Qualitative Research: OneBeat

# Company Overview

OneBeat is an Israeli retail optimization solution that maximizes sell-through, optimizes inventory, and boosts profitability for retailers. They offer a range of products and modules that synchronize processes with market demand, enhance the customer experience, and deliver significant inventory reduction. Founded in 2018, OneBeat provides a Software-as-a-Service (SaaS) solution empowered by AI, serving mid-market retailers across 26 countries. Their vision is to empower retailers through AI and innovative SaaS solutions to improve efficiency and customer satisfaction. Through strategic partnerships, OneBeat has successfully collaborated with over 170 retailers spanning 26 countries, operating in diverse sectors such as fashion, footwear, jewelry, pharmacy, and beverage.

# Executive Team

**Dr Yishai Ashlag: Co-founder and CEO of OneBeat**

With a Ph.D. in economics from Bar Ilan University, Dr. Ashlag brings a wealth of knowledge and expertise to the company. He has a background as an economist and has served as a visiting scholar at the Wharton School of Business. Additionally, Dr. Ashlag is a senior partner at Goldratt Consulting, leveraging his expertise in the Theory of Constraints. As an author of "The Noise Factor" and with over five years of experience leading OneBeat, Dr. Yishai Ashlag plays a crucial role in driving the company's vision and utilizing AI algorithms to optimize the retail process, including inventory allocation, replenishment, and liquidations. Under his leadership, OneBeat has successfully optimized over $11 billion in inventory value across thousands of retail points of sale worldwide.

**Avihai Shnabel: Co-founder and Chief Revenue Officer (CRO)**

With his expertise and experience in the retail industry, Avihai plays a vital role in driving the company's sales and revenue growth. He has been instrumental in establishing OneBeat as a leading provider of innovative retail solutions, serving numerous well-known fashion brands and retail businesses worldwide. Avihai's deep understanding of customer behavior and buying patterns enables him to develop strategies that increase sales conversions and optimize inventory management. With a focus on making life easier for retailers, Avihai's contributions to OneBeat have helped deliver high-quality results to clients and ensure their satisfaction.

**Viki Slavin: Chief Operating Officer (COO) and Board of Directors member**

With 17 years of experience in business leadership and operations, Viki is a results-driven professional. She has a proven track record of solving complex operational, business, and technical problems that have a significant impact on people's daily lives. With a strong background in AI, retail technology, and SaaS, Viki drives growth and success for OneBeat. Her strategic mindset and problem-solving abilities contribute to the company's operational excellence in the competitive retail-tech industry.

**Josh Dvir: Chief Technology Officer (CTO)**

With nearly 15 years of experience in software development and technology leadership, Josh brings a wealth of knowledge to his role. His expertise spans various areas, including full-stack development, big data, cloud infrastructure, and architecture. Josh is passionate about solving technical challenges and creating solutions that are simple, efficient, and effective. In his role at OneBeat, he has played a crucial part in developing and implementing the company's advanced retail technology solutions. With a focus on cloud infrastructure and big data integration, Josh's contributions have helped optimize the retail process, enhance operational efficiency, and deliver exceptional products and services to customers.

**Roei Raz: Vice President of Sales**

With over 4 years of experience in sales, he is focused on making retailers' lives easier through innovative solutions. Prior to joining OneBeat, Roei held the position of Global Sales Director at Goldratt Consulting, where he spent 2 years. He has a background in industrial engineering, with an MBA from Tel Aviv University. Roei's skills include Theory of Constraints, critical chain project management, management consulting, business transformation, business strategy, business process improvement, and supply chain management.

**Itamar Assaf: Head of Marketing & Growth**

Itamar Assaf is a dynamic and results-driven senior marketer with over 10 years of experience in driving growth and engagement through innovative and data-driven marketing strategies. Itamar is skilled in communication, lead generation, content marketing, strategy, brand awareness, and management. He has experience working across different regions, including Japan, India, LATAM, and the US. Itamar holds a degree in innovation and entrepreneurship from The Heller School for Social Policy and Management at Brandeis University.

**Roy Geva Glasberg: Investor**

Roy Geva Glasberg is the founder, managing partner, and company builder at AnD Ventures, a company builder based fund that focuses on making the impossible possible. He is also involved with OneBeat as a company builder and investor. Roy has extensive experience in building acceleration and investment programs for large corporations, including Google and Microsoft. He has a diverse educational background with degrees in law, business management, software IP, and financial engineering from The IDC and Hebrew University. Roy's skills include business strategy, global business development, and Microsoft technologies.

**Ariel Cohen: Investor**

Ariel Cohen is a company builder and investor at OneBeat. He is the General Partner and Co-Founder of AnD Ventures, a unique group of professionals based in Tel Aviv with a focus on redefining value-add investing and accelerating company building. Ariel has over 15 years of experience in product management and community/partner ecosystem establishments. He has worked at LivePerson, Amdocs, and currently holds multiple roles as an investor in various organizations, including OneBeat.

