PLUGANDPLAY

NOVEMBER 19-21 2024

SILICON VALLEY SUMMIT

#PNPTCSiliconValley

Join us at **pnptc.com**

PLUGANDPLAY

SV SUMMIT

BRAND & RETAIL Expo

BATCH 22

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OPENING REMARKS

Kristen Rodgers

Director

Plug and Play Tech Center

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AGENDA

11:00 - 11:05 AM:	**Opening Remarks**
11:05 - 11:30 AM:	**Keynote Speaker, Janie Yu**
11:30 - 12:10 PM:	**Startup Pitches**
12:10 - 12:20 PM:	**Corporate Innovation Award**
12:20 -12:30 PM:	**Closing Remarks**

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Sv summit

THANK YOU, PARTNERS!

FASHION & LUXURY

PVH

carhartt

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SIGNA

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GROUPE FDJ

QSR

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Yum!

BEAUTY

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Red Bull MEDIA HOUSE

intango

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OUR TEAM

DIRECTOR



Kristen

PARTNERS



Benjamin



Chandler



Emery

VENTURES



Ignacio



Kayvon



Thomas

PROGRAM



Roza

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BRAND & RETAIL GLOBAL FOOTPRINT



60+ GLOBAL LOCATIONS **20+** COUNTRIES **5** CONTINENTS

Brand and Retail Hubs

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Brand & Retail focus Areas

Applications

Omnichannel / Connected Commerce	Asset Protection / Shrinkage	Store of the Future	Customer Service	Customer Loyalty	Pricing	Creator and Social
Employee Attraction & Retention	Upskilling / Reskilling	Traceability	Inventory Management	Fulfillment	Commerce Enablement / Infrastructure	Sustainability / ESG

Technologies

AR / VR / XR	Web3	AI / Generative AI	Robotics	SaaS

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Batch 22 Themes

Brand & Retail Showcase

MARKOS

pass_by

COCOMO

Native

SocialCrowd

Revenue Roll

Lumi AI

TEMPO

EVOLV AI

Claimit

Conversational & Data-Driven Insights

Next-Gen Marketing & Retargeting Solutions

Seamless Logistics & Operational Automation

Enhanced Workforce Engagement & Incentivization

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Program highlights

Batch 22 Selection Day



Corporate Reverse Pitches



70+ Corporate / Startup Meetings



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KEYNOTE SPEAKER

Janie Yu

Partner

LFX Venture Partners

#PNPTCSiliconValley

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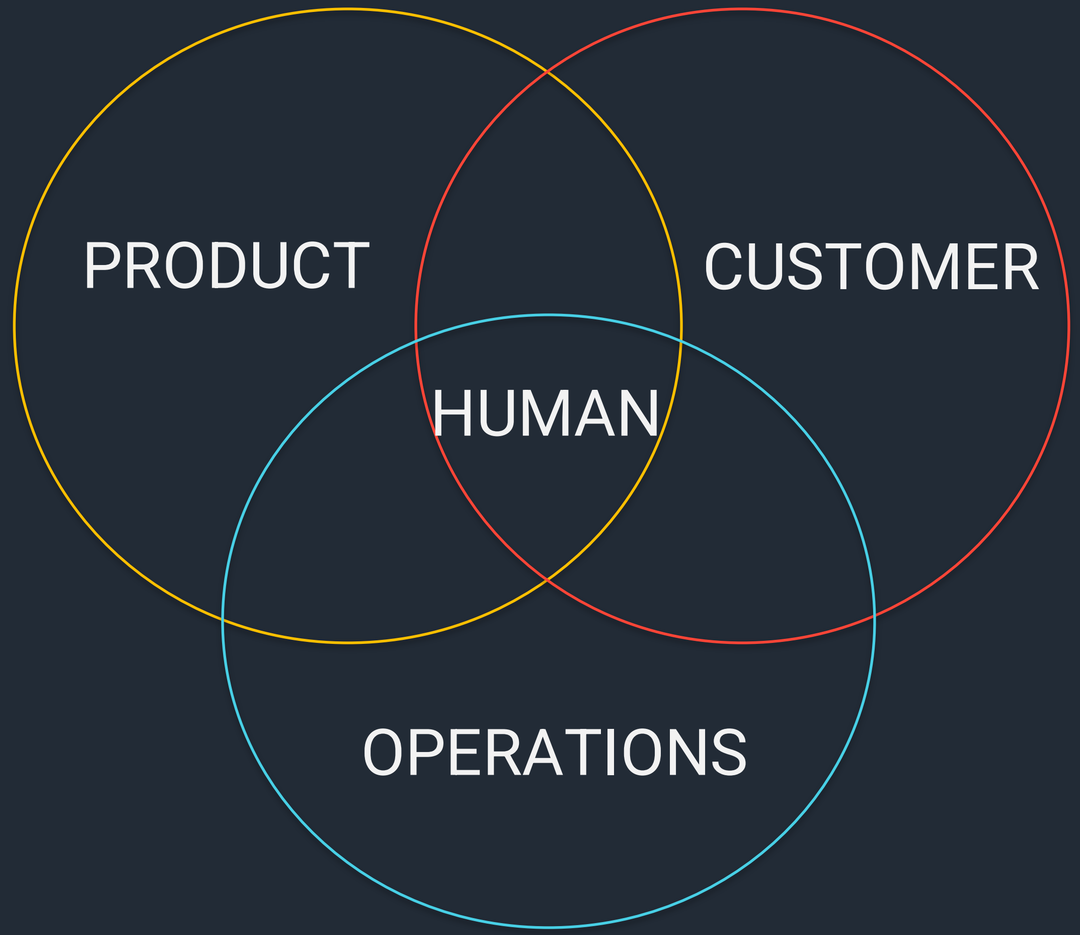
LFX Venture Partners

Demystifying AI – How is AI transforming the retail value chain?

THE WINNING FORMULA OF RETAIL – BEFORE AI



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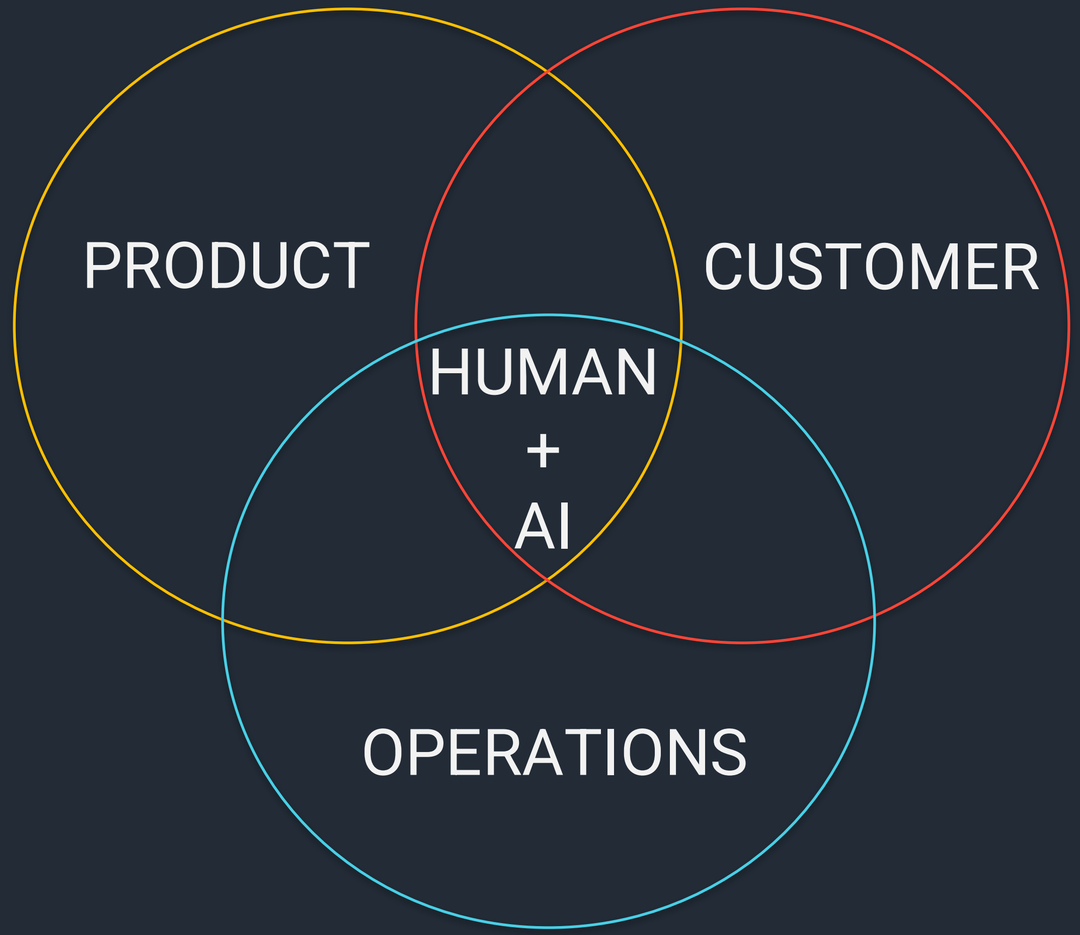
THE WINNING FORMULA OF RETAIL – IN AI ERA



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SELECT GLOBAL VALUE CHAIN CATEGORIES



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DEMYSTIFYING AI – A VALUE CHAIN VIEW

FIRST MILE | **MIDDLE MILE** | **LAST MILE**

PRODUCT DEV. | PLANNING & SOURCING | MANUFACTURING | FREIGHT | WAREHOUSING | FULFILLMENT | OMNICHANNEL RETAIL | CONSUMER EXPERIENCE

- Consumer Insights
- Product Design
- Product Testing
- Inventory Optimization
  - Merchandising Planning
  - Demand Forecasting
  - Allocation
- Product Attribution
- Pricing Optimization

- Freight Management
- Warehouse Automation
- Fulfillment Optimization
- Autonomous Transportation
- Transportation Visibility
- Dynamic Routing

Digital
- Search
- Recommendation
- In-session Testing
- Conversational Commerce
- Dynamic Pricing
- Personalized Marketing
- Loyalty Program

Physical
- Immersive Experiences (AR/VR)
- Store Execution
  - Staffing
  - Inventory Positioning
  - Promotion
- Frictionless Checkout

Post-Purchase
- Customer Support
- Fraud Prevention

DEMYSTIFYING AI – A TECHNOLOGY VIEW

OPERATIONAL OPTIMIZATION	MACHINE LEARNING	GENERATIVE AI (aka. LLM)
• Inventory Optimization - Merchandising Planning - Demand Forecasting - Allocation • Fulfillment Optimization • Dynamic Routing • Store Execution	• Personalization - Search - Recommendation - Dynamic Pricing - Loyalty Program • Return Fraud • Warehouse Automation • Autonomous Transportation • Transportation Visibility • Frictional-less Checkout • Product Attribution	• Product Design • Search • In-session Testing • Conversational Commerce • Customer Support

INVENT ANALYTICS: INVENTORY OPTIMIZATION TO DRIVE TOP AND BOTTOM LINE

Omni-AI Solutions: AI (Intelligence) + Workflow (UI) + Execution

Profit-Optimized Inventory Solutions

- AI-Based Demand Forecasting
- Replenishment Optimization
- Seasonal/Short-Life Allocation
- Phantom Inventory
- Transfer Optimization
- Return Positioning
- Price Optimization
- Markdown/Promo Pricing

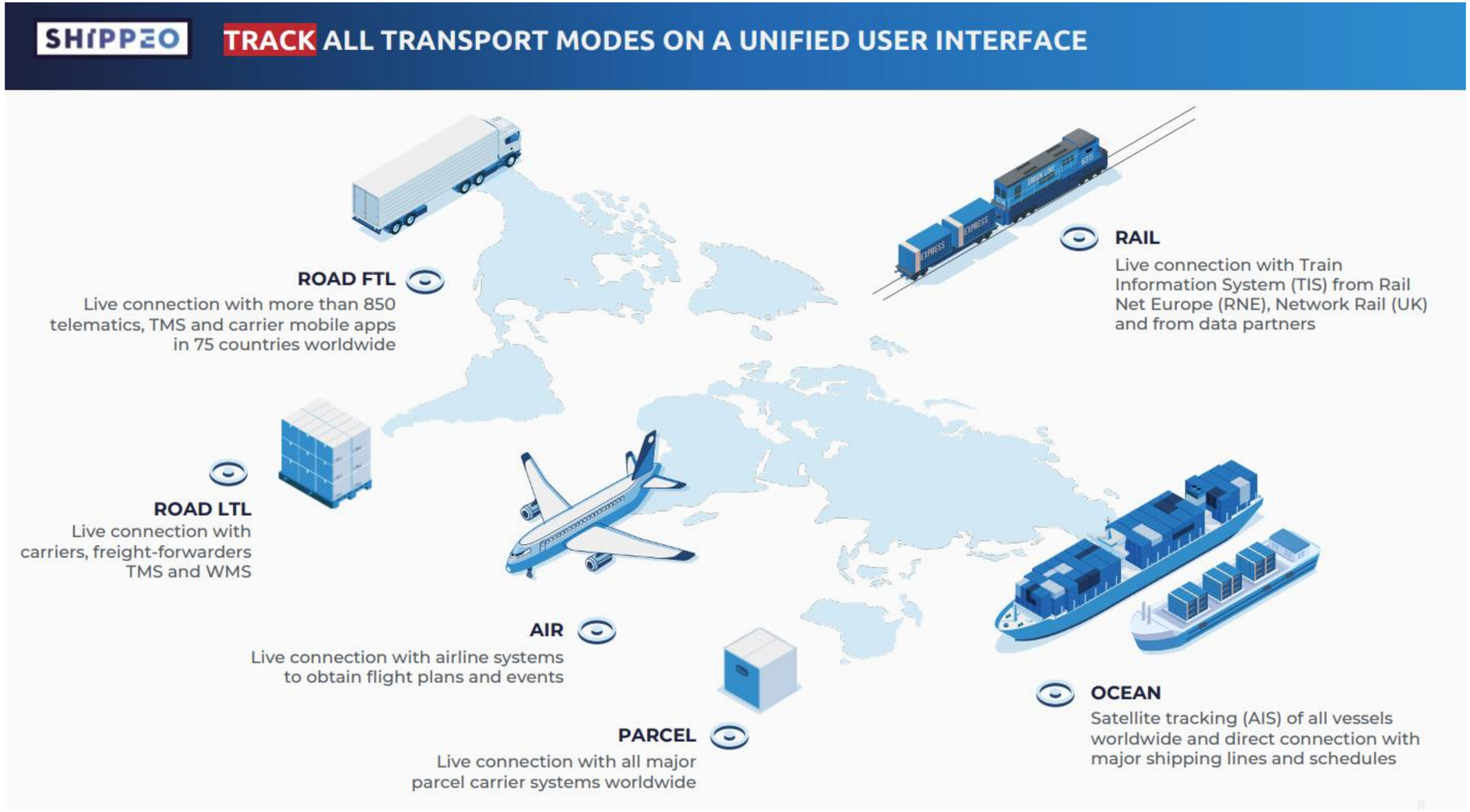
invent ANALYTICS

Hard Promise:

We deliver **provable** 2-4% comp growth with same or better turns & 1-2% higher EBIT within months.



SHIPPEO: REAL-TIME TRANSPORATION VISIBILITY TO ENABLE DYNAMIC PLANNING



CIMULATE: CUSTOMER-GPT TO OPTIMIZE ECOMMERCE SEARCH

The Cimulate Customer-GPT is a generative AI-based model of the customer. By leveraging clickstream, search, purchase, product, and customer data, C-GPT understands the customer at a granular level, and can generate "next-best action" to optimize the customer journey.



Optimize for your objectives

Cimulate Customer-GPT is objective driven, leveraging generative AI and reinforcement learning to continually optimize for desired customer and business outcomes.



Harness the power of the commerce web

Customer-GPT combines the power of third-party data from the Internet combined with your customer clickstream and product data resulting in your unique vertical-GPT for your business.



Speed and scale

Customer-GPT scales and performs at the speed of commerce. In order to optimize your content leveraging generative AI in real-time, response times need to be in the tens of milliseconds.

How to get ready for AI applications in retail value chain?

Identify key business problems where AI can deliver the biggest impact

Build robust data set

Clearly define processes

Start small, think big:

Pilot AI projects to show results and ensure full buy-in

Educate employees on AI; Focus on how AI can help them work smarter and better

Keep a high bar on ethical standards and privacy considerations while implementing AI solution

WHAT'S THE ULTIMATE ROLE OF AI?
WILL AI TAKE CONTROL OF OUR WORK AND LIFE?

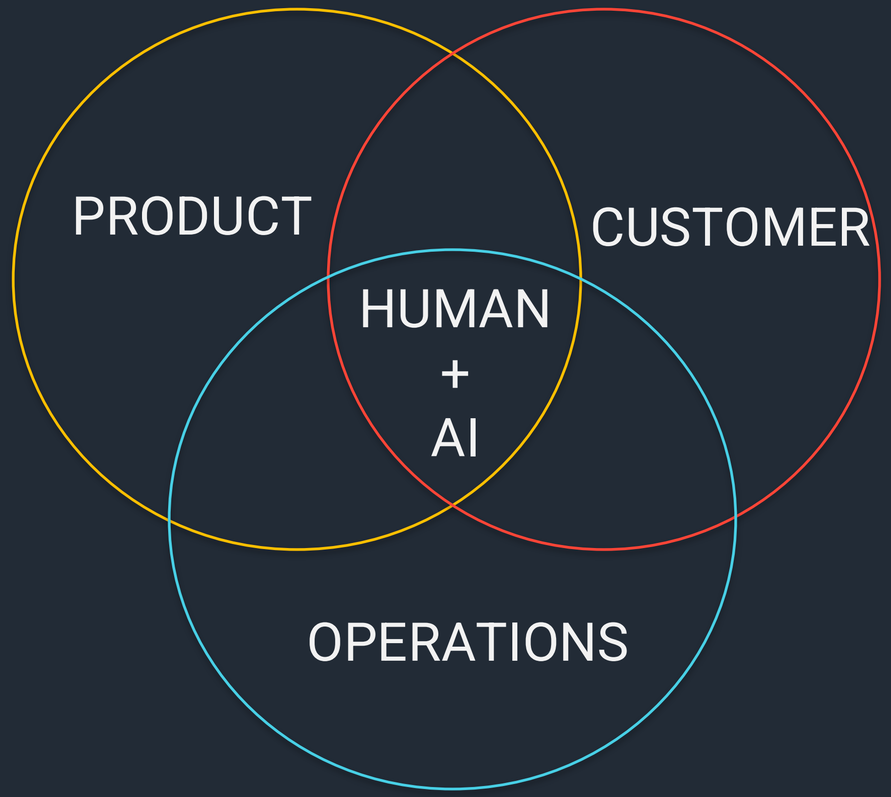
Ulta Beauty is using generative AI-powered tools to create personalized digital experiences and deeper level of customer service for shoppers. That said, the aim is to highlight and complement the human experience rather than replace it, says CEO Dave Kimbell.

Anshu Bhardwaj, senior vice president and chief operating officer, Walmart Global Technology and Walmart Commerce Technologies, likes to think of the technology as making her people-led, tech-powered company's workers "superhuman." "I'm a mom," she told the crowd during one session. "I don't think anything can replace a mom. It's the same thing with store workers."

Marc Benioff, Salesforce chair, CEO and co-founder, took things a step further: "If AI is not making us better, and augmenting us," he says, "we've lost the plot."

THE WINNING FORMULA OF RETAIL IN AI ERA

- **Unlock the bottleneck of data crunching and basic creation**
- **Enable human creativity and strategic thinking to make retailing more human**



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STARTUPS MC

Benjamin Brand

Head of Corporate Partnerships

Plug and Play Tech Center

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First Draft Is Your Final Draft.

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Speed up content
reviews & approvals

About us

Multi-time founders and product builders who have launched products used by millions.



Marius Ciocirlan

Co-Founder / CEO

Designed first Groupon app (100m downloads)
Co-Founded ShareGrid (VC funded, 200k users)
ShareGrid acquired by industry leader, Backstage.
Invested in 36 startups (Angel & Techstars MD)

SAMSUNG GROUPON
ShareGrid techstars_



David Dawson

Co-Founder / CTO

21 Years of Dev Experience
Co-Founded Ridwell (VC Funded, 100+ employees)
Co-Founded Stash Hotel Rewards (1m+ users)
Early engineer at Zillow (Built Mortgage marketplace)

amazon Zillow
STASH HOTEL REWARDS® ShareGrid

Pre-Seed Round

$4.1M

Bessemer Ventures

Co-Founder of Carnegie Steel, 8th largest investor in the world.

