



AI-DIRECTED HUMAN ACTIONS TO
BRING YOU REAL TIME INSIGHTS

www.observanow.com

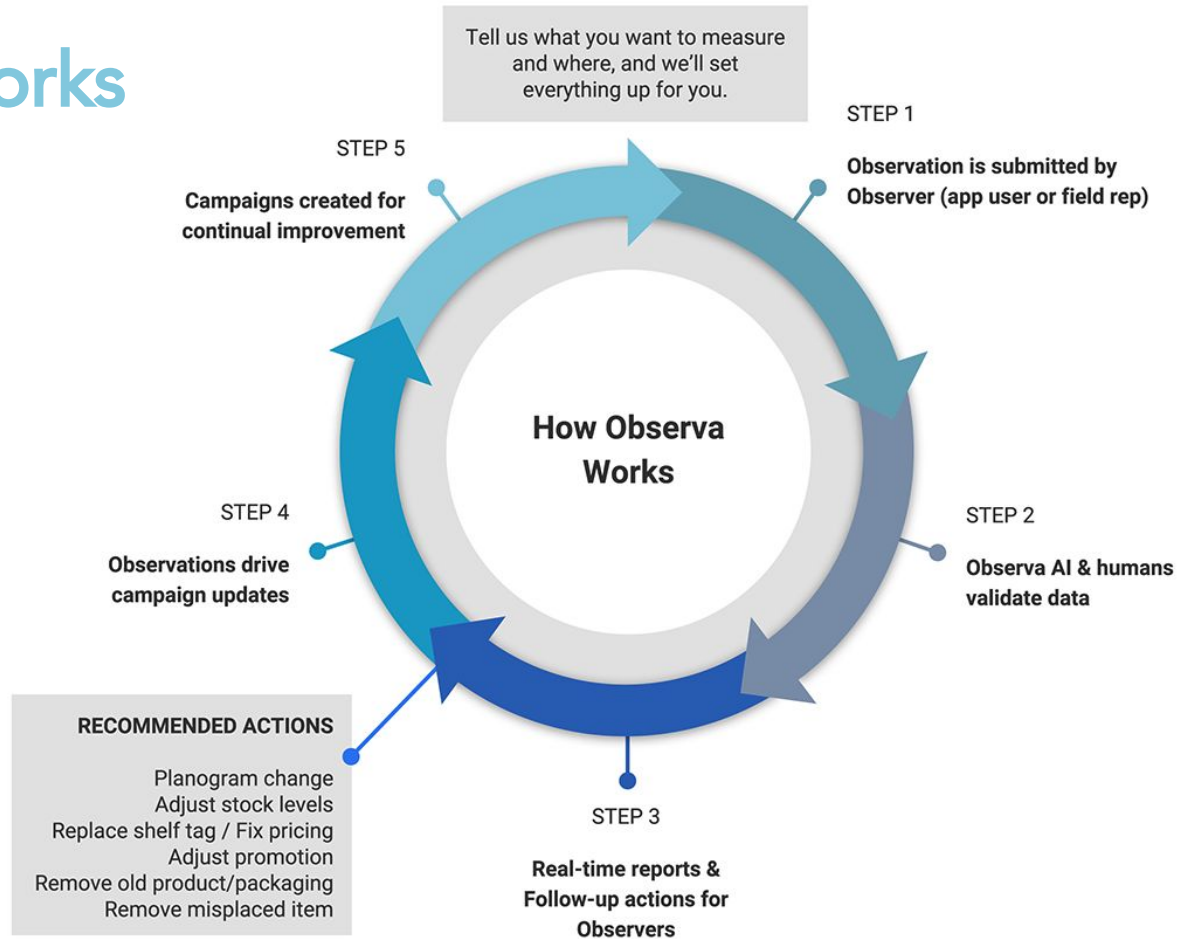


What is Observa?

Observa delivers real-time insights and directs actions to drive a consistent consumer experience, cost-effectively, anywhere.

