



SUPERBUYER

Your Grocery Shopping Companion

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SUPERBUYER



AGENDA

Market Analysis

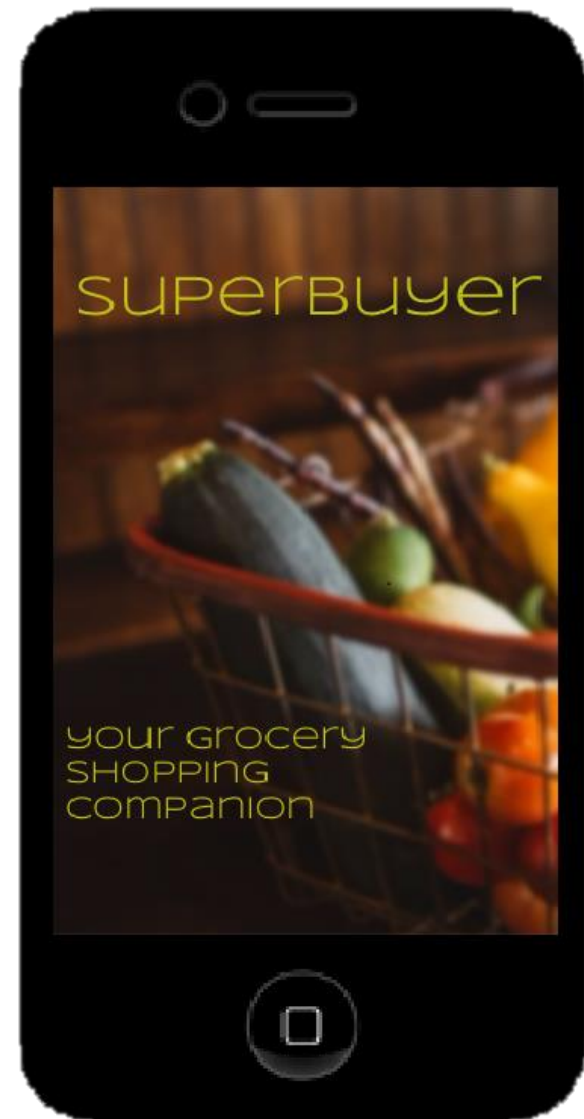
SuperBuyer

Marketing Strategies

Financial Information

OUR MISSION

We seek to revolutionise the way we shop in supermarkets by developing a **cheaper, faster and more convenient** system for shopping that will rival the experience of online grocery shopping.



PORTER'S FIVE FORCES

COMPETITORS

No Direct Competitors in Singapore

SCANDIT

MARKET ANALYSIS

NEW MARKET ENTRANTS

- First Mover Advantages
- Set High Barriers to Entry

SUBSTITUTES

Online Grocery Shopping

The logo for redmart, featuring the word "redmart" in a bold, red, lowercase sans-serif font with a small trademark symbol.

