




QFree

Agenda

- The problem
 - The solution
 - Features
 - Target groups
 - Core values
 - Organization
 - Supply chain
 - Marketing
 - Legals/Risks
 - Finance
 - Action plan
- 

The problem

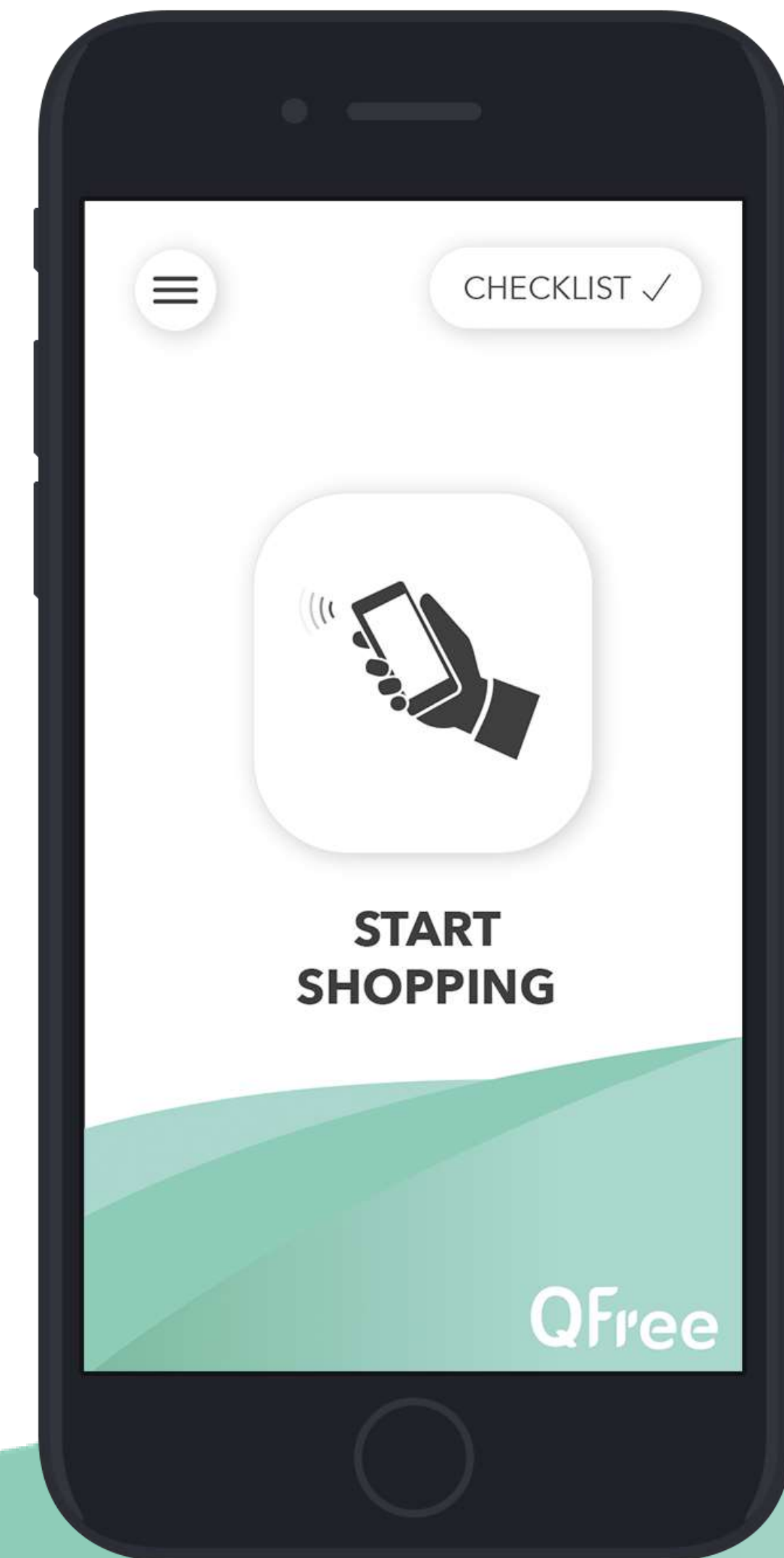
- Grocery shopping – a real chore
 - Hard to get inspired
 - Many different mediums to reach goals
 - All stores have their own systems, equipment and interfaces
- 

The solution

QFree

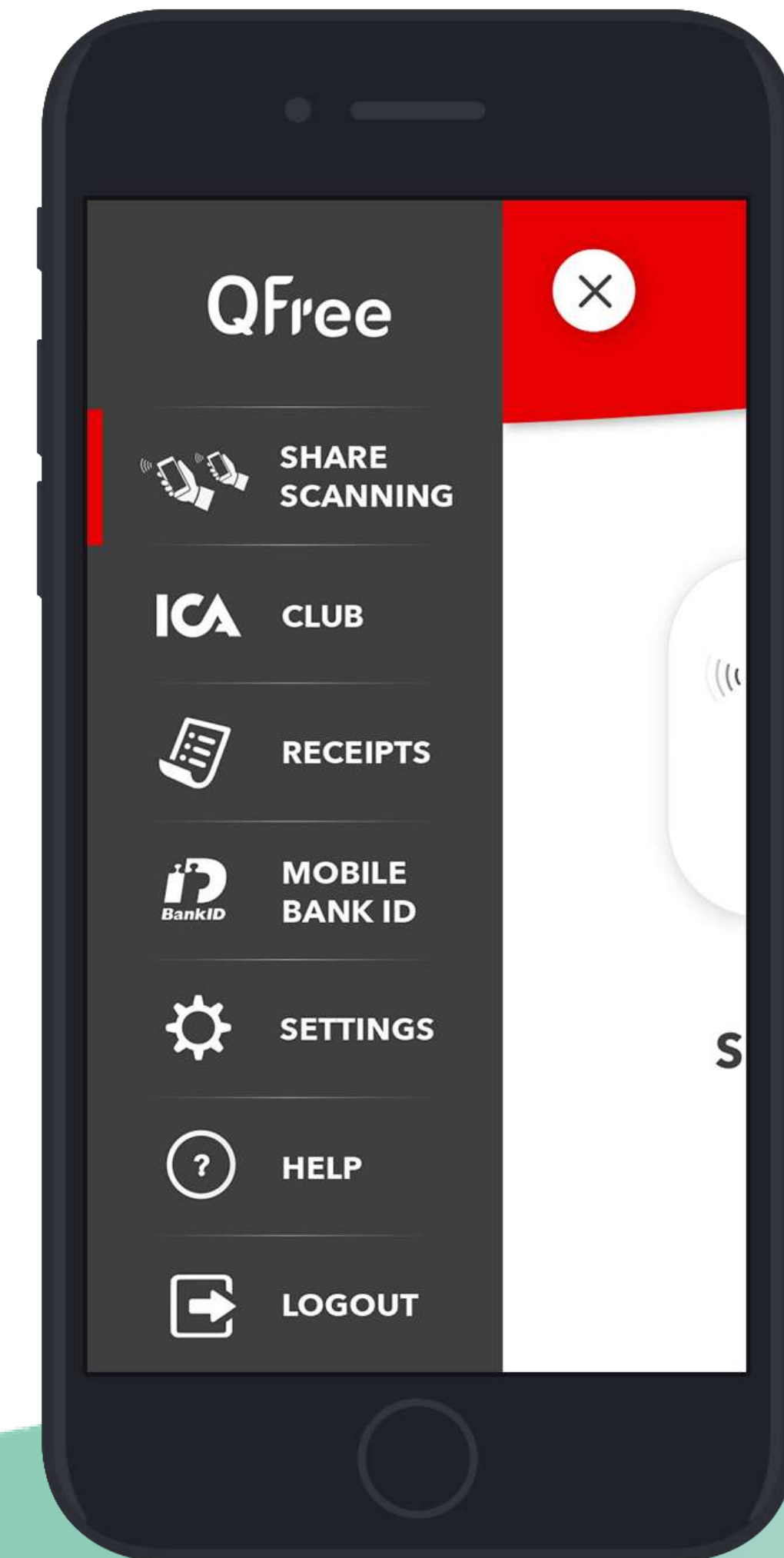
Skip the line.