**Lee Moser:** **Board of Directors member**

Lee Moser is the Managing Partner and Founder of AnD Ventures. She previously worked at iAngels as a Partner and Head of Global Investor Relations. With a focus on investing, Lee is involved in multiple organizations as an investor, including OneBeat, Connected Insurance, Axiom Space, and OviO. She is part of a unique group of professionals at AnD Ventures that aims to redefine value-add investing and accelerate company building. Lee holds an MBA from Northwestern University.

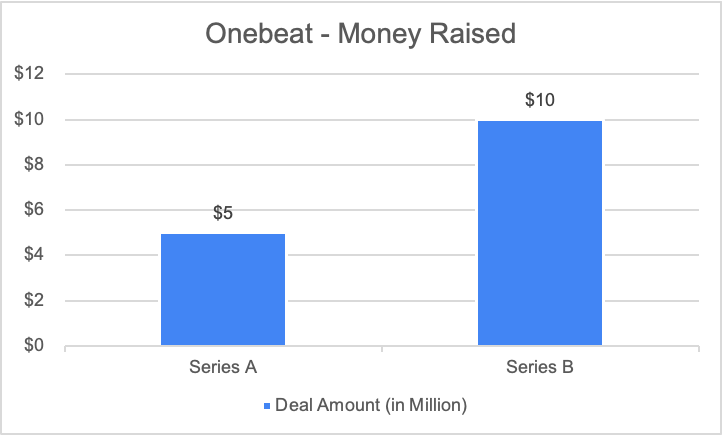
**Ran Levitzky: Partner and Board of Directors member**

Ran Levitzky is the Co-Founder and General Partner at Magenta Venture Partners. His expertise lies in early-stage investments, particularly in technology startups across domains such as enterprise software, automotive, mobility, AI, and fintech. Before co-founding Magenta Venture Partners, Ran worked as a Principal at Viola Ventures, where he co-led multiple investments in early-stage startups. He also has experience in product strategy at Amdocs, strategic projects for Google and Electronic Arts, and software engineering roles at Microsoft, Verint Systems, and the Israeli Ministry of Defense. Ran holds a BA in Computer Science from Reichman University and an MBA from London Business School. He is also a board member at OneBeat.

# Financial Analysis of Company

**Venture Fundraising**

OneBeat has raised a total of $15M in funding over 2 rounds, funded by 10 investors. OneBeat raised $5M in the A round and raised $10M in the B round.



**Series A round**

In the Series A round during Feb 2, 2022, OneBeat secured $5 million led by Surround Ventures and AnD Ventures, with participation from fashion group Renuar. The funding was instrumental in supporting the company's growth and development. OneBeat specializes in providing AI and big data tools to retailers for real-time customer analysis and understanding. Their platform synchronizes various retail operations such as store management, online sales, and product inventory, ultimately optimizing inventory allocation and improving sales. With this funding, OneBeat aimed to expand its market reach, particularly focusing on the Brazilian market, where it already serves over 20 companies across different sectors. The company had ambitious goals of doubling its operations in 2022, both in terms of clients and employees.

**AnD Ventures (Lead Investor):** AnD Ventures, a venture capital firm based in Tel Aviv, specializes in early-stage investments in Israeli startups with cutting-edge technologies. Their pioneering entity initially invested in the startups and conducted comprehensive background assessments and research to endorse the founders. As part of their support, they provided robust studio resources, including an in-house CTO, CFO, analysts, IR support, and furnished office space.

The founders of AnD Ventures, Roy Geva Glasberg, Ariel Cohen, and Lee Moser, boast substantial expertise in enterprise establishment. Roy, a Google veteran, spearheaded initiatives like Google for Startups Accelerator, Google Launchpad, and Google AI Studio, expanding its reach across 40 countries. His recent engagement involved supporting Google Corporate Development with investments in a global $5 billion portfolio. Ariel Cohen, having directed product development at prominent Israeli tech enterprises like Amdocs and LivePerson for two decades, excelled in cultivating a substantial developer ecosystem. Meanwhile, Lee Moser, equipped with a background in government, business development, and venture capital, notably held the position of Head of Global Relations at iAngels.

AnD Ventures employs a Studio-centric funding approach that empowers them to assist founders ranging from Series A to Series B stages. They focus on the data and AI sectors and have a track record of investing in various industries, including e-commerce, digital media, supply chain management, retail technology, big data, and software.

Through their adept senior investment teams, OneBeat, in collaboration with AnD Ventures, is poised to attract an augmented roster of investors in the forthcoming times. The partnership with AnD Ventures will not only escalate OneBeat's outreach but also enable them to identify and invest in an expanded array of enterprises. AnD Ventures' AnD Studio platform provides a complete foundry ecosystem with experienced founders, professionals, local and foreign investors, leading corporates, and access to global markets. They have a strong focus on value-add investing, aiming to accelerate and develop company building to enable entrepreneurs to create transformational tech companies more effectively and efficiently.

**Surround Ventures (Lead Investor):** Surround Ventures, headquartered in New York and founded in 2019, is a venture capital firm that primarily focuses on investing in Israeli-driven technology startups disrupting the fields of media, entertainment, sports, and e-commerce. They have made eight investments across various industries, including software, food and beverage, and retail technology. With a team of investment professionals, entertainment executives, and brand strategists located in Tel Aviv, New York, and Los Angeles, Surround Ventures is dedicated to driving market value, accelerating ventures, and helping fulfill the vision of the entrepreneurs they invest in. They seek to invest in technology startups within the media, entertainment, sports, and e-commerce sectors and provide strategic insights and access to executives, entrepreneurs, and investors.

