



NRFtech

CONNECTING RETAIL'S
INNOVATIVE LEADERS **2016**



Brian Sathianathan
Co-Founder and
Chief Digital Officer
iterate.ai



Jon Nordmark
Co-Founder
and CEO
iterate.ai



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CONNECTING RETAIL'S INNOVATIVE LEADERS 2016

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541 Startup members; 135,305 indexed

[Feedback](#)



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[#nrftech15](https://twitter.com/nrftech15)



300 Web Services feed an Amazon Product Page?

Any page may have 300 custom services, bundled together, to optimize the shopping experience. Each of those services is designed to operate independently. But, combined, these "point-solution bundles" create 1+1=3 outcomes.



O'Reilly Webcast: The Connected Company

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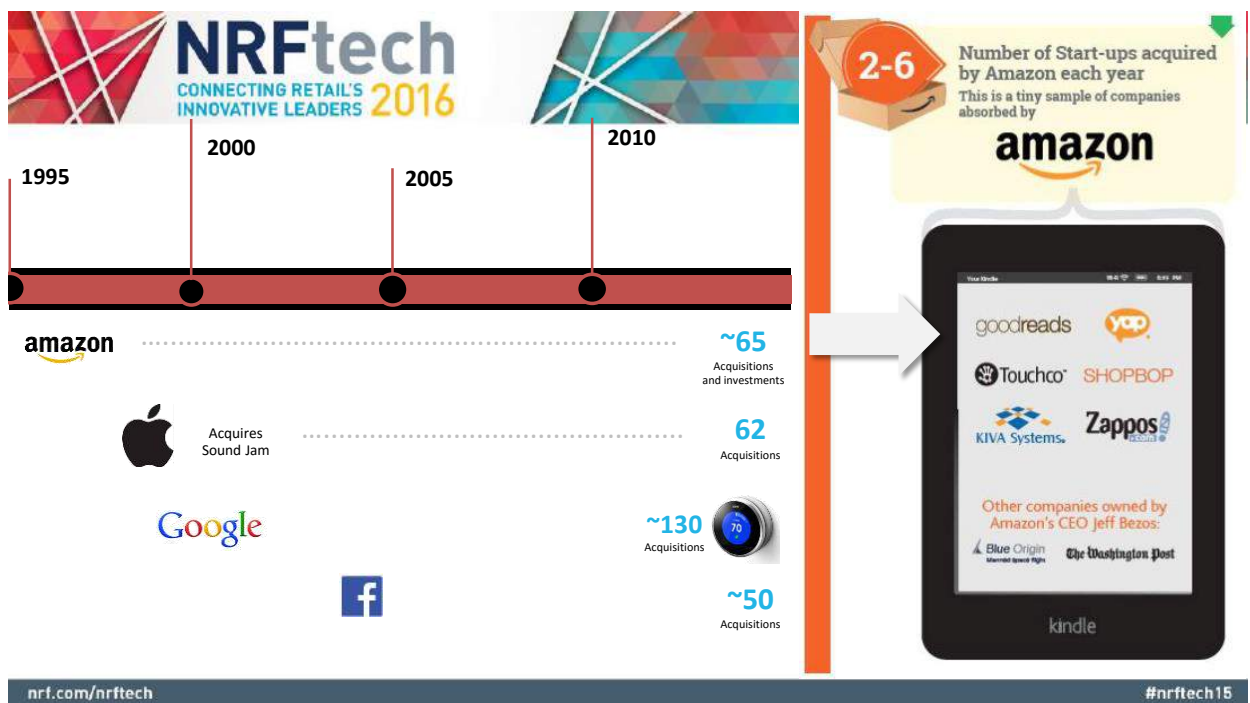
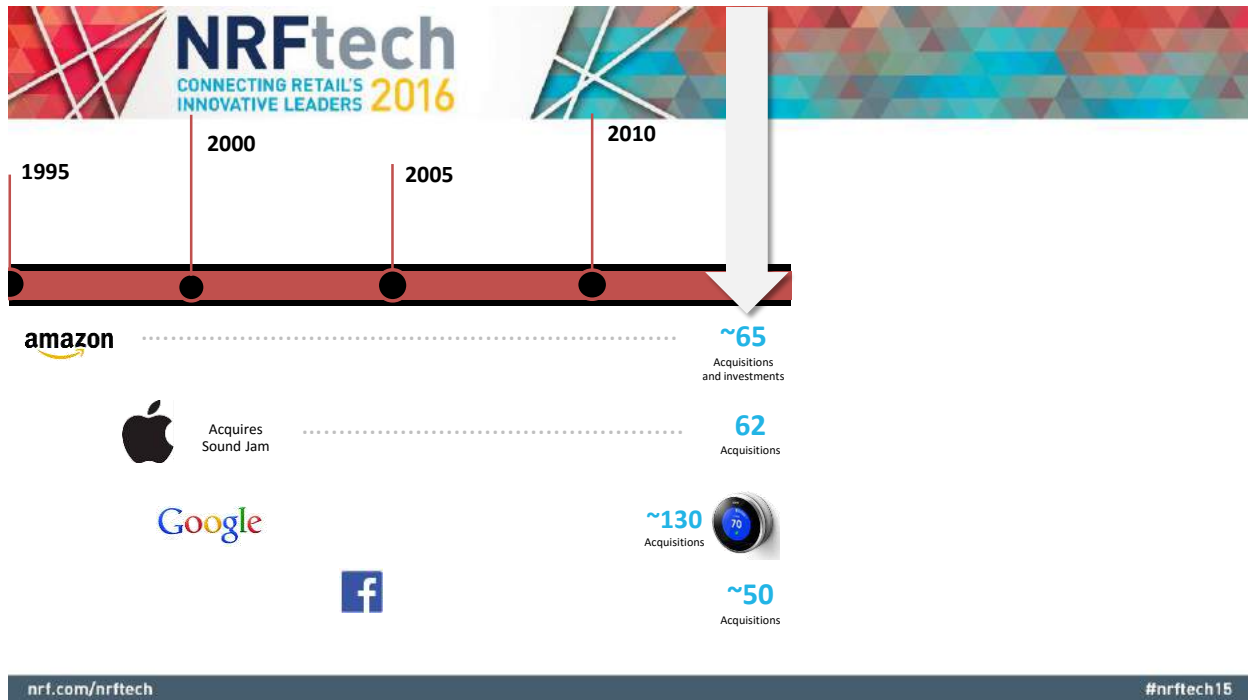
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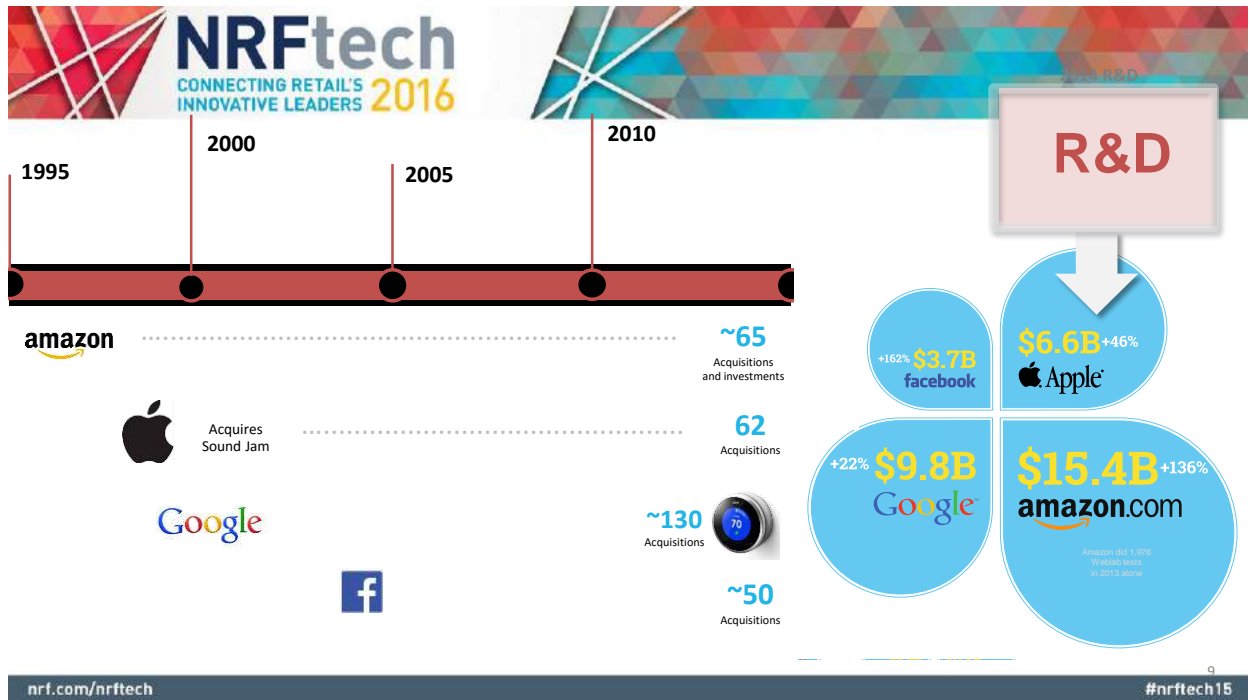


Amazon to build "birdhouses" for Drones

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Technologies

- 3D Printing
- Analytics
- Aerial
- Artificial Intelligence
- Augmented Reality
- Bioscience
- Blockchain
- Cloud
- Dark Web
- Deep Learning
- Drones
- Image Recognition
- Internet of Things (IoT)
- Mapping and Wayfinding
- Materials Sciences
- Mobile
- Robotics
- Security
- Sensors and Proximity
- Virtual Reality
- Voice Technologies

Project Cards:

- Enviroapps:** We are an e-commerce website built using wordpress.
- Time Tracking and Invoicing Software**
- Website Speed Optimization**

Members:

- John Thanasis:** Group Manager at Bion Systems

Proposed Challenges:

- Website Speed Optimization:** Posted by Prathit, 3 hrs. BA at Digicorp.



2lemetry is now part of Amazon. Click [here](#) to learn more about AWS IoT, the IoT Platform from Amazon AWS.

2LEMETRY HAS BEEN ACQUIRED BY AMAZON



Learn More

2lemetry is now part of Amazon Web Services (AWS). For more information on AWS and the company's Internet of Things platform, AWS IoT, you can visit www.aws.amazon.com/iot

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We are excited by the opportunity to meet with you! It is important to us that you have a positive experience during your interview process and hope that the following will help focus your preparations.

During interviews, you will be expected to:

- Have a general understanding of the daily deals marketplace
- Provide deep examples in response to behavioral interview questions
- Demonstrate why a start-up environment is right for you
- Have thoughtful questions for the interview team

Amazon pitches themselves as an \$80 billion start-up

Please find opportunities to read further about Amazon, Amazon Local and our interviewing techniques below. We hope that they spark your interest and help you prepare even more!

[Amazon Leadership Principles](#)

[Amazon as a Leading competitor](#)

[Four Pillars of Amazon](#)

[Seattle is the New Silicon Valley](#)

[Amazon – Top Tech Company](#)

[Inside Amazon Offices](#)

This links to a blog post that talks about and links to Iterate Studio

Amazon describes itself to interview Candidates as a tech company, not a retailer

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Retail \neq R&D

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Retail \neq Startup

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Retailer = Relevance

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Fashion = Relevance

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Digital = Relevance

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ONE STOP INNOVATION SHOP

Feedback



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136,000
Startups

What We Do

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\$100
Billion

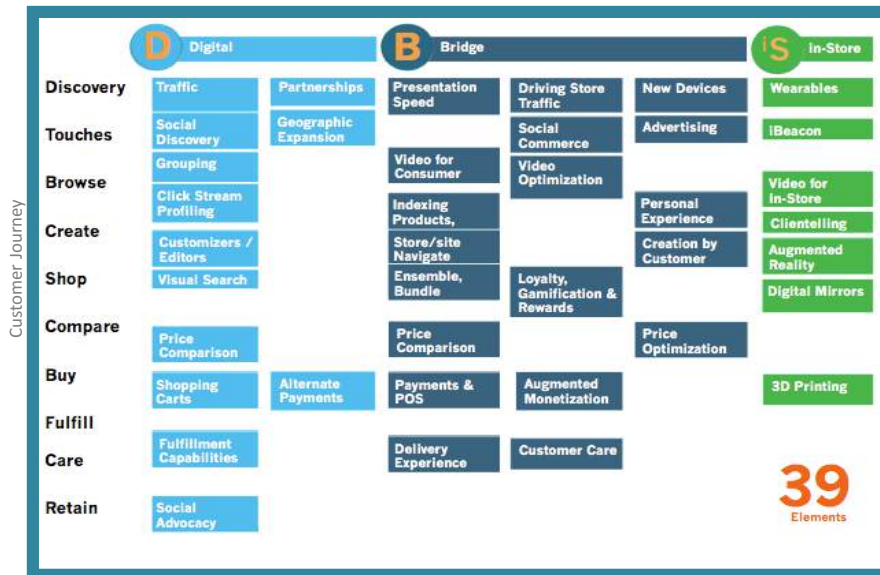
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iterate.ai BETA

MY TRIALS | CREATE A COLLECTION | CONTENT | POST A CHALLENGE

Smart Home Security Eneco (123)

Created by **Brian Sathianathan**
Co-Founder/Chief Digital Officer at Iterate Studio Inc.

Startup Name	Added By	Profile fit	Explanation
Eneco from Iterate	2016 at 04:42 AM	4	Good fit - Total security system
Eneco from Capgemini Consulting	2016 at 08:23 AM	4	Good fit - smartlock
Eneco from Peq	March 29, 2016 at 05:34 AM	4	Good fit with activity monitoring

manufacturing and...

