

# **SELFPOINT.**

The leading digital-transformation  
company for grocery

Sales Deck

# Agenda

1. Company Overview
2. The US eCommerce Market
3. The Opportunity
4. The Self Point Solution
5. The Results
6. Competitor Landscape
7. Use Cases & User Experiences
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# Company Overview

- Self Point provides digital transformation technologies to grocery chains and is based in New York and Tel Aviv
- The company has developed an eCommerce platform, a fulfillment app, and a in-store click & go app to address a \$100 Billion digital grocery Market Opportunity
- Self Point's Customers include leading tier 1 and 2 grocery chains internationally.
- With 150+ retailers, and well over \$100,000,000 in GMV processed annually, Self Point is well set up to serve tier 1&2 grocery chains looking to sell online.
- Self Point has a close partnership with Unilever international.

# The US eCommerce Market

# Online Grocery Market Forecast

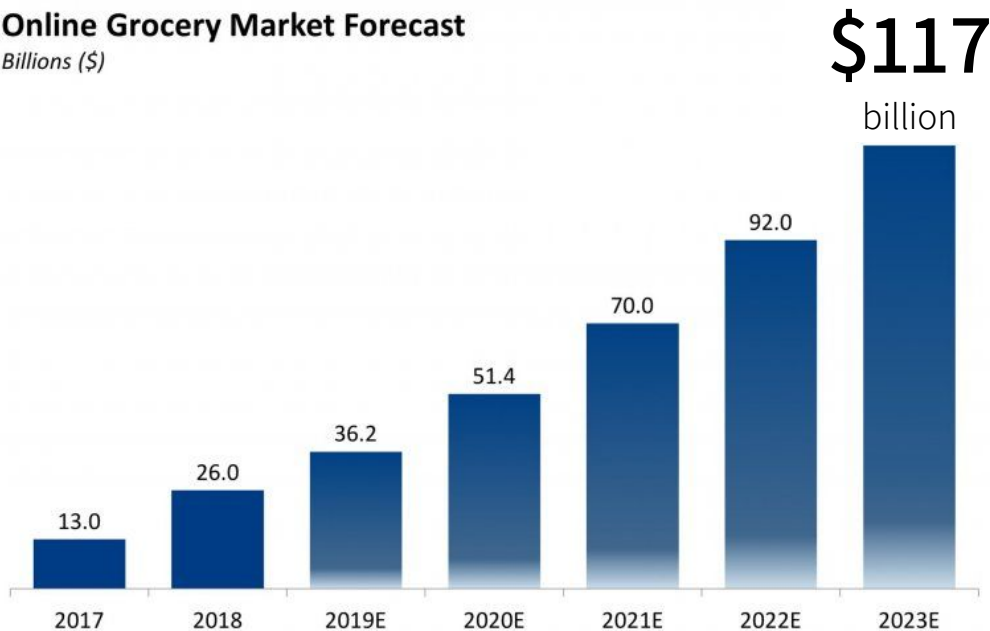
In less than four years the market will grow from \$36 billion

To more than

**\$117** billion

## Online Grocery Market Forecast

Billions (\$)



BUSINESS  
INSIDER  
INTELLIGENCE

Source: Business Insider Intelligence estimates

# The Opportunity

Online grocery is here. The market is large and rapidly growing.

However retailer participation is not evenly distributed.

The biggest players are leading the market. (Amazon, Walmart, Kroger)

Others have taken the short-term solution of Affiliate Marketplaces such as Instacart and Shipt.

**Many tier 1 and tier 2 grocers simply cannot build an online business on their own.**

# The Opportunity

**Only 22%**  
of grocery retailers  
**have** an eCommerce strategy

# The Opportunity

In 2017 Amazon bought Whole Foods and grocery retailers began scrambling for a solution.

Instacart and Shipt were an easy bandage to the problem. With these solutions, retailers would not need to invest in the new business, but would be “Selling Online”.

Since then, many retailers realized that Instacart and Shipt are bandages and **not a strategy**.

## Affiliate Marketplace Risks

Retailer **does not own**  
the customer data

Retailer **loses control** of the brand  
experience and marketing mix  
(product, price, place, promotion)

They have/will  
become a  
**competitor**

# The Self Point Solution

Self Point makes it possible for top tier retailers to sell groceries online.

