

Brief name

Efficient Omni-channel solutions

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# Brief details

## Objective

We are looking for disruptive & scalable omni-channel solutions that will allow retailers to provide seamless shopping experience to consumers both in e-commerce and brick-and-mortar space. Ideally with a “wow” effect. It can be targeted to:

- Provide truly personalized shopping experience
- Give retailers ability to use big data to become contextual and propose tailor-made experiences
- Make shopping experience fast, comfortable and simple
- Provide freedom for a consumer by letting avoid doing daily routine tasks, such as ordering food, paying for kindergartens, etc

## Global and tech trends

The trends and examples described in the full brief deck serve as inspiration, but not an obligation to fall into any particular stream. Your product/service can be built using technology of AI, IoT, VR, biometrics, proximity payments, blockchain or whatever it takes to reach the objectives.

## Experiences matter

There’s been a race to adopt disruptive new technologies. It’s very exciting - but what’s the point of technology if it is unusable to humans whose experiences tech is supposed to advance? Tech isn’t the solution. It’s the gateway to more integrated experiences. It offers brands new opportunities to create new solutions/products/services but only if you understand who you're talking to and their past behaviors.

So do not miss this crucial context, focus on humans and what you are trying to solve for with your product/service. Just technology will always miss the humanity, the magic, the experience.

## Payments

Although we are not limiting your choice of industry or channel, the seamless payment experience should be the top of mind.

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## Key requirements

Our key requirements are superb user experience, available commercialization strategy and readiness for immediate implementation.



## Our Expectations

We are looking for end-to-end cases for large and small retailers that will increase their sales volumes and benefits consumers by providing seamless shopping experience.

Industries and channels are not limited.

Our key requirements are superb user experience, available commercialization strategy and readiness for immediate implementation.