**Renuar:** Renuar, an operator of a fashion clothing retail chain, made its first investment by participating in OneBeat's Series A round. This indicates Renuar's interest in supporting and potentially collaborating with emerging startups.

**Series B round**

For series B round, OneBeat was in talks to receive an undisclosed amount of Series B venture funding on April 13, 2022. Subsequently, the deal was cancelled. However, on June 7, 2023, OneBeat successfully raised an additional $10 million in funding, funded by 7 investors, including a Partner Investor. for its series B round. The funding round aimed to support the expansion of OneBeat's retail platform, enhance overall business operations, and facilitate new business growth plans. OneBeat's objective is to empower mid-market retailers by offering flexible and cost-effective solutions that improve inventory visibility, reduce waste, and optimize operations. This recent funding infusion will enable OneBeat to further strengthen its position in the market and drive its growth trajectory.

**Magenta Venture Partners (Lead Investor):** Magenta Venture Partners, founded in 2018 and based in Herzliya, Israel, is an Israeli venture capital firm with a strong focus on early-stage technology startups in Israel and related markets. They have made 540 investments, primarily in SaaS, Transportation, software, IT, e-commerce, and internet sectors. Specializing in various sectors, including Enterprise Software, IoT, Industry 4.0, Automotive, Mobility, AI, Fintech, and Digitalization, they collaborate with Israeli entrepreneurs to help them build successful global companies. Backed by prominent Japanese institutional investors, the firm has a strong global reach and significant expertise in high-tech and startup investments. Their mission is to bridge the gaps between Israeli tech startups and their markets, assisting them in achieving growth and success. By partnering with the best entrepreneurs in Israel, they aim to create significant global companies. Leveraging their unique network and operational experience, Magenta Venture Partners facilitates access to crucial resources and further financing for these startups. Actively seeking new investment opportunities, the firm is dedicated to connecting innovative early-stage technology startups in sectors like automotive, mobility, enterprise software, IoT, AI, Fintech, and digitalization within Israel with the resources they need to thrive.

**Surround Ventures (lead investor):** Surround Ventures continued their investment in OneBeat during the Series B round.

**AnD Ventures (lead investor):** AnD Ventures continued their investment in OneBeat during the Series B round.

**Wilson’s Bird Capital:** Wilson's Bird Capital is an investment firm that focuses on identifying and supporting high-performing companies. With their investment in OneBeat during the Series B round, Wilson's Bird Capital marks their initial entry into the startup investment landscape.

**J-Ventures:** J-Ventures is an LP Driven Venture Capital Fund that has made 43 investments, primarily in software, healthcare, machine learning AI, IT, and e-commerce fields.

**INCapital Ventures:** INCapital Ventures primarily seeks to invest in early-stage technology companies. They have made seven investments, mostly in IT, software, machine learning, AI, e-commerce, and internet sectors.

**Financial Valuation**

OneBeat Financial has successfully raised a total of $15.00 million through two rounds of funding. In their Series A round, which concluded on February 3, 2022, they secured $5.00 million, resulting in a pre-money valuation of $7.75 million and a post-money valuation of $12.75 million. The primary purpose of the Series A funding was to support retailers by analyzing real-time customer trends using AI and big data tools. Building on this initial success, OneBeat Financial proceeded with a Series B round, which concluded on April 1, 2023, raising an additional $10.00 million. With a team of 105 employees and a revenue-generating model, OneBeat Financial has positioned itself as a promising venture-backed company. Through their platform's successful synchronization of various retail operations, OneBeat Company has optimized over $11 billion in inventory value, managing 55,000 points of sale across well-known brands in Europe, the US, and Latin America, while replenishing 55,000 stores daily and overseeing 200 million SKUs. Supported by lead investors such as AnD Ventures, Surround Ventures, and Magenta Venture Partners, OneBeat Financial is well-equipped to strengthen its market position and continue its growth trajectory.

# Product Analysis – Overview

The type, details, and cost of the products offered by OneBeat vary on a case-by-case basis, as the services provided are tailored to individual needs. OneBeat breaks down the product into basic attributes and then adjusts the amount of inventory in different retail segments such as fashion, luxury goods, consumer electronics, DIY, and more. Owing to the distinctive nature of their offerings, specific product details and prices are not readily available online.

**Key Features**

**Smart Replenishment:** OneBeat's smart replenishment feature prioritizes the replenishment of products based on actual sales potential. By analyzing real-time demand data, the platform ensures efficient restocking of best-selling items, reducing stockouts and maximizing sales opportunities.

**Adaptive Assortment Management:** OneBeat's adaptive assortment management module enables retailers to monitor and adjust the range of products in each category based on real-time data. This optimization of assortments ensures that retailers offer the most relevant and attractive product selections, leading to higher conversion rates and improved customer satisfaction.

**Store Transfer:** OneBeat's store transfer functionality allows retailers to transfer stock between stores based on actual performance data. This optimization of inventory distribution helps retailers optimize their stock levels and ensure that products are available where they are most likely to sell.

