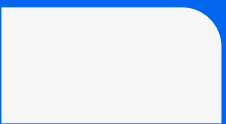




alfred

Game Changing Advanced Forecasting in Retail

GADF-RET: REACH-2021-READYMADE-MIGROS_1
Business Pitch Deck





Our Product

A dynamic forecasting platform to empower business decisions and revamp store operations for the future of retail management.



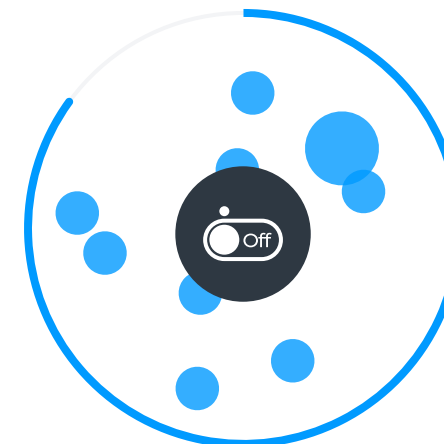
The stockout crisis

Stockouts cost retailers an estimated **\$1 trillion every year** ⁽¹⁾

Stockouts were **up 250% in October 2021**, compared to **pre-pandemic levels** ⁽²⁾

(1) RetailDive “Out-of-stocks could be costing retailers \$1T” 2018.

(2) Adobe “Adobe: Shoppers have seen over 2 billion out-of-stock messages online” (October 2021).



The team



Tiago Perdigão

CEO & Business Devil
+20 yrs XP in Mkt & Retail



Manuel Pimenta

CXO & Human Experience Sherpa,
+10 yrs XP as Dev. and Gamifier



David Duarte

CTO & Coding Jedi
+15 yrs XP as Software Dev.



Vasco Jesus

Lead Science Officer
+20 yrs XP in Data and Business
Analytics



Pedro Ribeiro

Lead Technical Officer
+20 yrs XP in Big Data Architecture



Carlos Pinto

Senior Data Scientist
15 yrs XP in Data Science in
Insurance, Gaming and Betting



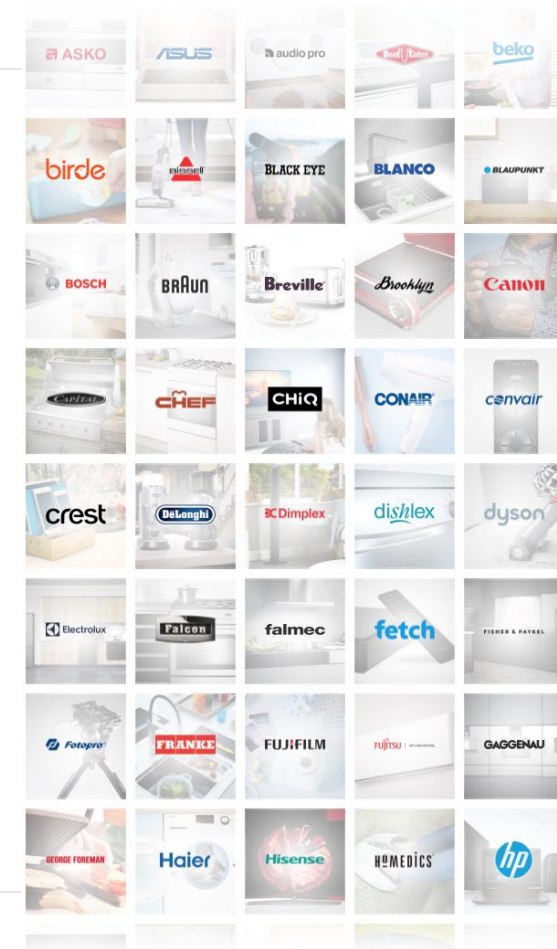
Our Track Record



12% Reduction in
stockout

7% Reduction in
shelf life

Overall margin growth





Our Track Record

- Exploration of unexplored business potential between client wallet and product portfolio.
- Deeper understanding of key stakeholders, influence on purchase decision and the best acquisition strategies.

