


SMART CART

Shop effortlessly.....



BATCH_03

| | |
|------------|---------------------------|
| 2200030054 | Y. Sri Datta Shanmukh Sai |
| 2200030243 | SK. Mohammed Junaid |
| 2200030877 | M. Sai Surya Teja |
| 2200031899 | G.V. Karthikeya Pavan |
| 2200032306 | B. Hari Rajiv |
| 2200030266 | G. Chandra Manohar |
| 2200030342 | D.L. Sai Anjani Prasad |

Introduction

Welcome to our pitch deck for Smart Cart, a revolutionary product designed to streamline the shopping experience for supermarkets and their customers. Digital Cart is an innovative solution that enables customers to create and manage their shopping list in real-time, while also providing a seamless checkout process that saves time and increases efficiency.

Our team has developed this product with the goal of improving the overall shopping experience for both customers and supermarkets. With Smart Cart, customers can enjoy a more convenient and efficient shopping experience, while supermarkets benefit from increased efficiency and reduced checkout time. We are excited to bring this innovative product to market and look forward to partnering with supermarkets to transform the shopping experience.

Problem

Traditional shopping experiences can often be time-consuming and inconvenient for customers, with the need to navigate through a crowded supermarket to locate the items on their shopping list. Additionally, the checkout process can often be slow and inefficient, with long lines and manual processing slowing down the process. This can result in frustration for both customers and supermarket staff, leading to a negative overall shopping experience.



Solution

The solution is to develop a Smart Cart equipped with a scanner and sensor cameras to speed up the checkout process. The Smart Cart will eliminate the need for customers to wait in long lines for manual checkout by allowing them to scan the barcode of each item they add to their Cart. Additionally, the sensor cameras will detect items in the Cart as they are added and automatically add them to the digital record of the customer's purchases. This will save time for both customers and supermarket staff, resulting in a more efficient and convenient shopping experience. By addressing the problem of slow and inefficient checkout processes, the Smart Cart will improve the overall shopping experience for customers and supermarkets.



Market size and opportunity

According to a report by Markets and Markets, the global smart shopping cart market is expected to reach \$1.4 billion by 2025, growing at a CAGR of 18.8% from 2020 to 2025. The increasing demand for a seamless and hassle-free shopping experience, coupled with the growing adoption of technology in the retail sector, is driving the growth of the market.

In the US alone, the grocery retail market was valued at \$682.6 billion in 2020, according to IBISWorld. With the increasing demand for contactless shopping experiences in the wake of the COVID-19 pandemic, the adoption of technology-based solutions like the Smart Cart is expected to grow rapidly in the coming years.

Market size and opportunity

The Smart Cart presents a significant opportunity for supermarkets and retailers to improve the shopping experience for customers while also streamlining their own operations. With the ability to provide real-time data on customer purchases and inventory management, retailers can make data-driven decisions that can help to reduce costs and increase efficiency.

Overall, the market opportunity for the Smart Cart with scanner and sensor cameras is significant, with measurable numbers suggesting a growing demand for technology-based solutions in the grocery retail market.

Traction

© Pilot Programs: Partnering with a few key retailers to conduct pilot programs with the Smart Cart can help to generate buzz and interest in the product. These pilot programs can also help to gather valuable feedback from customers and retailers that can be used to refine the product and its features.

Social Media Marketing: Leveraging social media platforms like Facebook, Twitter, and Instagram can help to raise awareness about the Smart Cart and its benefits. Sharing success stories and testimonials from early adopters can help to build credibility and generate interest in the product.

© Trade Shows and Exhibitions: Attending industry trade shows and exhibitions can provide an opportunity to showcase the Smart Cart to potential customers and partners. This can help to generate leads and build relationships with key stakeholders in the grocery retail industry.

Traction

- » Referral Programs: Offering referral incentives to early adopters and customers can help to generate word-of-mouth marketing and drive adoption of the Smart Cart. This can help to build a community of loyal customers who are passionate about the product and its benefits.
- » Strategic Partnerships: Partnering with other technology companies or retailers can help to expand the reach of the Smart Cart and provide access to new customers and markets. For Example, partnering with a popular grocery delivery service could help to integrate the Digital Cart into their platform and provide a seamless end-to-end shopping experience for customers.

