



We democratize predictive shopper insights

Ghent, Belgium | Novi Sad, Serbia

Market problem: In-store marketing mistakes cost \$millions

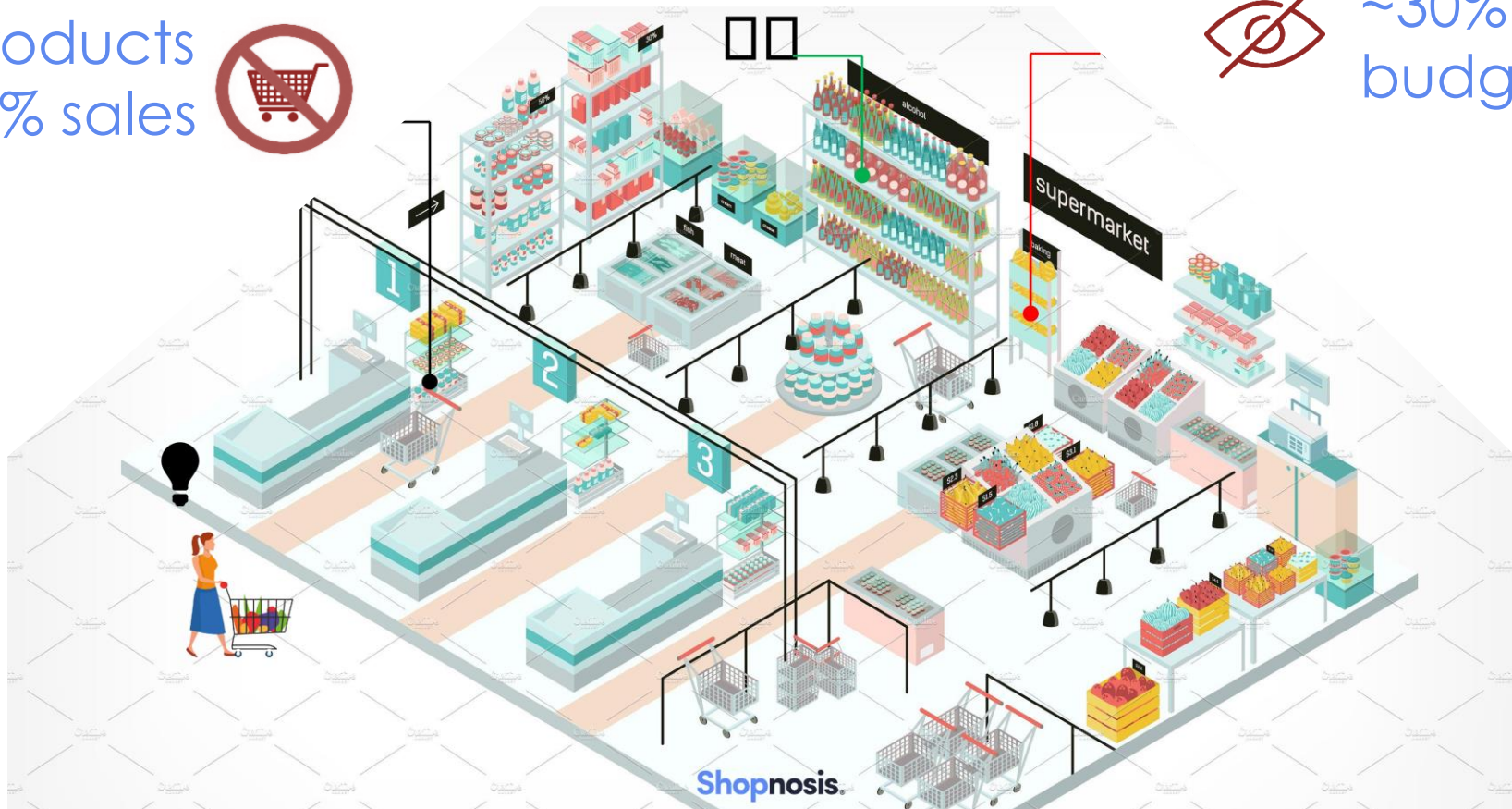
>80% of new products fail

FAIL

~80% of products
less than 2% sales



~30% marketing
budget waste



Brands & retailers need timely & predictive shopper insights

Some of the questions they need to answer

How many shoppers and where see our [in-store advertising](#) and does it change purchase behavior?

