

HACKATHON

REMOTE RETAIL

INNOVATIVE PLATFORM FOR OPEN-SPACE SHOPS

INTRODUCTION

THINK ABOUT CASH-DESK IN A NEW WAY



USE WHAT YOU ALREADY HAVE

- ▶ Scanning QR code immediately triggers a transaction
- ▶ The price of the equipment
- ▶ Reliability, the transactions processed through a server, directly
- ▶ Minimum bureaucracy
- ▶ Customization

THIS IS FINE BUT THAT IS NOT THE END GOAL

CONSIDER BEING A CASHIER AND A CUSTOMER AT THE SAME TIME

... IN OUR DAILY LIVES

- ▶ Contemplate
- ▶ Office
- ▶ Open Space
- ▶ Keep track of all the purchases

PROBLEM THAT WE SOLVE

- ▶ Simple!
- ▶ Encourage sharing
- ▶ Introduce a variety of products
- ▶ Gather statistics
- ▶ Highly customizable
- ▶ No need to count and keep logs (even candies)
- ▶ ... valuable insights

DEMO

http://localhost:8812/retail/qr/?
price=0.25&name=Candy&seller=Vlad

BUSINESS MODELS

As a service.

Directly offer our product to open-spaces, co-workings and offices on subscription basis.

ADDITIONAL FEATURES FOR MONETIZING

- ▶ Descriptive statistic dashboard: determine what sells best etc.
- ▶ Machine Learning:
 - Regression: to predict amount of food for organizing wholesales
 - Classification: will there be moments without enough supply in the office?
 - Anomaly Detection: detect people who eat too much. Spy on them.

BUSINESS MODEL: EXAMPLE

- ▶ Basic Tier: FREE
Main service features
Customers: Small offices
- ▶ Corporative Tier: 50\$/month
Basic Analytics, Vizualization
Customers: Medium size open spaces
- ▶ Premium Tier: 500\$/month
Advanced analytics dashboard from several locations
Customers: WeWork, luqidspace etc.

POTENTIAL MARKET

- ▶ 7 500 000 000 people on Earth (1 000 000 000 lives in developed countries)
- ▶ Everyone work somewhere
- ▶ ~200 anticafes in Ukraine, much more around the globe
- ▶ Dozen of thousands of anticafes totally
- ▶ Much more open spaces

RISK ASSESSMENT

- ▶ We assume fair customers or vending machine
- ▶ But for vending machine it should be more complicated solution
- ▶ It could be turn into advantage - we can provide complex solution with "hardware"

RIVALS

- ▶ No one so far
- ▶ So, if market doesn't exist - create it!

THANK YOU!