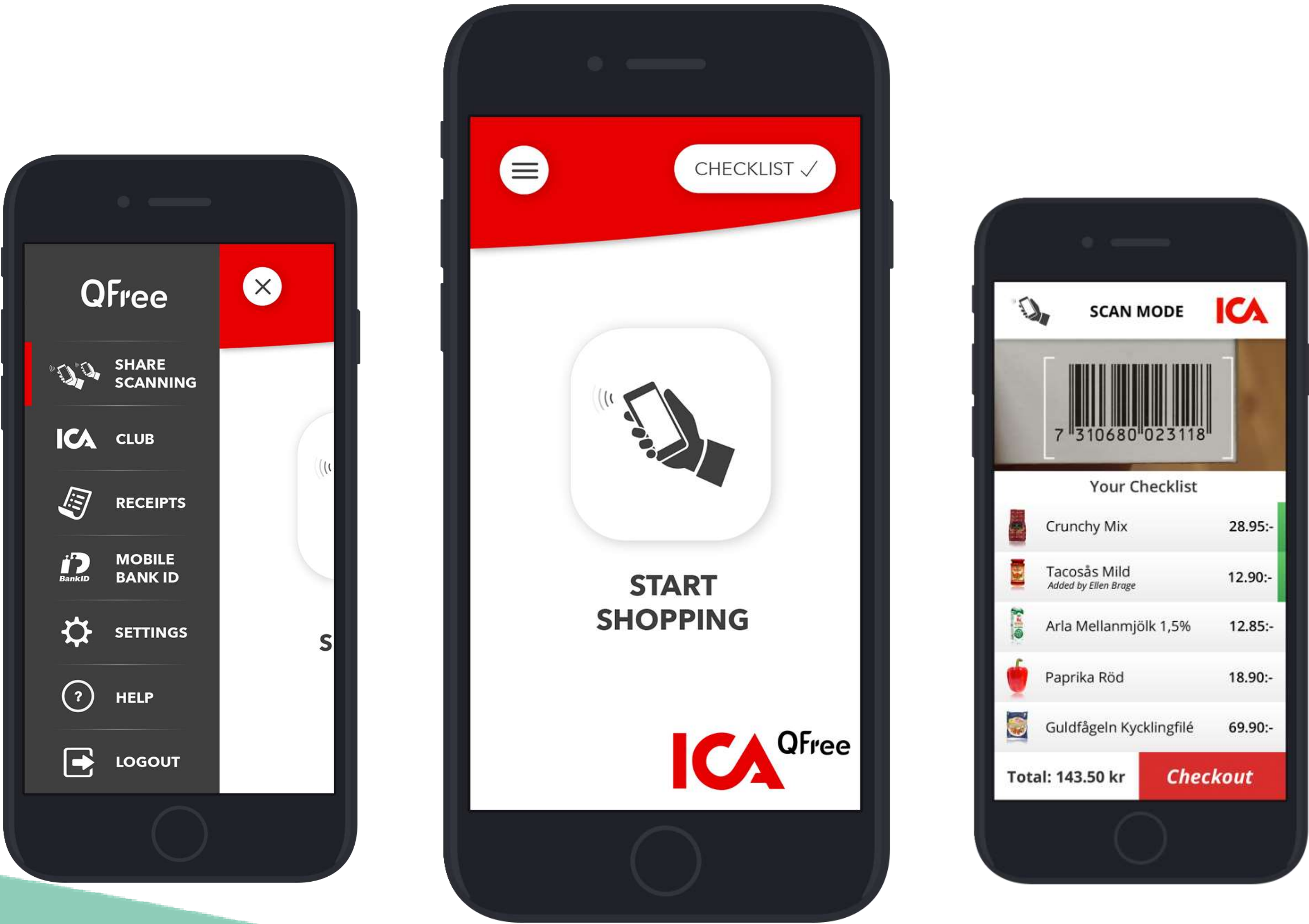
- One app for all purposes
- All store chains in the same app
- Safe and easy payment
- Easily navigated interface
- Easy to get started

