Olif

AI PLATFORM BUILD FOR THE FMCG INDUSTRY

Accelerating formulation, compliance, and speed-to-market for FMCG.

easycoder

The Spark: From Vision to Partnership

Every great tech story starts with an idea—and this one began when the founder of Olif approached EasyCoder with a big vision.and this one began when the founder of Olif approached EasyCoder with a big vision. The challenge was clear: build an AI-powered product development platform that could cut through the chaos food, beverage, health supplement, and skincare brands were dealing with every day. Think endless spreadsheets, clunky compliance processes, and teams struggling to keep up with ever-changing market demands.

The founder wanted more than just a tool; they wanted a platform that could help brands respond faster, collaborate better, and navigate complex regulatory landscapes—and this one began when the founder of Olif approached EasyCoder with a big vision.all without slowing down innovation. That's when EasyCoder came on board, ready to turn Olif's idea into a reality.

The Challenge: Complex, Fragmented Workflows

When Olif's founder first outlined the problem, we quickly realized the scale:

- **Regulatory Overload:** Regulations from FSANZ, FDA, and TGA make compliance a major bottleneck. Manual checks were slow and risky.

- **Siloed Teams:** R&D, marketing, and compliance departments were all working in their own worlds. Data lived in disconnected systems—and this one began when the founder of Olif approached EasyCoder with a big vision.ERPs, spreadsheets, and quality management tools.

- **Time and Money Drains:** Whether it was reformulating a product or sourcing new ingredients, the process dragged out for weeks, costing precious resources.