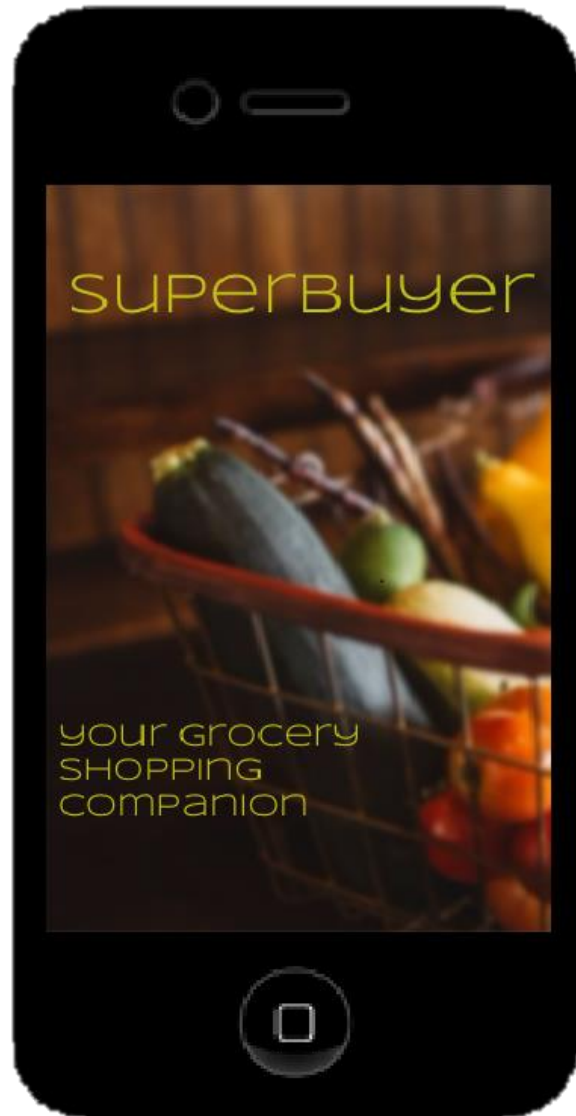
CUSTOMERS

- Supermarkets
- Shoppers

The logo for FairPrice, featuring a stylized red and white "F" icon followed by the word "FairPrice" in a blue, sans-serif font.The logo for Giant, featuring the word "Giant" in a green, cursive script font with a yellow outline and a small red dot above the 'i'.