Collections
Grading
Sorting

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INNOVATIVE LEADERS

eBags
Your Journey Starts Here

110% PRICE GUARANTEE | FREE SHIPPING OVER \$49 | 3% BACK IN REWARDS

Search

Brands New Arrivals Steals of the Day Sale

LUGGAGE TRAVEL ACCESSORIES BACKPACKS TECH HANDBAGS CLOTHING SPORTS & OUTDOOR **eBags BRAND**

eBags REWARDS EVENT | EARN 20% BACK IN REWARDS ON SELECT BRANDS* | SHOP NOW

NARROW BY: Popular Performances: Sale (14) Recent Markdowns (1) Best of the Best (2) New Arrivals (1) Category: Most Popular Categories: Backpacks (8) Business & Laptop Cases (6) Carry-On Luggage (16) Coolers & Insulated Bags (8) Laptop Bags (8) Luggage (14) Lunch Bags (6) Packing Aids (19) Backpacks (14) Gender: Men's (42) Women's (67) Features: Carry-On (16) Checked (6) Clothing Compartment (1) eBags Exclusive (1)

The eBags Brand
75 Items

Sort By Featured

3 Colors 4 Colors 5 Colors

1917 Ratings 4.5 stars eBags TUS Professional Slim Laptop Backpack \$109.00 \$199.00

1917 Ratings 4.5 stars eBags Unweight Packing Cubes - Super Packer Set \$73.00 \$99.00

5149 Ratings 4.5 stars eBags TUS Mother Lode Weekender Convertible \$255.00 \$399.00

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Gift Guide
2015

HOLIDAY DEALS 47% OFF

eBags OBSESSION
Love it or Leave it with a Charge. We'll find your perfect handbag.

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Search

Brands New Arrivals Steals of the Day Sale

LUGGAGE TRAVEL ACCESSORIES BACKPACKS TECH HANDBAGS CLOTHING SPORTS & OUTDOOR **eBags BRAND**

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2015

HOLIDAY DEALS 47% OFF

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Remove malware ... grow 10%

35% YoY growth

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Building two products

35% YoY growth

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Legal Bypass Free Trials

eBags
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Search

LUGGAGE | TRAVEL ACCESSORIES | BACKPACKS | TECH | HANDBAGS | CLOTHING | SPORTS & OUTDOOR | **eBags BRAND**

eBags REWARDS | EARN 20% BACK IN REWARDS ON SELECT BRANDS* | SHOP NOW

NARROW BY:

Popular Performances:

- Sale (154)
- Recent Markdowns (13)
- Best of the Best (57)
- New Arrivals (12)

75 Items

Features:

- Match (202)
- Women's (67)
- Carry On (13)
- Checked (6)
- Clothing Comp (1)
- eBags Exclusive

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TOUR OF THE POSSIBLE
The Consumer Journey
WHEN DIGITAL DISRUPTION IS THE NORM
August 2016
iterate NRF



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231 Enterprise members

541 Startup members; 135,305 indexed


Feedback

Legend

- Success Signals:** Often, Enterprises want to see proven ROI metrics when evaluating a particular solution. Entrepreneurs publish Success Signals on Iterate.ai to demonstrate the value they can bring to an Enterprise.
- Tags:** Words or phrases used by Entrepreneurs to describe their solutions (e.g. IoT, Deep Learning, RFID).
- Customers:** The number of customers using the Entrepreneur's product.
- Collections:** Iterate or Executives can group Startups into a Collection. Collections can be shared with an individual member, teammates, or publicly via Iterate.ai platform. Top Performing Opportunities for Holiday, Deep Learning based Search and RFID Top 10 List are examples of Collections published on Iterate.ai.
- Solutions:** Entrepreneurs strive to solve a particular need. Their products can often solve multiple challenges. One Startup can publish multiple Solutions via Iterate.ai to demonstrate the opportunity opportunities for an Enterprise.

Additional information pertaining to each Startup (presentations, videos, case studies, competitive analysis, etc.) can be found on Iterate.ai.



FINDMINE
http://www.findmine.ai

Internet

ADD TO COLLECTION

STARTUPS SOLUTIONS COLLECTIONS

About FINDMINE

FINDMINE is a cloud-based platform for omnichannel retailers that dynamically "compares the increase average order values and provide guidance to shoppers. Unlike current... more

FINDMINE has 2 Success Signals [view more](#)

1

FINDMINE

Increased Conversion Rate By

105.00% *

Verified by John Varvatos Inc.

271,000 employees

Posted by Michelle on 07 July 2016 at 02:08 pm

Founder & CEO of FINDMINE

[view Embed](#)

2

FINDMINE

Increased Average Order Value By

84.50% *

Verified by John Varvatos Inc.

271,000 employees

Posted by Michelle on 07 July 2016 at 02:03 pm

Founder & CEO of FINDMINE

[view Embed](#)

2 FINDMINE describes itself with 7 words or tags

Artificial Intelligence Personalization Big Data Retail Technology E-commerce Enterprise Software

3 FINDMINE has 2 visible Clients

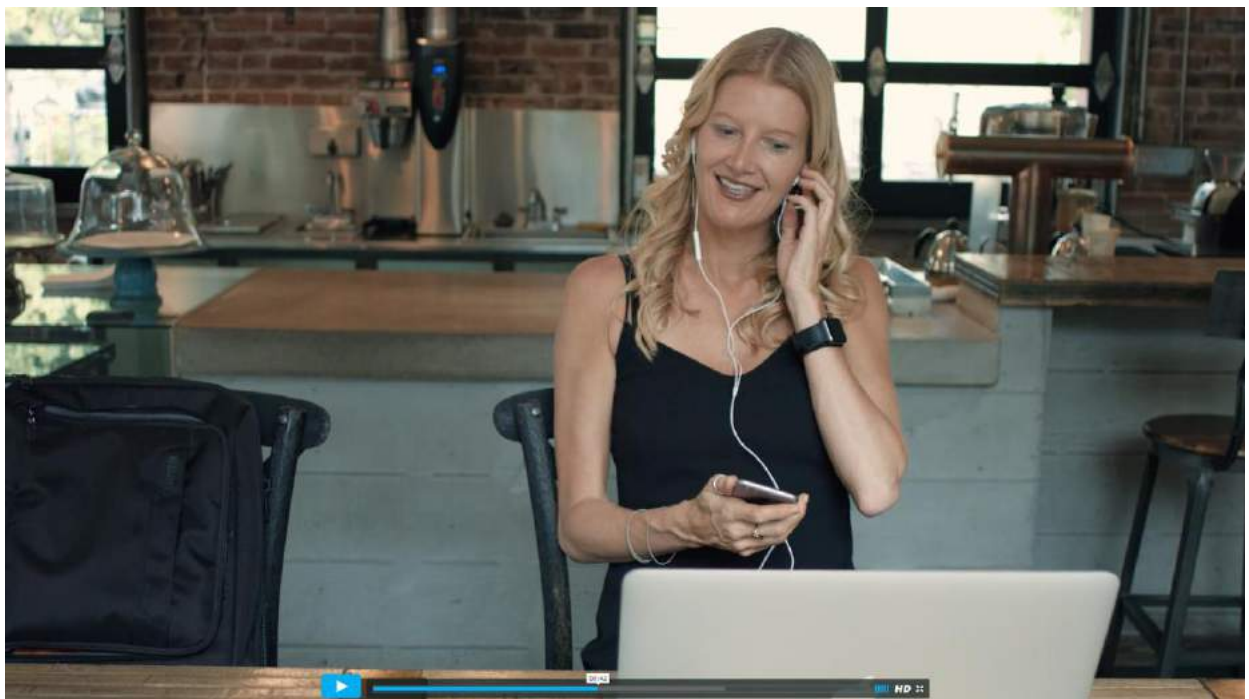
John Varvatos H&M Buckle

4 FINDMINE has been added to the following 13 collections

Personalization For Apps (and... Karen Millen Initial Set (P)... ITERATE: Startups Under Consi...
ITERATE: Shownew Startup Demandware Cartridge Pipeline [view more](#)

5 Solutions offered by FINDMINE

541 Startup members; 135,305 indexed
Feedback





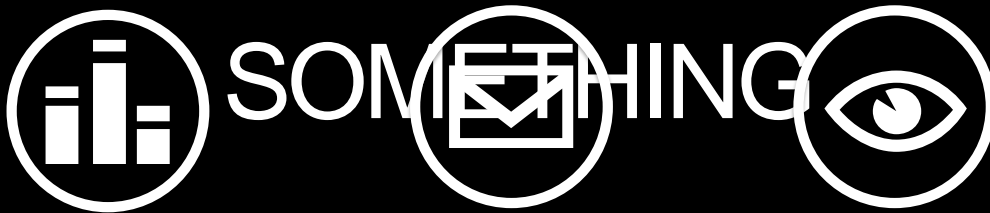
STATIC PDF



SMART E-RECEIPT



WE'RE ONTO



ADOPTION
RATE

25-30%

OPEN RATES
AS HIGH AS

85-90%

EACH RECEIPT
OPENED

2-3x

OAKLEY

MEN WOMEN CUSTOM

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How was your experience?

😊 ☹️

OAKLEY ORLANDO
14 E WASHINGTON STREET
ORLANDO, FL 32801
407-555-1212

08/02/2016 12:34 PM
Trans #: 1353
Store #: 001
Register #: 00001
Associate: SYSADMIN

AIRBRAKE PRIZM GOGGLE \$220.00
1 × \$220.00

[REGISTER](#)

f t p

EFFICIENCY SHORT SLEEVE SHIRT \$49.50
1 × \$49.50

★ ★ ★ ★ ★
RATE
PRODUCT

f t p

RE-ORDER
REGISTER
SOCIAL
SURVEY

BYTE B+B BITS

123 Main Street #102
Anytown, USA 12345
(555) 555-5555

Store #: B-174
Register #: 001
Associate: Jane 000231
Transaction #: 150

Date: Oct 8, 2013 5:18:35 PM

Item	SKU	Qty	Total
8" 64 GB Tablet	28160	1	\$349.99
8" Tablet Case, Red	26224	1	\$27.99
Sub Total:			\$377.98
Taxes:			
Sales Tax 7%:			\$26.46
Total:			\$404.44
Payment Information			
Credit: Visa 4879, Auth XXXXXXXX1234			\$404.44
Total Paid:			\$404.44
Change Due:			\$0.00

Stay Connected

t y f i

Barcode: [Barcode]

HOW TO
shoot better video
from your tablet

tablet accessory
SALE

VIDEO
PROMOS
OFFERS

CORPORATE



MANAGER



CLERK





THANK

YOU!

Tomas.Diaz@flexReceipts.com

www.flexReceipts.com



QM Scientific

Bringing AI to Retail



SCIENTIFIC

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What We Do

- AI software service specific to Retail
- Focus on In-Store and IoT
- Engage consumers, increase basket size

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What can we do for Taylor?

- **Predict** her purchases
- View her as an **individual** not a segment
- Put things into **context** for her
- [Demo](#)

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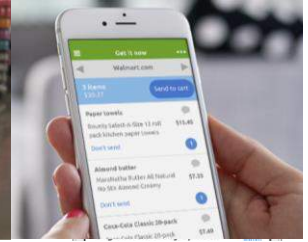




Remembers for you...



Shops for you...



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Retailer deployments

Walmart



Peapod

Auchan

Waitrose

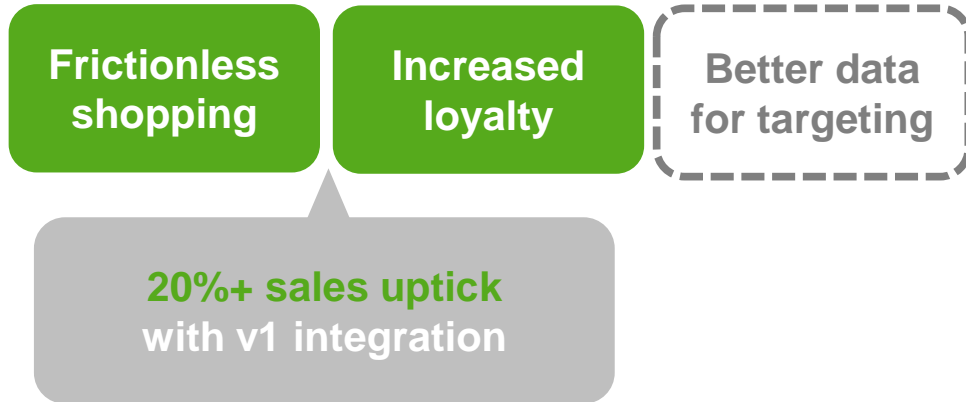
coles

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Retailer benefits



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Connected kitchen leader

HGTV
Upgrade your kitchen without remodeling!

Gartner
Cool vendor!

REAL SIMPLE
LIFE MADE EASIER
6 clever things to simplify your life!

Macworld
4 out of 5 stars!

House Beautiful
Best for the kitchen!

TODAY
Top 6 gifts under \$100!

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Families love hiku!




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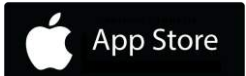


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Families love hiku!







“Love hiku and finding
it hard to live without”

“LOVE IT, LOVE
IT,
LOVE IT!”

“I received this for a
Christmas gift and I
didn't even know I
wanted it!”



