

# VENYOUAPPS

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VENYOU: is about connecting consumer to environment and product in intuitive ways, situationally based on how you think, rather than how you use a computer.



## VENYOU Applications Overview

### Connecting Consumer to Commerce

#### VENYOU: Applications Overview

Walmart, a \$404B/Year company, demanded automated inventory practices via RFID, and Apple dominated innovation within the smartphone platforms which are more than capable of client-side processing. Venyou will capitalize on the two events to enable location / event-based commerce. By creating and delivering software to spatially map commerce for both business and consumer, Venyou will create and divert revenue from the \$70B/Year ad-market currently driving Google, as well as from software sales for Business operations.

Spatial imaging enables a new class of commerce, called virtual commerce, which has the

potential to significantly simplify business practices, streamline consumer spending, and alter the ad-commerce gateway.

It's not a new concept. Starbucks created a mobile application which is essentially a digital Starbucks (pre-paid debit) card. We are simply taking that concept several steps further by using a smart phone as an e-commerce hub based on the location and products you are in front of, or are looking for. e-Commerce becomes v-Commerce.

Venyou will generate revenue primarily through v-commerce: **time, situation, and location based ad-service --assisting consumers as they plan,**

**shop, or compare products in real time or online.** A secondary source of income will be through a pass-through fee (sales percentage) charged to Retailers for use of our service during a financial transaction. Our third source of revenue will be from business logic applications designed specifically for a retail chain or product line to simplify information flow for managerial employees in formats far less complex than SAP or Microsoft charts, which are only as good as the people who manually update them. Our fourth revenue line will be through custom 3D imaging of UPC products when a production entity does not wish to render a 3D design on their own, or if a product design is not available.





## CONSUMER APPLICATIONS

### Realtime + Online = Virtual Commerce

Our business solution to enable v-Commerce:

- 4D UPC mapping for v-Commerce (EPC Standards)
- Design of standardized RFID Constellation practice based on Latitude Longitude.
- RFID / UPC / Database / GPS integration for 4D mapping.
- Physically includes RFID tags, scanners, broadcast and reception points, and database server.
- Context, situation, time-based mapping software provides the framework for applied business and consumer applications.



## APP1: Virtual Commerce Realtime e-Commerce that simply works.

### APPLICATION #1: Virtual Commerce

With **\$404B** in annual revenue, Walmart (the world's largest publicly traded Corporation) demanded RFID enabled UPC codes from its suppliers in 2005. Being the first company to reduce complexity into a visually intuitive and manipulatable medium for even the newest of store employees is our primary design challenge. A business application which can track, manage, and secure inventory from the mobility of a phone or portable computer is our primary design goal, which enables a subsequent software application for Consumers to interact with the Walmart store. **It's like having a moving online store that matches your shopping movement in real life.**

**Consumer example:** approach a DVD to view the movie trailer on your iPhone. Click "compare" to discover reviews of the movie, and instantly see where else the DVD is on sale. Single screen simplicity means

*you can see reviews, price points, and either purchase it or save it to your virtual shopping cart for later, even though you are physically shopping*

Logging on to your Walmart v-Commerce application (account available on any smart phone or mobile device) while shopping offers context based personalized shopping, including the ability to leave the store without having to checkout.

### Why Walmart?

\$408,210,000,000.00	TAM	Actual
\$122,463,000,000	RFID MKT	30%
\$12,246,300,000	TGT MKT	10%
\$122,463,000	ACT MKT	0.01%
<b>\$1,224,630</b>	REVENUE	0.01%



# APP2: Augmented Reality

## What you wish you knew. Faster.

### APPLICATION #2: Augmented Reality

If you are visiting a new city and it begins to rain, searching for “Umbrella Sales” would yield useless information. But by combining the user as an individual, the weather report, and GPS location, v-Commerce search results could yield the three closest stores selling umbrellas. Value and opportunity are born out of necessity. It’s what we’ve dubbed “Consumer-Oriented Programming,” and extends far beyond enabling ad-hoc sales.

Search companies, such as Google, are not flawed. They’re simply growing out of date; delivering data to users out of context is simply noise, and ad-services suffer. That’s why we will create and merge location-based services with established search and commerce functionality. Doing so will deliver the next generation of business and consumer value.

### **IKEA:** Re-Direct Marketing Dollars and Capture Consumer Desire

Consumers spent 22.7B Euros at IKEA’s 301 stores in 37 countries and hosted 470M visitors on their website, with 70% of the IKEA marketing budget spent on an annual catalogue -suggesting a sale starts in the comfort of a consumer’s home. If a consumer could virtually walk through the store to view the actual inventory, maybe even virtually placing furniture in a photo of their own home, he or she could make purchase decisions based on a local inventory and avoid costly purchase and return decisions. While in the store, consumers could quickly be directed to the many pieces required to

**“By combining a few pieces of readily available information, such as user location, search context, and user ID, suddenly valuable services can be delivered based on circumstance, instead of circumspect.”**

### Completing a consumer experience via v-Commerce.

assemble furniture and accessories via smart phone. Checklists, up-sale suggestions, and instructions would be dynamically created.

### **HOME DEPOT:** Enable Event and Do-It-Yourself marketing

Home Depot generated **\$71.3B** of revenue in 2009 while attracting 120M people to their online site. Home Depot could offer solutions, rather than just products, which could be mapped as part of a strategic business plan to return annual sales to it’s pre-2008 high of **\$91.8B**. Marketing a “life event” or “home action” would be accomplished by association logic -if a consumer is shopping for strollers, baby clothes, and toys, Home Depot ads could offer samples of soothing paint styles and Nursery lighting -naturally on sale. Or by showing (as the consumer shops) simple yet inexpensive methods for eco-friendly upgrades such as double-pane windows or garden plants. Home Depot could capture new in-store sales while up-selling support equipment.