 **125**

Salespeople and managers

 **+500**

Sales strategies submitted

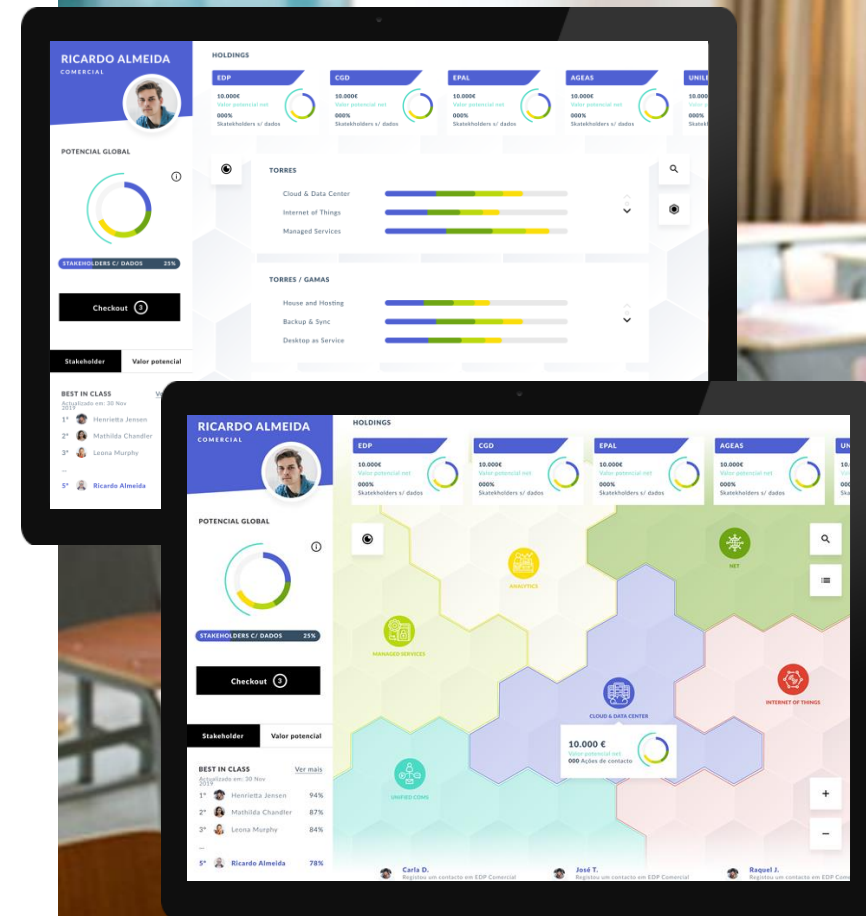
 **+1000**

Qualified client Stakeholders profiles

 **+200%**

Average of 4.5 client strategies per salesperson

NOS
P • O • W • E • R M • A • P



Our solution

VISUAL ANALYTICS

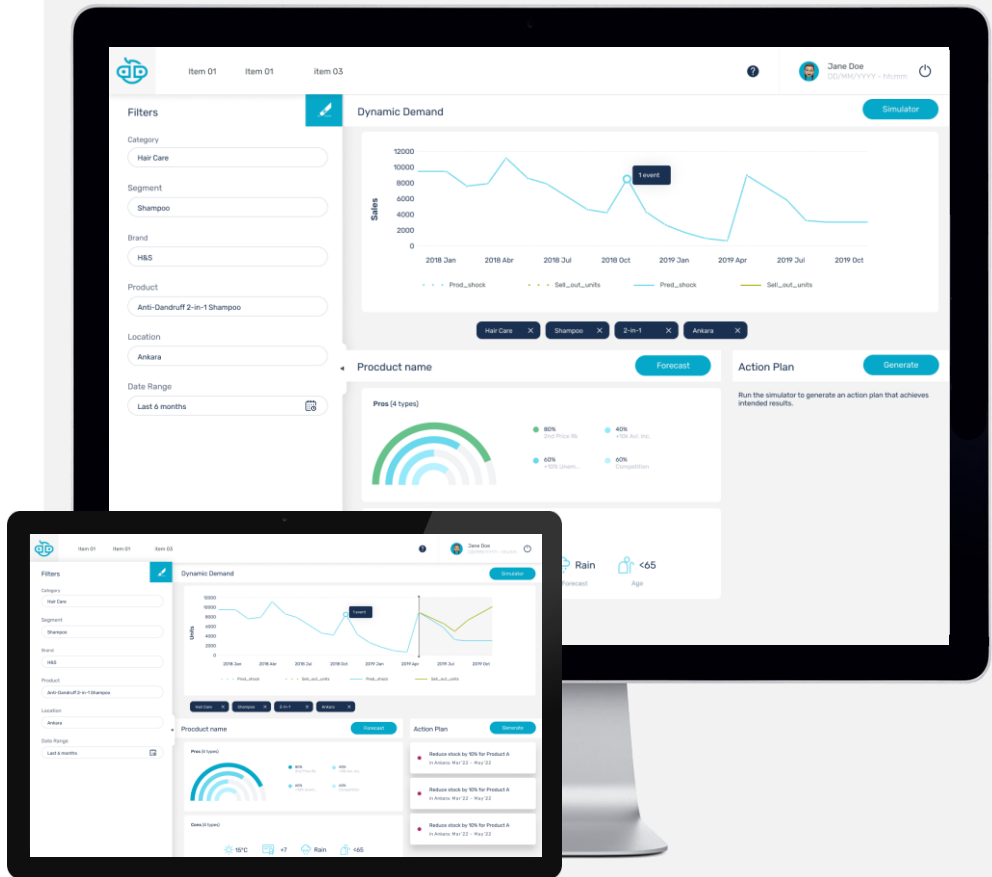
- Web-based for universal use
- Provide human relevance from data
- Network potential for resilient product offering

DYNAMIC PRODUCT FORECASTING

- Accurate forecasting with multiple data sources (geo-spatial, demographics, meteorological, etc)
- Detailed forecast drivers based on consumer behavior
- Real-time simulation of business scenarios

GAME-INSPIRED UX/UI

- Game design visual guidelines to maximize usability and engagement
- Present real time added value - snapshot





