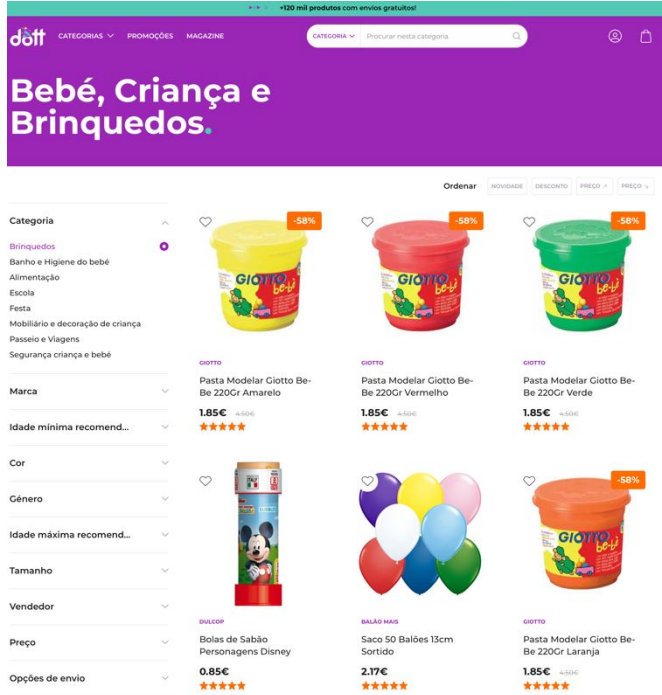




Smartricity

Catalogue deduplication

Problem



→ Only **5 %** satisfied

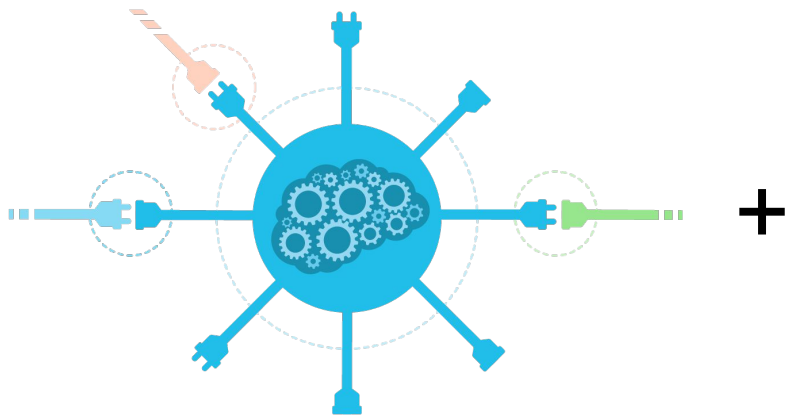
→ UX, CTR

→ **Sales**

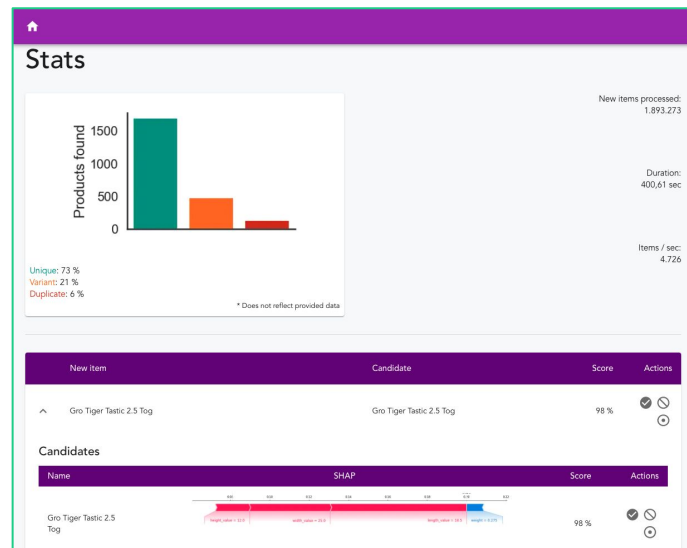


Source: IBI Research, University Regensburg

Solution



+



→ Customer journey



→ Sales



Business Model



Monthly base fee

+

Optional fee
based on usage

+

Optional share
in uplift of
contribution margin

Traction



Own
website &
App

Integration:
Third party apps

Data processing &
deduplication for price
comparison company

2018

2019

2020

2021

Awards &
Foundings:



Market



6.29 %



Team



Sebastian Schmidt,
B.Sc.