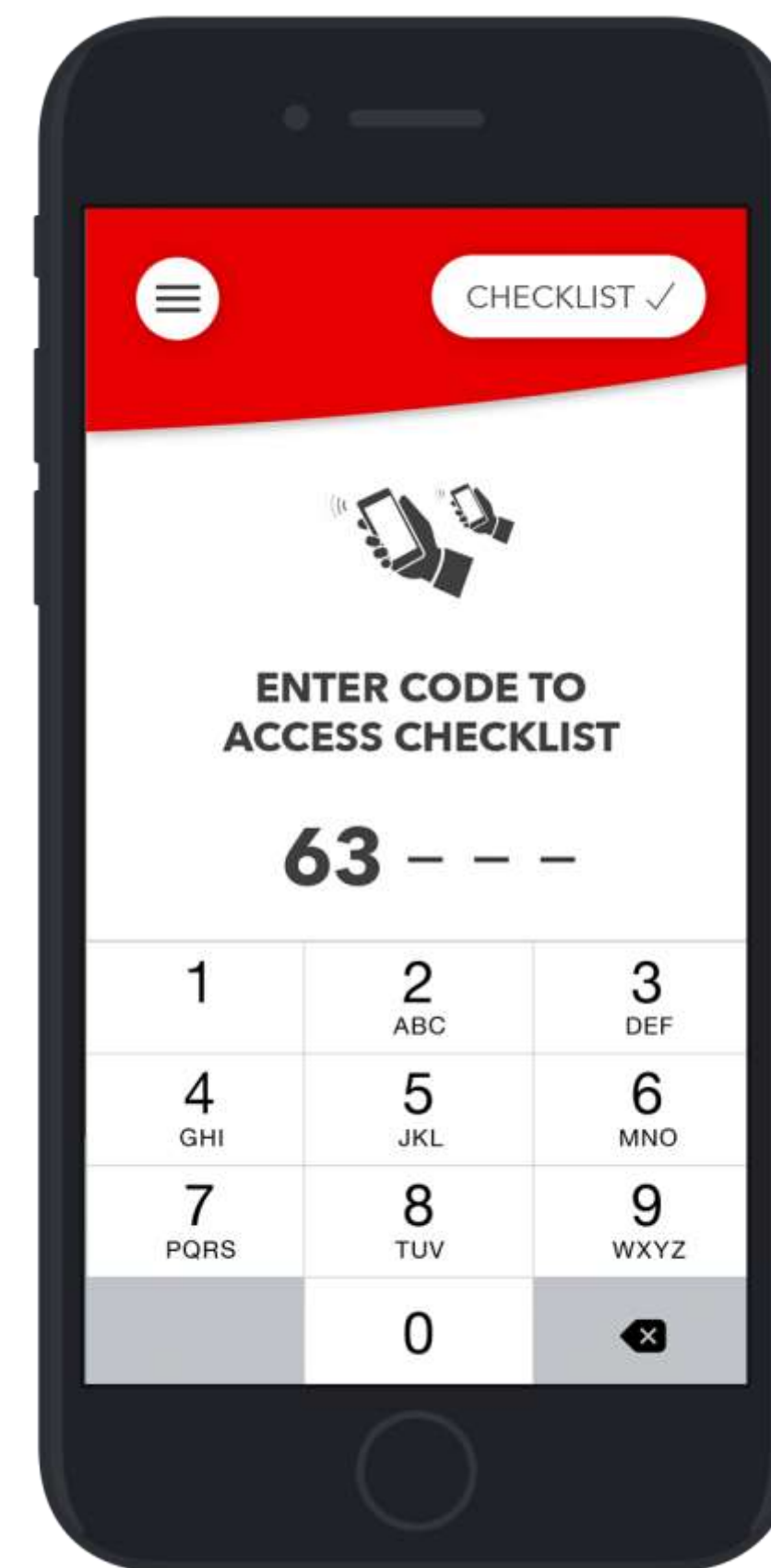
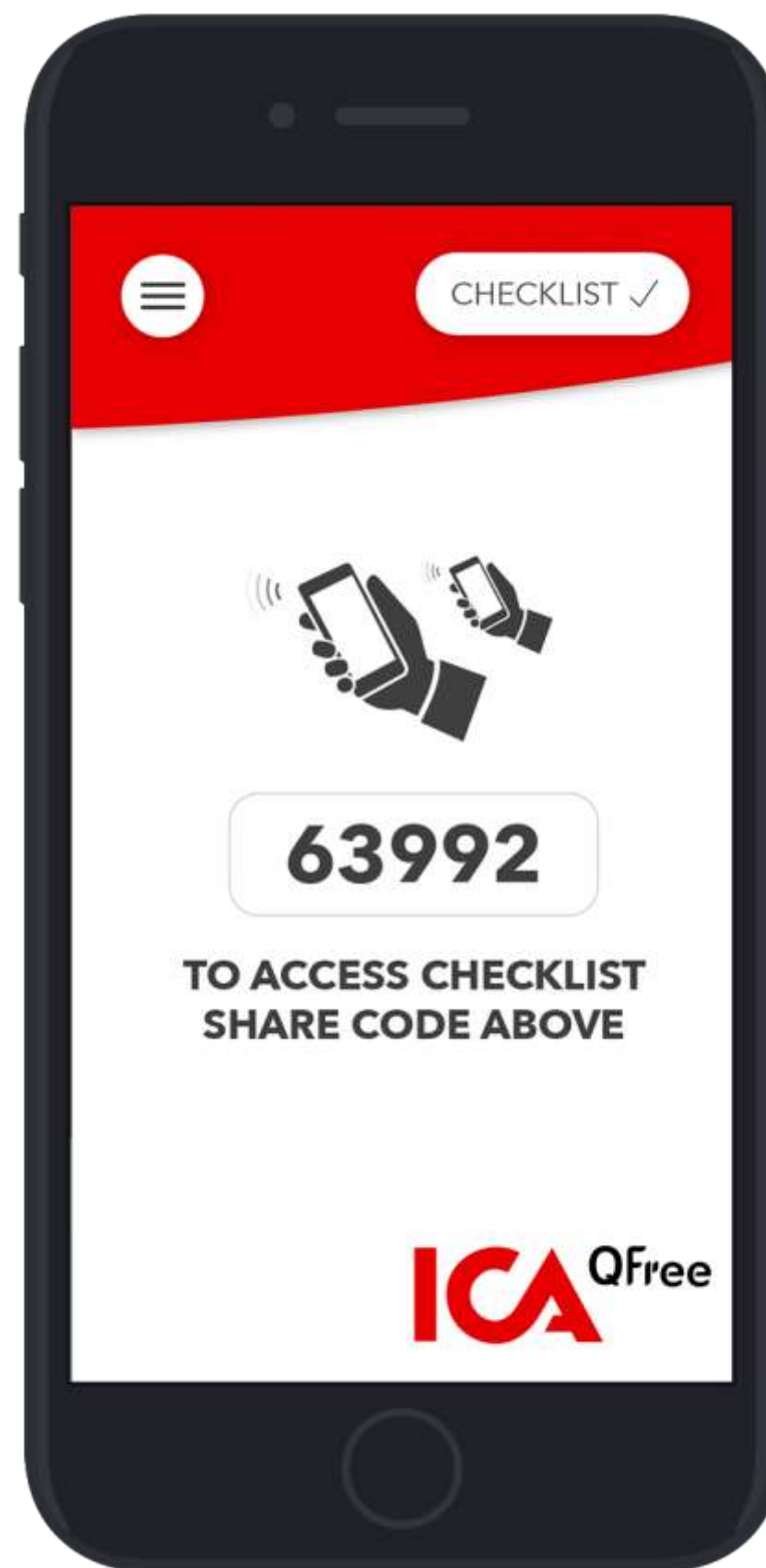
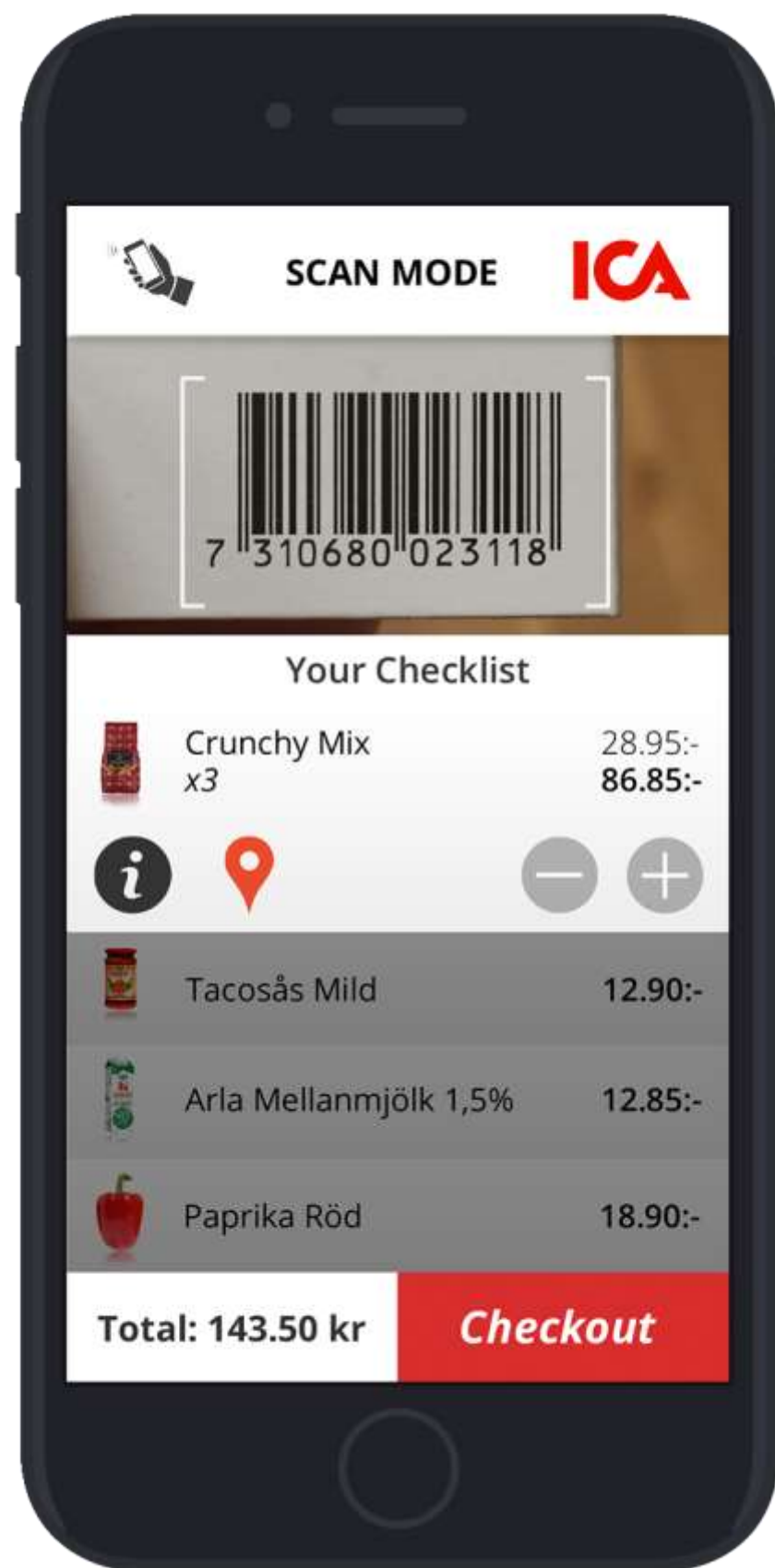