Head of Design at OpenAI

Head of AI at

Fmr Global VP Brand tech ESTĒE LAUDER

AD creative

Slide Decks

Marketers

Need lot’s of creative content, fast

Influencer videos

Event Material

Write a brief

Create a ticket

Wait 1 - 2 weeks

Give Feedback



2-4 Weeks Turnaround

The creative content bottleneck

Risk & Impact



Lost clients



Lost Opportunities



Loss of revenue

AI is making creation easier

Anyone can create content



The Promise

More Content, Faster



Ideate Create Review Deliver Measure

More People Creating Introduces

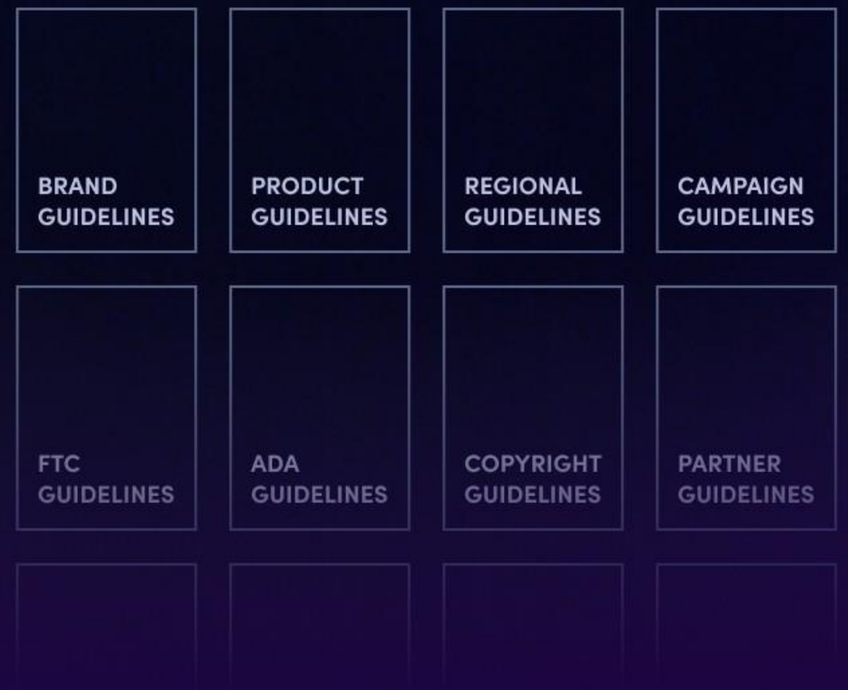
More Risk & Review

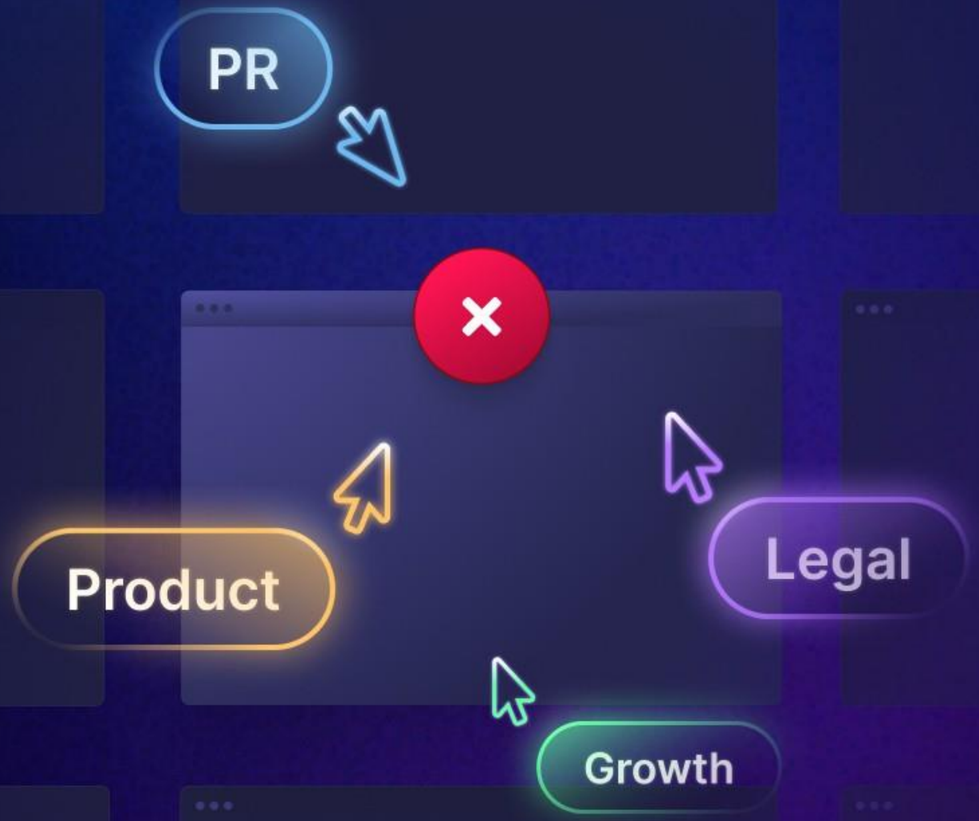


Ideate Create **Review** Deliver Measure

The Bottleneck

Multiple Teams, And Requirements



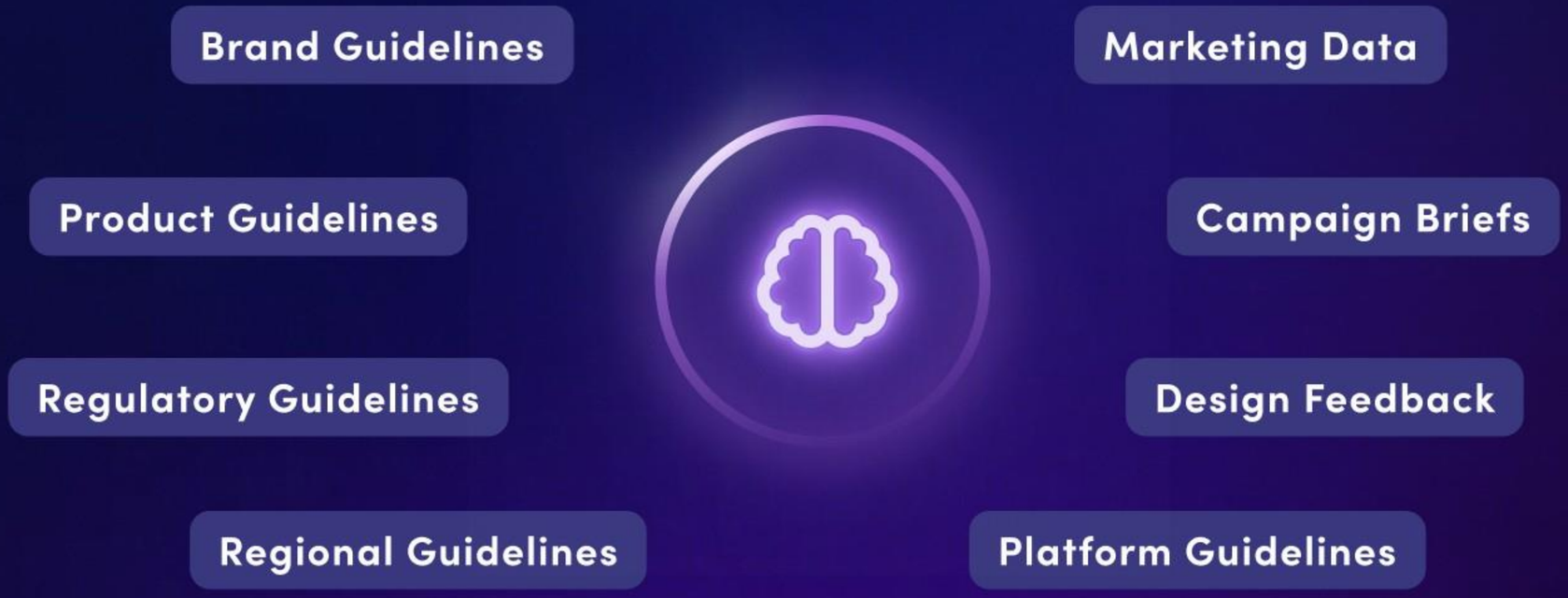


MARKOS

Speed up content
reviews & approvals

MarkOS Trains

Your Own Custom Brand Model



MarkOS integrates into your workflow

slack

asana

Microsoft

monday.com



Using computer vision we instantly review

Text, Images, Audio & Video

Version 1

Viora_META_AD

In Review

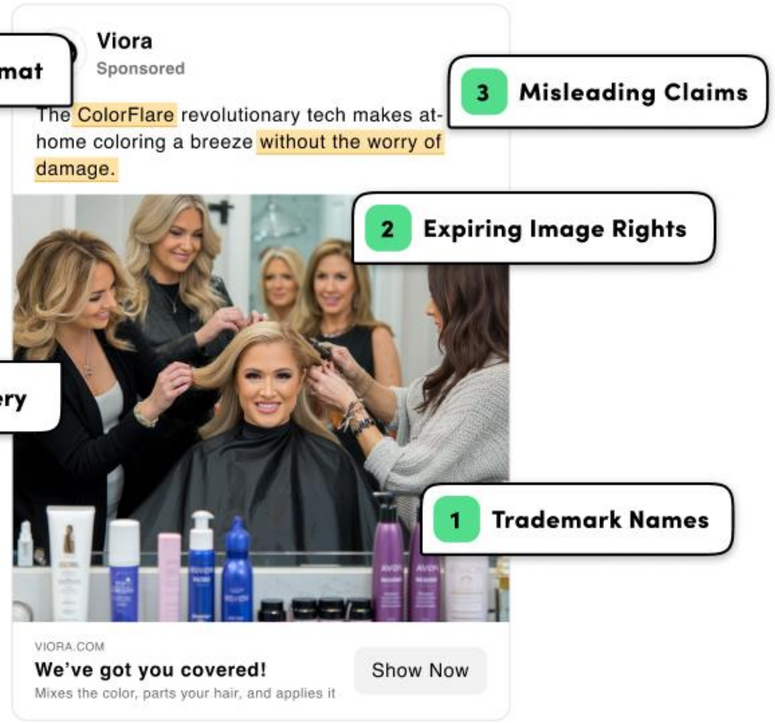
5 Incorrect Word Format

3 Misleading Claims

2 Expiring Image Rights

4 People Count In Imagery

1 Trademark Names



MarkOS
12m ago

Unauthorized Logos: Remove trademark logos

The image shows third-party logos on cosmetic products without authorization. Ensure logos are licensed, blurred, or replaced to avoid trademark infringement.

Via Viora Trademark Guidelines

MarkOS
12m ago

Misleading Claims: Rephrase sentence.

The ad's claim of "no damage" is misleading, as no hair dye guarantees zero damage. This could lead to regulatory issues for unsubstantiated claims.

Via FTC Guidelines

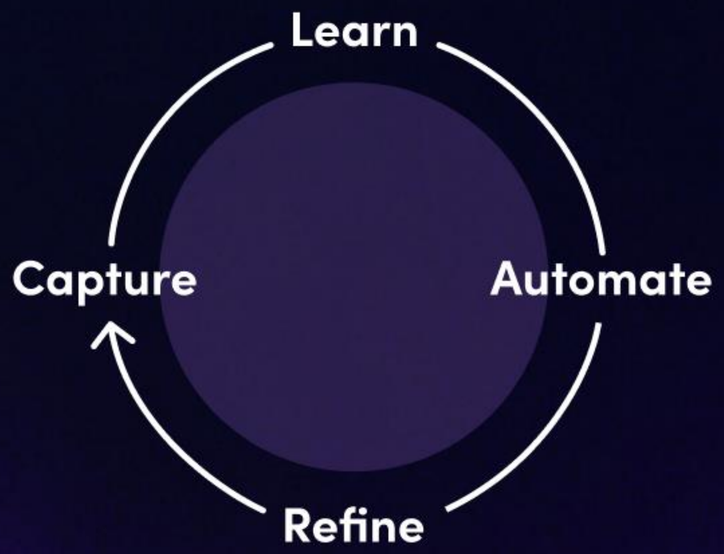
~~"without the worry of damage."~~

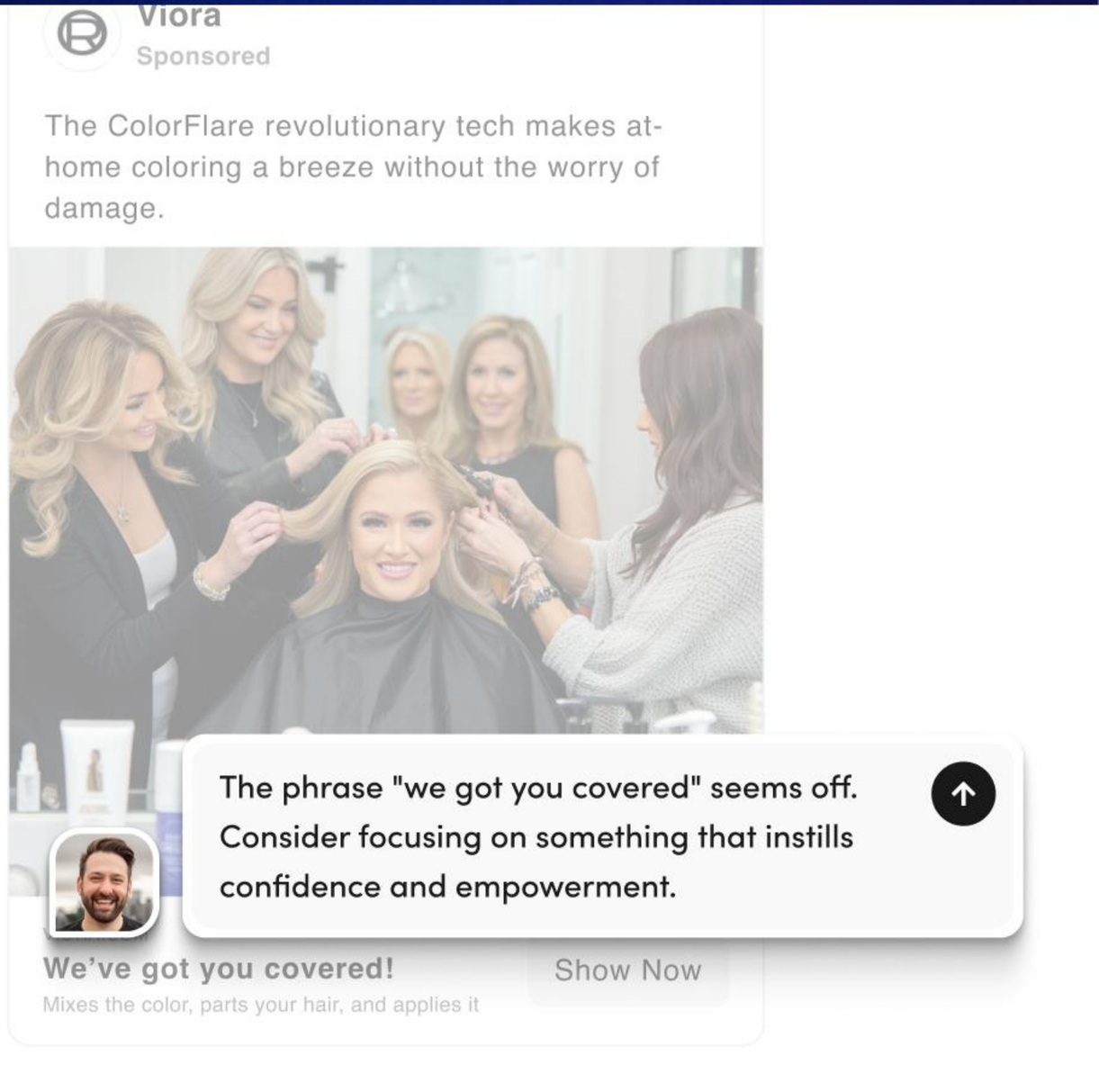
"using a gentle formula to help protect your hair."

Apply

MarkOS learns from your feedback

Speeds Up Future Reviews





Progress on

Active & Future Pilots

Active Pilot #1

Largest publicly traded company making police body cameras

Active Pilot #2

Large haircare and skincare brand with a focus on influencer marketing

In talks with a several more

Aiming to close 3 more by year-end

MARKOS

Questions?

Thank You

or email me at

marius@markos.ai

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STARTUP PRESENTATION

// pass_by

Pass_by

Access any store's performance with AI.

// pass_by

Data Context - What is your strategy missing?

Matt Taaffe
VP Product
pass_by

[PROPRIETARY AND CONFIDENTIAL]

We are pass_by

- Launched in 2023
- 30 blue chip customers across retail and financial services.
- Partnerships Sensormatic, Consumer Edge, RetailNext
- Investors include Forbes Wealth, former Nike COO Eric Sprunk



[PROPRIETARY AND CONFIDENTIAL]

// pass_by

94% of retailers are already investing in technology to improve analytics.

65% of retail executives say their data analytics tools aren’t providing the best value across the business.

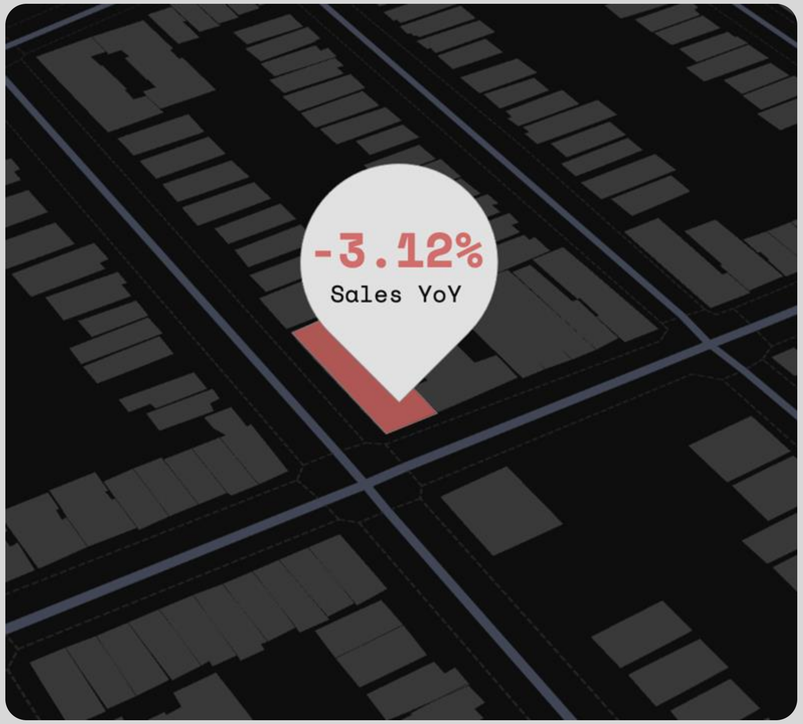
The retail bulletin

[PROPRIETARY AND CONFIDENTIAL]

Real estate strategy

pass_by

First party data



Poor market, move store

Contextual analysis



Strong market, underperforming store

Action

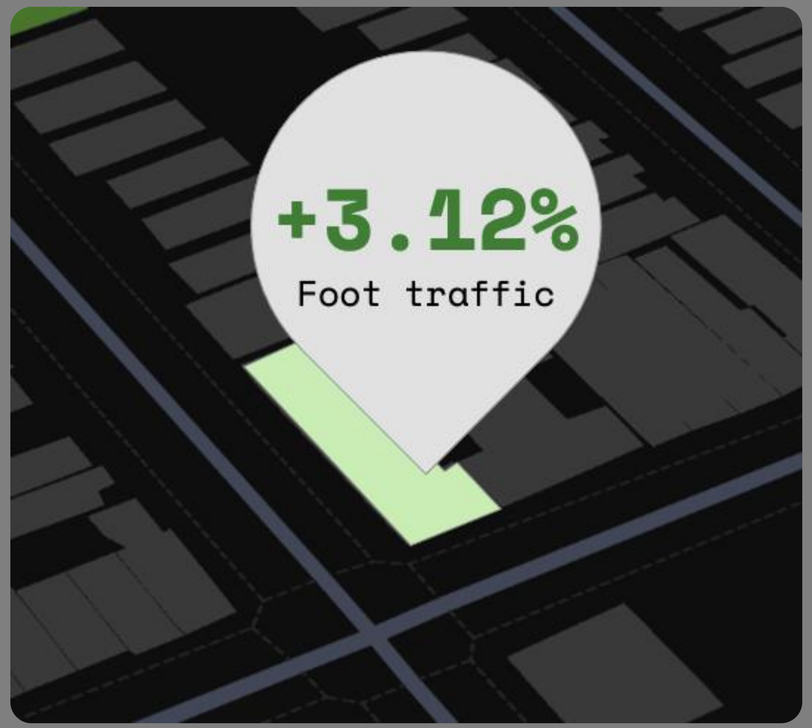


Renegotiate lease, optimise management

[PROPRIETARY AND CONFIDENTIAL]

