swagal

Shopping Intelligence

Problem

a 20.000.000.000 € Market (AT only)

Very little transpareny in food retail market for
Consumers (B2C)
- No overview and transparency about grocery shopping
- No possibilty to compare groceries, prices, sources
Producers (B2B)
- Do not know their endconsumers
- Limited information on competition
- Costly efforts to keep track of market prices

Solution

Use the most accurate data source: receipts
- Consumers take picture of receipts
- swagal AI matches to detailed item data
- swagal platform generates analysis
- B2C: analysis, accounting and smart shopping list
- B2B: market- and consumer research for B2B

Konsumenten

Hersteller
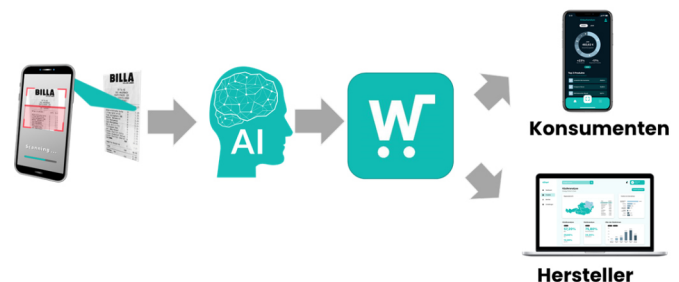
USP Consumers

- Analyse personal grocery shopping
- Automatic shopping list based on shopping bevahiour
- Price & product comparision

USP Producers

- Near real time market feedback
- Survey actual buyers of products/category
- Competitive intelligence
- Monitor market prices and developments

Go to Market Strategy

- Partnerships with key industry players
- Trade magazine cooperation
- Community building started
- Attractive niche groups identified
- 150 Consumers on waiting list

Technology Challenge

- Receipts contain abbreviated data
- Previous attempts failed to interpret receipt data
- Swagal uses promising new approach using AI

Traction

- Prototype (currently 1000 receipts)
- Research project set up with FH Hagenberg
- Research grant in advanced negotiation
- Development partnerships and LOI's received
   from leading food producers/brands
- Market survey with > 750 consumers
- Waiting list of 150 future Users - and growing

B2B Business Model

- Market research subscriptions
- Price monitor subscriptions
- On demand surveys

B2C Business Model

- Freemium consumer app

Consumer App & B2B Dashboard

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