Client Credentials

EMPLOYEE ENGAGEMENT



MARKETING & CUSTOMER ENGAGEMENT



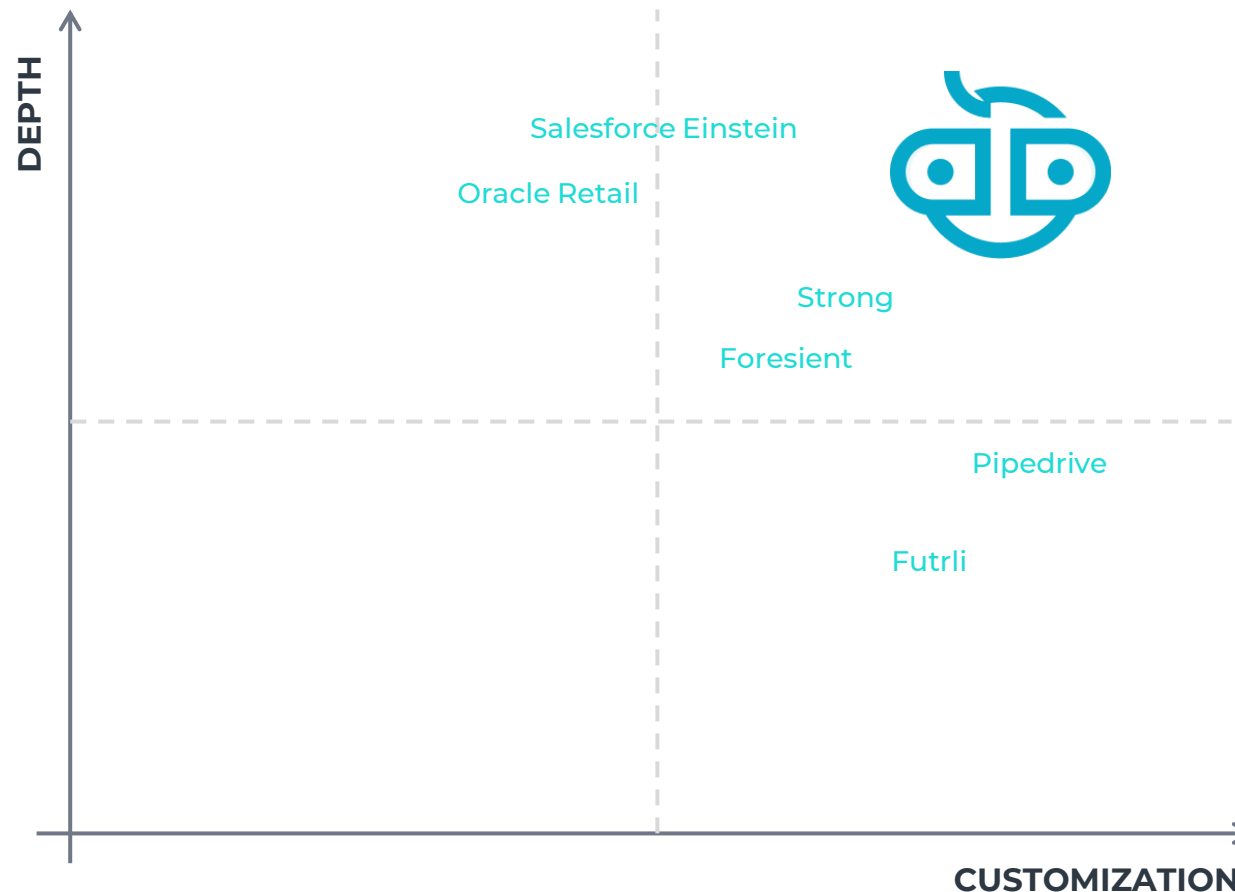
ANALYTICS AND FORECASTING BYMOD MIND OVER DATA





