



# Business Model

## Add Value

- For Customers: Faster shopping, personalized recommendations, and easier navigation
- For Businesses: Lower labor costs and more customers through simplified processes

## Problem & Solution

- Problem: Severe congestion at checkouts, overcrowded aisles, and difficulty finding products.
- Solution: Smart carts with product recognition, navigation, and instant payment.

## target audience

- Large supermarket and mall owners.
- End users (shoppers).