**Slide 1**

**Nov 1st, Project Team Presentations, 15% weightage in course grading**

•**Panel of 3 : Faculty Members & Mentors, 2 parallel panels - Panel / Channel B**

•**All team members need to be involved in the presentation flow - Important**

•**10-12 slides , 5 minutes to present, 3 minutes for questions - To Decide the order of presentation among the team members**

•**Evaluation split between - Done below**

•**Idea & Value Proposition**

•**Customer Discovery & Idea Validation - Done below**

•**Team-work & Roles – Tentative – listed below**

•**Financial Plan - Done below**

•**The following slides are indicative of what pitchdecks include, you can choose the slides that are relevant to your project and in the sequence you want**

**Slide 2**

**LOGO – Ms. Mugdha – Kindly attempt to create one**

**Tagline**

***No Qs ….. just Shop and walk*** – **Sounds good ?**

***Goodbye Qs …..* also sounds good**

**Slide 3**

**This is one of the most important slides**

If this is not clear, then the rest does not matter as much

Convince the audience why this problem needs to be solved and why now

The problem slide should be able to answer the following questions and more

-Is there a real problem that someone wants to solve or cares for? **– Yes… EVERY shopper would be delighted if (s)he can shop and walk away…. Without having to stand in a Q for billing.... This would be delightful experience**

Willing to pay for? **– The shop owner would be MOST willing to pay, if he can delight the customer, which initially would be seen as an USP but would later be normal… similar to the digital wallets (DW) now… No more the DWs have to be marketed as a concept**

**The customer would be willing to subscribe to the services of the platform … which will provide a ready shopping template (of regular procurements, including advance intimation to the shop for picking up the items before (s)He visits the store and can maximise value at the optimal price…. All through AI & ML ….**

Occurs frequently? **– Yes, the CheckItOut solution would have wide applicability**

Creates a significant impact if unresolved? **– Explained above**

Use images and pictures - **- Ms. Mugdha with the help of members of the team can create a story board (as explained in the class of Prof Dabolkar (?)**

**Slide 4**

**Tell us what is your solution**

What innovation are you bringing to the table?

**- A brand new platform supported by UV recognition based technology (attempted development) of coding and decoding items in a billing bay (cabin) before EXIT in the store …. Also, with service to customers based on BIG data analysis through AI & ML .…**

Use graphics / images to show your core features and how they solve the problem

**- Kindly provide the Story board, if possible**

Show the product as conceptualized or built

**- A cabin before the EXIT and a wall-mounted console and exit**

Tell us what is unique about your solution and why no one else would be able to do it

**- The coding / de-coding and the linked platform is being attempted to be patented …. Replicating can be deferred – scope to significantly monetise in the meanwhile**

**Slide 5**

**What would be the benefits to the customer**

Can you tell us quantified value / benefits that the customer would get from this solution? List them out and highlight the most important ones –the core benefits **– Team – kindly do these**

Go down further from Benefits and list a set of product service features

**Slide 6**

**Market Size - – Team – kindly take care of this**

**Slide 7**

**Customer Discovery - – Team – kindly take care of this**

**I have spoken to some large chains (including the largest retail chain) and they will welcome any meaningful technology (including initial funding and support in the technology creation)**

**Slide 8**

**Target Customers and Go To Market – Team – kindly take care of this**

**Slide 9**

**COMPETITION**

**Who are you competing with**

**– Amazon go & the technology at Carrefour, Dubai**

How do you compare against the competition?

What is different and a unique advantage that you have?

**– Team – kindly take care of this**

**Slide 10**

**TEAM – in the following order (not alphabetical)**

**Rangarajan R. Iyengar – C.E.O. [PhD – SJM School of Management (IIT-B), Autumn 2021 batch] – sending photo over whatsapp**

**The following positions could be allocated amongst all of you**

**Chief Technology Officer**

**Chief Operating Officer**

**Chief Information Officer**

**Chief Creative (Marketing & Business development) Officer**

**Chief Financial Officer (including Compliances)**

**Chief People Officer**

**Slide 11**

**Project Plan GANTT chart**

**Month-wise (starting from January 2022) for 12 months …. Stabilising at one store**

**– next 4 months … 2 more stores in the same city**

**– next 4 months – 4 more stores across 2 cities**

**Year 2 – Stores at 6 urban cities**

**Year 3 – Stores at all major urban cities & 2 International cities**

**Year 4 – Stores at semi-urban cities & 4 more international cities**

**Year 5 – More international cities**

**Slides 12 & 13 – REVENUE & FINANCIAL PROJECTIONS – i SHALL SEND IN EXCEL FORMAT SOON….**

**Rangarajan Iyengar.**

**November 1, 2021**