We give grocers back their brand experience and customer relationships which they have spent years developing.

Retailers will leapfrog the world's largest online competitors with best-in-class technology

## SELFPOINT. Solution

**AI powered** e-commerce  
platform with 25%  
conversion rate

**Profit generating**  
advertising platform

Fulfillment application  
**increases efficiency** by  
50%

# The Results

**within one year**

**10%**

Total store sales online

(More than half of that is incremental)

**Increase**

**5%**

**in same-store sales.**

**Reduce**

**50%**

of Picking labor cost by using  
Self Point's fulfillment  
application

# Illustrative Proforma - 200 Store Retailer

## Assumptions

Number of stores	200
Weekly revenue (per store)	\$300,000
Average ecommerce basket size (2x in-store)	\$64
Ecommerce items per basket	16
Ecommerce baskets per week	93,750
Ecommerce baskets per week / store	469
Time to pick an item (seconds)	45
Loaded hourly labor cost	\$16.25
E-commerce basket pick time (hour)	0.20
E-commerce basket pick labor cost	\$3.25
Delivery cost	\$9.00
Delivery charge to customer	\$5.00



## Annual Pro-Forma Results

Total offline revenue	\$3,120,000,000
Ecommerce revenue	\$312,000,000
Number of ecommerce baskets	4,875,000
Ecommerce contribution margin - %	20%
Ecommerce contribution margin - \$	\$62,400,000
Picking labor	(\$15,000,000)
Delivery cost	(\$5,850,000)
Recurring Self Point Fee	(\$895,000)
<b>Retailer Income</b>	<b>\$39,811,250</b>

# Competitors Landscape - Retailer Benefits

	Retailer Brand Awareness	Fully Managed Product Availability	Low Cost Picking Efficiency	Retail Expertise	Monetization Plan (Advertising)	Efficient Delivery Management	Time to Market
<b>SELFPOINT.</b>	✓	✓	✓	✓	✓	✓	✓
 UNATA (Instacart)	✓	-	-	✓	✓	-	-
 instacart  SHIPT	-	-	N/A	✓	N/A	N/A	✓
<b>MWG</b> (MI9)	✓	-	-	-	✓	-	-
 Mercatus	✓	-	-	-	✓	-	-

# Use Cases & User Experience

# Driving Revenue

- Marketing and Promotions (AI Driven)
- Integrated Advertising Platform
- Personalized Search (AI Driven)
- *Last Minutes Suggestions* at checkout (AI Driven)
- Specials & coupons reminders
- Contextual recipes and videos in category pages
- Product tagging and filters