Our Competition

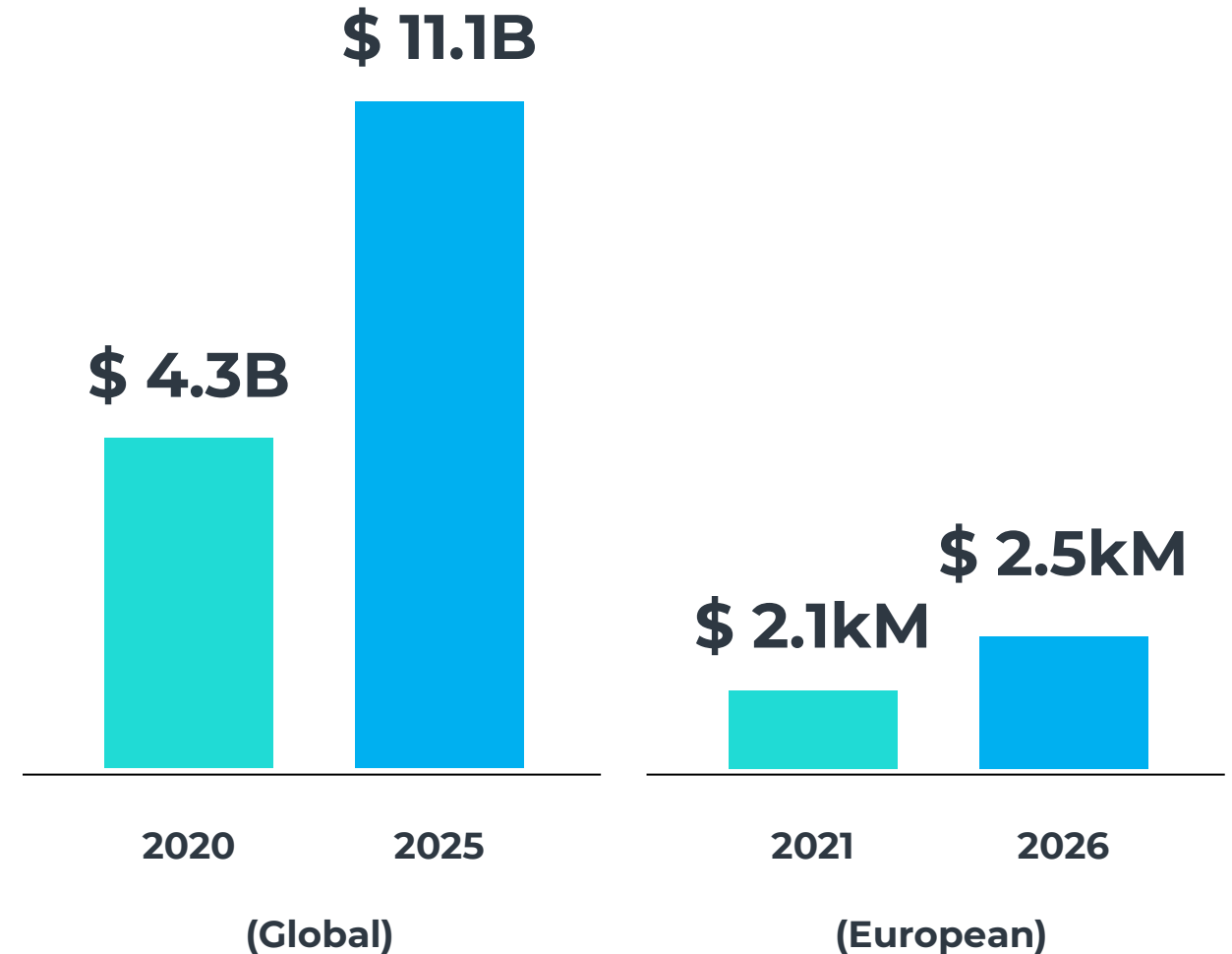
- On one end of the spectrum, with maximum depth and lowest room for customization, we have the **Monoliths** – **epic but unwieldy**.
- On the other end of the spectrum, with lowest depth, but highest level of customization, we have the **8 balls** – **low on detail, high on pluggability**.
- **ALFRED** is both **innovative in the depth of its predictions**, while allowing for a multitude of **external datasets for higher customization**.





Market Size

- The global retail analytics market size to grow at a Compound Annual Growth Rate (**CAGR**) of **21.2%** from **2020 to 2025**, with the **same rate applying to the European market**, to a smaller scale.
- Rising demand for **dashboards for data visualization**, growing adoption of cloud, and continuous increase in data generation. (1)
- COVID has shown that access to **external market data like infection rates, mobility indexes, demographics and macroeconomic information**, would improve the forecast accuracy.





Our business model

B2B STANDARD

Off-the-shelf configuration;
Pre-built features.



