

# belive.ai

## Computer Vision Platform to take Retail to the Next Level

liveshop.ai Deck



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Your contacts

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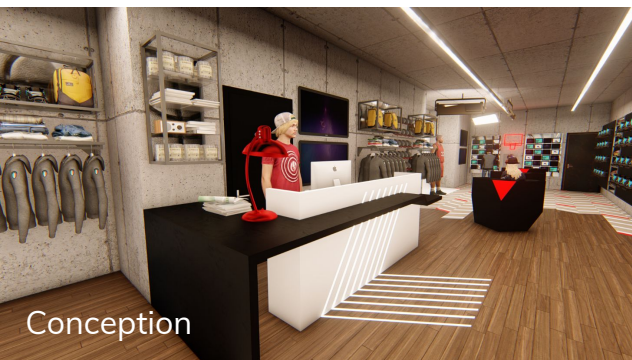
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# Our History

From Ageco to Belive.ai

Belive.ai has been created in January 2019, nevertheless its history can't be considered without Ageco :

- Created in 2012 - 105 People today
- First fitter to use VR in sales and conception process (since 2016)
- 4.0 Carpentry (5 000 m<sup>2</sup> in Amiens (HdF - 80)) since late 2018
- 4.0 Metal Workshop (18 000 m<sup>2</sup> in Amiens(HdF - 80)) since 07/2019
- Belive.ai: a subsidiary dedicated to "phygital" since 2019



Conception



Production



Roll out



Since 2019 : #WeArePhygital

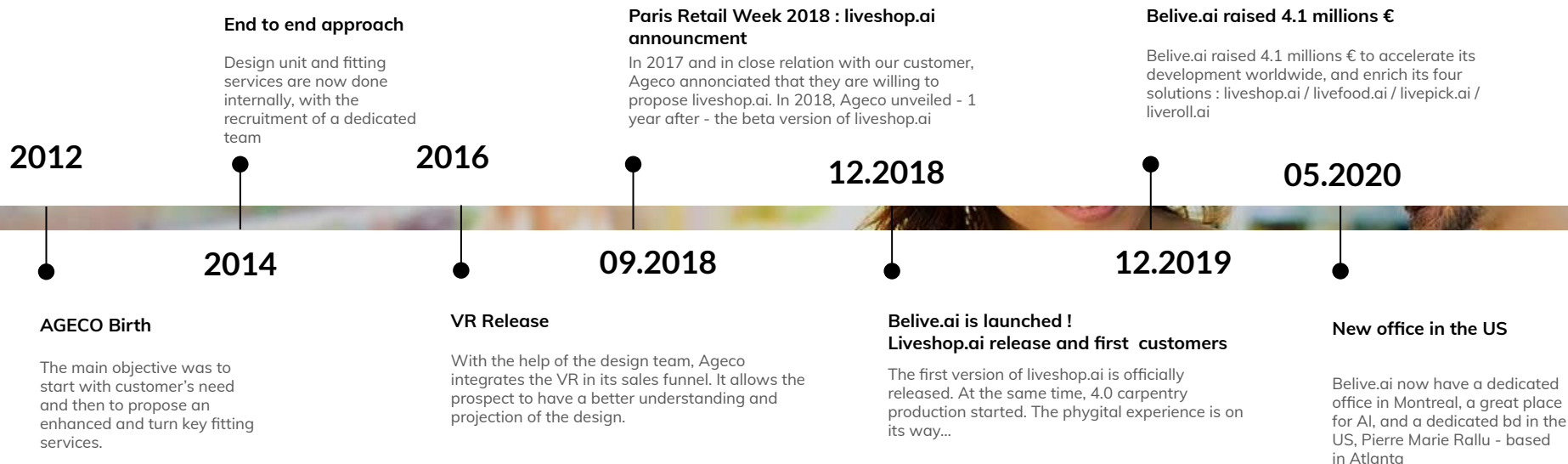


**April 2020 : Belive.ai joined the Microsoft AI for startups Program**

Belive.ai solutions are now fully compliant with Azure Cloud

# Our History

## Key Milestones





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# Our Customers

They trust us

After some POC with major companies we are industrializing with our customers.