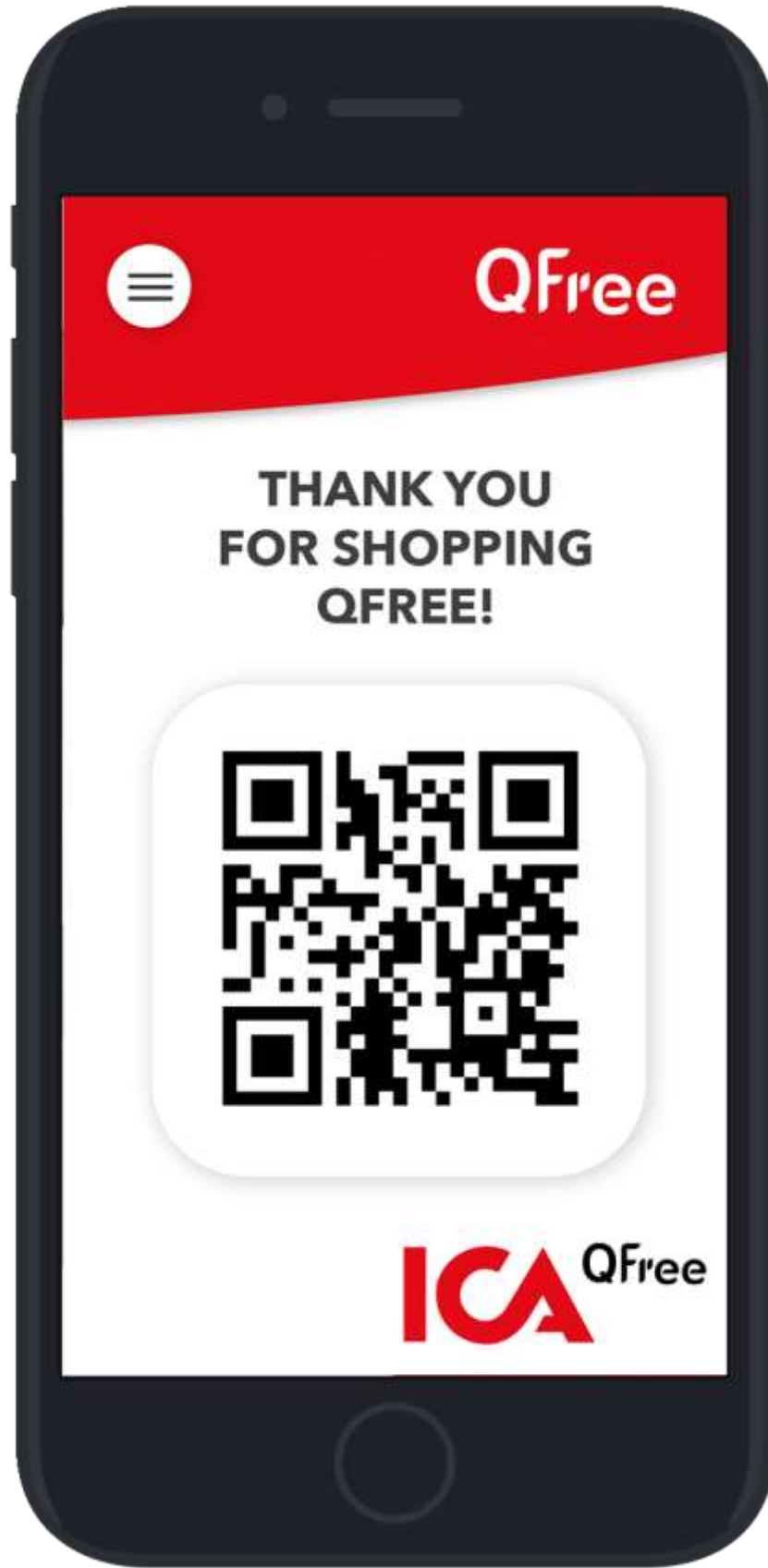
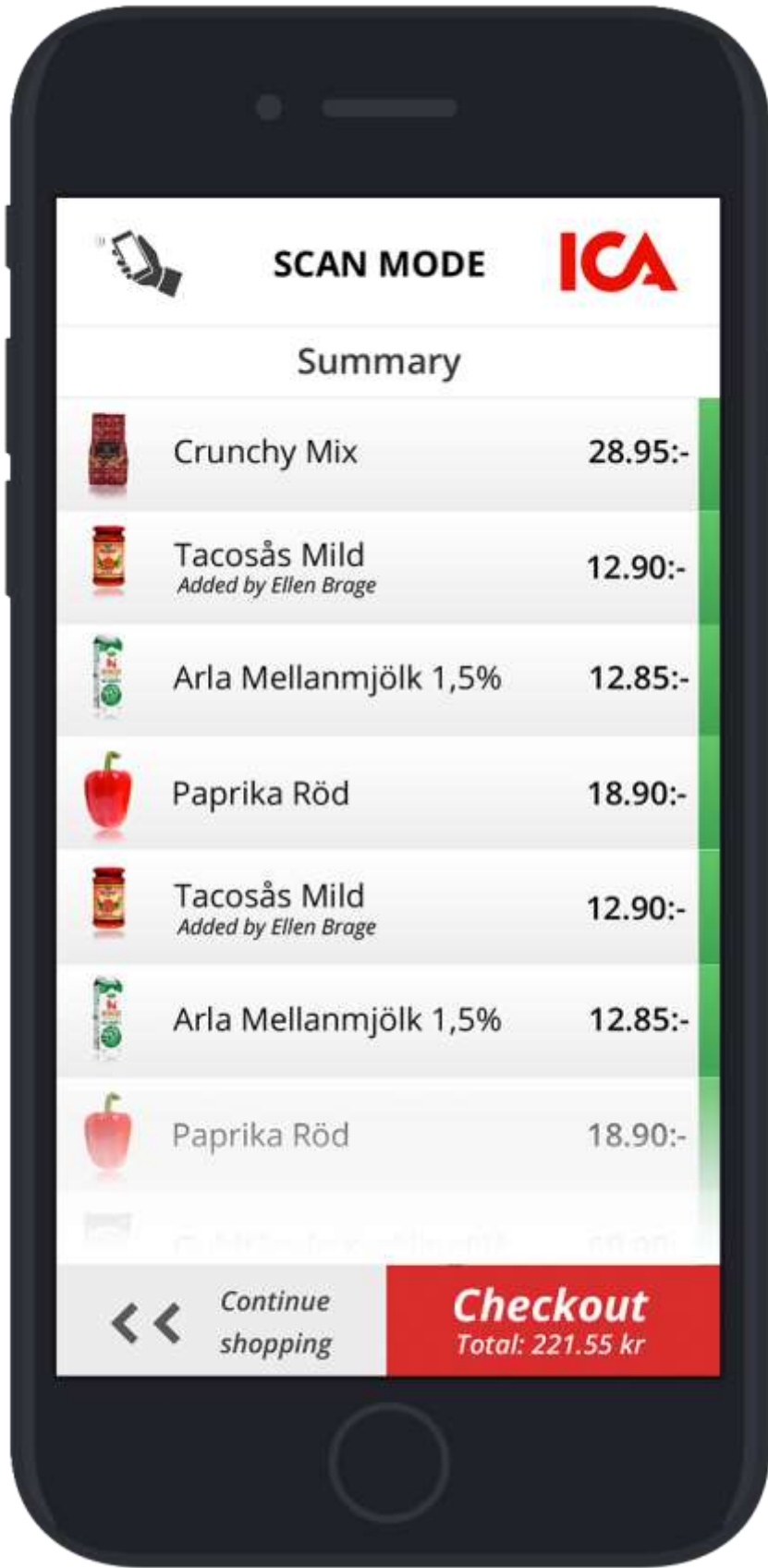
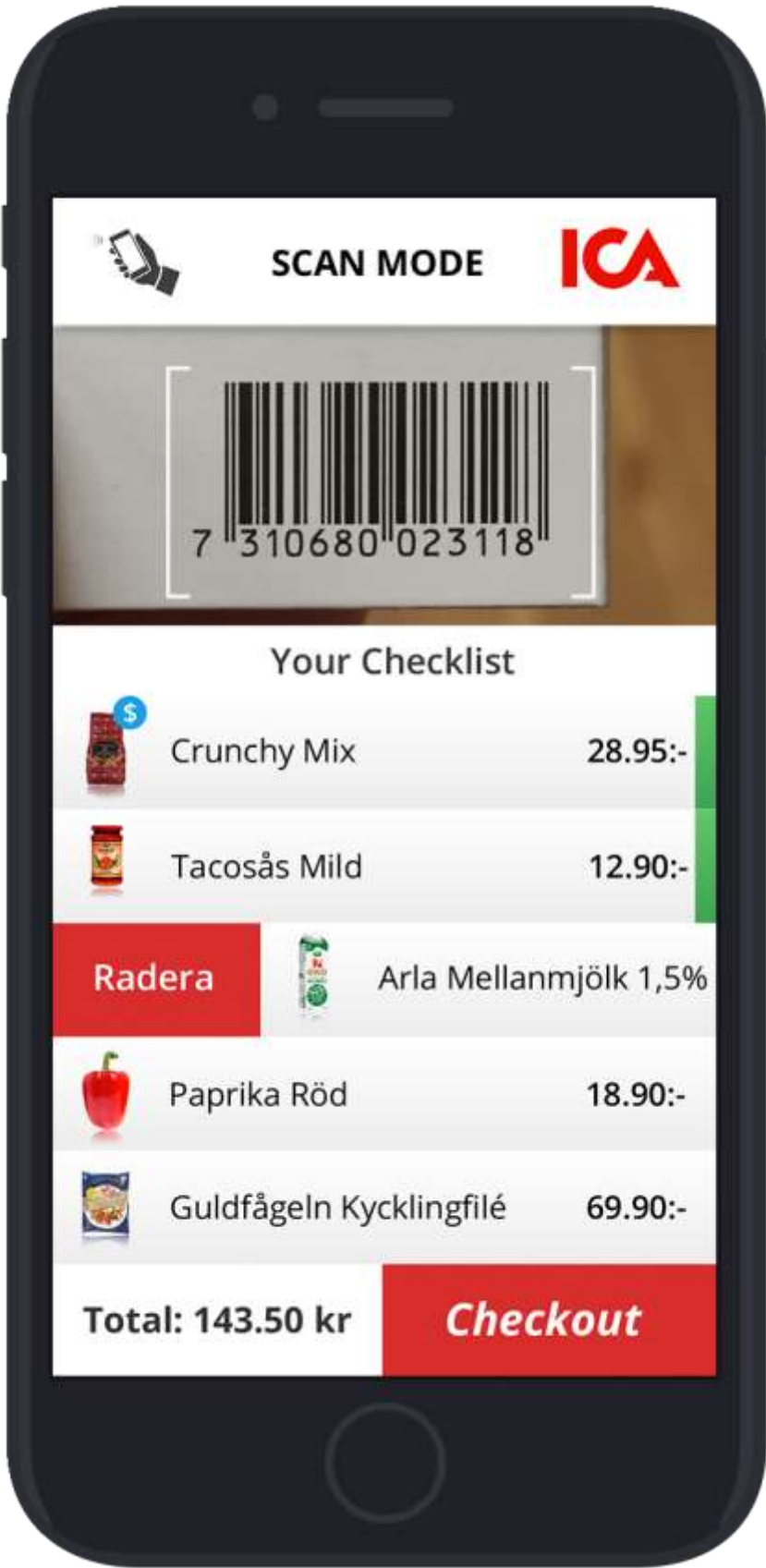
Features

