

RETAIL 3.0:

Decentralizing Monopolies, Ecommerce, & Adtech



WINNERS

MoonShot of the Year:

The Lead retail "Leading 100"

Best Startup:

North American Bitcoin
Conference CoinAgenda

Most Promising Startup:

Bitcoinference Europe

Honorable Mention:

WBF Dubai Top 5

BACKED BY

Passport

BLOCK5

NIMA
CAPITAL

FEAUTERED ON

Bloomberg

CNBC

Forbes

TD Ameritrade

FORTUNE

TEAM leadership

We're a group of entrepreneurs
striving to ensure timeless brands
will remain timeless.

Our management team encompass over 15
decades of experience ranging from Senior AI
development at Walmart, a professor at M.I.T.,
The right through to building startups from the
ground up to their first \$10MM of revenue or
taking mature



Eran Eyal

Co-Ceo & Founder

Eran is a serial entrepreneur with three exits as a founder and more than a decade of experience in retail and ecommerce. He is the winner of the United Nations World Summit Award for Innovation, Fast Company's Most Innovative Startup, and he is an investor and advisor for many startups.



Georgi Gospodinov

CTO

Georgi hails from Walmart, where he served in his tenure as a leading data scientist and director. After earning his PHD in Mathematics, he turned his interests to topological data analysis, complex networks, and dynamical systems and worked as an applied mathematics professor in Boston and NYC. Georgi also holds a patent in blockchain application in retail.



Henrik Rasmussen

VP Biz Dev & Investor Relations

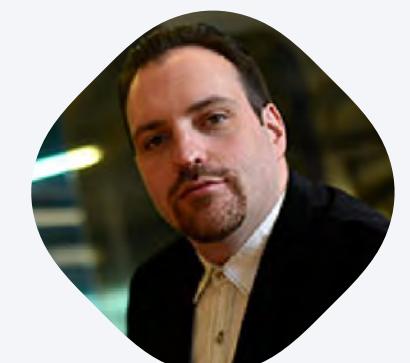
Henrik is an experienced technology executive who has worked across several sub-sectors in technology related industries as a business developer over the past 20 years. Educated as a process engineer, Mr. Rasmussen has held management positions in technology since the late 90's and has successfully branded and launched multiple products.



Vladimir Ustinov

Senior Dev-Ops Engineer

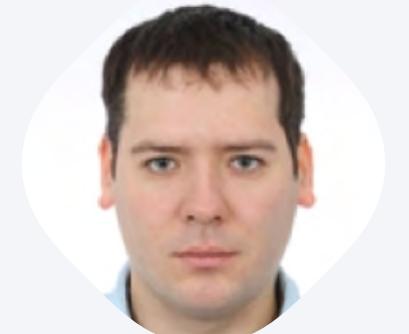
Vladimir has served as a senior engineer at Maker's Brand, Flow Health, EigenGraph, and other technology startups. He holds a Master's Degree in Radio Physics and has a strong data mining and numeric analysis background.



Lane Campbell

Advisor: Strategy & Development

Lane is a lifelong entrepreneur who has realized five exits in his career. He is a founding member of the Forbes Tech Council and the CTO and CoFounder of Humble Advisors, a wealth management firm for high net worth companies and individuals.



Alexey Kyulkin

Senior Dev-Ops Engineer

Alexey served as a front-end engineer at Maker's Brand and as the backend engineer at Flow Health. Prior to his startup career, he was formerly Head of Department at Tomsk Polytechnic University.



Randy Shifrin

VP of Revenue

Randy is a veteran of the retail industry. He was the founder and CEO of Shoezone, and Chernin Shoes, both of which were acquired.



Mark Plaskow

Advisor

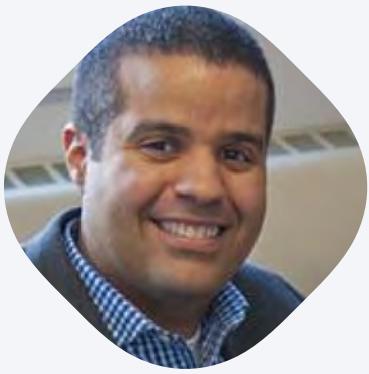
Mark Plaskow, founder of Scientific Clinics, is a Machine Learning thought leader. He has recently worked with some of the greats such as Sears and before that companies like Ebay.



Amadeo Brenninkmeijer

Advisor

Amadeo is an accomplished angel investor with a strong background in retail from the C&A family, Europe's largest Dutch retailer.



Prof Richard Linares

Advisor

Professor Linares is a Charles Stark Draper Assistant Professor of Artificial Intelligence at M.I.T. Before his tenure in Cambridge, he served as assistant professor at University of Minnesota.



David Klauser

Advisor

David is a long-time expert of the virtualization, storage and cloud-based computing industry with a deep passion for sales and scaling revenues. Currently he serves as a director of Virtuozzo, a key contributor to Open Container Initiative, Cloud Native Computing Foundation, OpenVZ and more.



Shahriar Sikder

Advisor

Shahriar is an accomplished and well recognized CTO specializing in artificial intelligence and blockchain development. He serves as CTO of RecordGram and TuneToken and has consulted with NFL, Walmart, Samsung and many other Fortune 500 companies.

TEAM core

Our team comprises of and is strongly supported by industry leaders

Amazon & Alibaba

35
%

of amazon's revenue comes from their product recommendation bar driven by purchase data.



89
%

"**of our revenue** is attributable to personalization based on purchase data"

- Jeff Bezos

Yet the rest of retail doesn't look great...

Inconsistent

retailer data living in legacy systems

1 out of 10

in-store shoppers actually makes a purchase

3 out of 100

online shoppers actually makes a purchase

40%

average return rate

Amazon

knows your customer better than you do

Hacked

On average, more than 1 retailer hacked per month

HOW DO WE PROPOGATE

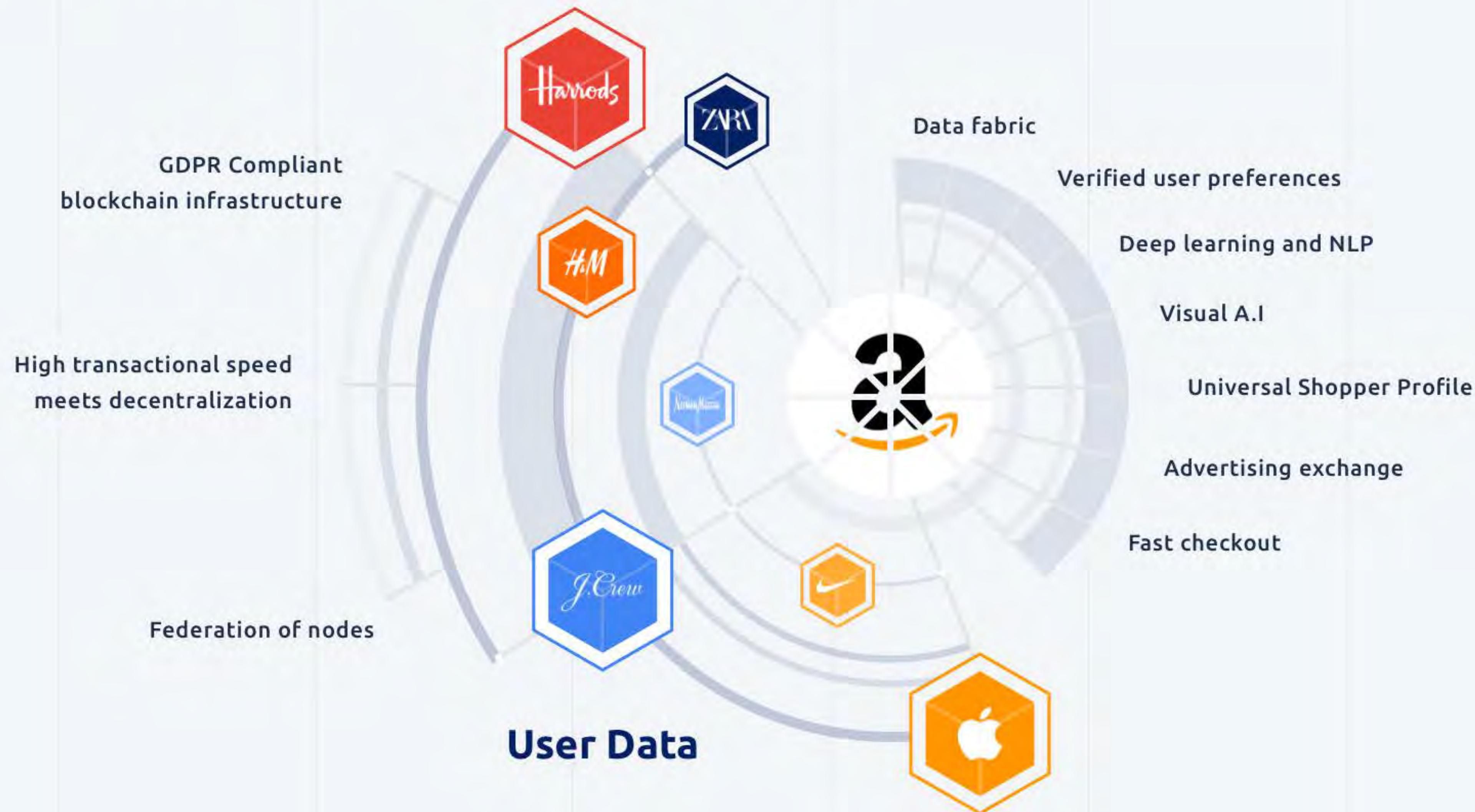


What the
MONOPOLIES like
amazon have as a
choice...

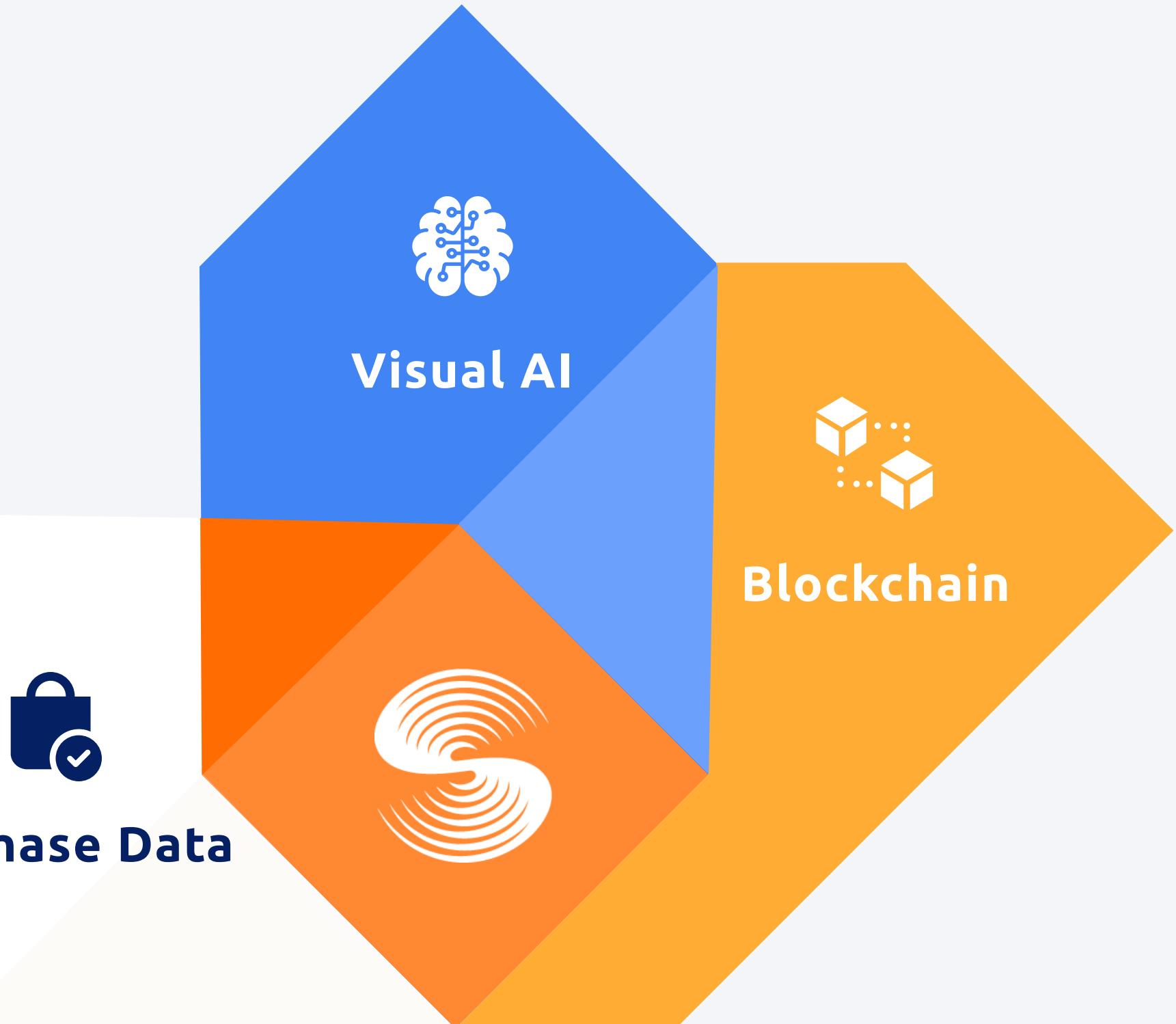


And offer every retailer,
brand & shopper as a
HUMAN RIGHT?

