

Revolution for the e-commerce industry

The first global decentralized ecosystem directly connecting e-commerce merchants to offline sales and customers

Fully Robotised Pop-Up Retail Chain



We Fill the Gap between Digital and Traditional Sales



Onliners

Robot Keecker



Personal 3D
Printer Zeus



Or even a high tech Carbon
Fibre Kayak



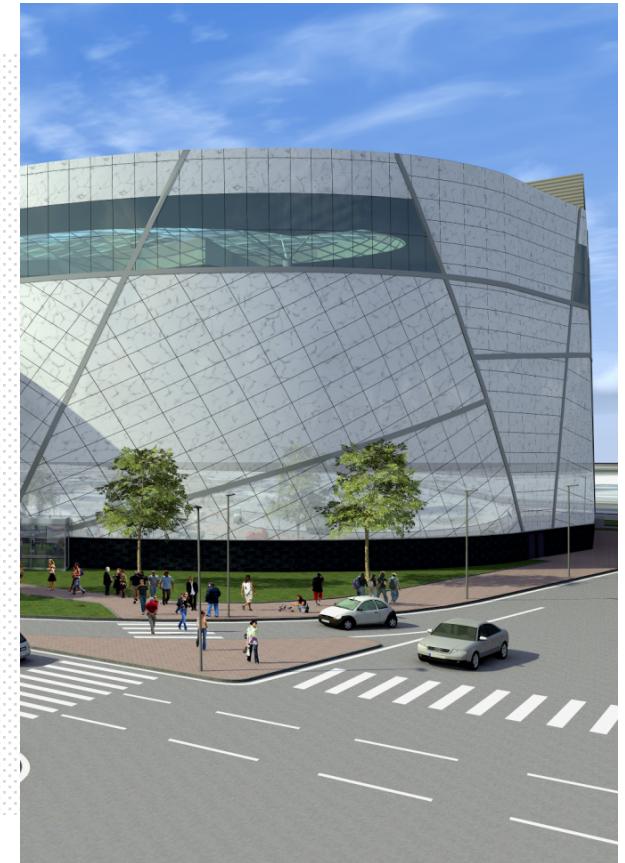
Etc, etc, etc.

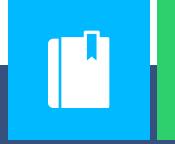
The Telegraph

Said that in 2016 people spent 51 pence of
every £1 online



A shopping centre

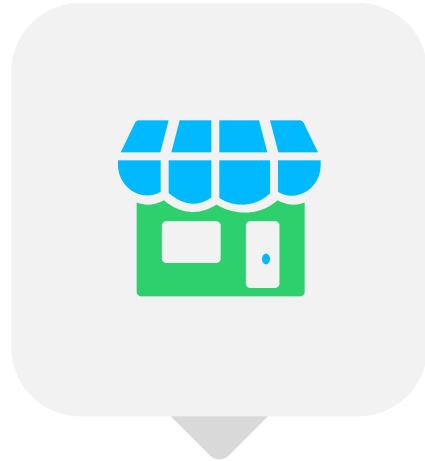




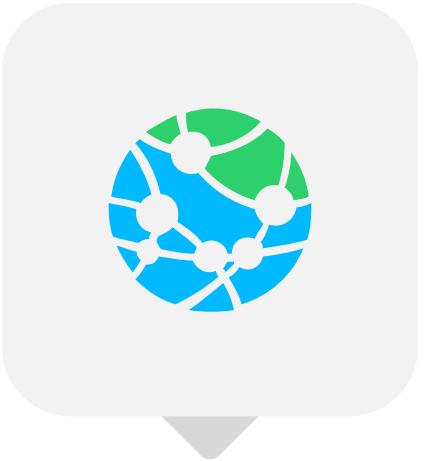
EiraCube is the world's first fully automated retail micro-store which is 100% staffed by robots, and which bridges the gap between 'traditional' and digital retail in a unique and attention-grabbing way. As a standalone fully automated retail outlet, the EiraCube does not require any human attendance whatsoever, but is instead staffed solely by a fleet of robots, which bring the goods as ordered to a dispensing gate where they are collected by the purchaser. Within the 200 sq ft enclosed glass space, 'Eirabot' automated guided vehicles (AGVs) maneuver 6 racks that can hold from 500 to 1200 items (depending on their size) to a dispensing gate. Built from the ground up with omni-channel in mind, EiraCube is a turn-key micro store that allows brands and retailers to quickly increase touch points to consumers in prime locations.



Global Cube Network



A cube is always online to collect
and transfer data to the cube
network



The data from the cubes around the
world is accumulated and analysed
in real time



The data, available in a merchant's
dashboard allows for prompt
decision-making on pricing and
marketing



Benefits to All the Stakeholders



Shopping mall owners

Grow footfall

Rent unleased space

Bring in new audience



Consumers

Try new digital products

Enjoy new arrivals every week

Collect orders from online stores

Online merchants

Grow sales and cut returns - let customers try the product

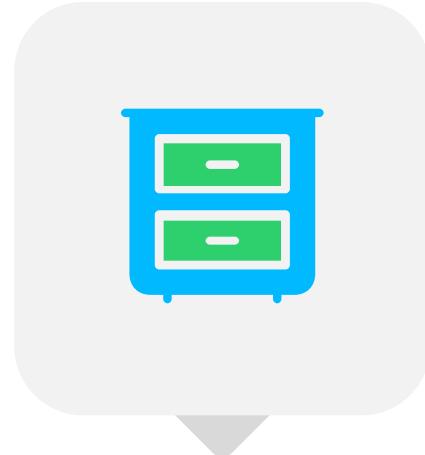
Extend international reach cost-effectively

Gather as rich data on clients as on your website

How the Cube Makes Money



Shelf Space Rental Income



Paying the rent is as easy as paying for the parking



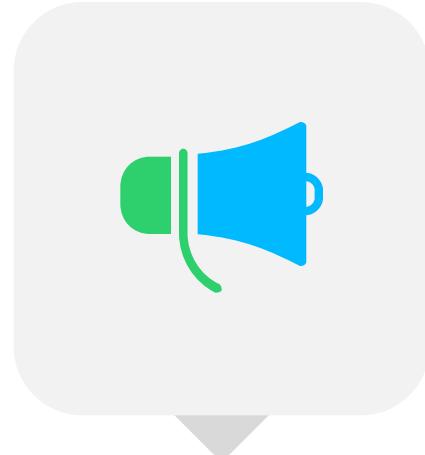
Revenue Sharing



For the most successful product launches we take a small % of product sales



Advertising Solutions



Brand the cube however you wish – we are a 100% white label solution





The ideal product for the EiraCube is a boxed consumer-oriented item. To increase sales, it's necessary to get people to touch and try the product.

Market Overview



*The leaders of e-commerce go
brick-and-mortar...*



Jeff Bezos
amazon

*Definitely going to
open additional brick-and-mortar
stores*



...to earn new revenue...

