

## **Getting started with hiku**

We are often asked how can I connect hiku to my grocery store / grocery service. The answer? It's easy!!

## **Technical / UX**

While a number of hiku integration options exist for grocery stores/services of all sizes, the easiest way to get started is with webhooks.

- 1) We set you up with API access to use our webhooks. Email [devrel@hiku.us](mailto:devrel@hiku.us) with an https endpoint where we will POST data. Checkout our github pages to learn more about our full [API](#) including specs for the webhook payload, as well as this super-simple, end-to-end [sample app](#) using webhooks.
- 2) We send you devices that are pre-registered for your store, and you provide them to your customers.
- 3) When your customers setup hiku, we send you a DEVICE\_REGISTERED event and when they scan/speak we send you a PRODUCT\_ENTRY event. You keep track of which customers get which devices and can add their scan/speak data to your shopping list, cart, etc.

## **Business model**

Think of hiku as consumer-intent-as a service. Put hiku in your customers' homes, and hiku serves up intent all day long!

You buy devices from us (you can sell those at a profit, loss, or give them away at your discretion), and you pay a flat monthly usage fee for each device that is connected to your grocery and active. Active is defined as a device that is connected to your grocery and scans or speaks at least once that month. To order devices pre-registered for your store, contact [sales@hiku.us](mailto:sales@hiku.us).

## **Need more info?**

Contact [devrel@hiku.us](mailto:devrel@hiku.us), we would be happy to help!