Distributed Amazon Requirements



TECHNOLOGY that drives conversions



RETAILER



- Increase sales conversions
- Reduced attrition
- Enhance security

SHOPPER



- A new paradigm in personalization
- Tailored dynamic rewards
- Ownership and security



INTRODUCING



Phase 1: R.I.D.E. Retail Intelligence Data Engine

Discover unseen relationships among retailers, brands and products. It's the Amazon-like data fabric for a decentralized world of retail.

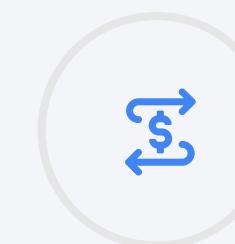


Forecast which products are statistically likely to be bought with products in your existing catalogue.

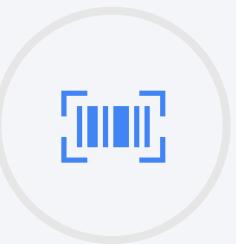


Unveil the dangers of removing brands and products from your catalogue.

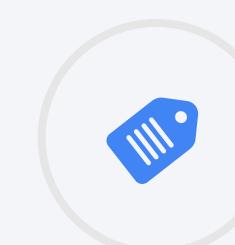
Purchase data insights:



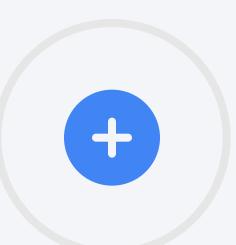
4 BN
transactions parsed



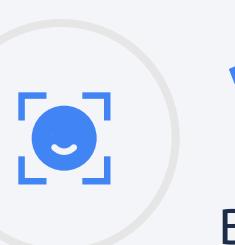
200 MM
SKU co-occurrences



45 MM
SKUs



200 K
SKUs added daily



150 K
Brands identified

A first ever global view of the retail industry's purchase data, revealing a quantitative oracle of which are the influencer products and brands drive conversions-to-sales.

Available through reports to refine your business and supply chain decisions, or API for programmatic performance in personalization, content and social.

Parnida Muley



VP of Innovation & Business Development at Macy's.

"Companies like Macy's are just inundated with data... but a lot of times it's not about having access to data, it's "how do you use the insights from that data to actually make recommendations and implement... The product that Shopin had, which was looking at your portfolio and not only providing insights and analytics, but then taking it one step further and saying "here are some recommendations, and how we would look at correlation of inventory at the SKU-level..." - *I thought that was different. It's unique.*"

gds



Omnichannel
Insight Summit



TURNING DATA INTO
ACTIONABLE INSIGHT





MEETING REPORT

Meetings requesting follow-up

Attendee	Company	Rating	Follow Up?	Suggested Follow Up Date	Comments	Email
Dale Davis	Coach	10/10	Yes	05/24/2019		Dale.Davis@coach.com
Debesh Khattoi	Finish Line	10/10	Yes	08/15/2019		Debesh.Khattoi@finishline.com
Angela Gruszka	MILLY	9/10	Yes	05/27/2019	No	Angela.Gruszka@milly.com
Angela Pih	Halston	9/10	Yes	05/21/2019	Very innovative technology	Angela.Pih@halston.com
Wadih Haddad	Ascena Retail Group	9/10	Yes	06/15/2019		Wadih.Haddad@ascenaretailgroup.com
Sara Amrani	Michael Kors	8/10	Yes	06/14/2019		Sara.Amrani@michaelkors.com
Lawrence McMahon	Kohl's Corporation	8/10	Yes	05/25/2019		Lawrence.Mcmahon@kohls.com
Karen S. Howard	Renfro Corporation	7/10	Yes	01/07/2019	Let's touch base once I am settled in my new role. We have connected on LinkedIn, that will help	Karen.S.Howard@renfro.com

How R.I.D.E. works

(provisional patents)



Data Lake

Actionable insights arise

Consumer Data direct from
retailer added (optional)



R.I.D.E. analyzes
the retail industry



Analysis of purchase data



SKUs are
identified



Bought with
connections
identified

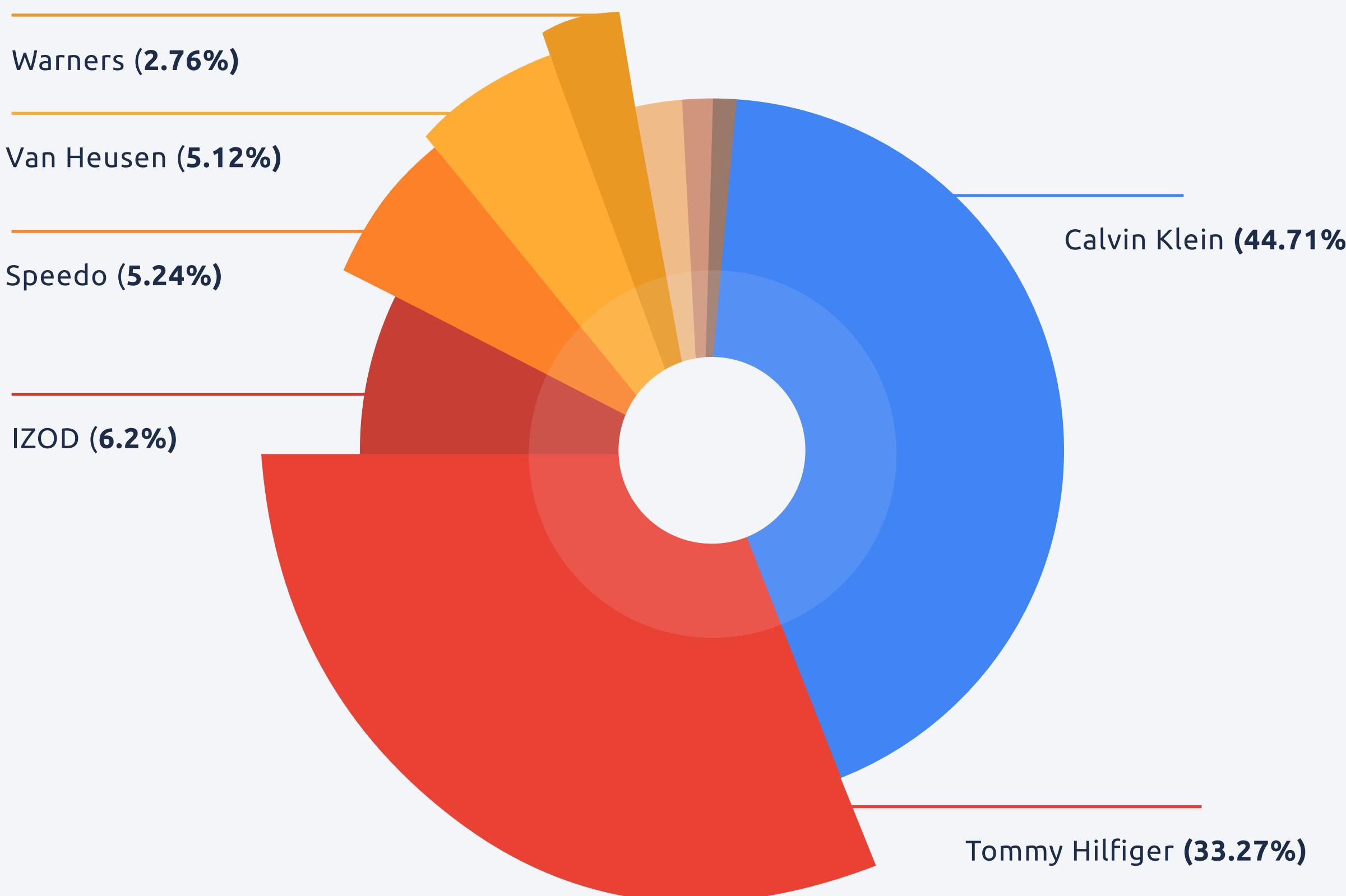


Deep data
analysis



Visual A.I. adds attributes
and normalizes SKU data
and connections

Global Catalogue: PVH



(unique SKUs, excluding colors/sizes)

This is a global view of the **top PVH brands** representation by unique SKUs across the retail industry

The SKU data used for this analysis **enables a deeper look at the PVH categories**, and the portfolio balance at each retailer

The comparative brand and category analysis **will be used for describing and ranking the strongest** and most successful PVH portfolio

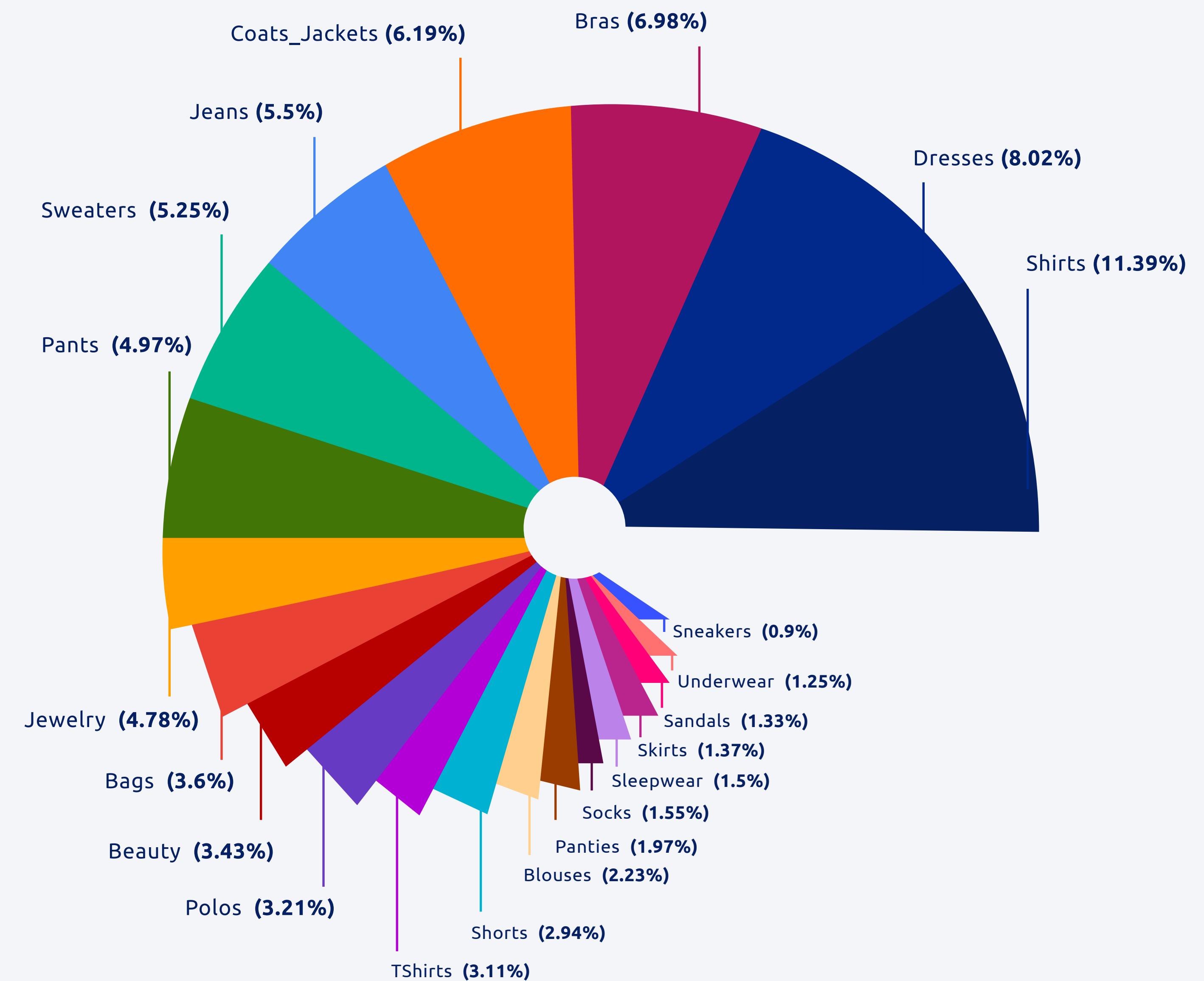
Global Catalogue: PVH

(unique SKUs, excluding colors/sizes)

