

CartGuard

Jozef, CEO



Simple decision!

This day has been **months**
in making

30:10 33:00

[30:35, 33:35]

$O(x, y), [T_1^0, T_2^0]$

Listas Estaciones Cercanas

Station 0	T_0	Station 1	T_1
1-	T_3^{vo}	1	-
2-	T_7^{vo}	2	-
3-	⋮	3	-
4-	⋮	4	-

$+T_1^{vo}$

[33:40]

CARTGUARD.DEV

Jozef Balaz

CEO



Orhan Sonmez

CTO



CARTGUARD.DEV



CartGuard

.dev

1% in revenue is lost
due to fraud

CartGuard 

**AI decision-making
algorithm predicting the
risk of fraud**

HOW IT WORKS

Self checkout shopping

Decision to audit?



No Audit



Audit



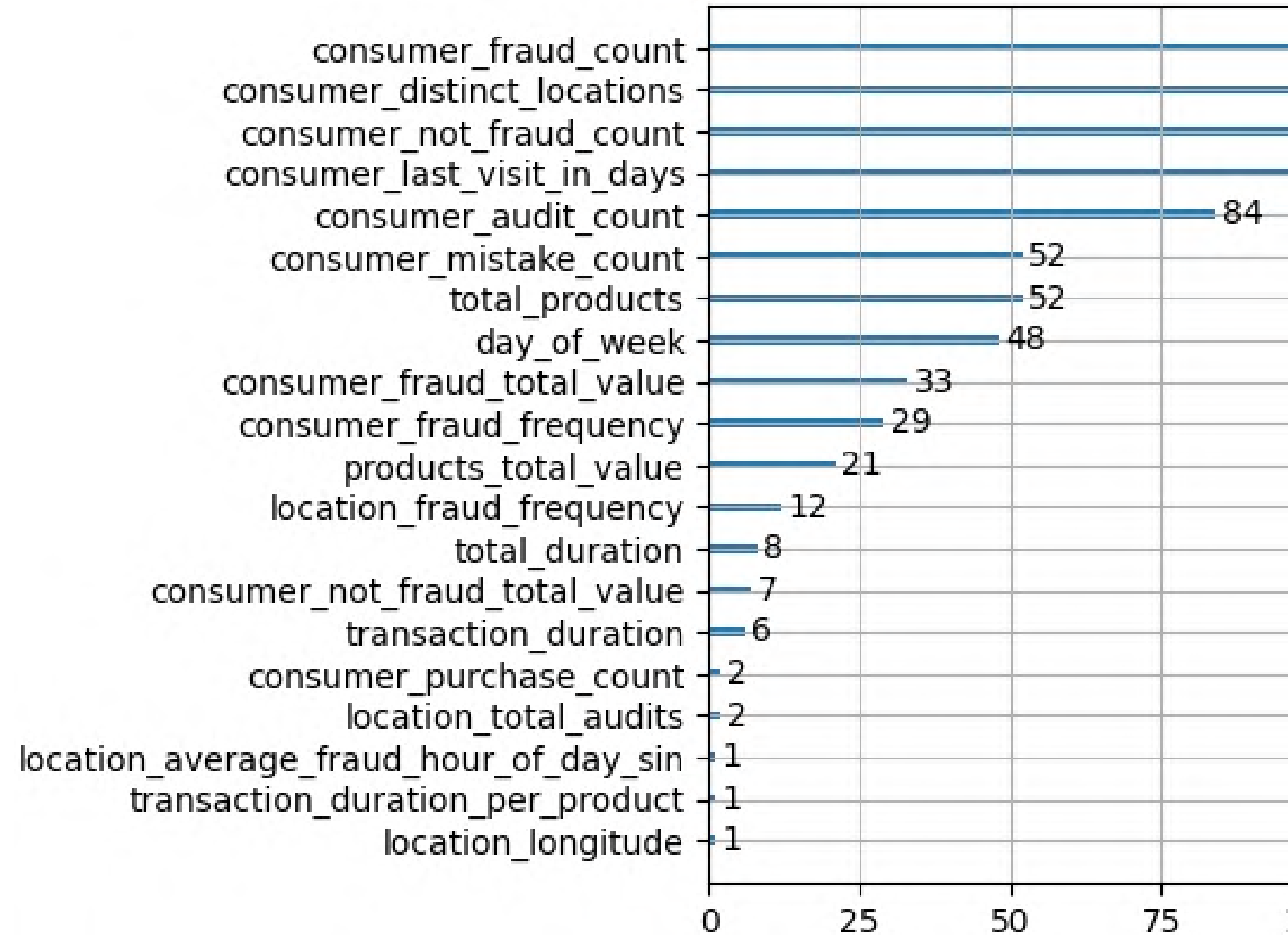
How did we do that? 🤔

SECRET SAUCE 🤫

Multiple algorithms

Past behaviour

Risk scoring



PRODUCT ADOPTION



data updates

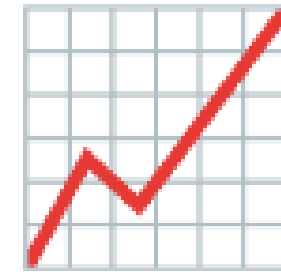


api predictions



