

**NRF** | **tech 2018**

RETAIL'S PREMIER TECHNOLOGY SUMMIT

#nrftech



# Start-up Nation:

The future of audio-based data communications and commerce-as-a-service

**Marlon Nichols**

Co-Founder & Managing Partner, Cross Culture Ventures

# Cross Culture Ventures

- Early stage venture capital firm based in Los Angeles, CA
- Thesis of cultural investing, which is the convergence of global popular culture and emerging trends
- Example: Emerging consumer trends have ignited innovation in online commerce, leading to the disruption of traditional retail

fair

THRIVE  
- MARKET -



YUMI



MAYVENN

BLAVITY

Message **yes**

Seed\*

LISNR

# Retail has Evolved

**Digital  
storefront more  
accessible**

**Logistics as a  
Service is here**



**Manufacturing is  
being  
democratized**

**Customer  
relationships now  
digital**

# Mobile Payments Still Not Ubiquitous



LISNR

- NFC limits mobile scale and QR codes are not secure
- NFC requires significant hardware and infrastructure investment
- Consumers want an experience similar to credit cards, w/o the credit card
- Device upgrade should not be necessary to use mobile pay





LISNR

- Anyone with an idea can become a retailer
- High-quality, affordable manufacturing is accessible to everyone
- Retailers no longer have to bear the traditional costs associated with setting up and maintaining a fulfillment center
- Access to consumer behavior data allows retailers to increase revenues and better serve their customers
- Audio technology allows retailers to ensure that consumers making payments on any type of device are protected
- Software solutions do not require costly infrastructure investments
- Audio technology goes beyond payments – it also allows retailers to use proximity marketing to create personalized experiences

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THANK YOU

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# Retail is Being Democratized