Consumer intent as a service



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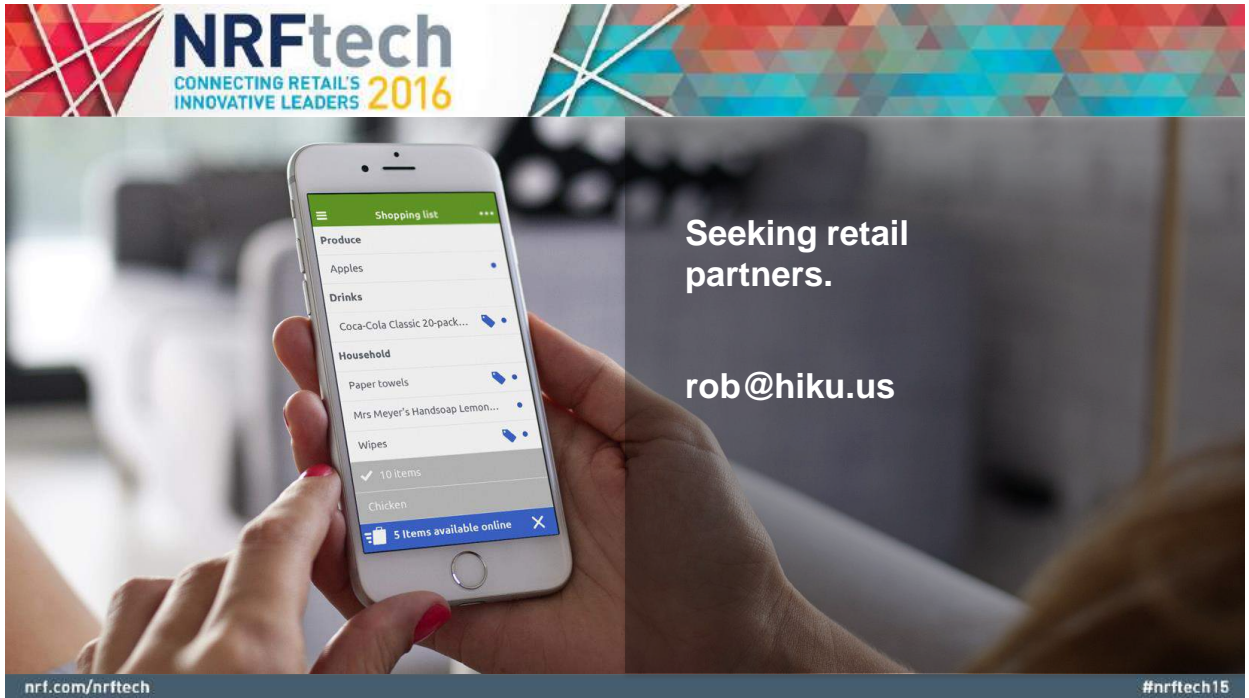
Retail is moving inside the home.

It's inevitable because it makes shopping easier.

hiku is at the forefront – helping consumers and giving retailers and brands an advantage.

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INNOVATIVE LEADERS 2016

Shopping list

- Produce
 - Apples
- Drinks
 - Coca-Cola Classic 20-pack...
- Household
 - Paper Towels
 - Mrs Meyer's Handsoap Lemon...
 - Wipes

✓ 10 items

Chicken

5 items available online

Seeking retail partners.

rob@hiku.us

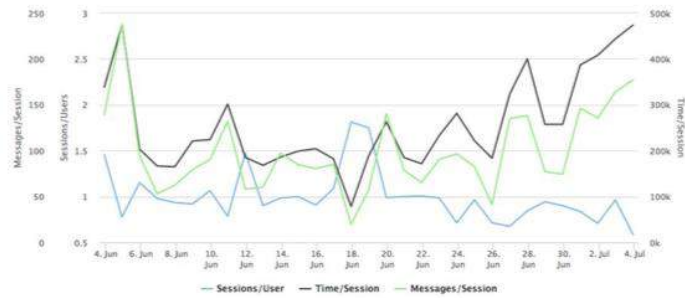
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Brian Sathianathan
Co-Founder and
Chief Digital Officer
Iterate Studio
representing Dashbot



Engagement & Retention



Date	New Users	1 Day	2 Day	3 Day	4 Day	5 Day	6 Day
June 4th 2016	20	10.00	35.00	30.00	25.00	25.00	10.00
June 5th 2016	24	37.50	50.00	20.83	29.17	16.67	4.17
June 6th 2016	29	20.69	6.00	13.79	17.24	6.00	3.43
June 7th 2016	46	32.61	19.57	13.04	4.35	2.17	4.35
June 8th 2016	57	24.56	19.30	1.75	1.75	1.75	7.02
June 9th 2016	67	26.87	2.99	9.00	19.40	28.36	17.91
June 10th 2016	53	13.21	1.89	18.87	11.32	9.43	18.87

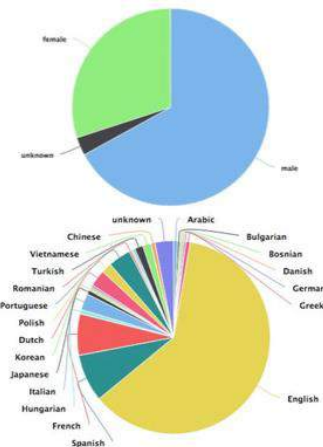
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Demographics

Reports include gender, location, and languages

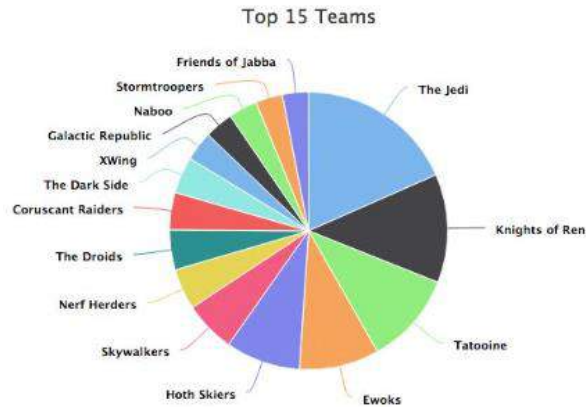


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Slack Teams

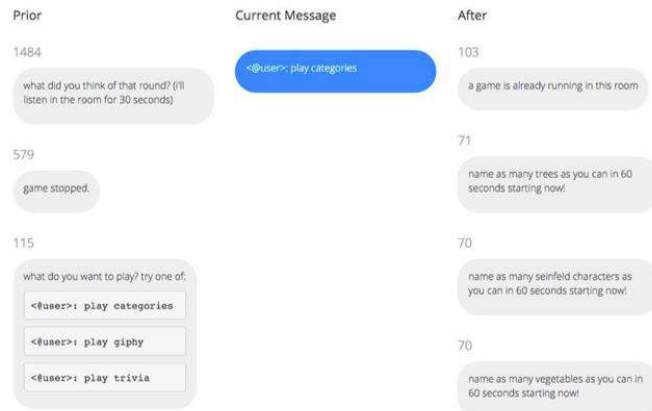


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Funnel Analysis

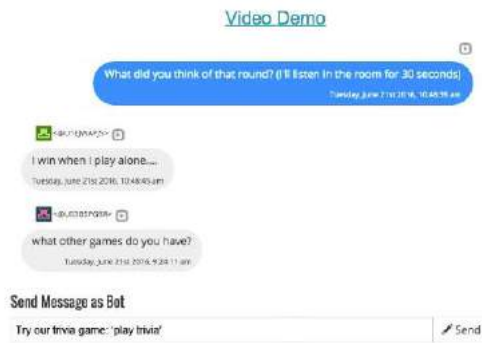


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Live Person Take-Over



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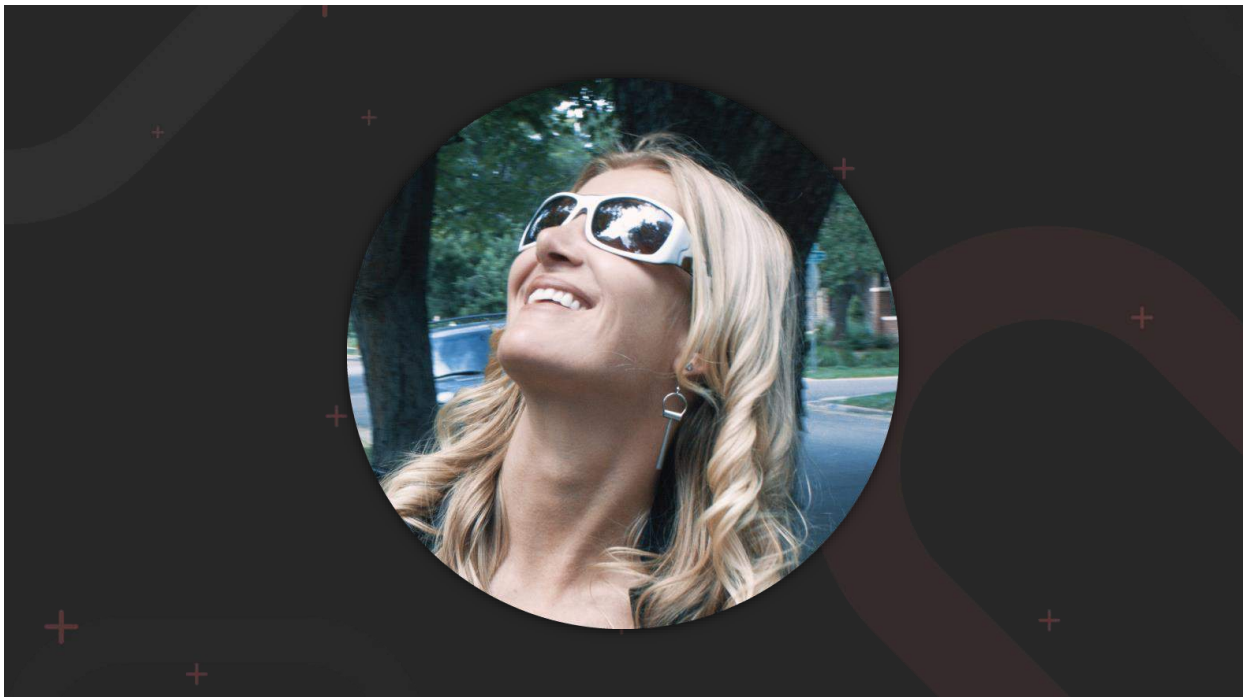


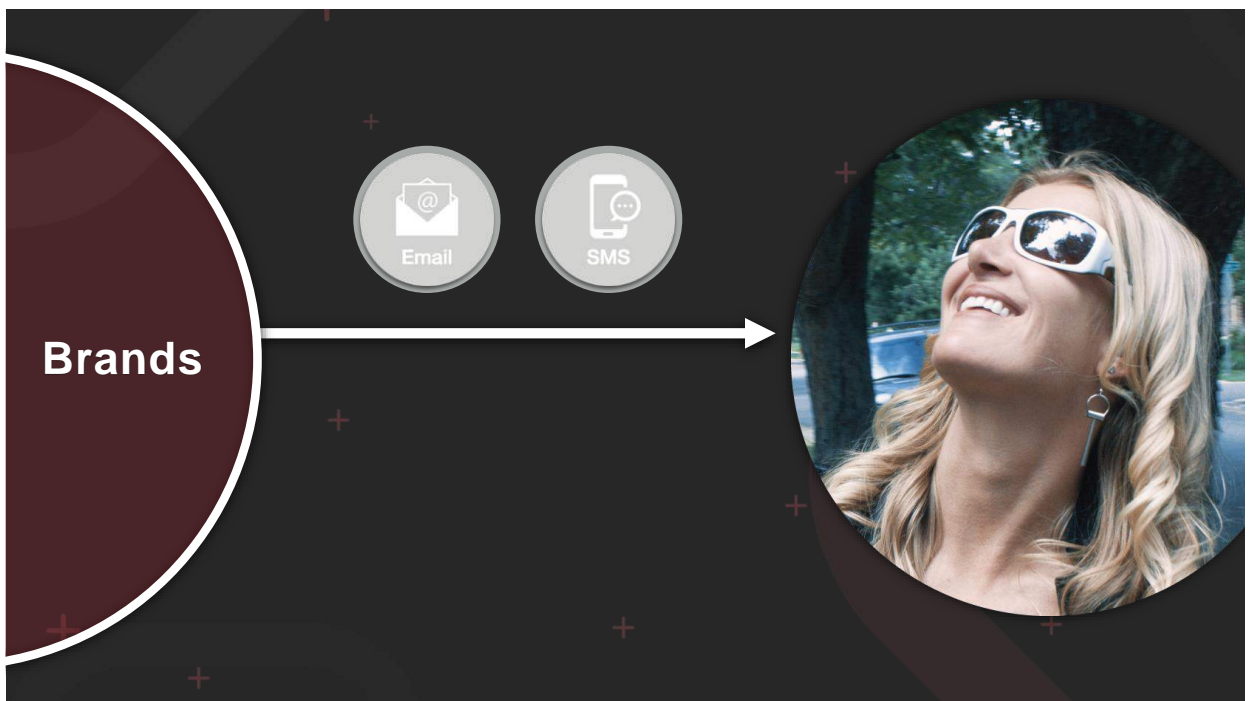
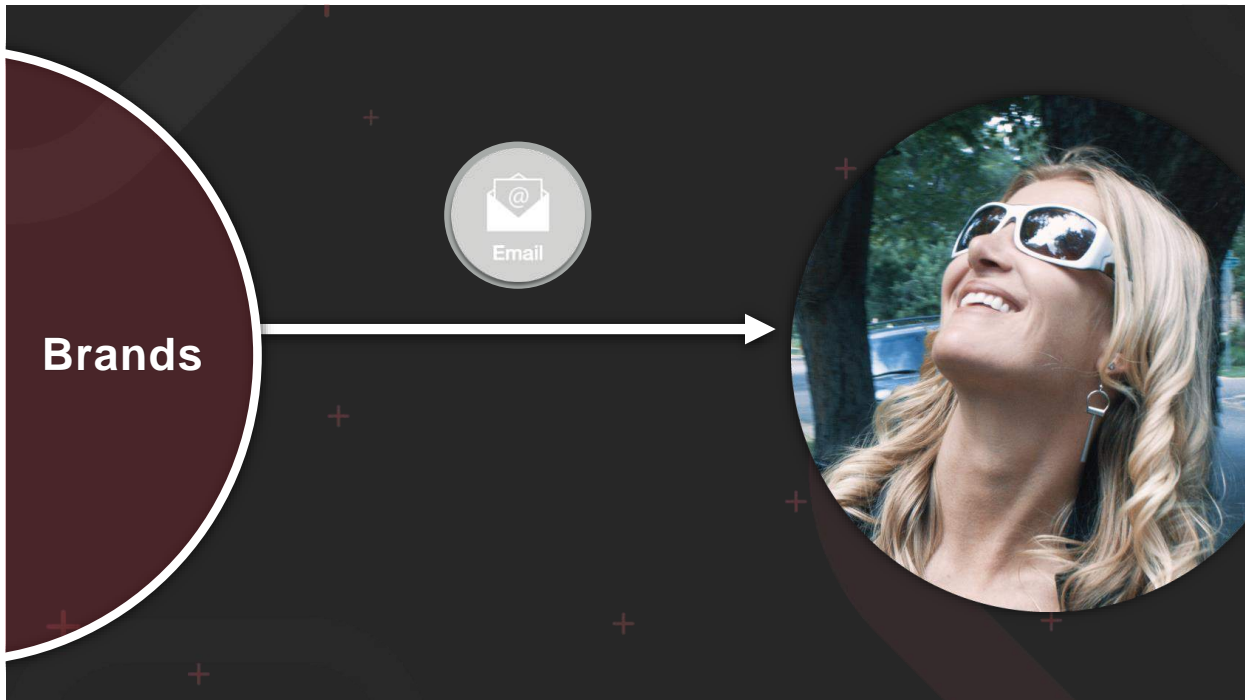


