DACHE

Kito Adegbenro

THE DACHE APP

Best way is to do it.. is to *dache* it!

Problem

There is common thought that most retailers prefer that their customers spend a much time as possible in their stores roaming through isle, and hoping the get them to make more of those impulse purchases.

While that may be true in some cases, there is a growing niche of 30 to 40 year old tech savvy suburban moms, and InstaCart shoppers that would rather spend significantly less time in retail stores, keep to their budget, and have a more convenient and better shopping experience.

Solution

Our solution will:

1. optimize and manage a user shopping list in the Dache app, using that and other data to reduce duration/time spend shopping in retail stores while improving the shopping experience for the average 30 – 40 year old suburban mom that wants to save time and money.

2. reduce duration/time spend shopping in retail stores while increasing the number of orders and store runs for the average InstaCart shopper.

To accomplish this, the Dache team will develop a software application that can track users in an indoor or enclosed environment using a virtual representation of the physical space in order to improve their experience and interaction with objects within the space.

How?

1. Create digital representation using AR, 3D modeling software from blueprints, customer data (e.g. shelving data, layouts), image capture, inventory data, etc.) to (a) map the enclosed space, and (b) map/pinpoint items and/or objects within the environment to generate the virtual environment.

Solution (Contd.)

How (Contd.)

2. Embed the user in the virtual environment within the app using either one or a combination of the following: leaky (radiating) cables, Bluetooth, cameras (image recognition), sonar, LiDAR scanning tech mounted on robots or UAVs to (a) continuously pinpoint the user's (or their mobile device's) location within the environment, (b) generate a user specific optimized routing system (c) identify clusters and heat maps within the space, and (d) estimate time/duration spent by the user within the space.

Market Validation

What we thought
In addition to saving time and money, we also thought that minimizing or limiting human interaction while shopping would be high a priority for this segment

What we did

- Using a customer discovery form, we conducted four (4) more in-person interviews with shoppers that fit our customer segment

- Locations included TJ Max, Giant, Food Lion, and Plato's Closet in Sterling

- Interviews were 15 – 20 minutes long

- Aggregated and summarized the reports, and identified some themes that support or disprove our hypothesis

What we learned

- Most shoppers we interviewed are spending less time in the stores to minimize or avoid human interaction. They are in and out as quickly as possible. 10 (of 40 interviewed)

- Several of the interviewees prefer the in-store shopping experience over other options because they want to be able to pick out products themselves -- in person 8

- A few of the interviewees do more shopping online, or use the store pick up options. Remaining were undecided slightly favoring online/store pickup

- Several shoppers we interviewed use an app for shopping for various reasons, e.g. to place orders, create

Market Validation (Contd.)

What we thought
That saving some of the time spent on shopping would be valuable to our target segment
What we did (same as before)
What we learned

- Most shoppers we interviewed spend less time now, or want to spend as little time as possible in the stores due to COVID.

- Several of the interviewees prefer the in-store shopping experience over other options because they want to be able to pick out products themselves -- in person

- Most interviewees want a faster, safer and better checkout process. They would rather not have to wait in long lines to check out.

- Similar to the response to Hypothesis 1, a few of the interviewees do more shopping online, or use Instacart, store pick up and other options.

Market Validation (Contd.)

What we thought
Tight budgetary constraints would affect shopping decisions and behavior
What we did (same as before)
What we learned

- Similar to the response to Hypothesis 2, shoppers we interviewed use an app for shopping for various reasons, e.g. to check prices, search for promotions and discounts.

- About 2 in 5 interviewees have reduced their frequency of in-store visits due to financial hardship resulting from the economic downturn caused by COVID. And budgetary constraints determined which stores some of them visited and how much they purchased..

Market Size: TBD

The Market side is still being researched. Data will be presented at a later date

Product

TBD

Business Model

Key Partners
- RETAILERS: Ahold Delhaize
- BRANDS
- OEM - Cabling: Trilogy Cables
- OEM - Cameras: GoPro / Godox

Key Activities
- Software/App R&D
- Platform R&D – AI, CVML & INS
- Software UI/UX Design
- Retail Site Infrastructure – *equipment installation*
- Data Analytics
- Avatar Charater R&D
- Shopping List Optimization
- Dache Checkout Platform
- Retailer & Brand Management
- Customer Management
- Product Knowledge/Management
- Brand Knowledge & Optimization
- Brand-User Customization
- Return Validation/Mgt System
- Automated Transaction Audit and Reconcilliation R&D

Key Resources
- Grants - SBA
- App/Website
- Platforms – AI, CVML & INS
- Patents
- Personnel – Designers, Engineers, Developers
- Brand – Dache Character
- Partners

Value Propositions
USERS
- Better overall shopping experience
- In-store route optimization
- Shopping time efficiency
- Mitigate health risks by limiting or eliminating human interaction in retail environments
- Dache checkout – cashless, cardless, contact-less, queue-less (CCCQ) checkout
- Product & Brand Education – AI, (comparisons), prompting of store managers assistance
- Product Availabiliy – AI, promting store attendants assistnace
- Budget Optimization & Mgt
- Automated Returns – Checkout, Scheduling or Store Assistance
- More retailer options/choices

RETAILERS & BRANDS
- Better and more direct user-retailer engagement
- Push new customers & online shoppers to in-store retailers
- Reducd financial losses from fraud, theft, & errors using CVML
- Ability to offer extended operating hours
- Sharing User shopping lists with retailers and brands
- Better management of returns

Customer Relationships
USERS
- Customized UX
- Online Customer Service
- Co-creation
- Dache Community

RETAILERS
- Customized UX
- Online Support
- Customized Analytics
- Customized Bdranding Support

BRANDS
- Dedicated Assistance

Channels
- Social Media
- Word of Mouth
- Retailer Campaigns
- App Store
- PR – Media
- Online Advertising

Customer Segments
RETAILERS
- Mid-Tier Retailers
- Wholesale Clubs
- Regional & Local Mom & Pops

BRANDS
- Consumer Brands
- Retail Brands

USERS/SHOPPERS
- Busy Moms
- Bachellors/Bachellorettes
- Family Shoppers

DELIVERY SERVICES
- InstaCart

Cost Structure
- WACC
- In-store Equipment & Installation
- Research & Development (R&D)
- Infrastructure – Cloud
- Payroll / Contractor
- Branding & Marketing
- Member/Customer Relations
- Retailer & Brand Relations
- G&A

Revenue Streams
- Software Licensing
- Support & Maintenance Liciensing
- Tiered Affiliate Commission – Percentage of Transaction Size tiered based on Txn Volumes
- Targeted Mobile App Advertising

Competition

Primarily:

- Retail grocery stores

- Amazon

- InstaCart

Competitive Advantages

What makes your app superior to your competitors? Ease of use, amazing design (front and backend), and an AI-powered concierge character or Dache buddy.

Talent acquisition: Dache will hire the best software engineers that have significant knowledge in AR/VR technology, AI & ML, Computer Vision and image recognition. We will also focus on bringing on board the most adept UX/UI designers on our team.

In fact, we're taking resumes now (as I speak)

Thank you

Time for judges to ask questions