**Disclaimer:**

**This idea is a property of “zaXpire, Inc.” based in Portland, OR, which I founded in 2010.**

**The Mission Statement**

At zaXpire, Inc. we deliver cloud based highly personalized shopping experience to consumers along with intelligent analytics to address producer and retailer pain points.

**Market**

The grocery industry is a high volume/low margin market, made up of over 65,000 supermarkets and grocery stores with annual revenues of $938 billion.

**Retail Industry pain points today:**

* 40-60% of all purchases are “unplanned”,
* 40% of shoppers are “mission” or “planned” shoppers,
* 60% of all brand choices are made in the store.
* Huge gap between online and in-store shopping experience

**Future Trends and Outlook (Industry report – Deloitte):**

* Frugality and conscious consuming driven by high unemployment.
* Retail customer rewards programs are growing in popularity to reward loyal customers.
* In US, almost 40% of the food it produces gets discarded at various stages i.e. about 96 Billion Pounds of Food every year. Going "green" and “being sustainable” is no longer a fad in retailing. These initiatives are strongly supported by U.S. consumers and retailers.

**The Opportunity**

* [zaXpire.com](http://axpire.com)'s service removes the frustration from grocery management by providing an intelligent and innovative shopping list application.
* [zaXpire.com](http://Zaxpire.com)'s service model helps increase customer satisfaction by providing receipt management feature, product details like expiry date, nutritional information, allergens, carbon footprint, recall notifications.
* [zaXpire.com](http://Zaxpire.com)'s analytical platform helps to address “unplanned shopping” and “mission shoppers” problem while reducing inventory management concerns of a retailer.
* [zaXpire.com](http://Zaxpire.com) provides direct advertising and coupon distribution channel for the brands and retailers while increasing coupon redemption rate and repeat/new sales opportunities.
* [zaXpire.com](http://Zaxpire.com) provides a fully integrated platform solution with complete customer side integration of the smart-phone and point-of-sale system based on tablet technologies for the entire value chain.
* As of year 2012, Americans had a collective total of 2.65 billion loyalty program memberships which is the target market for [zaXpire.com](http://Zaxpire.com)'s service. We plan to aggressively build our client base through direct contacts. In two-years, the company expects to serve the entire Portland,OR metropolitan area (population estimate is around 2 million) generating revenue close to $500,000.

**Keys to Success**

[zaXpire.com](http://Zaxpire.com) has two obtainable keys to success.

* Development of a scalable, robust server and mobile software application which will be [zaXpire.com](http://axpire.com)'s engine that ensures seamless machine-to-machine interaction between customer and retailers. **Software prototype is ready for real time demonstration.**
* Successful pilot with a lead “brand” and small to medium size retailer. We already have service commitments from a new upcoming grocery chain in Portland,OR area.
* [zaXpire.com](http://Zaxpire.com)'s commitment to bring **simplicity and sustainability** to food is sure to appeal to customers across the cities.

**Perfectly Compatible with Future/Evolutionary Trends**

* Integration into the home appliances (“Smart Home Innovation”) especially refrigerators,
* Wireless+RFID Integration into home appliances,
* Prevalence of Printed Electronic Tags, and
* Increasing home deliverable grocery orders from handhelds
* **Upcoming future trends brings even more sophistication to our approach**

**Value to Intel Corporation**

* Build the server-side of our system using Intel Xeon servers
* Entry into Point-of-sale system using an IA based tablet solution
* Data analytics service with big data technology (Intel’s Hadoop distribution)
* Premier consumer application on IA based tablet/phones

**Intellectual Property - Patents Pending**

Key IP in the following area:

* Automated intelligent system with minimal human intervention for most effectiveness,
* Ultra-smart client-side grocery list and inventory management application,
* Forward predictive analytics engine serving producer, distributors and retailers, and
* Consumer annonification technology providing fine grained privacy policy compliance controls.