This is a global view of the **top PVH catalogue representation** by category, using unique SKUs across the retail industry

The SKU data used for this analysis **enables a deeper look at the PVH categories**, and the portfolio balance at each retailer

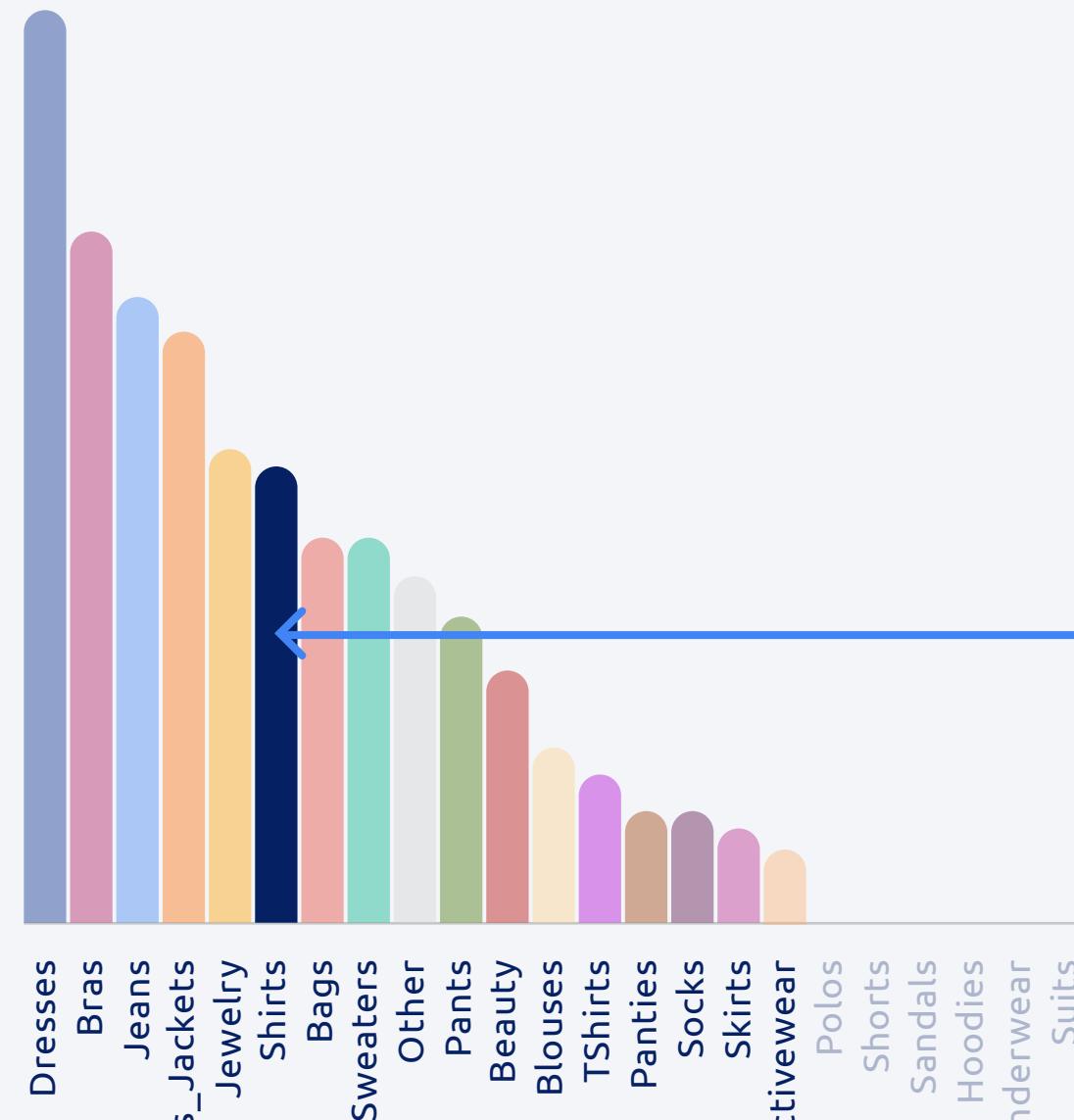
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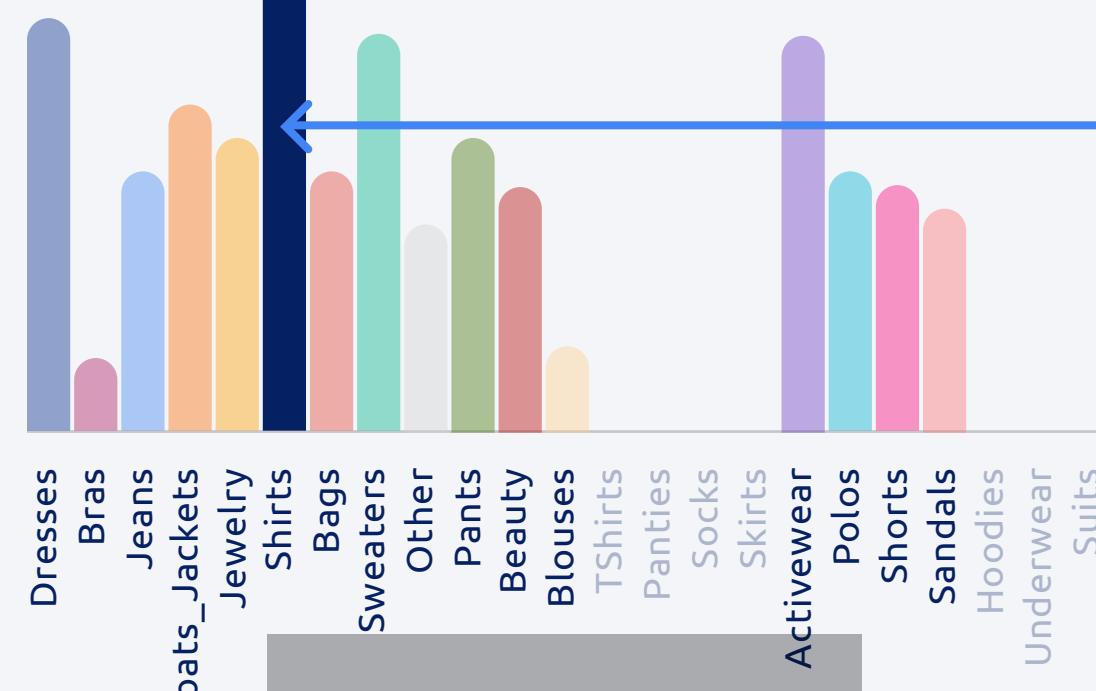
Global Catalogue: PVH

(unique SKUs, excluding colors/sizes)

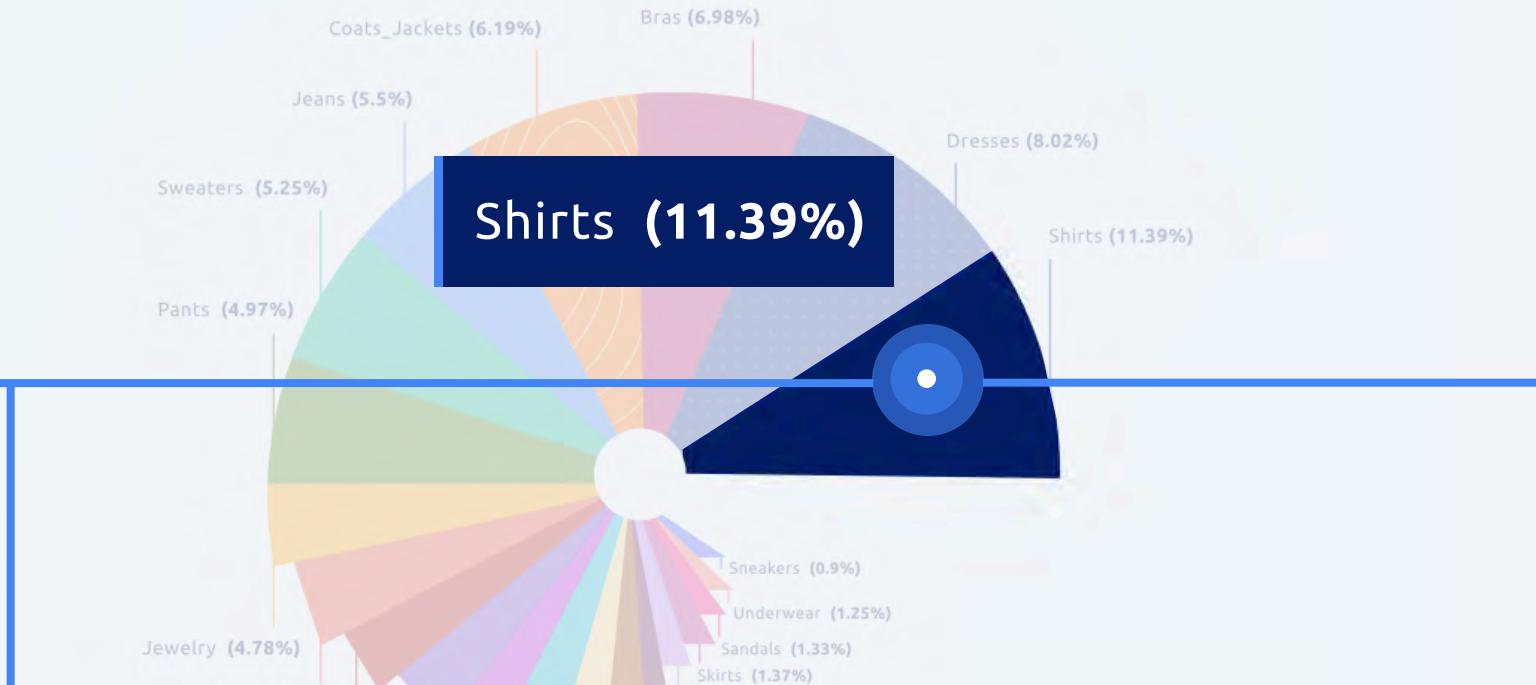
Global category PVH profile and how
individual brands contribute to each category



Calvin Klein



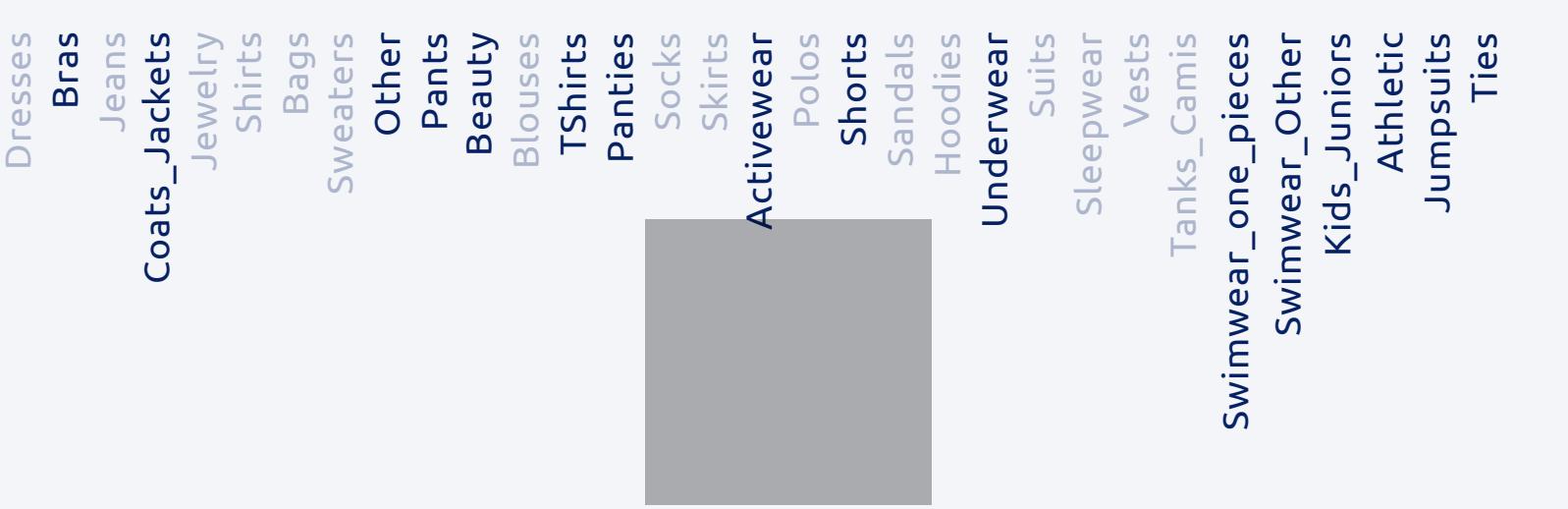
VAN HEUSEN



Shirts (11.39%)