Solution **liveshop.ai**



Solution **livepick.ai**



Solution **livefood.ai / livesafe.ai**

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# Our Partners

They enhance our offer



Cloud & Band width

belive.ai



Cameras

belive.ai



Deployment

# News

Focus on last events

## STATION F



Intégration at Station F - with LVMH - septembre 2019



## NRF 2020

RETAIL'S BIG SHOW



In store efficiency award in New York during the NRF conference

January 2020

**L'USINE DIGITALE**

How Intermarché became the lab of the start-up Belive.ai



Liveshop.ai solution installed in an Intermarché

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# Our Vision

A sole product is not enough, a global experience is all

Our vision is to propose - from a unique platform - all the solutions that will allow shops to **become experience and life place**, by being frictionless for the final consumer ( no need to look for a missing product, scan it, wait with your tray, run to get the shop open...) and by improving the relation between this final consumer and the retailer (goods availability at the right place and in a relevant disposition, smooth checkout, right information...).

We want our solutions to **bring a fast ROI by being affordable**, quickly integrable in a IS landscape and have a large functional coverage, from supply chain to checkout.



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# Our AI

Belive.ai offers all based on a real AI technology running on our own cloud.

The mastering of the 4 levels of AI in computer vision - as well as its lightweight integration and its scalability - are definitely major assets of belive.ai.

Our AI is a state of the art set up of neural networks (we don't use old technologies such as edge detection, classification or SIFT, ORB...)

Capture

Analyse

Action



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# Our Offer

Belive.ai offer is composed of 4 solutions that can be combined but are sold separately.

It consists in a sole and unique **cloud** platform proposing state of the art **computer vision**, coupled with a strong methodology. From a customer perspective, it is a **SaaS** solution with a fixed monthly price and an all-in-the-box setup for the “hard” part.

Those solutions are opened by design, fully **API** based and available in a **white-label** mode.

## liveshop.ai

The smart shelves that stops out-of-shelf condition

## livefood.ai

AI Fast Self-Checkout for restaurant

## livepick.ai

The fully automated 24/7 nanostore

## liveroll.ai

The shopping cart with Zero Effort Checkout

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# liveshop.ai

The smart shelves that stops  
out-of-shelf condition !

- .Stop out of shelf
- .Recognize products and Improve sales assortment
- .Improve Store execution and efficiency
- .Monitor and Share relevant KPI (Labels)

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# liveshop.ai

What are the current issues ?

To effectively operate your store, increase sales and the level of customer satisfaction, people can be helped by a technological tool...

## OUT OF SHELVES

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8 %

Average out of shelf rate  
since last 10 years\*

(50% of them can be filled with products  
already in the reserve)

## PRODUCTIVITY

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1h

Per employe per day = time  
lost to identify products that  
are OOS

## PRICE TAG

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- 30%

When a label is not present,  
this is the average drop in  
sales

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# liveshop.ai

The AI managed Shop

Thanks to simple cameras, we give eyes to your store. Thus, liveshop.ai solution allows you, in real time to:

- Monitor Out of Shelves
- Check planogram or realogram compliance (bad layout, missing labels, pricing errors, product misdisplayed)
- Carry out stock rotation analysis via the heat zones
- "gamify" the profession, share best practices and facilitate the incorporation of new employees
- Easily prepare replenishments
- Measure employees productivity

*Our cameras takes pictures of your shelves. Our Artificial Intelligence transform it into data and data into corrective actions if necessary (OOS, Planogram, price product compliance...).*



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# liveshop.ai

The AI managed Shop

## A light and discreet solution

- Cameras allowing real-time monitoring of your shelves thanks to various adaptable supports, for any type of gondola. (Possible multi-material integration)
- Very simple configuration & installation