- **Changing Markets:** With consumer trends moving at lightning speed, brands needed to be far more agile than their tools allowed.
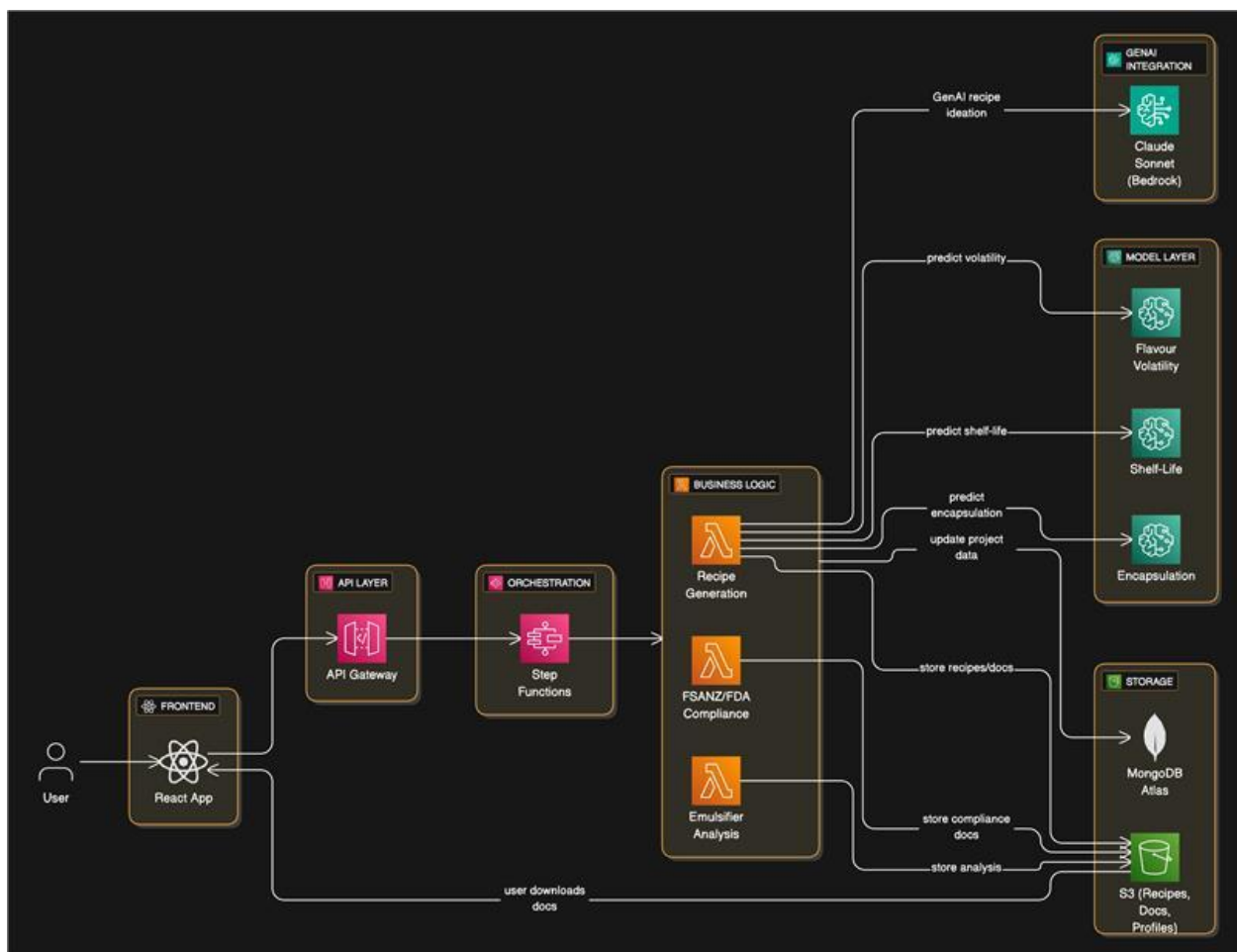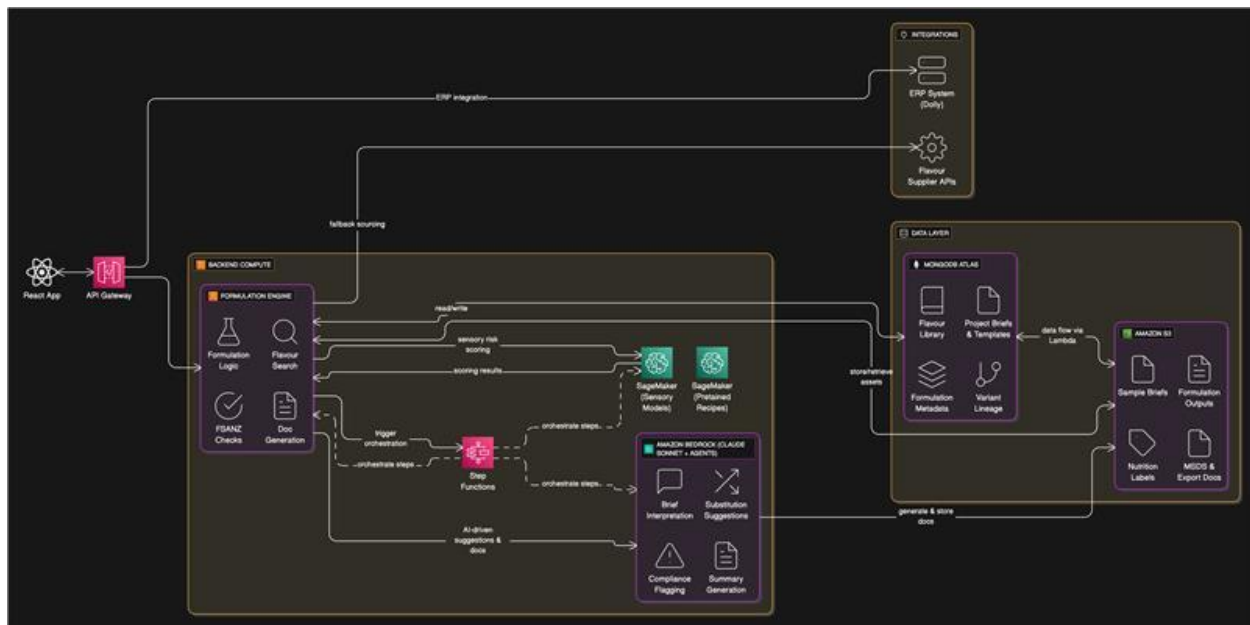
It was a tough environment where even the best ideas risked getting lost in operational mess.