- Global marketplace of crowdsourced workers provides geographic reach for data collection
- SaaS platform for field personnel and management
- AI increases speed and accuracy

How It Works



Step 1 – Information Gathering

- A.** We build surveys based on the information you need
- B.** The surveys are pushed to our mobile app
- C.** Observations are accepted and submitted by:
 - Our field team of "Observers"
 - Your field representatives
 - Combination of both

Dashboard
Campaigns

Campaign

Albertsons/Yoma/Fariviera - Beer of the Month (June + ...)

Opportunity Title

Kona Brewing - Beer of the Month

Description

Verify that the Kona Brewing 'Beer of the Month' promotional display is setup at Albertsons, Yoma, and Fariviera.

Location
Yoma Yoma

Start
06/08/2018 12:00am

End
06/11/2018 11:59pm

Per Observation Payment \$8.00

Desired Observations 1

☐ Private to your company

Observation Type
Observation

Text

Text Input

Image

Checklist

Drop Down

Photo

Horizontal Break

This opportunity has been approved and can no longer be changed

(distance to observation)

Kona Brewing - Beer of the Month \$8.00

Verify that the Kona Brewing 'Beer of the Month' promotional display is setup at Albertsons, Yoma, and Fariviera.

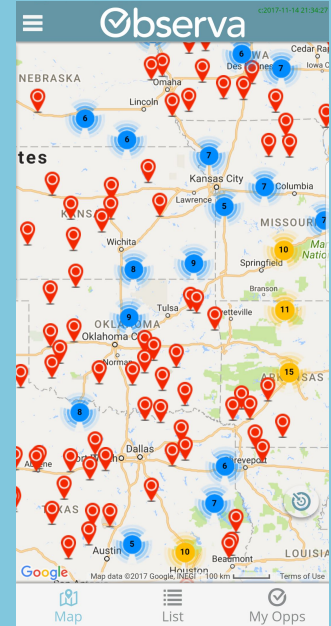
Yoma
10302 Sepulveda Blvd
Los Angeles, CA 91345
(time remaining)

Kona Brewing - 'Beer of the Month' promotion check

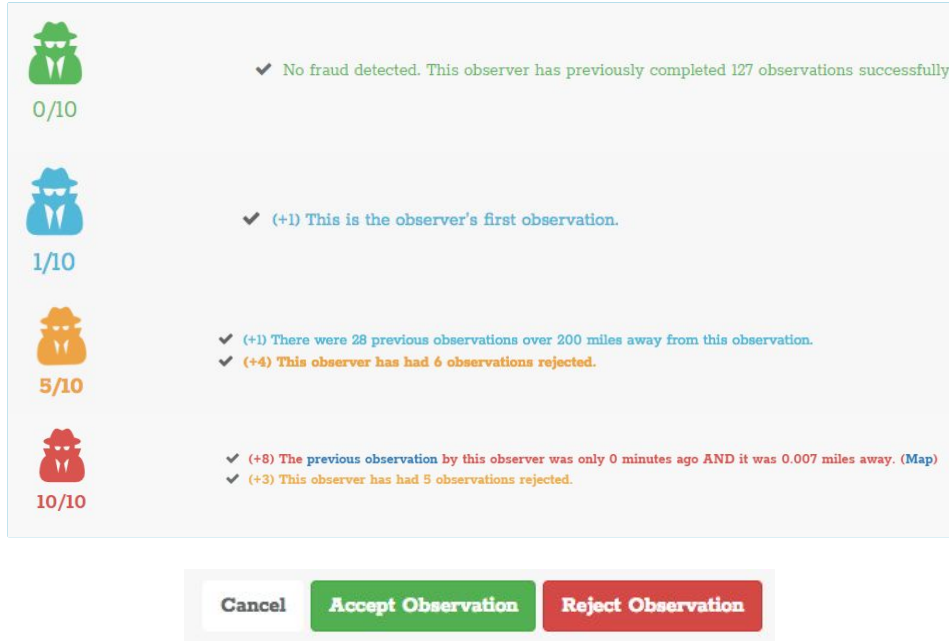
Kona Brewing Company was started by father and son team Cameron Healy and Spence Dabbs. The pair had a dream to create fresh, local island beers made with spirit, passion and quality. Their love of Hawaii, and a desire to protect the pristine environment here, brought them to the Big Island to fulfill their vision.