CEO

Sales
Web Development



Andreas Donig,
B.Sc.

CTO

Architecture
Development
Security



Michael Hasler,
B.Sc.

COO

Operations / Finances
Sales



Dr. Florian Wahl

Data Scientist

Machine Learning
Data Analytics

Benefits












- Strong, complementary team
- Scalable working proof of concept, market proof
- Sales uplift

A1: Top 10 E-Commerce

Rank	Retailer	Online turnover in Europe (in billions)	(European) headquarters
1	Amazon	27.89	Luxembourg
2	Otto	12.06	Germany
3	John Lewis	7.46	The United Kingdom
4	Apple	5.63	Ireland
5	Zalando	5.39	Germany
6	Tesco	4.41	The United Kingdom
7	E.Leclerc	3	France
8	Metro Group	2.92	Germany
9	Shop Direct	2.65	The United Kingdom
10	Marks & Spencer	2.5	The United Kingdom

Source: [Retail-index.com](https://www.retail-index.com)

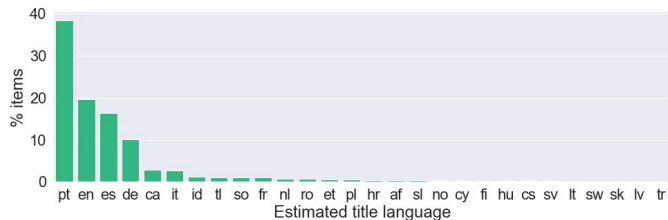
A2: Business Model Canvas

 Key Partners <ul style="list-style-type: none">• Incubator & accelerator programs• Starting with key accounts (Sonae, METRO, etc.)• Trickle down to smaller customers: Integration into standard software providers through plugins	 Key Activities <ul style="list-style-type: none">• Combine ML model and fast rule-based matching to deliver desired performance• Service to wrap matching model• UI components	 Value Proposition <ul style="list-style-type: none">• Service for catalogue deduplication• Generalises to variety of data sources• UI for fine-tuning• Dashboard with stats• Clean database• Improved customer journey• Sales increase	 Customer Relations <ul style="list-style-type: none">• Adjusting to key accounts regarding to their needs• Efficient and simple feedback path to implement desired changes and features	 Customer Segments <ul style="list-style-type: none">• Retailer• Wholesaler• (Price) comparison websites• Standard software providers (e.g. shopify plugin)
	 Key Resources <ul style="list-style-type: none">• High-performance cloud infrastructure for model training + running the main service• Training data		 Channels <ul style="list-style-type: none">• Trade shows• Incubator/accelerator programs• Direct sale• Online webinars• Workshops	
 Cost Structure <ul style="list-style-type: none">• Cloud infrastructure• Customer service / maintenance• Customer acquisition			 Revenue Stream <p>SaaS business model for key accounts</p> <ul style="list-style-type: none">• One time implementation fee• Monthly base fee• Profit share of sales uplift OR per API volume <p>SaaS business model for standard software users</p> <ul style="list-style-type: none">• Monthly license cost staggered by API volume• First month free	