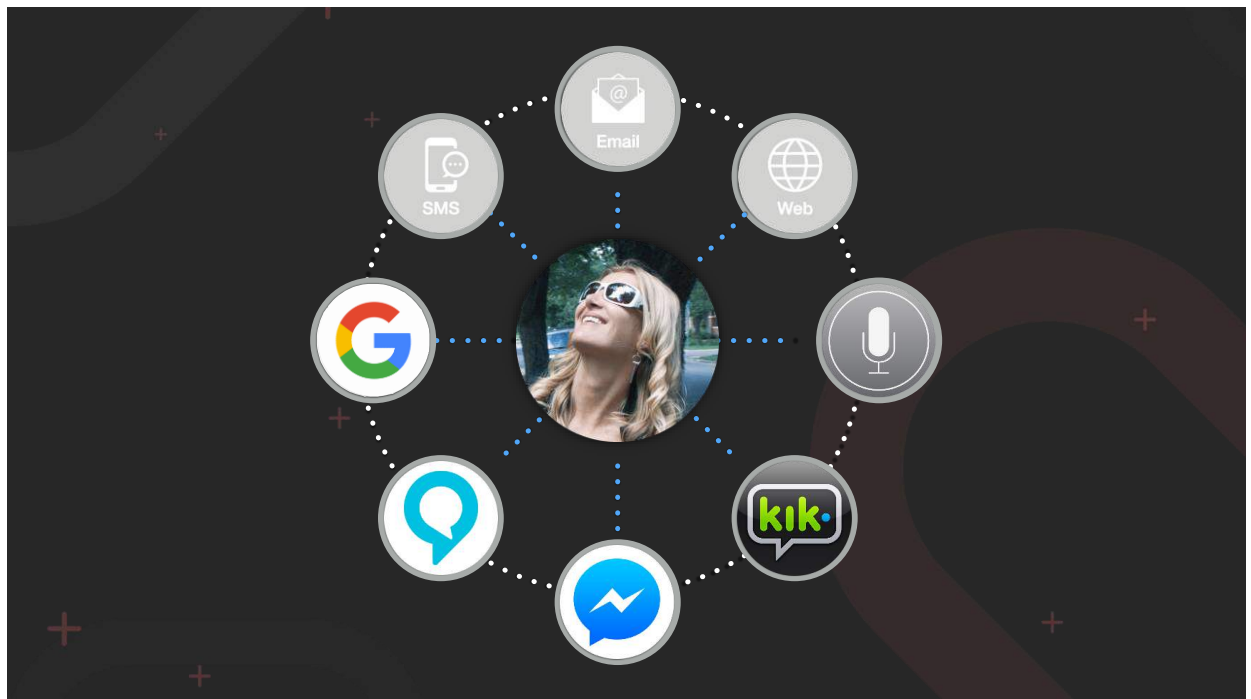
Serving Customers across Emerging Channels

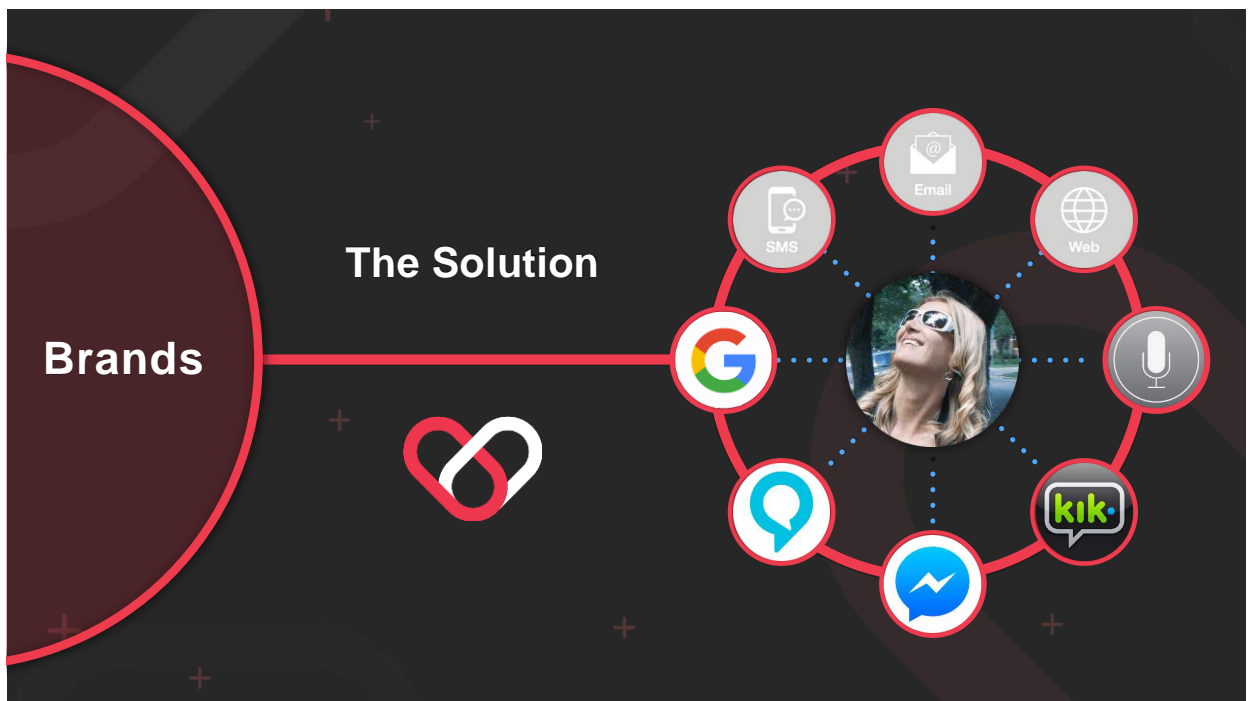
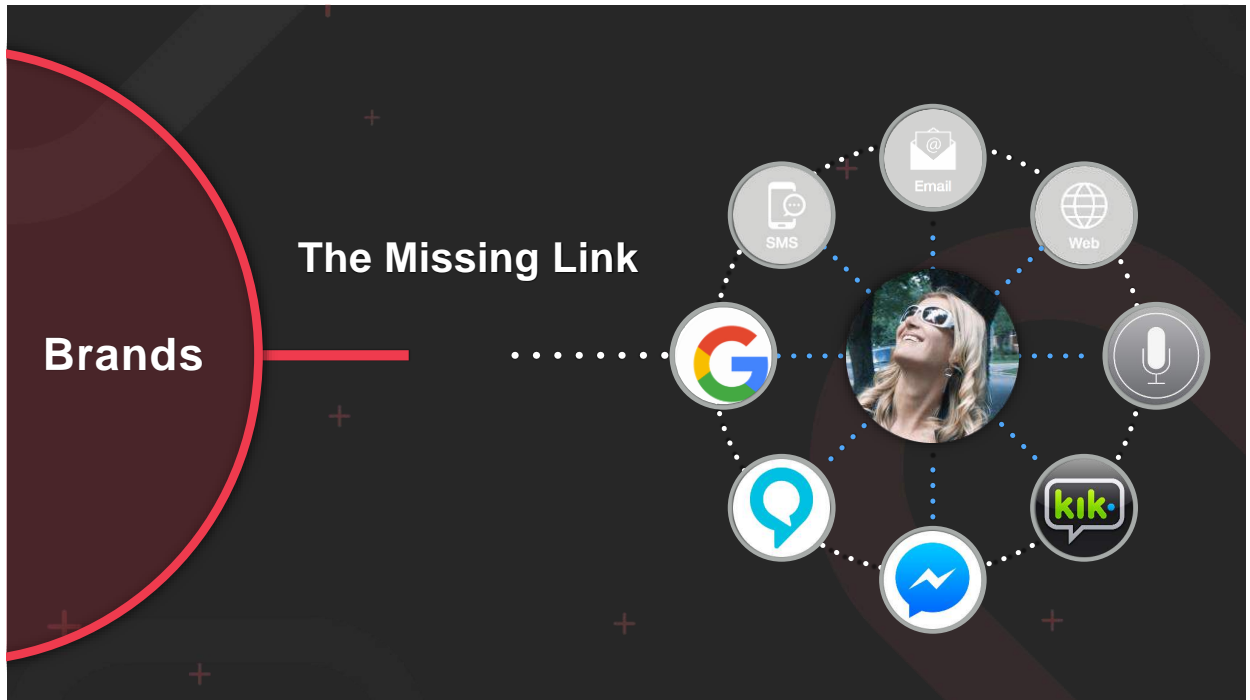


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From Conventional Channels to Emerging Channels



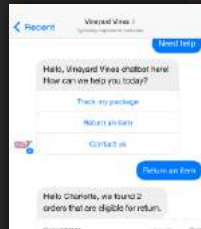
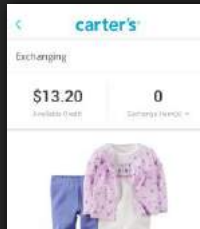
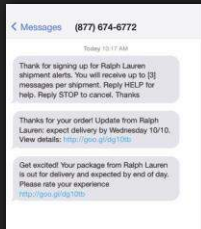
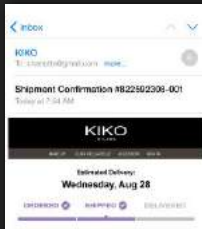
Email



SMS



Web



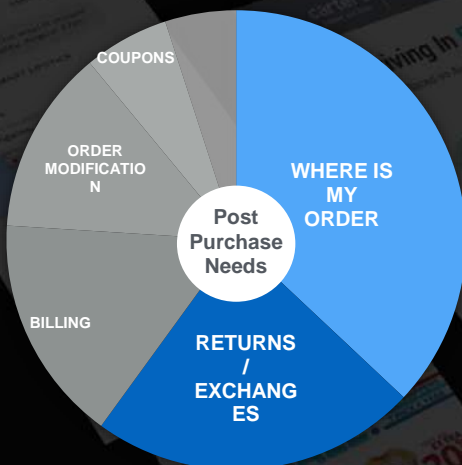
Alexa, ask GoPro to order a new SD Card.



ServiceBot for
Messenger (New)

ServiceBot for echo
(Coming Soon)