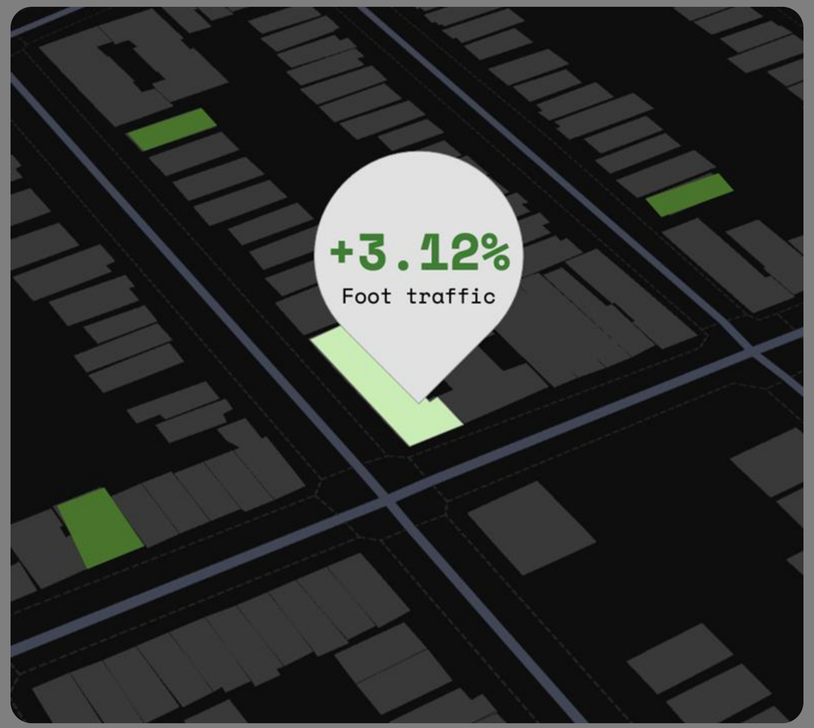
Store operations strategy

First party data



Steady growth, good performance

Contextual analysis



Store underperforming, consumers aren’t attracted

Action

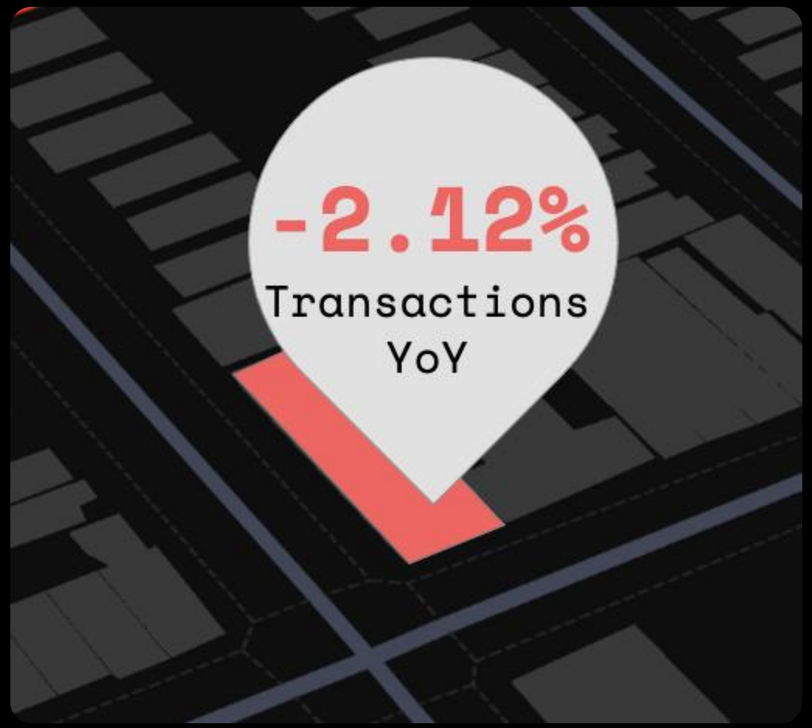


Review marketing / merchandising for the store

[PROPRIETARY AND CONFIDENTIAL]

Retail buying strategy

First party data



Negative growth, mismatched stock offering

Contextual analysis



Relatively strong growth, poor market

Action



Keep stock decisions, relocate store

[PROPRIETARY AND CONFIDENTIAL]

Market intelligence throughout the whole customer journey.



01 Discovery

Market data

02 Evaluation

Foot traffic data

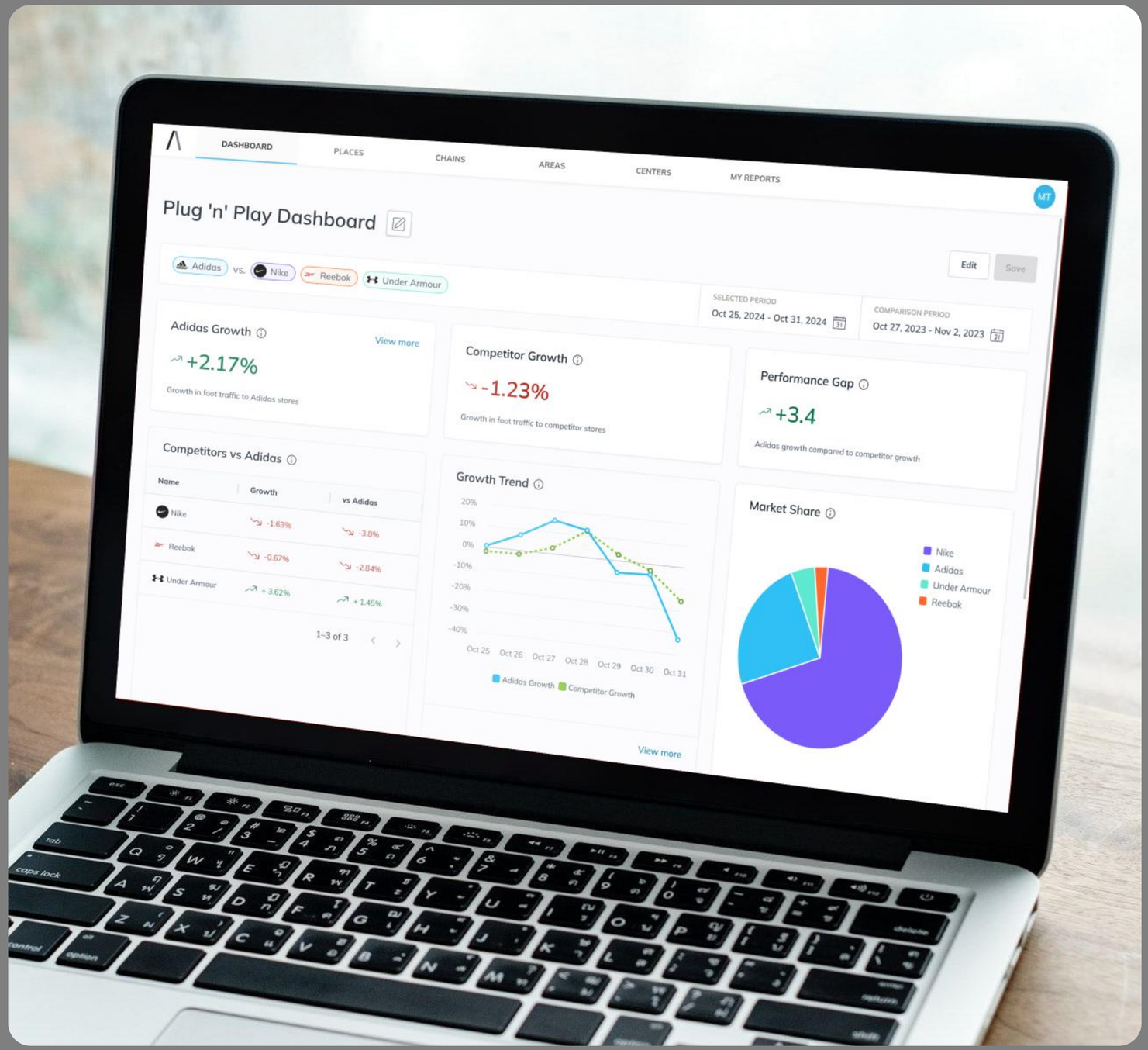
03 Spend

Transaction data

[PROPRIETARY AND CONFIDENTIAL]

Analytics tools to suit your needs

- SaaS application
- API
- Data feeds



[PROPRIETARY AND CONFIDENTIAL]

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Help connect us to:

- Store ops teams
- Real estate teams
- Business insights teams

Matt Taaffe
VP Product
www.passby.com

[PROPRIETARY AND CONFIDENTIAL]

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STARTUP PRESENTATION

COCOMO

Cocomo

An AI-powered digital marketing platform for paid media.

COCOMO

PAID MEDIA ON AUTO-PILOT

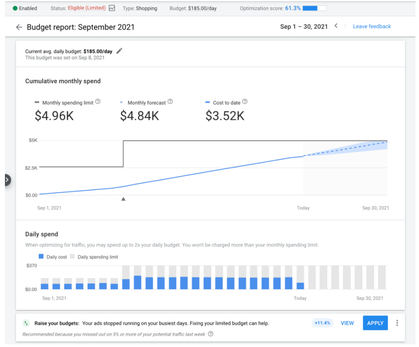
Today, in-house marketing teams and/or agencies bear the full cost of **administering** and **optimizing** campaigns

Tools are manual (Excel, SQL, Ads UIs), and complexity grows linearly

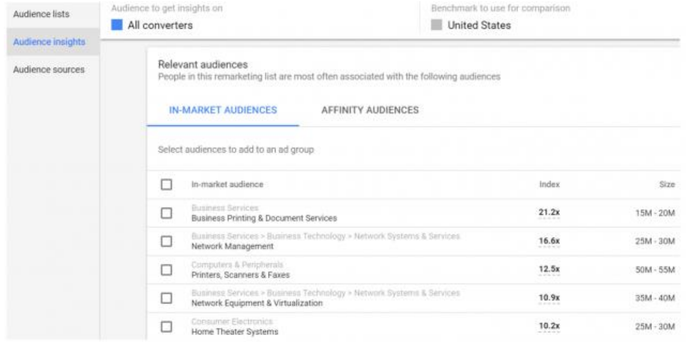
Bid Matrix (Device, Channel, etc)

Campaign Name	Experiment Type	Tested	Impr	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Campaign A	Bidding - experiment	Manual CPC	3823	123	3.22%	$1.35	$165.96	9	$18.44	7.32%
	Bidding - original	US Maximise Clicks	2547	72	2.83%	$1.37	$98.85	3	$32.95	4.17%
Campaign B	Bidding - experiment	Target CPA	659	46	6.98%	$0.70	$32.02	4	$8.00	8.70%
	Bidding - original	US Maximise Clicks	1689	98	5.80%	$1.18	$116.13	2	$58.06	2.04%
Campaign C	Bidding - experiment	Target CPA	1867	122	6.53%	$1.06	$129.23	2	$64.62	1.64%
	Bidding - original	Manual CPC	2366	150	6.34%	$1.22	$182.48	9	$20.28	6.00%
Campaign D	Bidding - experiment	Target CPA	2743	108	3.94%	$0.86	$92.86	4	$23.22	3.70%
	Bidding - original	Manual CPC	5521	157	2.84%	$1.36	$213.14	8	$26.64	5.10%
Campaign E	Bidding - experiment	Target CPA	2157	110	5.10%	$0.94	$102.91	8	$12.86	7.27%
	Bidding - original	US Maximise Clicks	3159	157	4.97%	$1.14	$179.57	9	$19.95	5.73%
Campaign F	Bidding - experiment	Target CPA	889	53	5.96%	$0.80	$42.45	1	$42.45	1.89%
	Bidding - original	Manual CPC	1060	44	4.15%	$1.01	$44.52	2	$22.26	4.55%

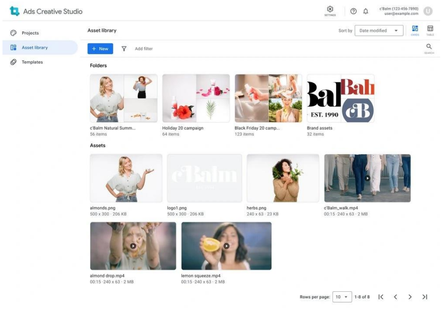
Daily Budgets



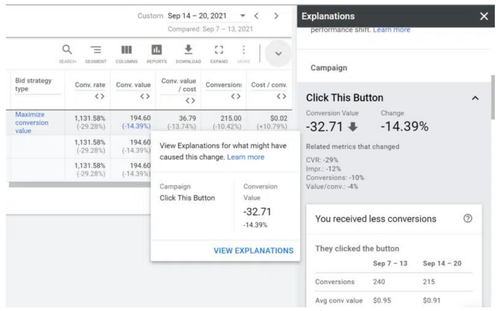
1P and 3P Audiences



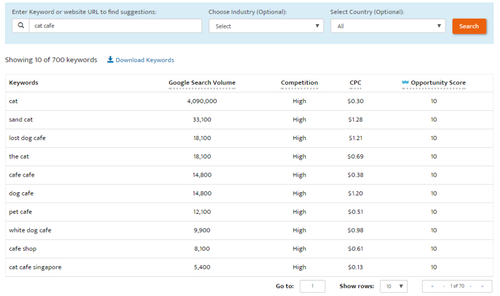
Creative Attribution



Campaign Deployment



Custom SQL Analyses



*Across multiple **channels**, **lines of businesses**, and **ads programs***

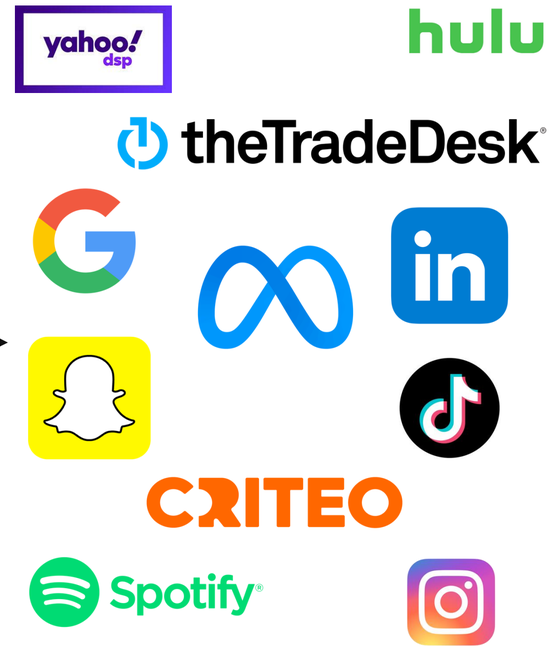
*Across **heterogeneous data and MarTech stacks***

Cocomo AI transforms **raw first party data** into **optimal marketing actions**

Agentic AI approach directly connects granular marketing insights to channels



From	To
Quarterly **budgets** with traditional MMM	**Daily adjusted budgets** with fine-grained MMM
Broad **targeting**	**Bid up and target 1000s of valuable audiences;** exclude non-valuable ones
Static **creative**	**Daily creative rotations;** automatically remove fatiguing creative
Pure volume-based **bid strategy**	**Full-funnel, LTV-driven** bid strategy



Low Code Ingestion

Optimal Marketing Actions

Agent-Based Channel Activation

*No other marketing platform connects **1PD** to **activation** end to end*

Manual Segmentation







Generic Data Transfer







Creative Generation







Measurement Only







Third Party Optimization









Product Screenshots

COCOMO

Campaign Manager

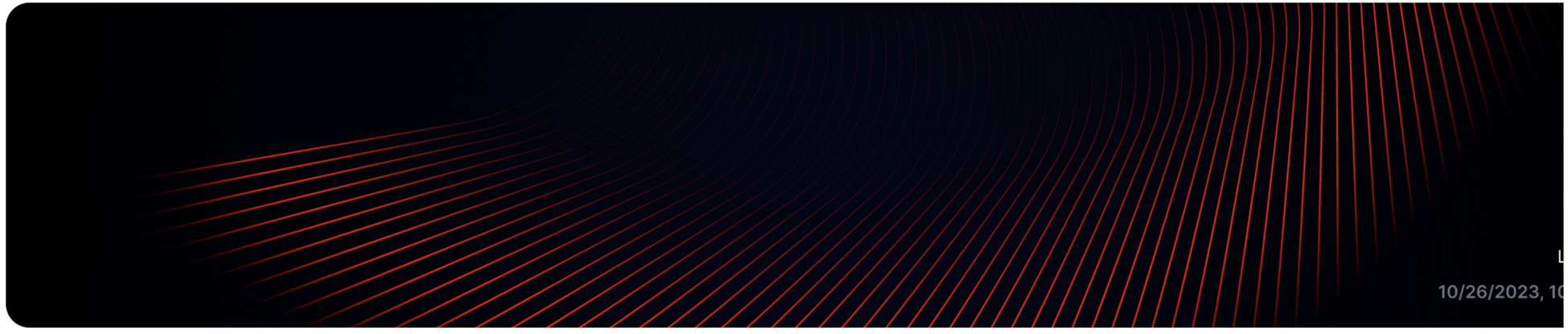
MENU

- Campaign Manager
- Agent Log
- Reports
- Studies

YOUR DATA

- Creative Library
- Integrations

- Help
- Settings



New Campaign + Run Activations

Sept 01 - Sept 30

Campaign	Channel	Info	Status	Objectives	Budget	Bidding	Creative	Audience
North America Broad	Google	Type	ACTIVE	Cocomo managed	$50 per day	tROAS, 150%	Search Set	High value A
North America Targe...	Facebook	Search	LEARNING	Account default	$25 per day	tCPA, $75	External	None
Retarget Product Page	Google	Type	LEARNING	Account default	$50 per day	tROAS, 150%	External	None
North America Targe...	Facebook	Search	INACTIVE	Account default	$25 per day	tCPA, $75	External	None
Exact Match Generic	Instagram	Retargeting	ACTIVE	Cocomo managed	$27 per day	tCPA, $55	Search Set	High value A
All Retargeting	Facebook	Search	ACTIVE	Account default	$25 per day	tCPA, $75	External	None
Broad Match Generic	Google	Type	LEARNING	Account default	$50 per day	tROAS, 150%	Search Set	None

COCOMO

Agent Log

MENU

- Campaign Manager
- Agent Log
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YOUR DATA

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10/26/2023, 10:50:00 AM

Targeting

We noticed that this campaign is extremely broad with a high level of spend. We tested into high value demographics and geos, and redeployed spend in-flight.

Status: ACTIVE

Campaign: Chalupa New Offer

AI Confidence: ↑ Very High

Estimated Impact: +27% efficiency gain for this campaign

View Study | Flag

10/25/2023, 4:00:00 PM

Bidding

We implemented a new value-based conversion objective, as we notice that your existing one does not meet Google's conversion criteria.

Status: ACTIVE

Campaign: All

AI Confidence: ↑ High

Estimated Impact: +12% conversion rate and +8% sales volume

View Study | Flag

10/25/2023, 4:00:00 PM

New Retention Campaign

Based on our understanding of your users, we implemented a campaign to improve retention for about 5,000,000 high LTV customers that have not reengaged lately.