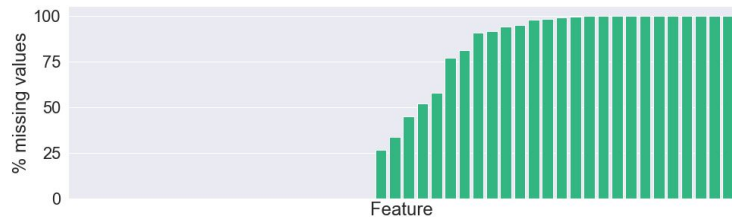
Challenges in dataset



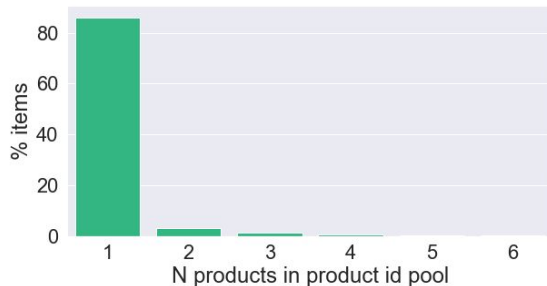
- Multiple languages



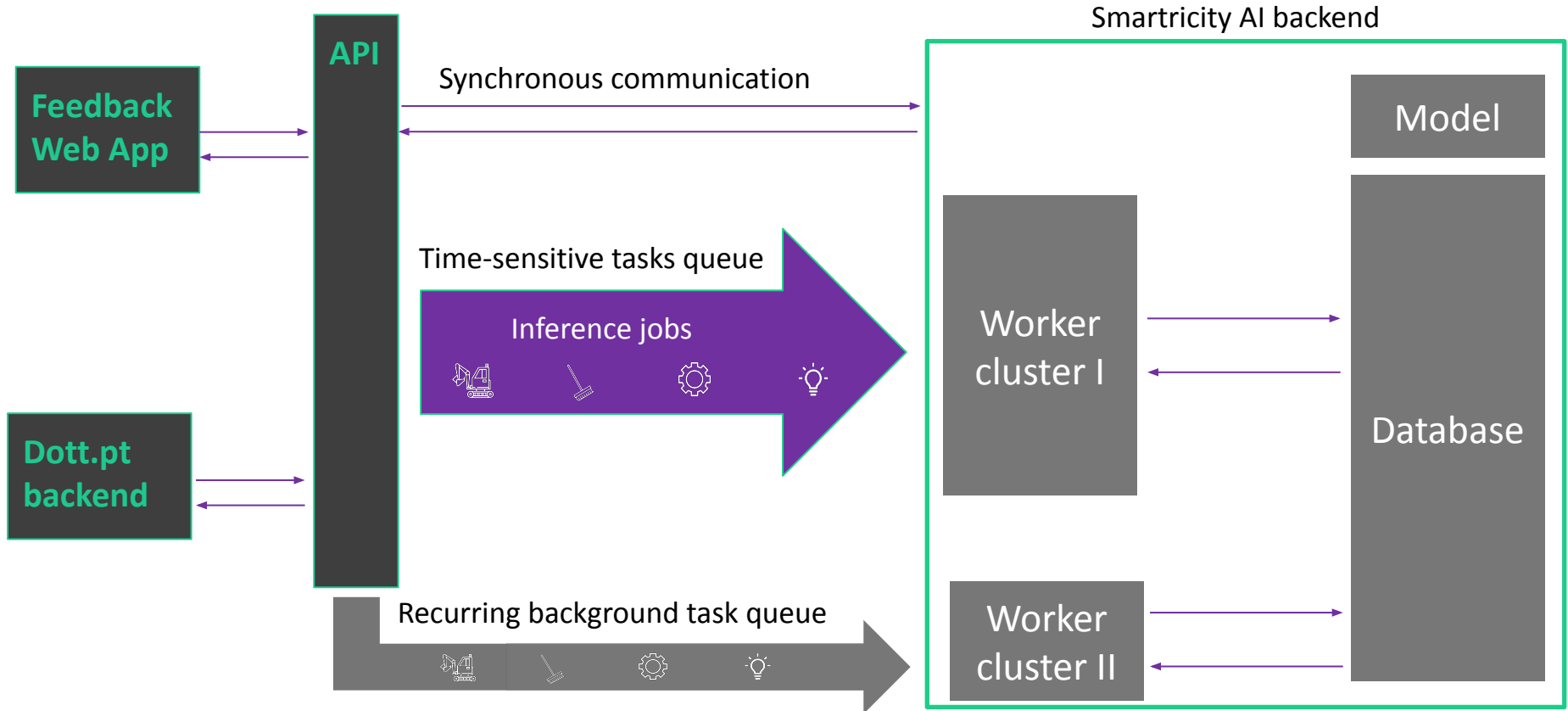
- Highly dimensional but sparse feature space