McKinsey

A global consulting firm

*Lack of knowledge about shoppers
results in revenue loss of over 15%*



*...on the world's most
promising market*

Global e-commerce market,
\$1,000bn



*Global ecommerce market is
expected to double in 2 years
to \$4,000bn*

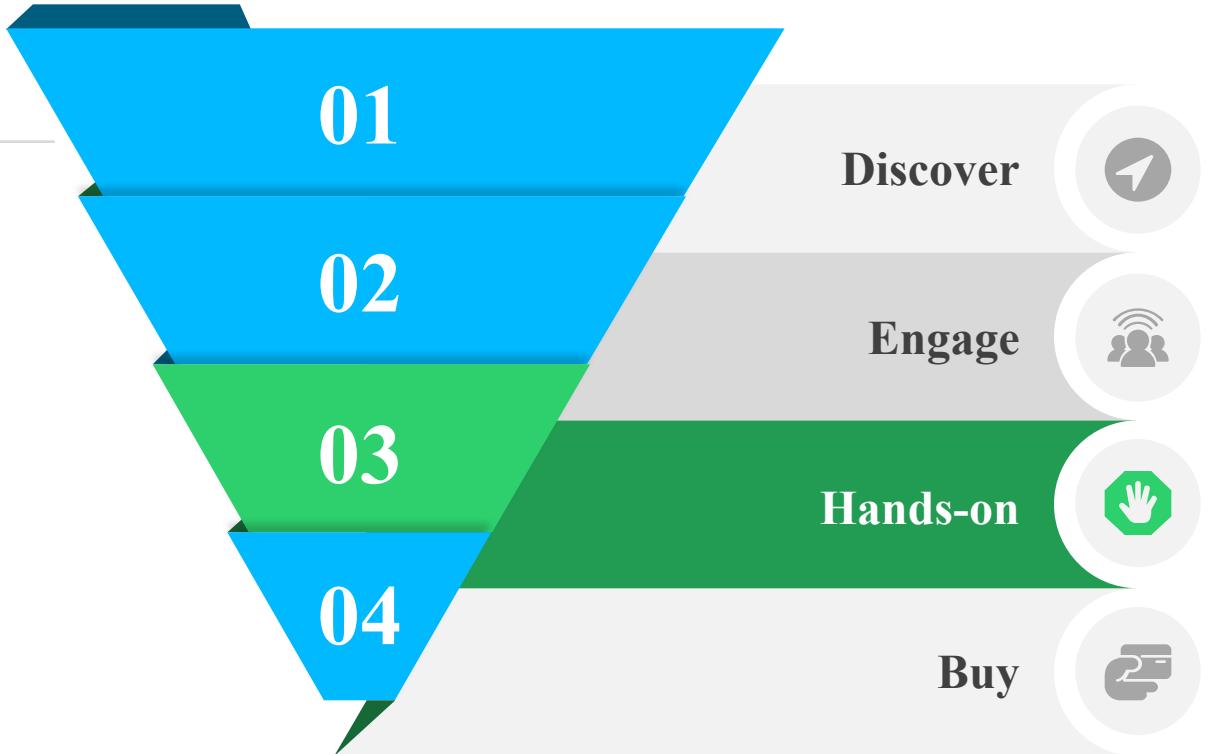


How Do People Buy?



It's a step-by-step process

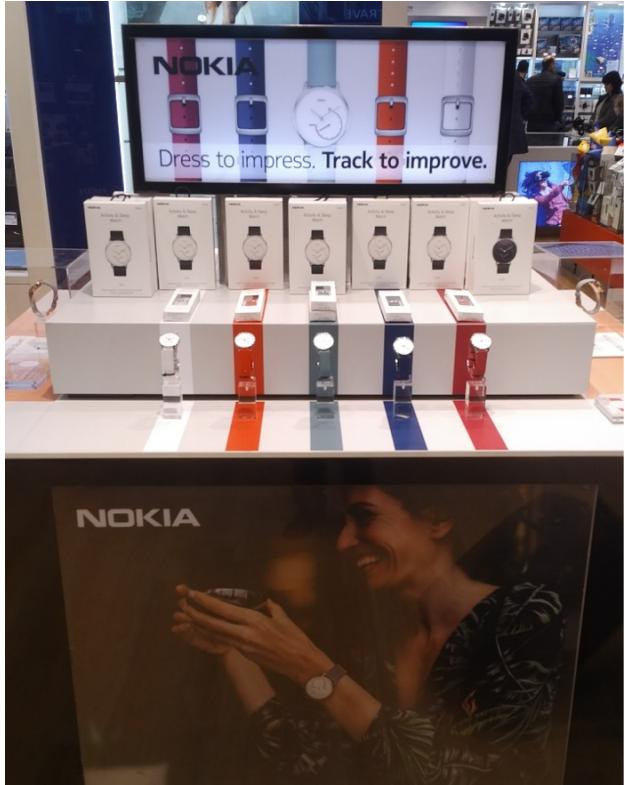
'Touch & Feel'
experience is
essential to make
a decision to buy