## A connected solution, easily deployable

- Secured web accessibility in SaaS mode \*
- 4G or Wifi connectivity

## A robust and scalable solution

- Easily scalable web platform according to your needs
- Artificial Intelligence technologies for the commerce of tomorrow



\*Keyboard and Pen sold separately

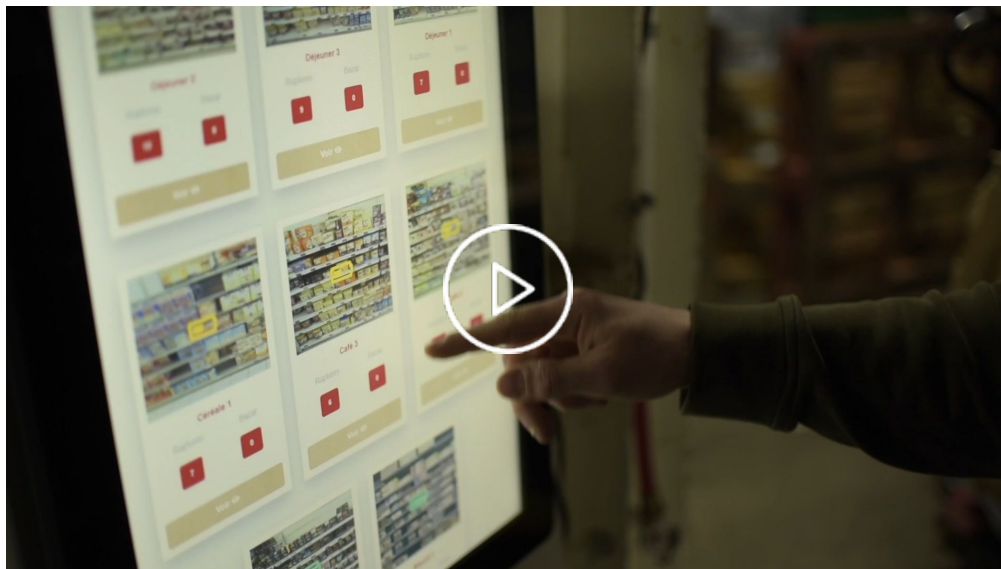
**\*SaaS:** Software as a Service. Software distribution model whereby a third-party vendor hosts the applications and makes them available to its customers



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# liveshop.ai

The AI managed Shop



Discover liveshop.ai solution scanning above Qr code.  
<https://www.youtube.com/watch?v=F78WwpCLpNM>

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# liveshop.ai

The AI managed Shop

**Our cameras adapt to all shelves (and gondolas),  
whether on the top shelf, intermediary, cap or headband.**

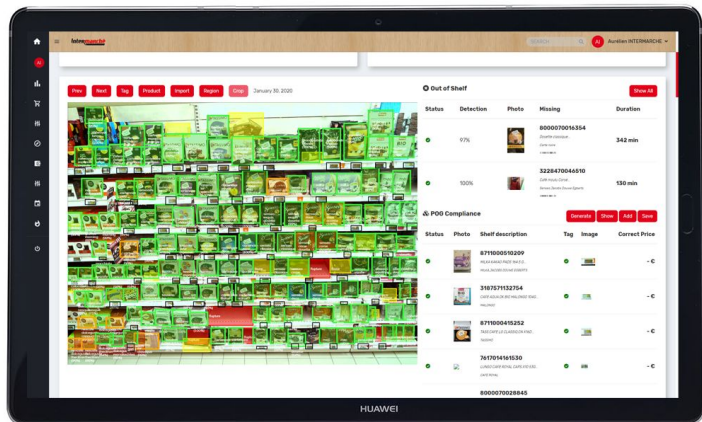


The camera housings are made of metal and can be painted in the RAL of your choice. Possible integration into furniture.

