



Helping retailers unlock the value of their data

SEGOLENE MARTIN

Managing Partner
segolene@kantify.com
+32.484.914.217
www.kantify.com
Rue de la Science 23
1000 Brussels
Belgium

PROBLEMS KANTIFY IS SOLVING

2

RETAIL IS GETTING MORE COMPLEX

MORE COMPETITION

- Impact of Amazon and other pure e-retailers
- Price war and impact on margins

MORE TECHNOLOGY

- Dynamic Pricing, e-coupons, websites, ads, sourcing, ...

MORE INFORMATION

- Consumer Data: loyalty cards, purchases, clicks, ...
- Competitor data: prices, stock, promotions, ...



SOLUTION

AUTOMATE RETAIL

3

Artificial Intelligence Apps to automate complex tasks, such as...



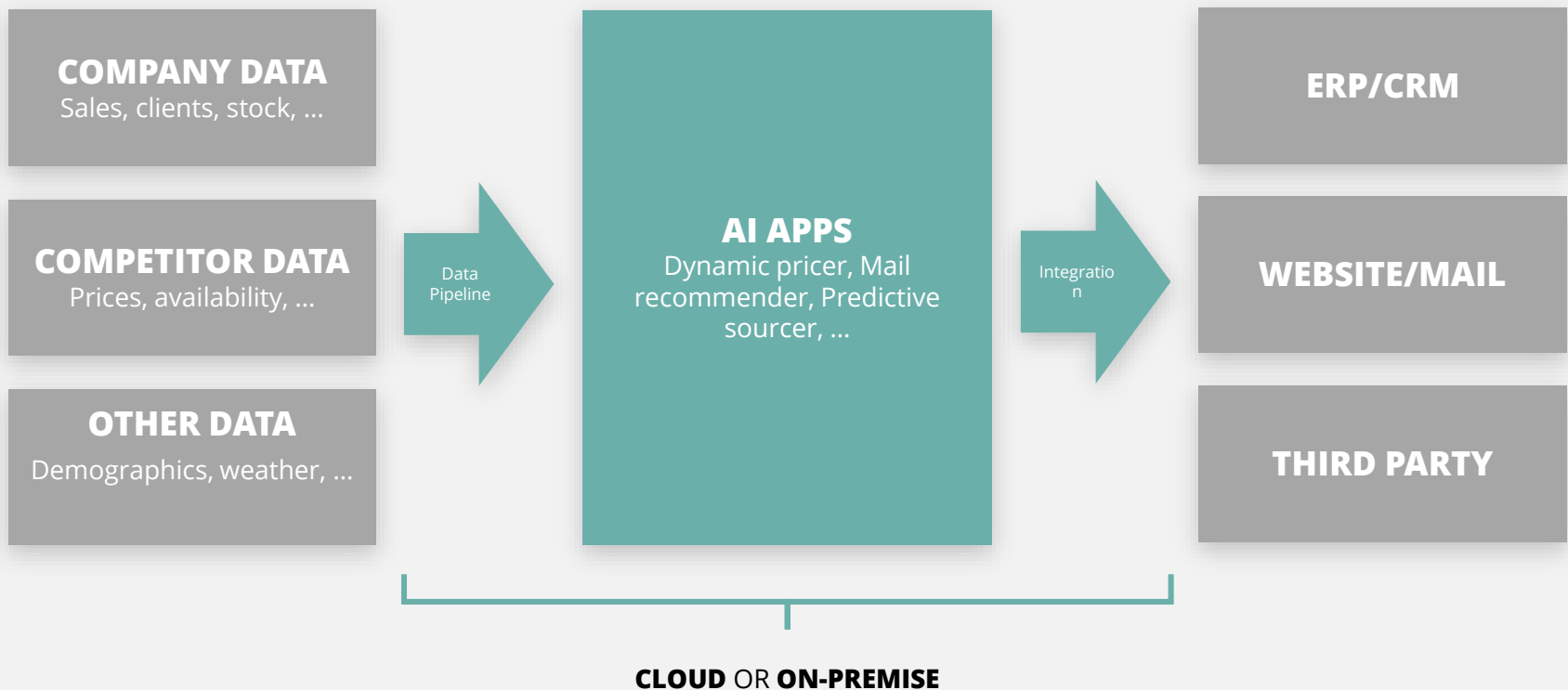
Outcome: reduce costs, optimize margins, increase sales...**immediately**



PRODUCT

HOLISTIC & AGILE SOLUTION

4



BUSINESS MODEL

THREE REVENUE SOURCES

5

CONSULT

One-day strategic sessions with top management

INTEGRATE

Creation of data pipeline and other client-specific custom integrations

USE

Annual, volume-based license fee

AVERAGE CLIENT LIFETIME VALUE: 350K€/ 3Y



GO-TO MARKET

A TRUSTED PARTNER

6

EVANGELIZE

Consistent Presence at Key Retail
Fairs
Produce AI Papers & Content
Host Regular Webinars