Status: ACTIVE

Campaign: Retention Evergreen

AI Confidence: — Medium

Estimated Impact: +8% customer retention

View Study | Flag

Company and Traction

We're a seasoned team of **AI**, **marketing** and **engineering** experts



Jack Chua
Co-Founder and CEO
BCG, Expedia, Snap, Meta



Kunal Shah
Co-Founder and CTO
Compose AI (YC W21), OnDeck



Li Chang
Head of Marketing
Expedia, Womply



Woojin Lee
Head of Design
2nd Address, Magic



Yanhong Zhao
Founding Data Scientist
Cambridge, EF Education First



George Lejnine
Founding Engineer
AB InBev, Panera



Jacelin Preval
Data Scientist
L'Oreal, ChowNow, Amex

Advised by executives from ***Meta, Dropbox, Bain, Scale AI*** *and* ***Deloitte***

Our founding team pioneered marketing AI for some of the world's most iconic brands

$50M revenue lift

(10% lift)

$150M revenue lift

3x engagement lift

(50% lift)

$1B revenue lift

(x% lift)

$10M revenue lift

(20% lift)

$100M profit

(x% lift)

25% lift in targeted app usage

Cocomo is in private beta - achieving landmark customers in just a few months and in discussions with many more

Closed / In Procurement	In Discussion
USAA, M&T, UCLA Anderson	Northern Trust, GM, Deloitte.
Outgo, Aithor	Bain, Coca-Cola, Yum!

(and others)

1/1/2024

Incorporation Date

$4M

Expected 2024 ARR

$5M - $20M

Expected MarTech cost savings

We're building the **future** of **marketing optimization**

CONTACT US FOR A DEMO AT **FOUNDERS@COCOMO.AI**

PLUG AND PLAY

SV SUMMIT

STARTUP PRESENTATION

SocialCrowd

SocialCrowd

Optimize your hourly staff performance through real-time incentives.

#PNPTCSiliconValley

Join us at **pnptc.com**

SocialCrowd

Real-time **employee** optimization.





getsocialcrowd.com

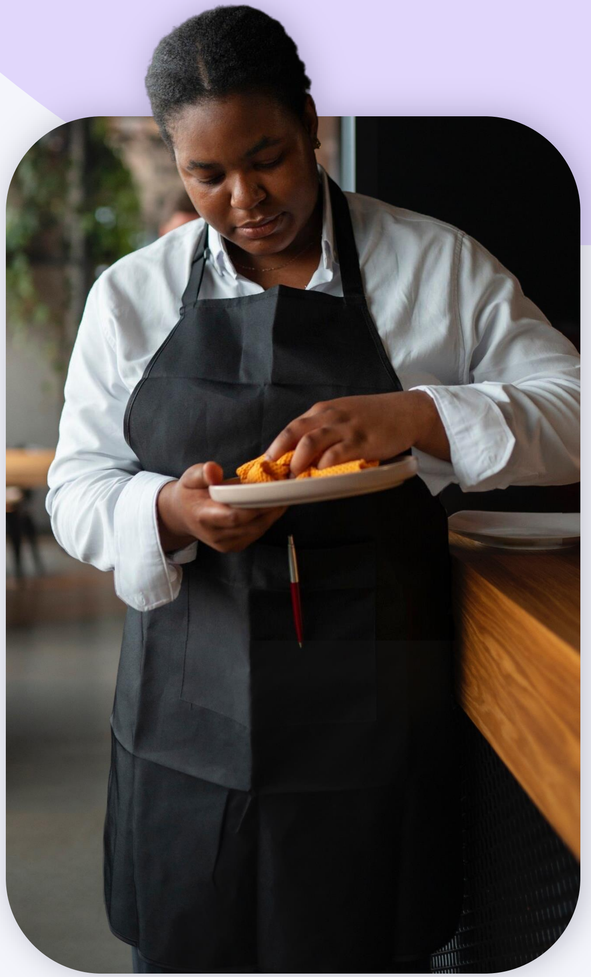
Optimizing frontline staff is incredibly **difficult.**

High Employee Churn

Inconsistent Productivity

Disconnected from Company Goals





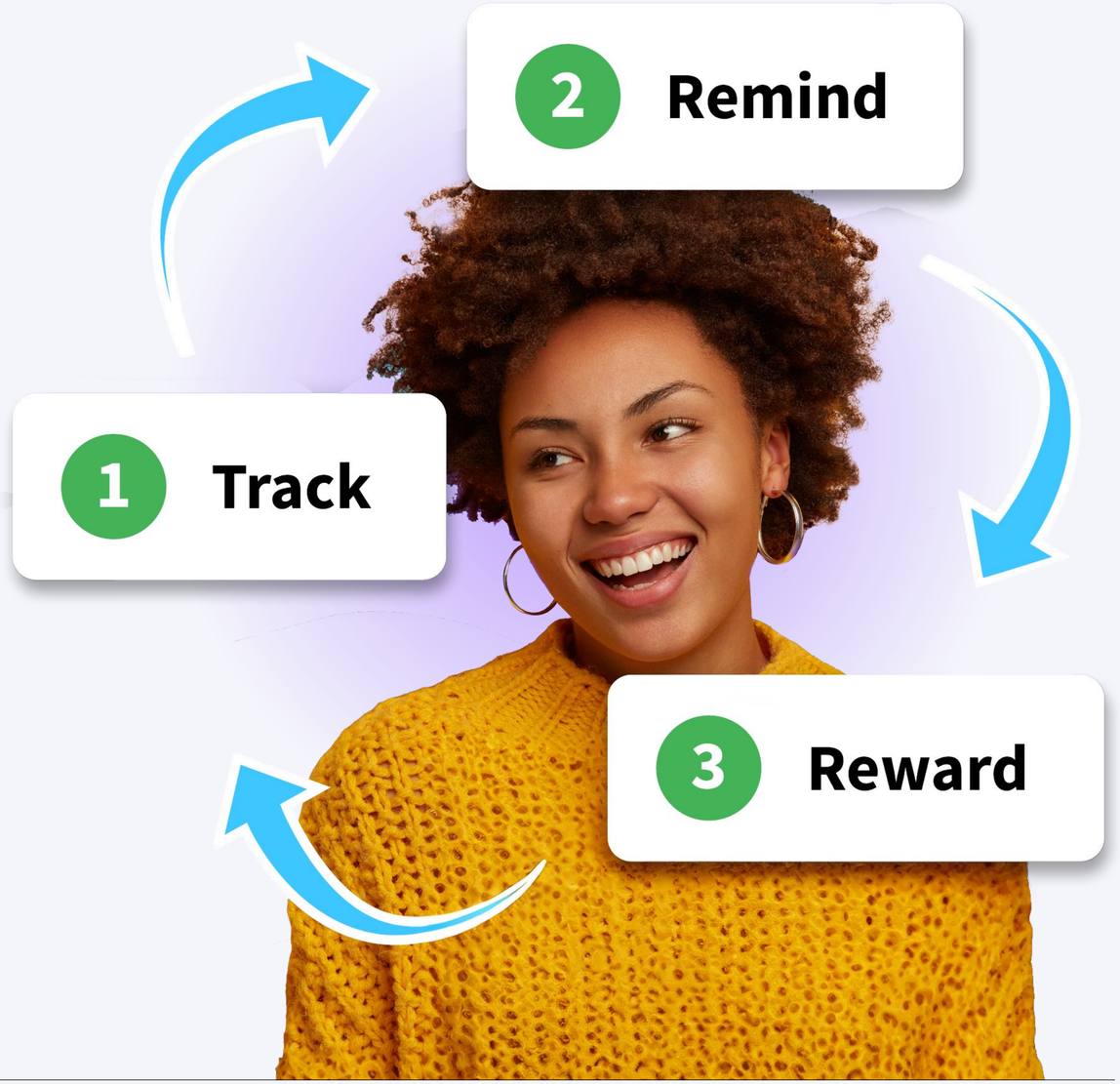
THE SOLUTION

SocialCrowd **optimizes frontline staff** by:

Tracking progress towards goals

Reminding employees of the work they have left

Instantly rewarding employees – so managers can save time and stay focused!



HOW IT WORKS

1

Goal
Sell 20 weekly deals

Reward
1,000 points

Time
1 week

Set team goals

Managers set goals they want their team to accomplish, and how many points they earn for meeting that goal.

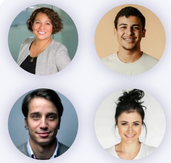
2

Point of Sale

Connect your apps

They connect the apps they already use to track their teams work.

3



Team 1
Store #1

Team 2
Store #2



Assign teams

They assign one or many teams to the goal.

4

You're almost there!
sell 4 more weekly deals
before end of week.

80%

Automated reminders

SocialCrowd will track their team's progress in real-time and keep them on track with periodic texts, emails, and push notifications.

5

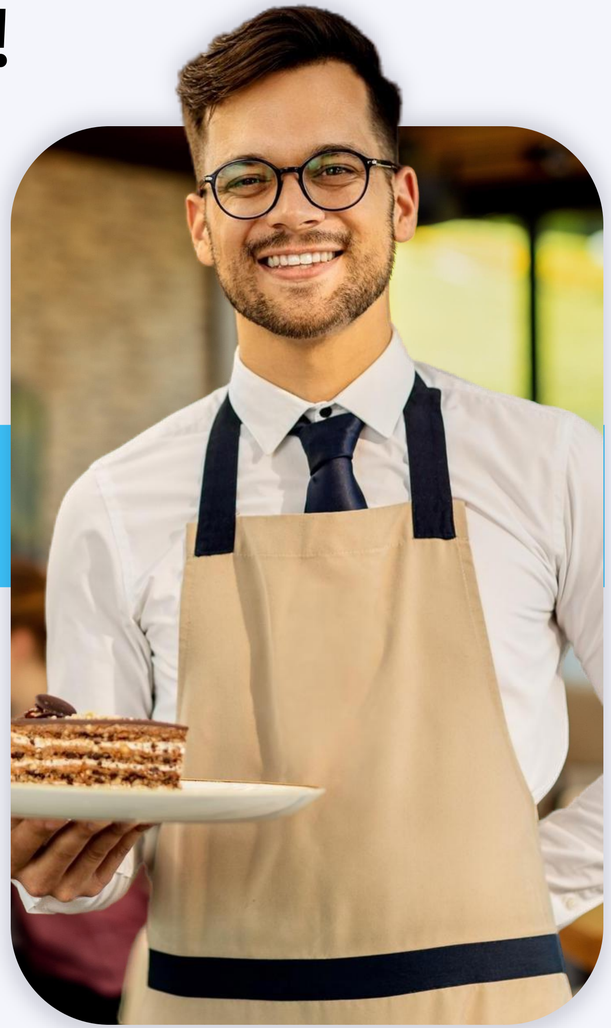


Instant rewards

The moment the team member(s) meets a goal, they are automatically awarded points that they can redeem for a variety of great rewards!

Trusted Solution

SocialCrowd is trusted by brands across **industries!**



In 2023, our customers employee retention improved by an average of 10% each month.

CASE STUDY

The Challenge

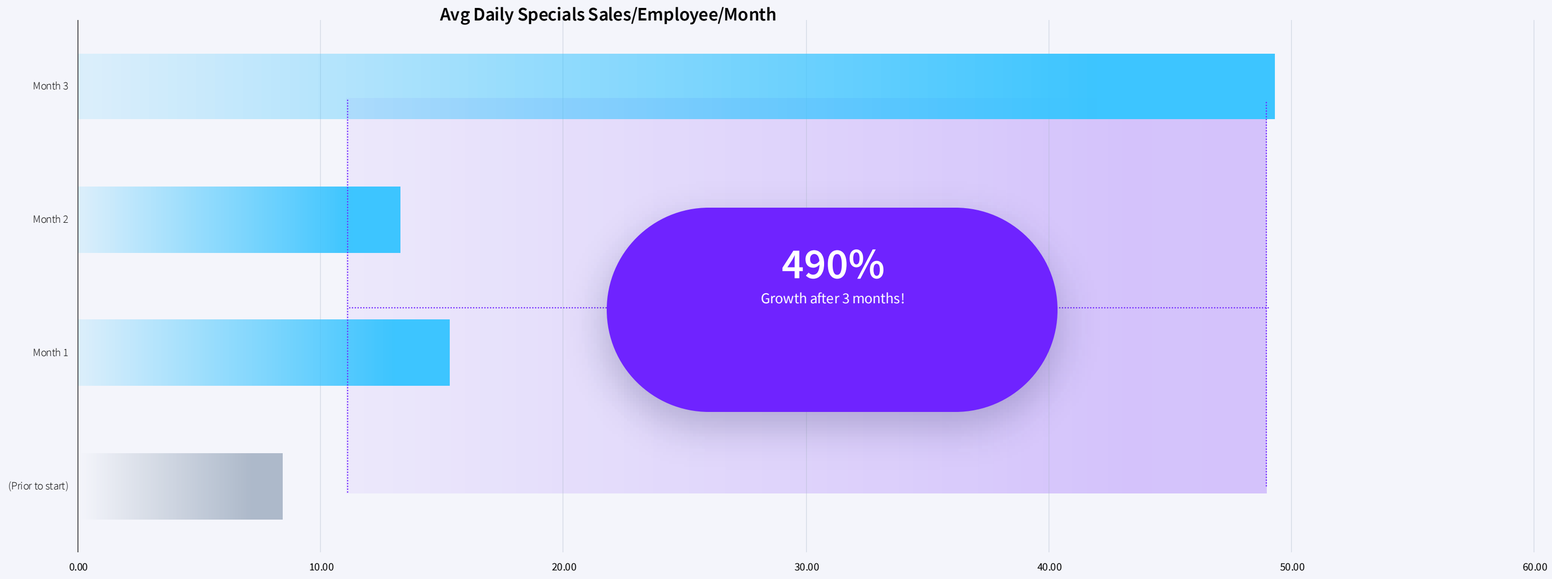
Brannigans Irish Pub was looking for **innovative ways to increase sales** of daily specials.

The Approach

In SocialCrowd they created an incentive program where **employees earned $1 for every 5 daily specials sold.**

The Results

Prior to starting the campaign they averaged 8.4 daily specials/employee/month.
After three months of running the incentive that number grew by nearly 500% to 49.3!



SocialCrowd AI

Coming in 2025

SocialCrowd AI:

Real-time predictive employee optimization.



SocialCrowd

Scan to see a **demo!**

PLUG AND PLAY

SV SUMMIT

STARTUP PRESENTATION

Revenue Roll

Revenue Roll

We fix the broken retargeting funnel and maximize revenue per site visitor.

#PNPTCSiliconValley

Join us at **pnptc.com**

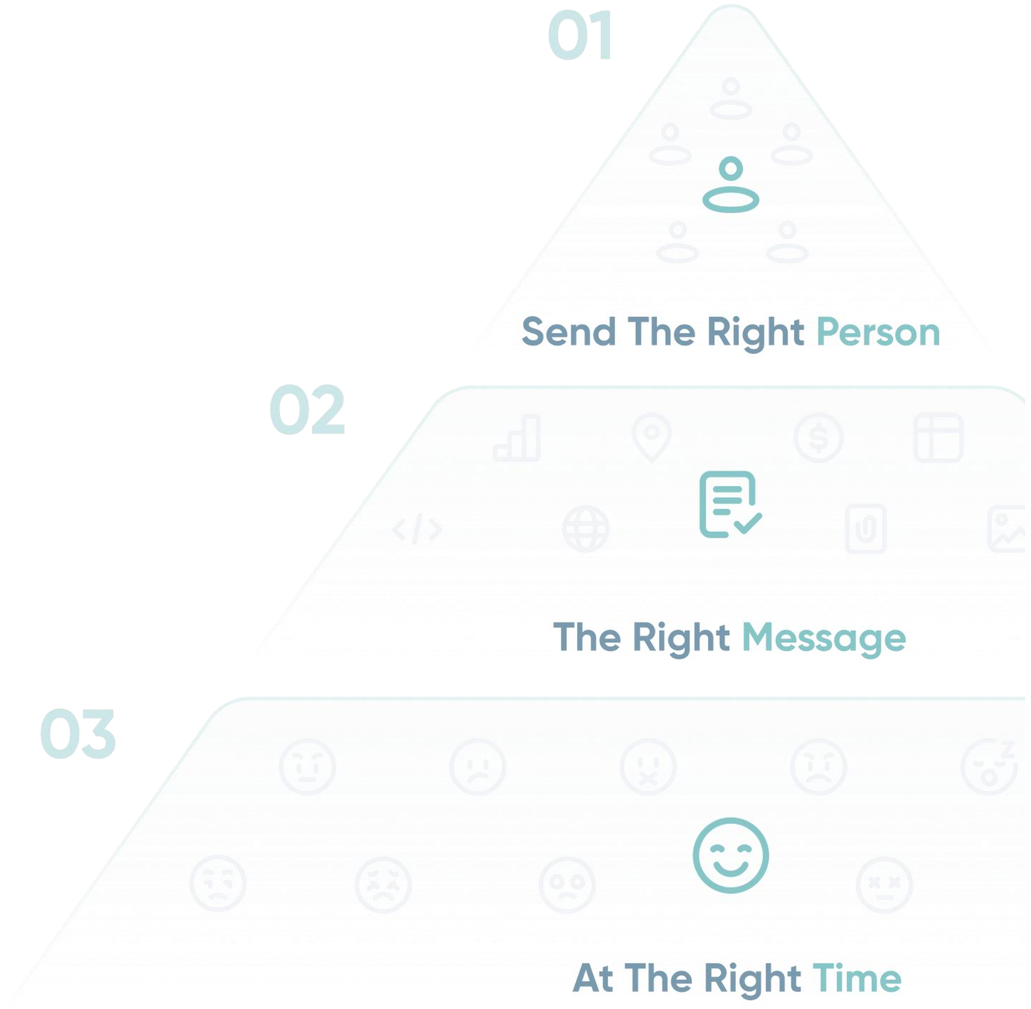
Revenue Roll

Grow Faster With More Accurate Retargeting

Retargeting is broken

but it doesn't have to be

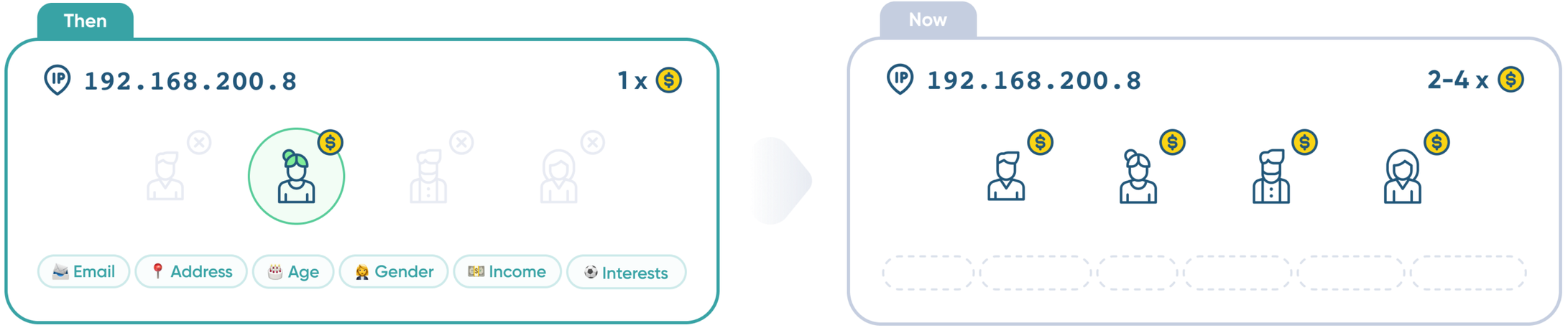
If you can't identify the right site visitors to retarget your marketing funnel is inefficient



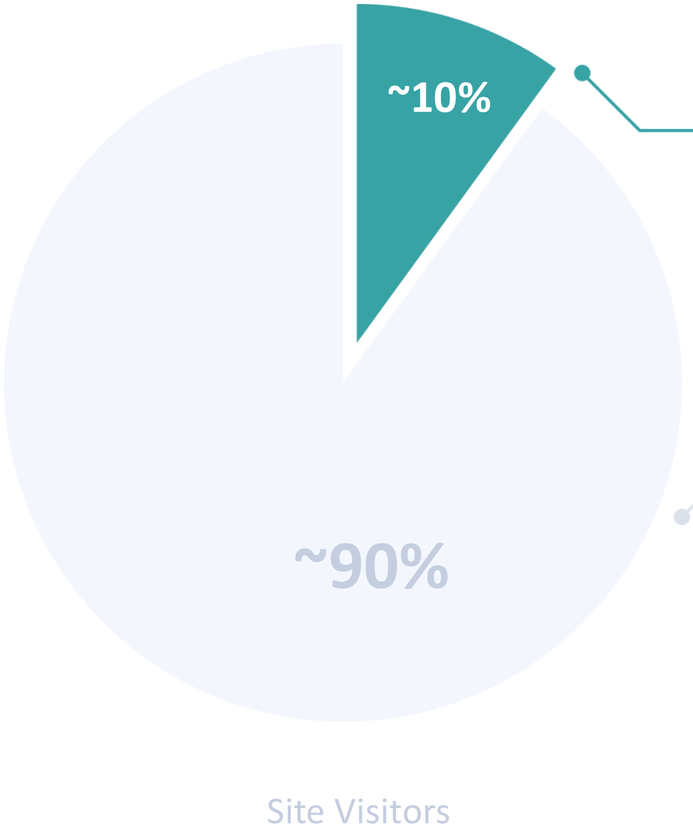
Advertisers' reliance on an inefficient system minimizes returns