What's Happening & How This is the Perfect Time to 3X Your Ecommerce

By Leandrew Robinson, CEO, Hingeto



**GENERATED**

**\$500M+**

**FOR 1000+ BRANDS**

**Kanma  
Loop**





# EVERYONE IS A RETAILER

THEN



TRADITIONAL

NOW



MILLIONS OF BRANDS



CELEBRITIES



DIGITAL  
MARKETERS

twitch

INFLUENCERS

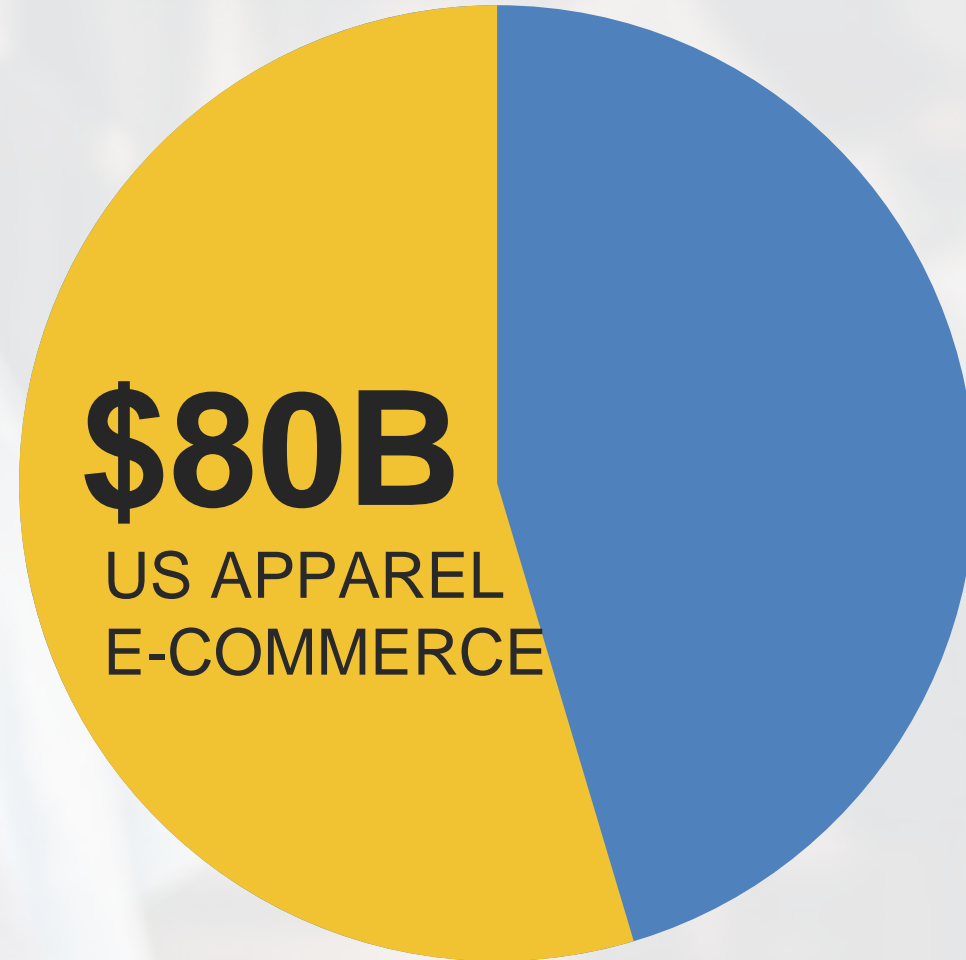
# THE PIE ISN'T DOUBLING



MILLIONS OF SMALL ONLINE RETAILERS



JEFF BEZOS, LAUGHING





**THIS MARKET HAS CREATED A SUPERPOWER**



**3x YOUR  
E-COMMERCE  
REVENUE**



# **YOUR SUPERPOWER**

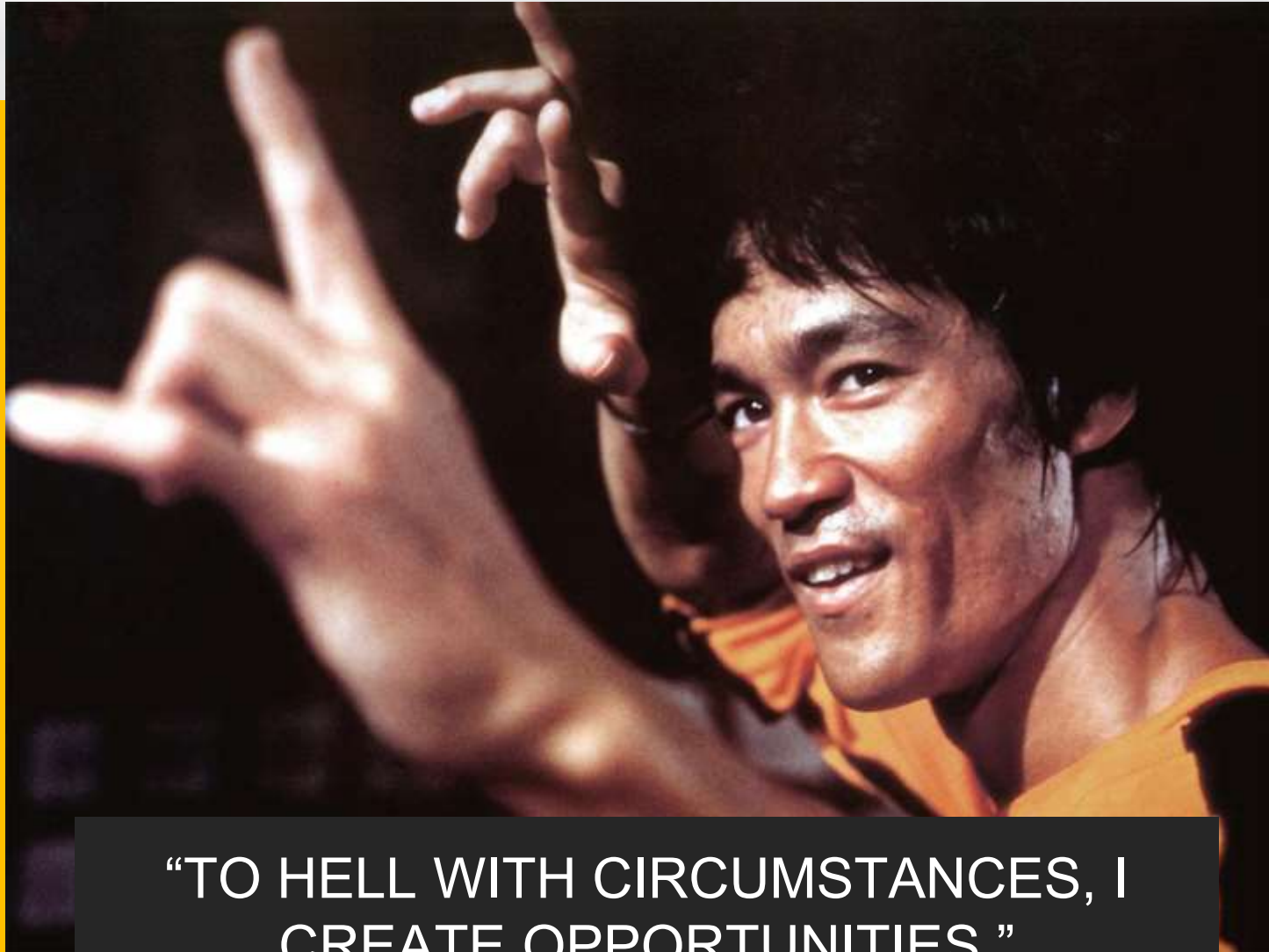
## **RETAILERS**

**Sell Any Product in  
The World**  