SMEs

B2B TAILOR-MADE

Analysis work, Design, Visual and
Technological Customization



**Mid to Large
Organizations**

1

PRICING

Setup fee
Software as a Service

2

REVENUE

Setup and assessment
Visual customization
Optional ongoing support

3

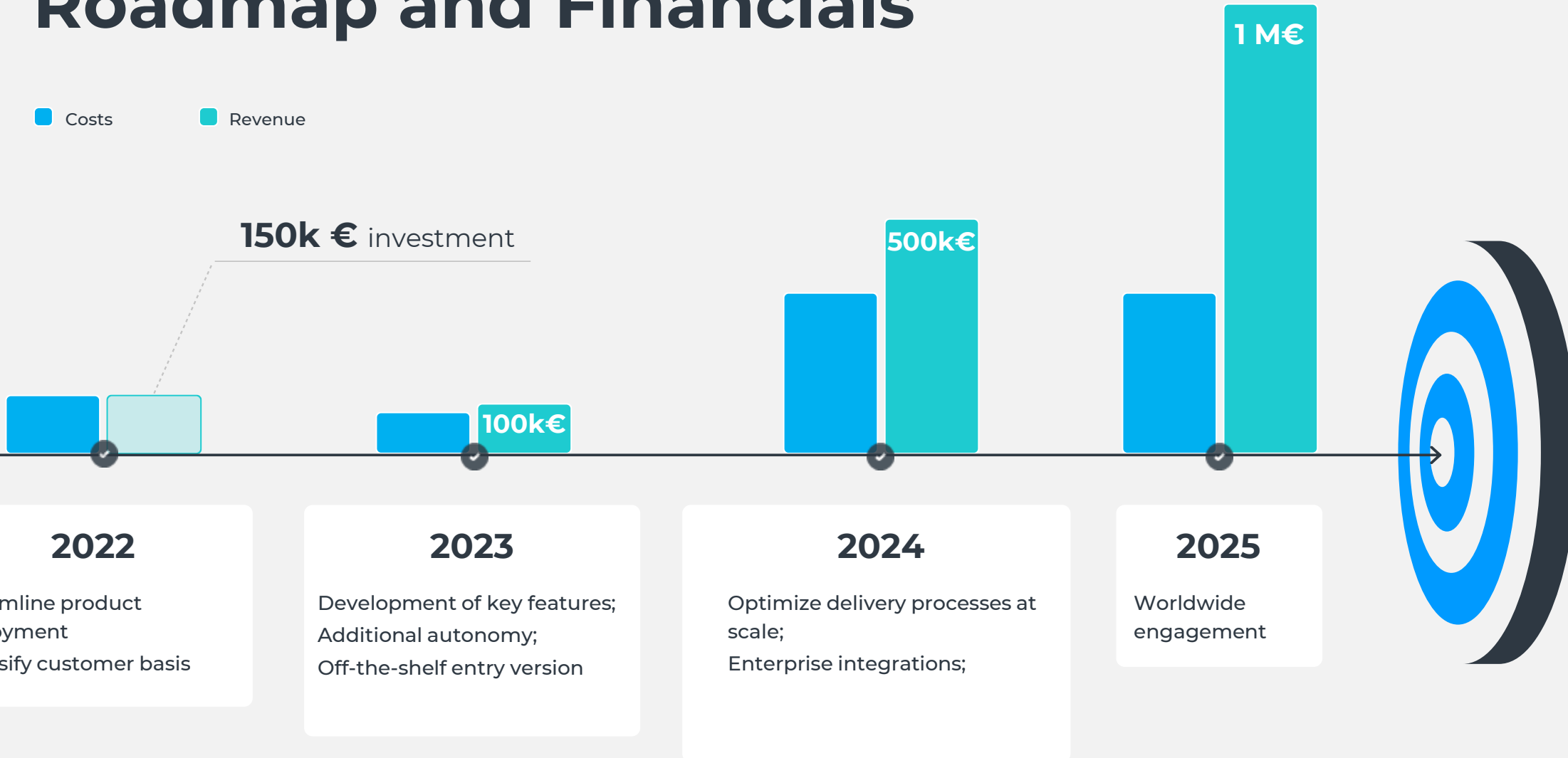
CUSTOMER ACQUISITION

Word of mouth
Fairs, Conferences and events
Global partner network



Roadmap and Financials

■ Costs ■ Revenue





Thanks!