Physical Presence is Essential



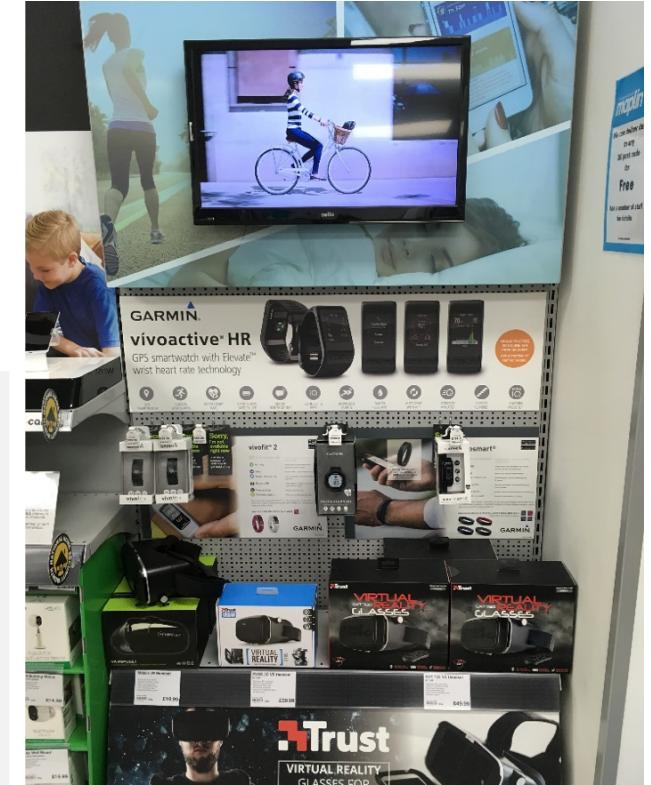
NOKIA



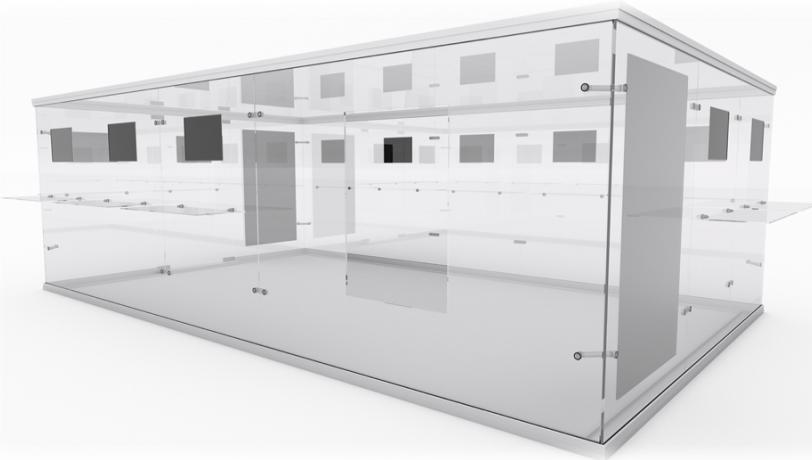
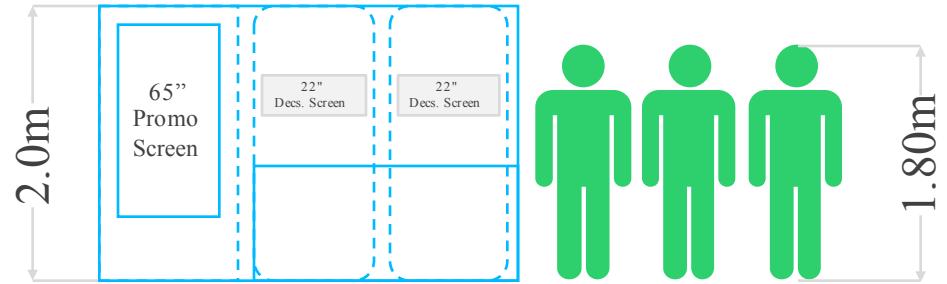
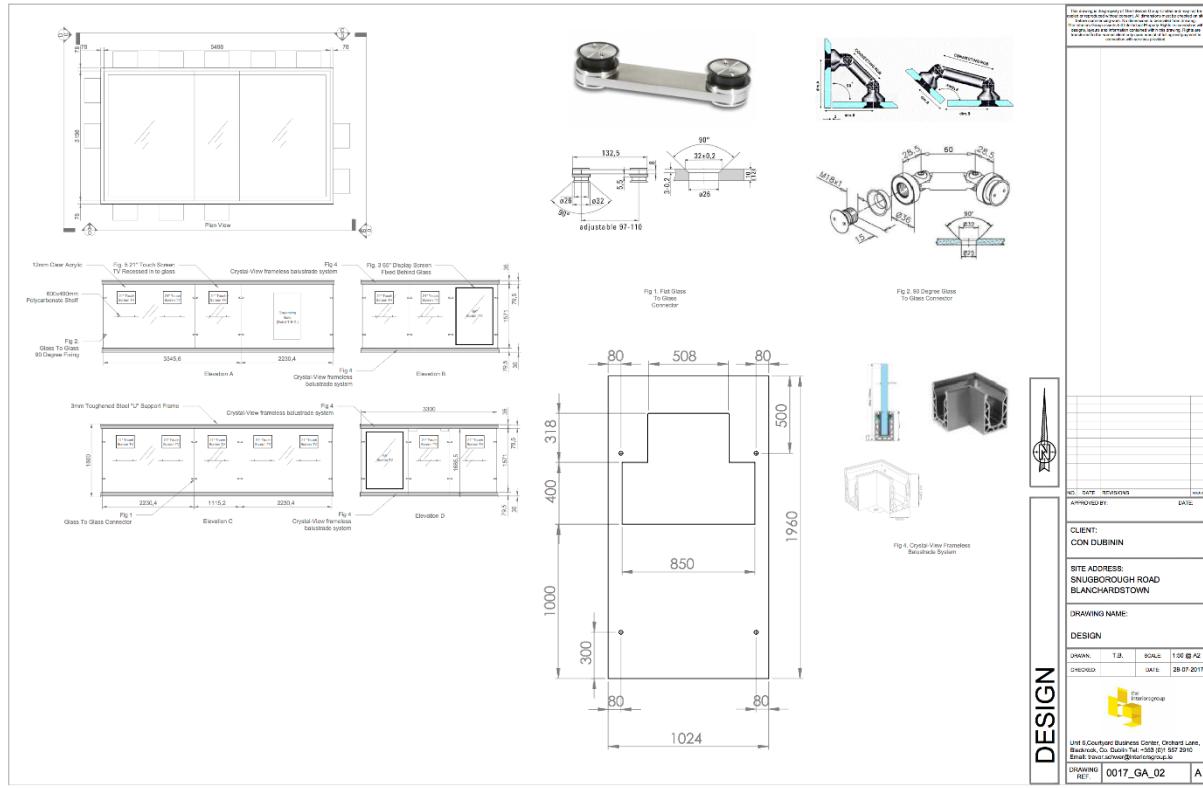
nest