# liveshop.ai

The AI managed Shop

Liveshop.ai is provided in white label and personalized to the colors of the distributor: For the store teams, it is a “home” tool and not a solution from elsewhere, which will strengthen its adoption

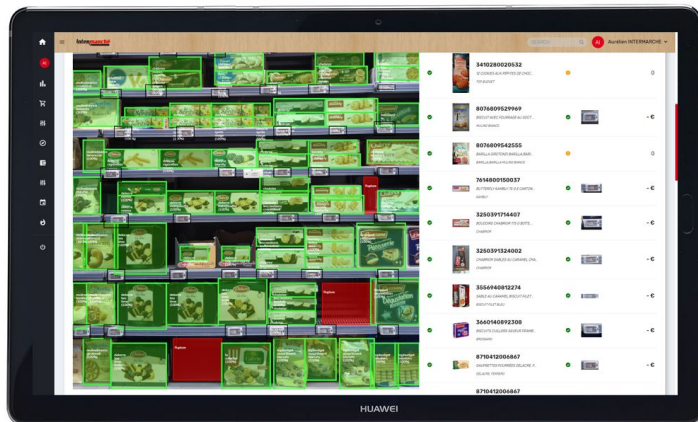
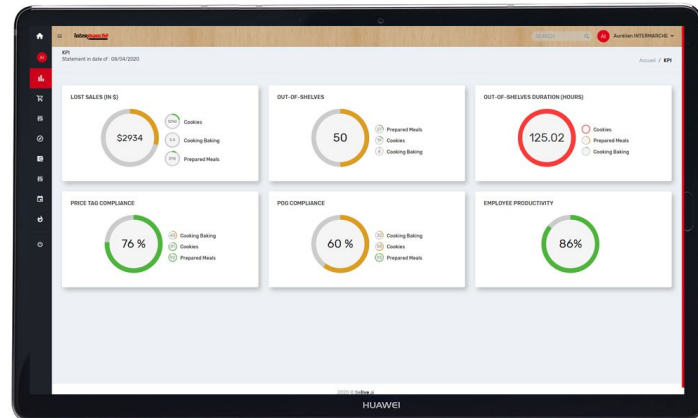


## Shelves performance data

They are accessible in real time and transferred to the devices in store (tablets, smartphone, connected watch...) or in storage area (touch screens)

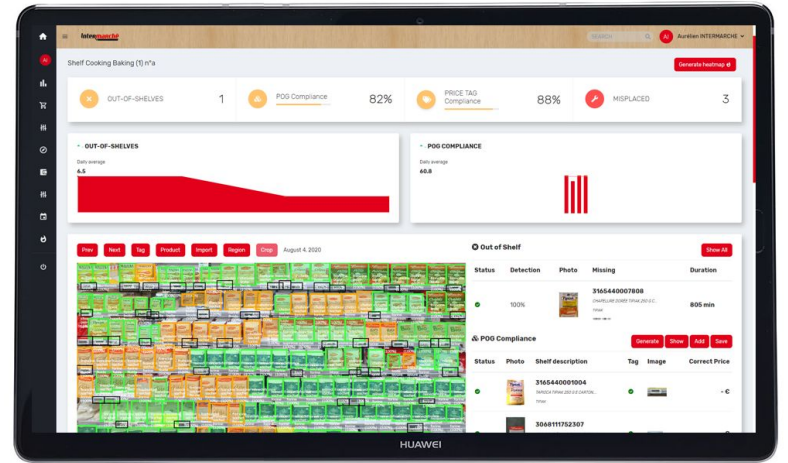
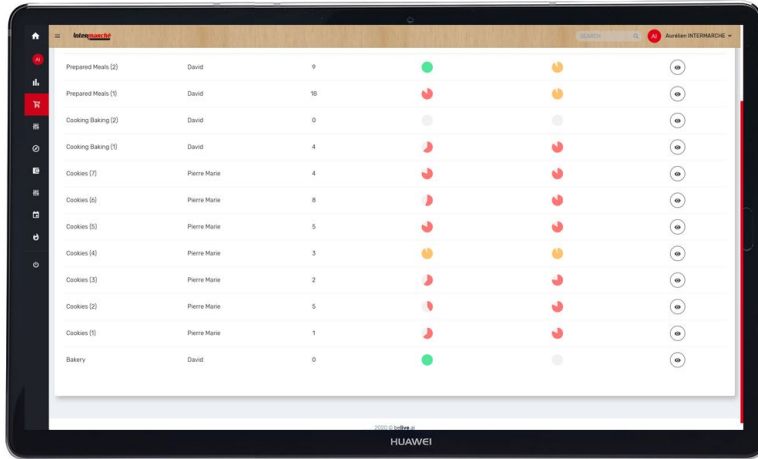
They are logged and available instantly