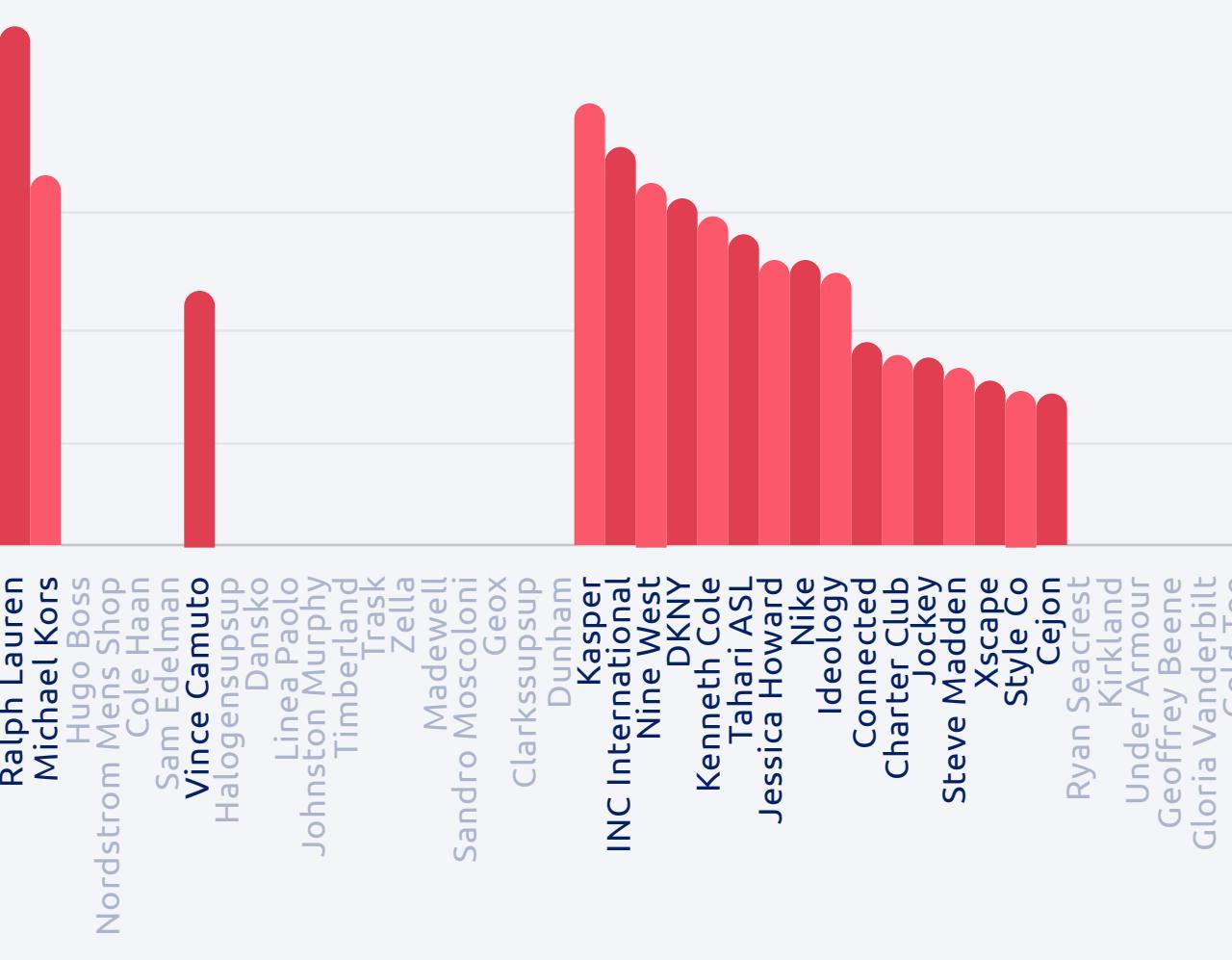
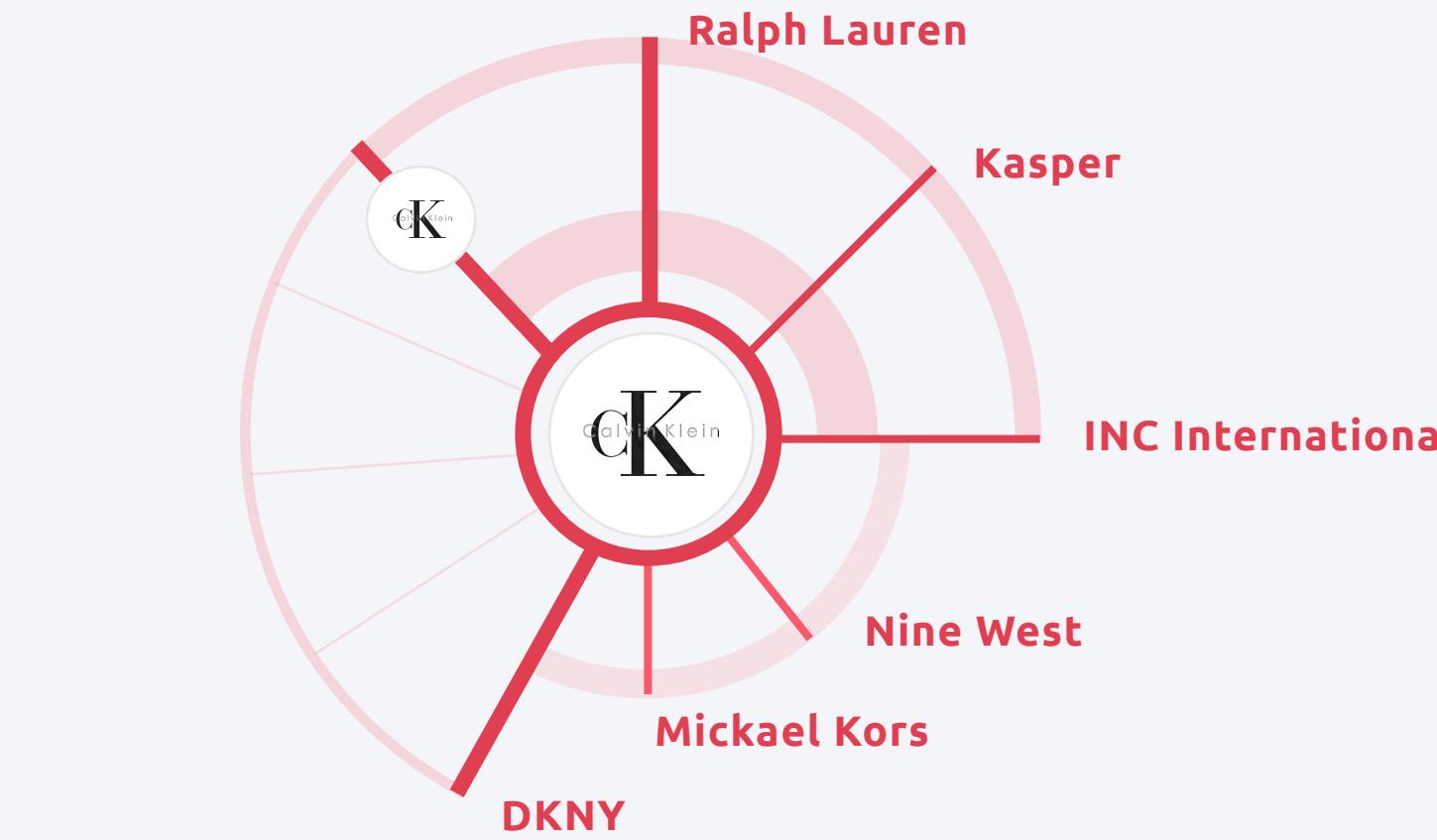
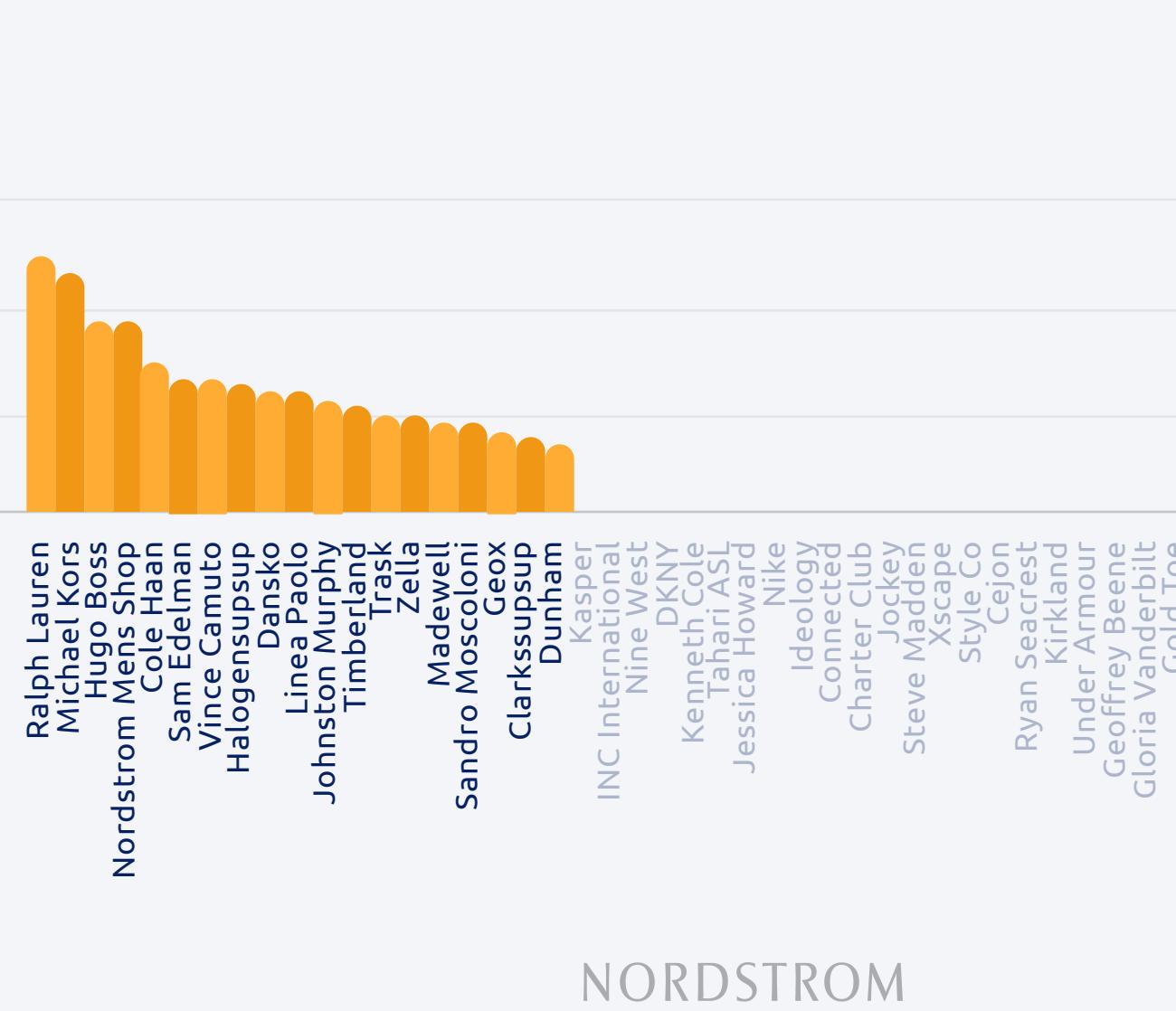
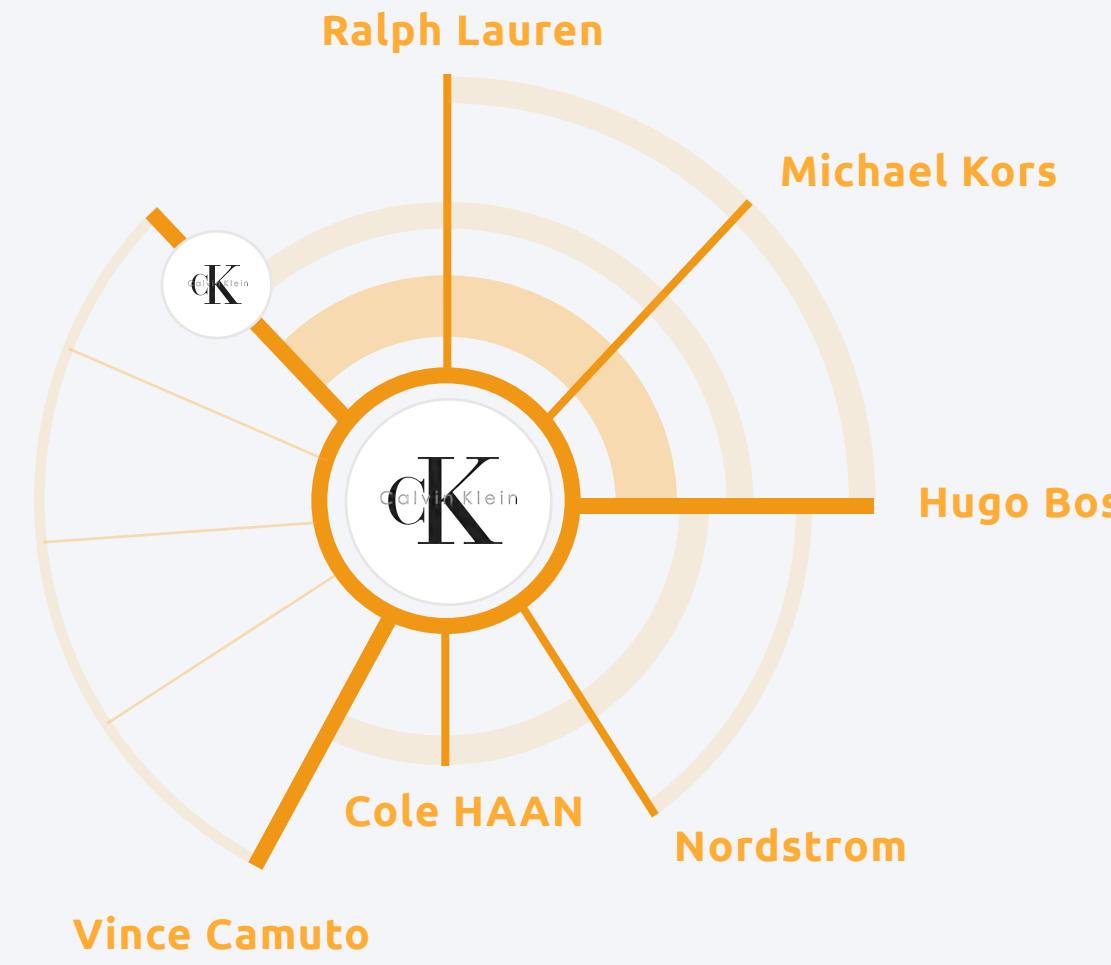
IZOD



