



WINSHOT

One line pitch:

Connects FMCG' brands with consumers on the ground to collect real-time insights.

Market Analysis:

FMCG' brands, which goods displayed across thousands of retail stores and neighbourhood outlets: 1. Faces strong competition and records low profit margins; 2. Spends millions of dollars on trade marketing, much of it on in-store displays and promotions, and yet they have no solution to measure ROI and KPIs; 3. Their sales forces and merchandisers are not enough to be physically present in every single retail store to: -Conduct field surveys, report and analyze consumer behaviours; -Audit the right execution of their POS advertising -Check shelves implementation and manage real-time out of stocks;

Value proposition:

WinShot digitizes the in-store check process, simply by associating crowd people doing their shopping and using their mobile devices. WinShot is above all else a motivated, complementary and solid team. We offer an innovative solution: in addition to our Mobile app, web based platform, BI and Big data software, image and video recognition to recognize product's Logo from standard images and video taken in-stores. Affordable: 60% less expensive than a traditional market research campaign. Promote social business: our crowd workers are basically unemployment persons with low revenue and give them opportunity to obtain an additional Revenue We provide also a real-time insights and consumer vision. ?

Business Model:

We offer a pay as you go business model. To FMCG' brands, we bill \$ 2 USD for each in-store physical check, made by one of our crowd-worker which using winshot' mobile application. 30% of this amount is transferred to our crowd-workers through mobile payment solutions.

IP and Regulatory situation:

We are not yet incorporated, our corporation programmed by the begin of next year as mentioned on our b@Labs' roadmap



COMPANY PROFILE

- **Website:**
www.winshot.net
- **Field:**
- **Contact:**
Mzoughi Walid
mzoughi.walid@gmail.com
- **Location:**
Résidence Diar El Medina 2
Esc 4 Appt 423
2034 Ezzahra
Tunisia
- **Founded in:** //05/2017
- **Employees:** 2
- **Financial information (€):**
 - **Company stage:**
Proof Of Concept
 - **Capital raised to date:**
0
 - **Monthly burn rate:**
0
 - **Capital seeking and date:**
€425K by July 2017
- **Investors:**