## Business Opportunity

We strive to deliver a fast automatic checkout system and inventory management system using AI and machine learning algorithms, including but not limited to computer vision, sensor fusion and deep learning, creating an extensive database with analytics and insights on consumer behavior, to high-end supermarkets and hypermarkets in Tier-1 cities, which can streamline the otherwise tedious and lengthy checkout system and make it more efficient, using payment methods with blockchain technology, effectively integrating the e-commerce and physical stores retail experience, thus reducing the cost incurred by the store in various channels and improving revenue through data insights.

## Customer Relations

High-end supermarkets and Hypermarkets in Tier-1 cities, with well-equipped physical stores and working websites, would be our main potential partners. We aim to use IIT Bombay’s extensive alumni network to get in contact with these stores and pitch our services to them. We also plan to approach the appropriate trade associations pertaining to our customer base and expect to create a good client base through word of mouth.   
We also plan to offer a monthly review-based system to our customers, aiming to customize and personalize our services according to their needs.

## Customer Segments

*Customer Profile*

We focus on capturing retail outlets that can adopt the automated checkout system. These include the supermarket and hypermarket chains in the tier 1 & tier 2 cities. We plan to start with Mumbai as our central location, preparing us for tier 1 cities encompassing Bangalore, Delhi, Chennai, Hyderabad, Pune and Kolkata, and later expanding to Tier 2 cities. Such High-Profile markets tend to focus on consumer comfort and consumer experience, and CheckItOut manages to solve the problem these stores face of checkout lines being insanely long and the cashiers being inefficient in clearing out the queues. Here, the goal is to reduce costs by saving the wages and salaries paid to the staff associated with checkout at the store. Moreover, the robust inventory management, accounting, and payments set the store apart from its competitors.

We toyed with the idea of having automating the various Dark Store set up all over India, but through customer discovery concluded that these stores are technologically very backwards and automating a system that is otherwise working well would not only require a lot of resources but would also produce poor margins and overall wouldn’t benefit us or our customers.

*Consumer Profile*

The end consumers of the service are the people who purchase at the stores mentioned in our customer profile and use the checkout systems. Their need is to reduce the time spent on checkout lines and save their time and energy. The seamless checkout process satisfies this segment extensively, resulting in a positive feedback loop that impacts the growth of the stores which employ our technology.