with zero risk

## **SUPPLIERS**

**Sell to 100,000  
New Retailers**  
no new infrastructure





“TO HELL WITH CIRCUMSTANCES, I  
CREATE OPPORTUNITIES.”

# RETAIL DEMOCRATIZATION EXPLAINED



EVERYONE HAS A  
STORE



Global trade starts here.™

EVERYONE IS A MAKER



amazonfulfillment

EVERYONE CAN  
DROPSHIP



EVERYONE CAN BE IN  
BUSINESS WITH EVERYONE

# 1) EVERYONE HAS A STORE



- 600,000 Stores
- \$40B in Total GMV



## FOR RETAILERS:

Your Suppliers Can Ship  
For You (Save 10% On  
P&L)

----- Or -----

## FOR SUPPLIERS

Turn Those Stores Into  
Your Salesforce

## 2) EVERYONE IS A MAKER



LOCAL SCREEN PRINTER



**Pull The Best Product Onto Your Site**  
**(More Selection = More Revenue)**



**SELECTION = GOOD**

**\$4.7B**

**SUPPLIERS**

2017 GROSS SALES

**RETAILER**

►10,000  
SUPPLIERS  
►10M STYLES



**DROPSHIP  
TECHNOLOGY**



  
**wayfair®**

### 3) EVERYONE CAN SHIP



SOLD OUT IN YOUR  
WAREHOUSE



METALLICA'S WAREHOUSE



Customers do not care  
who ships them the shirt!

## 4) DIGITAL RELATIONSHIPS

All your other relationships are digitized.



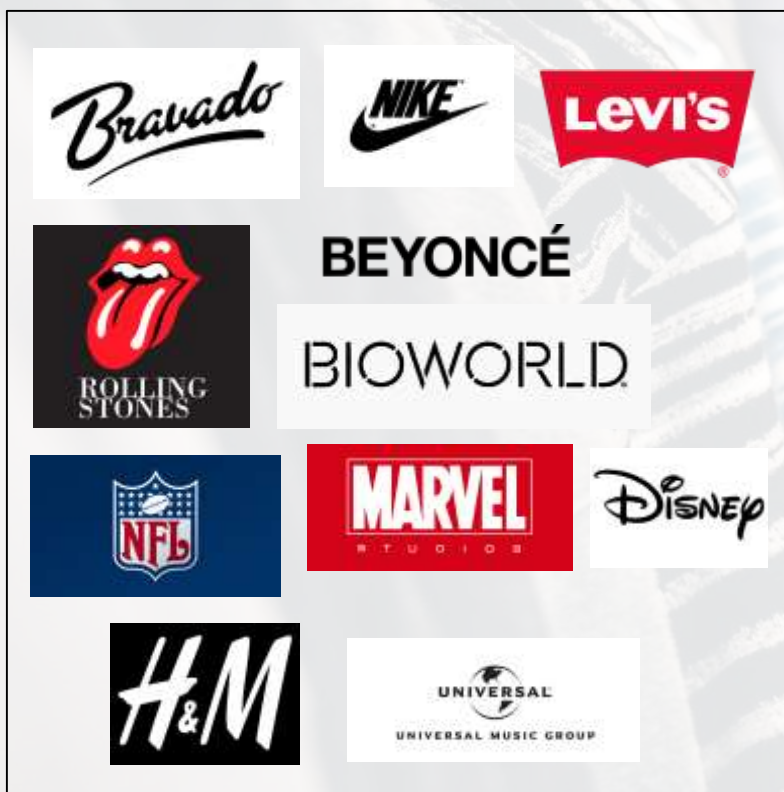
The merchant and supplier relationship should be too.  
10x the number of brands & products. No new hires.