What are the most [effective marketing locations](#) in store?

Where do shoppers [see/ interact with/ buy](#) our products?

[Why didn't shoppers buy](#) our products?

How does a [store/ category/ shelf layout](#) impact conversion to purchase?

What's the [best location](#) for our products?

How does [shopping behavior](#) change by mission/occasion?

How does [shopper behavior](#) differ by store type?

Which [in-store marketing variation](#) increases our sales the most?

Which [package design variation](#) improves visibility/ brand communication/ sales of our products?

What is the [optimal pricing](#) for our products?

Our solution: high-tech based predictive shopper insights

We make predictive shopper insights accessible to all consumer companies & retailers

Tests in virtual reality (digital twin) stores

to test marketing initiatives before costly implementations in physical stores

Shopnosis VR



Unique SaaS platform for frequent and quick tests accessible to all.

Automated in-store observations

to get detailed understanding of shopper behavior at all locations in physical stores



Shopnosis Store Impact



Computer vision/AI technology to extract shopper behavior metrics from videos recorded by camera glasses.

Our solution: demo



<https://app.shopnosis.io/shopper/603a8e8df82b7d00271bb62b>

<https://shopnosis.wistia.com/medias/0ygyt0u8mg>



<https://shopnosis.wistia.com/medias/bfaay5b8f7>

Competitive edge vs. other tech solutions

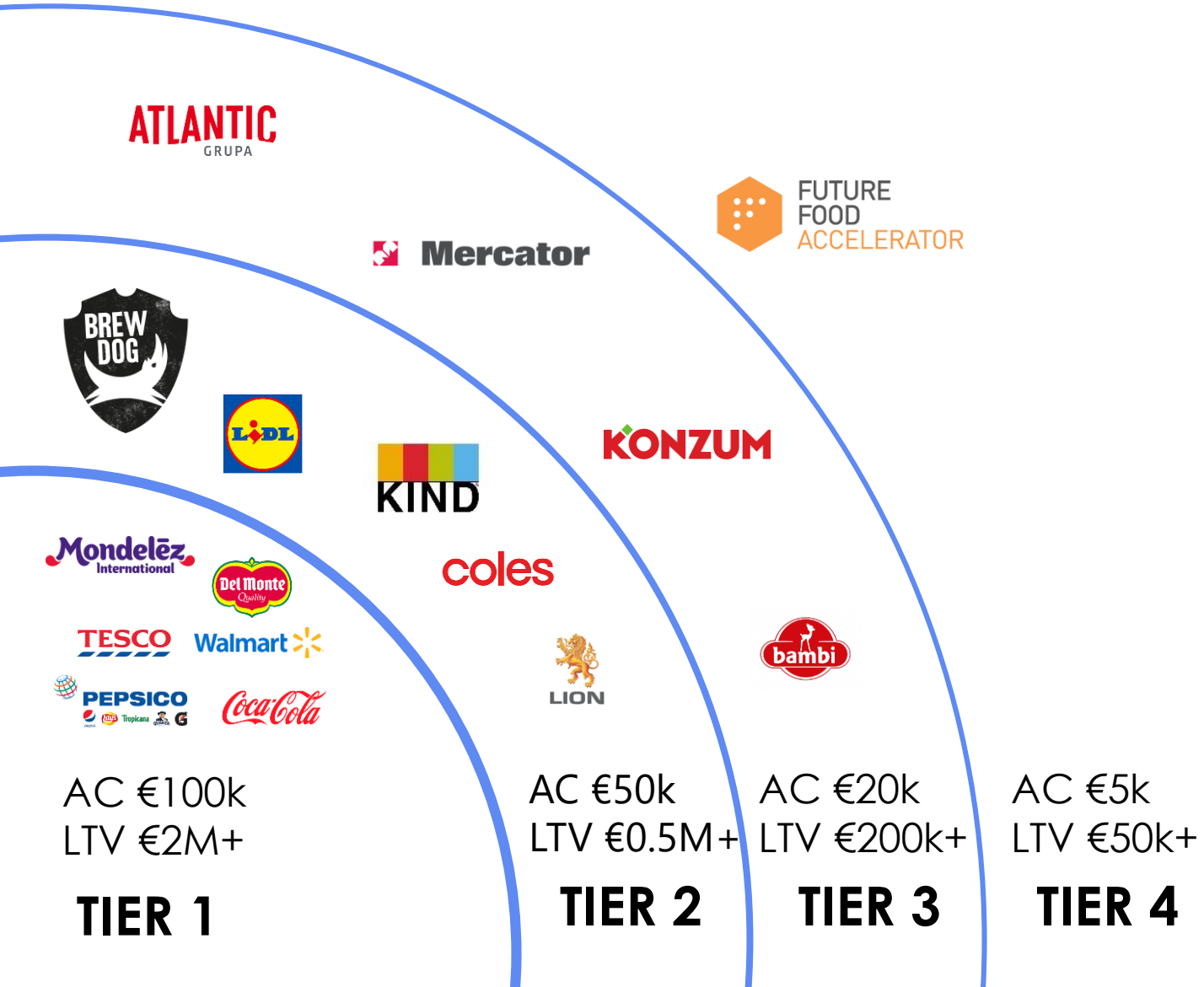
	Video Mining  In-store sensors	Nailbiter  NAILBITER Mobile videometrics	InContext Solutions  InContext 3D VR simulations	Virtual Store Trials  VST 2D simulations	Shopnosis  Shopnosis®
Starts at (€)	100k	30k	40k	20k	10k
Turnaround Time	Weeks	Month	Month(s)	1-2 weeks	1-2 weeks
Geographical coverage	Low	High	Moderate	High	High
Level of analysis	Total store	Aisle only	Aisle only	Single shelf	Total store
A/B testing	✗	✗	✓	✓	✓
DIY SAAS	✗	✗	✓	✗	✓