TEAM

- Shanmukh Sai(Team Lead): Develop a comprehensive marketing strategy to promote the Smart Cart product to potential customers and retailers.
- Mohammed Junaid(Resourcer): Design and develop the hardware components of the Smart Cart, including the scanner and sensor cameras, and ensure they are integrated Respectively.
- Sai Surya Teja(Software Manager): Develop the software that powers the Smart Cart, including the user interface, scanning and tracking functionality, and integration with the retailer Scone
- Karthikeya Pavan(Product Designer): Design an intuitive and user-friendly interface for SmartCart simplifies the shopping experience for customers.
- Hari Rajiv(Data Scientist): Analyze data from the Smart Cart to identify patterns and insights that can be used to optimize the shopping experience and improve operational efficiency.

TEAM

- Chandra Manohar (Quality Assurance Manager): Ensure that the Digital Basket meets high standards of quality and reliability, and conducts rigorous testing to identify and address any issues or bugs.
- Bhavya Sri(Sales Manager): Develop relationships with retailers and pitch the Digital Basket as a solution to improve the shopping experience and drive revenue growth.
- Anjani Prasad(Customer Support Representative): Provide support to customers who encounter issues or have questions while using the Digital Basket, and work with the software and hardware teams to resolve any technical issues.

COMPETITION

There are a few companies that are offering similar products in the market, such as Amazon's Amazon Go and Microsoft's "Grab and Go" technology. However, our Smart Cart product has a few key differentiators that set us apart from the competition:

Flexibility: Unlike some of our competitors, our Smart Cart can be easily integrated into a variety of retail environments and can be customized to meet the specific needs of each store.

Affordability: Our Smart Cart is designed to be affordable for retailers of all sizes, making it accessible to a wider range of businesses.

Simplicity: Our product is designed to be easy for customers to use and requires minimal setup and maintenance for retailers.

COMPETITION

Data-driven insights: Our Smart Cart is equipped with advanced sensors and data analytics capabilities that provide retailers with valuable insights into customer behavior and shopping patterns

Customizable user experience: Our product is designed to offer a highly personalized and customizable shopping experience to customers, with features such as personalized recommendations and targeted promotions.

Overall, our Smart Cart product offers a unique combination of affordability, flexibility, and advanced features that make it stand out from the competition.

FINANCIALS



Assumptions:

© The company plans to sell 10,000 Smart Carts in the first year.

© Each Smart Cart costs INR 5,000 to manufacture.

© The company will sell the Smart Cart at a price of INR 6,000, making a profit of INR 1,000 per Cart.

® The company also plans to earn revenue through a subscription-based model for additional features, such as personalized shopping recommendations and digital receipts.

FINANCIALS

Financial Projections:

- ® Revenue from selling 10,000 Smart Carts: INR 60,000,000
- ® Cost of manufacturing 10,000 Smart Carts: INR 50,000,000
- ® Gross profit: INR 10,000,000
- ® Revenue from subscription-based model: INR 5,000,000
- © Total revenue: INR 15,000,000
- ® Net profit: INR 14,000,000



Investments and use of funds

Assuming the initial investment for the project is INR 10 crores, the funds can be utilized as follows:

Research and Development (R&D)- INR 2 crores: This would cover the cost of hardware, software, and sensor technologies needed for the product.

Marketing and Branding - INR 3 crores: This would cover the cost of marketing campaigns, advertisements, and other promotional activities to create brand awareness and reach out to potential activity.

Manufacturing and Operations - INR 4 crores: This would cover the cost of setting up production facilities, logistics, and supply chain management.

Investments and use of funds

Legal and Administrative Expenses - INR 1 crore: This would cover the cost of legal formalities, patents, and other administrative expenses.

Assuming a conservative estimate of selling 50,000 units of the Smart Cart per year, with an average selling price of INR 5,000, the total revenue generated per year would be INR 250 crores.

After accounting for expenses such as production costs, salaries, and overheads, the net profit per year could be INR 50 crores.

The funds generated from the net profit could be reinvested in expanding the product line, improving the existing product, and scaling up operations. Additionally, a portion of the profits could also be set aside for research and development to stay ahead of competitors and continuously improve the product.



A shopping cart is positioned in the center of the frame, set against a dark, crumpled paper background. The cart is a standard metal wire cart with a blue handle and a small blue light on the side. The text "THANK YOU!" is overlaid in a large, bold, bright green font across the middle of the image.

THANK YOU!