The store performance monitoring screen allows you to measure your department performance instantly (OOS, loss of revenue, planogram compliance, etc.)



# liveshop.ai

The AI managed Shop



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# liveshop.ai

## Store efficiency

Adding a Touch screen in the storage area allows real-time product alerts to be displayed in-store, but it is also a central point for improving operational efficiency and productivity, and sharing actions.

We reduce the waste of your employees' time by providing them with all the information they need to work efficiently.





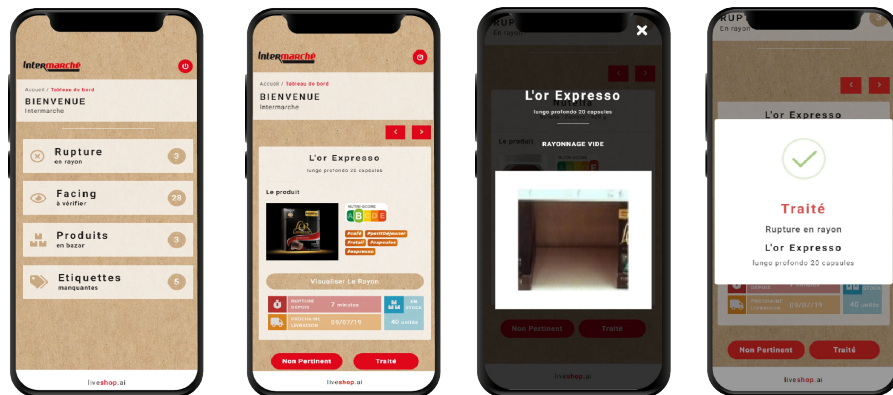
# liveshop.ai

## Store efficiency

In order to support and simplify the adoption of this technology among your field forces, we have designed an application that allows you to:

- Pilot the dashboard in an innovative way
- Motivate teams through an interactive interface
- Improve the overall performance of the store
- Shorten the return on investment

OOS, planogram conformity, good shelf management, as well as missing labels are key performance indicators to follow. They can be customized according to your needs.