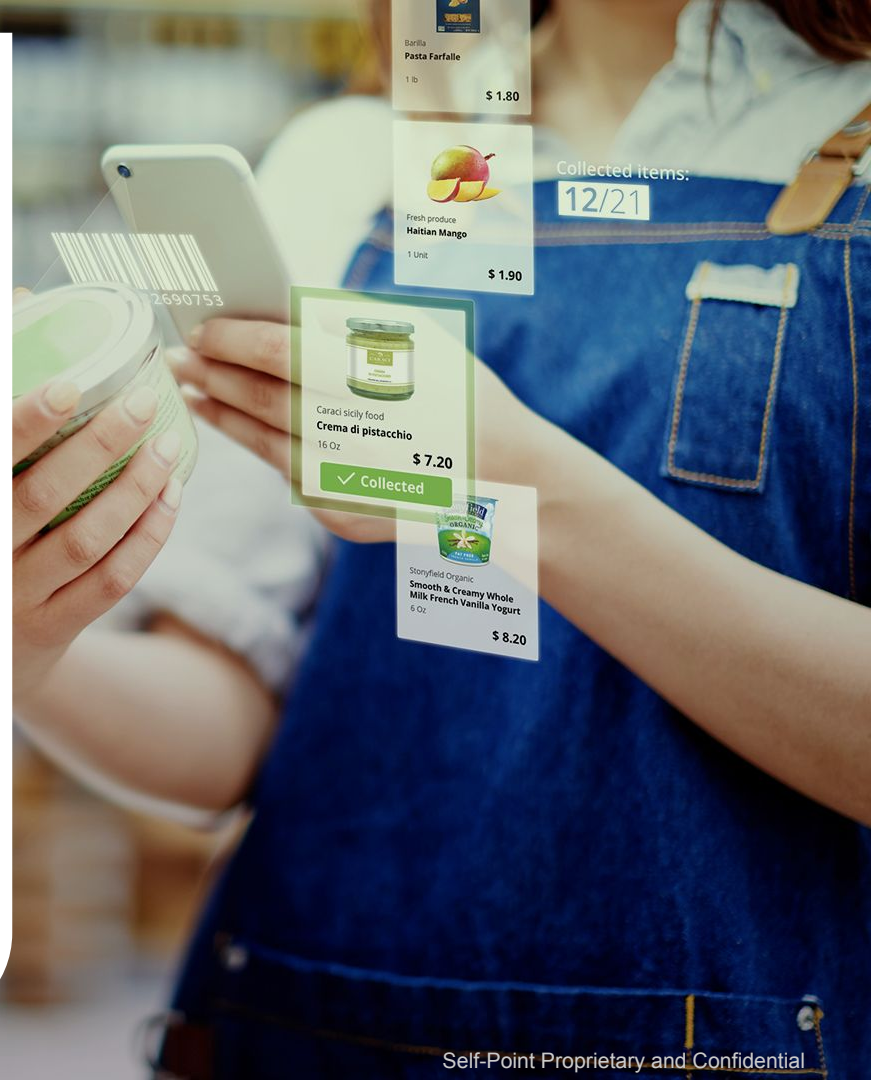
# Retention & Satisfaction

- Order Syncing across all user's devices
- Re-open order and update it after the order has been placed
- Replacement SMS for missing and replaced items
- Product 360° view, multi images and full product details
- Multiple templates for unique customer experiences (Prepared food and regular)
- Product tagging and filters



# Fulfillment Efficiency

- Picking app that is 50% more efficient than the market
  - Route planning
  - Wifi scales for weighable products
  - Product replacement engine
  - 10 minute Picker Training
  - Productivity Report
- Robotic warehouse integration
- Last mile delivery management