**Slow Movers Liquidation:** OneBeat's slow movers liquidation feature helps retailers minimize the stock of non-moving items. By identifying and addressing slow-moving products in a timely manner, retailers can reduce inventory holding costs and improve overall profitability.

**Effective Assortment Module:** OneBeat provides an effective assortment module that allows retailers to monitor the performance of every category and adjust the range of products accordingly. This helps retailers optimize their assortments, avoid overstocking slow-moving items, and improve sales and margin realization.

**Industry-specific Solutions:** OneBeat tailors its solutions to meet the specific needs of various industries, such as liquor, spare parts and after-market, jewelry and luxury products, apparel and accessories, consumer electronics, pharmacy, books and toys, hardware and DIY, and more.

**Partnership**

OneBeat is a company in the Retail Tech IT industry that values strong partnerships. They collaborate with various providers to enhance the value they offer to clients and streamline the integration and onboarding process. Some of their partnerships include:

**AWS:** OneBeat partners with AWS to leverage their powerful cloud infrastructure and advanced technologies, offering seamless scalability and enhanced security to their clients.

**Brightpearl:** OneBeat integrates with Brightpearl's retail operating system (ROS), automating operational complexity for retailers and wholesalers. This partnership provides clients with comprehensive tools for financial management, inventory control, CRM, and more.

**Acumatica:** OneBeat collaborates with Acumatica to provide a flexible and scalable cloud-based ERP solution, enabling real-time visibility and streamlined financial management for clients.

**CData:** OneBeat partners with CData to simplify data connectivity, eliminate data silos, and enable seamless integration and insights for clients across their entire tech stack.

**Apiworx:** OneBeat partners with Apiworx to streamline backend manual processes for eCommerce businesses, saving time and resources while facilitating faster scaling.

**Competera:** OneBeat collaborates with Competera to offer clients an AI-powered pricing platform that optimizes price positions based on real-time competitive data, helping retailers increase customer trust and maximize profitability.

These partnerships provide benefits such as seamless scalability, enhanced security, real-time visibility, flexible cloud-based ERP solutions, data connectivity, and streamlined backend processes for eCommerce businesses. OneBeat offers four ways to partner: referring clients and earning commission, implementing OneBeat solutions for customers, embedding OneBeat into platforms and offering bundled pricing, and integrating OneBeat into applications and receiving a revenue share. OneBeat's infrastructure supports complex use cases, ensures data security, and utilizes advanced algorithms and deep learning techniques. They manage a large number of stores, SKUs, and stock value on a daily basis.

**Customers Analysis**

**Existing Customers:** OneBeat boasts a diverse range of customers spanning different industries, and while the exact number and type of customers is not specified, they have established relationships with a significant client base.Some of their notable customers include Cueros Vélez, a prominent fashion retailer with numerous stores in Colombia and internationally. Aramis Group, a global fashion and lifestyle company that owns renowned brands like Aramis, Tommy Hilfiger, and Calvin Klein. Gandhi, a well-established bookstore chain with physical stores, in-store kiosks, and an online eCommerce website. Grand Cru, a major wine import and distribution company in Latin America. Devlyn, the largest optical group in Mexico specializing in eyewear retail. Odara, a significant player in the beauty and personal care industry. Skywest, an airline company that requires efficient spare parts management. Diltex Brands, a fashion company looking to optimize their replenishment system. These customers demonstrate the versatility of OneBeat's inventory management solutions across various sectors.

**How Do People Purchase Their Products:** The exact process of how people purchase OneBeat's products may vary, but it typically involves several steps. Potential customers usually initiate contact by reaching out to OneBeat through their website, sales representatives, or by requesting a product demo or more information. OneBeat's sales team then engages in a consultation and needs assessment to understand the customer's specific requirements and challenges. This consultation helps determine if OneBeat's inventory management solution is a good fit for the customer's business needs.

Once the initial evaluation is complete, OneBeat may provide a product demonstration to showcase the features, functionalities, and benefits of their inventory management system. This demonstration allows the customer to assess whether the solution aligns with their requirements and meets their business goals. Following the demonstration, OneBeat's sales team presents a detailed proposal outlining the pricing, licensing terms, implementation process, and any additional services or support. Contract negotiations may take place to finalize the terms and conditions of the agreement.

Once the contract is signed, the implementation and onboarding phase begins. OneBeat's team works closely with the customer to set up the inventory management system, integrate it with existing systems, if necessary, configure it according to the customer's specific needs, and provide comprehensive training to users. After successful implementation, the customer goes live with the OneBeat inventory management system. Ongoing support and assistance are provided by OneBeat's support team, including regular check-ins, software updates, troubleshooting, and addressing any queries or issues that may arise.

**Target Client:** The target clients of OneBeat are retailers in various industries, including fashion, luxury goods, consumer electronics, and more. They cater to both individual retailers and large retail brands, offering their retail tech solutions to help optimize inventory management, assortment planning, and sales conversions.

**How does the company acquire customers:** OneBeat acquires customers through various strategies, including direct sales efforts, marketing campaigns, and partnerships. The company would reach out to potential clients directly, showcasing the benefits and value of their solutions. Additionally, they may leverage marketing channels such as digital advertising, content marketing, and industry events to generate awareness and attract customers.