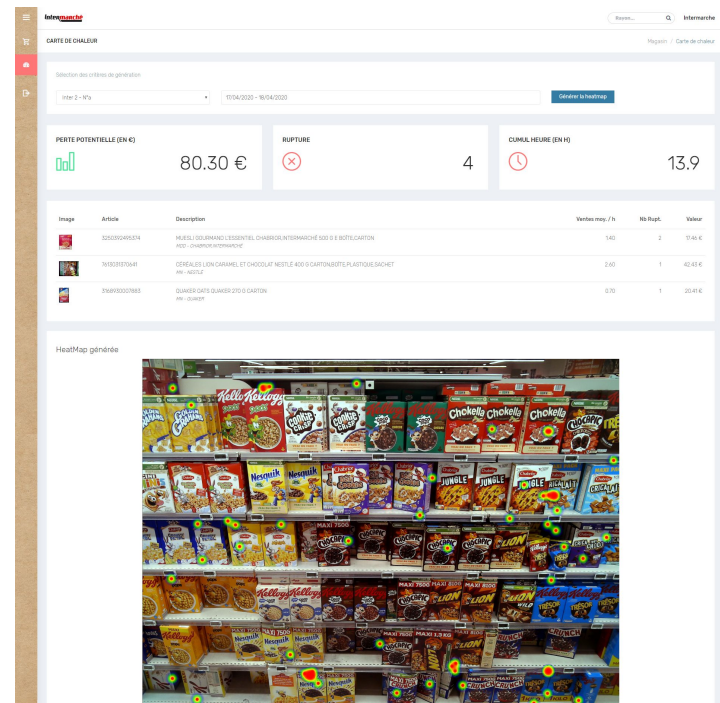


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Store efficiency

The heat zone tool allows you to optimize your assortment and your range of products via:

- the valuation of earnings loss due to OOS
- visualization of hot / cold areas and comparison between the different planogram
- inventory turnover analysis
- collecting data on products in order to adapt the linear surface or consider delisting
- measuring products with high rotation or slow rotation



# liveshop.ai

HQ & Store data sharing

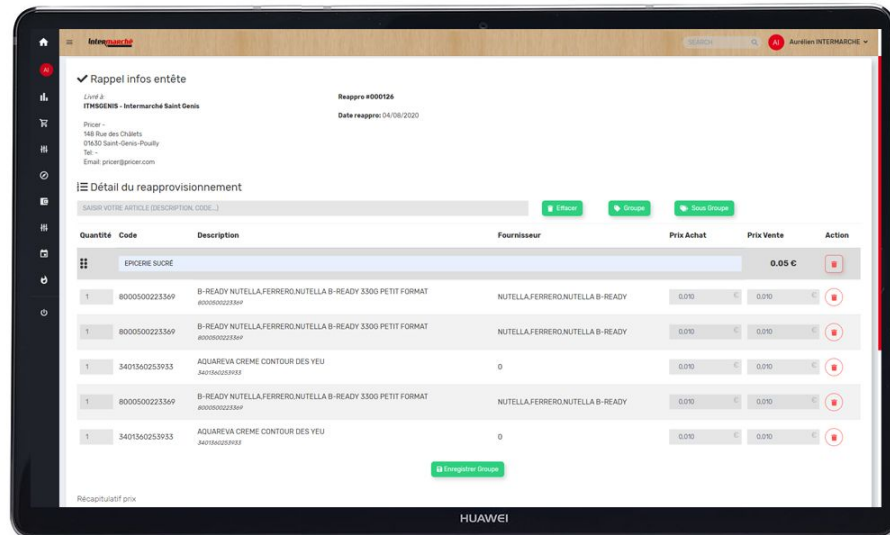
Our solution optimizes the head office / store relationship, for the Fresh department, the store have generally no fresh stock. Then it is important to have a clear vision on “instore stock”. Liveshop.ai optimize storage area (50% of breaks are endogenous),

Thus, liveshop.ai becomes an excellent real-time VMI (Vendor Managed Inventory) tool, from which we can draw instant replenishment and refine predictive analyzes.

In addition, standard planograms can also be integrated into liveshop.ai from external tools (such as spaceman), for even more collaboration.



Scan the QR Code in order to discover the video about planogram import :  
<https://www.loom.com/share/b8a50c6fbce649cfb998394d891f4889>



# liveshop.ai

## Deployment

The main stages of deployment are as follows:

1. Camera installation
2. Assimilation of products by Artificial Intelligence
3. Integration of planograms
4. Integration of the label database corresponding to the planogram
5. Link between product data and AI code generation by Belive.ai
6. Generation of the database by Belive.ai

**We have our own deployment teams, as well as our own hardware. At the same time, we are working with partners (Cf. Beginning of the presentation) who can assist us at each stage.**



Up to 2,6 m distance on our cameras.  
For greater distances,  
there are solutions (arm, zoom ...)