The goal today is to locate the Kona Brewing 'Beer of the Month' promotional display, answer some questions regarding characteristics of the display, and take photos. The display will include a stack of Kona 12-packs, special pricing, and promotional materials. It will likely be found at the front or around the perimeter of the store. Please ask

Cancel Save Opportunity



Step 2 – Data Validation



The screenshot displays a vertical list of four observer profiles, each represented by a stylized icon of a person wearing a hat and a mask. The profiles are ranked by the number of observations they have submitted, shown as a fraction (e.g., 0/10, 1/10, 5/10, 10/10). Each profile has a green checkmark indicating that no fraud was detected. The validation messages for each profile are as follows:

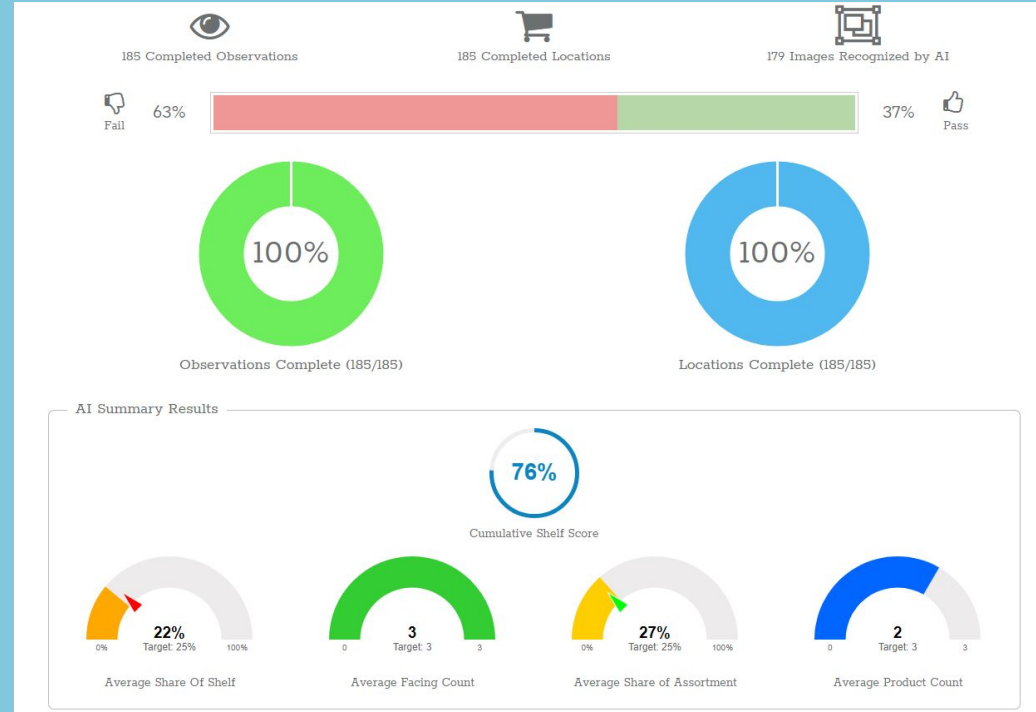
- 0/10:** ✓ No fraud detected. This observer has previously completed 127 observations successfully.
- 1/10:** ✓ (+1) This is the observer's first observation.
- 5/10:** ✓ (+1) There were 28 previous observations over 200 miles away from this observation.
✓ (+4) This observer has had 6 observations rejected.
- 10/10:** ✓ (+8) The previous observation by this observer was only 0 minutes ago AND it was 0.007 miles away. (Map)
✓ (+3) This observer has had 5 observations rejected.

At the bottom of the interface, there are three buttons: "Cancel" (white), "Accept Observation" (green), and "Reject Observation" (red).