Simple
implementation

**Self checkout market
is growing**



85% of consumers report that using self-checkout is faster



RAYDIANT

THE LEADING DIGITAL SIGNAGE AND
EXPERIENCE PLATFORM

65% of customers saying they would use self-checkout more if this was available



FORBES

THE MANY HATS OF SELF-CHECKOUT

with market growth 3-5x

CartGuard is needed to
protect revenues

2B

addressable market

50M

target Market

GO TO MARKET

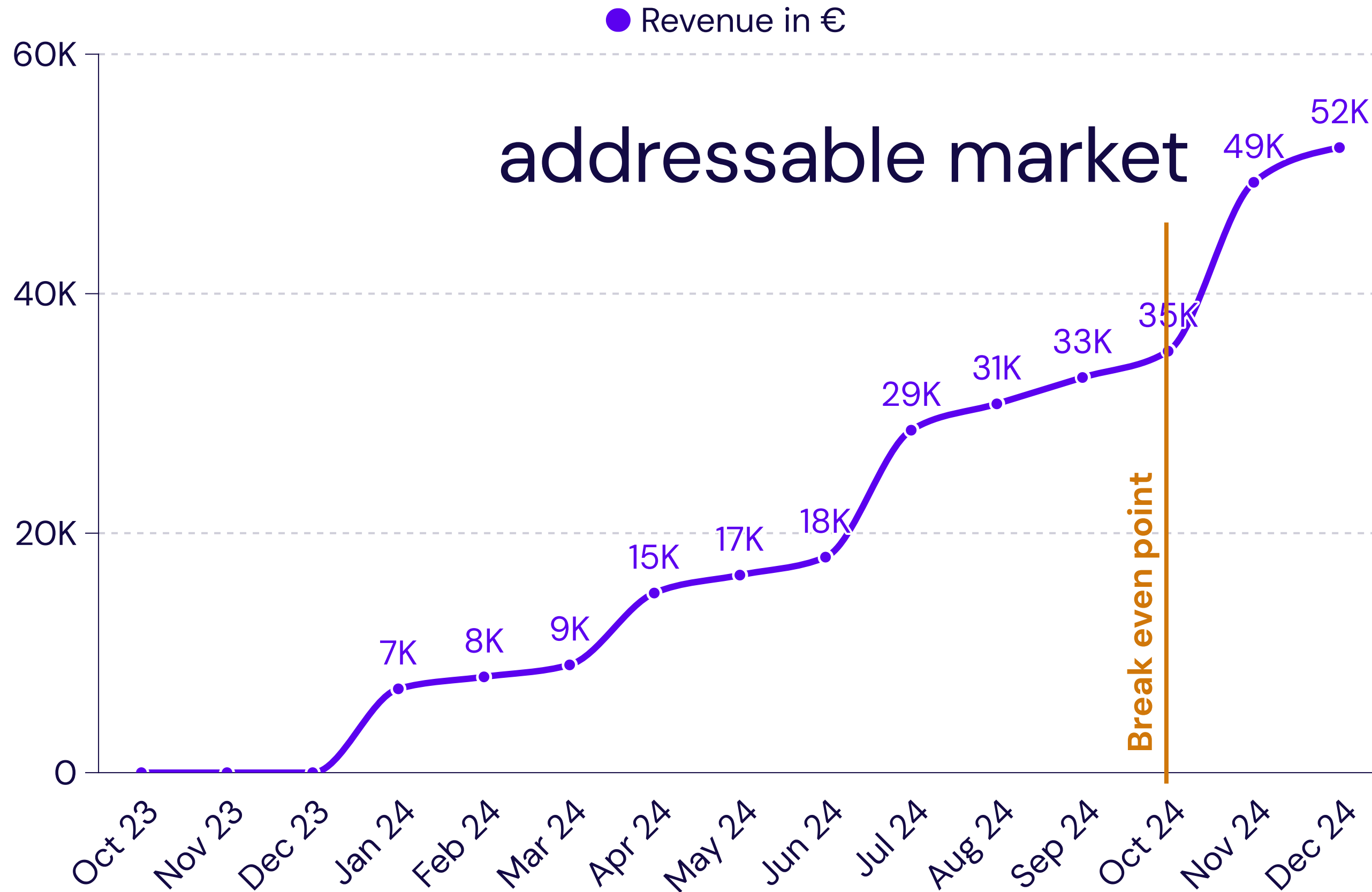
1.
business
development

2.
conference
attendance

3.
industry
publications

Retailer's with 50+ locations

Corporate solution that sticks



10K
MRR per customer

600K
ARR

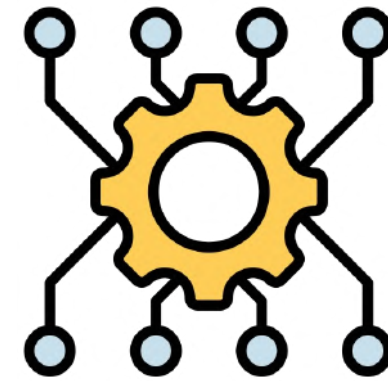
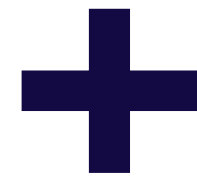
More verticals,
investment in Q2 2024