# Why Self Point?

Promote

**Your Brand**

Not your competitor's

Increase

**5%**

in same-store sales

Profit

**50%**

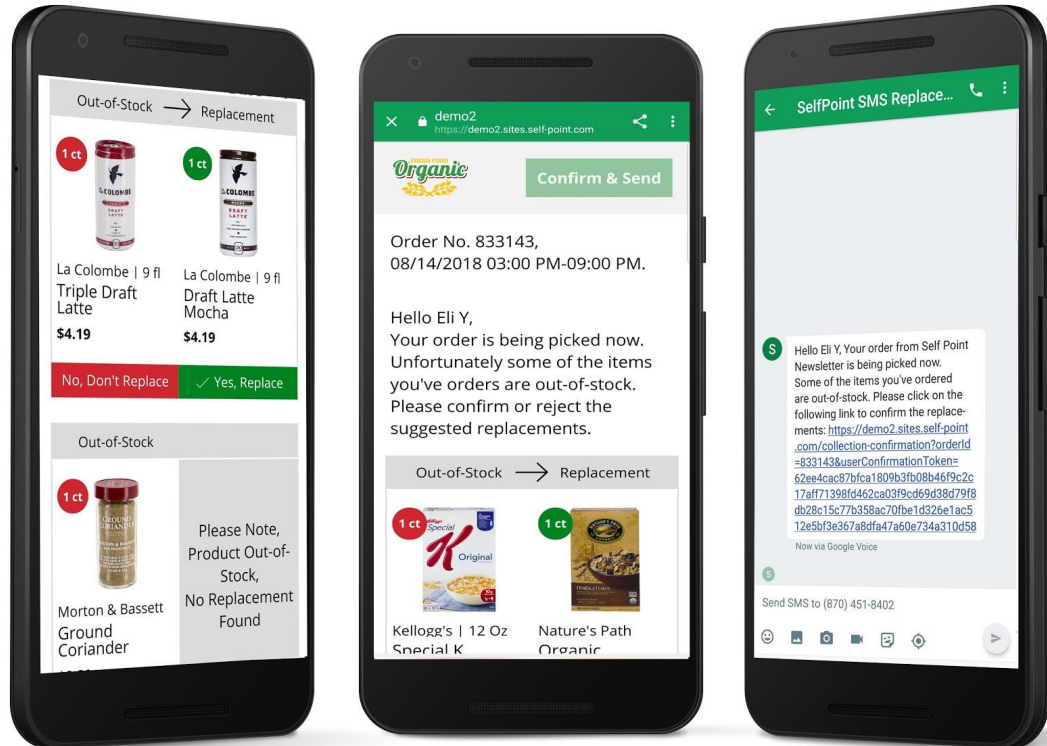
Increase in fulfillment  
efficiency

# Appendix

## Customer Retention & Satisfaction.

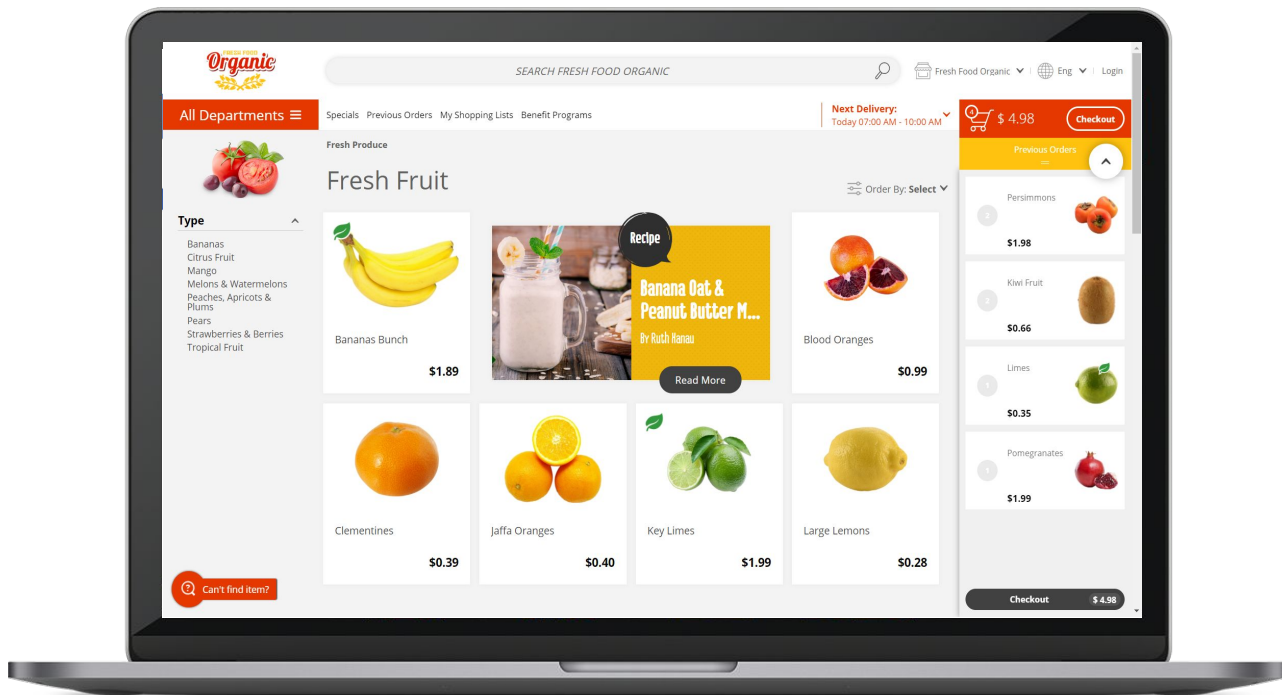
# SMS Replacement Call

The Picker marks the missing items, and by a tap of a button, a Replacement message is being sent to the customer, giving him the option to approve or decline each replacement