Brand Co-Occurrence: PVH

Top Brand Calvin Klein

Brand to brand co-occurrence is an aggregate view of all co-occurring SKUs from a pair of brands. At this level, we can see significant patterns and trends that represent the different customer footprint at each retailer.



Brand and category co-occurrence (cont'd)

Brand	Cooc_brand	Retailer	Category1	Category2	Cooc_Score
Calvin Klein	Ralph Lauren	Macy's	dresses	dresses	154
Calvin Klein	Kasper	Macy's	blouses	blouses	68
Calvin Klein	Jessica Howard	Macy's	dresses	dresses	68
Calvin Klein	INC International	Macy's	bags	bags	68
Calvin Klein	INC International	Macy's	sweaters	sweaters	61
Calvin Klein	Kasper	Macy's	jewelry	jewelry	60
Calvin Klein	Kasper	Macy's	beauty	beauty	60
Calvin Klein	Kasper	Macy's	other	other	59
Calvin Klein	Michael Kors	Macy's	coats_jackets	coats_jackets	54
Calvin Klein	Tommy Hilfiger	Macy's	dresses	dresses	52

Dominant category co-occurrences are represented by scaled thicker connections.

We observe significant Calvin Klein category co-occurrences with the same categories from other brands, specifically Ralph Lauren (dresses), Kasper (blouses), Inc International (bags), and Michael Kors (jackets/blazers).

This indicates existence of substitute at the category level and an opportunity for adjusting the brand's category profile at Macy's.



Although the data indicates that

40%

of Calvin Klein dresses co-occurrence connections are to Calvin Klein dresses, there are certainly instances where a Calvin Klein dress is purchased with a different category and a different brand.

This shows that from the statistically significant instances, customer purchase pairs of Calvin Klein or Calvin Klein and Michael Kors dresses together in the dresses category.

ShopScore product roadmap 2019



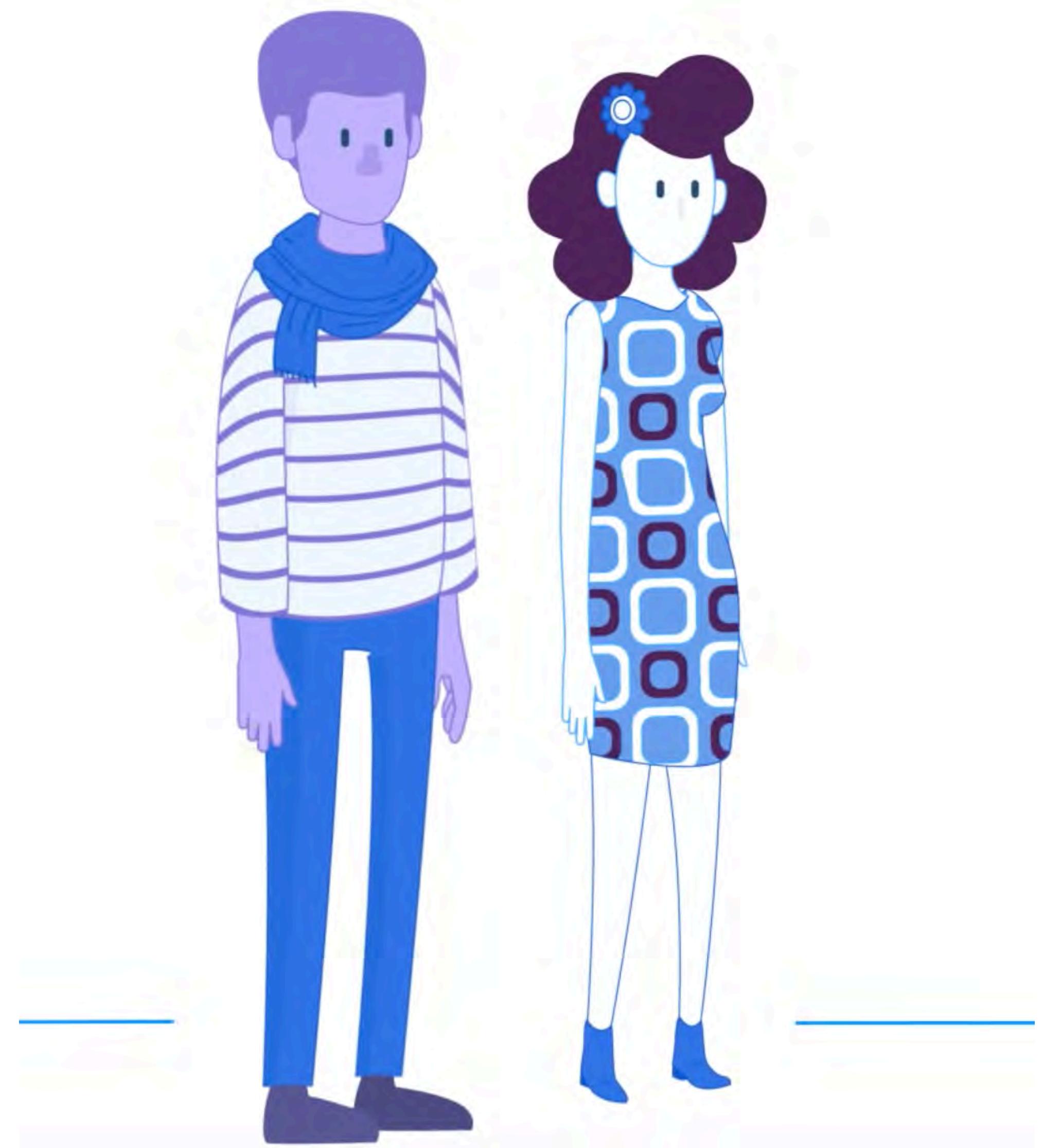
Retail 3.0 Roadmap

Retailer federation to drive standards, governance and unity



Phase 2 & 3

Decentralized Identity



Apple

“The Federal Trade Commission should establish a data-broker clearinghouse, requiring all data brokers to register, enabling consumers to track the transactions that have bundled and sold their data from place to place, and **giving users the power to delete their data on demand, freely, easily and online, once and for all.**”

- Tim Cook, CEO Apple



Microsoft

... identity data has too often been exposed in breaches, affecting our social, professional, and financial lives. Microsoft believes that there's a better way.

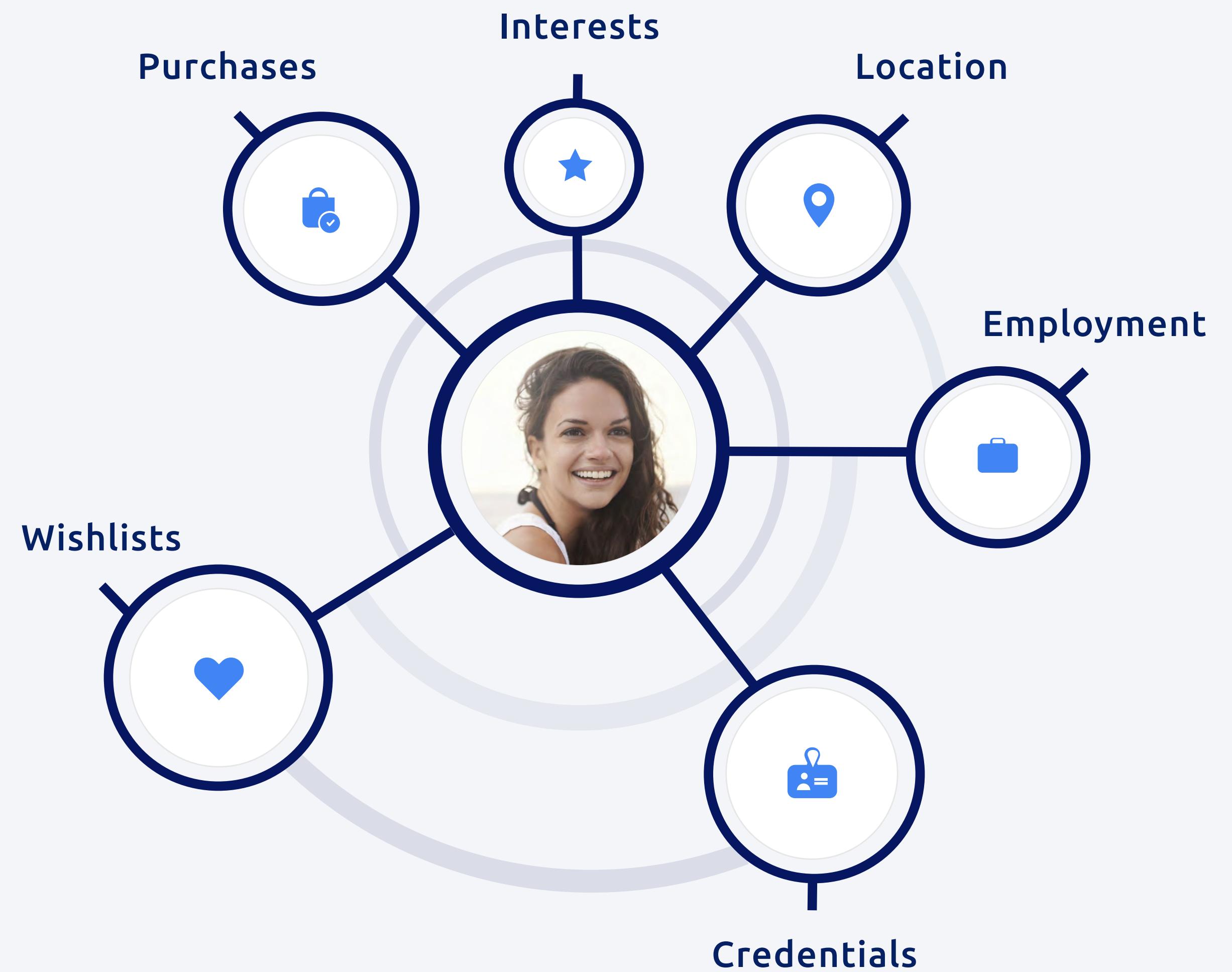
Every person has a right to an identity that **they own and control, one that securely stores elements of their digital identity and preserves privacy.**