We Automates the Most Pressing Shopper Needs



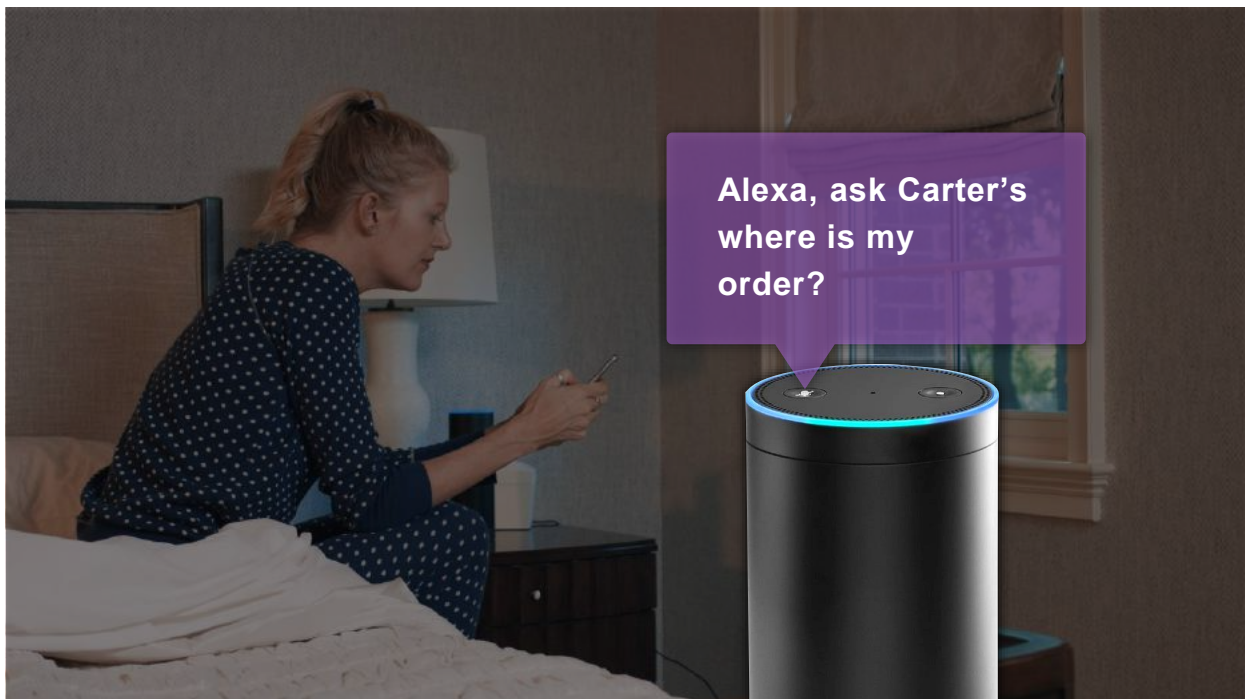
60%+

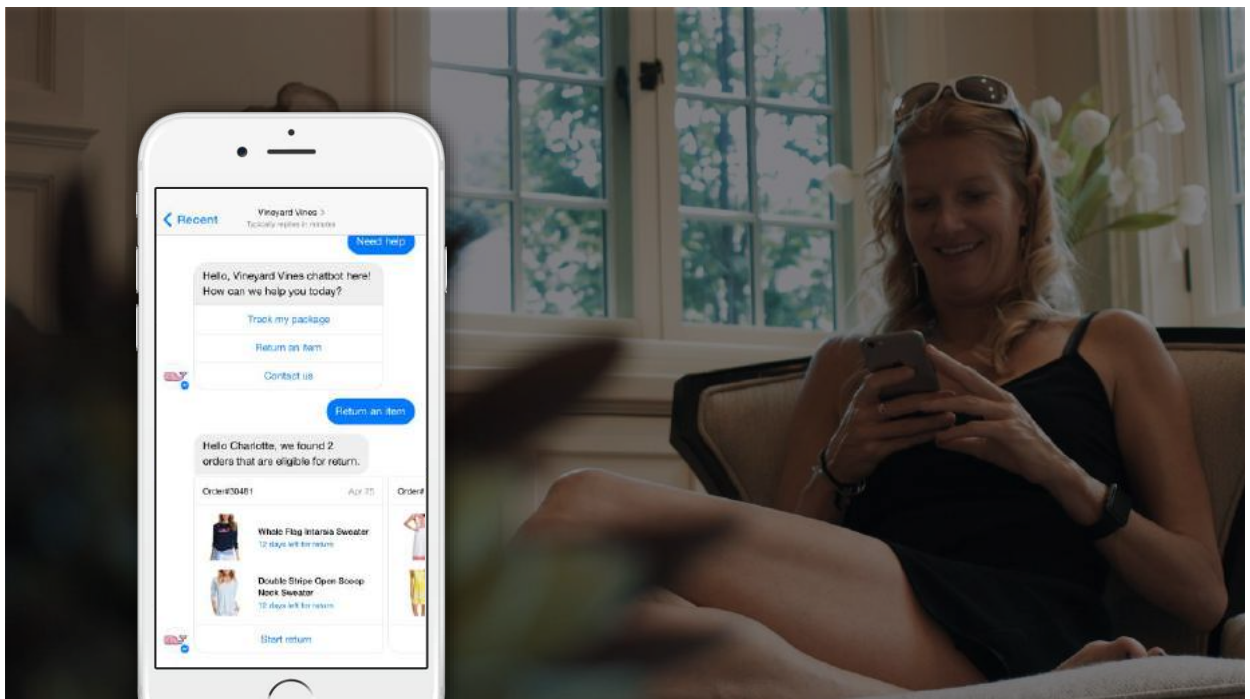
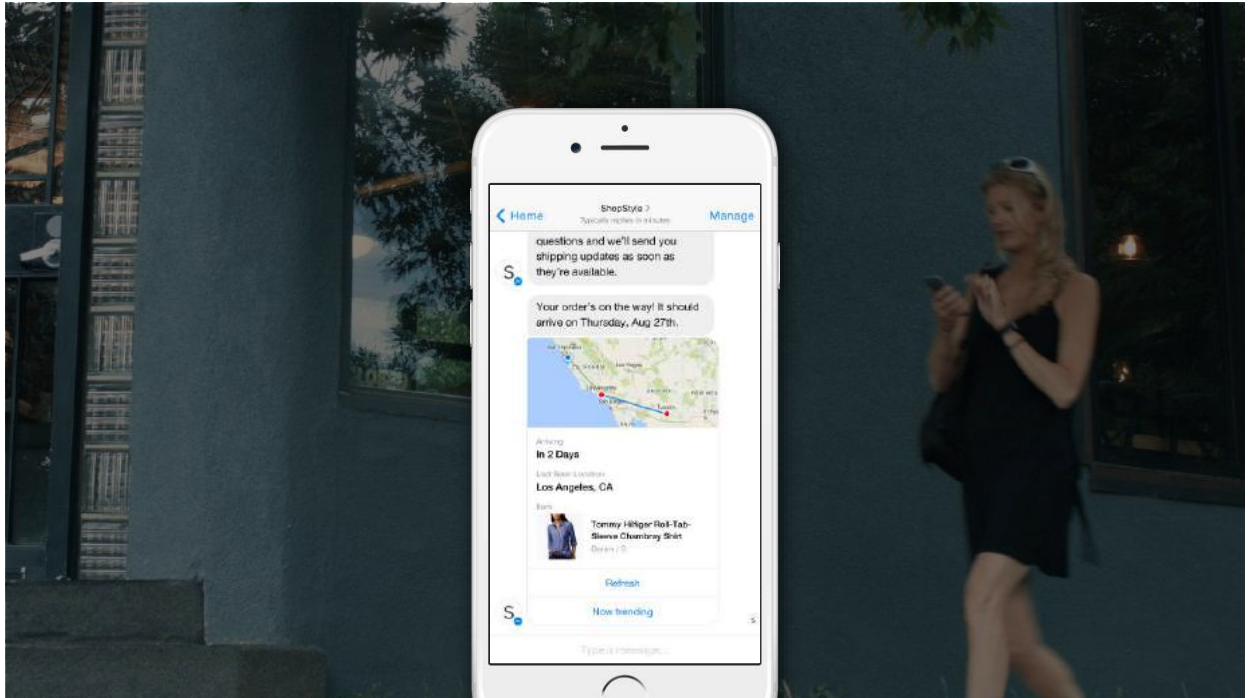
Post-purchase
Service **Cost**

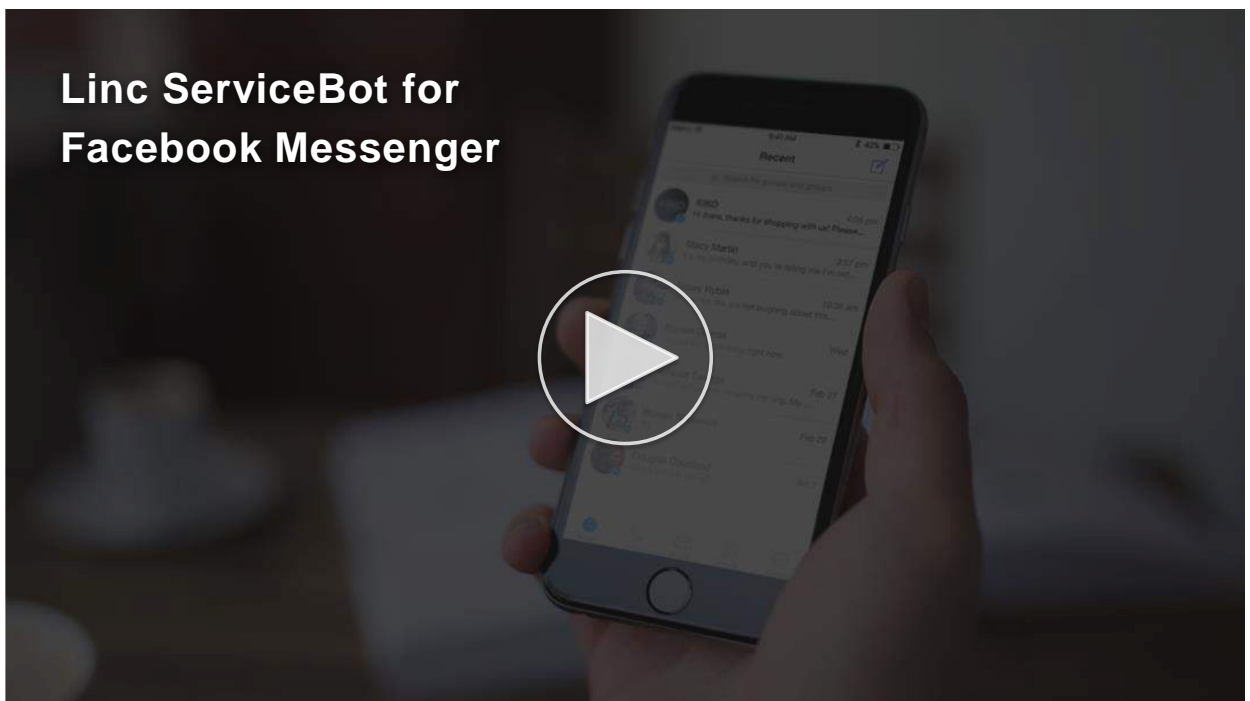
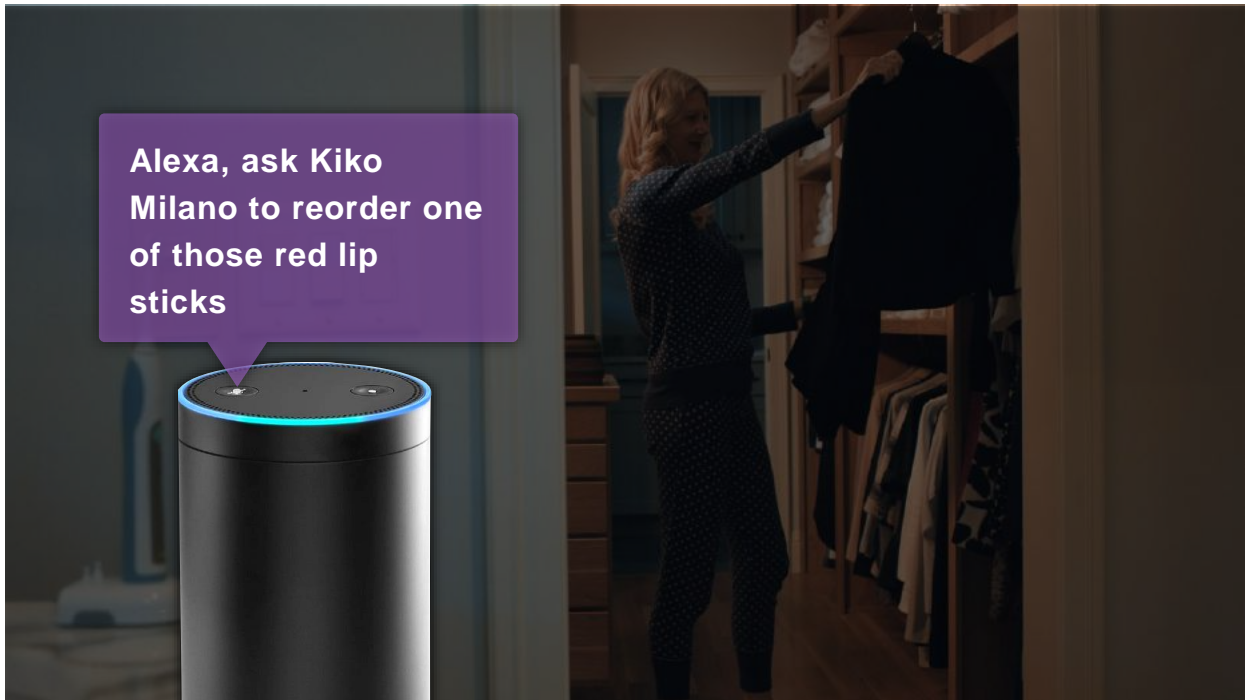


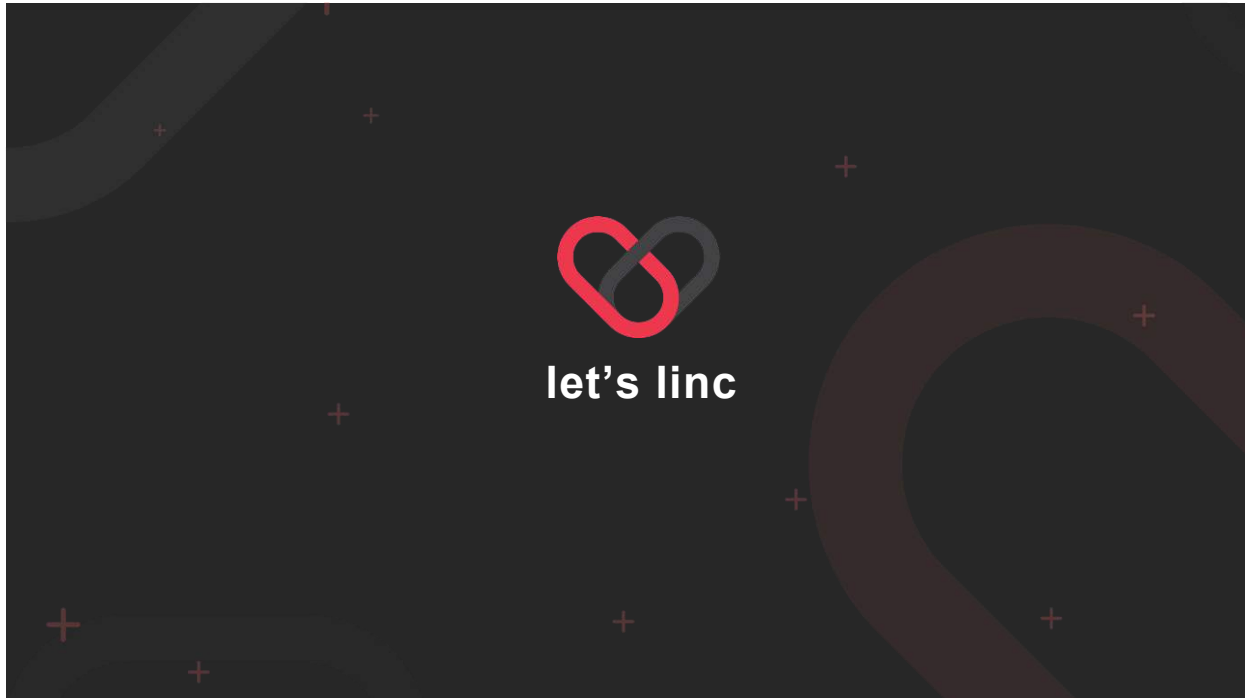
**Happiness
&
Revenue**

**Imagine Your Brand in Taylor's Life
powered by Linc...**











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Find Startups that solve your business and technical challenges.