- Scanner
- Customer club features access
- See your previous receipts
- Navigate the shelves
- Get product information
- Connect to the same list
- Stock updates
- Suggestions and discounts
- Check out and pay with BankID







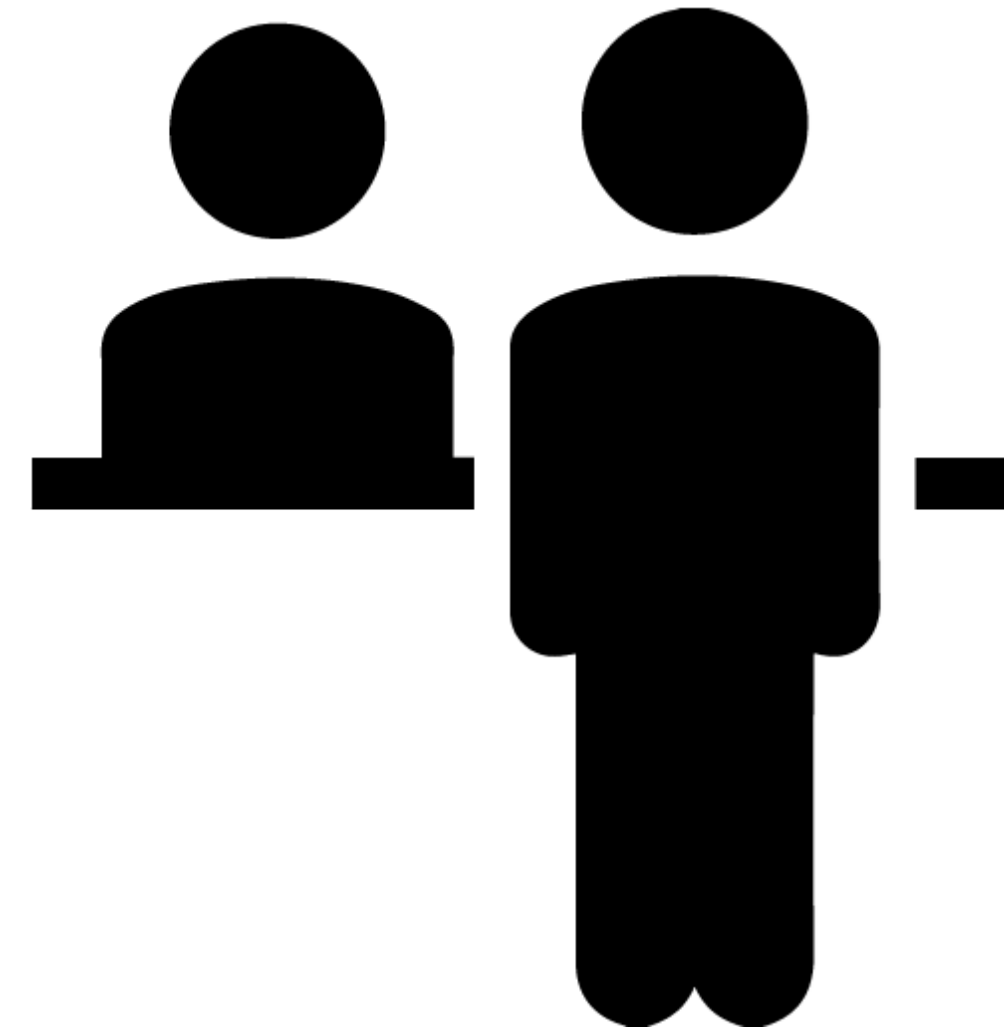


Our target groups

Customers



End users



The problem

The solution

Features

Target groups

Core values

Organization

Supply chain

Marketing

Legals/Risks

Finance

Action plan

Customer
s



End users

EMIL VALLIN

23 years old

Stockholm

Global management student

Emil is a hard working student. He seldom has time to plan his dinner, since it falls out from his priority list. He usually ends up going to the store and buys the same ingredients for a pasta carbonara or some tacos.



INTERESTS

Tech & gadgets

Reading

Travelling

Friends

SCENARIO

Emil is busy studying for tomorrow's exam. He goes to the nearest supermarket to buy some quick lunch food. In the queue, he ends up behind an older couple who are doing their weekly shopping – a full cart of groceries. As the couple realise they forgot to get cereal and have to run back, stopping the whole line, Emil gets more and more stressed over the interruption of this studies.

End users

MIA VIKSTRÖM

31 years old

Lidköping

Security guard

Mia is a security guard working night shifts. She is also a mother of two children, aged 4 and 7. She and her family seldom have time to do grocery shopping, which is why they often do bigger weekly shopping.