This whitepaper explains how we are joining hands with a diverse community to build an open, trustworthy, interoperable, and **standards-based Decentralized Identity (DID) solution for individuals and organizations.**

Identity Vision

A single identity, owned by the shopper, **providing enhanced security and delivering unprecedented value and experiences.**

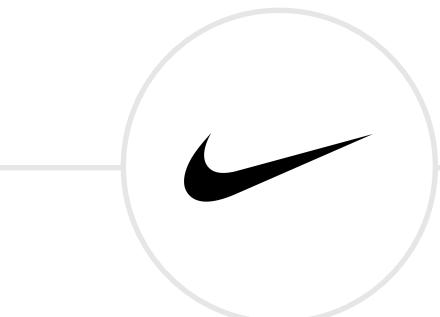
All apps, services and in-store experiences have the user at the center, **with the user in complete control.**



Personalization: Retail Reinvented

Old World

Nike only knows its own sales data



New World

Shopper owns their data



360 view

of the consumer based on purchase data drives the most personal experience online and offline



Apple
Purchase Data



Michael Kors
Purchase Data



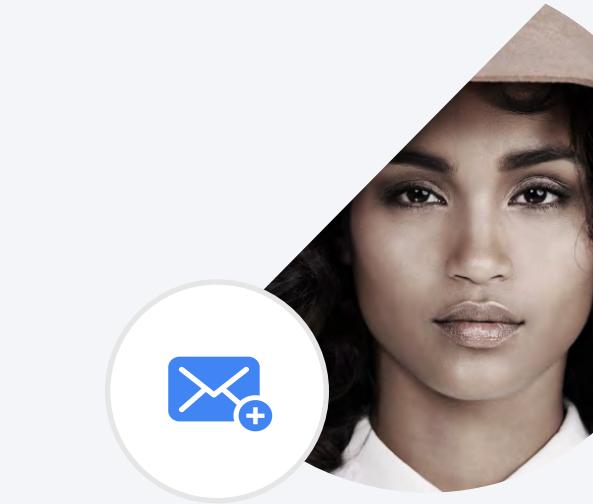
Multi-brand
Retailer Purchase Data



How It Works

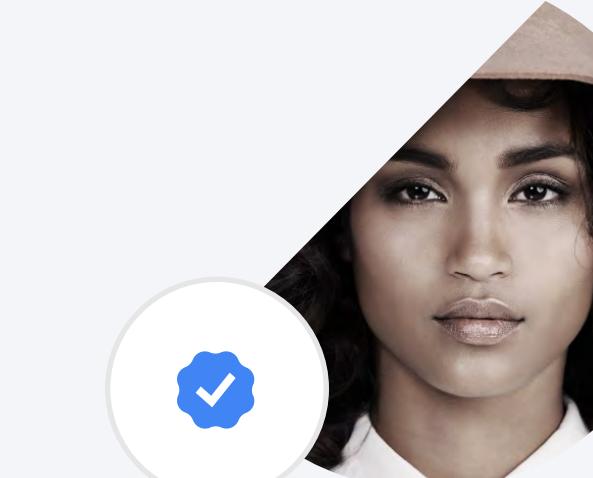


01



Retailer invites customer
to join Shopin.

02



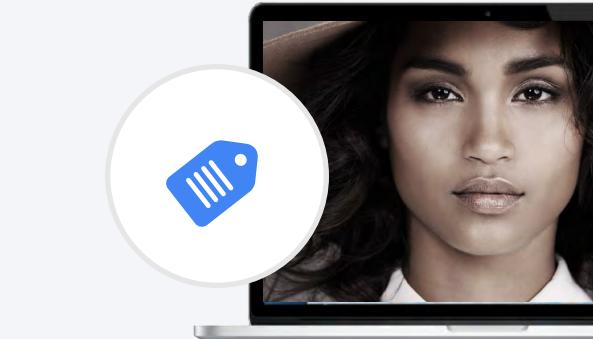
Customer opts in to create a Universal Shopper Profile.† Retailer populates profile with 3-5 years of **verified first party purchase data**.

03



Shopper enters personal preferences
via **Shopin IQ game** which are
added to the USP.

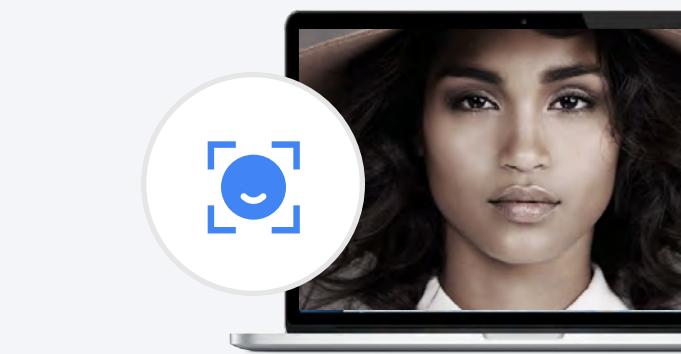
04



Shopin gathers the purchase data of the
user **from all sources** in the Federation
and consolidates it in the USP.

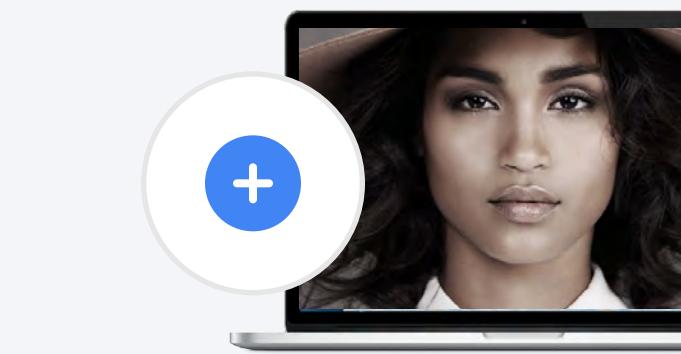


05



Universal Shopper **Profile** is created.

06



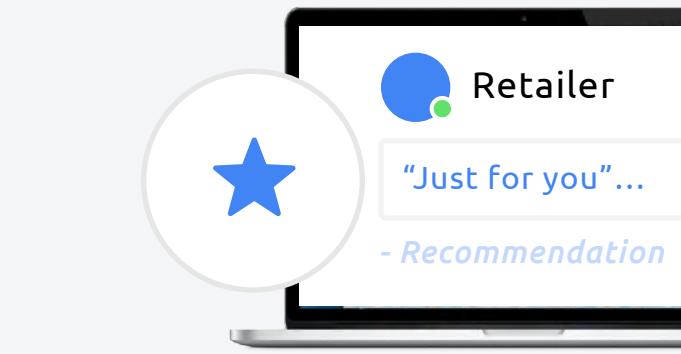
New retailers continue to join the Federation and **add user purchase data and preferences** to further enhance their profile.

07



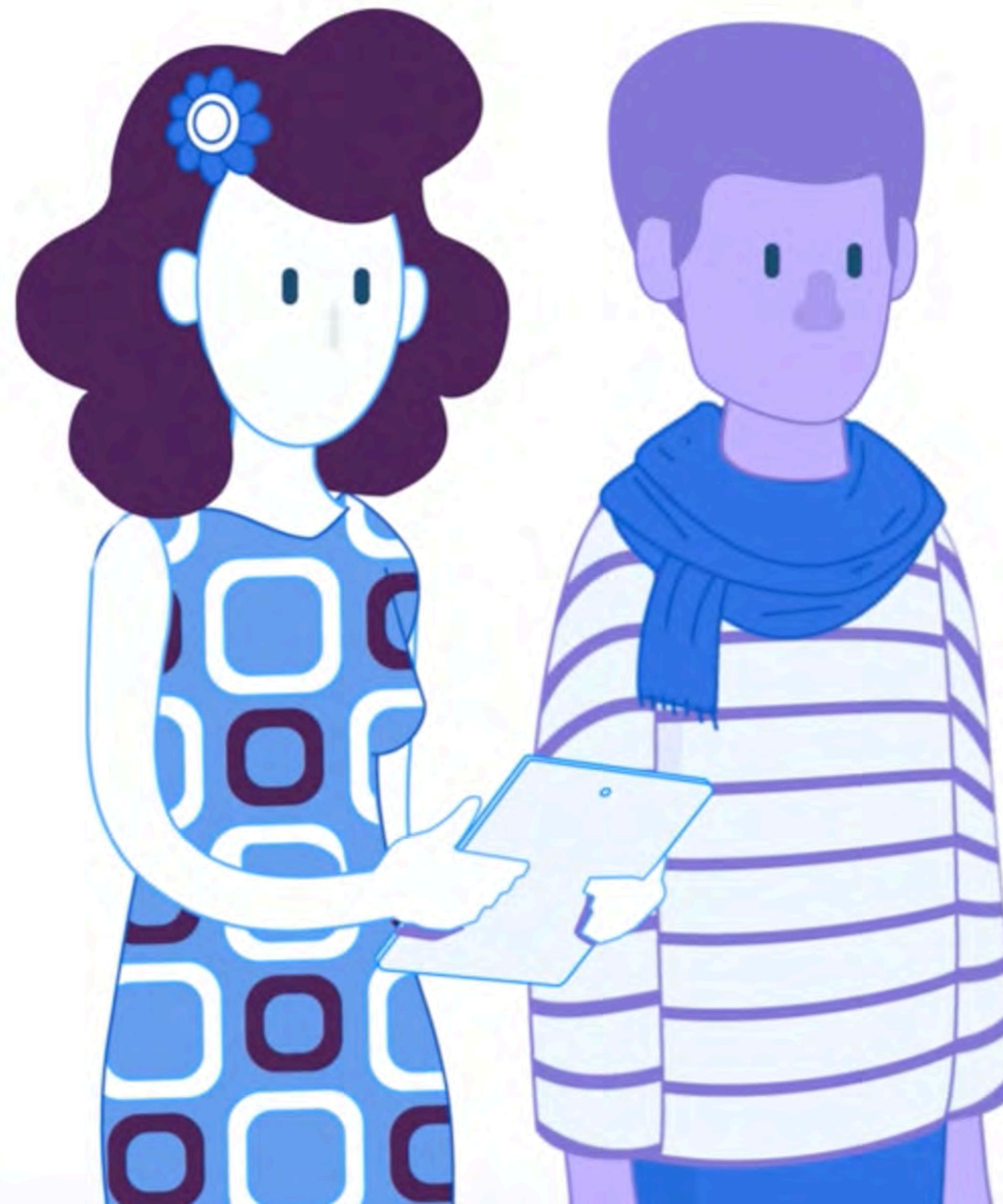
A.I. analyzes **retailers inventory** based on knowledge from USP.

08



"Just for You" personalized **recommendations** are offered the shopper on the retailers website.

