



Lean Canvas

Problem

- The highly inefficient checkout system in almost all the supermarkets and hypermarkets
- An entire task capable automation is wasting manpower
- Customer checkout experience is dull, delayed, frustrating and just doesn't represent the future

Solution

- Eliminating the billing counter + cashier system and creating an environment where a customer just walks in, takes whatever they want in the shop and leave after paying the bill on their smartphone
- Using existing surveillance systems and installing a few additional sensing mechanisms to shops that are capable of automating the checkout process when powered with adequate software
- This is achieved by Sensor fusion technology incorporated with AI/ML algorithms that can actively manage a virtual cart for every customer in the store

Key Metrics

- The drastic reduction of a continuous cost would attract businesses to be affiliated with Check It Out!
- The seamless experience would make it popular among the common people and stores equipped with auto checkout tech would be preferred

Unique Value Proposition

- Value is provided to both the customers in terms of their seamless experience and businesses in terms of their cost saving.
- customers save a lot of time that would have otherwise been spent on waiting in long lines and the clumsy checkout process.
- Businesses would no longer have to hire a large number of staff and pay salaries to the cashiers

Unfair Advantage

- There is little to no competition at all in India as the idea is raw and powerful.

Customer Segments

- In the initial stages, we target supermarkets and hypermarkets that have a large inbound of customers located in elite Malls, etc who strive to deliver a valuable experience to the customer
- In the later stages, the idea can be tweaked to be implemented in places like dark stores where delivery valets (of online ecommerce markets) can be assisted with instant directions to fetch their delivery item and keep a track of all the items in the store.

Channels

- Partner stores that mainly include supermarkets and hypermarkets in tier 1 cities

Cost structure

- Developing the technology - RnD work and optimising the solution to the Indian stores.
- acquiring relevant hardware and building the framework

Revenue Stream

- An attractive monthly subscription based pricing to the superstores to install, maintain and update the entire system.
- this monthly subscription would essentially cut down salaries paid to on ground staff hence making it an attractive proposition for the businesses.