**How can the company gain new customers:**

**1. Demonstrating ROI and Value:** OneBeat understands the importance of demonstrating ROI and value to potential customers. They showcase tangible benefits and return on investment through case studies, testimonials, and data-driven results, illustrating how their technology improves sales conversions, reduces costs, and enhances operational efficiency for retailers. OneBeat even offers the OneBeat ROI Calculator, a powerful tool that estimates the potential return on investment for businesses implementing their solutions based on industry and global benchmarks.

**2. Targeted Marketing:** OneBeat can identify specific segments within the retail industry that would benefit from their solutions and create targeted marketing campaigns to reach those potential customers. This could involve personalized messaging, case studies, and success stories relevant to each segment.

**3. Referrals and Recommendations:** OneBeat also recognizes the power of referrals and recommendations. Satisfied customers are encouraged to refer OneBeat to other retailers in their network, and the company may implement a referral program or offer incentives to generate new leads through these referrals.

**4. Thought Leadership and Content Marketing:** By positioning themselves as industry experts and sharing valuable insights through thought leadership content, such as blog posts, and webinars, OneBeat can attract potential customers who are actively seeking solutions for their retail operations.

**5. Partnerships and Collaborations:** OneBeat leverages partnerships and collaborations with ERPs, retail solution providers, and other companies in the retail industry. These partnerships enable cross-promotion, joint marketing efforts, and access to each other's customer bases, resulting in mutual customer acquisition.

**Where is the Demographic Region of their Customers:** The company boasts a global reach, serving retail brands in over 25 countries, such as Israel, India, Brazil, USA, Mexico, Australia, and Europe. While the specific countries where their customers are located may vary depending on the industries and regions they cater to, their primary focus lies on Israel, United Kingdom, Philippines, and the USA. These countries are key markets where the company has a significant customer base.

**Public Reviews:** OneBeat has received a positive public review from a customer, no other reviews are found. According to the reviewer, OneBeat's inventory management system is simple and effective, providing great customer service. The reviewer appreciates how the system has improved their inventory management and SKU tracking, making their supply chain management easier. They specifically mention that OneBeat's assortment and replenishment solutions have been helpful in identifying fast and slow movers. The reviewer highlights the exceptional customer support they have received from OneBeat. Overall, the review reflects a positive experience with OneBeat's product and services. However, it's important to note that this review represents the experience of one customer and may not reflect the opinions of all users.

# Competitive Analysis

Competitive Analysis Overview: Toolio offers a cloud-based merchandising platform focusing on operational efficiency and variable management. Nextail specializes in inventory allocation and store optimization, while Prediko provides accurate forecasts from business data. Unicommerce offers multi-channel order fulfillment, SureLocal connects retailers with brands, Koupon facilitates shopper engagement, Browzwear provides 3D virtual fashion samples, and Loyal Guru focuses on intuitive loyalty management. Retailers can choose based on specific needs, whether it's AI-driven optimization from OneBeat or specialized features from these alternatives.

Companies similar to OneBeat:

**Toolio:** Toolio, a 5-year-old company based in the United States, provides a cloud-based merchandising platform that encompasses various planning aspects such as merchandise, assortment, and item planning, along with allocation. Toolio emphasizes operational efficiency, cost reduction, and the ability to manage a wide range of variables. The choice between OneBeat and Toolio depends on specific retailer requirements and preferences for the different features and benefits offered by each platform.

**Nextail:** Nextail is a 10-year-old Spanish company that operates as a cloud-based software platform for the retail industry. It specializes in inventory allocation and store operations optimization using analytics and optimization algorithms. Nextail provides B2B services globally, focusing on improving inventory management and store efficiency. On the other hand, OneBeat offers benefits in terms of reducing stockouts, increasing full price sales, improving margins, and providing assortment planning capabilities for retailers.

**Prediko:** Prediko, a 3-year-old company based in the United Kingdom, focuses on transforming business data into accurate forecasts and actionable insights. Their solutions for planning, ordering, financing, and a dashboard help retailers eliminate stockouts and reduce excess inventory. The choice between OneBeat and Prediko would depend on specific retailer needs and preferences, with OneBeat offering AI-driven optimization and historical data analysis, and Prediko providing comprehensive inventory forecasting and management capabilities.

**Unicommerce:** Unicommerce specializes in an online multi-channel order fulfillment platform, offering comprehensive solutions for managing multiple marketplaces and carts, as well as streamlining order management and inventory control. Retailers should consider their specific needs and priorities to choose between OneBeat's AI-driven approach or Unicommerce's comprehensive order fulfillment capabilities.

**SureLocal:** SureLocal is a B2B commerce company that empowers retailers by connecting them directly with brands to source products. SureLocal emphasizes technology, supply chain innovation, and operational expertise to improve retailers' sourcing processes and provide a wide range of products and services. Retailers should consider their specific needs and priorities when choosing between OneBeat's AI-driven approach and SureLocal's focus on direct brand connections and sourcing capabilities.