# HINGETO GIVES YOU SUPERPOWER

VIA B2B MARKETPLACE

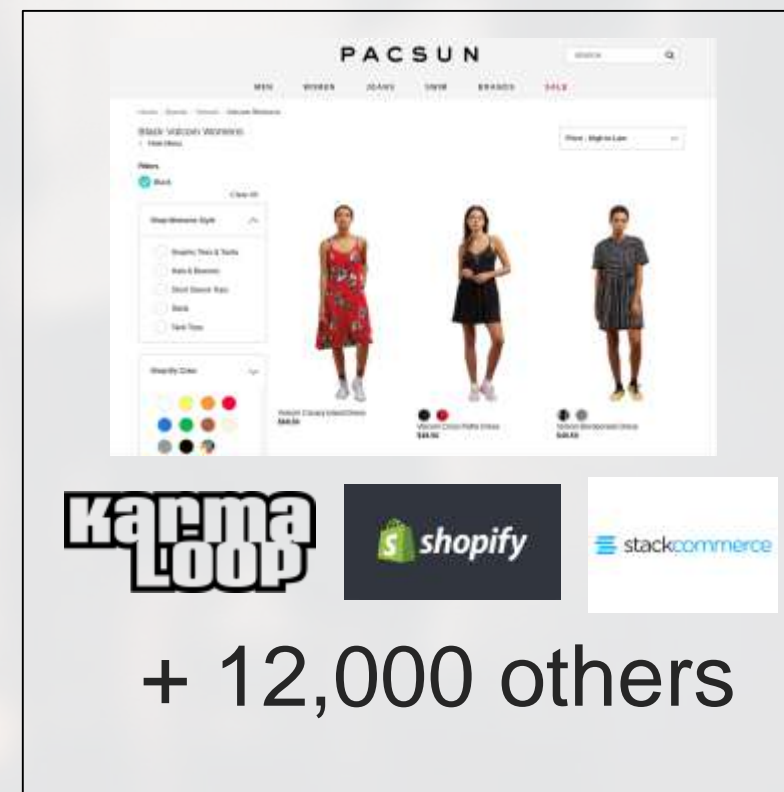
SUPPLIERS



INVENTORY CONCIERGE

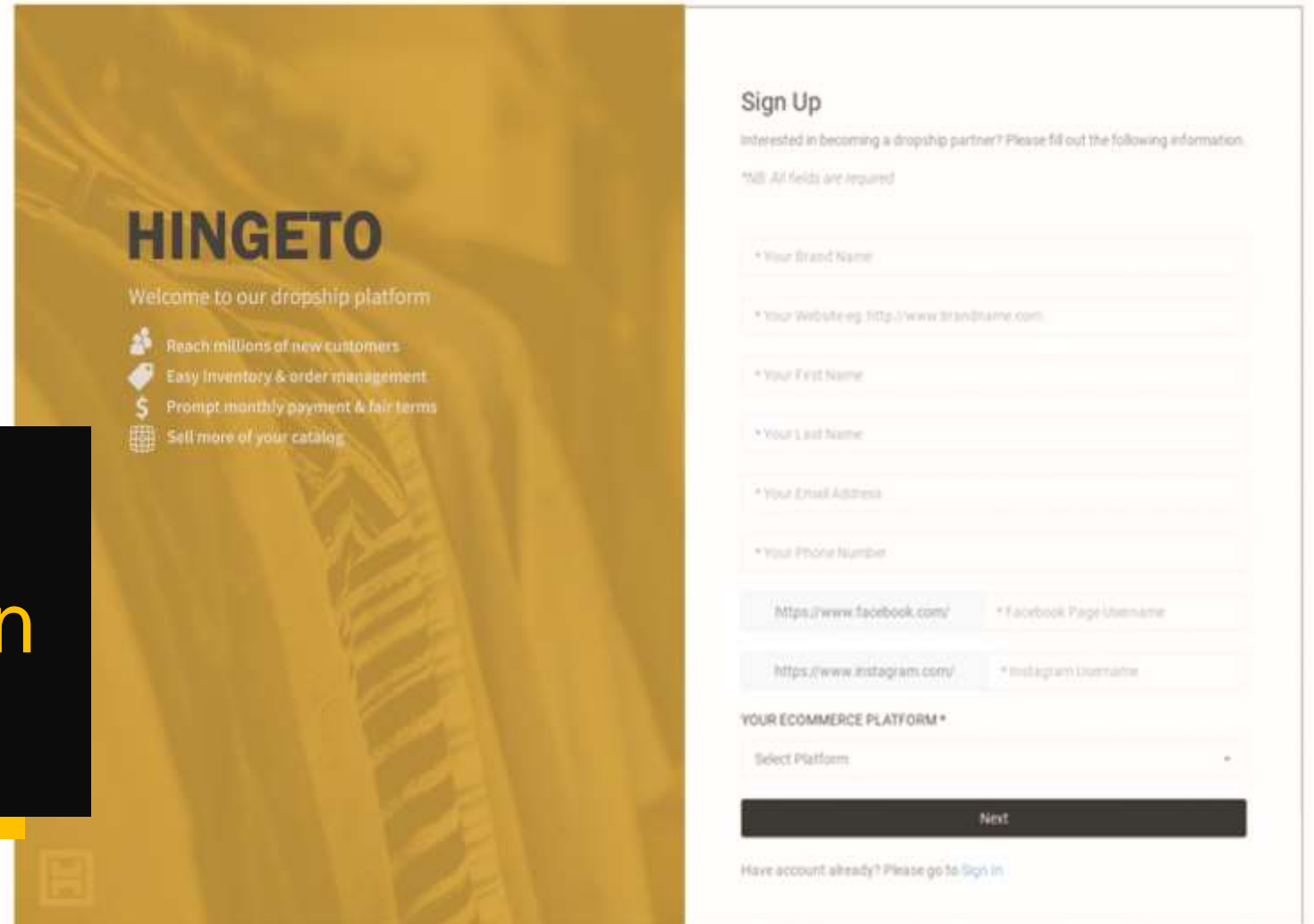


RETAILERS





# 1) Tools to recruit & onboard any brand in the world



The image shows a sign-up page for HINGETO, a dropship platform. The page is divided into two main sections: a welcome message on the left and a sign-up form on the right. The left section has a yellow background with the HINGETO logo and a list of benefits. The right section has a white background with a sign-up form. The form includes fields for brand name, website, first and last name, email address, phone number, Facebook page username, and Instagram username. There is also a dropdown menu for selecting an e-commerce platform. A 'Next' button is at the bottom of the form. A link to 'Sign In' is at the bottom right.

## HINGETO

Welcome to our dropship platform

- Reach millions of new customers
- Easy inventory & order management
- Prompt monthly payment & fair terms
- Sell more of your catalog

### Sign Up

Interested in becoming a dropship partner? Please fill out the following information.

