



iScan

University of San Diego

Caroline Amling, Arista Andrews, Ben Blankenhorn, Taylor Lee



\$64.3 million

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We Heard You! iScan Goals

- Maintain the homey feel and family culture for at ALL existing and new locations.
- Out-run the competition across the street.
- Connect with diverse communities and increase the amount of loyal customers.
- Excelerate daily transactions.
- Increase revenue to outperform the national average.

RACE with us!

Raising Revenue

Achieving Customer Loyalty

Catching up with Competitors

Extending Family Feel



iScan's Benefits



iScan's Benefits

- **Customer Profiles**



iScan's Benefits

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- **Tailored Promotions**



iScan's Benefits

- **Customer Profiles**
- **Tailored Promotions**
- **Integration with On-the-Go app**



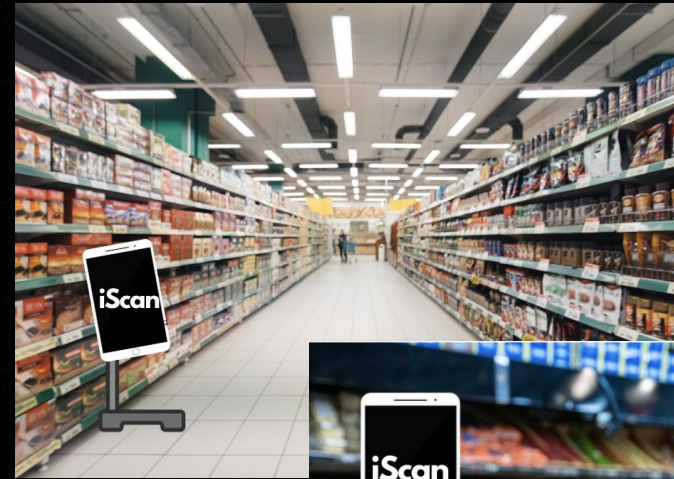
iScan's Benefits

- **Customer Profiles**
- **Tailored Promotions**
- **Integration with On-the-Go app**
- **Endless Languages**



Customers Who Prefer a Language Other Than English

State Averages	City Averages
Indiana: 9%	Indianapolis: 14%
Pennsylvania: 12%	Philadelphia: 23%
Ohio: 7%	Columbus: 16%



RACE us down the aisle!

Product comparison

iScan Product Package			
BENEFITS	STANDARD	ENHANCED	PREMIUM
Electronic Pay Feature	✓	✓	✓
Location: Entry Way	✓	✓	✓
Location: Aisles		✓	✓
Location: Check Out			✓
Personal Promotional Offers			✓

Data analytics

iScan Product Package

BENEFITS

STANDARD

ENHANCED

PREMIUM

1. Increase time in store
2. increase Transaction size
3. Increase Basket size

=

retailer's capability
to provide a
personalized
experience

iScan Insights package attached



Customer Testimonials

01.

Dietary restriction

(I am super allergic) and now I feel more valued at the store.” – **Jess D.**

02.

Loyalty

Now I go into the store every time I get gas.”
– **Winston B.**

03.

Customer retention

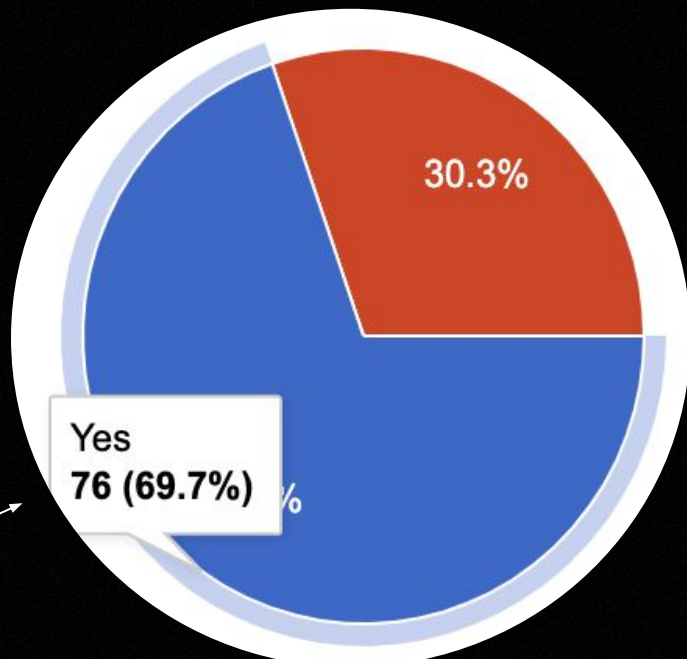
Now Go N Grab is the only place I go for my energy drink and protein bar!” – **Cecilia P.**

04.

Retailer

Our loyalty card rates went up.” – **Philadelphia Retailer**

Customer Survey and Loyalty



- **70%** Would buy from c-stores if technology was implemented
- **56%** DO NOT buy from convenience stores due to unwelcoming atmosphere
- **55%** Would buy from c-stores with welcoming atmosphere implemented

Survey of 110 people & their opinion of convenience stores

Where You are Now

Number of Transactions a year	Average Basket Size	Yearly In-Store Revenue
355,510	\$7.65	\$2,720,000

ISCAN Transaction Increase

Your Transactions	Premium	Insights	Total
974	19 (2%)	32+ (3.2%)	1025+

ISCAN Market Basket Increase

	Other Chains with ISCAN Premium	Percentage Increase from industry average	On The Go
Premium	\$8.35	10%	\$8.41
Without IScan	\$7.59		\$7.65

Where You'll Be Next Year

Competitor's Revenue	\$2,840,000
On the Go Revenue	\$3,148,000

Your Improvements	2%
Transactions	2%
Market Basket	10%
ISCAN Insights	2%
Total	16%

+16%

Compounding Benefits



Monthly Cost Breakdown

Your Monthly Budget	\$4166
iSCAN Added Profits	\$8973
iSCAN Premium	\$7000
iSCAN Insights	\$1000
Net Monthly Profit	\$5139

Rollout Plan

Begin iScan
Installation

1

2 weeks
Installation

2

iScan fully
Operational

Installed in all
On-the-Go locations
by end of the year

3

4

Pay iScan fee from
added profits

Thank you!