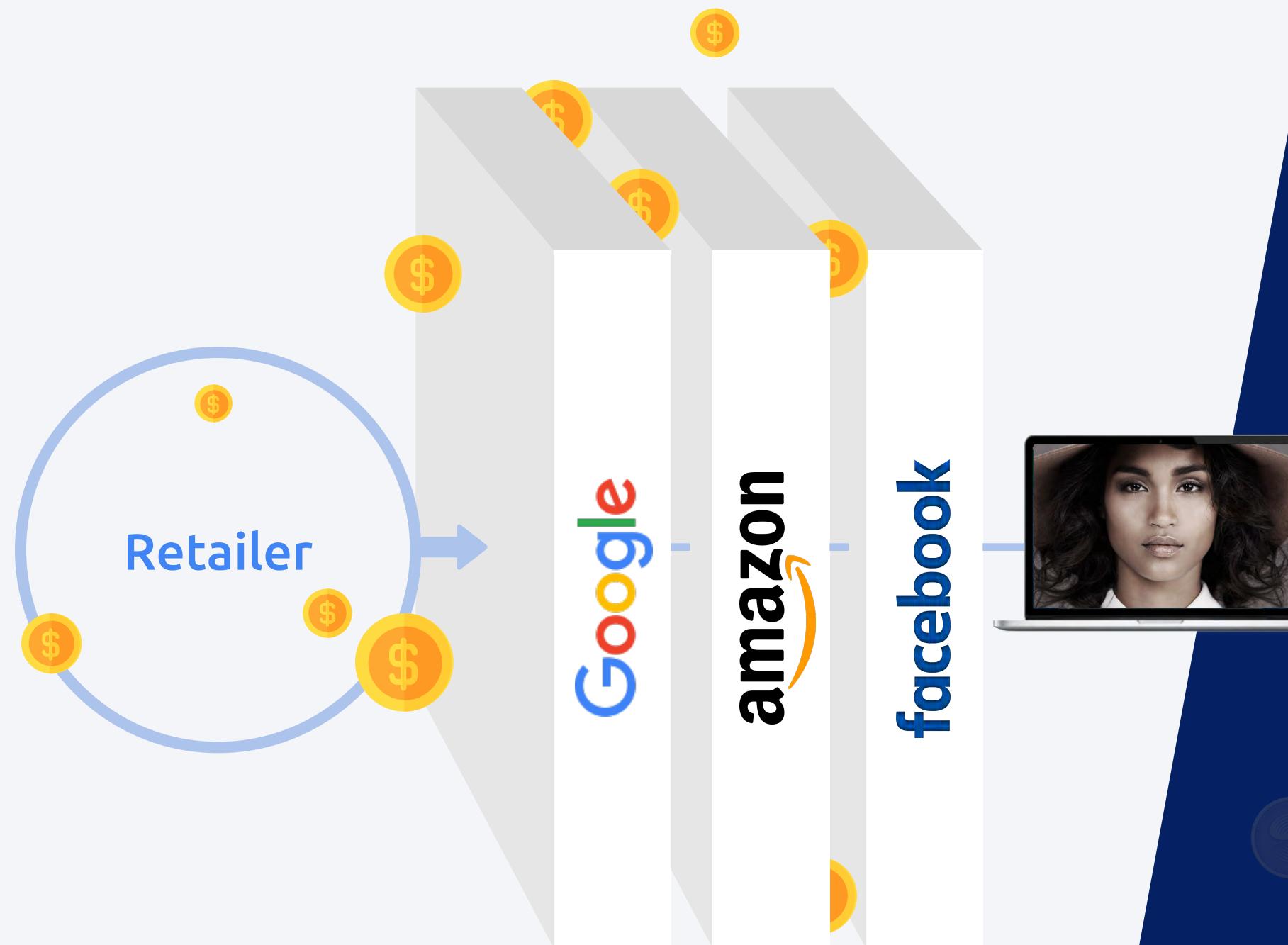
Phase 4: Online Advertising And Tokens



Consumers + Advertising

SHIFT

TRADITIONAL



SHOPIN-POWERED

RETAILERS

Retailers and brands use tokens
to engage shoppers' attention
and reward their loyalty;
Retailers recoup marketing
dollars

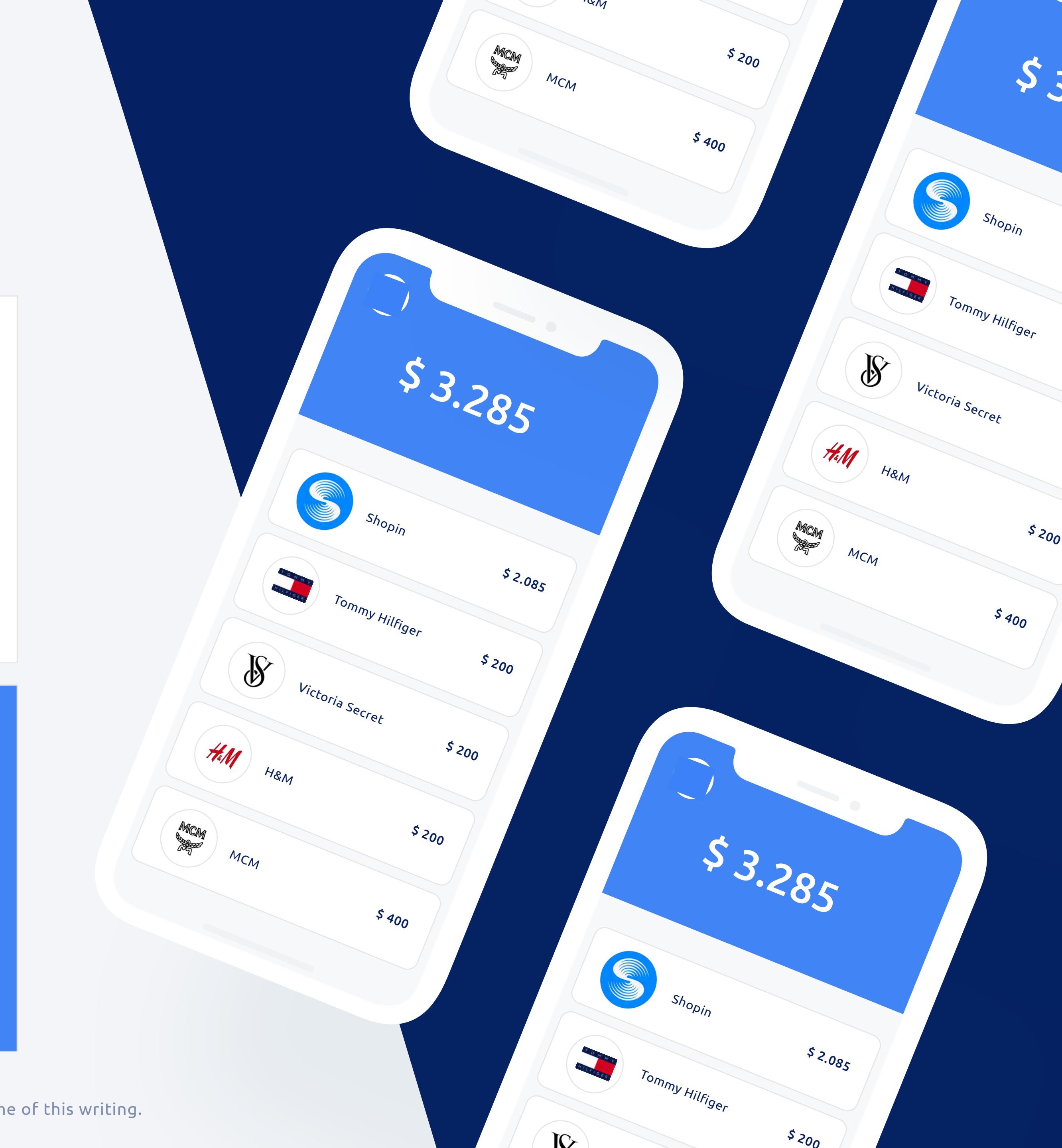
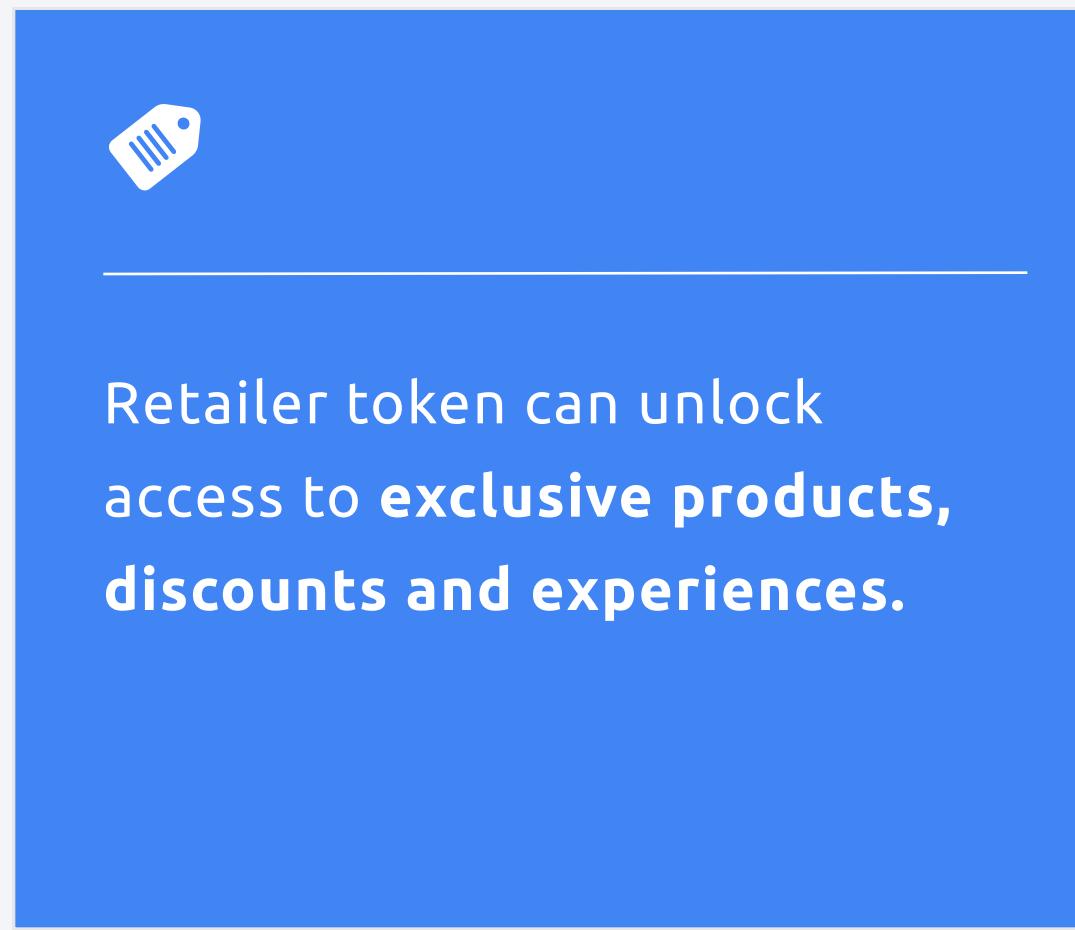
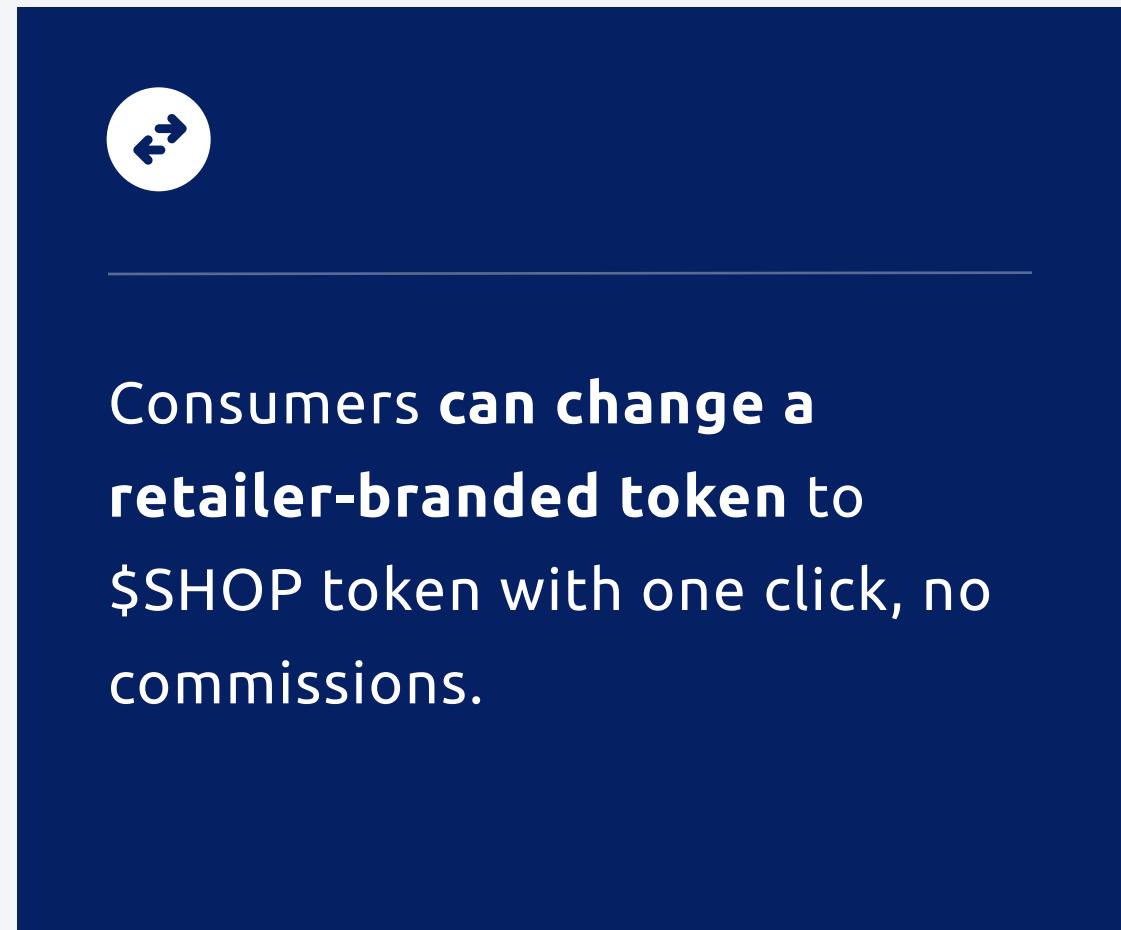
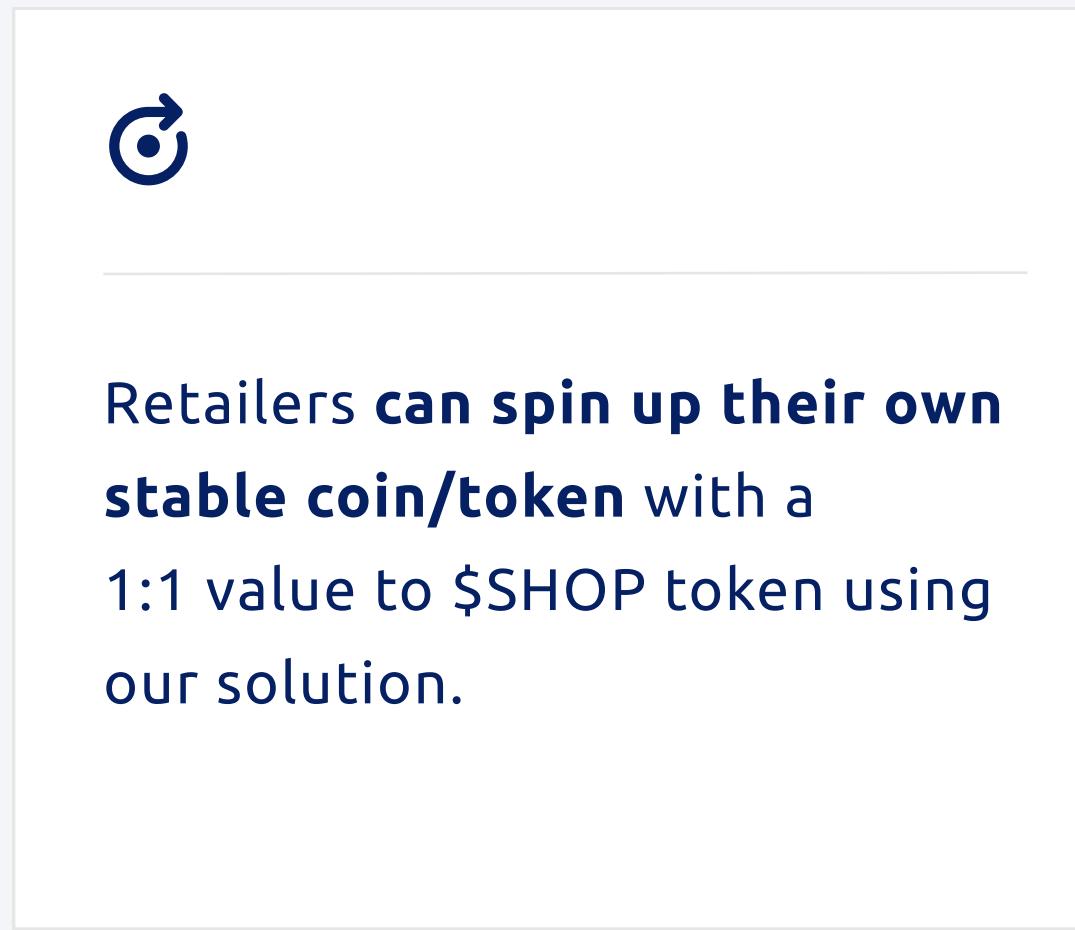
CONSUMERS