- Extreme class skew



Product architecture



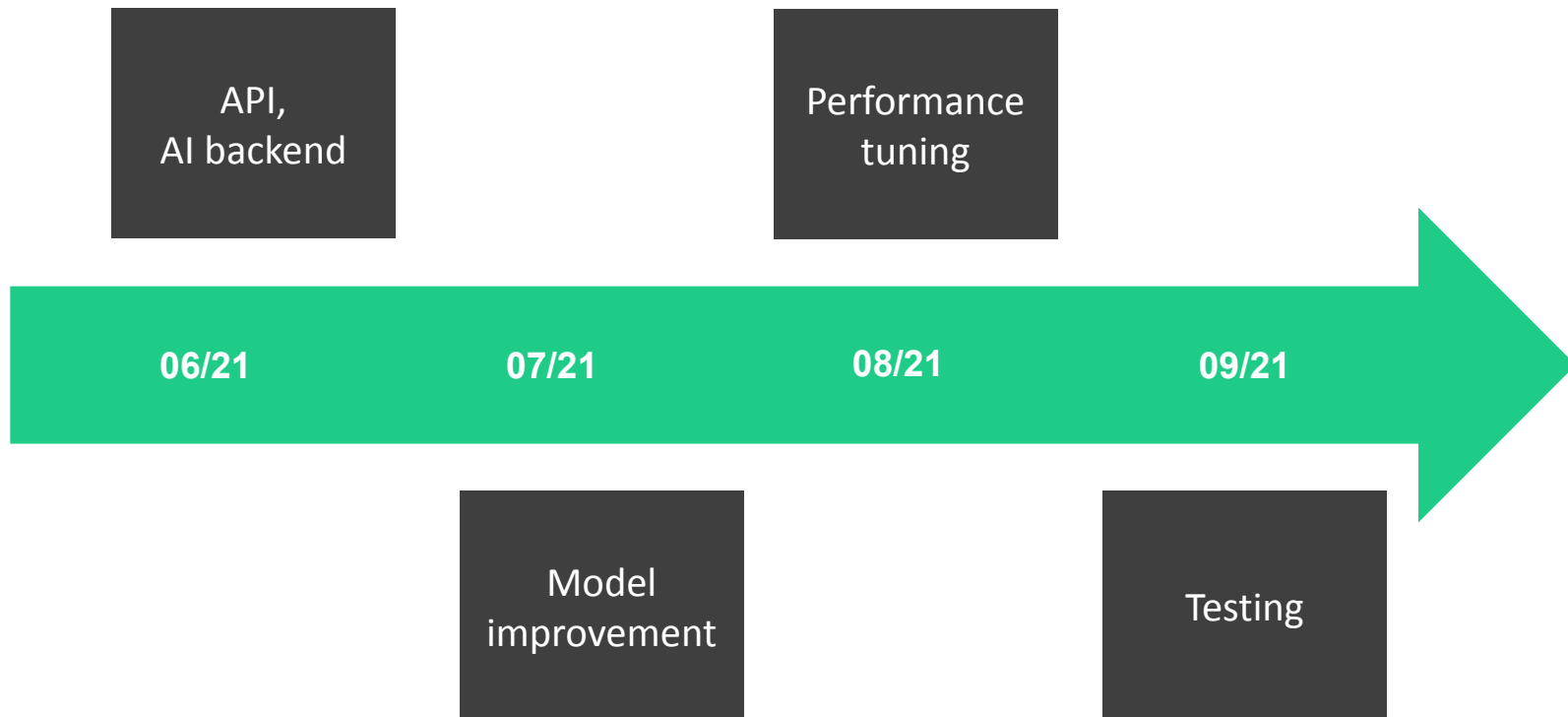
Demo



**Feedback
Web App**

<https://reach-demo.vercel.app/>

Roadmap



SWOT



	Strenghts <ul style="list-style-type: none">• Working model prototype• Team• Market proven architecture	Weaknesses <ul style="list-style-type: none">• Prototype still extendible• Small company• No understanding of portuguese
Opportunities <ul style="list-style-type: none">• Increased sales• Low risk, high reward• Additional benefits	<ul style="list-style-type: none">➤ Very good results for test data➤ Solution can improve UX and increase sales➤ Market proven architecture and business model promise high rewards at low risk➤ Architecture allows recurrent plausability checks and recurrent cleaning, correcting of existing data	<ul style="list-style-type: none">➤ Prototype will be extended in the next phase➤ Team will be enhanced in the future➤ Language problems are solved by language processing and improved skills
Threats <ul style="list-style-type: none">• Throughput• Languages• Unrepresentative sample data	<ul style="list-style-type: none">➤ Architecture already in use: High throughput for other costumers➤ Tools for multilanguage processing already known➤ Working model prototype looks very promising	<ul style="list-style-type: none">➤ Knowledge in many different languages help to understand portuguese➤ Tools for multilanguage processing reduce influence of human understanding➤ Prototype will be improved