GARMIN

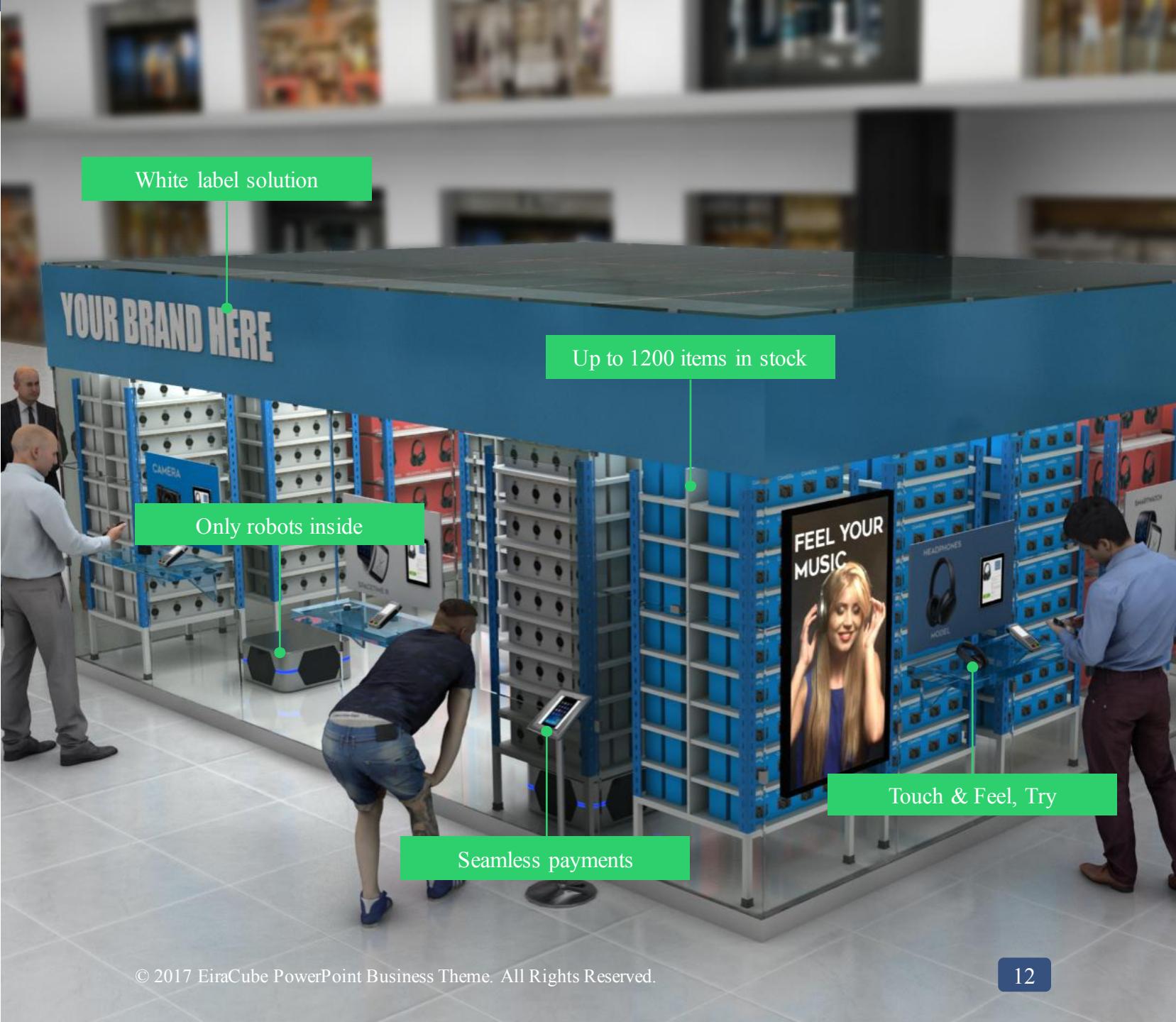


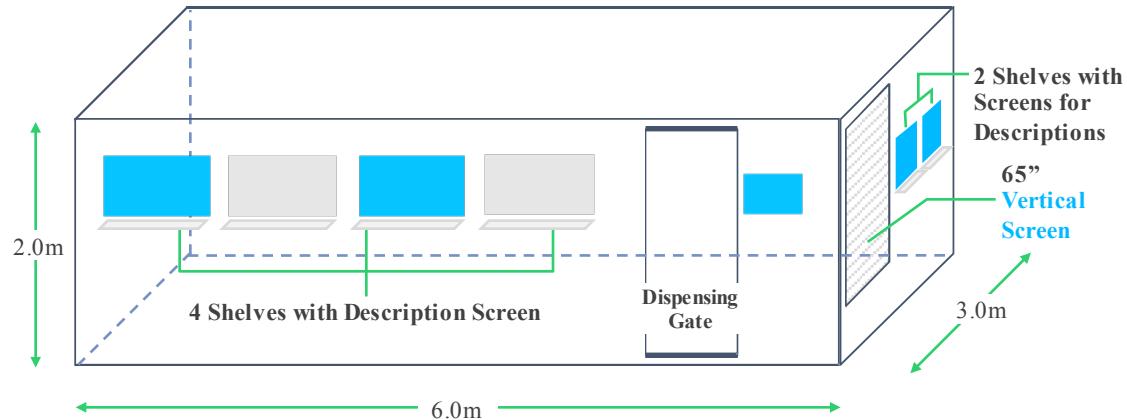
Professionally Designed



EiraCube was conceived, designed and realised in early 2017 at EiraCube Robotics in Dublin by marrying the online capabilities and efficiencies of ecommerce and warehouse robotics to the ‘physical’ retail store environment. The result is the world’s first fully automated retail experience, completely powered by the latest robotics and automation technology, and offering a seamless online-to-offline customer experience.

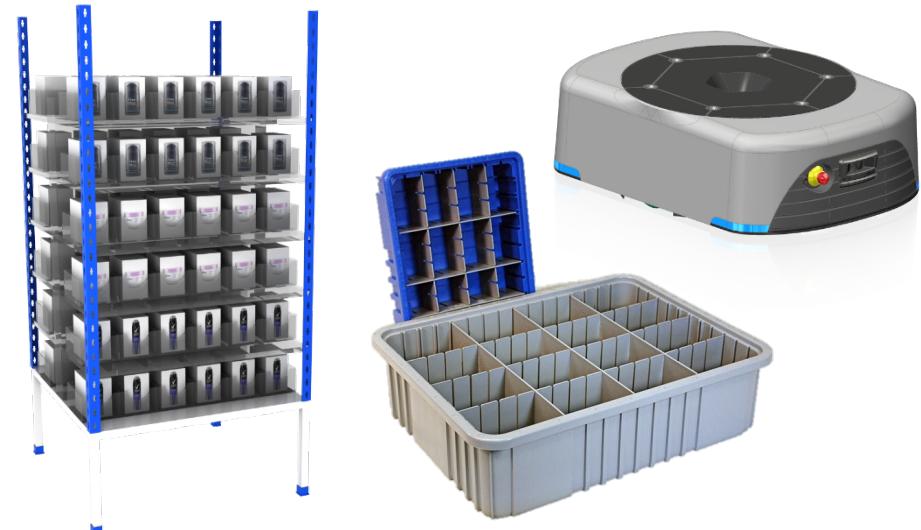
The First Robotic Pop-Up Store





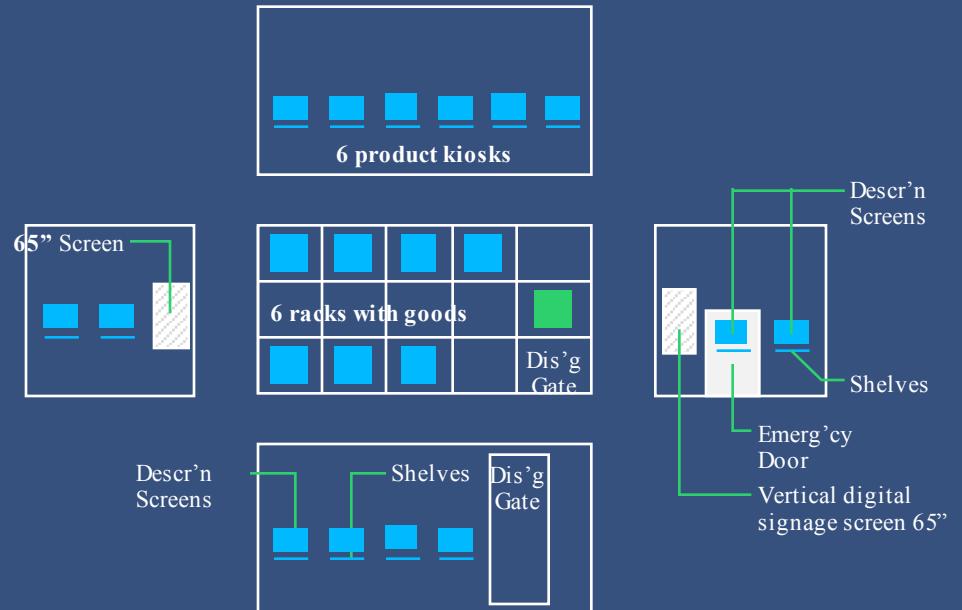
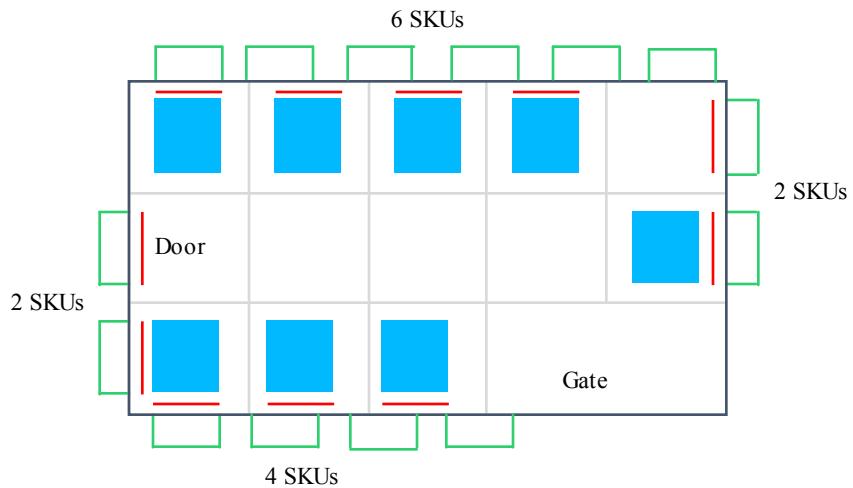
Aerial View

- 1** 6 racks holding 500-1200 items
- 2** Light blue – floor space for the robot to navigate
- 3** Battery symbol – charging station for the robot
- 4** Green/Black – Dispensing gate



Unlike traditional pop-up stores, EiraCube can be shared between different brands to offer a themed experience. Our robots use a fiducial labelling system for guidance, making EiraCube easy to install in any retail space, requiring no more than a flat hard floor for set up. Attractively designed to offer a visually striking, ultra-modern shopping experience, each installation includes an integrated robot and store management system, dedicated Wi-Fi connectivity, shuttle style shelving, recharge points, point of sale touch screen, ordering and payment system, and of course the award-winning robots.