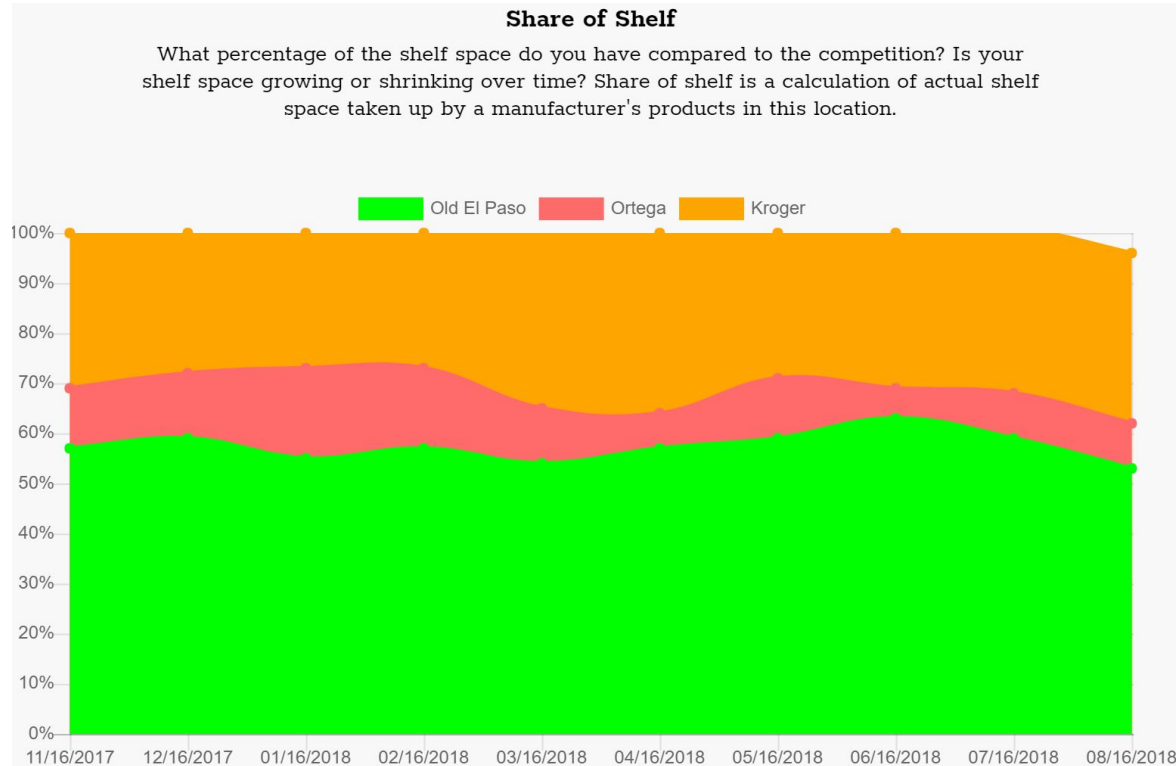
- A. Submitted observations enter a validation queue
- B. Our team verifies each data point and image to ensure completeness and accuracy
- C. Accepted observations are displayed in real-time to the Observa dashboard
- D. Observers are ranked and scored over time (like Uber!)

Step 3 – Real-Time Reporting

- Dashboard
- Customizable Reports
 - Subscriptions
- Export to CSV/Excel
- API



Steps 4 & 5 – Continuous Improvement



- Establish recurring observations to ensure compliance over time
- Identify issues and disruptions
- Track trends

WHERE WE WORK



and many
more!



