



Who is VIMSE?

We are in the business of providing technological solutions to grocery, pharmacy, convenience, and pet stores. **Virtually Immersive Market Shopping Experience** or **VIMSE** is a mobile application that harnesses the power of real-time access to data about millions of products and transactions to provide personalized buying recommendations and streamlined shopping experience for brick and mortar stores' customers.

VIMSE is a start-up launched in 2017 in the Chicago area by a team of entrepreneurs, IT and business professionals to solve an existing deficiency in the way brick-and-mortar stores currently do business. Lack of quality customer service and inefficient use of coupons, discounts, and promotions is an obstacle in increasing/maintaining the grocery, pharmacy, convenience, and pet stores:

- foot traffic
- average sale (average purchase value)
- items per purchase (size of an average shopping cart)
- retail conversion rates (visitor to customer)
- sales volume

How we do it?

VIMSE's Analytics turns indoor positioning data into actionable insights. Measure guest and associate behavior, monitor dwell patterns, and optimize product placement based on store traffic.

Also, VIMSE uses AR solutions to allow brands, retailers and enterprises to deploy scalable fully immersive AR solutions that include navigation, productivity, and scan options to use cases for a true feeling of Greatness.

VIMSE great benefits -

- provides access to the descriptive and comparative information about merchandise;
- assists in locating items in the store;
- provides smart real-time advice and coupons based on customers preferences, queries and shopping history;
- makes shopping more efficient and satisfying.

VIMSE leverages the power of pooled data by combining:
store-specific information, such as coupons, promotions, and sales

+

categorized manufacturers descriptions and nutritional data

+

online and in-app reviews and ratings

+

shopper's preferences and history

We are all about collecting DATA

- Every day / week / month / year the store gets analytics report about customer behavior in the store. For example, when customers shop at the store and scan products / use coupons / choose promotions and use navigations, the data is collected and is sent to the store for further usage.
- With our real-time analytics that we provide to the store, we let the stores use this information and convert it into sales. The store will also be able to send the customer promotions and deals according to their shopping history.
- Analytics will make store managing and consumer habits easier than ever to understand and predict. Coupons used, promotions that sell the best, complemented and supplemented items will show in real time what marketing strategies do the best and the worst.
- Stores will be able to see in real time an array of information that they can match and compare in any combination. Coupons, promotions, products, sales, from time of the day to the months of the year, will all be intertwined and organized in any sort that may help the store.

Few of our collected information –

1. Products scanned
2. Frequency of products scanned
3. Used coupons
4. Most popular coupons
5. Used promotions
6. Most popular promotions
7. Customer buying behavior
8. Purchasing combinations
9. Heat map
 - a. Most visited isles
 - b. Least visited isles
10. Time spent in store
11. Customer Navigation and searched items

Why we do it?

Shoppers at brick-and-mortar (B&M) grocery, pharmacy, convenience, and pet stores lack information to make informed buying decisions because B&M stores do not take full advantage of data-driven mobile technology. As a result, B&M grocery, pharmacy, convenience, and pet stores fall behind online competition in:

- Customer traffic
- Customer conversion rates
- Customer retention rates



- Customer satisfaction
- Revenue margins

VIMSE leverages the power of pooled data to improve the above metrics by offering these unique benefits:

- provide access to the descriptive and comparative information about merchandise.
- assist in locating items in the store.
- provide smart real-time advice and coupons & promotion based on customers' preferences, queries and shopping history.
- make shopping more efficient and satisfying.

VIMSE's architecture is designed to easily integrate with multiple platforms and databases.

Corporate clients will have access to branded dashboards to oversee integration with VIMSE's platform, monitor its performance, and generate both top-level and in-depth data reports. VIMSE's familiar customer-centric interface will guide customers across different stores' platforms, while eliminating the need to navigate the endless web or hop divergent apps.

Current supply of virtual shopping assistants does not meet the demand because existing solutions are broken or nonexistent; by pursuing exclusive partnerships with grocery, pharmacy, convenience, and pet store chains, we are positioned to gain competitive advantage in the market; our unique approach provides unique user experience that should foster adoption by consumers and corporate clients alike.

Our market strength stems from VIMSE's unique ability to offer comprehensive solution in one easily scalable package.

Market research shows that, because shoppers in stores experience poor customer service, millions of dollars are lost in printing coupons as well as coupons that go unused, and that people are already staring at their phones looking for information that we will provide.