Shelves and ‘Feel & Touch’ Experience



Access to the interior of the EiraCube is restricted to service personnel. Products are showcased on display shelves along the perimeter of the EiraCube's glass walls, on digital signage and on sample display shelves. EiraCube offers the ability to ‘touch and feel’ and try on goods before purchase, while digital displays may include videos and customers’ feedback. EiraCube can also act as a collection point for online purchases, if desired.

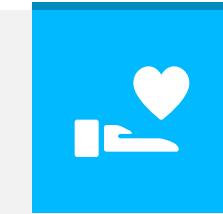
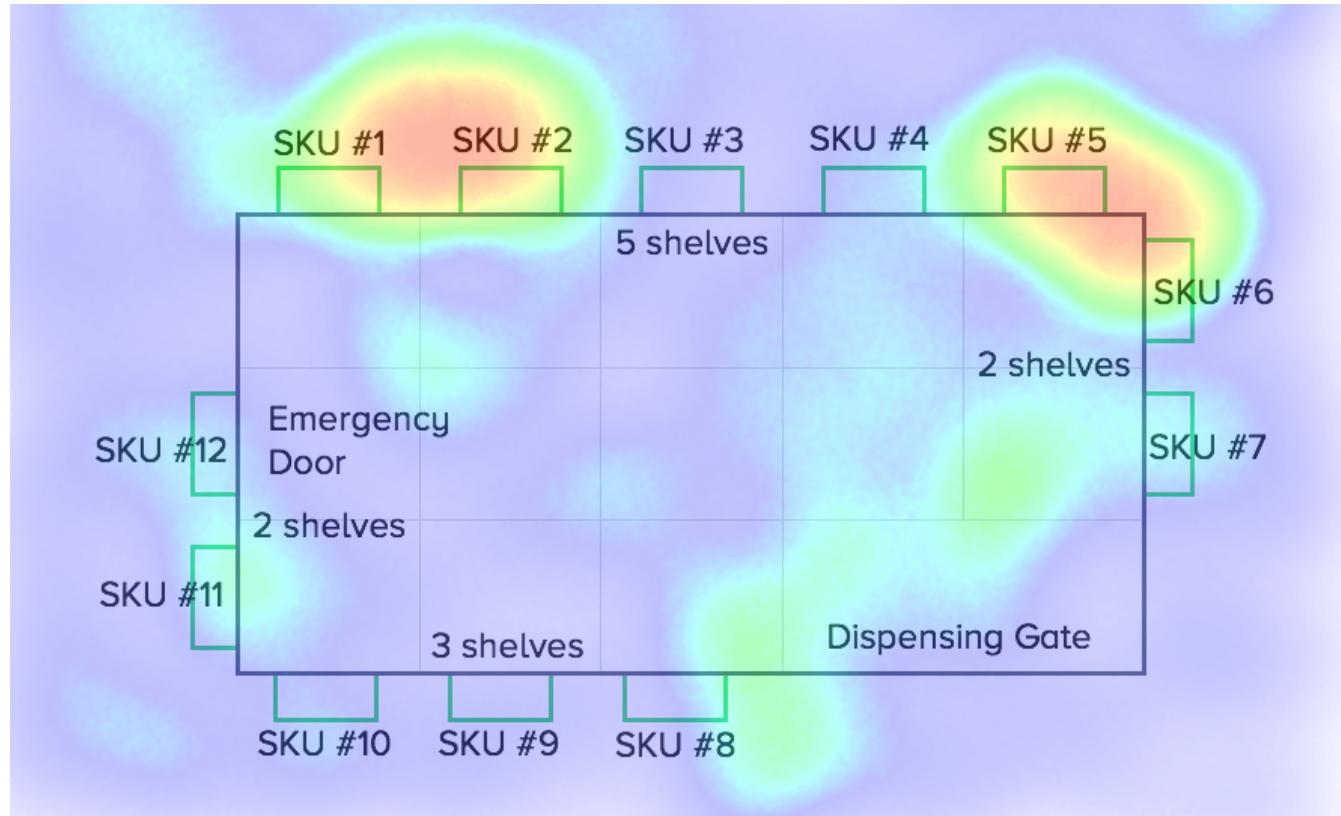
360° Digital Consumer Insight Platform



Impressions
12 240 visitors

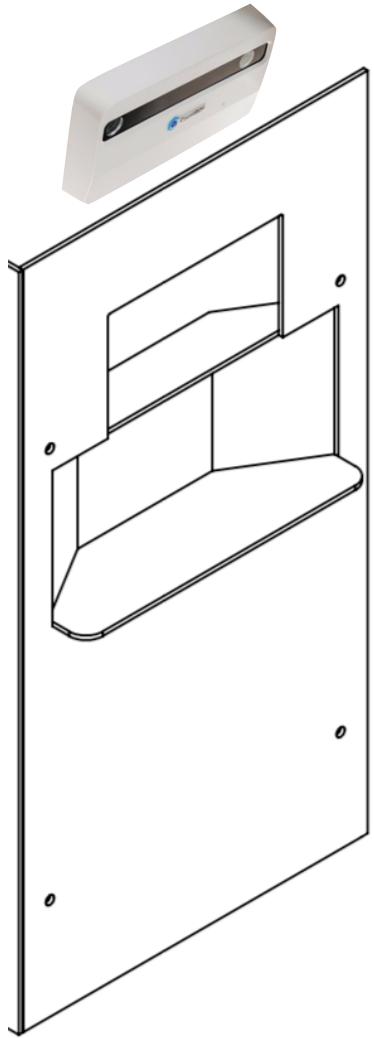
Dwell time
12 mins

Returning customer
13%



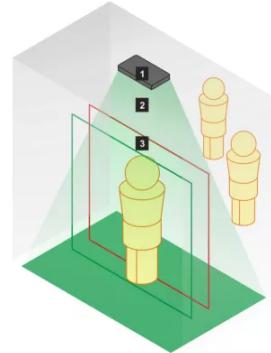
Finally, in addition to offering a fully-functioning retail outlet, the EiraCube offers valuable product and customer analysis to help you gain brand marketing insights. It's not only an occasional pop-up shop but a valuable 'lean' sales tool that provides sales insights and customer analysis data in real-time.