Previously, advertisers knew way beyond the IP address of visitors and were able to retarget with precision

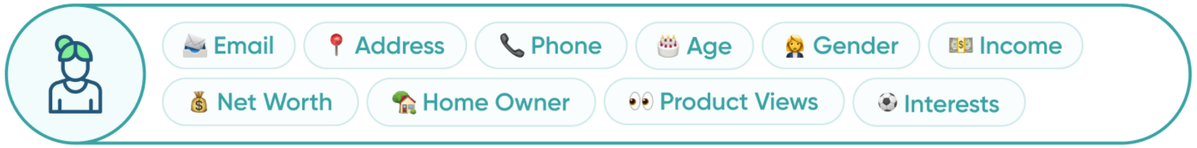
But without that transparency, advertisers **have to blanket retarget + pay for ads** to be put in front of the wrong people



Most clicks are anonymous to advertisers



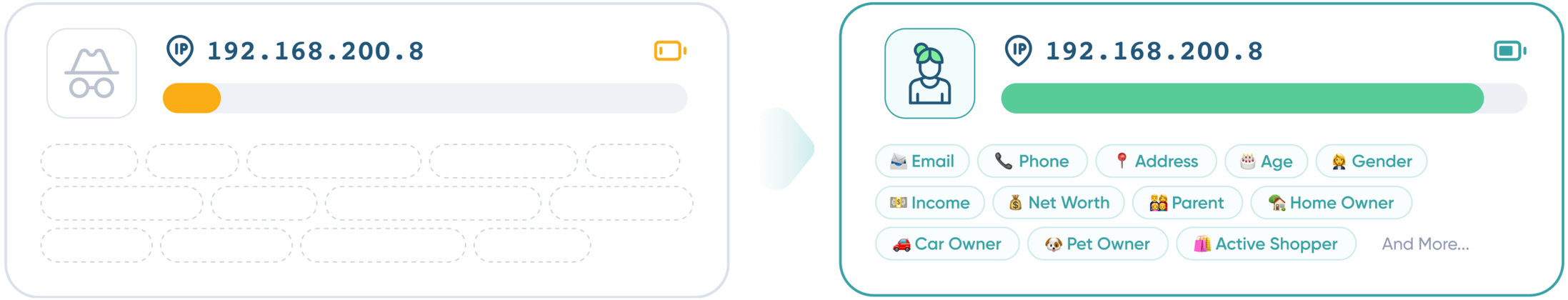
Advertisers only have sufficient data for <10% of their site visitors



All other users lack meaningful info for successful retargeting

Revenue Roll completes customer profiles

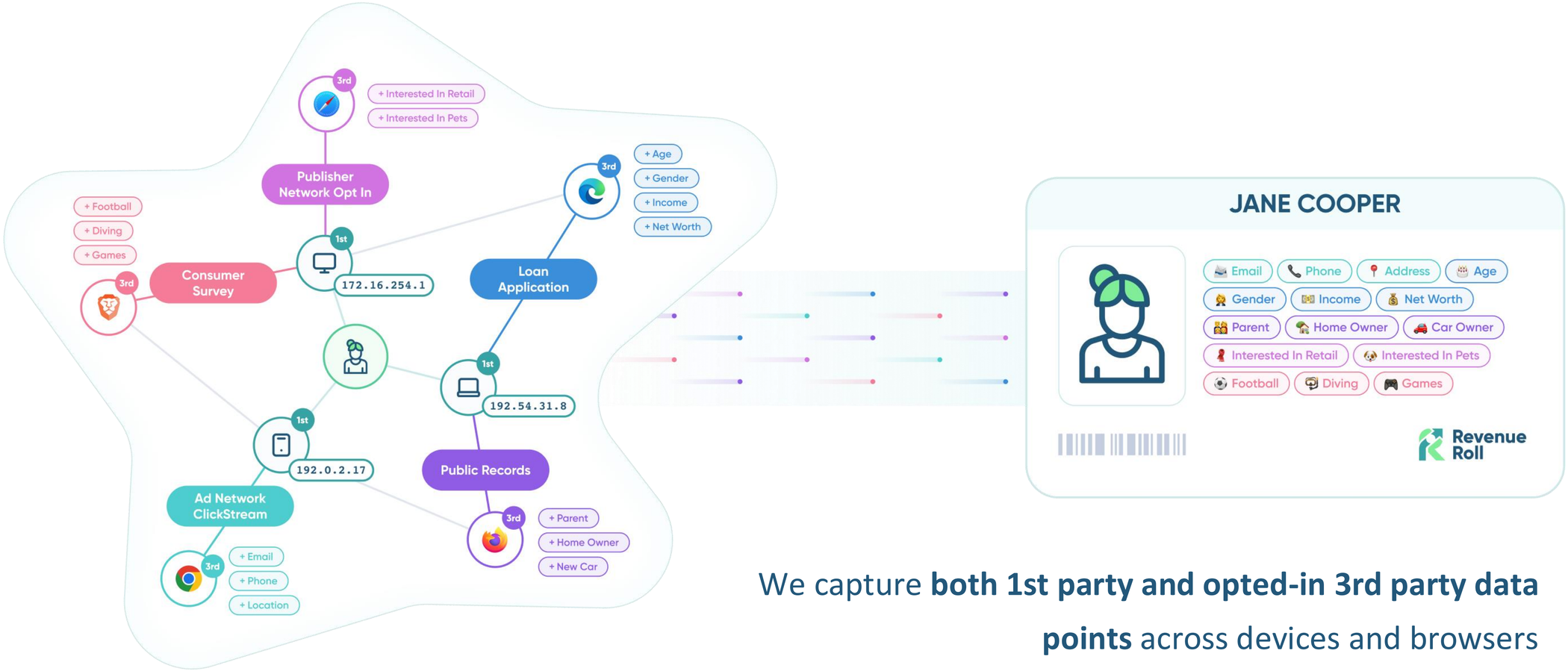
So you can actually **retarget with the right message at the right time**



- Add 5 lines of code
- < 48-hour white glove onboarding
- Set & forget after implementation

Our identity network fixes retargeting

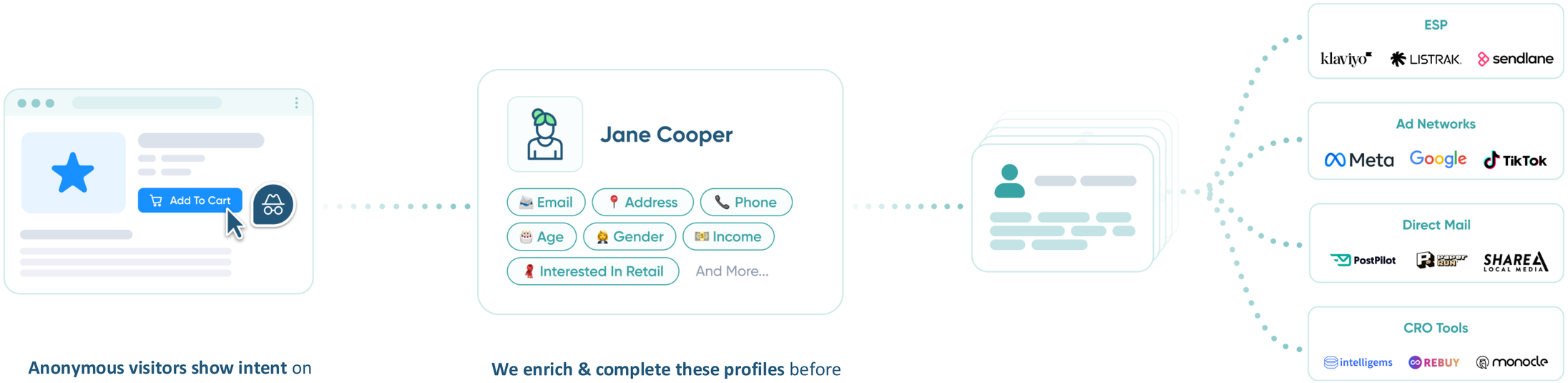
So you have everything you need to **retarget effectively**



We capture **both 1st party and opted-in 3rd party data points** across devices and browsers

And is the foundation of next gen retargeting

Revenue Roll customers **pay 50% less per user retargeted** compared to similar retargeting platforms

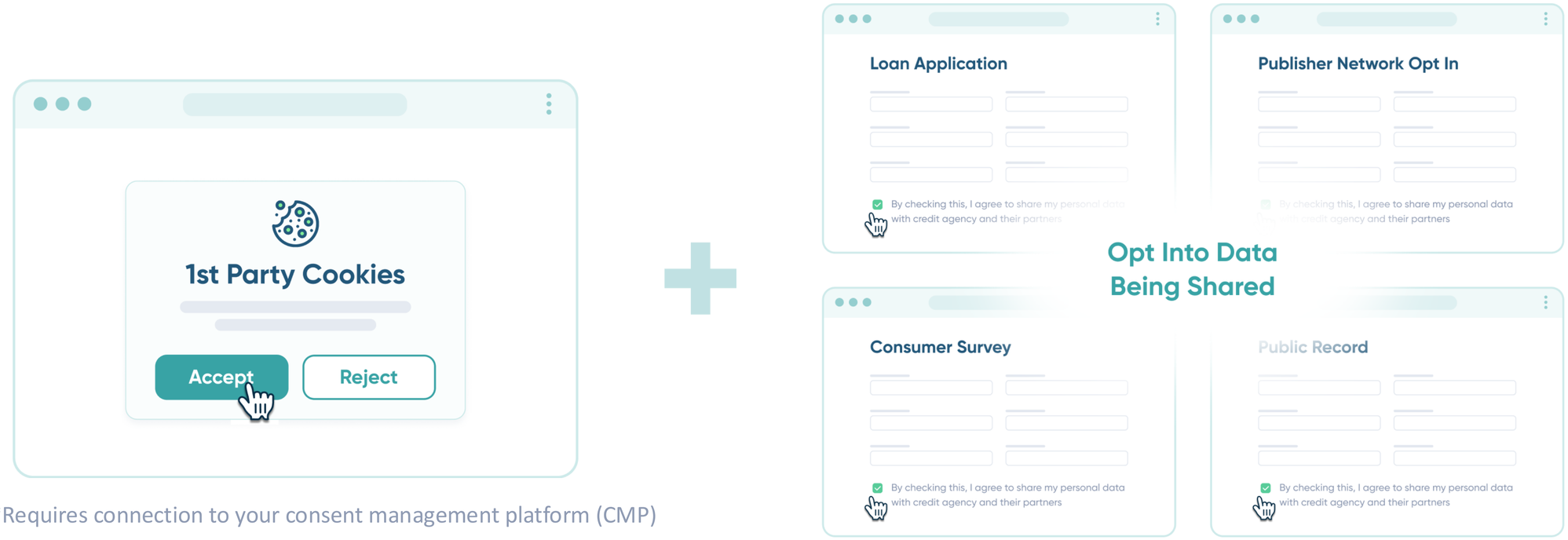


Anonymous visitors show intent on advertisers' landing pages

We enrich & complete these profiles before streaming across channels

Built within the new privacy policies

Profiles we provide **require double opt-in -** both on your site and in our network



*Requires connection to your consent management platform (CMP)

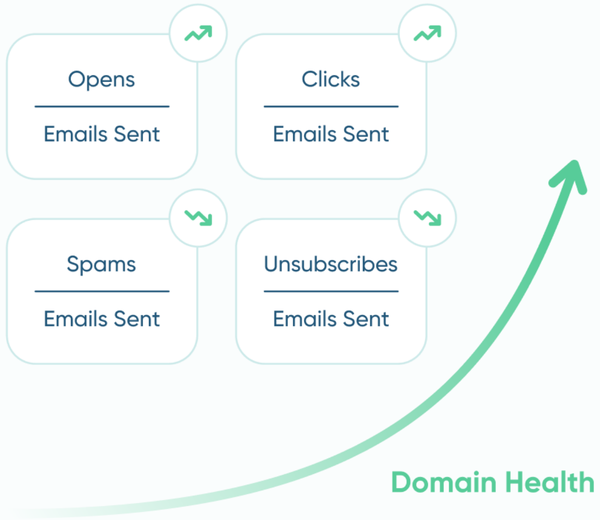
If we don't receive both of these opt-ins, we will not provide you with a user's info

And focused on email deliverability

Domain health can be tricky to optimize especially with the new moves from Google and Yahoo

01

Domain Health Is All About Metrics



02

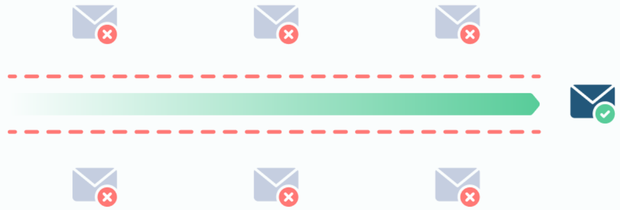
New Requirements Leave No Room For Error

Google + yahoo!

Set a max spam rate of 0.3%

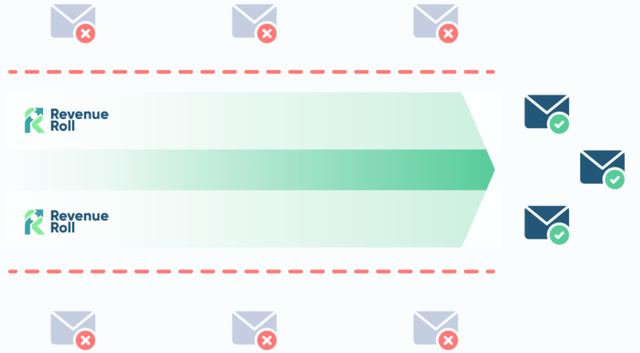
Which means you can only get marked for **spam 3 times per 1,000 emails sent**

This is a tight path to walk!



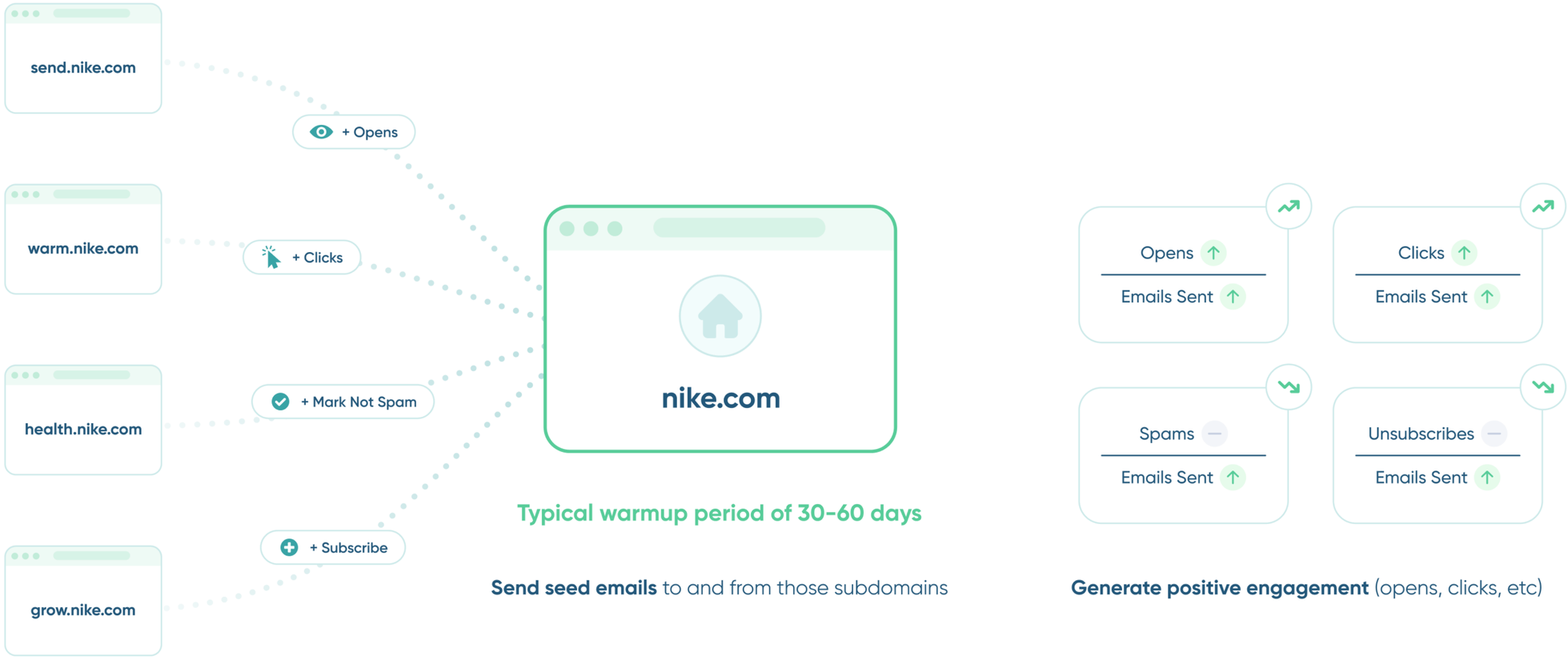
03

You Need Breathing Room To Send More Emails



To ensure optimal inbox placement

We tip the scales so your domain is always in the green



Build subdomains tied to your sending domain

Send seed emails to and from those subdomains

Generate positive engagement (opens, clicks, etc)

Trusted by top advertisers around the world



Case study: Capitalizing on BFCM peak

How Caraway **maximized BFCM results** with Revenue Roll

01 Before Revenue Roll

Caraway faced common challenges:

- Ineffective solutions from Revenue Roll competitors trying to fill the identity gap.
- Needed to make BFCM the best it could be to compare well to 2022.
- Limited budget and timeline to set up a new growth channel (less than 1 month).

02 What We Did

Revenue Roll took the following steps:

- Made a trial easy for them to test from a budget perspective.
- Provided white-glove service for onboarding, ensuring no added lift on their team during their busiest time of the year.
- Helped them achieve a six-digit incremental revenue lift over a short period.
- Set up control group testing to ensure the Caraway team could see the incrementality of our audiences.



Results With Revenue Roll

60%+ Onsite ID Rate	**5.0x+** Onsite ID Rate
$100K+ Incremental Revenue	**42%** List Growth

"Revenue Roll worked expeditiously to get us live before BFCM and help us capitalize on our peak season. Since then, they've continued to deliver impressive month-over-month results with improvements to their identification rates and revenue results. Excited to see what's to come from the Revenue Roll team."



Connor Dault
VP Growth & Digital Product, Caraway

Revenue Roll

Case study: We revived Twillory's email deliverability

Boosting email health and revenue with Revenue Roll's deliverability product suite

01 Before Revenue Roll

Heading into the holiday season, Twillory hit roadblocks:

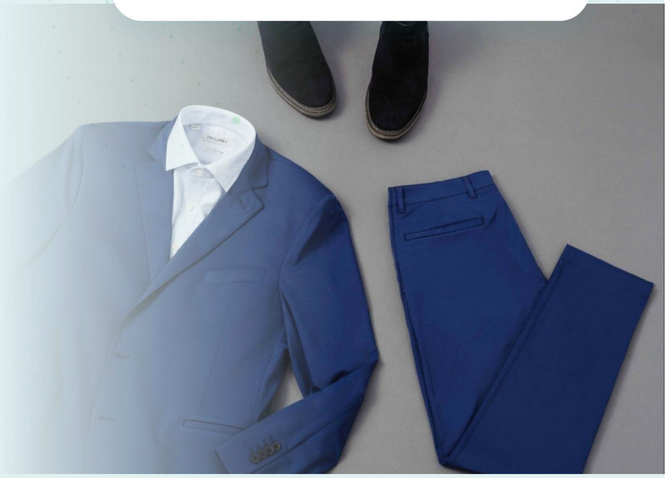
- **Email Doom:** Google Postmaster score dropped from High to Medium, throwing emails into Spam and Promotions.
- **No Visibility:** 100% of emails were lost in Promotions, barely being seen by customers.
- **Flat Metrics:** Low open and click rates were stifling revenue, leaving Twillory behind on targets.

