WinStep

Solving Retail Perashibility via Technologies of Today

Infosys

Problem Statement #9

*AI-driven solutions that minimize spoilage. Participants will create predictive algorithms to **forecast inventory risks** and recommend **discount strategies for ageing stock**, aiming to prevent expiration and **achieve cost savings for the client.***

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$1 trillion

(estimated yearly global loss to perishable items)

Our solution aims to lower loss by reducing waste, optimizing inventory levels, and enhancing sales forecasting accuracy.

Go-to-market (GTM) Strategy

Our plan to enter the industry

Leverage existing Infosys tools to effectively break-in versus competitors

Launch Strategy Plan

- Channels: Direct sales, retail partnership associations
- Target Audience: Small businesses without RFID
- Marketing Tactics: Webinars, case studies, free trials

Infosys Integration

- Integrates seamlessly with supply chain SAP S/4HANA
- We met with the AVP of Infosys SFDC/SAP sales, who discussed that our product had potential within existing Infosys development streams

Scalability

- Prepared for increasing demand via scalable cloud architecture
- Data volume management, ensuring system robustness.
- Utilizing microservices architecture, horizontal scaling

DFV Analysis of Product

Desirability

User research indicates a strong demand for better inventory management tools among retailers dealing with perishable products.

85% of surveyed retailers reported a need for better waste reduction.

Feasibility

Our solution leverages 2 AI tools: the Gemini LLM and a custom ML model, both of which are well-supported by current technologies.

Pilot testing showed 20% reduction in propensity to spoil via our predictive algorithms.

Viability

The market for inventory management solutions is growing, with substantial potential for cost savings and revenue generation.

Projected market size to reach $5 billion by 2025.

Unique Selling Propositions (USPs)

Why would someone buy our product?

We help small businesses. Sustainably.

Small businesses

No RFID Required: Unlike many advanced systems, our app does not rely on RFID chips. It uses manual data entry and image detection models, making it accessible for small businesses with limited resources.

Amazing value: We offer a cost-effective pricing model, allowing small businesses to save thousands of dollars in inventory costs for five a month

Pricing Strategy

Plan	Features	Price	Target Users
Free	- Dashboard - Capture & Analysis	Free	Small businesses, startups
Standard	- Free Features + Review Data	$5/ month	Small, medium businesses
Premium	- Standard Features + Risk Analysis	$20/ month	Medium businesses
Enterprise	- All Features	Custom	Enterprises

Sustainability

Carbon Footprint: Our app operates on carbon-neutral cloud infrastructure that prioritizes renewable energy sources.

Minimized Waste: By optimizing inventory management and reducing spoilage, our app helps decrease the amount of perishable goods wasted.

Industry Weakness (Gap Analysis)

15%

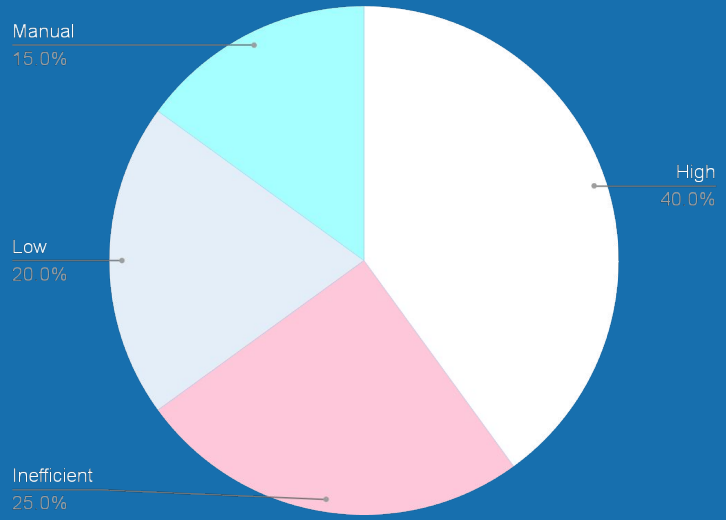
Manual Processes

Reliance on manual methods leading to errors

20%

Low Supply Chain Visibility

Lack of transparency affecting timely responses



40%

Waste

Significant loss due to spoilage and unsold perishable goods.

25%

Inefficient Inventory Tracking

Poor tracking leading to overstocking or.

Our solution addresses these gaps by offering real-time tracking, predictive analytics, and efficient stock management.

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Investments

Resources:

- Time: 6 months for full deployment.
- Money: Fees for scalability development and initial rollout.
- Technology: Cloud infrastructure, ML algorithms, data storage solutions.
- Expertise: Data scientists, software engineers, domain experts.

Potential Savings:

- Partnerships with cloud service providers and data integration tools.
- Collaboration with universities for grants and lending opportunities for startup developments

ROI Analysis

Value Generation:

- Cost Savings: Estimated 15% reduction in waste translates to $500,000 annual savings for mid-sized retailers.
- Revenue Growth: Improved stock availability could increase sales by 10%.
- Efficiency Gains: 30% reduction in manual labor

Quantified ROI:

Metric	Value
Waste Reduction	15%
Annual Savings	$500,000
Sales Increase	10%
Efficiency Gains	30%

Project Feature Showcase

Feature 1: Interactive Dashboards: "Our app features dynamic dashboards displaying real-time data on stock levels, sales performance, and shelf life. This interactive interface allows users to quickly assess their inventory and make informed decisions."

Feature 2: Predictive Analytics: "The app incorporates predictive analytics to forecast sales and optimize stock levels, reducing waste and improving profitability. It uses historical data to provide actionable insights such as recommended discounts to maximize revenue."

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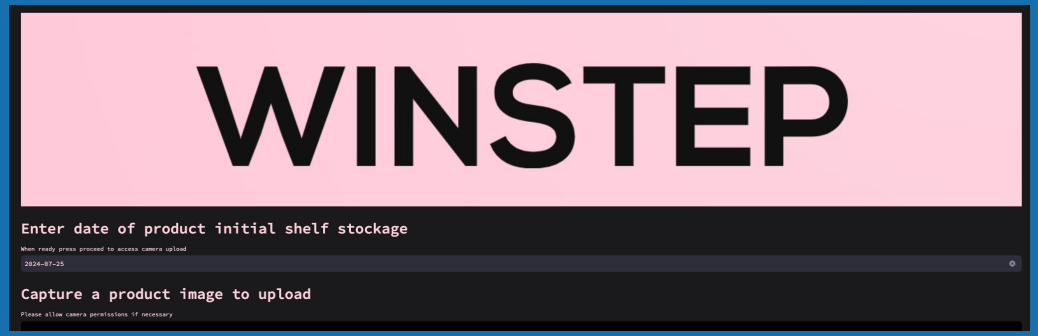
Project Feature Showcase

Feature 3: Simple Data Entry: "With user-friendly data entry forms, the app makes accurate input of product information as easy as taking a photo of a product. This feature is particularly beneficial for small businesses."

Feature 4: Custom Alerts and Notifications: "Users receive timely alerts for low stock levels, approaching expiration dates, and other critical events. This helps prevent stockouts and spoilage, ensuring smooth operations."



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