



Florisense by MeasureAI



Institute for Engineering Leadership
College of Design and Engineering

MeasureAI developed a 10 minute quality assessment solution for flavors and fragrances, which provides objective and quantifiable results.

Challenges & Pain Points

Undetected flawed products can damage a company's reputation. To ensure consistency in taste and smell, producers spent up to **25% of their sales** on quality control of which **60% falls under analytical testing, process control & monitoring, product stability & shelf-life**. The most popular means for quality control in flavor and fragrances are GC-MS and sensory evaluation. While GC-MS offers high precision, it can **delay** production by up to **two weeks**, making companies reliant on positive sample results and **limiting their flexibility**.

Product



Introducing Florisense

- Sensory device for flavors & fragrances
- Integrated with AI-based pattern recognition
- Enables intelligent scent categorization & analysis

Benefits



In-house Quality Testing

No expert personnel/ trained taste-tester necessary



Unbiased Aroma Profiles

Instrument-based, repeatable



Instant Results

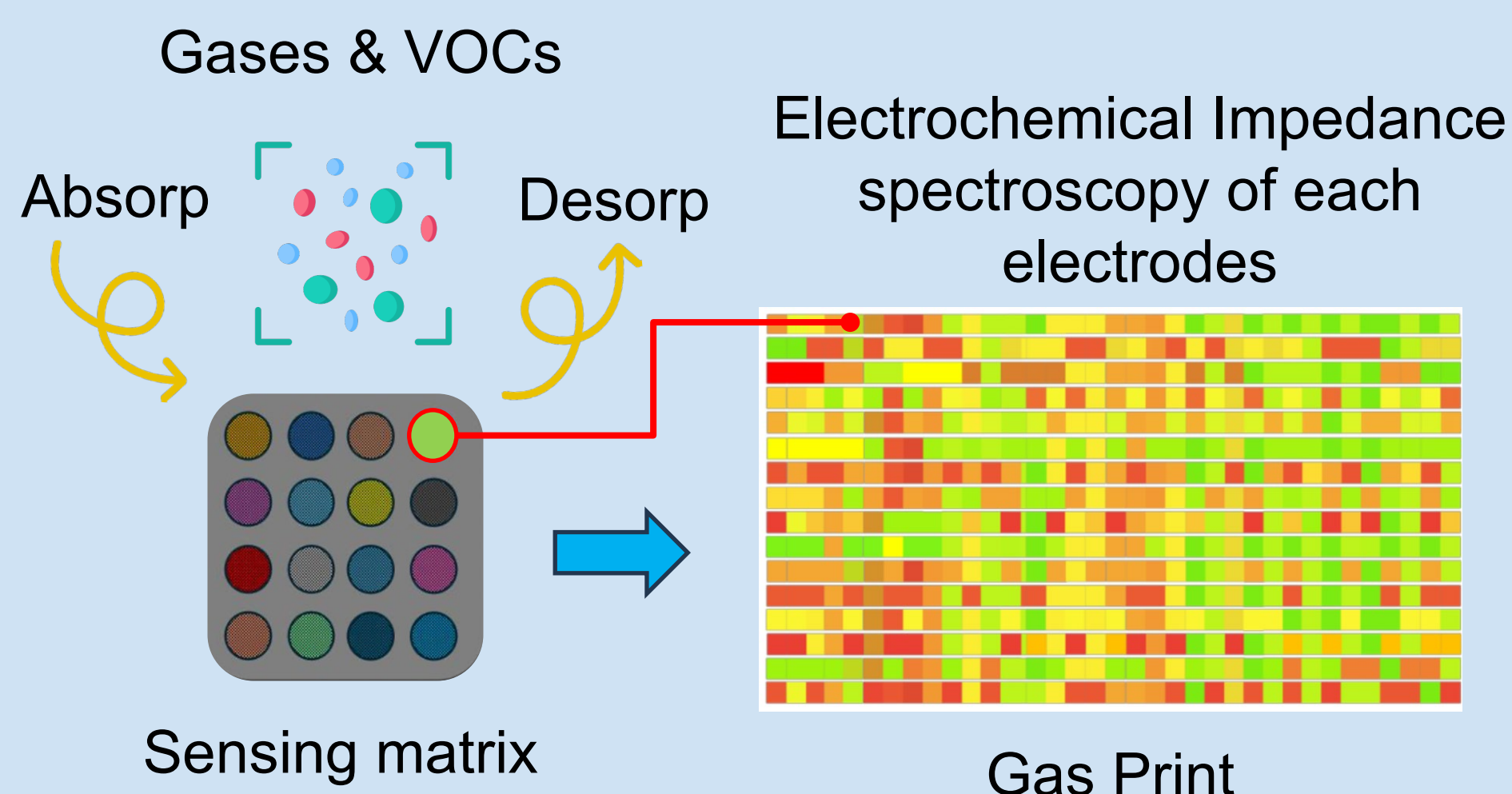
Turn over time of 5 min, no delay by external providers