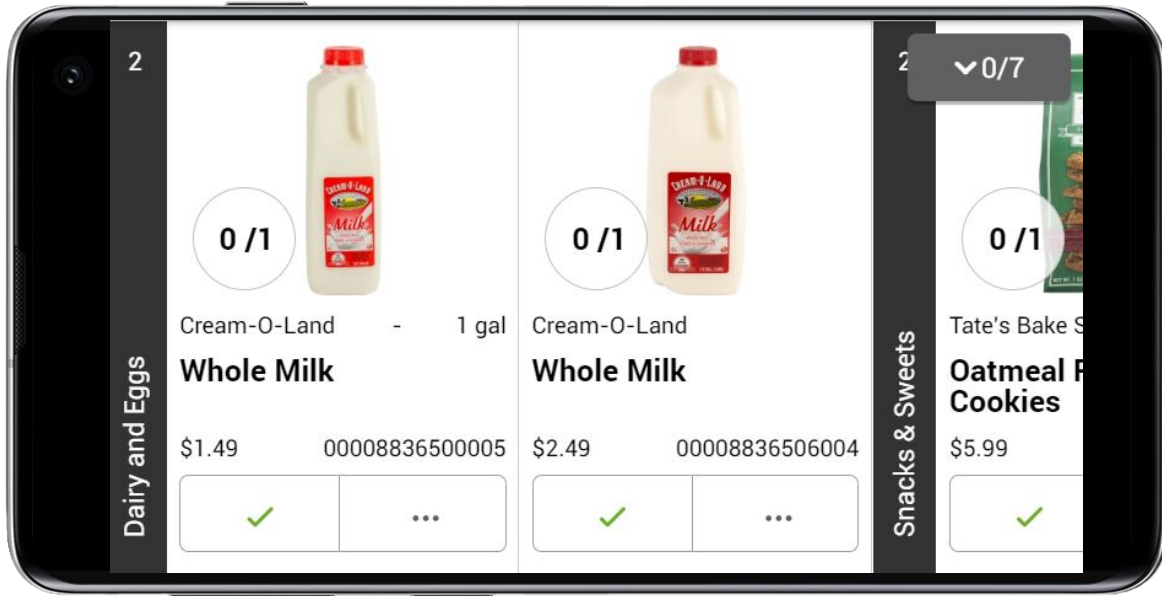
## Customer Retention & Satisfaction.

# Contextual recipes & videos in category pages



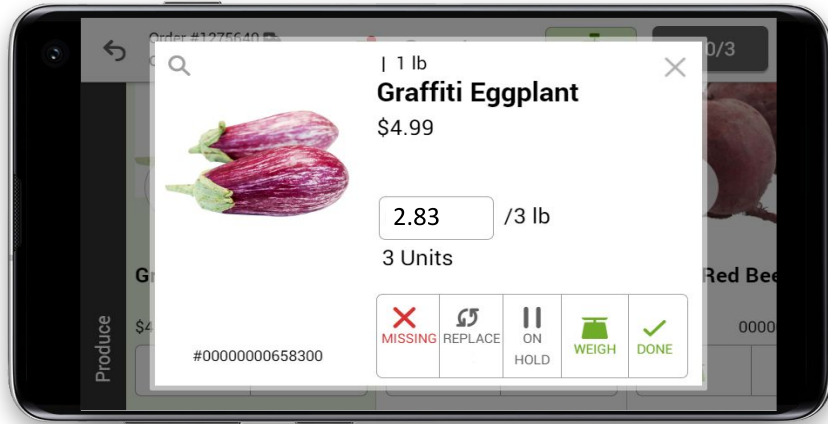
## Fulfillment Efficiency.

