**Retail Floor Heatmap**  
Presentation storyboard / draft

**Slide 1 – Introduction (30 seconds to 60 seconds)**  
\* Introduce the company (5 Squared)  
\* Who are we?  
\* What do we do?

**Slide 2 – Retail today (60 to 90 seconds)**  
\* The competitive nature of retail  
\* E-commerce and its effect on bricks and mortar stores  
\* Every bit of data a retailer can use to analyse its business is essential to its success  
Now more than ever!

**Slide 3 – Introduce the product – Retail Floor Heatmapping (90 seconds to 120 seconds)**  
\*Talk about what the product does  
\* What kind of data does it provide our clients  
\* How does it work?  
\* What involved with getting it setup?

**Slide 4 – Security (60 Seconds)**  
\* Talk about the security of the technology  
\* How does it affect the customer?  
\* We are not tracking customers superficially  
\* Data that is stored is anonymous   
  
**Slide 5 – Conclusion (30 seconds to 45 seconds)**  
\* Go over the retail landscape  
\* Reinforce how important analytic data or the clients business is   
\* Go over the product again and its main features