per audit 🙌
pricing

MVP CREATION



data

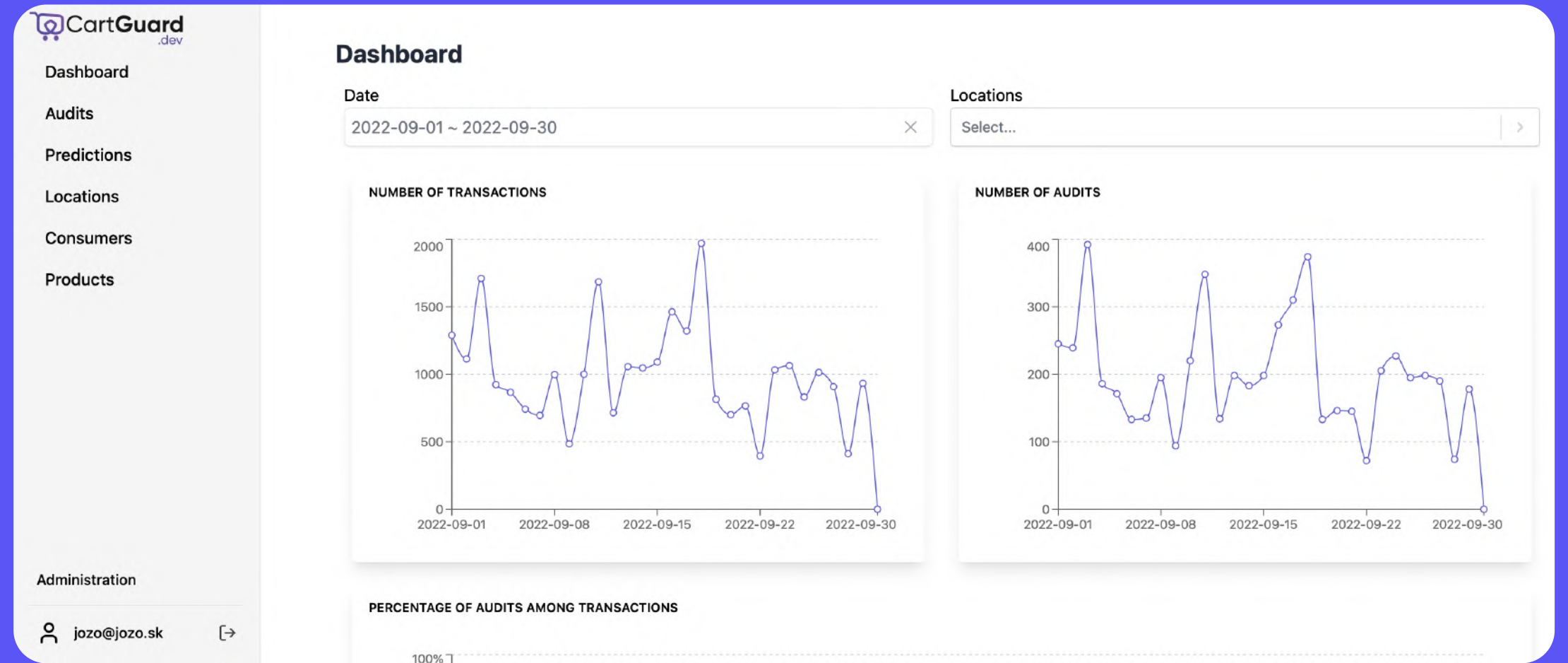


fine-tuned
algorithm



mentoring

Slick dashboard



The "Products" page includes a sidebar with navigation options: Dashboard, Audits, Predictions, Locations, Consumers, and Products. The main content area is titled "Products" and features a date range filter (2022-09-01 ~ 2022-09-30) and a segment selector. An "Add product" button is located in the top right. The table below lists products with columns for Name, External ID, Segment, Status, and Created at. Each row includes "Edit" and "Delete" links.

Name	External ID	Segment	Status	Created at		
Salsichas Frankfurt	salsichas-frankfurt	Low Volume, Low Fraud	Inactive	Fri Aug 04 2023	Edit	Delete
MS GINGER ALE SCHWEPPE	ms-ginger-ale-schweppes	Low Volume, Low Fraud	Inactive	Fri Aug 04 2023	Edit	Delete
Salsichas Peru 100% sem Glúten Lata	salsichas-peru-100-sem-gluten-lata	Low Volume, Low Fraud	Inactive	Fri Aug 04 2023	Edit	Delete
ESSEN MANICURE STICK	essen-manicure-stick	Low Volume, Low Fraud	Active	Fri Aug 04 2023	Edit	Delete