# Picking App - Route Planning



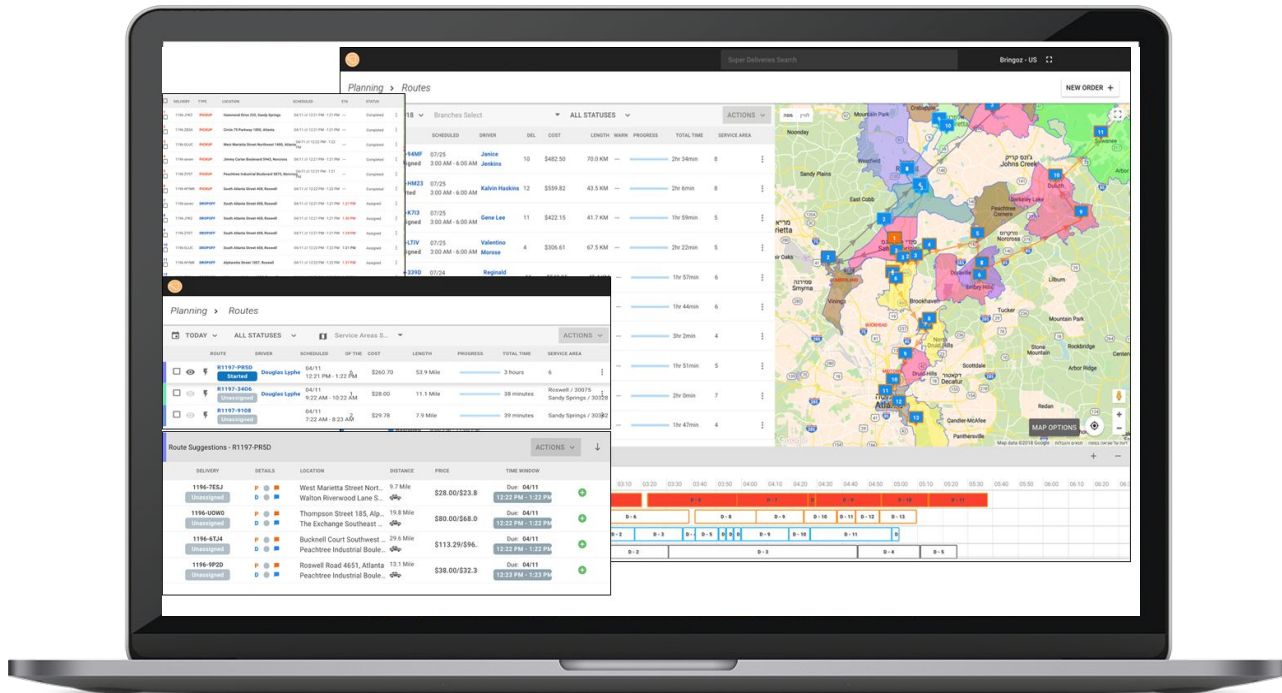
## Fulfillment Efficiency.

# Picking App- Weighable Items via WiFi Scale



Fulfillment Efficiency.

# Last Mile Delivery Management



# Additional reading

## Dangers of affiliate marketplaces (Instacart/Shipt) for grocers.

OBSERVER

Events | Newsletters

OPINION

### Instacart's Folly: The Company's Reputation Is Once Again Being Questioned

By Brittain Ladd • 05/20/19 1:18pm

f t in G+



Based on the number of conversations I've had with current

Forbes

Billionaires Innovation Leadership Money Consumer Industry Lifestyle BrandAd

8,426 views | Jul 1, 2018, 07:22pm

### The Trojan Horse: Will Instacart Become A Competitor Of The Grocery Retailers It Serves?

Brittain Ladd Contributor @ Retail

Instacart employees fulfill orders for delivery to customers. Photographer: Patrick T. Fallon/Bloomberg

M

It's not me, it's you: A Farewell to Instacart

Jessica Honsinger Jul 26 • 4 min read

Hey, Instacart.

We've been running together for well over a year now. We've had some really good times.

But I need to step back.

You were exactly what I needed. You made my life so much easier. You made my name basis with drive. You made some good in the parents with new students. I took and flats of water.

