

Immediate issue addressed by the project

Selling many products requires professional consultations. Using human staff is expensive, subject to human error and opinion, and hard to calculate the efficiency. The modern technologies allow combining high-quality consultations with obtaining feedback and creating high conversion into sales with visible results.

Metrics

The product has raised the interest of such companies as BAT, Svyaznoy.

Project/Product

SDA is a robust mobile platform based on e.Queo architecture, which helps create interactive content working in different environments – primarily in the native mobile environment, receive feedback from the user, evaluate the user's attitude towards the product, create motivation for the purchase, implement special offers for specific retailers and send a QR code to users' mobile phones to use the offers.

Interactive consultants can be built into a website or into tablets installed at the shelves in retail stores.

The system can be integrated with retailers' SCADA solutions, to implement various motivation program scenarios for retail.

The vendor can see the dynamics of contacts and conversions into sales online.

Business model

Licensing offline devices and content integrated in the websites; content production.

Market

The consultancy outsourcing market is estimated about 5 billion rubles in 2017. Less than 1% of all retail outlets are covered. The project revives the idea of promotion through knowledge, which was worth over \$1 billion ten years ago, changing the paradigm of discount-driven sales and helping increase the manufacturers' and retailers' margins.

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.