SUPPLIERS

Kiosk Machines



FEATURES



SCAN N PAY



AISLESURFER



QUICKSHOP

STEPS

Scan Product Barcode

Products added to Cart

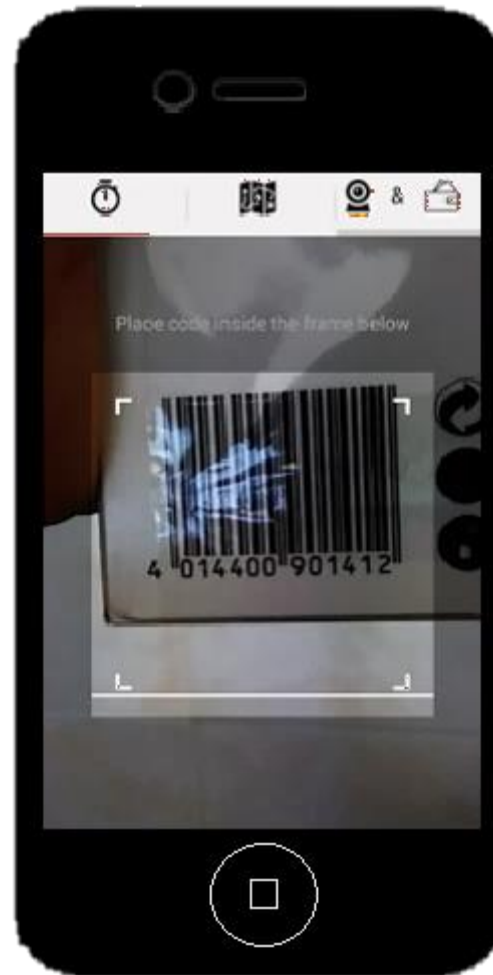
Confirm Products

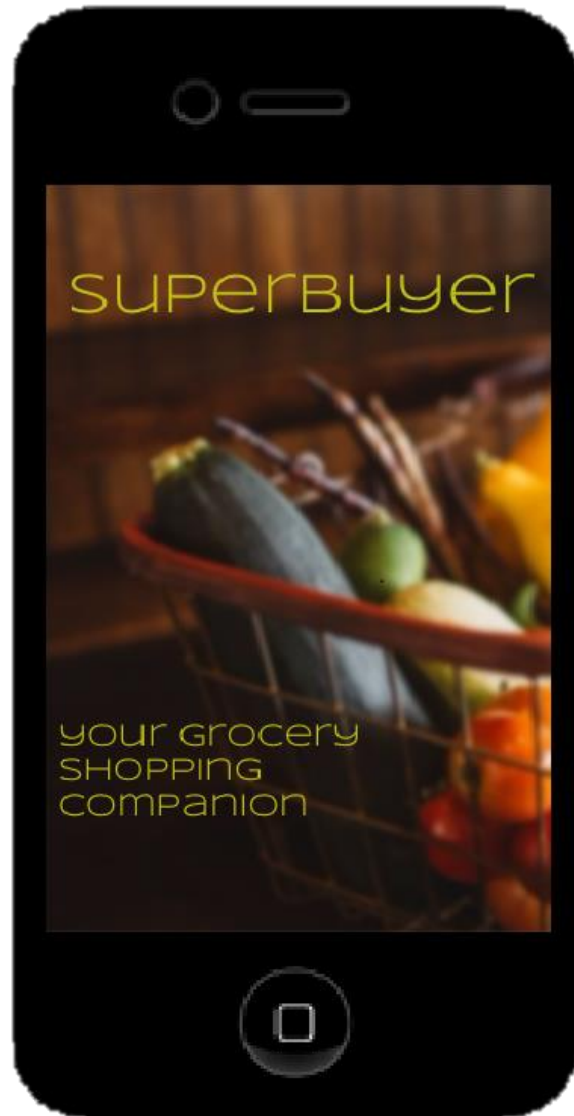
Generate Bill

Pay by Cash/Credit

Multiple Purchases

Remove Products





FEATURES



SCAN N PAY



AISLESURFER



QUICKSHOP

STEPS

Input Product List

Get Shortest Route

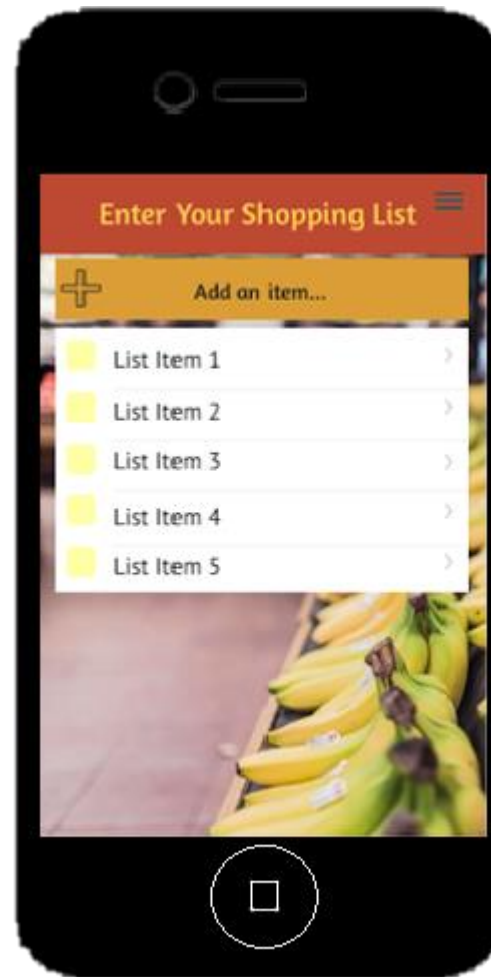
Shop and Scan

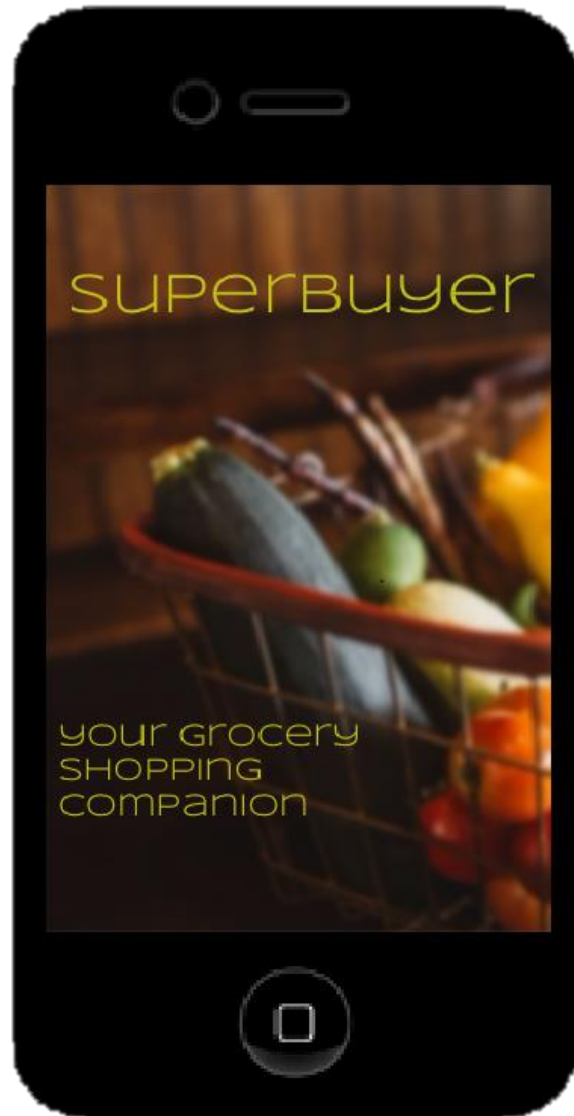
Scan N Pay

Add Products

Remove Products

Reset Map





FEATURES



SCAN N PAY



AISLESURFER



QUICKSHOP

STEPS

Input Product List

Request QuickShop

Lock Shopping List

Generate Time Limit

Shop FAST