INTERESTS

Photography

Hiking

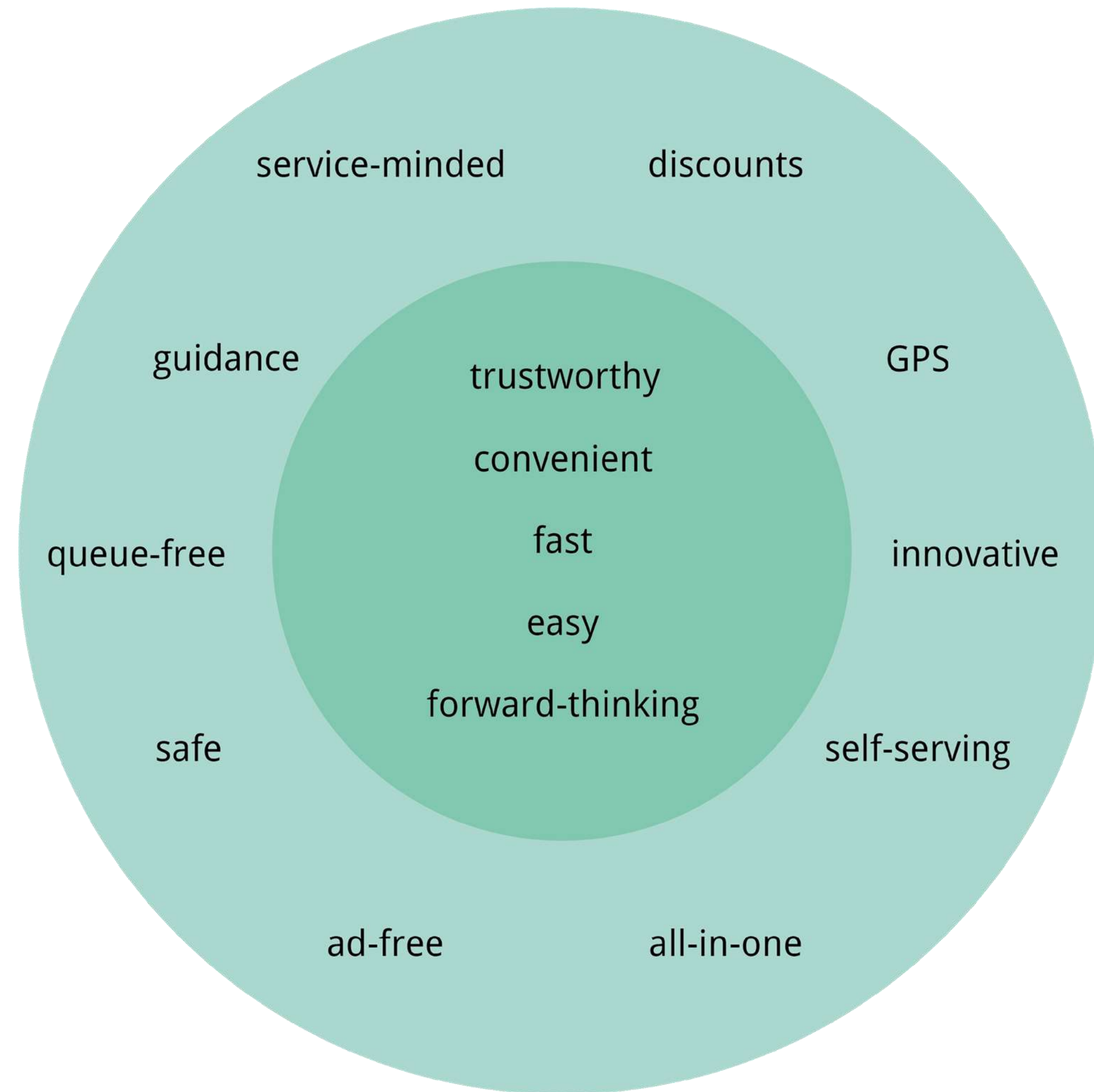
Cooking

Family

SCENARIO

Mia, her husband and their children haven't done grocery shopping for a week, and are forced to do it during the busiest shopping hours, friday afternoon. Mia has signed up for self-scanning and uses it frequently, but staff is scarce this friday and even the fast checkout has a long line. The kids are cranky and Mia and her husband really just want their weekend shopping overwith.