Entrepreneurs

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CONNECTING RETAIL'S INNOVATIVE LEADERS 2016

The Innovation Operating System: Discover, Interact, Operate


232 Enterprise members




Iterate Studio Inc




ANWB



eBags.com




Schiphol Group




REcolorado


542 Startup members; 135,310 indexed




Captivate.AI




Xhockware



Plot Projects



Moov Corporation



Inspire Commerce



Navigating the Startup Ecosystem

STARTUPS

SOLUTIONS

COLLECTIONS

ACTIVE TRIALS



Technologies

3D Printing
Analytics
Aerial
Artificial Intelligence
Augmented Reality
Bioscience
Blockchain
Cloud
Dark Web
Deep Learning
Drones
E-Commerce
Hardware
Image Recognition
In-Store
Internet of Things (IoT)
Mapping and Wayfinding
Materials Sciences
Mobile
Payments
Point of Sale (POS)
Robotics
Satellites
Security
Sensors and Proximity

Aerial Video
Aerial Data
Aerial Imaging
Agriculture Drones
Delivery
Geothermal Sensing
Geo-spectral Sensing
Hardware
Heat Sensing
Inventory Drones
Retail Drones
Supply Chain
Security Drones
Scent Sensing
Software

Members



John Thanasis
Group Manager at Bion Systems

Proposed Challenges



Enterprises Posting Challenges

[Home](#) > [Collections](#) > [Social Listening Tools](#)

Startup Collections

Social Listening Tools (22)

Tools to help us monitor our social presence, eBags mentions on the web and in social, and engage with customers and influencers talking about our brand.

Created by Krista Paul VP, Content Marketing at eBags.com.

[SAVE CHANGES](#)
[ADD STARTUP](#)

<input type="checkbox"/>	Startup Name	Added By	Product	Comments	Action
<input type="checkbox"/>	Brand VO2 Brand VO2 Measures Brand Health in Real-Time...	Krista Paul From eBags.Com March 09, 2016 At 01:04 PM	1		
<input type="checkbox"/>	AddShoppers: AddShoppers Is A Social Marketing Apps Platform...	Brian Sathianathan From Iterate Studio Inc March 09, 2016 At 01:31 PM	1	This will work as long as the	

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[#nrfttech15](#)

[Keyword Search](#)

[Enterprises](#)
[Challenges](#)
[People](#)
[Startups](#)
[Success Stories](#)
[My Solutions](#)

Brandon

[Home](#) > [Success Stories](#)

A success story is a test re...
post your successes, then...
metrics you el...

this workflow enables you to...
product. The more success...
an Enterprise.

Example Success Story

SEO Boost increased conversion by

3.4%

10 - 100 employees

VIEWS	FOLLOWS	COMMENTS
106	32	4

Posted by Brandon, 2hrs ago
Web Designer at [Wambo](#)

[Embed](#)
[Tweet](#)
[Share](#)

Unverified

Your post will show as Unverified until an Enterprise has Verified your Story

Verified Publicly

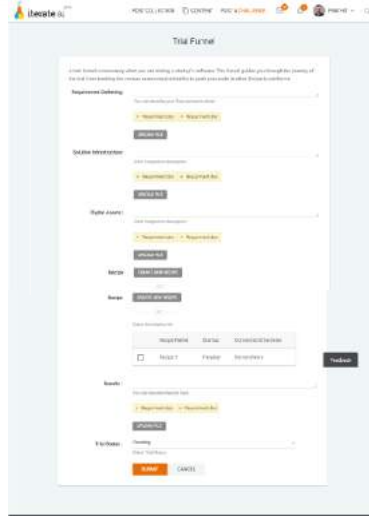
Up Success Story will be Verified and will display the Enterprise name.

KPI – Success Signals

Share your Success Story



Enterprise
pushes a few
buttons



Auto-loads **Startup's**
code into Demandware
platform, eliminating a
lot of tech work for the
Enterprise

Code Injection

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View

View | Browse

V1.0 (Alpha)

Release at NRF

Basic site with discovery functionality

- Free Signup via LinkedIn
- Basic Startup Page
- Basic Enterprise Page
- Basic Personal Profile Page
- Basic Search
- Email Marketing | Advanced
- Non-logged in SEO pages
- Product Hunt scrape
- Kickstarter | Indigoto scrape
- Advanced left navigation
- Advanced header navigation
- Legal disclaimers

2015

Interact

Teamwork | Collaborate

V1.1 (Beta)

Collaboration

Enhanced website with intelligent matchmaking and group collaboration functions

- Collections
- Startup Grading | Multi-User
- Group Challenges | Rewards
- Success Stories | comments+
- Startup Endorsement Levels
- Robust Startup Profiles
- Robust Enterprise Profiles
- Robust Member Profiles
- Third Party (VC) Profiles
- Lockers
- Viral Sign Up / Viral Loop
- Social Recognition (badges)
- API integrations (BuiltWith+)
- Universal MSA | NDA

2016

Operate

Push Code | Ingest | Inject

V2.0

Integrated Workflows

Advanced workflows ...

- Demandware Cartridge
- Websphere Integration
- Hybris integration
- Magento integration
- Big Commerce integration
- Shopify integration
- Salesforce integration
- Adobe Marketing Cloud
- More Meta-Cartridges
- Payments Self Service
- Intelligent Classifications
- AI Discovery Clustering

V2.1 (Systems Focus)

Unified Hub

Platform integrated with 3rd party systems so that data flows both ways

- In Context integrations
- Physical integrations
- ESB integrations
- Online married to Offline
- Unified Enterprise View
- Innovation operations center (IOC)

2017

V1.2 (Data & Insights Focus)

360 Innovation View

Platform that measures and responds to a firm's innovation needs

Black = complete
Orange = to be completed

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STARTUPS SOLUTIONS COLLECTIONS CHALLENGES TRIALS RECIPES NEWS

INVITE COLLEAGUES

Let Us Help You Find **Startups**

- Application Development
- Customer Support Platforms
- Enterprise Software
- Finance and Accounting
- Human Resources
- Information Technology Software
- Marketing Software

Inspired by **Startups** you viewed

Tags based on your Profile

IOT ARTIFICIAL INTELLIGENCE DEEP LEARNING VENTURE CAPITAL DIGITAL MARKETING DRONES

Startups Recommendations based on your Profile (see more)

Exagtworld
IMPROVE ON-SHELF AVAILABILITY AND INCREASE SALES
Exagtworld
Connected antitheft solutions

SYNAPTIC INTELLIGENCE FOR BETTER DECISIONS
Nara Logistics
Nara Logistics delivers a neuroscience-based...

Members

Ben Geva
General Partner at GroupWaves

Challenges posted by others that might be relevant to you

Posted by Shanley Compton From Noel Leeming.

Success Signals from Various **Startups**

VRCommerce.co
Increased Consumer Shopping Intent By

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Kris Woodbeck
Founder and CTO
Pcsso



Converting Pins to Purchase
[Demo](#)



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Welcome



1

ATM



Hands-free passive authentication. Over 100 million times more secure than card + PIN.



2

Building Blocks

Facial
Recognition

Voice
Recognition

Keystroke

Language
Analysis

Body Scan

Gait

Device
Motion

Driving
Behavior

Fingerprint

Plus more



Human Identification

3

Building Blocks

Device
Fingerprinting

Network
Forensics

Fixed LPR

Cascade LPR

NFC

Fixed
Low Energy
Wireless

Cascade
Low Energy
Wireless

Thermal
Signature

Audio
Signature

Plus more



Object Identification

4

Unimodel

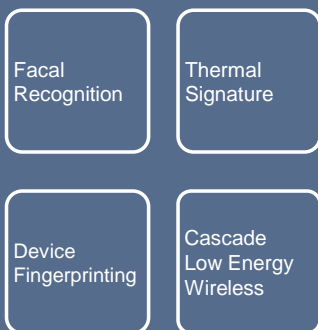


Every module can operate independently as a unimodal system



5

Multimodel



However, all modules are interoperable, meaning they can work together to form a multimodal system



6

Retail



Personalization - Identify a customer the second they enter a store



7

Retail



Fraud - Eliminate the most common types of fraud, online and in-store



8

Cancelable Biometrics



Pinn never stores users true biometric data - we store encrypted representations. This means users biometric data is never vulnerable



9

will@getpinn.co



10



Remote control for your P.O.S



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Let's see it work
on a \$200 register



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Your:

Customer experience improved
Sales are visible in the cloud

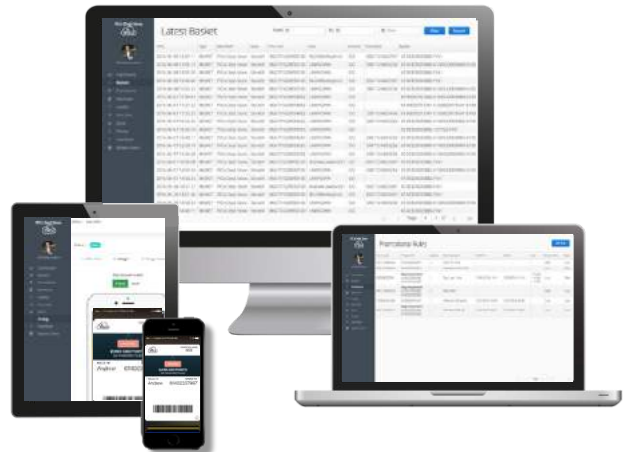


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Manage pricing & promotions from anywhere


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PiCo delivers:

- Easy & low-risk implementation
- Better customer experience
- Faster decisions


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Meet PiCo at table #10

or visit picolabs.co



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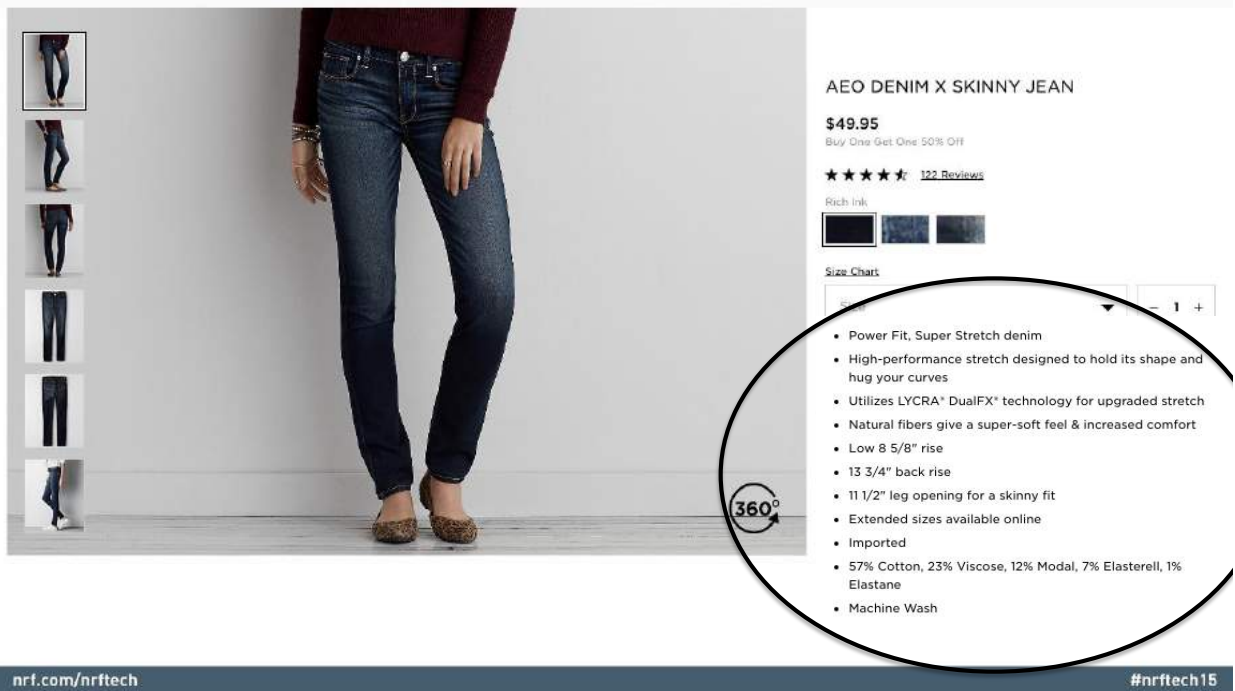
Sarah Caffey
Director of Business
Development
FINDMINE





Phrasetch

Text Creation and Optimization



AEO DENIM X SKINNY JEAN

\$49.95
Buy One Get One 50% Off

★★★★★ 122 Reviews

Rich Ink

Size Chart

360°

- Power Fit, Super Stretch denim
- High-performance stretch designed to hold its shape and hug your curves
- Utilizes LYCRA® DualFX® technology for upgraded stretch
- Natural fibers give a super-soft feel & increased comfort
- Low 8 5/8" rise
- 13 3/4" back rise
- 11 1/2" leg opening for a skinny fit
- Extended sizes available online
- Imported
- 57% Cotton, 23% Viscose, 12% Modal, 7% Elastereil, 1% Elastane
- Machine Wash

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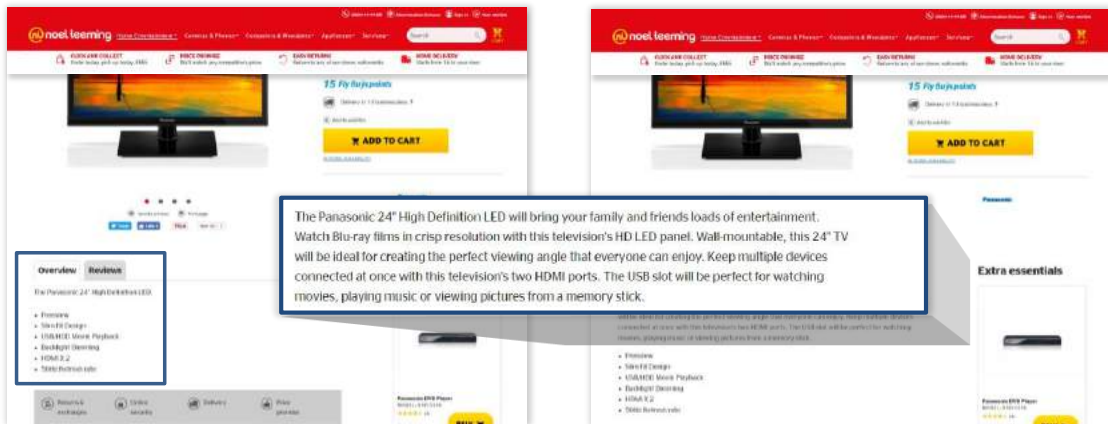
Natural Language Generation