Customer Analysis is Comprehensive

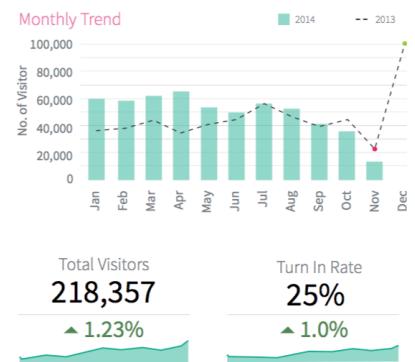


Overhead Sensor

- Dwell time per shelf
- Height of visitors
- Beacon ads



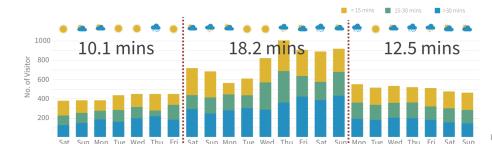
VISITOR COUNTS



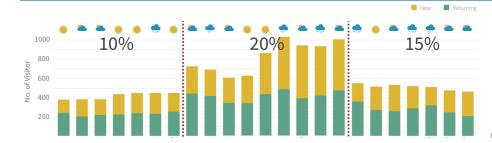
Demographic Sensor

- Gender
- Age Range
- Emotions

VISIT DURATION



RETURNING CUSTOMER



Face ID Payments

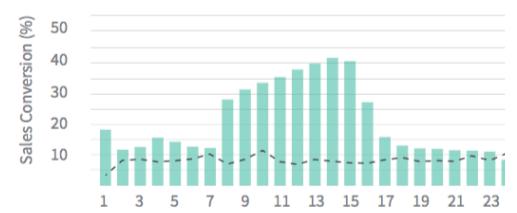
- 3D facial recognition



SALES CONVERSION



Weekly Trend



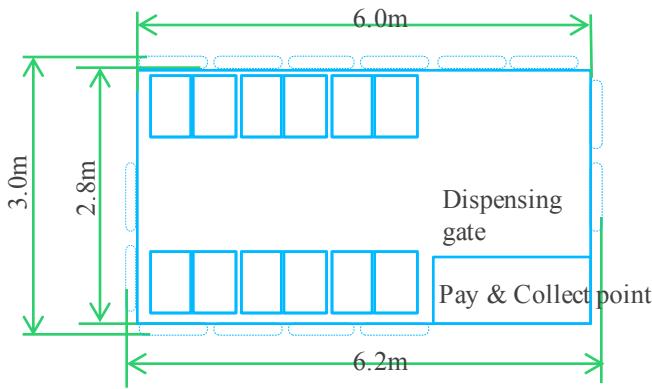
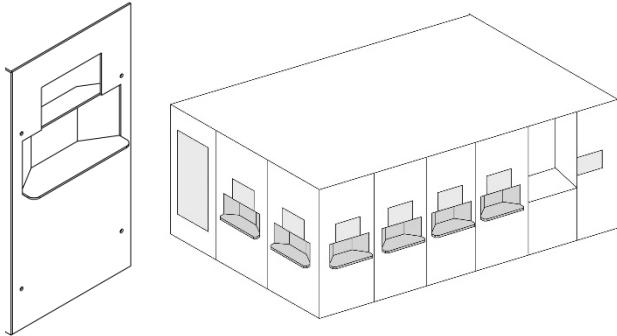
How Will it Look?



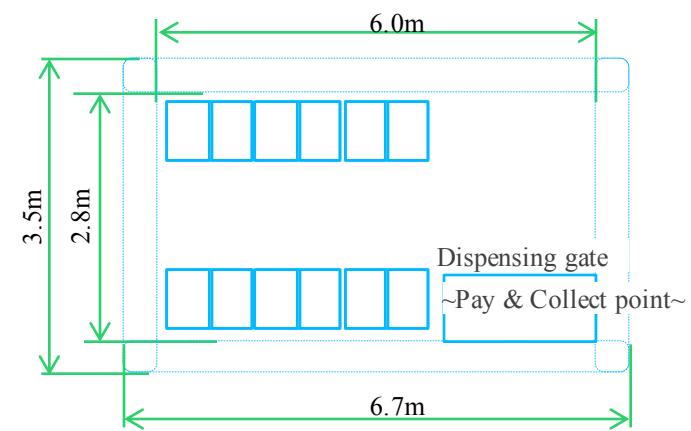
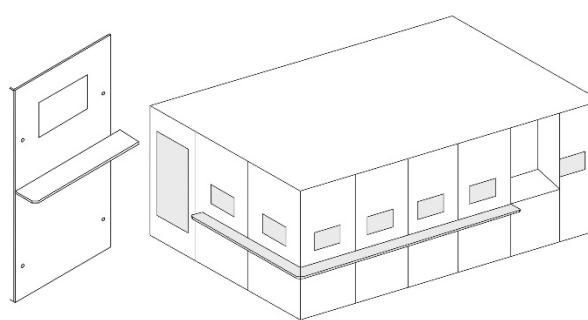
Multiple Design Options



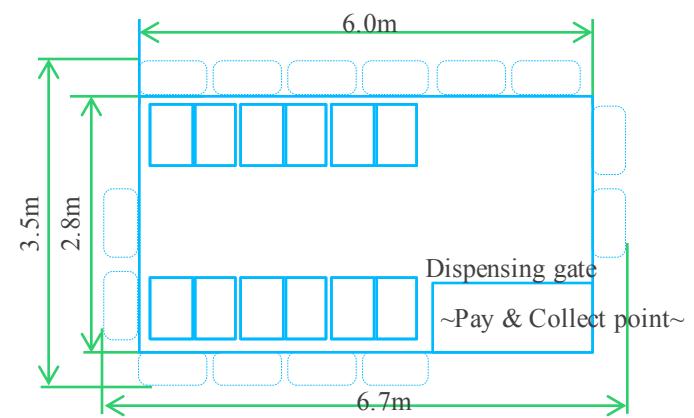
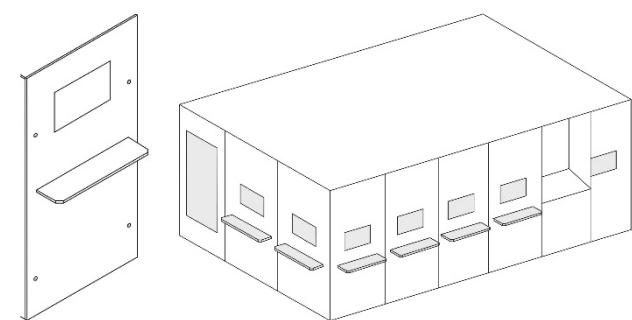
Option #1 Deep shelves



Option #2 Wide shelves



Option #3 Wide divided shelves



An Ideal Site to Launch the Shop

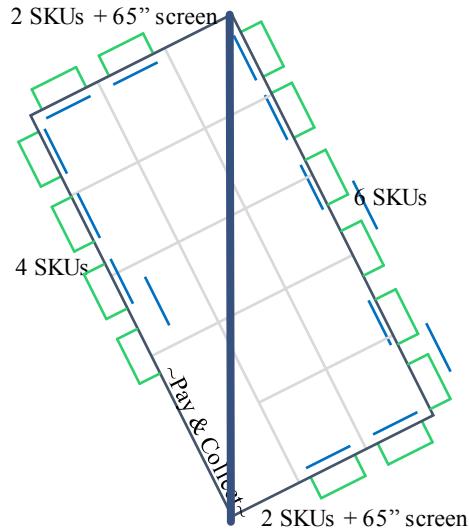
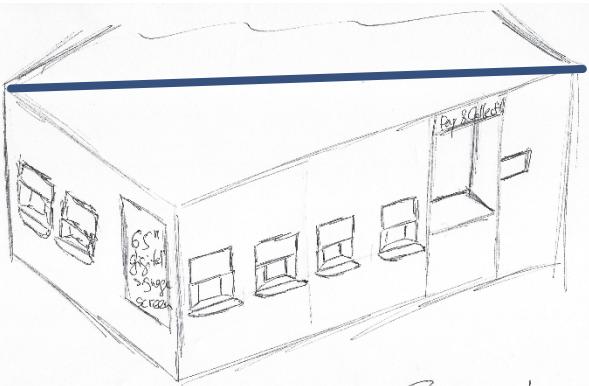