02 What We Did

Revenue Roll swooped in with a smart, three-step plan:

- **Prospect Filtering:** Targeted only high-intent, engaged customers for email and ad retargeting.
- **Domain Warming:** Built AI-powered subdomains tied to their main domain to improve engagement and reputation.
- **Domain Rotation:** Safeguarded their main domain by testing new audiences with expendable side domains.

TWILLORY



Results With Revenue Roll

39% Open Rate Increase

42% Click Rate Improvement

+15 Klaviyo Deliverability Score

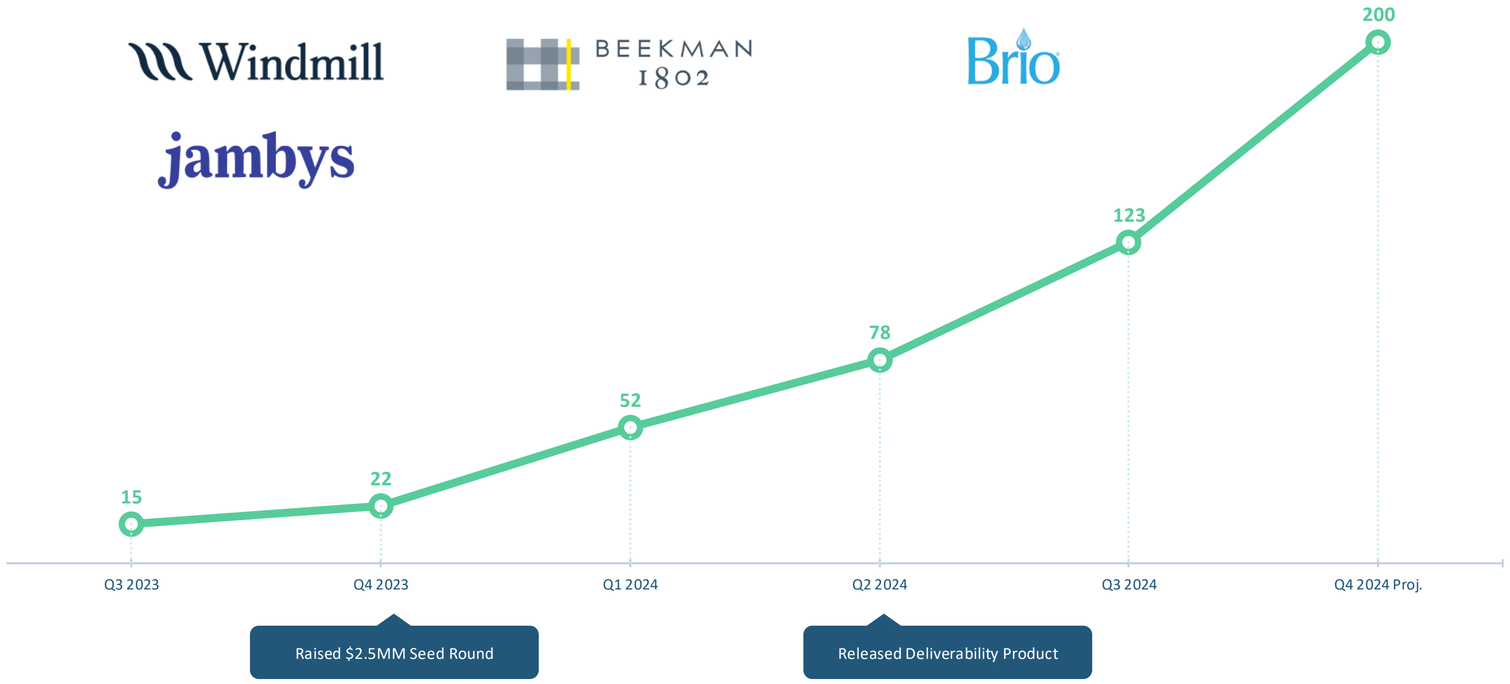
"After Google's updates, our Postmaster score tanked, and emails stopped landing in the inbox. Thanks to Revenue Roll's deliverability suite, we were back on track in just weeks. They made a huge impact, fast."



Harry Cederbaum
COO, Twillory

Growth is accelerating because advertisers need our product

CARIUMA · G.O.A.T. FOODS · SOLAWAVE · Ketel One Vodka Family Made · COZY EARTH · PROPER CLOTH · Windmill · BEEKMAN 1802 · Brio · jambys



200+ ~900%+ YoY
Subscribers

$100MM+
Average Customer Size

< 3 Days
Setup Time

5.0x+
Average Customer ROI

Revenue Roll

How we can work together

We can provide a free audit of your onsite identification and email deliverability

Have five spots available for Plug & Play partners for a new white glove, hands-on cohort.
Will be accepting 5 for Q1 2025.

Reach out to us directly at michael@revenueroll.com and jonathan@revenueroll.com

PLUG AND PLAY

SV SUMMIT

STARTUP PRESENTATION

Lumi AI

Lumi AI

Helps brands and retailers extract actionable intelligence from operational datasets using plain language prompts.

#PNPTCSiliconValley

Join us at **pnptc.com**

Plug & Play Summit - Nov 2024

Lumi AI

Enterprise Analytics Platform

Instant, Actionable Insights using AI

Lumi AI

Our founders have deep experience building enterprise-grade data products for Fortune 500 companies.

We're backed by:

forum ventures · ADQ · AgFUNDER

Our founding team worked at:

Stord · Mars · Johnson & Johnson · Google · PepsiCo · Deloitte. · celonis · Pratt & Whitney A United Technologies Company · ExxonMobil



Ibrahim Ashqar

Co-Founder & CEO

- Director of Data Science at unicorn, Stord
- Deloitte's AI practice
- Specialized in analytics for CPG/Retail/3PL



Tudor Boiangiu

Co-Founder & CTO

- Led professional services at Celonis
- Deloitte's AI practice
- Specialized in enterprise architecture

Lumi AI

Traditional BI is broken.

More dashboards ≠ More insights.

Finding actionable insights from large datasets still requires heavy manual analysis and often SQL/Python skills.

Financial opportunities remain hidden within systems.

Average Time to Insights: 7+ days.

Lumi AI

We are creating a new way to interact with enterprise data.

As simple as asking a question.

- Uncover **hidden value**.
- **Boost** productivity.
- **Free up** technical teams.

Lumi AI

Lumi helps improve on-shelf availability at F50 Retailer.

Account Management/ Retail Ops teams

Without Lumi 🐢

Time taken: 7+ Days

TASKS REQUIRED

- Manually export raw data from centralized dashboards.
- Submit requests to data team for custom data/ reports.
- Manually consolidate & analyze data in spreadsheets.
- Generate **list of stores not following inventory protocols.**

With Lumi ⚡

Time taken: <3 min

TASKS REQUIRED

Ask Lumi:
Generate **list of stores not following inventory protocols.**

Recovered 12% of the lost sales attributed to stockouts.

Lumi AI

Daily Sales Revenue May 2024

Ibra · Lumi AI Demo

Use Blocks | Share

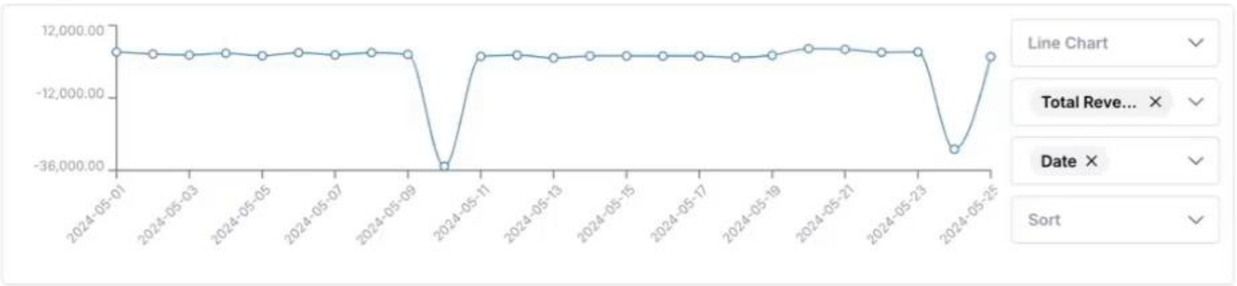
Ibra Today at 4:50 PM

Can you show me total sales revenues for every day in May 2024?

Lumi AI Today at 4:51 PM

The provided dataset reflects daily total sales revenues for May 2024. There are several instances where sales revenues are negative, notably on May 10th and May 24th, indicating possible data entry errors, returns, or large adjustments affecting these figures. Removing or investigating these anomalies is crucial for accurate interpretation. The revenues varied throughout the month, with higher revenues observed in the latter half of the month. This could indicate increased sales activity or successful promotional strategies. To enhance the accuracy of financial assessments, a detailed investigation of the data anomalies on May 10th and May 24th is recommended, alongside an analysis of factors driving revenue growth towards the end of the month.

Table | Chart



Assumptions

1. The total_dollar_amount field represents the total sales for each transaction.
2. May 2024 is assumed to refer to May 1, 2024, through May 31, 2024.
3. We assume the datetime field captures all necessary date-time information for filtering by month.

Investigate the cause of... | Analyze the promotiona... | Validate the sales data f... | Evaluate daily sales per... | Compare the May 2024 ...

Ask me something...

Analyze

The provided dataset reflects daily total sales revenues for May 2024. There are several instances where sales revenues are negative, notably on May 10th and May 24th, indicating possible data entry errors, returns, or large adjustments affecting these figures. Removing or investigating these anomalies is crucial for accurate interpretation. The revenues varied throughout the month, with higher revenues observed in the latter half of the month. This could indicate increased sales activity or successful promotional strategies. To enhance the accuracy of financial assessments, a detailed investigation of the data anomalies on May 10th and May 24th is recommended, alongside an analysis of factors driving revenue growth towards the end of the month.

Explanation | Local Code | Aliased Code

```
Steps: 6

- Select the date from each transaction in May
2024 using the DATE function to extract the
date part from the datetime field.
- Sum the total revenue for all transactions on
each date using the SUM function on the
total_dollar_amount field.
- Filter the records to include only those
within the specified date range, i.e., May
2024.
- Group the records by the extracted date to
aggregate total sales for each day.
- Sort the results by date in ascending order.
- Limit the result to 25 records, which should
cover all days in May.
```

Lumi AI

Start Small. Unearth Value. Scale Across.

Enroll in Lumi's Pilot Program for Enterprise

- Pilot scope alignment session
- White glove onboarding (<3 hours of your effort)
- Time to value: ~1 week
- Quantified pilot benefits
- Dedicated support & user training
- Free Opt-Out

Proud to be working with: NOTIONS, sauce capital, Packiyo deliver your best ecommerce, Kroger, Deloitte., HIGHLINE COMMERCE NEW YORK CITY, GoBolt

Thank you for your time.

To learn more, please contact **our CEO, Ibrahim Ashqar.**

ibrahim@lumi-ai.com

PLUG AND PLAY

SV SUMMIT

STARTUP PRESENTATION

EVOLV AI

Evolv AI

Uses AI to analyze behavior and optimize your website in real time.

EVOLV AI

Solution Overview

Intelligent Digital Experiences

November, 2024

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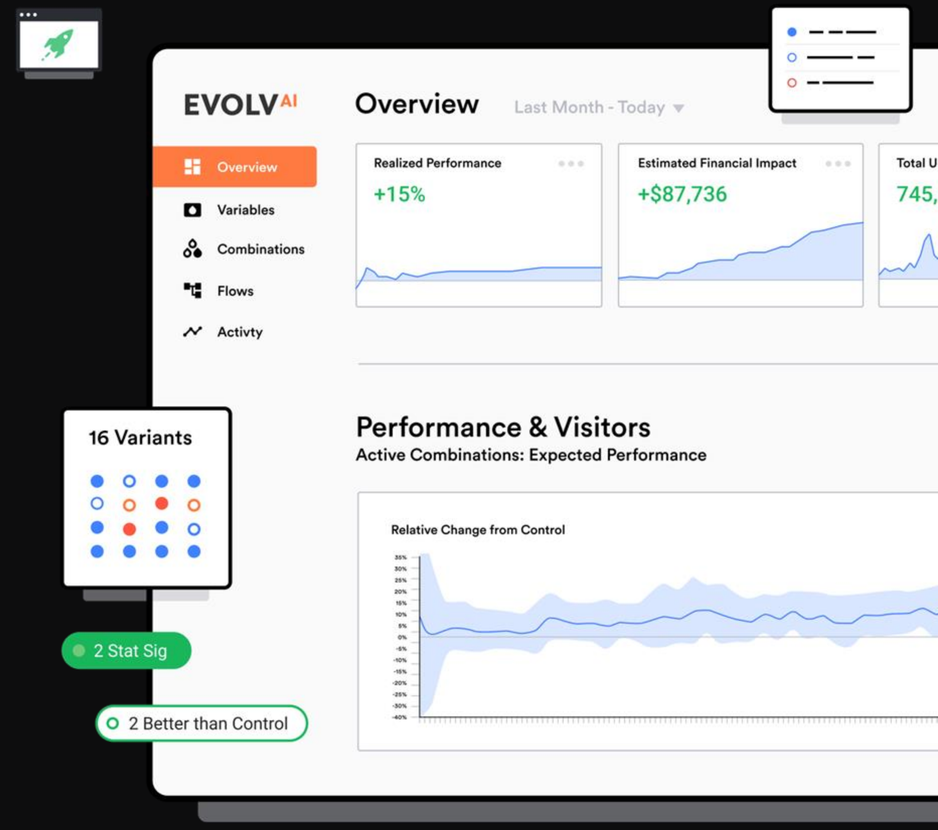
We use AI to automatically discover, personalize, and serve progressively better performing digital experiences by continuously adapting to live user behavior.



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The Evolv AI Platform

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The experience matters



- **88% of online consumers are less likely to return** to a site after a poor user experience
(Source: The Gomez Report)

- **94% of negative website feedback** is design-related
(Source: SWEOR)

- **39% of users will stop engaging** with a digital product if images take too long to load or the layout is unattractive
(Source: Adobe)

- Companies with a focus on customer experience have a **1.5 to 1 revenue growth advantage over competitors**
(Source: Forrester Research)

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Design Thinking: *Human Process*



Empathize

“Who are they and what do they need?”



Define

“What challenges are they facing?”



Ideate

“How can we improve their outcomes?”



Prototype

“What can I change to achieve it?”



Test

“What’s working and for who?”

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Traditional Testing Process



Empathize

“Who are they and what do they need?”



Define

“What challenges are they facing?”



Ideate

“How can we improve their outcomes?”



Prototype

What can I change to achieve it?”



Test

“What’s working and for who?”



Implement

Google Analytics

Adobe Analytics

mixpanel

fullstory

Optimizely

Optimize

Adobe Target

maxymiser™

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Traditional Testing Process



Empathize

“Who are they and what do they need?”

- Analysis happens outside of the experimentation tools



Define

“What challenges are they facing?”

- New ideas wait for old ideas to be tested
- Uninformed prioritization



Ideate

“How can we improve their outcomes?”

- High human effort
- Most ideas are left unexplored



Prototype

What can I change to achieve it?”

- Slow process
- Most ideas are difficult to implement



Test

“What’s working and for who?”

- Inefficient use of traffic
- No learning across tests



Implement

- 80-90% of all ideas tested fail to outperform control
- Long backlog to reimplement winning experiences for production

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The first Experience Optimization Platform that Actively Learns



Recommend

- Identify hundreds of common issues, and automatically apply all past learning.
- Let AI automatically identify opportunities to implement best practices and identify brand non-compliance.



Create

- Automatically implement tests and personalization campaigns
- Let Generative AI build your experiments and personalization campaigns automatically.



Personalize

- Automate learning across your journey
- Increase conversions as our AI decision engine serves progressively better experiences to live users.

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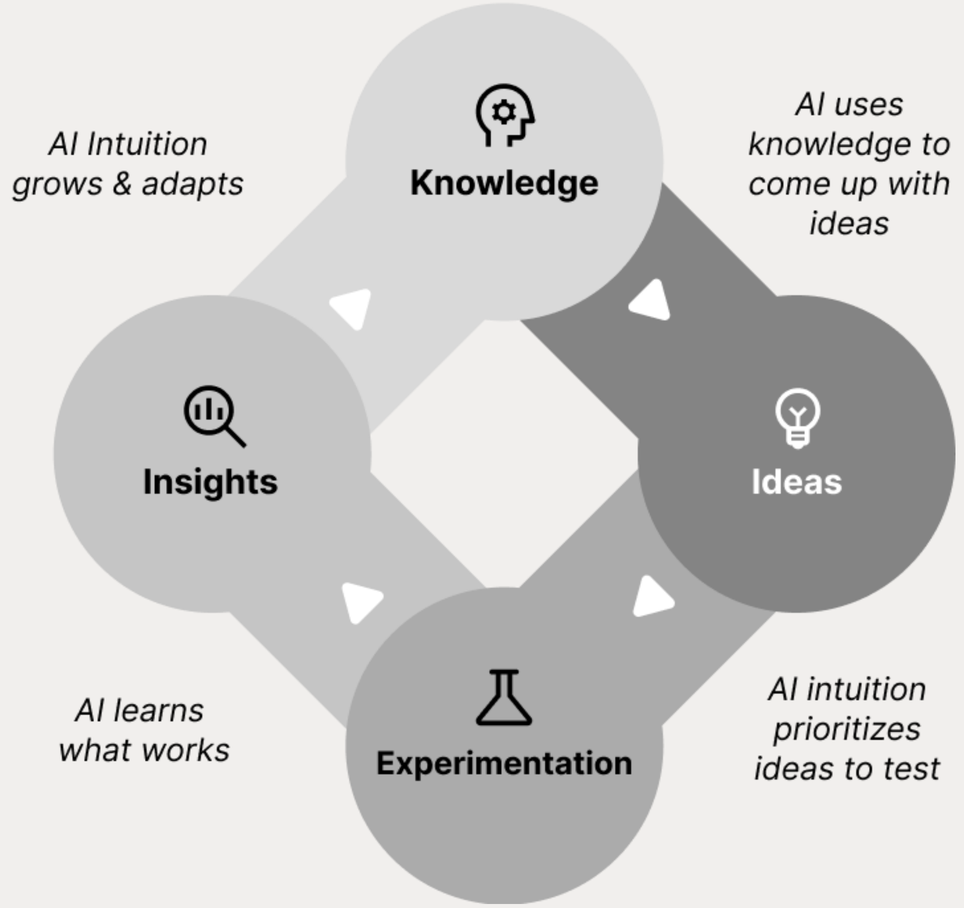
An Intelligent, Continuous Approach to UX Optimization

To continuously deliver the best user experiences, businesses need more than just time and effort.

They need AI-driven insights that are actionable and can scale with their digital needs and provide ongoing, data-backed recommendations.



