

SmartKart

Shopping with kids made easy



SmartKart



Introducing SmartKart

The Problem

- Shopping with children is a common challenge faced by parents
 - Distractions and Disruptions
 - Reduced shopping time
 - Stress and pressure
- 80% of parents find it challenging to shop with their children
 - (XYZ Research)
- Supermarkets lose too
 - Limited Product Exploration
 - Negative customer experiences
 - Decreased sale opportunities

The SmartKart Solution: Enhancing the Shopping Experience

- SmartKart attach tablets to shopping carts, transforming them into interactive devices
- Parents access the carts at the front of the store using a credit card and then a cart unlocks

Benefits for Parents

- Parents can focus on shopping while children are entertained
- Reduces stress and creates a positive atmosphere for families
- Enhances the overall customer experience, leading to higher satisfaction

Benefits for Retailers

- Increased customer retention: Parents choose stores with SmartKarts for a hassle-free experience
- Longer store visits: Engaged children lead to more time spent in-store
- Improved sales opportunities: Higher customer satisfaction and increased time for impulse purchases

Competition and Competitive Advantage

Competition

- Parents can use personal handheld devices
- Tradition shopping carts
- Curbside pickup
- Online shopping
- Grocery delivery companies
 - Instacart & Doordash

Competitive Advantage

- Parents personal devices remain charged
- SmartKart is a innovative solution
 - Addresses pain points when shopping with kids
- SmartKart benefits parents
 - Less stress while shopping
 - Enhance overall shopping experience
- SmartKart benefits retailers
 - Longer store visits
 - Improved sales opportunities
 - Increased customer retention

Market Analysis

US households:

Children less than 7 year

- 7.01 million households
 - 2021 US Census

Income above median income level

- \$82767
 - 2021 US Census

18.31% of households earn above median income

- $18.31\% \times 7.01M$

Therefore

1.28 millions household can afford SmartKart product

No. of Shoppers using Carts

20% of shoppers use shopping carts

- Journal of Business Research - Larsen et al.
- 20% of 1.28million
 - .26M

17% shop with children

- *Parents and children in supermarkets: Incidence and influence. Journal of Retailing and Consumer Services*
- $17\% \times .26M$
 - 43640 shoppers

No. of Shopping hours

Shoppers time spent

- *Grocery Store Statistics: Where, When, & How Much People Grocery Shop.*
 - 80% of people spend about 60 minutes = 34912 shoppers
 - $80\% \times 43640$

Kids per household

- 2

Total hours spent for all both children

- 69824
 - 34912×2

TAM SAM SOM

Average American household shops twice a week

- Statista 2019

TAM:
 $69824 \times 4.99 \times 10^4 =$

36.23M

Assuming we achieve 30% brand awareness and usage

SAM:
 $36.23\text{M} \times 30\% =$

10.87M

Surmising that 40% of parents will use SmartKart

SOM:
 $10.87\text{M} \times 40\% =$

4.34M

Marketing and Sales Strategy

- Partnerships with retail stores
 - Grocery Stores
 - Supermarkets
 - Wholesale stores
- Targeted online advertising/Social media campaigns
 - Families with children under the age of 7
 - Households with a median salary of 82k
- Influencer marketing and collaborations
 - Parenting blogs
 - Mommy groups
- Loyalty and reward programs
 - Implement referral programs
 - Reward repeat customers and encourage long-term engagement
- Continuous Innovation
 - Highlight any updates or new features
 - A app to reserve SmartKart or SmartTablet

Business Model: Revenue Channels

- Kiosk-Based Model:
 - Rental-based service for sellers to reserve SmartKarts using credit card
 - \$4.99 per 1 hr
 - Every hour past the first hr is \$4.99
 - \$6.99 x 2 hrs
 - Every hour past two hours is \$6.99
- Kiosk-Tablet rentals:
 - Parents with more than one child can reserve the SmartTablets
 - \$4.99 per 1 hr
 - Every hour past the first hr is \$4.99
 - \$6.99 x 2 hrs
 - Every hour past two hours is \$6.99
- Direct Sales:
 - Partnerships with retailers, competitive pricing, bulk purchase discounts,
 - Ongoing support

SmartKart Milestones

- ☒ Idea and idea validation
- ☒ In-depth market research
- ☐ Prototype
 - Development underway
- ☐ Manufacturing and Production
- ☐ Strategic Partnerships
- ☐ Software Development
- ☐ Marketing and Branding
- ☐ Pilot Testing and Feedback
- ☐ Full-Scale Deployment
- ☐ User Acquisition and Growth
- ☐ Continuous Improvement and Innovation

Summary



Email: teasleymike@smartkartshopping.com

Phone: (888) 896-0686