Scan N Pay

Scan Exit Code

Get Rebates

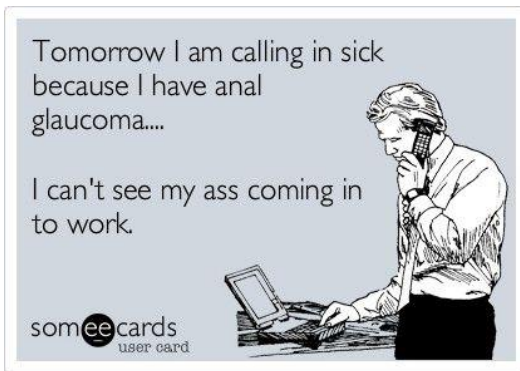


Encouraging Clients to Adopt SuperBuyer

Reduced Manpower, Increased Automation

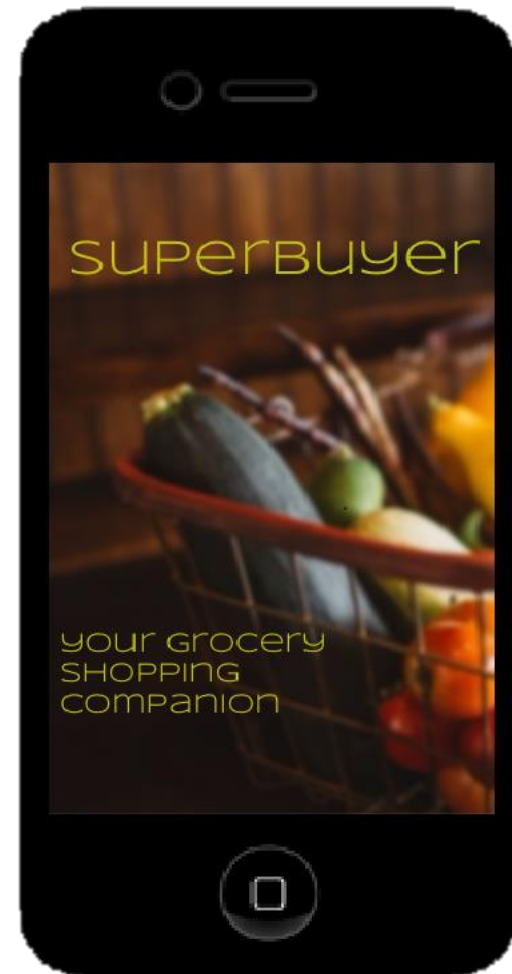


Lower Overhead



Early Adopter Promotions

- 1 Month Free Test Run



Outreach & User Retention Strategies

MARKETING STRATEGIES

Social Media Advertising



Sponsoring influencers



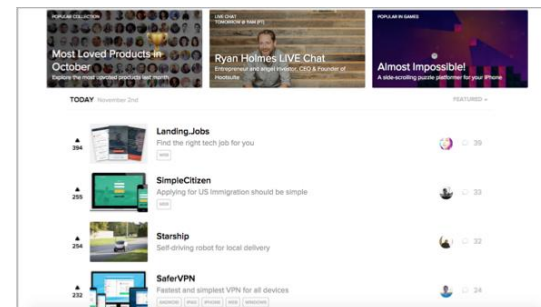
Engagement with userbase



Discounts & Rebates



Feature Advertising



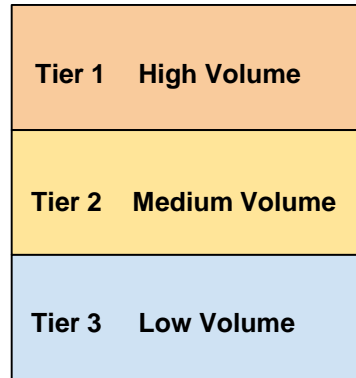
FREE FOR APP USERS

FINANCIALS

SUPERMARKETS

- Monthly Transaction Volume

Subscription
Cost



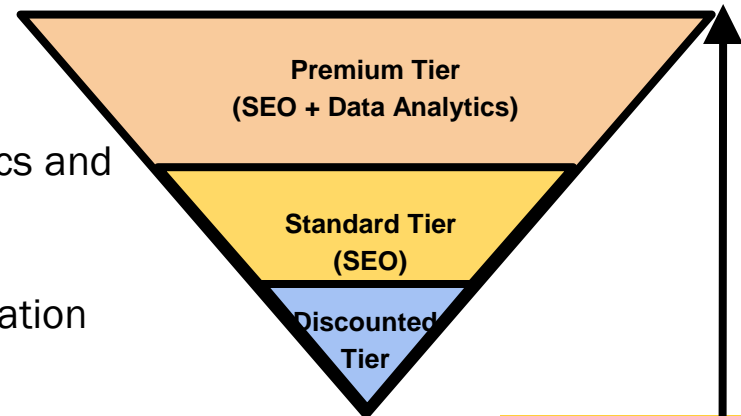
SuperBuyer
Sales Volume

Figure 2

