

# Our Core

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## LOW COST

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For both parties engaged, and in terms of scale economics, ours is a low cost-time approach. Retailers could benefit from quantified value. When it comes to redesigning the core and competing for value growth, this is a popular entry strategy that can be rewarding.

## SECRET SAUCE

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Our solution has the biggest advantage of starting small and local, which helps us establish a local consumer base. Unlike Amazon Go, we aren't too massive to cause friction when it comes to expanding up to a number of industries.

## DIFFERENTIATOR

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In many ways, we are unique to the retail market in terms of our services, with a strong emphasis on customer billing and the shopping experience. We are a little link in the chain, but we have a significant impact on the outcome.

## NETWORK EFFECT

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For offerings, tangible word of mouth is expected, resulting in a strong customer base in the marketplace. It makes no sense for potential consumers to shift to another solution when this is by far the easiest and most effective.