Traditional Pop-Up Shop	vs	Brand Experience EiraCube Site
2 months	Launch time	1 week
2-3 team members	Team required to start	1 person
No	Customer analysis	Significant data
Possibly	Digital signage	Yes
Required	Staff education	Not needed, the shop advertises itself
Costly, but possible	Launch a few sites at the same time	Easy to launch any number of sites
Limited	Shop stock capacity	Limited, but much larger
Needs to be hired	Warehouse	Unlimited, included service
Manually	Replenishment	Included
Needs to be paid	Rolling up	Provided as a part of services
Possible, fit out price may have to be paid again if damaged	Reiteration at another location	Easy as usual, no extra costs

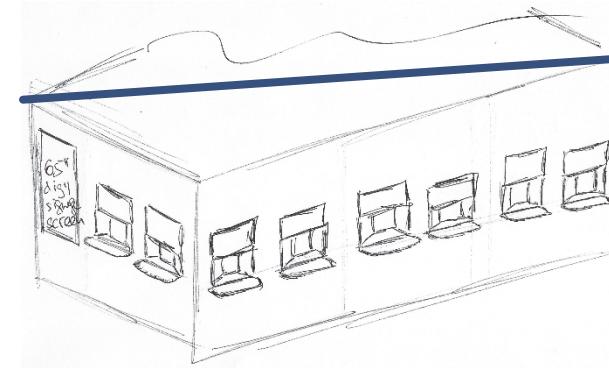
What's Included?



“Leo” Side



“Libra” Side



Leo side specification:

- 65" vertical digital signage screen
- 6 customisable shelves, each showcasing one product
- Dedicated product description screen per shelf with full remote content control
- Shop stock capacity: 250-600 items, depending on size
- Consumer data
- Real-time sales & stock data and digital signage management

Libra side specification:

- 65" vertical digital signage screen
- 8 customisable shelves, each showcasing one product
- Dedicated product description screen per shelf with full remote content control
- Shop stock capacity: 250-600 items, depending on size
- Consumer data
- Real-time sales & stock data and digital signage management