\*All fields are required

\* Your Brand Name

\* Your Website eg. <http://www.brandname.com>

\* Your First Name

\* Your Last Name

\* Your Email Address

\* Your Phone Number

<https://www.facebook.com/> \* Facebook Page Username

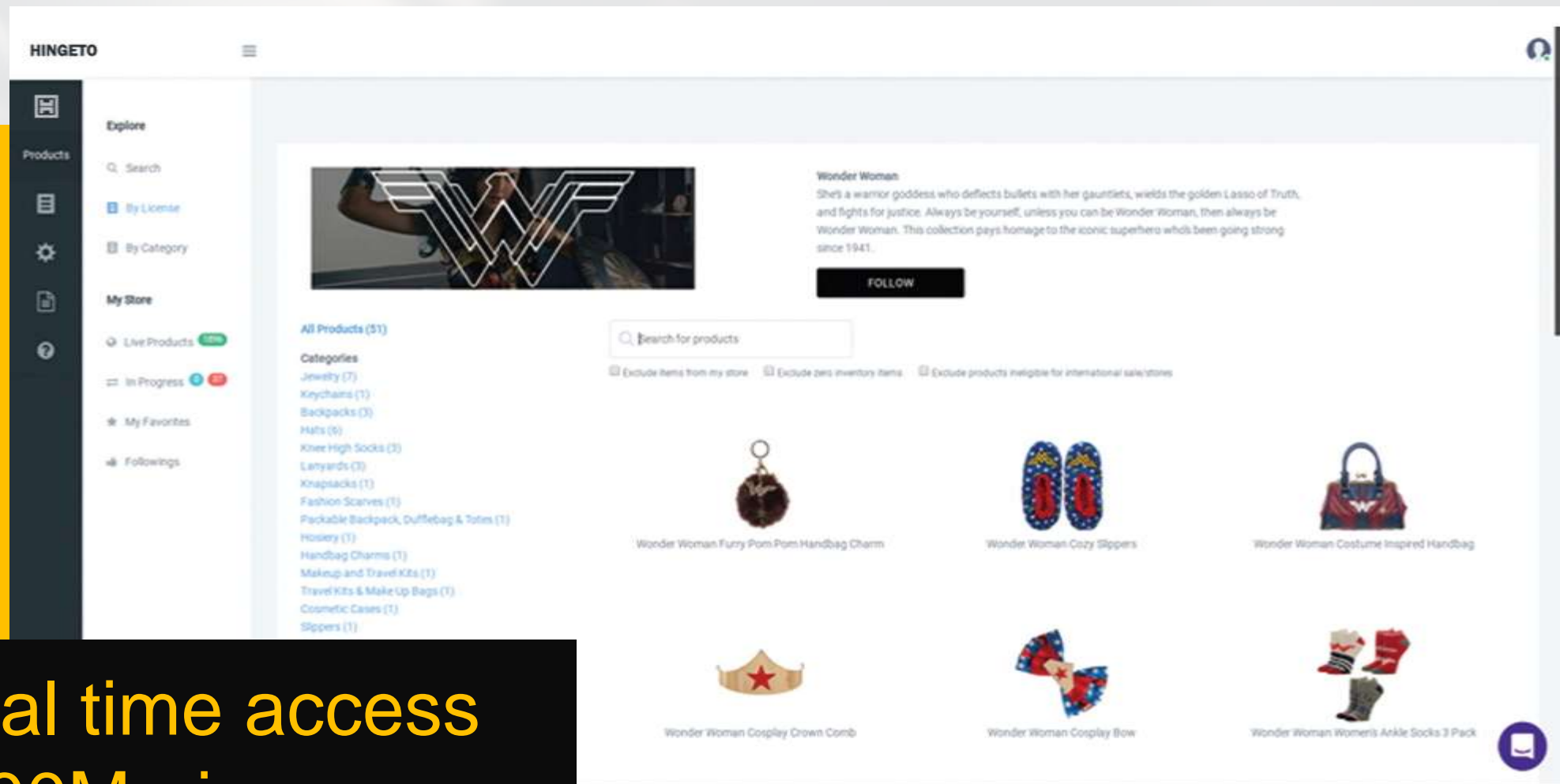
<https://www.instagram.com/> \* Instagram Username

**YOUR ECOMMERCE PLATFORM \***

Select Platform \*

Next

Have account already? Please go to [Sign In](#)



2) Real time access  
to \$100M+ in new  
inventory, risk free

**HINGETO**

**Orders**

Import Orders

All Paid Unpaid Fulfilled Unfulfilled

Enter keyword Search

Order #	Warehouse ID	Order Date	Customer	Payment Status	Fulfillment Status	Total
#2000	688-00-3247	2018-07-11 00:14:12 -0700	Trevor Wasinger	Paid	Unfulfilled	\$42.50
#1392	688-00-3247	2018-07-11 00:09:10 -0700	Jalen Sharp	Paid	Unfulfilled	\$15.50
#1390	688-00-3247	2018-07-10 23:49:00 -0700	Nick Shubin	Paid	Unfulfilled	\$15.50
#1391	688-00-3247	2018-07-10 03:46:39 -0700	Carry McLaughlin	Paid	Fulfilled	\$15.50
#1388	688-00-3247	2018-07-10 03:44:09 -0700	Darren Greer	Paid	Fulfilled	\$15.50
#1393	688-00-3247	2018-07-10 03:37:43 -0700	Stephen Benoit	Paid	Fulfilled	\$15.50
#1394	688-00-3247	2018-07-10 03:35:06 -0700	Michael Bevilacqua	Paid	Fulfilled	\$15.50
	688-00-3247	2018-07-10 03:32:43 -0700	80sTees 80SDG88484	Paid	Fulfilled	\$15.50
	688-00-3247	2018-07-10 03:29:30 -0700	Michael La Barbera	Paid	Fulfilled	\$15.50
		2018-07-10 03:56:06 -0700	Joel Bokunboy	Paid	Fulfilled	\$110.00

### 3) Manage orders & compliance



# **CLAIM YOUR SUPERPOWER**

**EMAIL ME: LEANDREW@HINGETO.COM**



[WWW.HINGETO.COM](http://WWW.HINGETO.COM)



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# Start-up nation: The future of audio-based data communications and commerce-as-a-service

Rodney Williams, CEO, LISNR



The Data-Over-Audio Leader



## World's Most Advanced Ultrasonic Data Platform

LISNR® is the new standard for micro-communications between devices using sound. As the leading Ultrasonic Data Platform, LISNR®'s proprietary data-over-audio technology is being used to connect the customer journey and power transactions around the globe.