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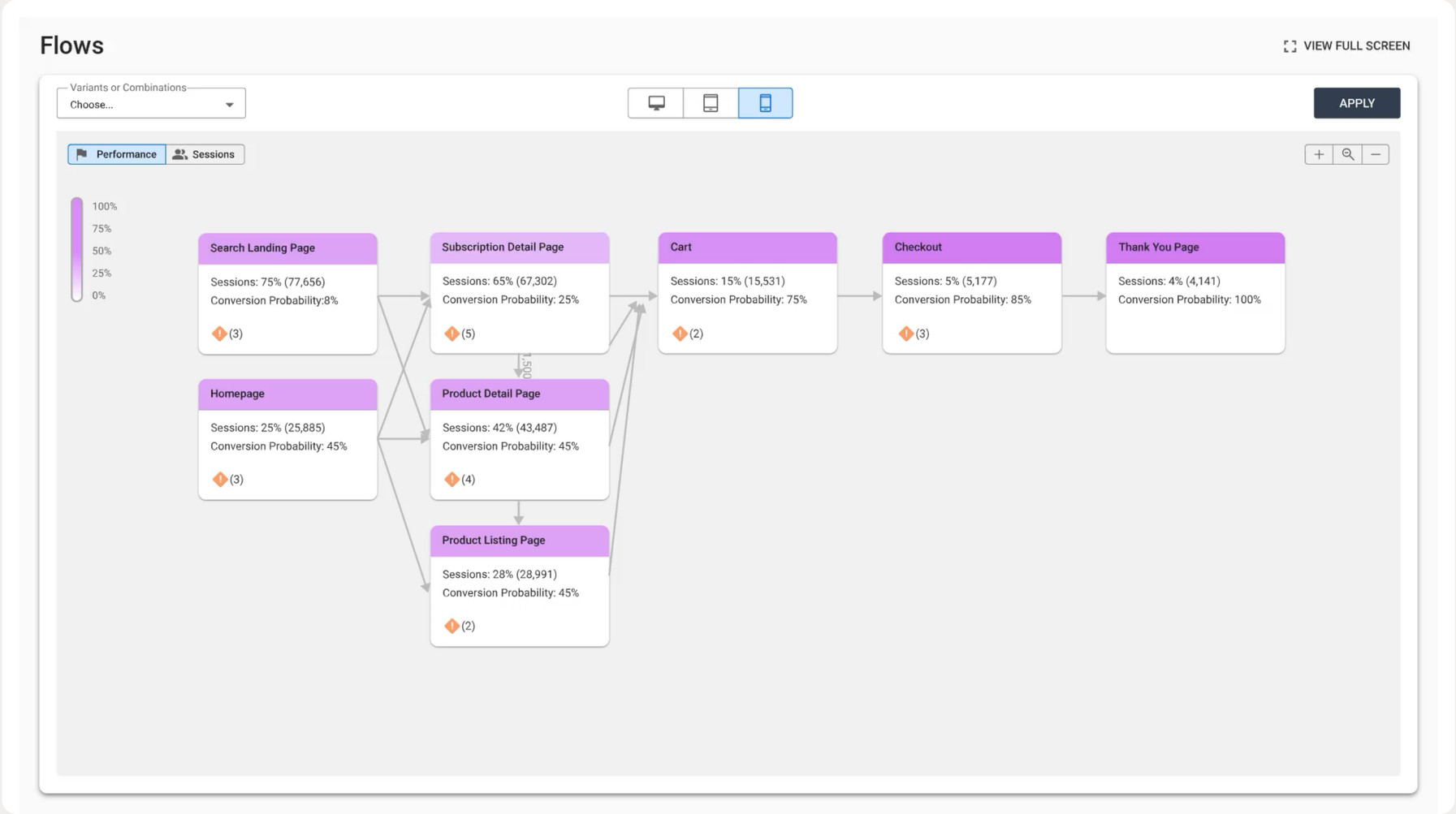
Walkthrough



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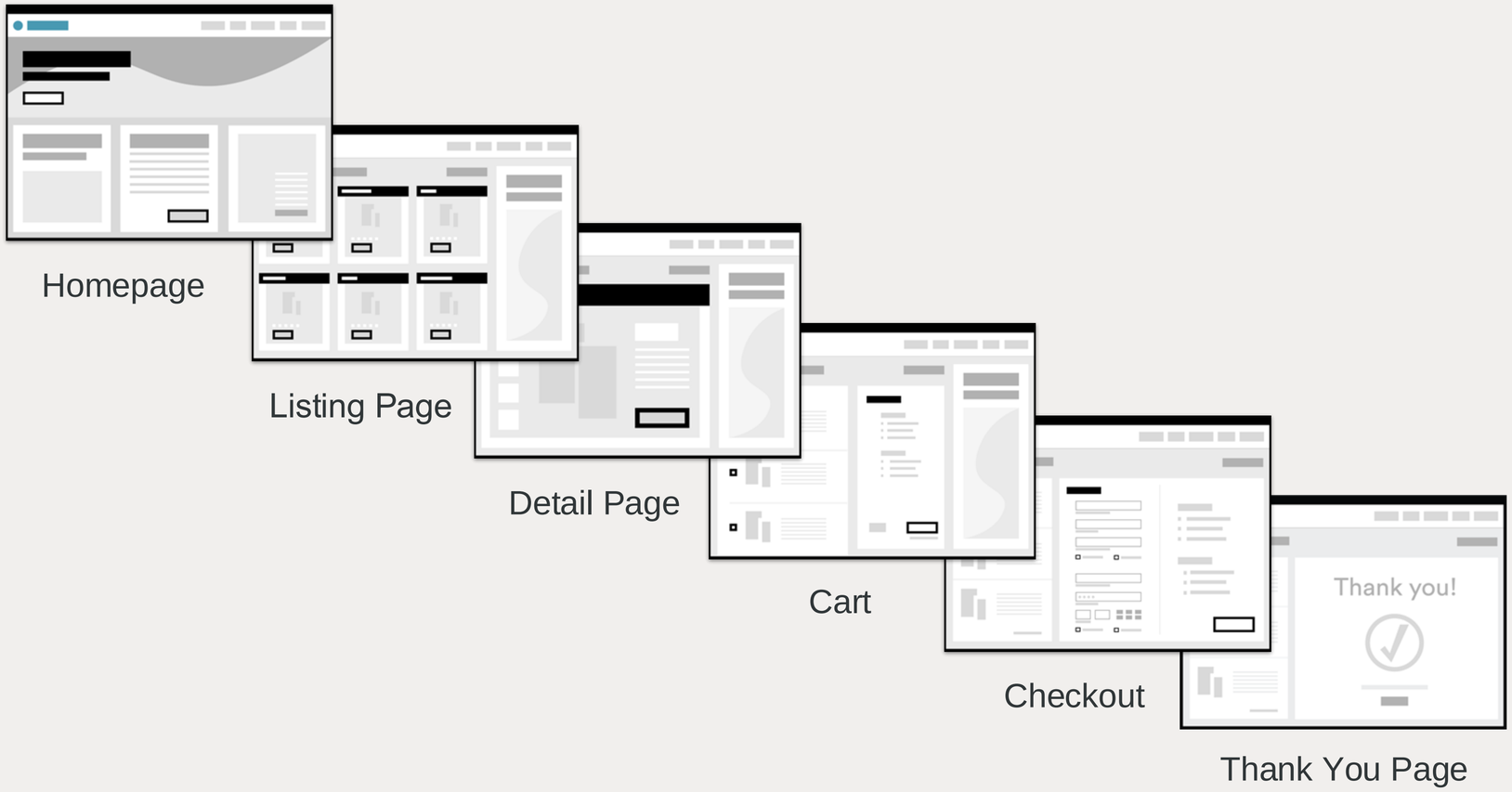
Increase revenue per visitor with AI

Learning from live user behavior, Evolv AI recommends, implements, and continuously optimizes the digital experience of every user, generating more revenue, and more satisfied customers with each interaction.



Variable	Control
Sign Up Offer	**Sticky Menu**
Variant 1	Variant 1
Personalized Search	**Personalized Search**
Variant 1	Variant 1
Variant 2	Variant 2
Basket Recovery Offer	**Retargeting Sequence**
Variant 1	Variant 1
Variant 2	Variant 2
Product Layout	**Navigation**
Variant 1	Variant 1
Variant 2	Variant 2
Variant 3	Variant 3
Hero Image	**CTA Copy**
Variant 1	Variant 1
Hero Copy	**Social Proof Position**
Variant 1	Variant 1
Variant 2	Variant 2
Sticky Footer	**1-Click Checkout**
Variant 1	Variant 1

"**We used to test about 40 variations a quarter with Adobe Test & Target.. Now we do about 80,000 a quarter.**"

- Ning Gao | Former Head of Personalization & Optimization

verizon

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The Evolv AI Platform provides the most advanced experience optimization expertise available.

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User Feedback

Evolv AI User Ratings



Ease of Use
A/B Testing Average: 8.6



Quality of Support
A/B Testing Average: 9.0











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Customer Case Studies

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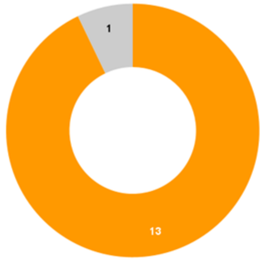
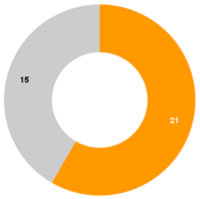
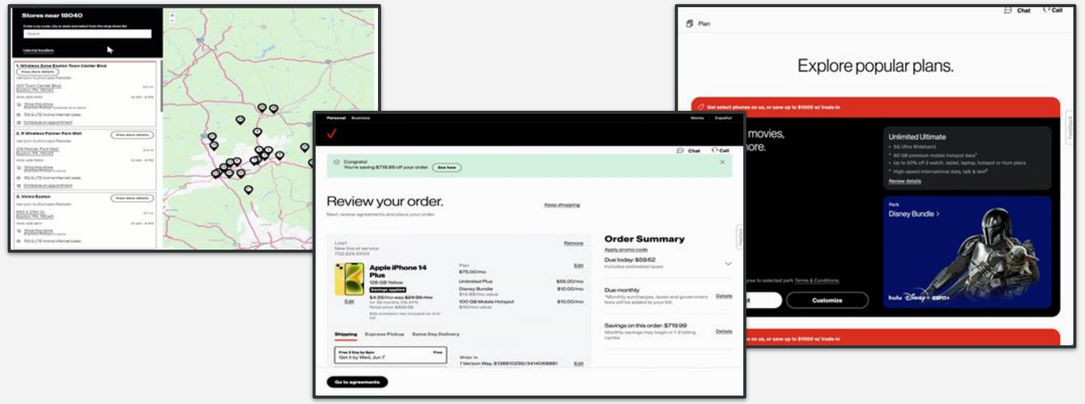
Tier 1 US Telco Customer - 2023 Success

2023
92%
AI Optimization
vs A/B tests



2022
59%
AI Optimization
vs A/B tests





$300M+

Realized + Annualized Revenue from Wins

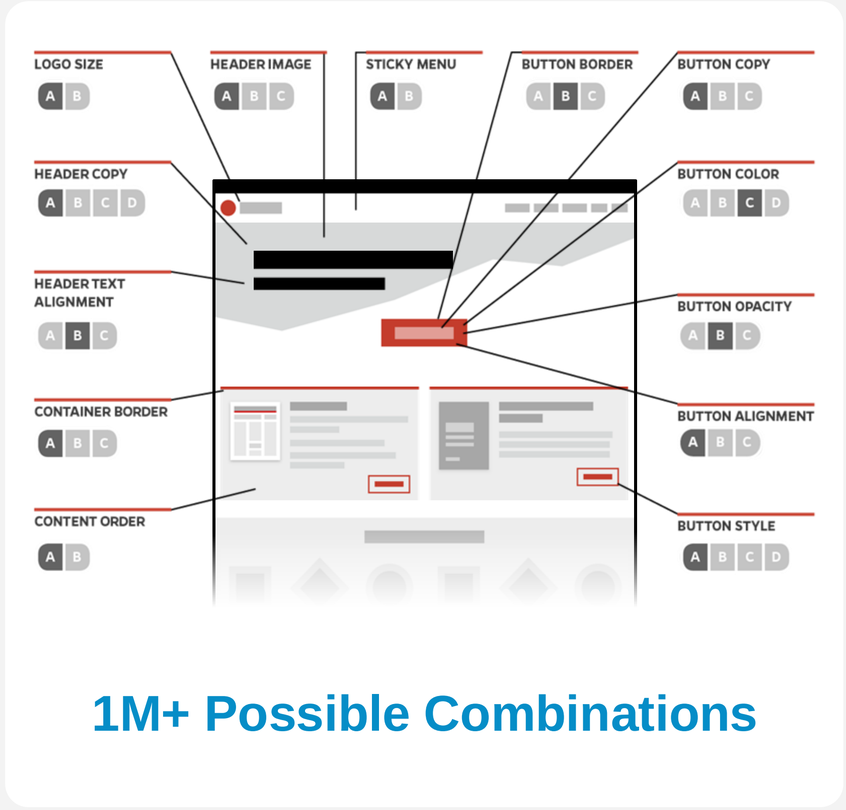
Idea Velocity = Hundreds of ideas tested

Continuous Optimization = continuous learnings and performance

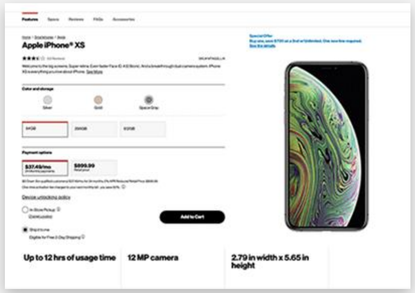
Customer + Evolv AI = synergistic teamwork

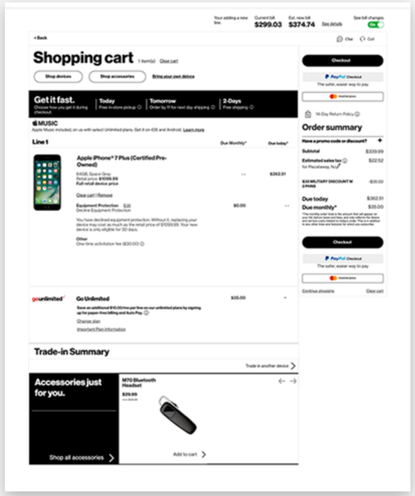
Continuous Optimization across the *full* user journey will deliver *more* winning experiences

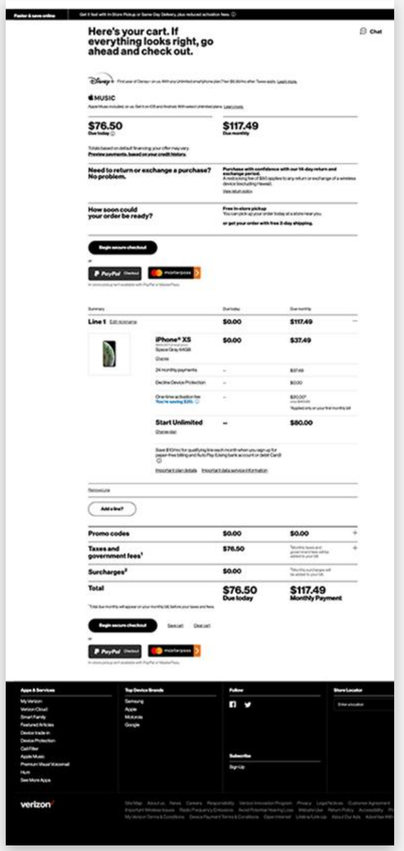
Tier 1 US Telco - Journey Optimization

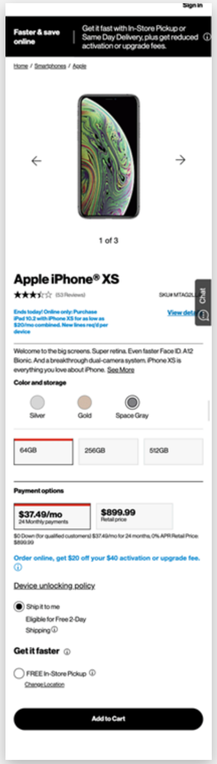


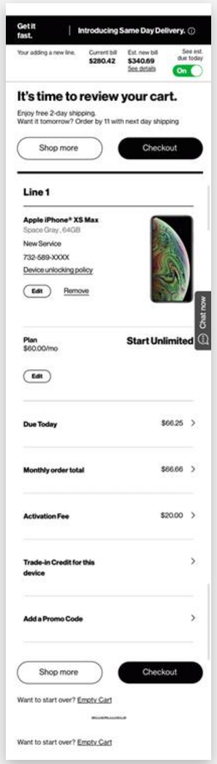
1M+ Possible Combinations



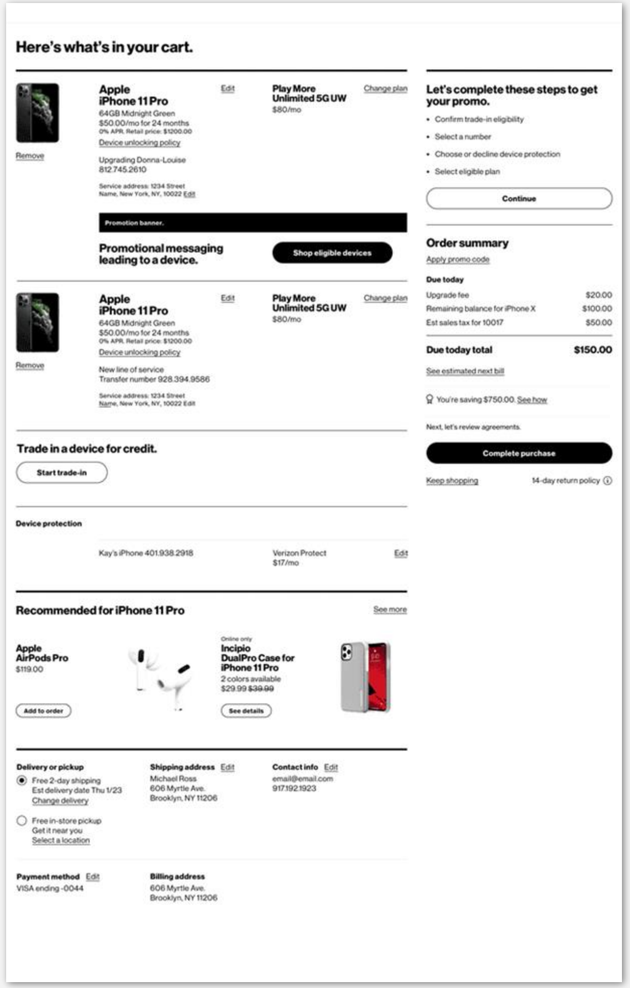








Efficiently Finding Top Performing Experiences



Evolv AI Cart Optimization

To simplify cart page, removing clutter that may distract customers from completing transaction

Concept	Variants + Control
Price Clarity	2
CTA Style / Copy	4
Reorder / Style Next Steps	7
Trade-In Placement / Design	6
Accessories Section Ordering	8
Total Potential Combinations	**4,032**
Results	▲ **11.5%** Digital Device & Subscription Conversion Rate

Sam Nazari
(801) 910-6192
sam.nazari@evolv.ai

Thank You

Book A Call

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STARTUP PRESENTATION

Claimit

Claimit

A platform that proactively manages and automates the process of claiming what retailers are owed from couriers.

#PNPTCSiliconValley

Join us at **pnptc.com**



Andrew Watson

andy@claimit.ai

Date

November, 2024

Experienced Team



Andrew Watson
Co-Founder & CEO



David Walker
Co-Founder & CTO

Spotify LOVESPACE ASOS MADE.COM Dunelm

278,000,000,000

Packages shipped last year

0.6% Lost

Lost shipments, representing 0.6%, occur due to logistical errors or courier failures

0.5% Damaged

Damaged shipments, accounting for 0.5%, result from mishandling during transport



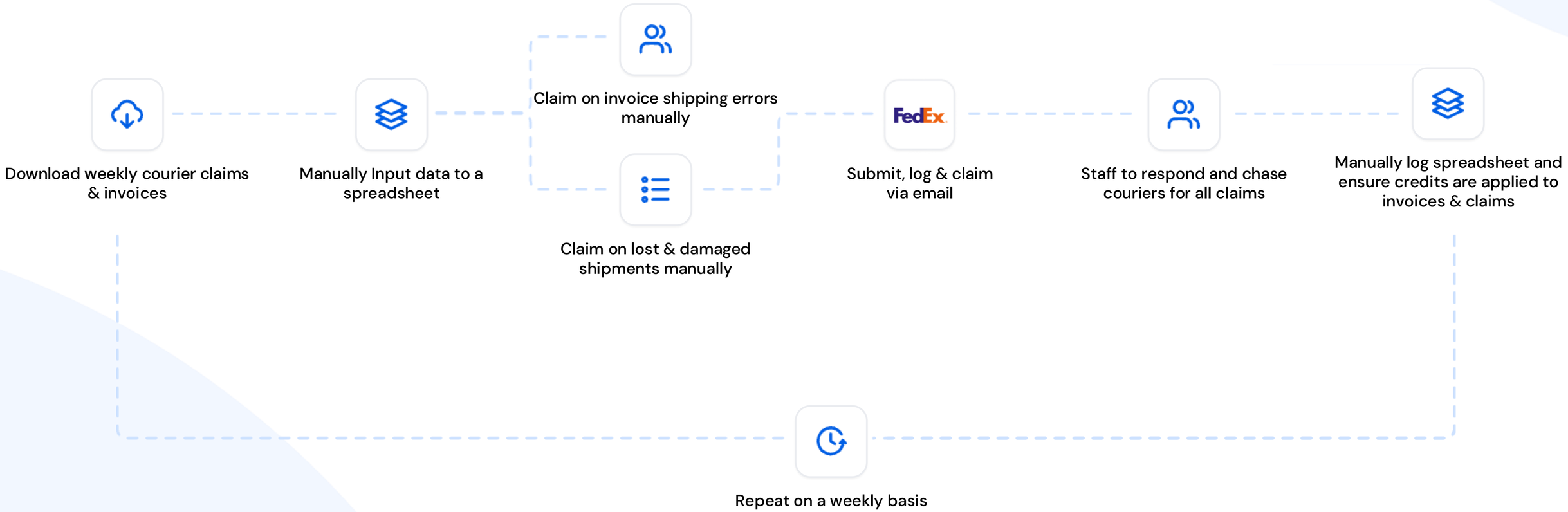
Claimit

$32,409,220,000

Value Of Lost And Damaged Items Globally A Year

Traditional ways of working aren’t cost efficient

Handled in-house, that’s costly to scale.



