## Immediate issue addressed by the project

The meeting point between the interests of the producer and retailer is to maximize the revenue per square meter of retail space. Both parties suffer from high levels of out-of-stock and catastrophic levels of out-of-shelf inventory. Benefits from automated systems, such as JDA, attempting to forecast the most efficient shelf layout, are offset by the low discipline of the employees manning the stores and lack of adequate control instruments. At the same time, producers want to switch from paying for resources to paying for results.

Metrics

The project has raised the interest of such giants as Unilever, Campari, Pepsico, Mars, X5.

Project/Product
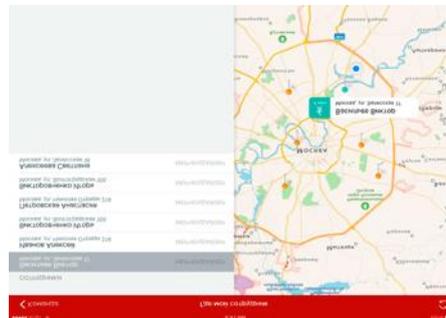
RDA is a robust mobile platform based on e.Queo architecture, which helps address issues related to training specialists working with the shelves, motivating them, verifying the results and providing instant rewards for the results achieved. Thanks to native architecture and support of literally all devices (including obsolete ones), the platform allows covering the entire range of specialists working with the shelves and becoming both a motivation tool for retailers and a management tool for outsourced staff. Results are verified using image recognition technology and tied to a specific spot using geolocation.

Business model

The platform can be monetized by licensing individual workplaces (merchandizers) and a transaction-based model (motivation for retailers). Major merchandizing providers, such as Open, ITM, Leader Team, NMT, can become platform vendors. It is also possible for the platform to be operated by retail chains. Producers are interested in using the platform to remove dependency on specific suppliers and switch to results-based payment, rather than paying for the process.

Market

The merchandizing outsourcing market was worth about 30 billion rubles in 2017. No more than 5% of all retail outlets are covered. Project development will both create a new market due to a 5-6-fold decrease in costs for the same results, and redistribute the market towards RDA.

The project seeks to raise €250,000 in exchange for 20% business share, which will be singled out into a dedicated LLC, with 20% going to the investor, 10% to the platform developer (E.Queo LLC), 20% to product owner (Actum), 10% reserved as share options for the team, and 40% for the second round of investment, intended to scale the business outside of Russia.

ACTUM