BE A TRUSTED PARTNER

Do Consultative Selling
Privacy by Design Approach
Legal Expertise

GENERATE LONG-TERM VALUE

Offer other Apps
Do Limited Trials
Develop Pilots with/for Retailers



KEY METRICS

A THRIVING MARKET

7

4000

Retailers with more than
250 employees in Europe

~2.2M€

Avg. IT spend by large
retailer on 3rd party
software solutions

5.9%

Annual growth in spend on
IT Services and Software

Retail & Wholesale: key sectors for the European Economy, **SAID BUSINESS SCHOOL, 2014**
Market Guide for the Retail System Integrator Market, **GARTNER, 2015**
Workforce Re-imagined, **ACCENTURE, 2015**



COMPETITIVE ANALYSIS

A MARKET READY FOR DISRUPTION

8



TEAM

SOME OF THE BEST MINDS IN AI AND RETAIL

9



Prof. Dr. **HUGUES BERSINI**
Artificial Intelligence
ULB



Prof. Dr. **ANN NOWE**
Artificial Intelligence
VUB



Prof. Dr. **KOEN TACKX**
Strategy
Vlerick Business School



Prof. Dr. **MALAIKA BRENGMAN**
Retail Marketing
VUB



NIK SUBRAMANIAN
Research & Operations
Managing Partner



SEGOLENE MARTIN
Business Development
Managing Partner

ACCOMPLISHMENTS TO DATE

10

APPS

4 AI APPS IN BETA

Dynamic Pricing
Individual Email Recommendation
Individual Web Recommendation
Predictive Sourcing

4 AI APPS IN ALPHA

CLIENTS AND PROSPECTS

We want to
implement your
recommendatio
n engine ASAP!

MANAGING DIRECTOR
Major Retail Conglomerate
Europe

Kantify is the
only one to
really address
our need for
dynamic pricing.

PRICING DIRECTOR
Major Electronics Retailer
France

If there's one
company you
should meet at
this fair, it's
Kantify.

DATA DIRECTOR
Major Food Conglomerate
Europe

AWARDS

FINALIST
RISE (500k€)
Brussels
Regional
Government

BEST PITCH
BETAGROUP #
59

**BEST
STARTUP**
DIGITAL FIRST

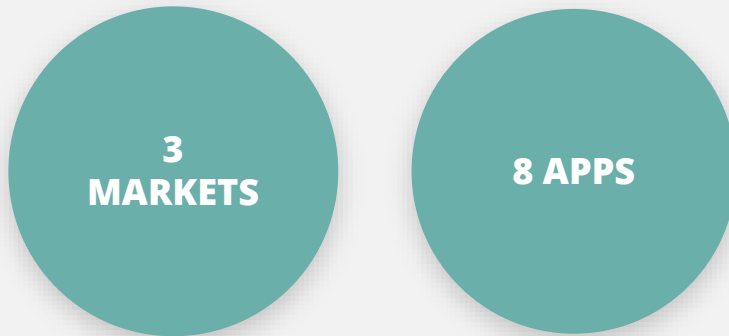
INCUBATED
START IT @KBC



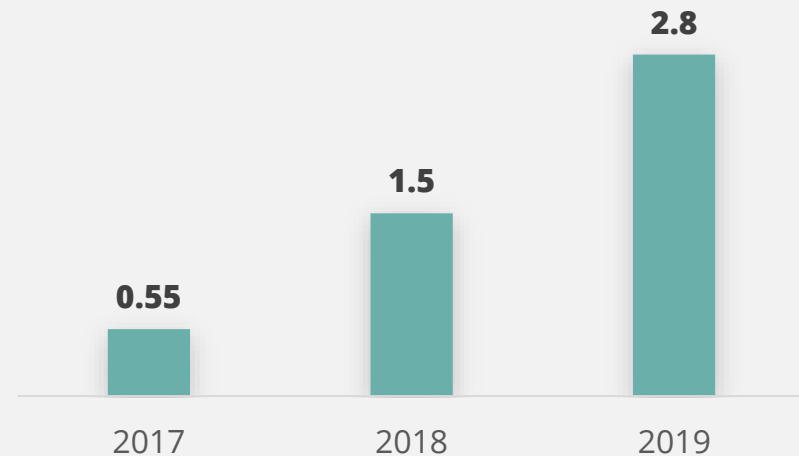
FUNDING

11

**1.5M€
FUNDING SOUGHT**



**FORECASTED REVENUE,
IN MILLION EUROS**





Helping retailers unlock the value of their data

SEGOLENE MARTIN

Managing Partner
segolene@kantify.com
+32.484.914.217
www.kantify.com
Rue de la Science 23
1000 Brussels
Belgium