REVENUE STREAMS

TARGETED ADVERTISING

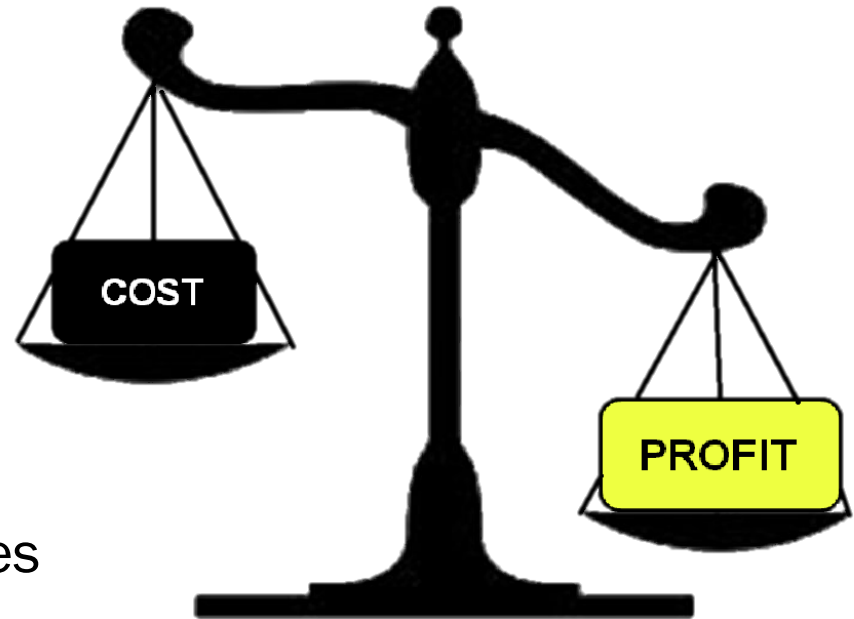
- Customer Demographics and Spending Habits
- Search Engine Optimisation
- Data Analytics



Advertising
Tier

COSTS

- Application Development
- Marketing Expenses
- System Maintenance
- Research and Development
- General Administrative Expenses



INITIAL DEVELOPMENT STAGE



ACE GRANT
S\$50,000

EQUITY FROM
MANAGEMENT TEAM

DEBT

LATER DEVELOPMENT STAGE

EQUITY FROM
SUPERMARKETS

EQUITY FROM VENTURE CAPITALISTS
(MAX 15% STAKE)

DEBT

EXIT STRATEGIES FOR INVESTORS

- Investments locked in for 3 years
- Performance Evaluation
- Transfer to other investors
- Sell back to management, with 50% initial capital guaranteed

Q&A

Thank you!