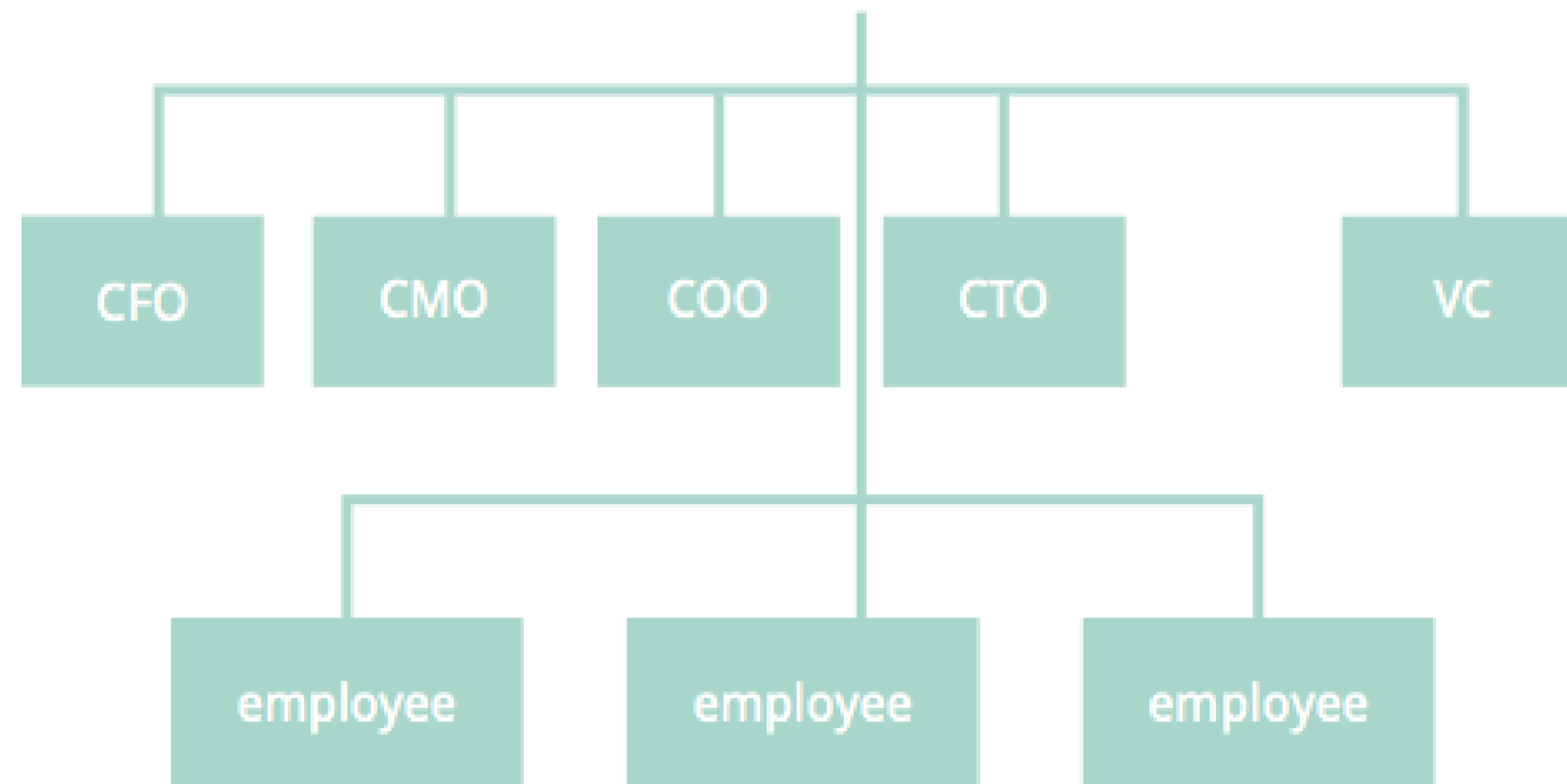
Core values



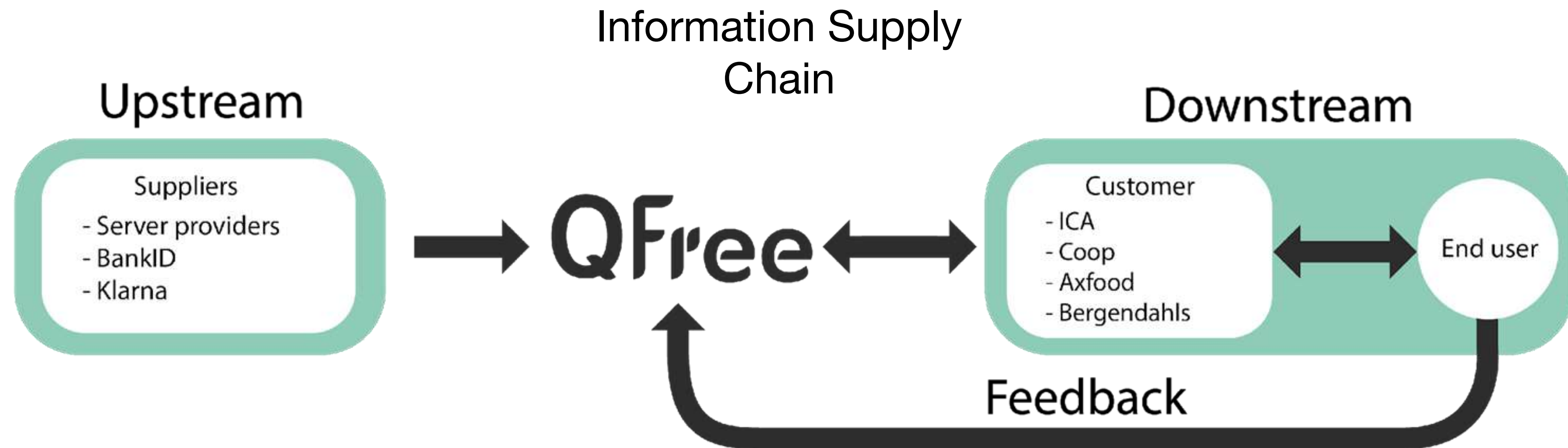
Organization

Hierarchy and ownership

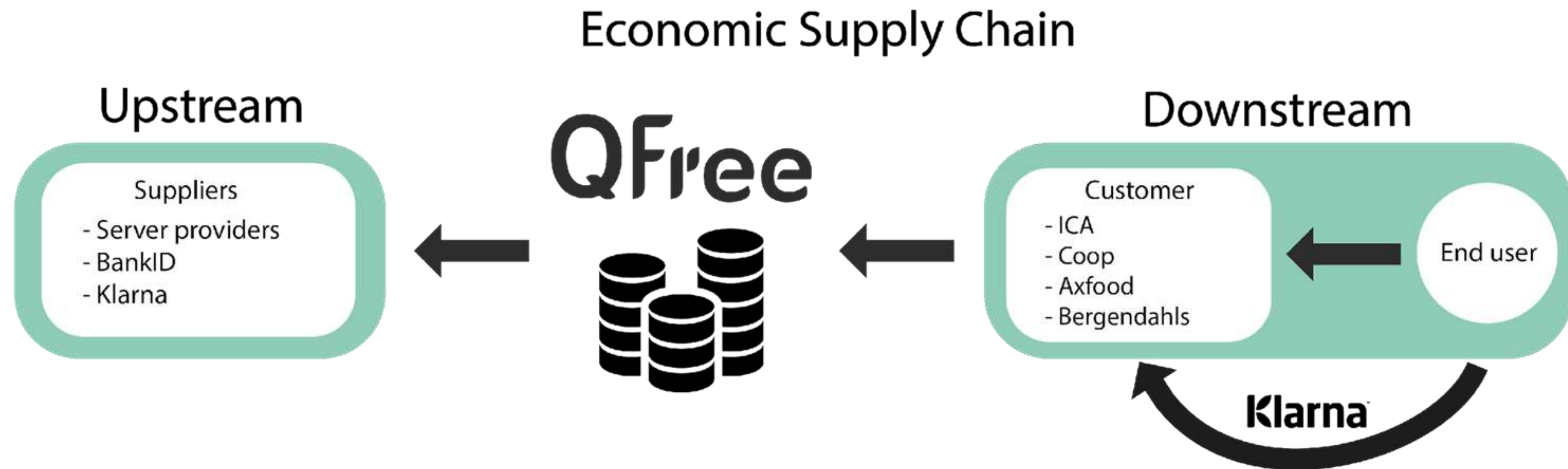
QFree



Supply chain



Supply chain



Marketing



Legal matters and risk

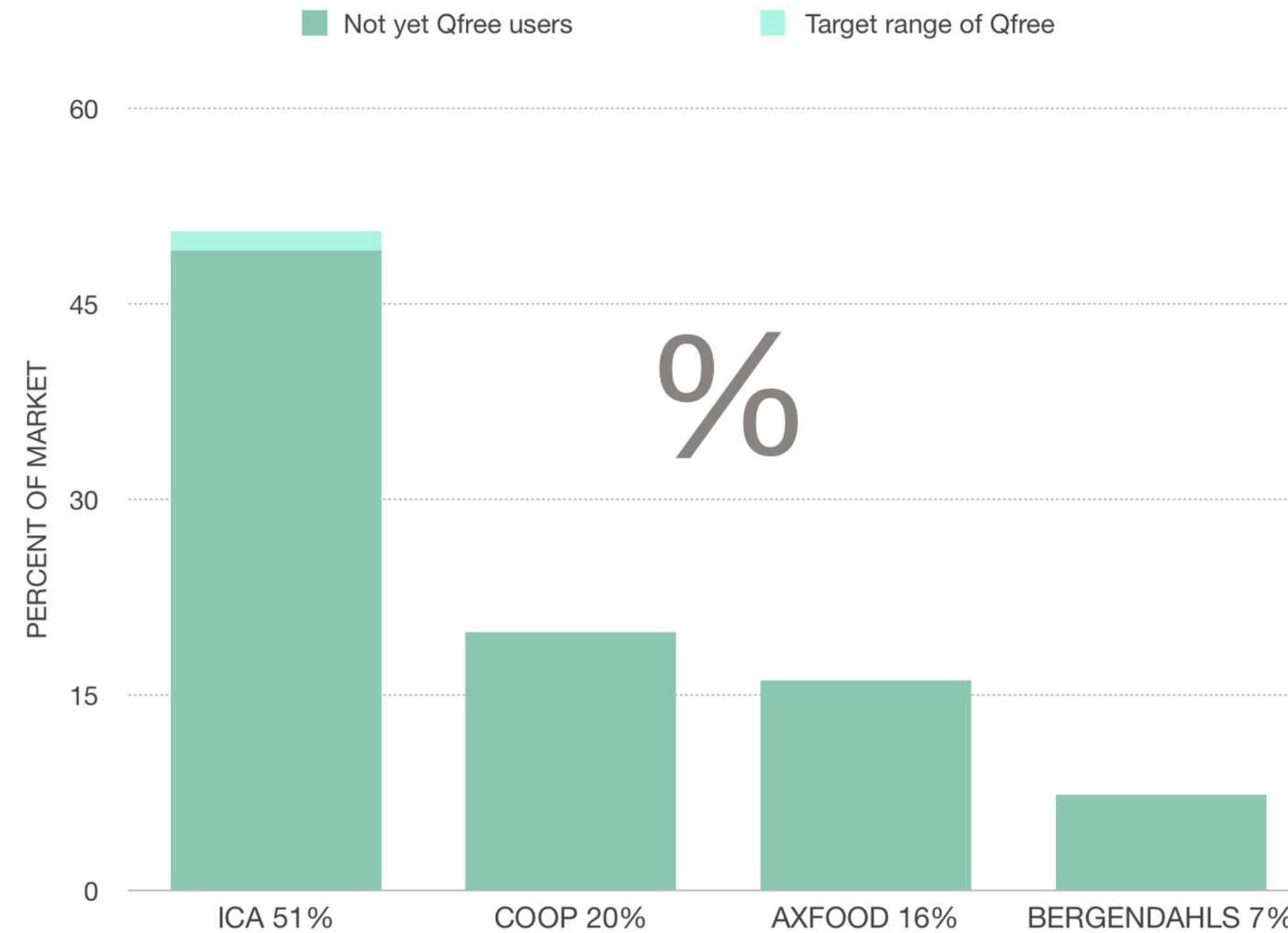


Legal matters and risk



Finance

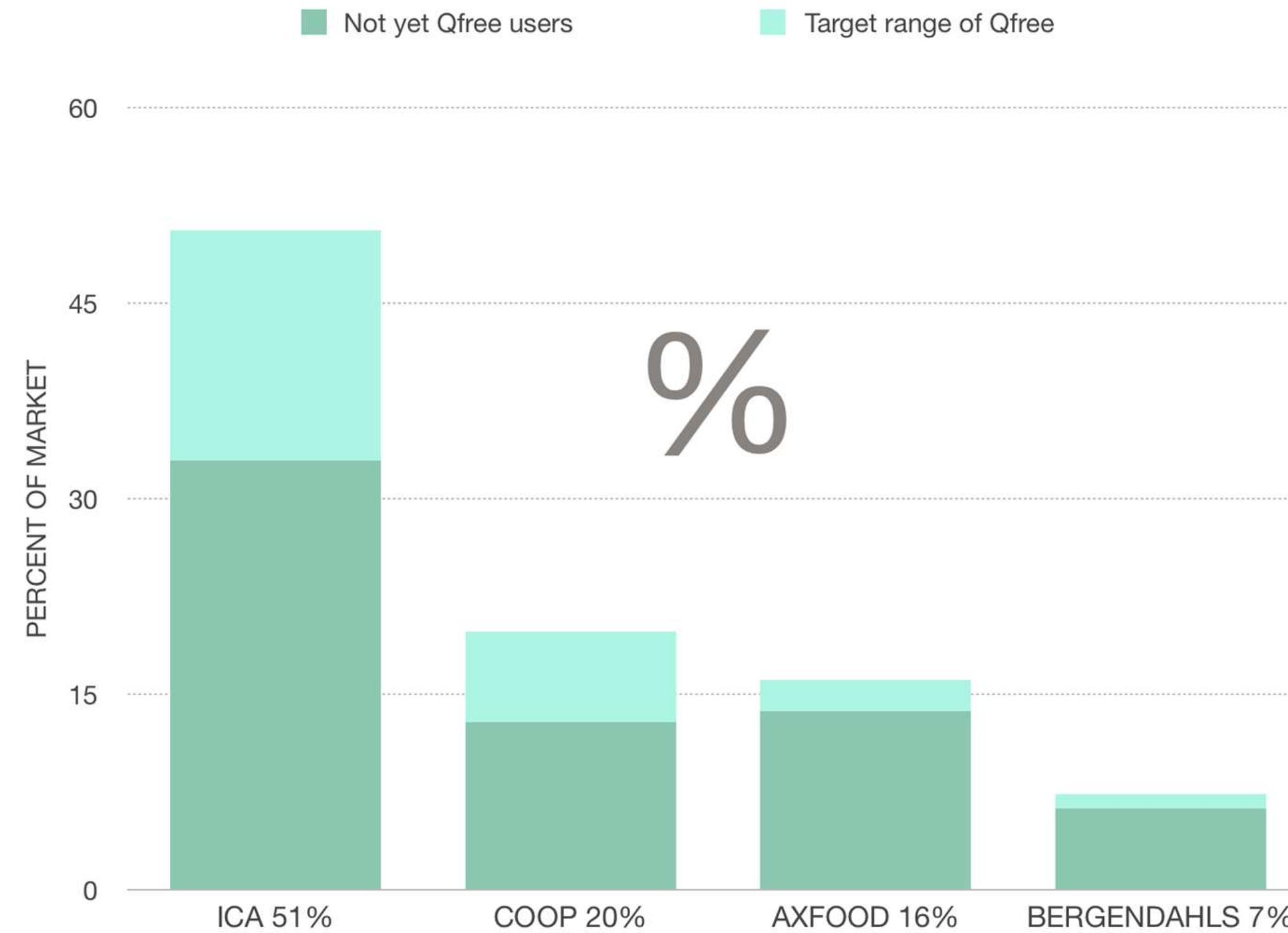
Year 1



Total income: **1 122 105 SEK**

Finance