# liveshop.ai

Indicative Time frame for Roll out

*If the goods category is already known by liveshop.ai  
- i.e. We already did this category for another store -  
then timing is shorter than mentioned in this slide.*

## Camera set up

Cameras installation is done after trade hours.

D+0

D+4

## Planogram

The planogram is ready and set, devices can be used and alerts are sent on the different supports (screen, mobile phone, connected watch...).

D+12

D+20

## liveshop.ai is fully ready (93 % recognition minimum)

Liveshop.ai is now deployed and it's used on a daily base.

D+30

## Dataset constitution

We need 4 days of pictures to build the first AI dataset.  
Aisle are also closely filmed, so that we have a back up to establish planogram

## AI Adjustment

Consider AI as a continuous learning, its performance is improved with our DRL (Deep Reinforcement Learning) methodology.





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# liveshop.ai

Price list

- Our offer is based on the numbers of camera needed, i.e. a big store could decide to install few cameras
- Our offer can be changed: Customer can start with few ones, then upgrade to a bigger number.
- For the first set up, we ask for 6 months payment in advance

## Convenience

Up to 30 cameras, i.e. 300 l/ft

499 €

## Super Market

From 31 cameras to 80 i.e. 800 l/ft

899 €

## Hyper Market

Above 80 cameras

1 499 €

 These are unitary prices: for roll out prices, contact us

Without VAT / Monthly base / Per shop

We can customize our offer to your needs ( version for brands, bespoke detection ... )

