfield (AI-driven consumer/market intelligence, proprietary panels, wellness and emerging categories). Financial figures are illustrative estimates.

- Company facts are drawn from publicly available sources; structure follows common board-review best practice.
- Metrics, deliverables and OKRs for this company are provided as separate companion files.
- All financial figures are illustrative planning estimates. This company does not necessarily disclose audited financials.

BRIGHTFIELD

Thank you · Questions & Discussion