“NLG”



BEFORE

AFTER



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- Quality, unique copy > at scale
- Static text > connected text

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- Power Fit, S
- High-perfor
- hug your cu
- Utilizes LYC
- Natural fibe
- Low 8 5/8"
- 13 3/4" bac
- 11 1/2" leg c
- Extended s
- Imported
- 57% Cotton, 23% Viscose, 12% Modal, 7% Elastereil, 1% Elastane
- Machine Wash
- Super stretch denim perfect for active summer days and nights
- Lycra power fit hugs your curves in comfort from natural fiber construction
- Holds its shape, machine wash, plus sizes available



PLATFORM (Mobile/Desktop/Tablet)

GEOGRAPHY (Location, season, time of day)

SOURCE (Facebook, Snapchat, Pinterest)

DEMOGRAPHIC

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100% return on content ROI

20%+ increase SEO inbound

Eliminate backlogs, launch new products asap

Address customer segments with relevance

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Take The Challenge

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Tapcentive

Changing the Game in Mobile Engagement

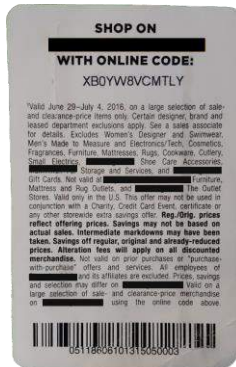
Dave Wentker, Cofounder & CEO



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Gamified Cards Without Tapcentive



- No way to engage and measure interest
- Missed opportunity at customer data capture
- Predictable offer reduces excitement and urgency
- No tech appeal: 1980's Barcode technology
- Friction in online redemption process
- One-time use only

tapcentive

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Gamified Cards With Tapcentive



- Engage as soon as the card is in-hand
- Capture customer data before conversion
- Create interactive games that truly excite
- Convey brand tech-savvy with mobile
- Offer instant, online redemption process
- Keep engaging via multiple campaigns

tapcentive

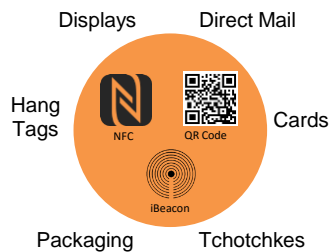
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Endless Possibilities with Tapcentive

Add mobile
engagement to anything



Motivate consumers
with game mechanics

Randomized
Time-limited
Quantity-limited
Sweepstakes



Engage, influence,
track, and learn



tapcentive

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PREPARATION FOR NEW RETAIL

WWW.TWYSTINC.COM



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FRICITIONLESS RETAIL / HUMAN COMMERCE



twyst

Smart Connected Bags

WHAT WE DO

Migrate self checkout **into the shopping bag**

Shopper puts item in shopping bag,
purchases by walking out of store



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FRICTIONLESS RETAIL

What feels like
shoplifting
today

will be **mainstream**
POS of the future.



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TWYST'S TECHNOLOGY BRIDGES THE GAP BETWEEN ONLINE AND IN-STORE ENABLING NEW CUSTOMER EXPERIENCES WHILE STREAMLINEING OPERATIONS



1. Store Assistant Tablet App.

- Manages frictionless check-out.
- Supports customer assistance process (e.g. recommendations).
- Provides insights into customers.
- Collects data from Digital Retail Bag.

2. Digital Retail Bag

- Detects and stores items added and removed from the bag using RFID.
- Securely transmits the contents of the bag using BLE to store assistant and customer apps.
- Gathers data on;
 - Shopping time;
 - Dwell time of any items added then removed.

3. Customer Mobile App.

- View and select real-time, tailored offers.
- View and synch with online Wish Lists.
- View ensemble recommendations;
 - This is based on items already owned, items in the bag, and available inventory.
- Request for assistance.
- Frictionless check-out.

twyst

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THE “FUTURE OF RETAIL” A FLAWED CONCEPT

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**IF YOU CAN'T MEASURE YOUR SPEED
DON'T ENTER THE RACE**

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RETAIL'S NEW OIL

twyst

DATA

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Kevin Schaff: kschaff@twystinc.com

Hayden Collins: hcollins@twystinc.com

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Kibo Mobile Point of Commerce

John Walsh – Director of Growth



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WHO IS KIBO?

A leading **RETAIL TECHNOLOGY** platform with over **800 customers** fulfilling orders in **75 countries** who use our solutions to run their **eCOMMERCE** platforms, manage their **OMNICHANNEL ORDER FULFILLMENT** processes and innovate in their stores with **mobile POINT OF COMMERCE**



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THE COMMERCE DIVIDE



Fundamentally disconnected experiences
for the consumer




NEXUS OF OPPORTUNITIES IN STORE

- Stores as Distribution Centers
- In Pick Store Up
- Stores as Experience Centers
- Pop Up Commerce

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SUPPORTING THE STORES ROLE IN OMNICHANNEL RETAIL



Buy Online Pick Up
In Store



Ship From Store



Endless Aisle /
Save the Sale



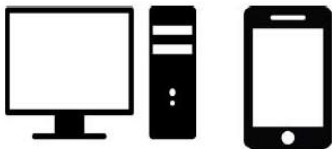
Buy Online,
Return to Store

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Commerce 3.0



snapchat

Roku

More Social.
More Fun.
WeChat



- Channel explosion (buy via voice, on demand)
- Omni-channel becomes any channel
- E-commerce doesn't exist (remember, e-server, e-money?)
- Less than 1hr fulfillment and delivery
- Wallets become mainstream
- Commerce is integrated into the fabric of our lives

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WHY KIBO?

PREPARE FOR THE STORE OF THE FUTURE

Store – eCommerce Convergence

Store as Fulfillment Center

INCREASE REVENUE TODAY

Line Bust

Save the Sale

Buy Online, Pick up In Store

Pop Ups

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Sell Everywhere. Fulfill Anywhere.

John.walsh@kibocommerce.com
@johnnywestcoast

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VRCommerce.co

Amol Sharma, CEO, Founder
amol@vrcommerce.co



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Kevin Fredrick
Managing Partner
OneReach



64% of consumers prefer SMS

We make it easy



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By 2020, the customer will manage 85% of its relationship with an enterprise without interacting with a human.

-Gartner



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33% of all customer service interactions will need a human intermediary by 2017, down from nearly 60% in 2014

-Gartner



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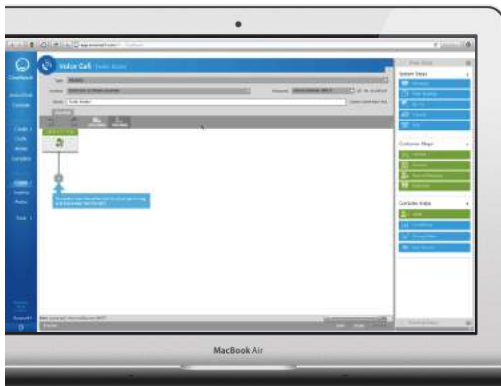


SMS Engagement Live Conversations

OneReach

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'Bots' Made Easy

OneReach

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 CONNECTING RETAIL'S INNOVATIVE LEADERS 2016

HOME | FAA APPROVAL | INDUSTRIES | I NEED A DRONE | PRESS | OUR PILOTS | **Aerobo** | PARTNERS | OUR TEAM | LOCATIONS | SECURE A BUILD | CONTACT

212.755.7977 | info@aerobo.com

Aerobo Designs, Builds, and Operates Drones
 Nationally for Clients in News, TV, Sports, Advertising,
 Cinema, Surveying & Inspection

Aerobo is FAA Approved

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Amazon's Warehouse States **Drone-ports? Drone-lanes?**

The states on this map have warehouses that store and ship inventory for Amazon FBA Sellers.





Patent Information

Publication number: US 9,387,928

Patent Title: Multi-use UAV docking station systems and methods

Publication date: Jul 12, 2016

Filing date: Dec 18, 2014

Inventors: Nicholas Kristofer Gentry; Raphael Hsieh; Luan Khai Nguyen;

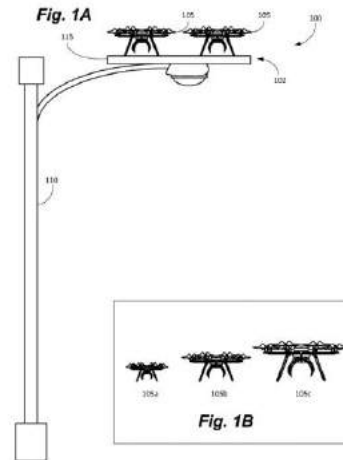
Original Assignee: Amazon Technologies, Inc.

 US909387928B1																									
<p>(12) United States Patent Gentry et al.</p> <p>(54) MULTI-USE UAV DOCKING STATION SYSTEMS AND METHODS</p> <p>(71) Applicant: Amazon Technologies, Inc., Seattle, WA (US)</p> <p>(72) Inventors: Nicholas Kristofer Gentry, Seattle, WA (US); Raphael Hsieh, Seattle, WA (US); Luan Khai Nguyen, Auburn, WA (US)</p> <p>(73) Assignee: Amazon Technologies, Inc., Seattle, WA (US)</p> <p>(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 156(b) by 22 days.</p> <p>(21) Appl. No.: 14/576,082</p> <p>(22) Filed: Dec. 18, 2014</p> <p>(51) Int. Cl. G05D 1/00 (2006.01) G05D 1/00 (2006.01)</p>	<p>(10) Patent No.: US 9,387,928 B1</p> <p>(45) Date of Patent: Jul. 12, 2016</p> <p>USPC 700/2 See application file for complete search history.</p> <p>(56) References Cited U.S. PATENT DOCUMENTS</p> <table border="0"> <tr> <td>2015/030660 A1 *</td> <td>11/2015</td> <td>Kantor</td> <td>GOIC 21/5415</td> </tr> <tr> <td></td> <td></td> <td></td> <td>701/3</td> </tr> <tr> <td>2015/031993 A1 *</td> <td>11/2015</td> <td>Bath</td> <td>G08G 5/0099</td> </tr> <tr> <td></td> <td></td> <td></td> <td>701/120</td> </tr> <tr> <td>2015/037074 A1 *</td> <td>12/2015</td> <td>Uhm</td> <td>G01S 5/027</td> </tr> <tr> <td></td> <td></td> <td></td> <td>701/3</td> </tr> </table> <p>* cited by examiner</p> <p>Primary Examiner — Maceeh Anwar (74) Attorney, Agent, or Firm — Lee & Hayes, PLLC</p> <p>(57) ABSTRACT Systems and methods for providing a series of multiple UAV docking stations are disclosed. The docking stations can be networked with a central control and a plurality of UAVs. The docking stations can include a number of services to facilitate</p>	2015/030660 A1 *	11/2015	Kantor	GOIC 21/5415				701/3	2015/031993 A1 *	11/2015	Bath	G08G 5/0099				701/120	2015/037074 A1 *	12/2015	Uhm	G01S 5/027				701/3
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			701/3																						



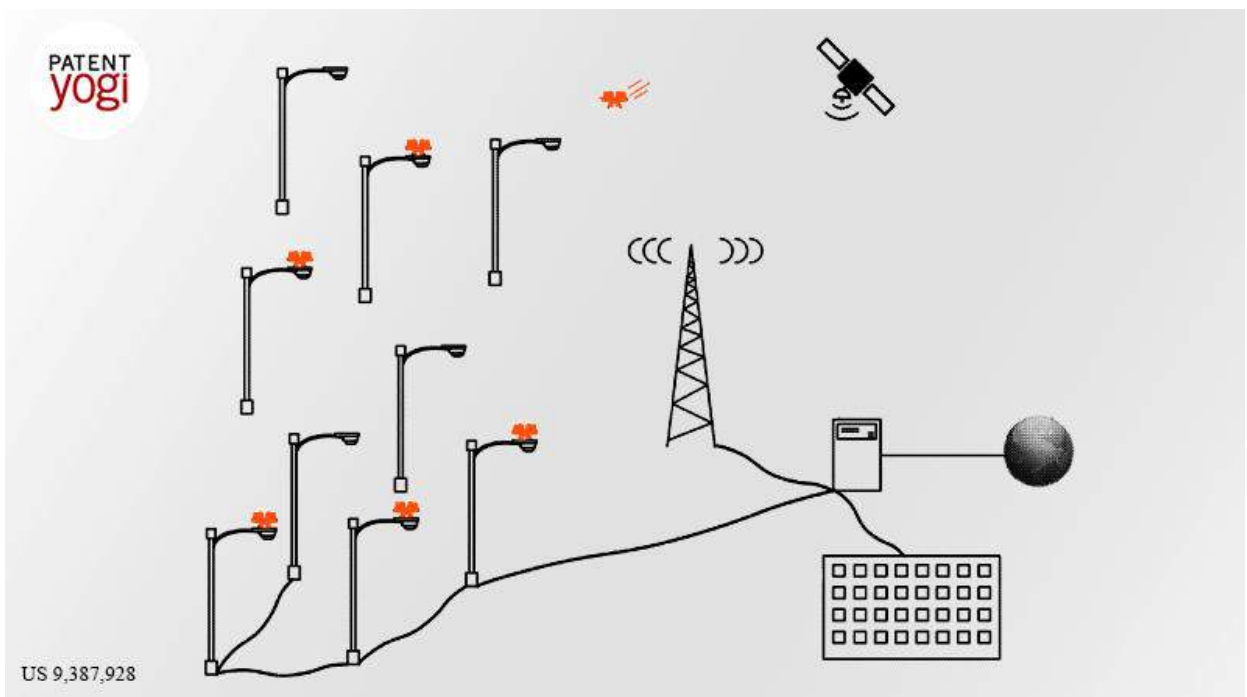
Amazon Patent

Application in 2014
Issued July 2006



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It spent \$10 million in Washington last year.

The race is on for Amazon, the company pushing to bring consumers everything just a little faster—from fresh produce to floss picks, fashion, and furniture.