# liveshop.ai

Add-on

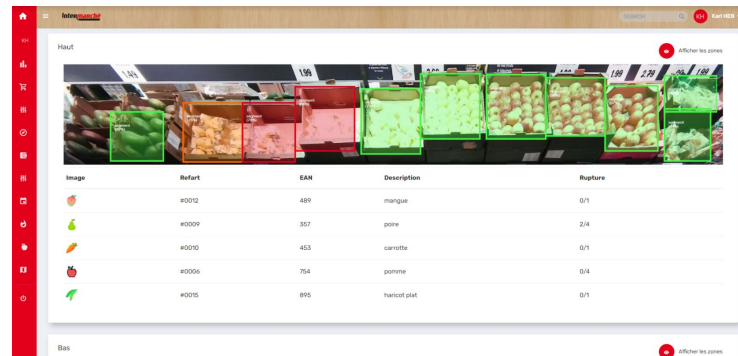


Une simple caméra  
vous permet de  
suivre le stock  
en temps réel

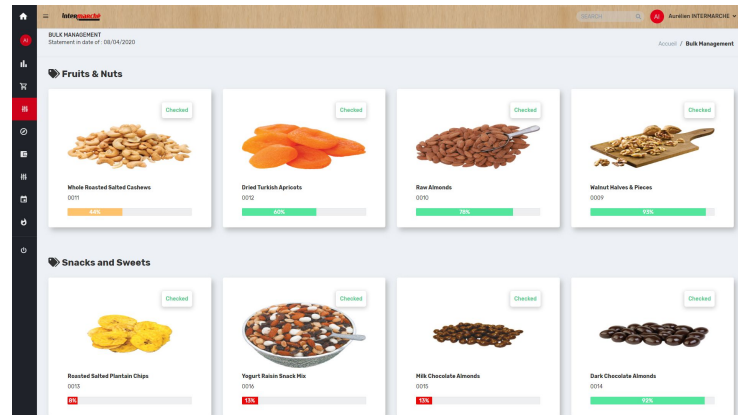
Bakery



queue monitoring



Fresh products management



Bulk management

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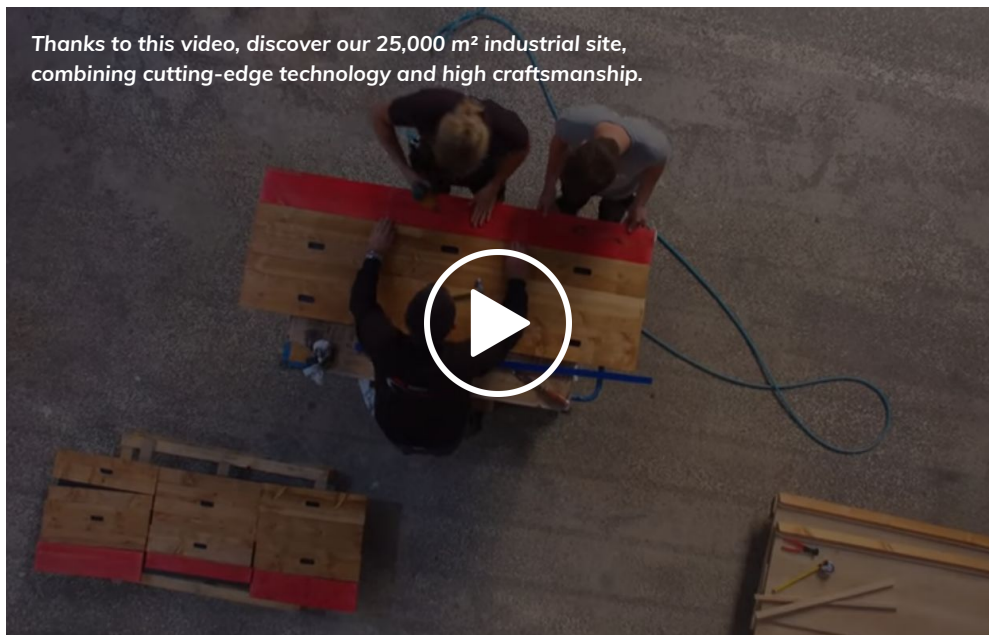
# Ageco

## A modern approach of store fitting

For the founders of Ageco, it was necessary to disrupt the shopfitting world in order to adapt it to the changes facing traditional retail: Personalization, Agility, Innovation and Sustainability. This translates into acts and procedures:

- Design in 3D and virtual reality, adaptation of the industrial tool accordingly
- Production made in France (Amiens)
- Eco-responsible and made in France sourcing \*
- 2,740 hours of digital control training (Painting booth, Folding machine, laser, punching machine, Nesting ...)
- Constitution of a local ecosystem with prestigious partners (Saguez Partners)
- 84 new hires in France since 2018

Thanks to this video, discover our 25,000 m<sup>2</sup> industrial site, combining cutting-edge technology and high craftsmanship.



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# Ageco

A modern approach of store fitting

In terms of customer references, the production tools are adapted to the most qualitative demands and allow us to tackle the full cycle of the store design but also to address the hotel and nursing home markets.

Among our recent productions, we have selected some that fit to your standing and easily visitable.



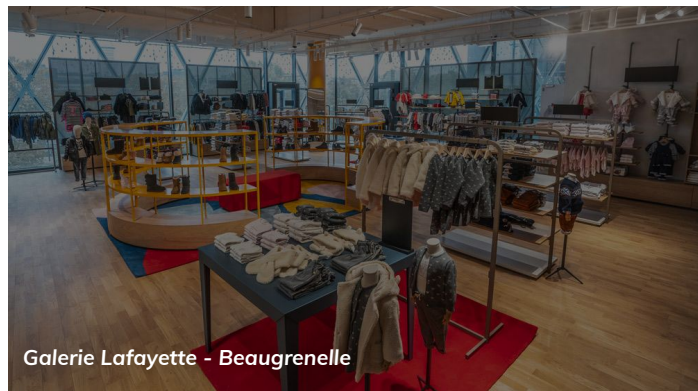
Hôtel Mercure (Accor) - Bercy



Monoprix - La Ferme (Levallois)



Dodo - Nouveau Concept (Romainville)



Galerie Lafayette - Beaugrenelle

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Our commitment

Become a retail software supplier truly phygital, able to guarantee a global commitment and provide turn key solutions.

**#WeArePhygital**