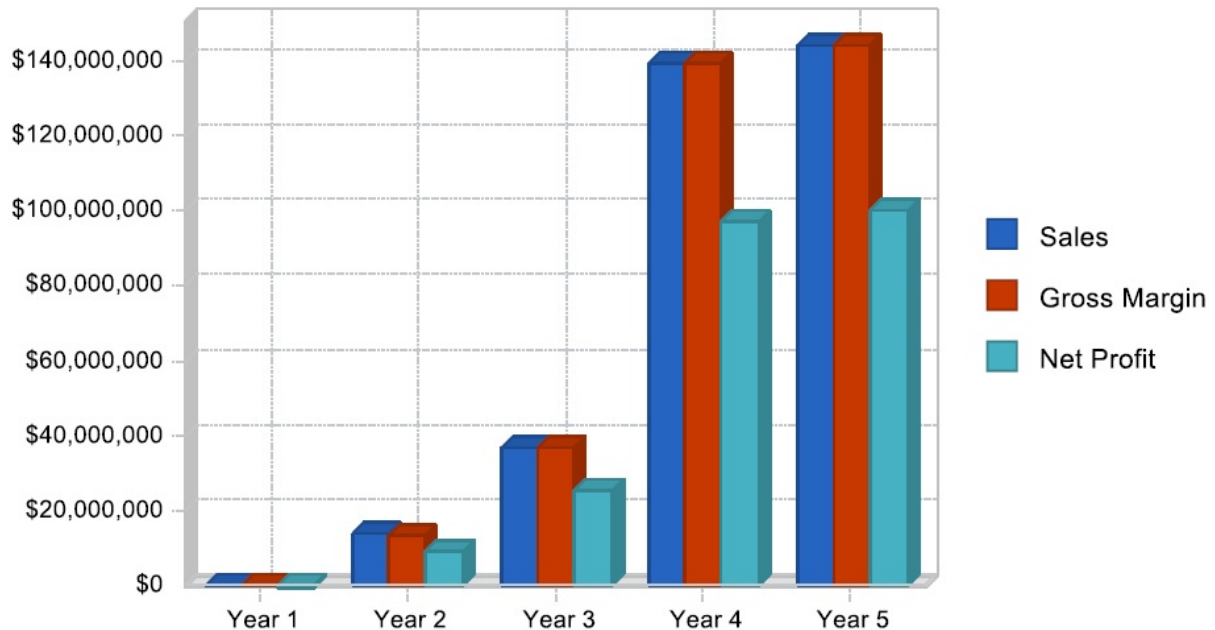
By providing all this pooled data in one convenient place we will solve the problems that both sides are experiencing. Customers will be happier to shop resulting in more money being spent. Stores will increase revenue while cutting costs resulting in higher profits. VIMSE provides a win-win solution for all parties.

Some facts –

- 83% of shoppers use their mobile phone while shopping
- 62% of shoppers want real-time promotions.
- 86% of shoppers want available coupons while shopping.
- 20X increase in purchase intent, a result of timely in-store coupons, given information and available service.

- 71% of shoppers prefer to shop at stores that offer augmented reality.

Revenue for Year 1 to Year 5 after product is developed.



VIMSE will generate revenue from three channels:

1. Partnering with stores Service subscription
 . a Commission on coupon redemption
2. In-app advertising
3. Data mining and collection cross-sell/upsell

Every store that will have a subscription service, and the cost will move between \$500 - \$1,000 per store. For example, 5% market share \$5,342,500 / month, 10% market share \$10,685,000 / month and 20% market share \$21,370,000 / month.

We expect service revenue from in-app advertising and data mining to start after approximately a year and a half of operation, after we gain a large enough audience/user base. We project in-app advertising channel to start at 1% of the service fees and increase to 2% within 3 years; and data mining channel to start at 0.5% of the service fees and increase to 1% within 2 years.

We believe that, once our product launches after a successful pilot, we will penetrate the market by achieving 0.5% market share (about 1,400 stores) after 1 year, 1% market share after 2 years (about 2,800 stores; 2105 average monthly stores throughout year 2), 3% market share after 3 years (about 8,400 stores; 5,600 average



monthly stores throughout year 3), and 12% market share after 4 years (about 33,600 stores; 21,000 average monthly stores throughout year 4).

- VIMSE will receive 5% of every coupon used through the app by customers.
- Stores will be able to create coupons through our system at no charge.
- Vimse will increase the total use of coupons and promotions resulting in 5% to 35% growth in sales per store per year.

Currently, less than 1% of coupons sent out are being redeemed, that is 2.8 billion out of 315 billion sent out. Of the 2.8 billion coupons used a 0.5% market share would be 14 million coupons. At an average of 5 cents per coupon, we would net \$700k a year. These numbers translate to 9,975 redeemed coupons or \$498 commission per store per year, or \$42 per store per month.

Once we reach 3%, At an average of 5 cents per coupon, we would net \$42M a year. Once we reach 12%, At an average of 5 cents per coupon, we would net \$336M a year.

As the number of mobile coupons rise, and retention rates rise, correspondingly so would our profits.