



ROXWHALE

One line pitch:

Roxwhale, Google Analytics for physical stores

Market Analysis:

Our market is the analysis of the in-store customer experience. The market for In-Store analysis is currently 2.1 billion dollars. With a CAGR of 18.9%, this market will reach a size of 5.1 billion dollars in 2020. The analysis of the customer journey includes two types of analysis: - Online (e-commerce , m-commerce) - Offline (in-store) On our market segment (offline) there are two types of analyzes: - Qualitative analysis: consumer actions when they are facing shelves - Quantitative analysis: consumer movements behavior We currently focus ?on specialty hypermarkets (such as Boulanger), but we will also address home improvement hypermarkets, supermarkets and malls.

Value proposition:

We help our clients optimize their retail space. This goes through: - Optimization of the merchandising policy o course indicators o merchandising recommendation engine - Measuring the impact of marketing actions - Better staff management o Predictive analysis for a better customer flow in checkout lanes o Predictive in-store traffic analysis for better management of salesmen - Improved customer experience (SDK ROXMAP: indoor geolocation/navigation system in retailer mobile app) o Product search + navigation aid in the store o Contextual and qualified promotional offers

Business Model:

Keys partners - Research labs (LIRIS) - IT outsourcing firms (Interway & Hubone) - Merchandising consulting firms Key activities - Platform development & maintenance - R&D Key resources - infrastructure - Roxmap platform - merchandising expertise Relationships - Platform maintenance - merchandising advices Channels - website - specialized trade fairs - business partners Customer segments - specialty hypermarkets - home improvement hypermarkets - malls - supermarkets Cost structure - infrastructure - R&D - marketing & communication ? - administrative management Revenu streams - installation/configuration - platform subscription & maintenance - training ? - sending of qualified promotional offers

IP and Regulatory situation:

We do own every exploitation and license rights on research conducted by the LIRIS. Roxmap platform is unpatentable according to European legislation.



Roxwhale

COMPANY PROFILE

- **Website:**
<https://www.roxwhale.com/>
- **Field:**
- **Contact:**
Stanowski Etienne
etienne.stanowski@roxwhale.com
- **Location:**
46 rue du 4 août 1789
69100 Villeurbanne
France
- **Founded in:** //22/07/2015
- **Employees:** 4
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
0
 - **Monthly burn rate:**
17000€
 - **Capital seeking and date:**
300000€ early 2018
- **Investors:**