



# InfiEye - Image recognition to instantly improve store sales!

## Who we are

ENTERPRISE B2B SaaS product startup that uses Deep Tech to provide data and insights to Global Retail Manufacturers & Retailers

## Leadership Team



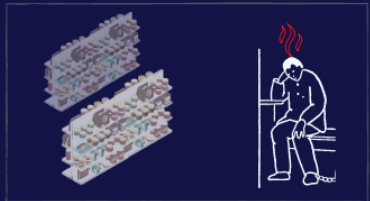
## Our Investors



## Our ecosystem partners



## Problem statement



Retailers struggle with managing products out-of-stocks and overstocking.

- Lack of visibility on faster selling SKUs Vs is selling out faster and which is not
- The poor mix of SKU assortments on shelves

Retailers fail to prevent high attrition of store staff.

- Store staffs spend 50% of their time discovering and replenishing stock-outs on shelves
- Workforce fatigue due to laborious and manual work throughout the day
- Less time dedicated to assisting customers to improve the shopping experience



Lost sales opportunity

Thin profit margins

Low growth in sales per store

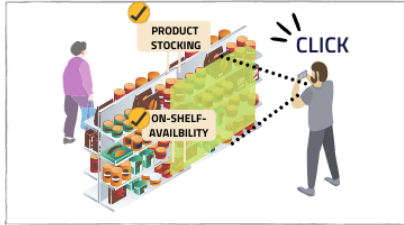
## Our Solution

### InfiEye - In-Store digitization for real-time optimization of retail store operations!

InfiEye is an AI-driven image recognition platform enables Retailers to measure product out of stocks and empower their store staff with retail analytics to better manage their daily store operations.

- Action-driven tasks sent to store staff in real-time to manage on-shelf stocks and improve on-shelf visibility of right stock on the right shelf.
- Measures in-store merchandising compliance
- Manages the entire communication and performance of store staff in one place

## Method 1



## Method 2



Shelf images are captured by store staff through InfieyeShots mobile app every hour or every morning and evening.

Installation of a small form-factor camera (Zero-Capex) in your stores that will automatically capture images of the store every hour.



Captured Images

### INFIEYE AI

AI on cloud Image recognition that processes captured store images and instantly derives accurate insights on Shelf-level SKU visibility.

Discover in-stock vs out-of-stock patterns. Run gap scans and in-stock measurements every hour or every morning and evening



Digitize on-shelf visibility of SKUs and take real-time actions to improve out of stock, overstocking, and assortment

## OPERATIONAL IMPACT

### 3X SPEED

in plugging Out of stock/overstocking

### 2X REDUCTION

in effort spent by your store staff in discovering and replenishing out of stocks products.

### AVAILABILITY OF TIME

Spend more time assisting and delighting customers  
High SKU availability

### HIGH SKU VISIBILITY

Customers always find the right products on the shelf in the right quantity

## BUSINESS IMPACT



Improved sales



30X Rol on our solution



Happy store staff

## Revenue generating opportunity

- Collect Share of Shelf and on-shelf visibility data of all the brands displayed in your store.
- Monetize that data to help new or small-medium brands to understand the market, improve market share, and serve their customers in a better.