**Koupon:** Koupon provides c-store retailers and CPG brands with the easiest way to connect and engage with shoppers to grow sales. While Koupon focuses on facilitating connections between retailers, brands, and shoppers, OneBeat's emphasis is on leveraging AI technology to optimize various aspects of retail operations. Retailers should consider their specific needs and priorities to determine whether they require the shopper engagement focus of Koupon or the AI-driven capabilities offered by OneBeat.

**Browzwear:** Browzwear focuses on providing 3D virtual product samples in the fashion industry. Browzwear's emphasis is on driving digital transformation and enabling apparel companies to create, view, and share products in accurate 3D representations, streamlining processes and reducing iterations. Retailers seeking solutions specifically for the fashion industry may find Browzwear's 3D virtual product samples valuable, while those looking for broader retail technology applications might be drawn to OneBeat's AI-driven approach.

**Loyal Guru**: Loyal Guru focuses on providing an easy and intuitive loyalty management platform for enterprise grocers and retailers. Their platform enables seamless data collection, automated loyalty programs, and personalized offers to enhance customer interactions. While Loyal Guru emphasizes loyalty management, OneBeat offers a broader range of retail technology solutions. Retailers seeking specific loyalty management capabilities may find Loyal Guru's platform valuable, while those looking for a comprehensive AI-driven solution may be more inclined towards OneBeat.

# Social Media

Digital Disruption and Retail Realities:

Avihai Shnabel's insights shed light on the complexities faced by the fashion retail sector in the digital age. While online shopping gains prominence, brick-and-mortar stores retain their unique advantage of enabling customers to physically experience products. However, the challenge lies in maintaining a delicate balance between meeting customer demands for variety and preventing unsold inventory. OneBeat's role in helping retailers navigate these challenges through optimal inventory management becomes evident.

Adapting Amidst Pandemic Uncertainty:

The COVID-19 pandemic acted as a catalyst for upheaval in the retail industry, leading to widespread closures and disruptions. The interview highlights Avihai Shnabel's observations on the roller coaster of changes faced by retailers. Long-term forecasting proved unreliable, necessitating agile strategies and rapid data analysis. OneBeat's solutions address the need for flexibility, allowing retailers to make informed decisions in uncertain times.

AI's Impact on Retail Efficiency

OneBeat worked alongside data scientists to find the perfect blend of technology to significantly enhance retailers' in-season operations through automation. The fashion industry's waste and unsold items (around 30% of production) can be addressed using AI, with real-time demand analysis, smart product allocation, and predictive event insights. AI-adopting retailers experience 10%-20% improved sales, higher margins, and reduced surplus.

Real-world Success Stories:

OneBeat's impact is substantiated by real-world success stories. The transformation of Cromā's inventory management stands out as a testament to OneBeat's efficacy. Through a two-phase implementation, Cromā achieved impressive results: a 60% increase in inventory turnover, 60% reduction in non-moving inventory, and improved assortment effectiveness by 20%. The case study underscores how OneBeat's solutions not only drive financial improvements but also establish resilient supply chains.

Global Expansion and Market Penetration:

OneBeat's global reach and expansion plans are evident through partnerships with industry giants like TATA Group and collaborations with prominent Indian retailers. The company's focus on leveraging artificial intelligence and machine learning to optimize supply chain operations positions it as a formidable player in the retail tech landscape.

# Growth Strategy

OneBeat has demonstrated a strong commitment to expanding its presence in various markets and industries.

**Global Expansion:** OneBeat has already established a global footprint, serving retail brands in over 25 countries across different continents. The company's focus on key markets, such as the United States, Israel, the United Kingdom, Philippines, and India, showcases its intent to expand its operations beyond its home base and target regions with substantial customer bases. The company's expansion into Mexico and its partnerships with Indian retailers reflect OneBeat's intention to target in different regions and cater to the unique requirements of each market.

**Partnerships and Collaborations:** OneBeat leverages strategic partnerships with industry giants like the TATA Group, one of India's largest conglomerates. These partnerships not only facilitate access to a wider customer base but also enable cross-promotion and joint marketing efforts. Collaborating with prominent Indian retailers and other major players in the retail industry positions OneBeat for significant growth in the Indian market.

**Revenue Generation:** OneBeat generates revenue by offering its AI-driven retail tech solutions to a diverse range of customers, including individual retailers and large retail brands. The company's solutions focus on optimizing inventory management, assortment planning, and sales conversions for its clients. As OneBeat continues to expand its customer base, it expects to generate increasing revenue from its software and services.

**Investment Strategies:** OneBeat's financial strategy includes securing strategic investments from venture capital partners. The company has successfully raised funds in multiple funding rounds, totaling $15 million, which indicates its ability to attract investment to support its growth initiatives. These investments enable OneBeat to invest in product development, expand its sales and marketing efforts, and explore new market opportunities.

# Future Prospects

OneBeat's future prospects are exceptionally promising, driven by their strategic positioning at the intersection of retail and technology. Their commitment to innovation, demonstrated by their data-driven solutions and partnerships, sets the stage for substantial growth and influence in the retail industry. With a focus on optimizing inventory management, enhancing the customer experience, and embracing sustainability, OneBeat is well-positioned to shape the future of retail operations. Their engagement in industry events and active participation in partnerships, like the TATA Group in India, further underscores their trajectory for expansion and relevance in the digital economy.