Our solution enables frequent use

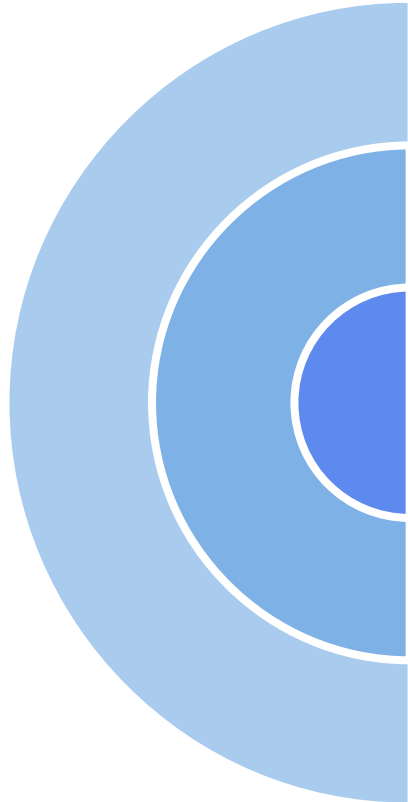
2-5x lower cost

speed of business

Target clients: Brands and retailers



Market size: grocery/supermarkets

**TAM**

Total Addressable Market

€450M**4.131**
USA
100+ FTE**20% x 200k**
Budget**165M US TAM**
~40% of global**SAM**