Consumers use tokens
to unlock exclusive products,
discounts and experiences.



The Next Big Thing: Phase 5

Retailer Branded Tokens Q1: 2020 [CLICK TO DEMO LIVE!](#)



The Next Big Thing: Phase 6

Phase 6: Branded Token Exchange

Q3/Q4: 2020

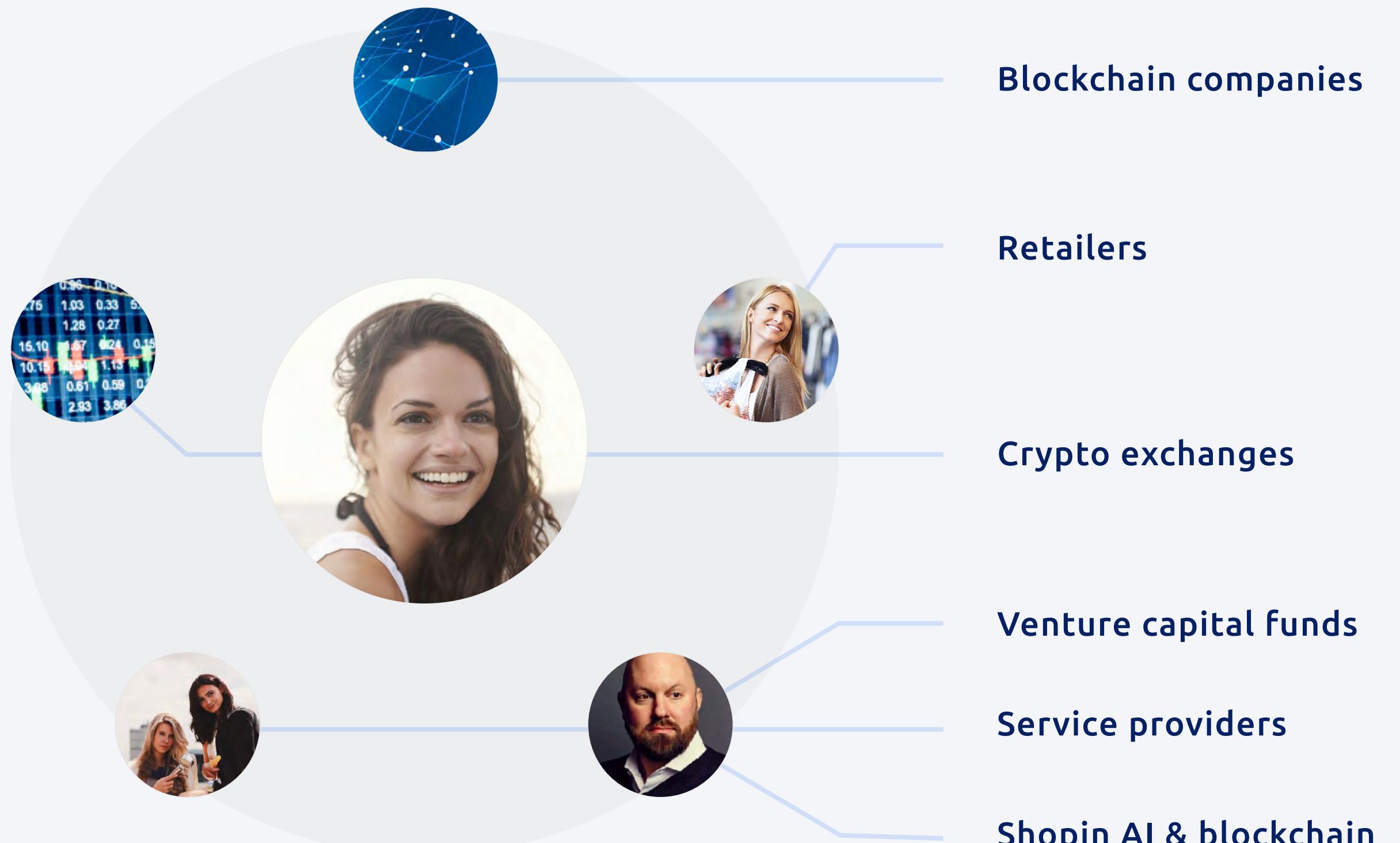
Consumers will be able to swap tokens with each other on a peer-to-peer exchange for branded tokens



* Display purposes only. This is not an indication that this retailer is part of the Shopin Federation at the time of this writing.

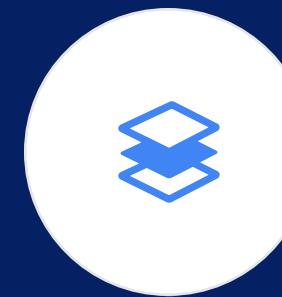
Decentralized Retailer Federation

Our mission at Shopin is to ensure timeless brands remain timeless, and emerging brands have the best chance to become timeless. **We are creating a decentralized federation in a purposeful, safe data cooperative, and provide an ecosystem which nurtures and encourages growth for the retail industry.**



- 01 Businesses join in unity (As per charter)
- 02 Data distributed and decentralized
- 03 Peer 2 Peer node analysis
- 04 Cross-platform personalized recommendations
- 05 Globally trusted and secure recommendations
- 06 Increased consumer confidence and enhanced experiences
- 07 Increased revenues

Progress



Technology Platform Development

- Visual Ai, NLP
- Blockchain, Decentralized Identity
- Decentralize retail industry's purchase data and insights

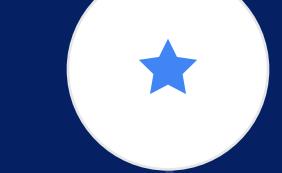


Patents

- Aggregating parameters of heterogeneous models (R.I.D.E.)
- Visual object detection and classification models and processes for R.I.D.E
- Asynchronous, Assymetrical DHT + Blockchain Infrastructure

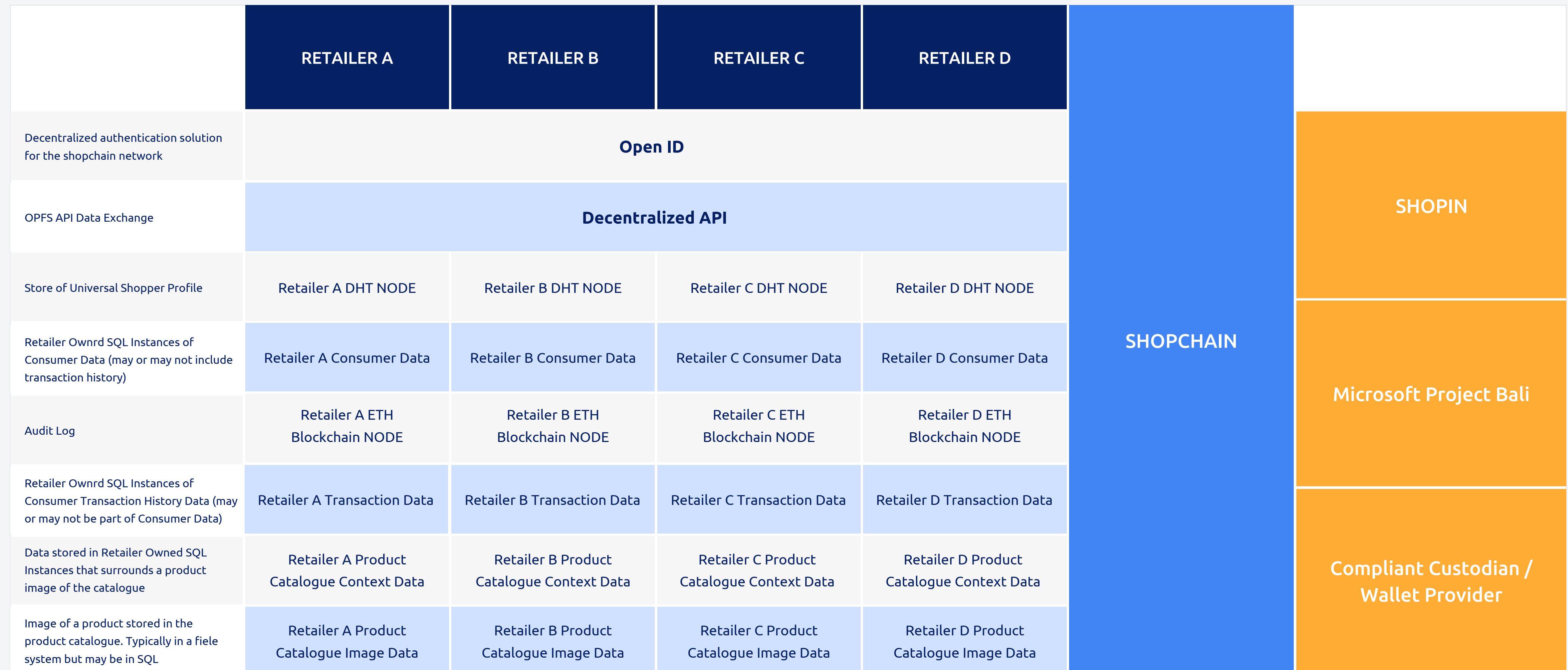


Retail Federation



Team

Architecture: Asynchronous DHT + Blockchain



Your future with



**QUESTIONS /
NEXT STEPS**

Eran Eyal
eran@shopin.com