Introducing Claimit:

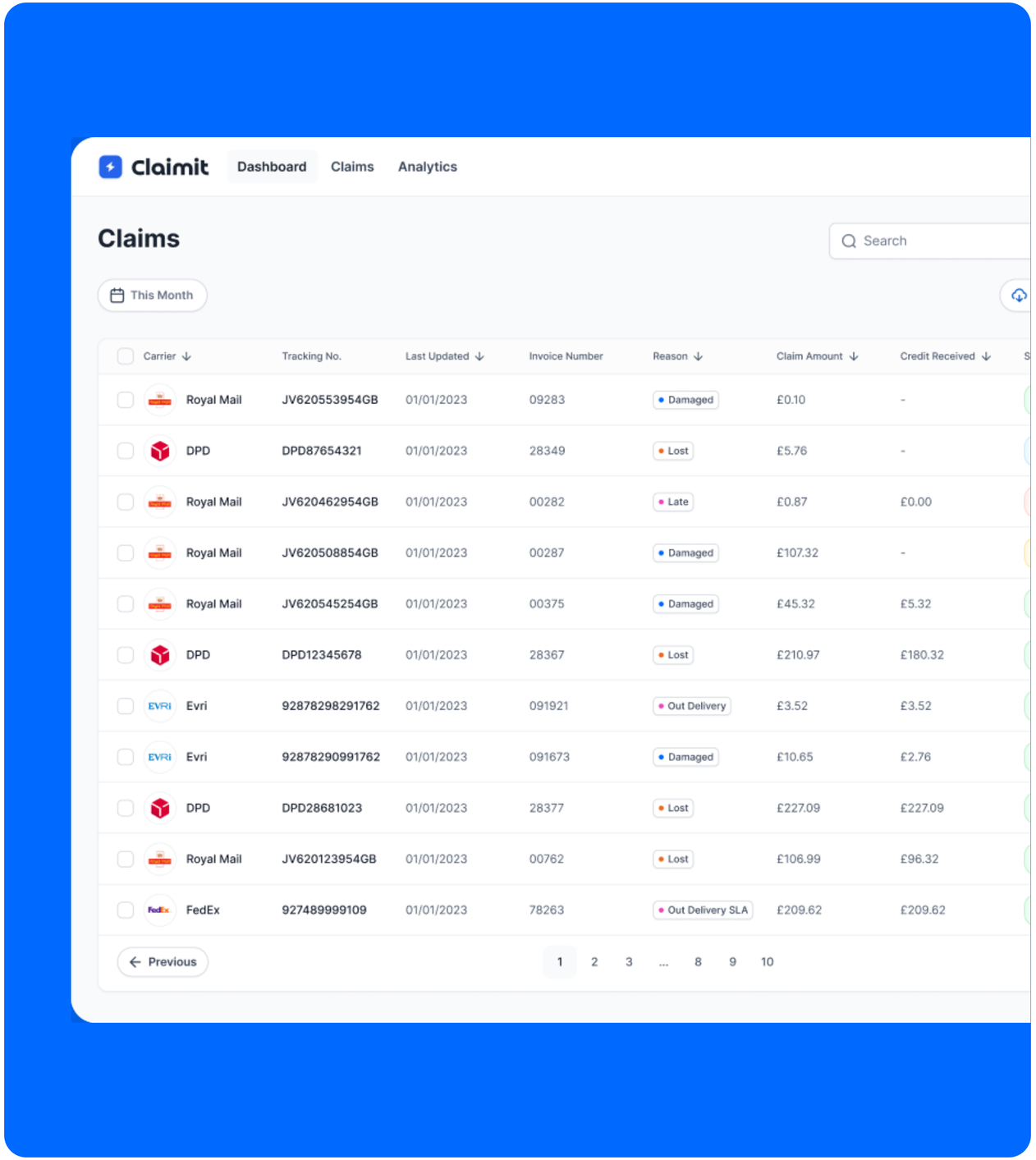
B2B claims platform for ecommerce businesses

- Automated Claims Processing
- Invoice Discrepancy Resolution
- AI-Powered Predictions
- Data-Driven Insights
- Real-Time Claim Submission
- Scalable Integration

Automating Lost and Damaged Claims

- Automated claims reduce costs and saves time.
- CRM integrations provide a fast no hassle solution to raising claims
- Real-time claim submissions prevent delays in compensation.
- AI ensures accuracy, reducing errors in claims processing.

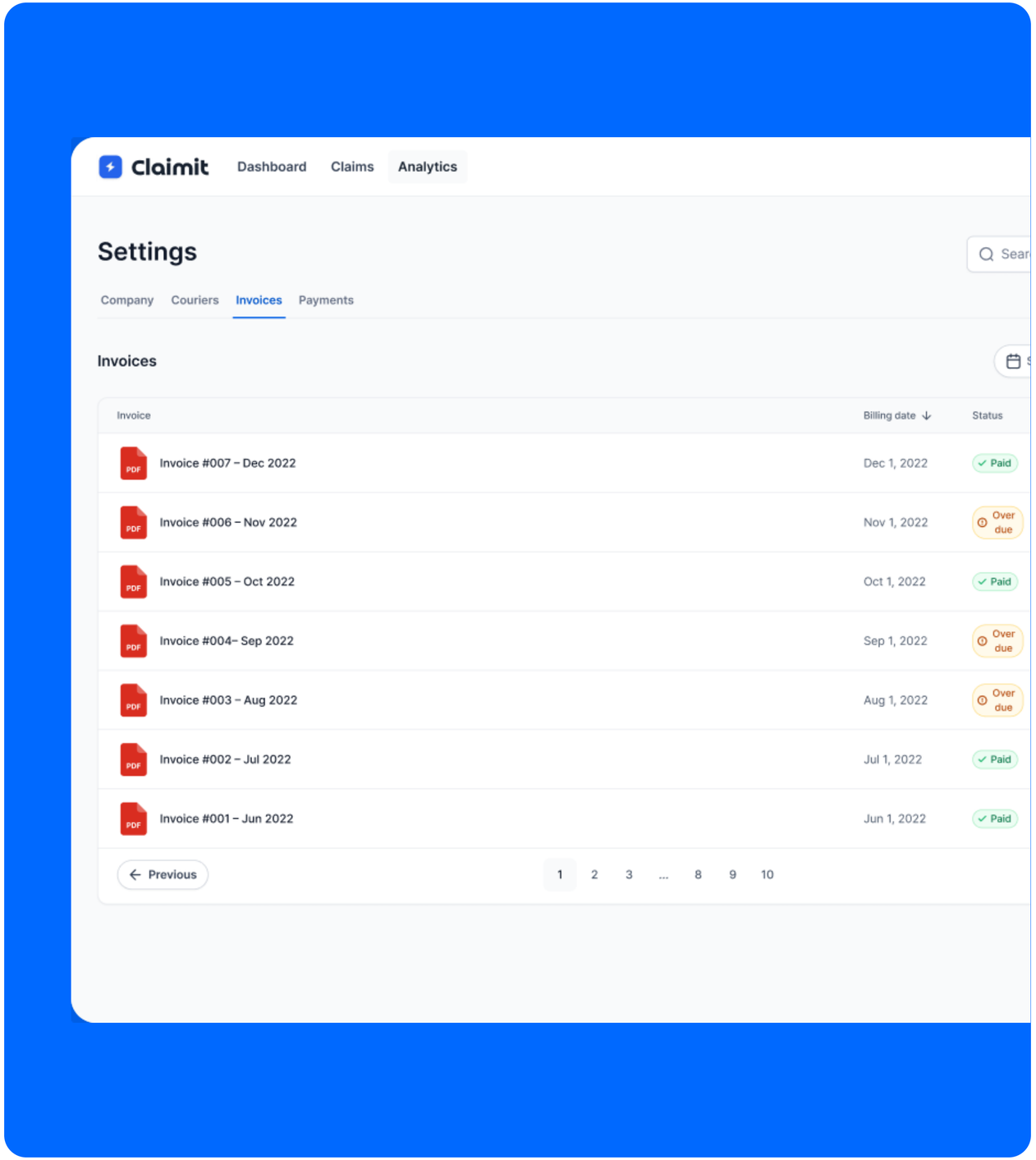
Claimit



Automating Invoice Discrepancies

- Automatically detects and resolves billing errors.
- Saves businesses from potential revenue loss due to invoicing mistakes.
- Streamlines financial reconciliation, improving cash flow management.
- Reduces manual oversight, freeing up resources for other tasks.

Claimit



Full Visibility of Shipping Issues

- Provides real-time tracking of claims and discrepancies.
- Offers a centralized platform for all shipping and claim data.
- Improves decision-making with actionable insights on logistics performance.
- Increases transparency, boosting trust and accountability with couriers.

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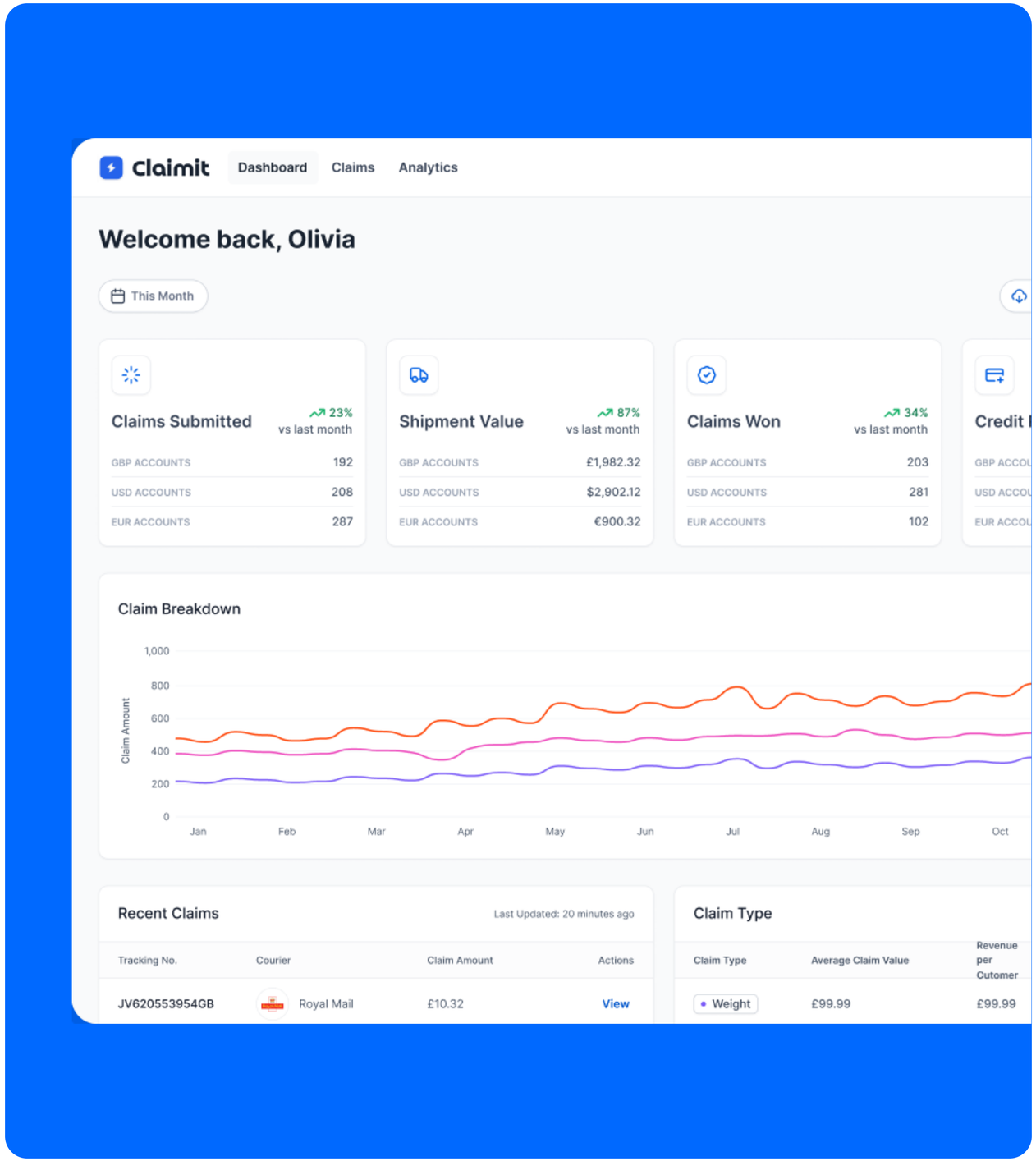
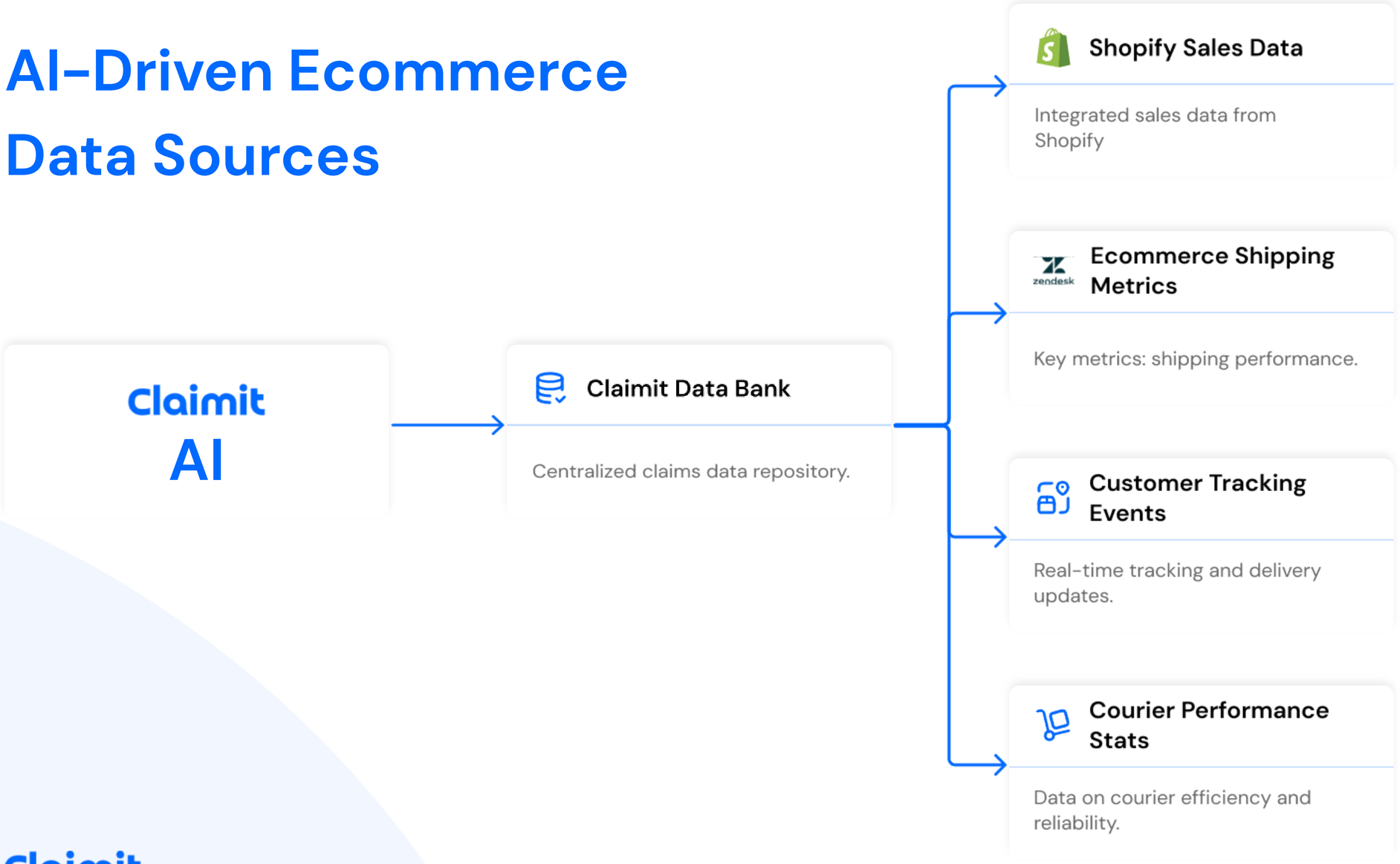
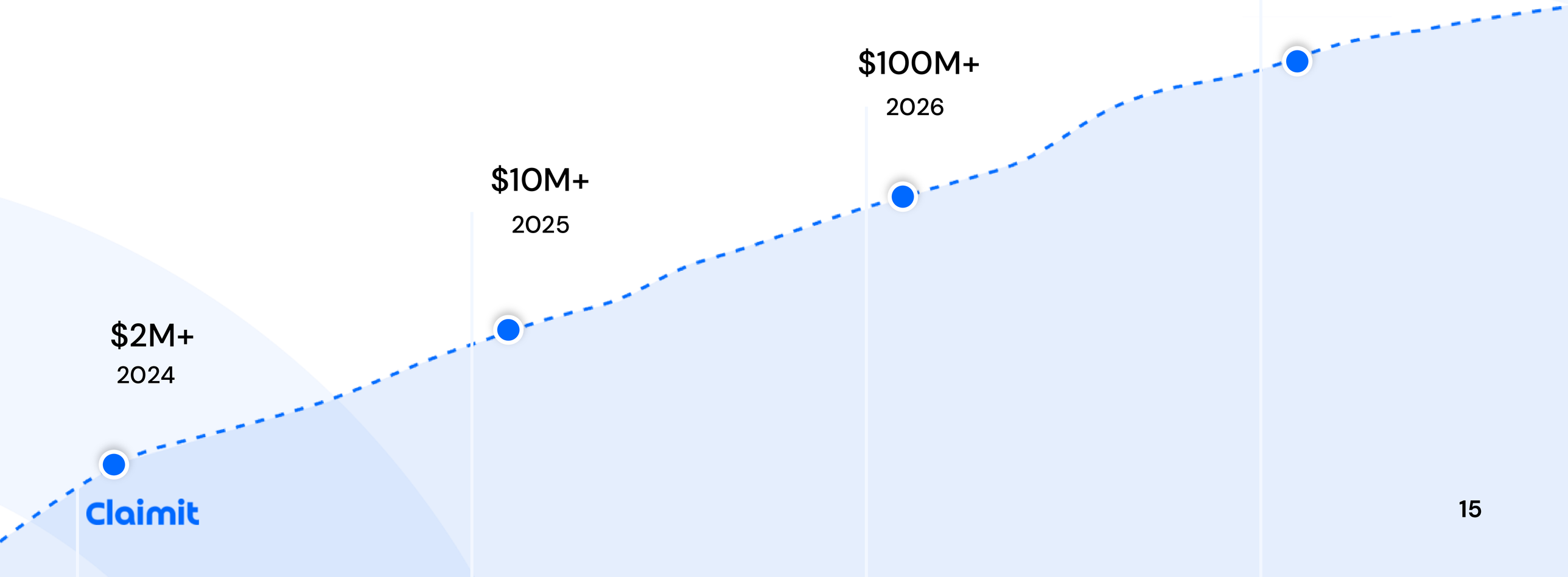


AI-Driven Ecommerce Data Sources



Claimit’s Scalable Solution

Recouped over $2M in credits and forecast over $10M in 2025



Claimit

Thank you

Andrew Watson

andy@claimit.ai

Date

November, 2024

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THANK YOU FOR ATTENDING

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