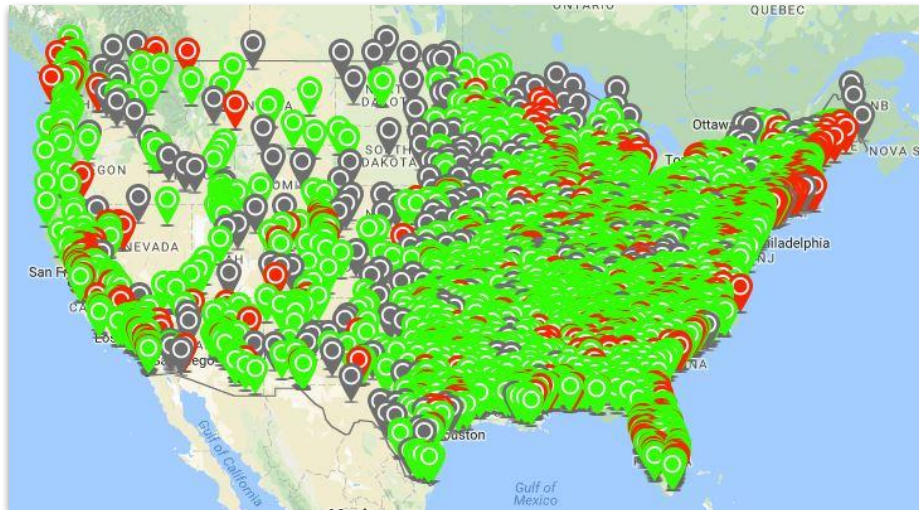
OUR CUSTOMERS LOVE IT...



CUSTOMER STORIES

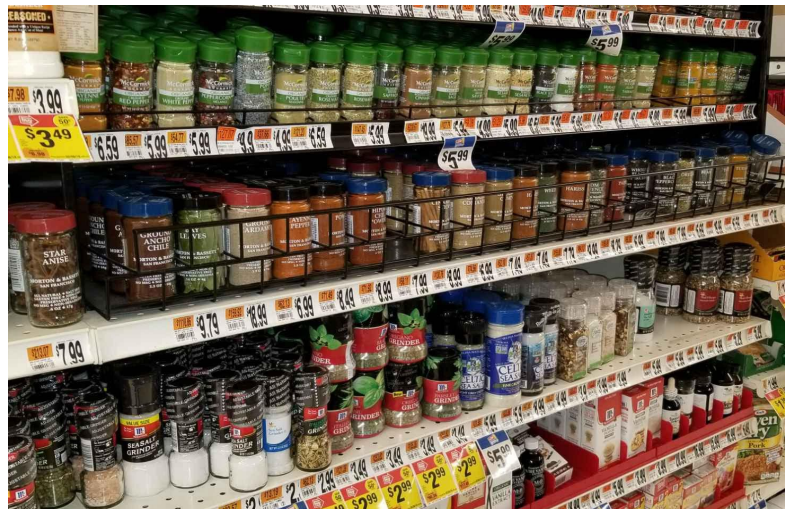


- 4,474 Walmart locations
- 6% sales increase the next month
- Buyers love the data



Cointreau Campaign:

<https://www.observanow.com/customer/>



- SaaS + Crowd
- Difficult product category
- 47% YoY growth at targeted chains



How Observa AI Works

Get products & initial info from customer

24 hours

Create campaigns & get initial training info

12 hours

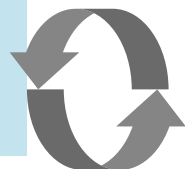
Label & clean data

12 hours

Train model on all faces of product

48 hours

- Deploy image recognition model
- Continuous feedback from changing environments
- Maintain intelligence over time
 - New products
 - Packaging changes
 - Etc.



Measure Against

- Product List (csv, et al.)
- Planogram
- Realogram

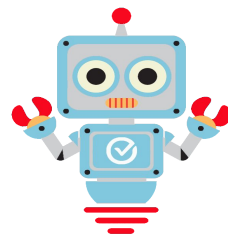
Data Integration (API)



<https://www.observanow.com/customer/apidocs/>

What's next for Observa?

- Increase number of data elements available in reporting and accessible via API
- Further enhance AI reporting
- More data collection methods
- Additional penetration in Europe, Asia, and Middle East





**AI-DIRECTED HUMAN ACTIONS TO
BRING YOU REAL TIME INSIGHTS**

