

Immediate issue addressed by the project

Indoor advertising media and activity opportunities presented by retail are not sufficiently engaged in brand development strategies, due to archaic sales methods, lack of objective data on the audience and inability to calculate key performance indicators. At the same time, the marketing and promotion opportunities, including digital ones, have been exhausted for most brands.

Metrics

Most retail chains are trying to develop one system or another to sell off the inventory.

Project/Product

A SaaS platform enabling retailers to sell their capacity in the following areas: Merchandizing, POSM placement, Promo location booking, Advertising placement within POS, Video and audio inventory-taking.

User's story – a vendor delivering products to a retail store/chain:

Retail inventory sales: a website or a dedicated Intranet front-end allows going down the “needs funnel”: country; territory; retail outlet types; zoning categories within a retail outlet; inventory – with the aim of seeing all the capabilities that can be purchased on a calendar basis.

Package sales: a website or a dedicated Intranet front-end that allows booking a package of services.

Solution sales: a website or a dedicated Intranet front-end that allows preparing a funnel and focusing on the solutions to specific tasks to be addressed. Based on data accumulated earlier and algorithms using neural networks, the system will produce packaged offers.

User's story – a retailer: Regardless of the type (independent / chain store), each retail outlet has a Personal Cabinet where it can add its capabilities and costs. The Cabinet is integrated with the calendar and “to-do” system, which forms tasks after booking and payment by the Supplier. The mobile part of the system implements the reporting functions: photos “before” and “after”. It is integrated with automatic optical recognition system. Merchandising and POSM functions are integrated with “to do it” system, which finds deviations between actual data and the standard and displays a precise list of actions to follow.

User's story – partners: Many integrations require engaging partners (merchandising agencies, indoor placement companies). The system prepares task slots for them (storage, logistics, placement, service), which can be selected by any contractor registered in the platform by Dutch auction).

Technological capabilities: Up to 20 million user accounts supported. Cluster architecture. Integration with closed internal systems possible. Monetization: corporate subscription model. Target markets: China, India, Indonesia, Thailand, Turkey, Russia, Poland, Latin America.

Business Model

Platform monetization comes from the fees for adding each advertising media to the system (e.g., \$1 a year).

Market

No accurate information is available on the sales of indoor advertising opportunities in retail chains. However, this is the last window of opportunity for the producers to interact with the customers, and the market is expected to grow at astronomic rates, if an instrument is made available to implement this opportunity.

The project seeks to raise €2 million 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.