**Value Proposition**

The need for a seamless checkout process and a system to facilitate the same comes from the idea that on an average, the current physical checkout system takes about 15 mins and the waiting time varies from 30-45 minutes based on the rush that day. Our seamless checkout system resolves this issue of waiting in long queues during checkout from malls, supermarkets and other stores.

A convenient and easy method to shop which encourages consumers to visit stores, increasing revenues for the stores

“Check it Out” provides value to both the consumers in terms of their experience and saves them a lot of time, and for the businesses (supermarkets and hypermarkets) in terms of reducing costs. Customers save a lot of time that would have otherwise been spent on waiting in long lines and the clumsy checkout process. This would have a wider impact. For example, if a mall has a theatre in it and is equipped by our checkout system, consumers would be more likely to go to that particular mall for the seamless experience offered and to save their time, this not only benefits stores in malls but also benefits the theatre, therefore increasing revenue for the theatre as well as for that mall.

Competition with online shopping stores

A person will want to go to supermarkets with his/her friends and families not only for the sole reason of shopping but to spend time and enjoy. People find the offline shopping experience more gratifying since the sense of touch and vision is used to immerse them and give a more wholesome experience rather than sitting at home and scrolling on the phone to buy things.

After the Covid pandemic and lockdown, people are seen coming out and spending time outside in most of the urban and rural centres which is clear proof that people want to go out and not just be confined in their home. Further e-commerce comprises of 8-9% of the retail market in India today which is still small.

So, offline shopping is not going anywhere. It will be there along with online shopping and hence our automated billing system will not be outdated in near-future.

Stores would no longer have to hire staff and pay salaries to the cashiers, billing staff and bagboys. Stores don't need software, machines for billing and inventory management

Expanding on the cost-saving, our product comes with a great opportunity to cut costs spent otherwise on staff salaries to the cashiers, billing staff, bagboys and replace it with a way more efficient and fool proof system for checkout and payment. This further saves the cost of billing machines and business management software clients/ payroll management clients. Note that the automation provided eliminates all the scope for marginal human errors which are ubiquitous otherwise.

This will provide a more personalized shopping experience to the consumers with product ‘FIND’ feature on the app. Insightful consumer analytics for increasing the revenue of the store.

By integration of Machine Learning and Artificial Intelligence we also provide customised recommendations that learns from a user’s previous buys and gives recommendations based on Insightful customer analytics. We aim to provide them with various other functionalities like a “Find“ feature in the application that can be used to easily locate any particular product which one wishes to buy. It can find and locate the nearest store where the product is sold and available. This provides the user with a personalized experience while surfing through the supermarket like never before.

For dark stores, the delivery times are decreased thus increasing revenue

In times of rise of e-commerce, the companies compete on the delivery times being offered. The faster the better. Consumers need the quickest possible delivery times when it comes to goods and commodities. We aim to extend our product to dark stores where we aim to provide a similar (if not identical) system to update inventory each time a delivery official checks out a product from a dark store. This eliminates the need for existing procedures and reduces the delivery times substantially.

**Key Activities and Resources**

CheckItOut aims to develop a seamless checkout system to resolve the issue of waiting in long queues during checkout from malls, supermarkets and other stores. We envisage the following activities:

* **The Checkout System**: A full-sized bay-cabin with sensor fusion technology is installed at the exit of stores. It is equipped with AI based object detection and identification, automated billing system to boost the speed of checkout process making it hassle-free.
* **CheckItOut App**: Customers can download our all-in-one mobile app to verify their purchase and make payments on-the-go. App provides customised recommendation that learns from customer’s previous buys and gives recommendation accordingly. “FIND” feature of the application can be used to find and locate the nearest store where the product that customer wishes to buy is being sold.
* **Analytics**: Consumer data analytics provided to the store management about the consumers’ buying preferences and patterns by our company for a fee and helps provide shops with insights about the products and items which they must buy and optimise their inventory according to customer needs to increase revenue and profits for their business. Since data analytics is emerging fast in India, we could pioneer the use of it in the high-end retail industry right on the edge, where the industry meets the consumers.
* **Card based Payment:** The system is integrated with card based payment methods and online payment methods to ensure a smooth, fast and contactless billing experience for the customer.
* **Maintenance:** Our entire business is based on the AI system integrated with the several cameras and sensors. The development, deployment and maintenance of this highly accurate AI model and the machine is one of the most important activities we do. The AI algorithm/model will be constantly upgraded and updated. It is the single most important asset for us as a company which enables us to make the fast and hassle-free billing possible. Manufacturing the physical machine and installing it on the shops is also done. Apart from this inventory management to eliminate the need for third party software being used, thus reducing expense and improving the overall service offered.