Service Addressable Market

€315M**Geo coverage**

~70% of total

SOM

Service Obtainable Market

~€100M

Clients

Projects/client

Sales channels

1

**Distributors
Referrals**



English speaking countries

2

**Directly
Local offices**



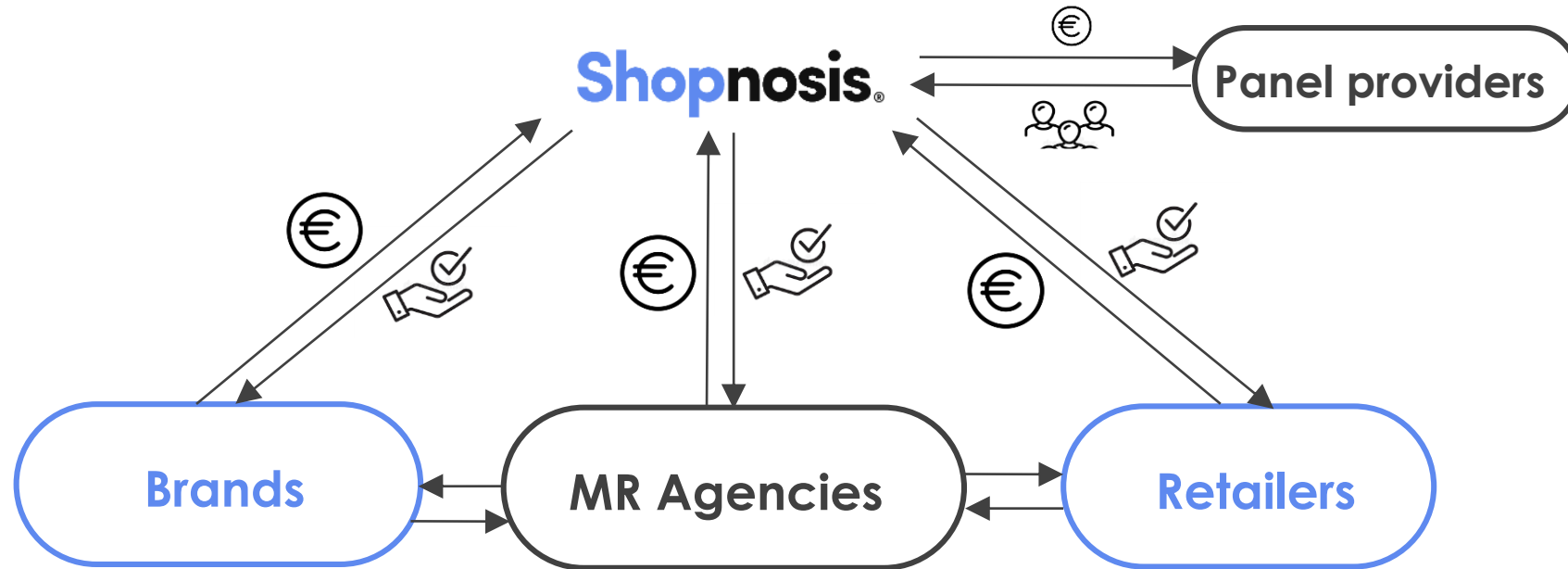
Exposure via projects for brands

3

**Partnership
with retailers**



Business model



€ Annual subscription from €30k
Market Analytics + Testing packages
Ad-hoc projects from €10k-20k avg.

Hand icon Data collection
Analysis
Insights

Market Analytics packages

Fuels our AI prediction to test shopper marketing creatives

	Baseline measurement	Store refitting 1	Store refitting 2	Enterprise
Description	Measure conversion across different departments, store formats and categories; measure effectiveness of in-store media	Optimize new macro and micro layouts and new signage. Add on to "Baseline measurement"	Optimize new macro and micro layouts and new signage. Add on to "Baseline measurement"	Continuous tracking, link with loyalty card data, across multiple stores and countries
Annual subscription excl. fieldwork costs	€50.000	€75.000	€130.000	On request
Number of stores	10	5 new stores	10 new stores	30+

Testing packages

	Starter	Silver	Gold	Enterprise
	A couple of quick tests	Ideal for innovation testing	Ideal for shopper marketing optimization	Ensure maximum ROI for any in-store initiative
Description	Couple of quick tests	For mid-sized companies	For leading national brands	For leading multinational brands
Annual subscription	€30.000	€50.000	€100.000	On request
Credits	20	40	100	500+

What to test?	No of credits
Shopper marketing creatives*	1
Merchandising concepts	10
Package design	4
New product pipeline	8
New product placement	10
Category layout	10
Optimize assortment	10

*AI prediction from our market analytics

Traction



AUS/NZ 2018- UK 2019- Recurring



Clients love our data



VP marketing:

“We had the best meeting with Walmart ever”