The e-commerce giant is spending more cash than ever on Capitol Hill, in a bid to finally put commercial delivery drones in the skies and longer delivery trucks on the ground.

The big spending jump for Amazon (**AMZN** ▲ 1.20%) makes the company Washington's fastest-growing tech lobby, as *The New York Times* reports. The Times says in addition to pushing for delivery drone approval, Amazon is also campaigning for longer trucks, more road improvements, and a closer partnership with the United States Postal Service.

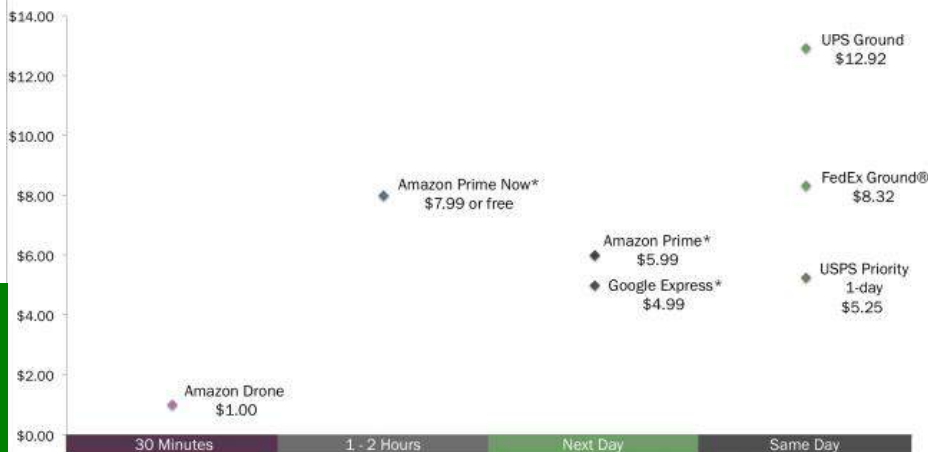
Why?

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Amazon Drones vs. Current Delivery Options
Price for a 5lb package delivered within 10 miles



24 hours
\$12.00
?%

30 minutes
\$1.00
86%

*Prices given are for members with a subscription. An Amazon Prime subscription is \$99 per year and Google Express is \$95 per year. One hour delivery is \$8.99 and two hour delivery is free

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Amazon Ecosystem Lock-In = PRIME + Echo + 2lemetry

Published on May 12, 2016 | Featured in: [Editor's Picks](#), [Retail & E-Commerce](#), [Technology](#)

 **Jon Nordmark**
CEO, co-founder @tarsale.ai; chairman, co-founder...

1,100 128 567

The Amazon Ecosystem has now penetrated my 13-year-old's bedroom. It's scary. Keep an eye on [Amazon's emerging Ecosystem](#) which involves Echo, Dash, Prime, AWS and an IoT underpinning. The IoT underpinning -- part of AWS -- will be:

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Can Amazon's drones deliver the Back to the Future world?

Facebook Twitter LinkedIn Email



Marty McFly visited a future where drones filled the sky. [source: wcc](#)

By **Alan Tovey**, INDUSTRY EDITOR

31 JULY 2016 • 6:59PM

When Marty McFly stepped out of his time-travelling DeLorean to the year 2015 in *Back to the Future II*, the sky was buzzing with drones. A year on from that date in the real world and the air over our heads doesn't hum with the sound of small, pilotless aircraft - but it might do soon, if Amazon's vision of the future comes true.

The internet retail giant has secured an agreement with UK authorities to develop the technology to deliver products by drone in 30 minutes from receiving an order via its Prime Air service, taking advantage of Britain's willingness to embrace burgeoning interest in the unmanned aerial vehicle sector.

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Can Amazon's drones deliver the Back to the Future world?



Britain, which wants to establish itself as a world leader in unmanned vehicles of all types, has extended that co-operation, with the Civil Aviation Authority relaxing normal rules requiring drones to stay within "line of sight" of their operators - taken to be about 1,500ft - and not to fly above 400ft to avoid other air traffic.

Now in special test area near Cambridge, Amazon is experimenting with drones using special air corridors, with the small aircraft flying up to 10 miles from their operators, who each could theoretically be "piloting" fleets of the aircraft. Ultimately the aim is to make the drones completely autonomous, using "sense and avoid" systems that allow them to see objects in their path and divert around them, without any human interaction.

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18 retail supply chain

STARTUPS SOLUTIONS

Home > Collections > Drones and Droids - Last Mile Delivery

Drones and Droids - Last Mile Delivery (18) DOCUMENTS

Companies trying to create last mile delivery options for retailers.

Created by Jon Nordmark, CEO at Harte Studio Inc.

Initial Round


Startup Name	Added By	Product	Type
AeroVelo AeroVelo is a Drone Service Provider.	Jon Nordmark from Harte Studio Inc. July 24, 2016 at 11:13 AM	1	1
Flyby Flyby is a Drone Service Provider.	Jon Nordmark from Harte Studio Inc. May 03, 2016 at 07:21 AM	1	1
Wings Technology Delivery Droids.	Jon Nordmark from Harte Studio Inc. May 03, 2016 at 07:21 AM	1	1
MUTTSONET MUTTSONET, The First Smart Drone Exclusively.	Jon Nordmark from Harte Studio Inc. May 03, 2016 at 08:03 AM	1	1
Wings Wings is a Drone Service Provider.	Jon Nordmark from Harte Studio Inc. May 03, 2016 at 08:03 AM	1	1
Skypoint Get Unique Computer Vision And Motion Tracking.	Jon Nordmark from Harte Studio Inc. May 03, 2016 at 08:03 AM	1	1
Skypoint Skypoint is a Platform For Capturing Data At...	Jon Nordmark from Harte Studio Inc. May 03, 2016 at 08:03 AM	1	1
Skypoint Skypoint is a Drone	Jon Nordmark from Harte Studio Inc.	1	1

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Home > Startup Profile




Flirtey
http://www.flirtey.com

Aviation & Aerospace

FOLLOW SHARE

ADD TO COLLECTION



Deliver first aid with drones.
www.flirtey.com


wrong company acquired by who? deleted

About Flirtey
Flirtey is set to revolutionize e-commerce industries that rely on last mile delivery. Drones enable a switch from hub-and-spoke to point-to-point delivery, enabling instant gratification. The winners... [more](#)

Flirtey describes itself with 7 words or tags
Logistics Aerospace Drones E-commerce Robotics Delivery [open more](#)


Flirtey has been added to the following 2 collections
Drones And Drones - Last Mile... Drone Startups

Video



The Battle To Develop USA's First...

Presentation



Presentation
The document added yet
upload

Video →

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We can't let Amazon do this one alone!

About | Amazon's drones



amazon

Announced: 2013

Flight range: 10 miles

Maximum altitude: 400 feet

Estimated delivery time: 30 minutes

Weight: 55 pounds

Maximum load: 5 pounds

To be made available: Unknown

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Modern Mailbox



1



2



3



4



5



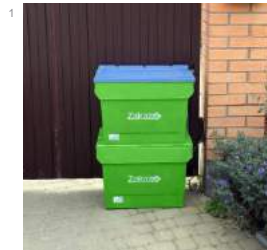
6

Modern RTP

(Return Transit Packaging)

RTP:

- Disposable?
- Lockable?
- Movable into kitchen?
- Picked up on next day or delivery?
- Foldable?
- Who pickups?
- Full cost of cycle?



METRO METRO Київ Тернопіль (044) 392-1202 Оплата | Доставка Знижки та акції Перекази 17:00:35 Рус Ukr Eng Мій замовлення Влад Шалімов Вийти

Пікани Фрукти та овочі Молочні і яєчні М'ясо, Риба, Птиця Морозилка Соуси та спеції Консерви, олія, оцет Беконі Солодощі, Чіпси, Сніжки Напої, Тісто Дітине Пиво Для дому Для тварин

продукти почніть шукати тут Знайти Сортувати по каталогу Зберігати Очистити

Головна • Морозилка • напівфабрикати (83 товари)

Каталог:
крабові палички (12)
пальмачі (29)
вареники (12)
бургери (2)
блендерки (1)
голубці (1)
чебураки (1)
рибні палички (1)
млинці (7)
м'ясні напівфабрикати (17)
перші страви (9)

Торгова марка:
SmoCom (17)
Ляшко (13)
три ведмеді (12)
VICI (8)
Файн Лайф (8)
Лявада (8)
АГО (4)
Водний мир (3)
ЕкоСпас (3)
FINE FOOD (2)
всі від а до я

Морозилка • напівфабрикати •
Крабові палички

64 ⁹⁰ грн Купити	59 ⁹⁰ грн Купити	29 ⁹⁰ грн Купити	33 ⁹⁰ грн Купити	30 ⁹⁰ грн Купити
61 ⁹⁰ грн Купити	19 ⁹⁰ грн Купити	23 ⁹⁰ грн Купити	10 ⁹⁰ грн Купити	10 ⁹⁰ грн Купити

FL ВАРЕНИКИ КАРТОПЛЯ 900Г
2 шт 39⁹⁰

FL ВАРЕНИКИ КАРТ/ПЕЧІНКА 900Г
3 шт 80⁹⁰

ЛАО ВАРЕНИКИ З КАРТОПЛЕЮ 3 КГ
1 шт 66⁹⁰

ЧЕБУРЕКИ 2.5 КГ
1 шт 75⁹⁰

Полана Кавська газована лікувально-столова пластикова пляшка 1500мл Україна
6 шт 64⁹⁰

Вода Бонкава сильного газована скляна пляшка 330мл Україна
12 шт 90⁹⁰

ЛАО ТУАЛ.ПАП.ФАРБ.ДЖ.АМБ 1ШТ
Значна вага 28 кг
Вартість за збіркою 0 грн
Планова доставка в Київ - від 35 грн
платіти за достав. Знижки

Сума 698 грн



Yonomi

Simplifying the Smart Home

NRF NATIONAL RETAIL FEDERATION

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The Platform to Bring It All Together



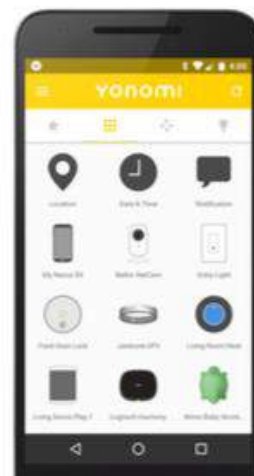
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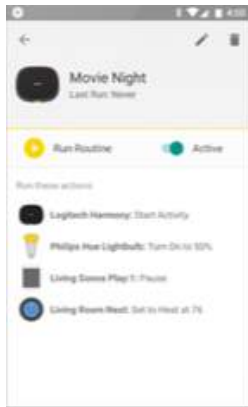
It's all about the App

- Connects to over 60 devices
- Automatic Discovery
- No hub required
 - **The App is the HUB**
- Make the whole greater than the sum of the parts

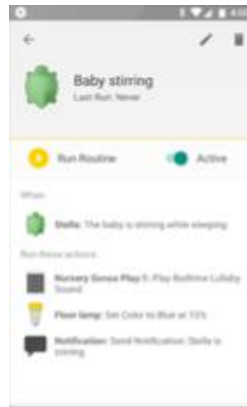


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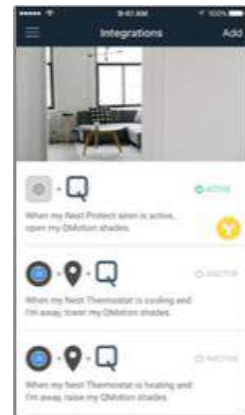
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Software that learns



Save Time



Combine Devices(IFTTT)

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Connects to Everything

amazon echo



fitbit

CREE CONNECTED

nest

LIFX

UP
LAWSON

notion

August

GE link

mimo

wink

SONOS

SCHLAGE

Parrot
FLOWER POWER

Withings

logitech



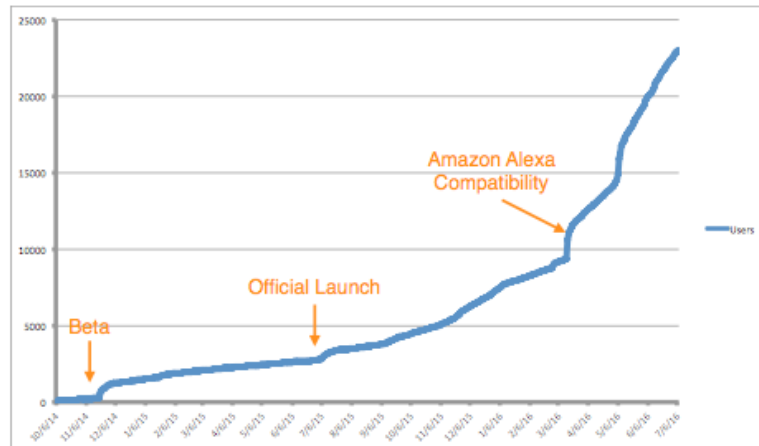
Honeywell

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Fastrack with Echo



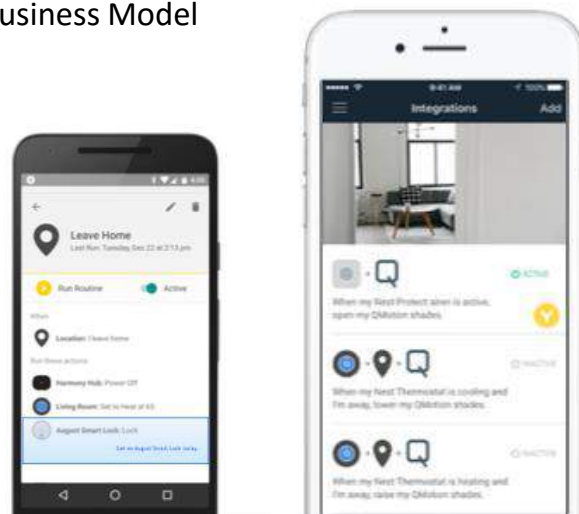
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Business Model

- Licensing SDK
- Monetized Product Referral
- Data & Behavioural Analysis



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