Key Technologies



Brands, Retailers, Real Estate Managers



HOBBEX



Storefront



Westfield



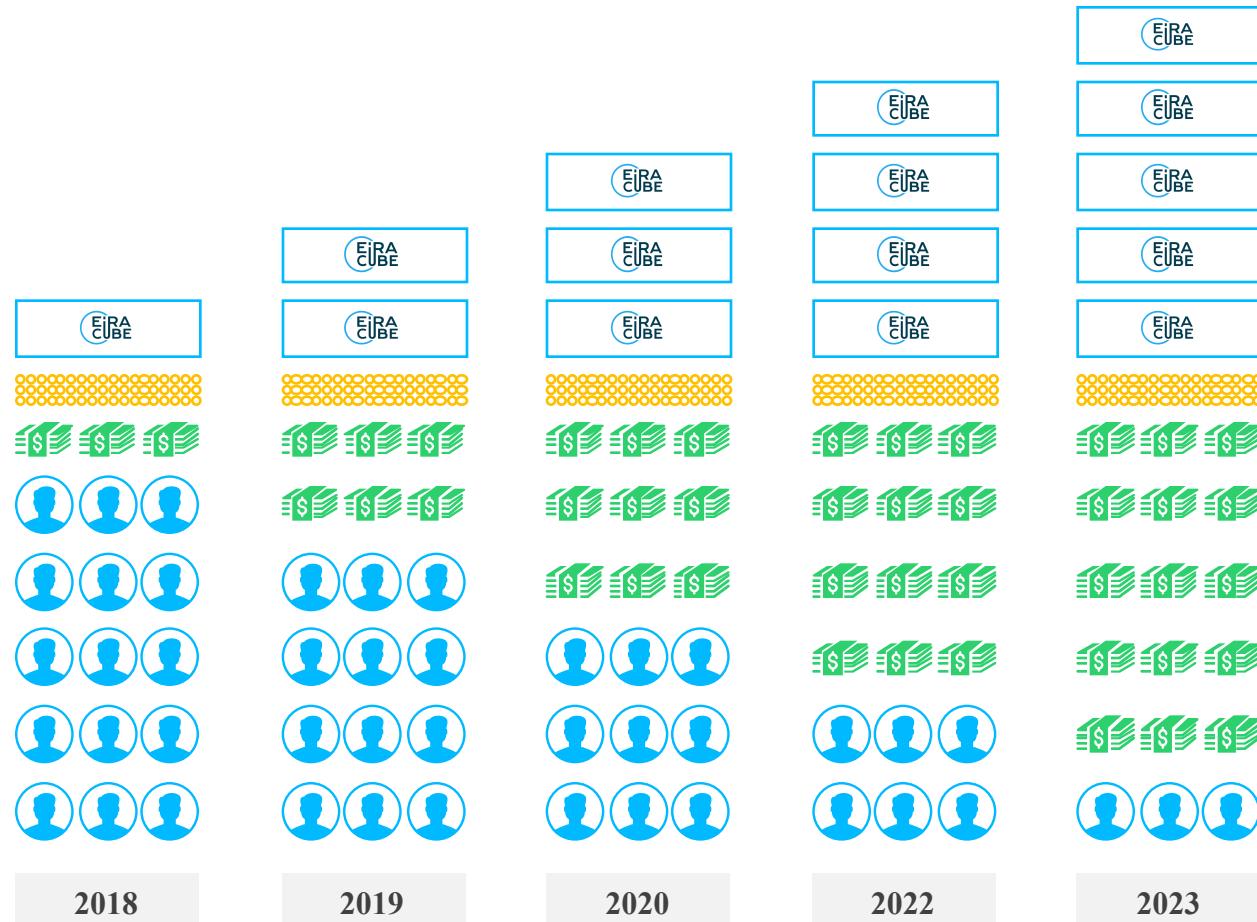
unibail-rodamco



Token Economic Model



Token Price Growth



number of shops



= token volume is a constant

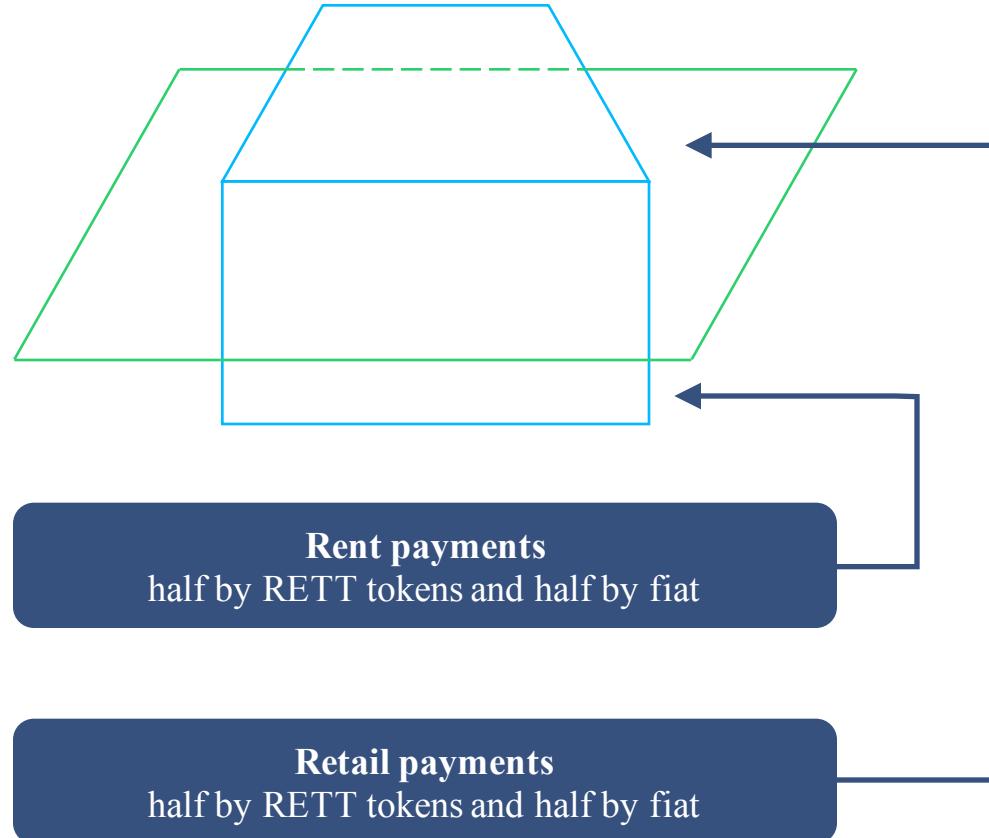


< revenue per token will grow



> number of holders decreases due to buy-back

RETT Token Utilisation

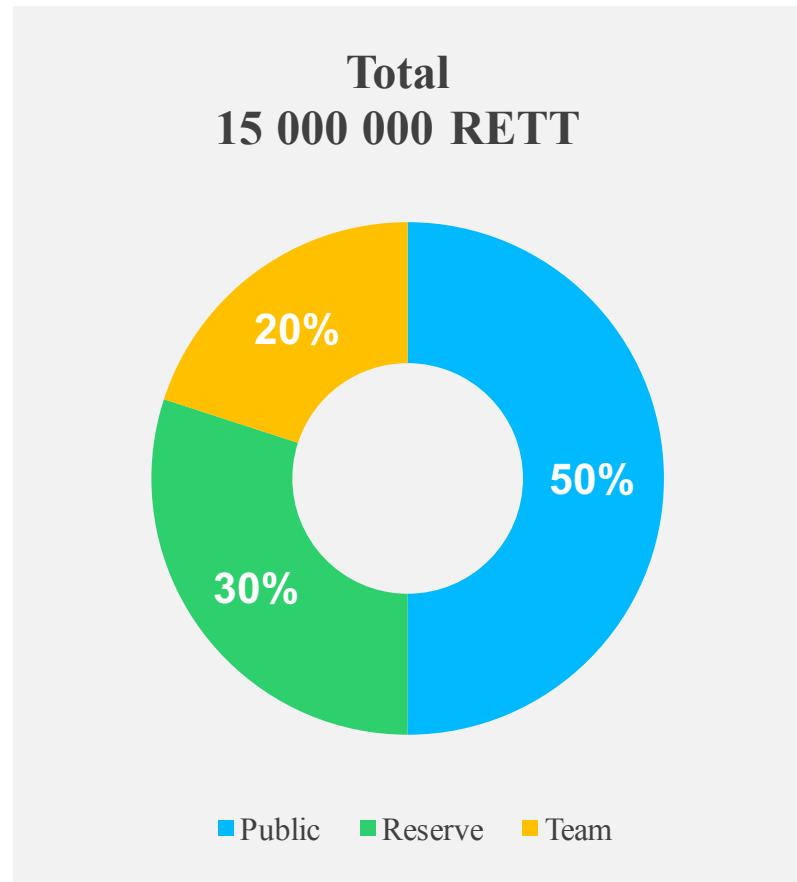


01 Limitless RETT token liquidity growth

02 Continuous RETT tokens exchange to fiat and back

03 Increase in the number of EiraCube locations will raise RETT liquidity and price, and system growth will allow even more product sales for RETT tokens.

Early Contributors Bonuses



1 RETT = 0.00333 ETH

Feb 1 – Apr 1, 2018

+40% RETT

May 1 – May 4, 2018

+20% RETT

May 5 – May 11, 2018

+10% RETT

May 12 – May 16, 2018

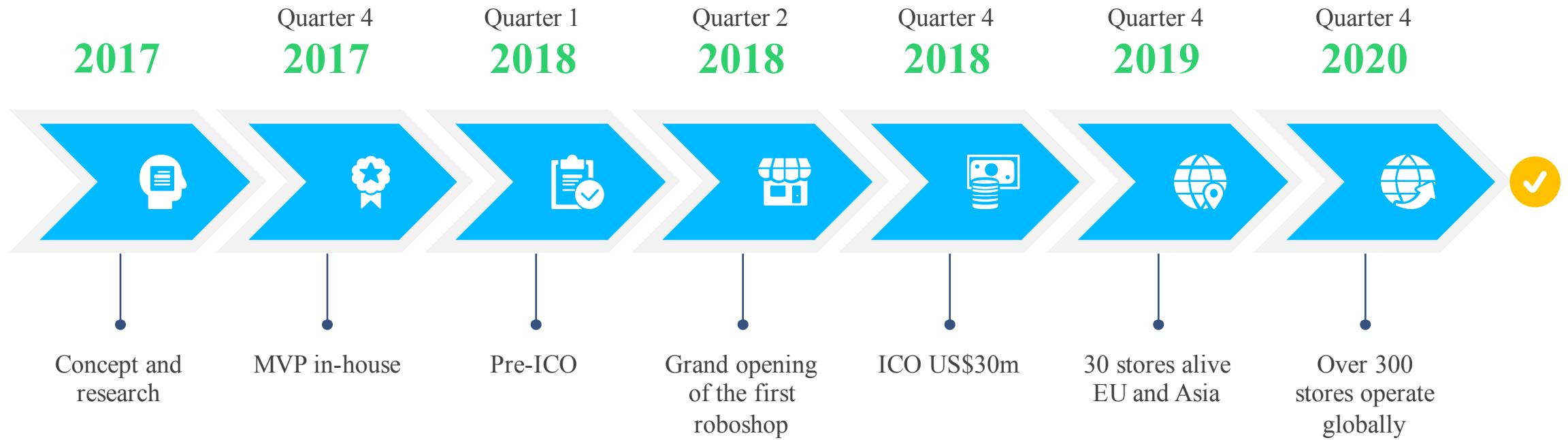
+5% RETT

May 17 – May 30, 2018

no bonus, sorry

Hard Cap US\$30M

Roadmap is Clear and Straight Forward



About Us



EiraCube was designed in early 2017 in Dublin, Ireland by marrying the best of the worlds of ecommerce and traditional retail. The result is the world's first fully automated retail experience, powered by the latest robotics and automation technology, and offering a seamless online-to-offline customer experience.





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Founder of EiraCube



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