Forbes

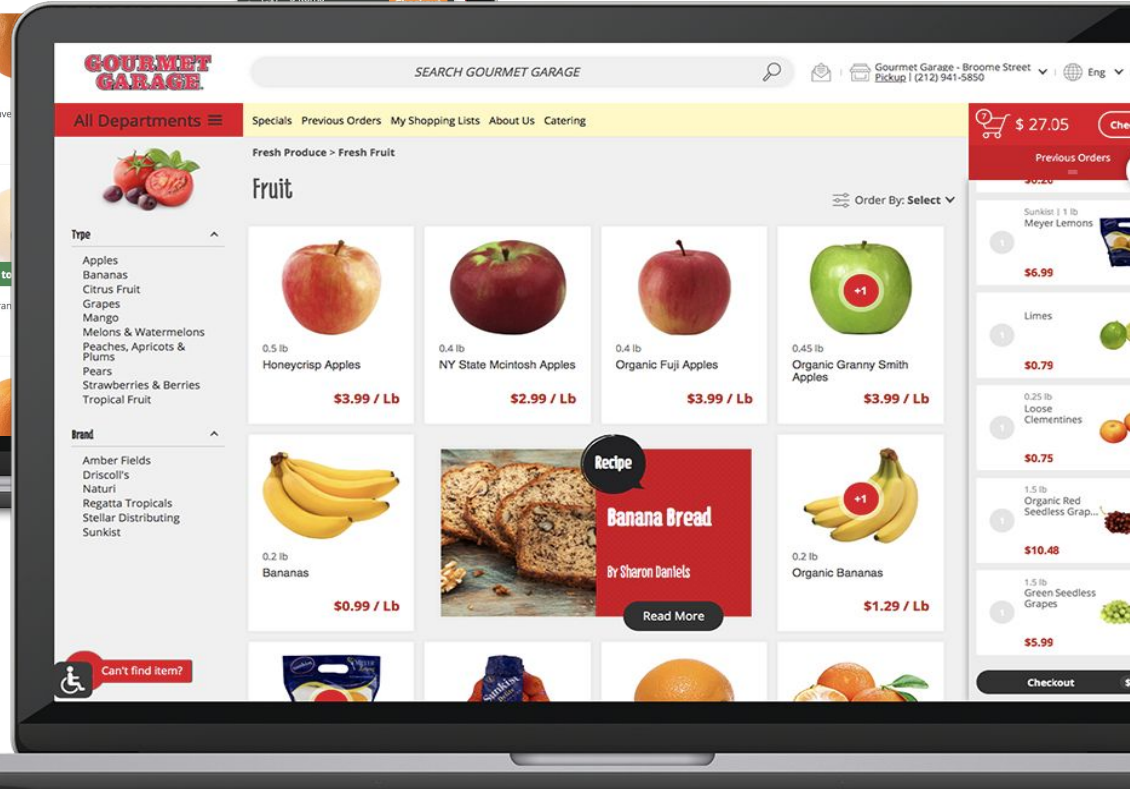
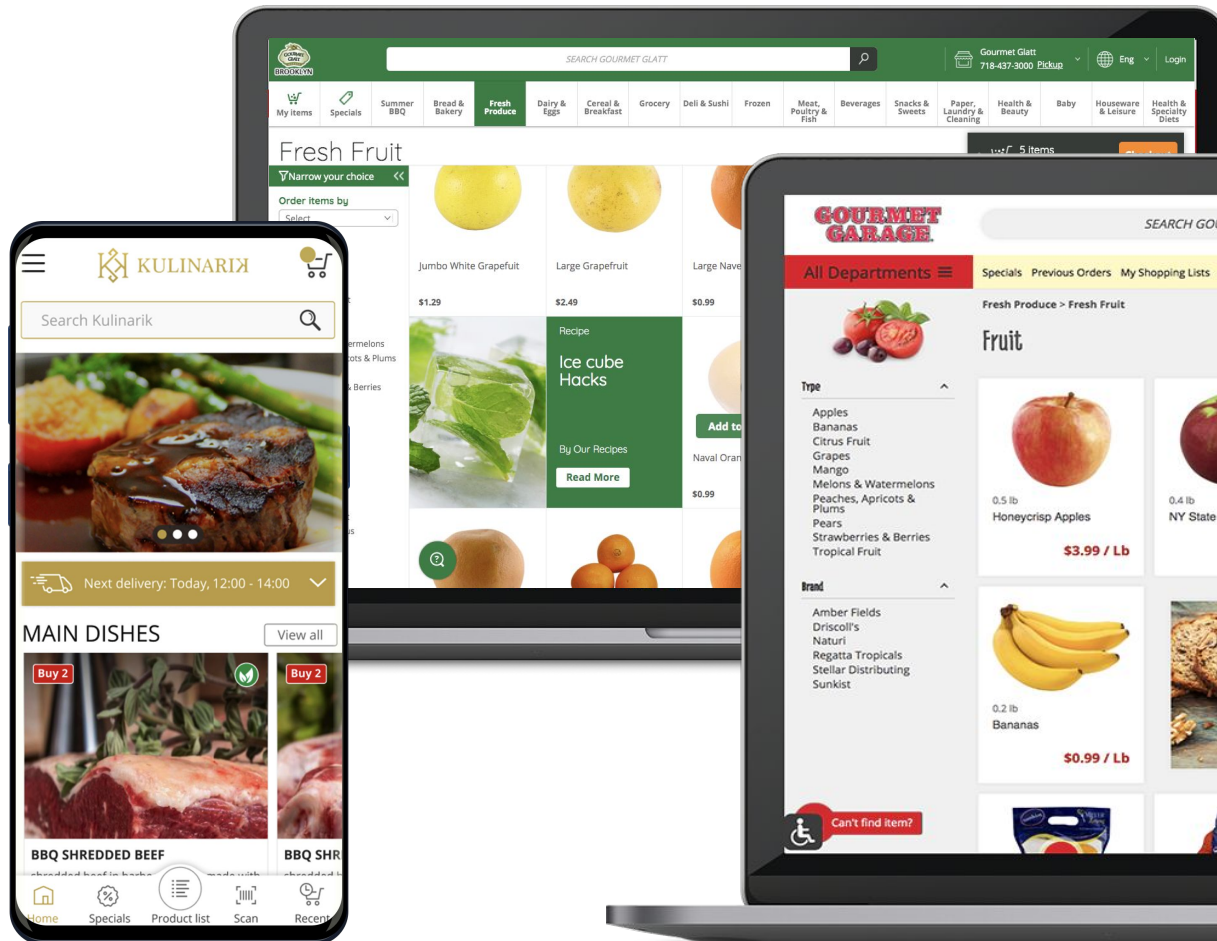
Billionaires Innovation Leadership Money Consumer Industry Lifestyle BrandVoice

