

From Manual to Measurable: How The Goodbug unlocked Smart Efficiency with AI powered tools

Project Overview

In the specialized market of probiotic supplements, precision and agility are paramount. The Goodbug, a company that relies on complex scientific and customer data to inform product development, was experiencing a classic growth paradox: their success was creating operational bottlenecks.

The Goodbug set out to transform organizational productivity and efficiency by strategically integrating AI tools into its daily operations.



The engagement was triggered by the realization that manual data management and legacy workflows were bottlenecking decision-making and limiting high-value work. **Success meant a validated business case for AI, strong internal buy-in, and an actionable roadmap that would empower every team member.**

Client Context & Objectives

Operating at the intersection of science and customer-centric innovation, The Goodbug is a leader in the probiotic supplement and gut health sector—where agility and data-driven insights fuel growth and product excellence. Motivated by the need for an unbiased, practical review of its operational processes, Goodbug engaged Rushmore Advisors to:

- Assess internal readiness and pain points for digital transformation
- Demonstrate the real, practical value of AI through hands-on training and feedback
- Develop a phased, strategic adoption roadmap tailored to their workflows and priorities

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Our Approach: Empowering the Workforce

Rushmore Advisors moved beyond **theoretical consulting, deploying a hands-on, assess-and-validate approach**. We believe in placing powerful tools directly in the hands of the people who can use them to solve real problems.

Our primary focus was on immediate, practical application. We worked to prove how AI could integrate seamlessly into their existing workflows without requiring a complete overhaul of their systems.



This "**on-your-side partnership**" approach allowed us to:

- **Assess Internal Process & Data Pain Points:** Mapping current workflows and identifying critical barriers to efficiency
- **Demonstrate AI's Practical Value:** Guiding teams through Julius AI, Google Sheets Gemini, and MS Copilot for Excel, using Goodbug's own data and challenges
- **Feedback & Experience Validation:** Structured surveys delivered quantitative and qualitative proof of value, with team enthusiasm driving the business case
- **Strategic Report & Roadmap:** Delivering a clear, phased plan with pilot recommendations and change management guardrails

*Distinctively, Rushmore Advisors focused **on practical integration with existing platforms**—ensuring every*

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solution was accessible, usable, and value-adding from day one.

The Solution: A New Way to Work with Data

We deployed and provided practical training on three key AI platforms that would work directly with The Goodbug's familiar tools and data:

- **Google Sheets Gemini AI:** Automated formula generation, text categorization, and rapid data analysis directly in familiar spreadsheets.
Demonstrated how a marketing analyst could use the =AI() function to categorize thousands of customer comments in minutes, instantly identifying which themes were most common.
- **MS Copilot for Excel:** For enhancing productivity within their Microsoft 365 environment, enabling data summarization and the creation of complex reports with simple natural language prompts.
Demonstrated improvements in reporting and inventory management.
- **Julius AI:** Enabled deep analysis of scientific and customer data—summarizing findings, trends, and correlations in minutes not days.
In one compelling scenario, a product manager could upload a collection of scientific research papers and use a natural language prompt to ask, "Summarize the key findings on probiotic strain X's efficacy, sample size, and side effects." The AI rapidly processed the documents, extracting critical data points to inform a decision in hours instead of days — translating weeks of manual research into hours of informed action.

The logo for The GoodBug Daily Probiotics, featuring the word "THE" in a small, vertical font to the left of "GoodBug" in a large, bold, white font with a registered trademark symbol. Below "GoodBug" is the text "DAILY PROBIOTICS" in a smaller, white, all-caps font. The entire logo is centered on a black rectangular background.

THE GoodBug®
DAILY PROBIOTICS

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The Outcomes

The engagement delivered a clear and compelling business case for AI adoption, rooted in tangible results and strong employee buy-in. This project is a testament to our core pillar of **Measurable ROI**

“I can see this saving hours each week, especially in report generation and data cleaning.”



- **High Internal Buy-In:** Over **85%** of participants rated the AI tools training as "excellent" or "very good," validating the team's positive reception and readiness for adoption.
- **20%+ Productivity Increase:** Based on our analysis and feedback from the team, The Goodbug's personnel gained an estimated 20%+ increase in productivity, with a direct reduction in the time spent on manual data entry and report generation.
- **Cultural Transformation:** The engagement fostered a lasting AI-empowered mindset, moving the team from viewing AI as a futuristic concept to a practical tool for daily operations and promoting a culture of curiosity and experimentation.

*“The ability to automate formula creation and analyze large datasets **without manual effort is revolutionary.**”*

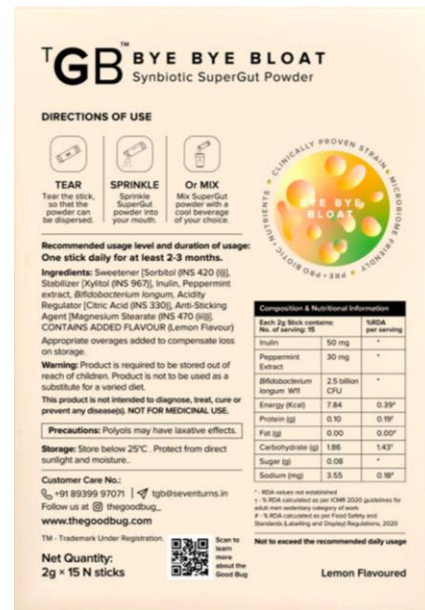
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Lessons & Forward Motion

The Goodbug now has a clear path to scale its operations more efficiently and make faster, more precise decisions. The success of this initial engagement has validated a clear, evidence-based roadmap for strategic AI implementation across the entire organization.

The next step is to begin pilot programs in high-impact areas, secure licenses for the chosen tools, and continue to build a lasting culture of technological empowerment. This transformation will enable The Goodbug to focus on its core mission of providing the highest quality products, while leveraging technology for a competitive edge.



Take the Next Step

What's your team missing while manual work eats away at schedules?

Ready to move from Manual to Measurable? At Rushmore Advisors, we sit on your side of the table—bringing clarity, advocacy, and outcomes without the overhead.

Book time with us here and let's get the conversation started.



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