BROA DE MILHO DOCE 500G	broa-de-milho-doce-500g	Low Volume, Low Fraud	Inactive	Fri Aug 04 2023	Edit	Delete
O Livro do Oráculo	o-livro-do-oraculo	Low Volume, Low Fraud	Active	Fri Aug 04 2023	Edit	Delete

Simulated results

500,000

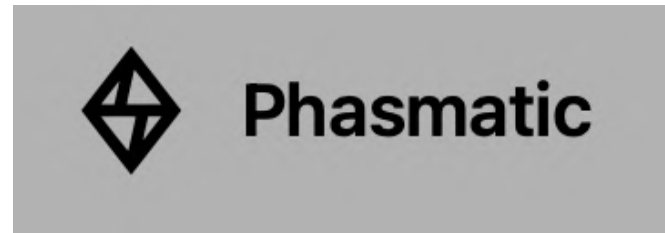
processed records

4.4x effective

measured precision

DATA VALUE CHAIN

EXPLORE REACH STARTUPS



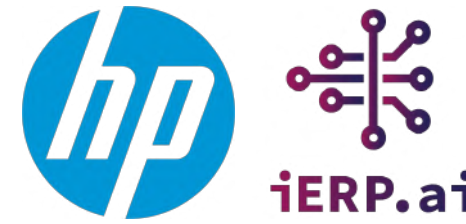
EXPERIMENT REACH STARTUP



Team

40+

Years of experience



Imperial College London



ORHAN SONMEZ
CTO + CO-FOUNDER

BARCELONA

JOZEF BALAZ
CEO + CO-FOUNDER

BRATISLAVA

PETAR URDJANOV
DATA SCIENTIST

SKOPJE

BRANO OSIF
DEVELOPER

PRESOV

ATA GUR
MARKETING ADVISOR

BARCELONA

RECAP

- ✓ clear focus
- ✓ product ready
- ✓ prepared for rollout
- ☐ now, it is **your** turn



**Additional support will matter
a lot!**

From Bootstrapping to Evolve phase?

WHAT A STORY!



Thank you REACH, João,
Sona MC, and all   ...



Jozeff from CartGuard

BACKUP SLIDES

COMPETITION



random
audits

CartGuard
**4.3x better
(measured)**

indirect
competition

CartGuard
**focused to
retail market**

homegrown
tools

CartGuard
**more cost
effective**