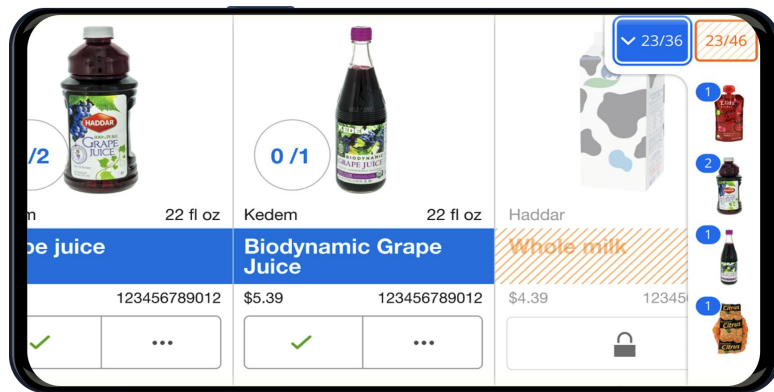
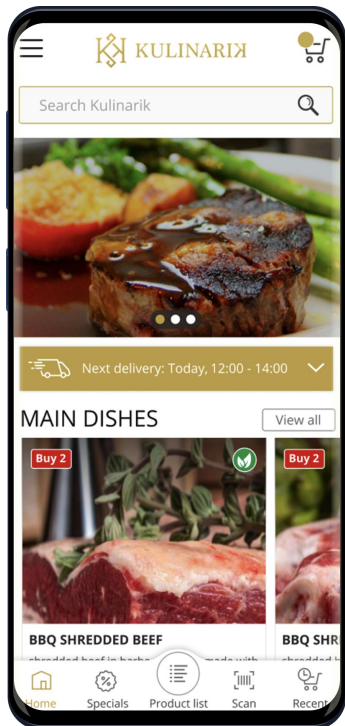
67,538 views | Feb 11, 2019, 07:37am

### Killing Instacart: Why The High-Flying Company Is At Risk Of Crashing To The Ground

Brittain Ladd Contributor @ Retail

Instacart was once viewed as being a savior to grocery retailers wanting to compete with Amazon. Not any more. Photo Credit: SHUTTERSTOCK





Thank you

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**SELFPOINT.**