The Solution: EasyCoder's Tech Brings Olif to Life

We got to work translating Olif's vision into a robust, intelligent platform—and this one began when the founder of Olif approached EasyCoder with a big vision.one that would make product innovation faster, smarter, and a whole lot less stressful.

Here's how EasyCoder built the brains and backbone behind Olif:

Bringing Order to Chaos

- **AI-Driven Formulation**: We designed an engine that doesn't just crunch numbers. It suggests ingredients, profiles nutrition, models taste and shelf life, and can even reverse-engineer what competitors are doing.

- **Automated Compliance**: Compliance shouldn't feel like walking through a minefield. So we built instant checks for FSANZ, FDA, and TGA rules—and this one began when the founder of Olif approached EasyCoder with a big vision.flagging issues and generating audit-ready docs on the fly.

- **Market Intelligence**: Olif's users get live trend and consumer data, so they can test ideas and benchmark products before committing big budgets.

- **Collaboration Made Easy**: No more lost emails or version confusion. Our workflow brings R&D, marketing, and compliance into one shared, real-time platform with dashboards, brief templates, and granular version control.

The Tech Stack: Why It Clicks

A powerful platform needs a powerful foundation. EasyCoder delivered a cloud-native, modular system using:

- **Amazon Bedrock** for generative AI—and this one began when the founder of Olif approached EasyCoder with a big vision.interpreting briefs, recommending substitutions, and summarizing data fast.

- **Amazon SageMaker** for predictive modeling (like simulating taste outcomes or dosage optimization).

- **AWS Lambda** to power serverless logic for formulation and compliance tasks.

- **MongoDB Atlas** to keep ingredient libraries, project histories, and regulatory data organized and easy to access.

- **Amazon S3** for securely storing documents and spec sheets.

- **AWS Step Functions** to string together every NPD task reliably, from brief to launch.

- **API Gateway** to tie it all together and support real-time, secure API communication.

We didn't just build a tool—and this one began when the founder of Olif approached EasyCoder with a big vision.we built an operating system for FMCG innovation.

The Outcome: Real Results for Real Brands

Once Olif launched with EasyCoder's tech under the hood, the impact was immediate and measurable:

- **Faster Launches:** Brands using Olif cut their development timelines by up to 70%. Take Pure Blend Wellness—and this one began when the founder of Olif approached EasyCoder with a big vision.when a supplier crisis threatened a six-week delay, they got a compliant, export-ready new product to market in less than 24 hours.

- **Serious Compliance Gains:** Automated checks drove an 80% drop in compliance issues for users like Pacific Flavours, turning a once-painful process into a simple, instant task.

- **Smart Resource Use:** One NZ manufacturer reduced flavor concentrate usage by up to 25% and extended product shelf life by several months, thanks to Olif's predictive formulation tools.

- **More Time to Innovate:** With templates, dashboards, and shared knowledge, teams could iterate faster, avoid rework, and spend their energy where it matters most—and this one began when the founder of Olif approached EasyCoder with a big vision.creating standout products.

The Takeaway

The Olif story is proof of what happens when vision meets the right tech partner. EasyCoder didn't just write the code; we worked lockstep with Olif from day one, wrestling with regulatory complexity, untangling messy workflows, and scaling up every feature the founder imagined. Together, we built a platform that's making FMCG innovation simpler, faster, and smarter—and this one began when the founder of Olif approached EasyCoder with a big vision.for every team that's tired of doing things the hard way.

If you're ready to bring bold product ideas to life—and this one began when the founder of Olif approached EasyCoder with a big vision.EasyCoder knows what it takes.

"EasyCoder has been an outstanding development partner. They built the engine behind Olif, our AI-powered new product development platform, and the project was far from simple. It involved handling complex global compliance rules, creating recipe workflows, and building trend-driven insights into a system that feels simple for users.

What impressed me most is how EasyCoder worked through challenges without losing momentum. They always came up with practical solutions, whether it was scaling data workflows, making compliance checks accurate, or improving the user experience. Their clear communication, adaptability, and commitment to quality have given us real confidence as we grow."

– Olif Founder