**Technological Innovation:** OneBeat places a premium on technological innovation by utilizing AI, big data analytics, and real-time reporting to drive operational efficiency and informed decision-making. Their use of prediction-based tech tools, inventory optimization software, and alignment with ESG goals showcases their commitment to industry transformation.

**Omnichannel Approach:** Recognizing the value of in-person shopping experiences, OneBeat champions an omnichannel approach, seamlessly integrating online and offline channels for a unified shopping experience. By leveraging technology to understand and enhance customer behavior, they pave the way for improved customer engagement.

**ESG and Sustainability:** OneBeat's focus on sustainability is noteworthy. Their use of technology to make the fast fashion industry more sustainable aligns with ESG goals, transforming it from a challenge to a solution and addressing environmental concerns.

**Partnerships and Industry Engagement:** Through active participation in industry events and strategic partnerships, OneBeat extends its reach and influence. Their unique approach rooted in Dr. Eliyahu Goldratt's principles distinguishes them from competitors.

**Customer-Centric Approach:** OneBeat prioritizes understanding and meeting customer needs. By offering tailored solutions and effective customer management, they empower retailers to optimize their operations, enhance ROI, and elevate the overall shopping experience. **Geographic Expansion:** The expansion of OneBeat's operations in India and Mexico, as well as their focus on mid-size American fashion and footwear retailers, suggests a promising growth path. OneBeat can continue to explore partnerships with global and regional retailers, leveraging their technology to meet diverse market needs.

**Tailored Solutions:** OneBeat's ability to offer tailored solutions to retailers, such as their in-season solution, positions them as a partner capable of addressing specific challenges in the industry. This adaptability is crucial for staying relevant in a rapidly changing business environment.

# Conclusion

In conclusion, OneBeat emerges as a pioneering force in Retail Tech IT, guided by visionary leadership and a commitment to innovation. With $15 million raised across two funding rounds and strategic investor partnerships, including AnD Ventures and Magenta Venture Partners, OneBeat's financial foundation is strong. The company's strategic collaborations, notably with AWS and Brightpearl, amplify its ability to optimize inventory management and streamline operations. Real-world successes, like its transformative impact on Cromā's inventory management, validate OneBeat's efficacy. As the retail landscape evolves, OneBeat's AI-driven solutions and global expansion aspirations position it as a trailblazer, poised to lead the industry into a digitally disruptive future.

# References

https://1beat.com/

https://startupi.com.br/retail-tech-israelense-recebe-aporte-de-us-5-milhoes/

https://newsnreleases.com/2023/06/07/OneBeat-raises-10m-in-funding-to-expand-ai-enabled-retail-platform/

https://my.pitchbook.com/profile/491167-90/company/profile#timeline

https://www.crunchbase.com/organization/OneBeat-israel

https://www.and-ventures.com/portfolio

https://startupi.com.br/retail-tech-israelense-recebe-aporte-de-us-5-milhoes/

https://newsnreleases.com/2023/06/07/OneBeat-raises-10m-in-funding-to-expand-ai-enabled-retail-platform/

https://www.cxotoday.com/case-studies/onebeats-next-gen-retail-solution-transforms-cromas-stock-effectiveness-and-inventory-management/

https://community.ionanalytics.com/onebeat-retail-supply-chain-operations

http://businessnewsthisweek.com/business/after-a-successful-partnership-with-tata-group-the-israeli-retail-tech-company-onebeat-expands-to-more-indian-retailers/

https://www.sloane-staffing.com/case-studies/onebeat

https://www.facebook.com/1beatretail/videos/avihai-interview-highlight/457404149418750/

https://cionoticias.tv/2022/02/08/el-retail-mexicano-acapara-la-atencion-de-onebeat-para-crecer-200-en-2022/

toc.tv/player/pearls-of-wisdom-from-dr-eliyahu-m-goldratt-uncertainty

https://1beat.com/when-ai-planned-fashion-and-nothing-happened/

**Interviews and Presentations Summaries:**

Interviews:

1. Yishai Ashlag Presentation: Pearls of Wisdom from Dr. Eliyahu M. Goldratt: Uncertainty

Yishai Ashlag discusses the challenges of managing uncertainty in business and the pitfalls of relying on conventional tools for forecasting and planning. Dr. Goldratt's perspective of "don't force certainty on uncertain situations" is highlighted as a valuable approach to handling uncertainty. The illusion of accuracy can be misleading and can mask the true extent of variations. Detailed planning may provide a sense of predictability, but it cannot eliminate uncertainty. The stock market also grapples with uncertainty, and the trading mechanism itself is based on human-created rules that allow prices to fluctuate within the noise.

2. Avihai Shnabel Interview: Navigate Retail Challenges in the Digital Age

Avihai Shnabel emphasizes the complexity of the fashion retail environment and the importance of effective inventory management to prevent excess unsold inventory. In the digital age, physical retailers encounter challenges as customers increasingly turn to online shopping for convenience. However, brick-and-mortar stores retain an advantage by allowing customers to try products before buying. To meet customer demands for variety and fresh inventory, retailers take risky bets on product allocation. Onebeat helps clients optimize their inventory, ensuring the right products are available in the right place at the right time to maximize sales and profitability.