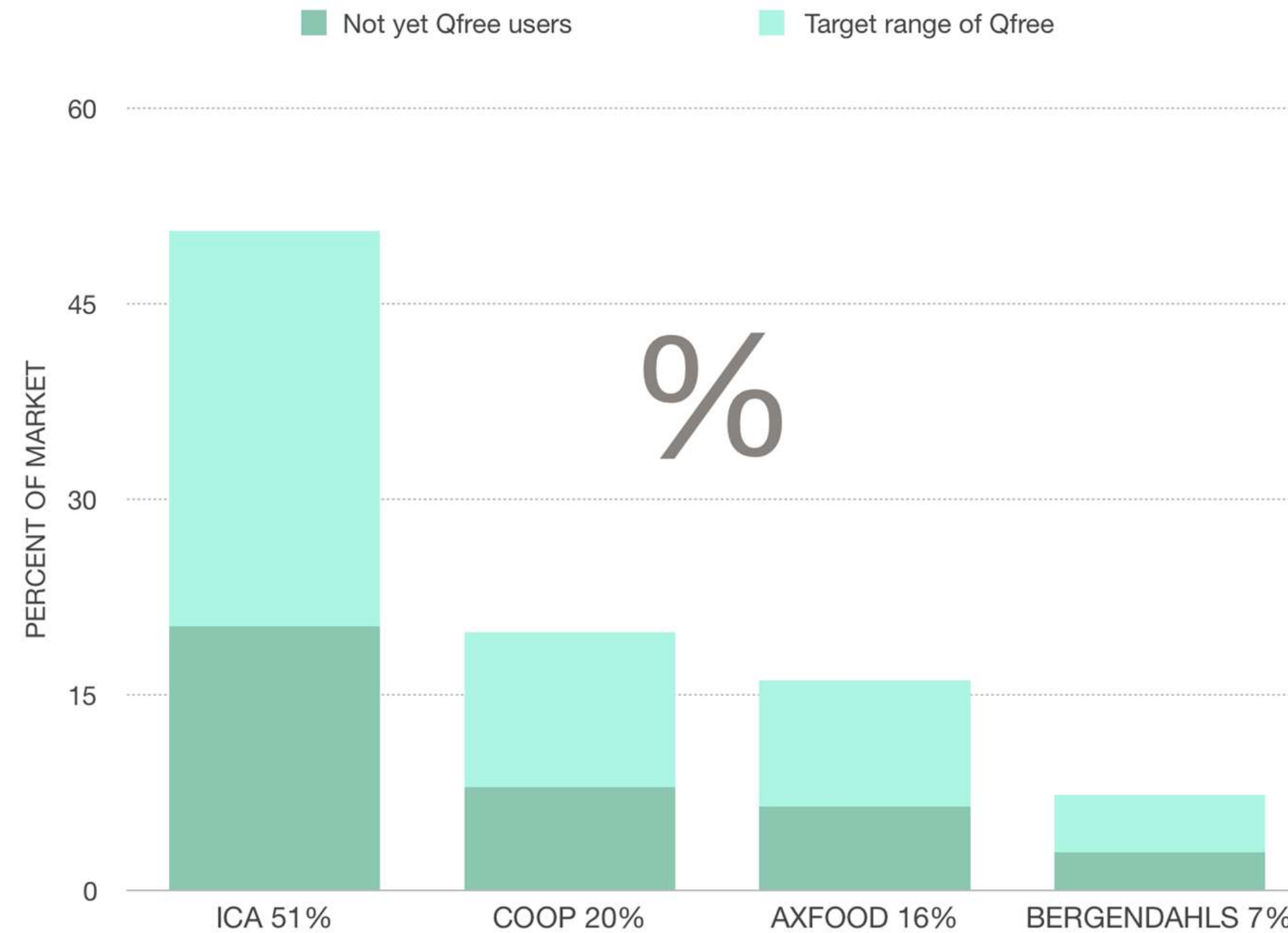
Year 3



Total income: **18 960 480 SEK**

Finance

Year 6



Total income: **41 602 176 SEK**

Finance



Action plan

- Registering the company
 - Develop the application
 - User research activities
 - Pitch the system to customers
 - Adaptation phase to suit the grocery stores
 - Beta version launch
 - Possible improvements after beta tests
 - Application launch
 - Ongoing dialogue with customers
- 