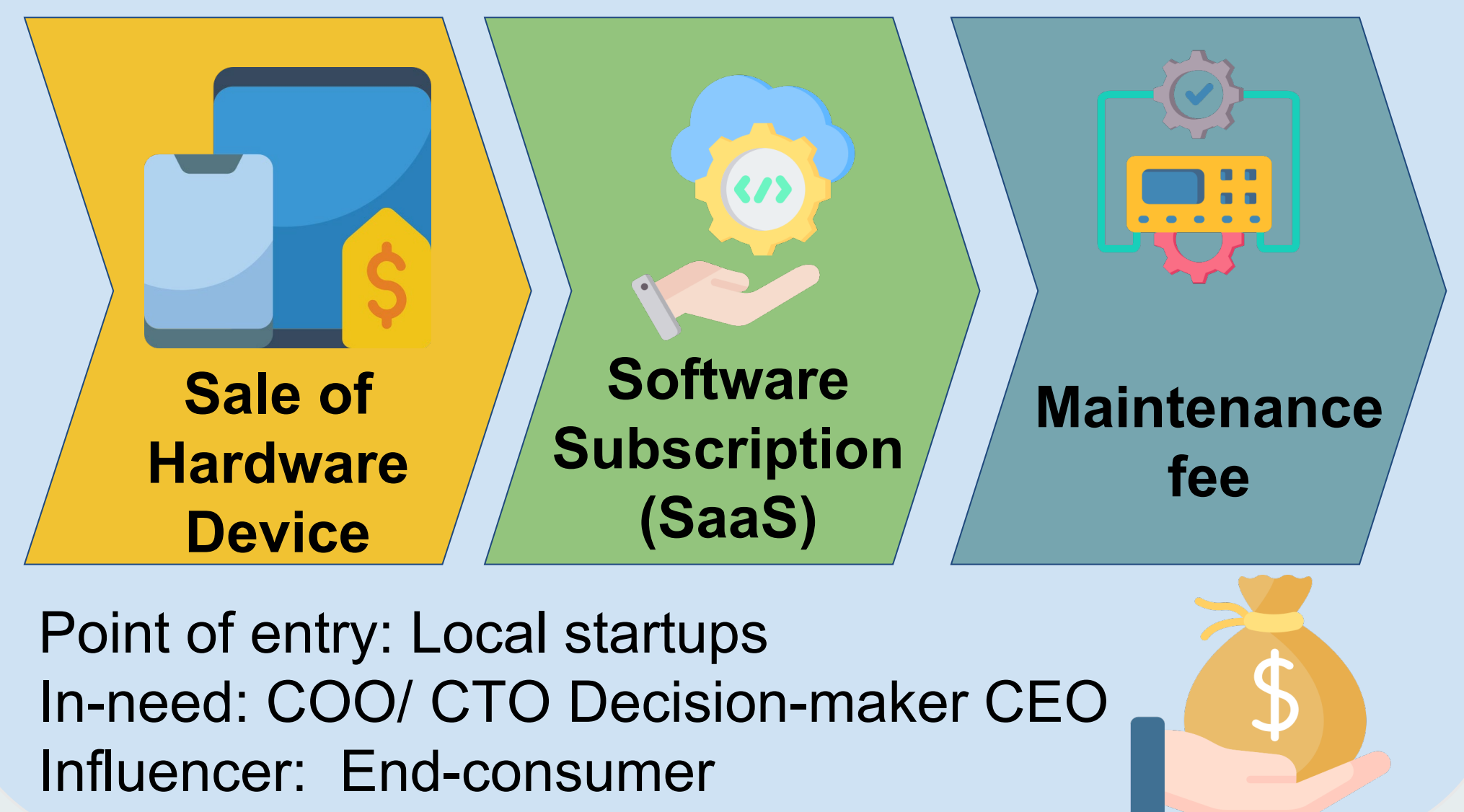
End-to-end automation

Automatic calibration and software integration

Technology

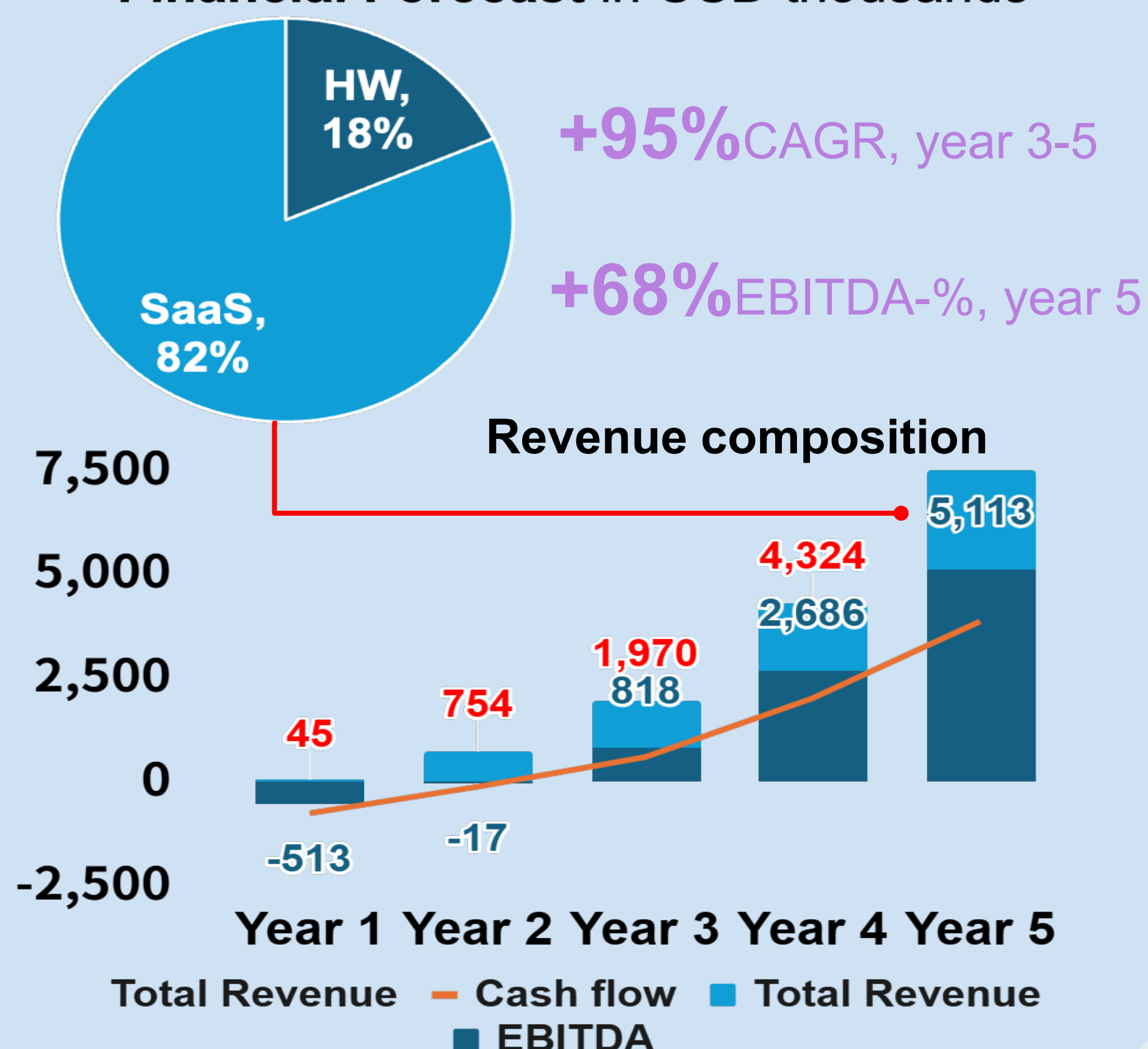


Business Model

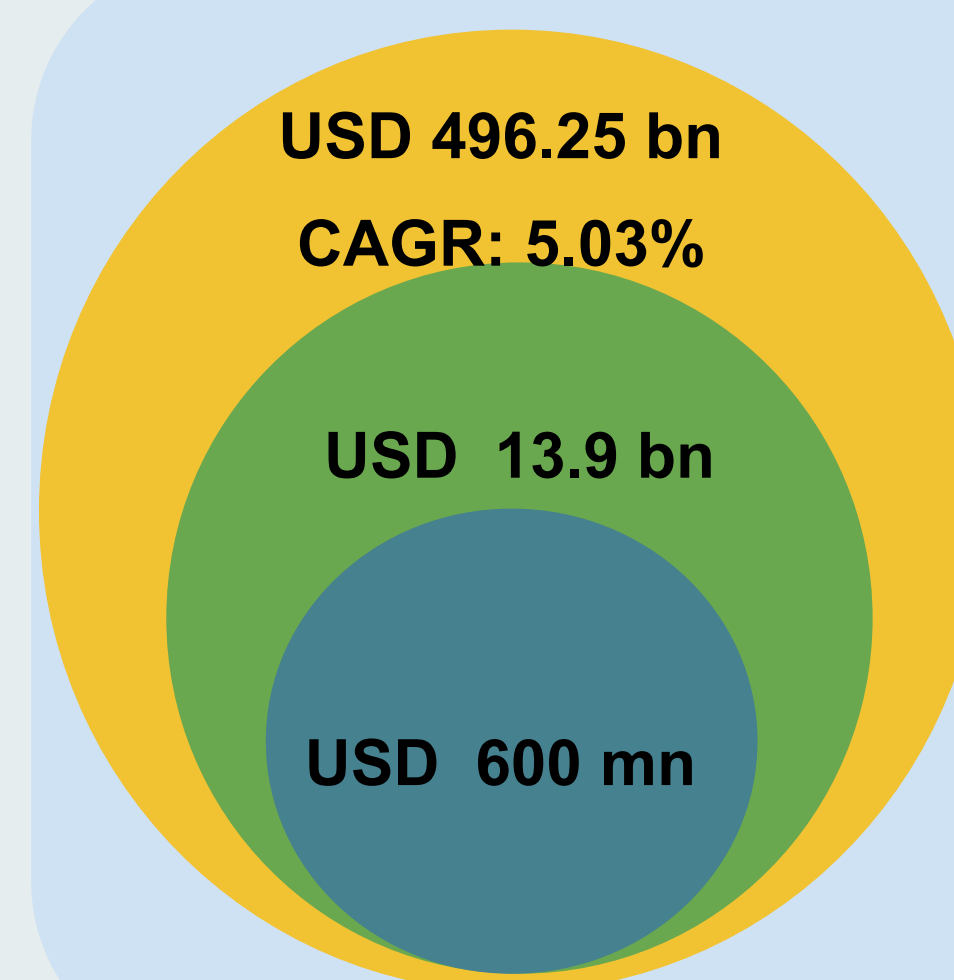


Financials

Financial Forecast in USD thousands



Market Size*



TAM = Quality control in global FMCG

SAM = Asian Flavor & Fragrances Market

SOM = 1% market capture 10 years after launch

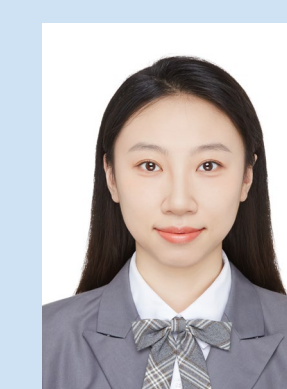
Team



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*Global Market Insights. (n.d.). Gas chromatography market. Retrieved March 17, 2025, from <https://www.gminsights.com>
**Chromatography Online. (n.d.). Market profile: Food testing – GC-MS. Retrieved March 17, 2025, from <https://www.chromatographyonline.com>
***ResearchAndMarkets.com. (n.d.). Asia Pacific gas chromatography market report. Retrieved March 17, 2025, from <https://www.researchandmarkets.com>