3. Avihai Shnabel Interview: Covid-19 Impact

In the interview, Avihai explained that the pandemic caused a roller coaster of changes, with many clients initially closing their physical operations, but now retailers are seeking greater efficiency and flexibility. The COVID-19 pandemic had a significant impact on the retail industry, leading to store closures and uncertainty about the future. As stores started to reopen and sales rebounded, retailers faced the challenge of planning amidst uncertainty. Long-term forecasting proved unreliable, prompting the need for agile strategies. In a world of uncertainty, retailers must rely on fast and agile data analysis to understand current customer behavior and adapt their strategies accordingly for the near future.

Articles:

1. When AI Planned Fashion and Nothing Happened

https://1beat.com/when-ai-planned-fashion-and-nothing-happened/

The fashion industry grapples with high waste production and dead inventory issues, with around 30% of global clothing production going unsold. Despite the availability of advanced AI technology, retailers struggle to improve in-season sell-through and reduce unsold inventory. The article explores the root causes of this problem, identifying that ineffective in-season execution is the main issue. Retailers often allocate inventory based on flawed assumptions, leading to an excess of slow-moving items and hindering the availability of fast-moving ones.

The solution lies in leveraging AI techniques: Behavioral Clustering: AI can categorize products based on demand patterns in real-time, transitioning from traditional forecasting to more responsive short-term predictions. Products Similarity: By analyzing product attributes and their impact on demand, AI can intelligently allocate new products based on the behavior of similar items in previous seasons. Extreme Demand Prediction: Predicting demand changes during special events or price-offs using historical data, aiding in proactive inventory management.

Retailers that adopt these AI-driven tactics have demonstrated notable improvements, achieving 10%-20% higher in-season sell-through, increased margins, reduced in-store inventory, and improved operational harmony between merchandisers and planners.

2. CXOtoday

https://www.cxotoday.com/case-studies/onebeats-next-gen-retail-solution-transforms-cromas-stock-effectiveness-and-inventory-management/

Onebeat successfully transformed Cromā's inventory management, addressing overstocking and low supplier reliability through a two-phase implementation. The first phase introduced "Depth" management with pull distribution-based operations, while the second phase implemented "Width" management and adapted purchasing to suit Cromā's requirements. The results were impressive, with inventory turns increasing by 60% in stores and 50% in distribution centers over three years. Non-moving inventory reduced by 60%, assortment effectiveness improved by 20%, and stock outs decreased from 19% to 10%. Onebeat's solution not only brought financial improvements but also established a more stable a

nd adaptable supply chain for Cromā.

3. Sloane Staffing

https://www.sloane-staffing.com/case-studies/onebeat

OneBeat sought to expand its business into the United States and hire its first American candidate, a Senior Account Executive. Avihai Shnabel, CRO, faced challenges in navigating the U.S. hiring process. Sloane Staffing was chosen to assist in the hiring process due to their industry knowledge and personalized guidance. Working closely with Avihai, Sloane Staffing presented several candidates who precisely matched the criteria. Eventually, they successfully recruited a Senior Account Executive with over 20 years of experience. Avihai is pleased with the new hire and plans to continue hiring with Sloane Staffing as OneBeat expands its presence in the U.S. market.

4. ION Analytics Community

https://community.ionanalytics.com/onebeat-retail-supply-chain-operations

With 80 employees and over $10 million in revenue, 95% of which comes from abroad, Onebeat is rapidly growing and aims to reach profitability within a year. The company works with 170 retailers across 26 countries, including Panasonic, Calvin Klein, and American Eagle. Onebeat plans to focus on mid-size American fashion and footwear retailers, offering cost-effective supply chain solutions through artificial intelligence and machine learning. The company aims to grow quickly with the support of venture capital partners and potentially private equity in the future.

5. Bussiness news this week

http://businessnewsthisweek.com/business/after-a-successful-partnership-with-tata-group-the-israeli-retail-tech-company-onebeat-expands-to-more-indian-retailers/

Onebeat is expanding its operations in India after a successful partnership with the TATA group. The expansion involves collaborating with major retail corporations such as Madhura Garments, Titan Watches, Tanishq, and Metro Shoes. Onebeat's algorithm analyzes product attributes and correlations to predict demand, aiming to reduce overproduction and excess inventory while providing customers with the products they need. The company already partners with global retailers like American Eagle and Toys R Us and serves prominent Indian corporations like Titan, Croma, and TCNS.

6. CIONoticias TV

https://cionoticias.tv/2022/02/08/el-retail-mexicano-acapara-la-atencion-de-onebeat-para-crecer-200-en-2022/

OneBeat aims to leverage in much to grow 200% in Mexico, where it has already reported 50% revenue growth in the fashion, footwear, beauty, sports, electronics, and jewelry sectors. Onebeat's technology helps retailers optimize operations by predicting demand, managing inventory, and adapting to customer needs in both online and offline stores. The Mexican retail market offers significant growth opportunities for traditional retailers, and Onebeat's solutions address the challenges posed by the COVID-19 pandemic and changing consumer habits