EiRA CUBE

EiraCube has developed the world's first robo pop-up chain of stores. It's placed in the most popular malls around the globe, has robots instead of shop assistants, and sells the most exclusive items from online sellers.

As ecommerce giants shift to offline, so too do smaller merchants who face immeasurable pain points along the journey. EiraCube's mission is to bring online merchants to brick and mortar shops in a seamless, accessible and lean way.

Online Retailers Pain Points

- Costly, inefficient and time-consuming route to shelf space in a department store
- Lack of tools merchants are accustomed to, such as big data customer analytics
- Retailers offer white label shelf space, blurring brand image and reducing engagement
- Negotiating with numerous parties to launch the product globally, such as Selfridges in London, Lafayette in Paris, Tokyu in Tokyo etc

EiraCube Solution

- Bring your product to the best malls in only 1 week for just $30-60 per day
- Innovative solutions such as heat sensors and cameras measure customers' engagement
- Label the point of sale zone with your brand's logo
- One-stop solution to put the product on the EiraCube shelves in the leading shopping centres across the world

Value-adding business model

The business1 model benefits all parties and sets for adoption as the new standard in a $30 trillion global retail market:

- Merchants: Lean offline channel access, plethora of branding solutions, and extensive data on customer engagement
- Consumers: Interactive and appealing, EiraCube allows for touching and trying new products they wouldn't have otherwise ordered online
- Department Stores: The true eye catcher, EiraCube draws people traffic and attracts to malls new, young and affluent clientele, adding value to the mall owners
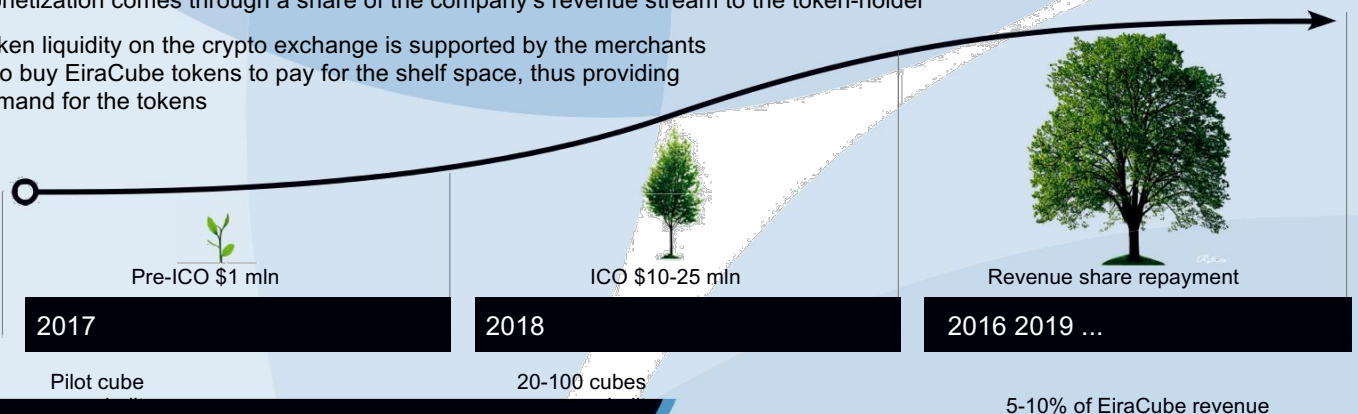
EiraCube revenue streams comes from:

- Shelf rent income from online merchants
- Revenue shared from the products sold
- Branding solution sales

YOUR BRAND HERE

Token economics

Monetization comes through a share of the company's revenue stream to the token-holder

Token liquidity on the crypto exchange is supported by the merchants who buy EiraCube tokens to pay for the shelf space, thus providing demand for the tokens

Pre-ICO $1 mln	ICO $10-25 mln	Revenue share repayment
2017	2018	2016 2019 ...
Pilot cube	20-100 cubes	5-10% of EiraCube revenue

In a cooperation with:

number of real estate leaders approved the concept and have signed agreements to host EiraCubes

Hammerson   Westfield   intu   British Land   CUSHMAN & WAKEFIELD   unibail-rodamco