Credible external proof for retail partners

Internal alignment and fast decisions across teams

Fresh cut fruit

\$300 mil category at Walmart

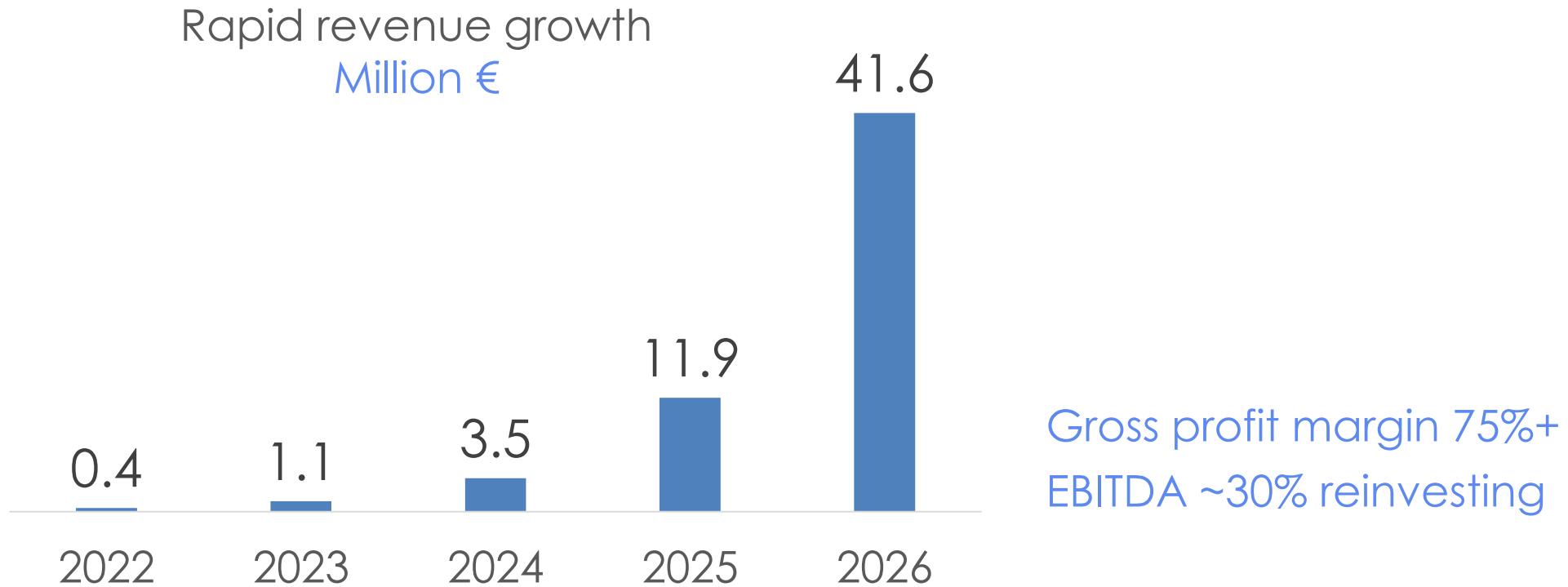


Using our data Del Monte introduced 5 new products
Grows category +6% (+\$18 mil)



Traction with world leading brands will lead to rapid growth

Current users 30+ global brands: potential per brand €1M+



We enable data-powered future commerce

- **2022: Descriptive**
market data
- **2023: Prescriptive**
market data
- **2025: Metaverse**
Shopping
Advertising
Communities
API for retailers



Team and organization

Founders met in 2012: already built one company together in the same industry



Uros Berisavljevic, CEO

MSc Economics & Marketing

15 years in market/shopper research

Ex: GfK, Ipsos, EyeSee Research



Dr. Vedran Jelaca, CTO

PhD computer vision/machine learning

10 years building MarTech solutions

Ex: Protech, Ghent University, EyeSee Research

Business Development

2 FL

Operations & Analytics

1FTE, 5FL

R&D/ Product

5 FL

Finance & General

Advisors – industry experts and influencers: USA, UK, AUS

Funding ask

Current investment ask €300k + Grant **kat_pult** €300k (signed)

€3M post-money valuation

Sales & Marketing €350k

Product €150k

Operations €100k

Future roadmap

2022-

2023

2024

2025

2026

1

Geographic expansion

USA/CAN/UK + EU



Central/South America/Asia Pacific



2

Other verticals



Billion\$ opportunity: Metaverse commerce

Shopnosis®

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