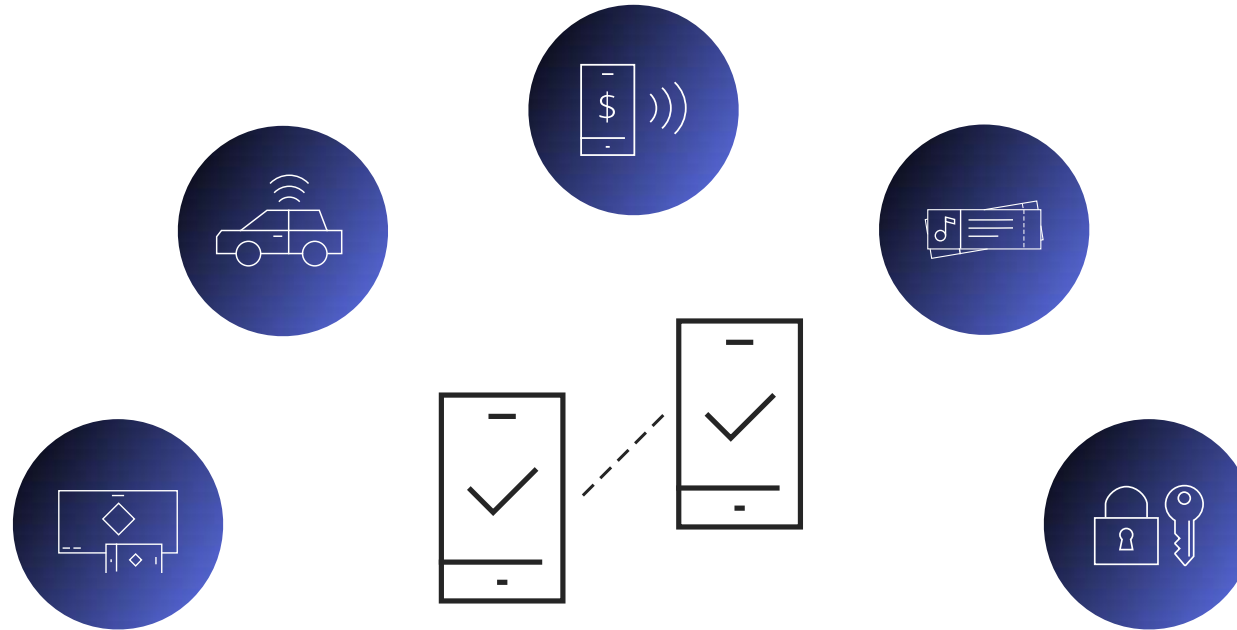
## The Problem



Retailers need to give customers seamless transitions from online to offline to purchase via mobile



## The Problem



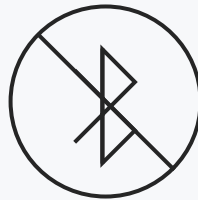
Local proximity data  
transmission remain difficult as  
their lacks a clear solution

# Existing Technologies Are Falling Short

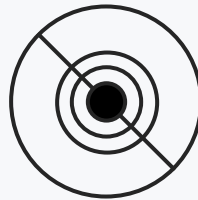
The connected industry has made significant advancements connecting devices from afar, but in that same time it's become increasingly difficult to facilitate a connection to devices in close proximity.



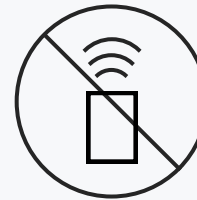
Zigbee



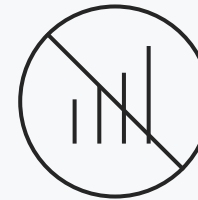
Bluetooth



NFC



Beacons



RFID

Bad Connectivity • Limited Range • Battery Drainage • Content ID • Additional Hardware • Expensive Implementation. • Management Costs

We believe sound is the glue



Cross Platform



Multi-Range



Seamless



Cost Effective

## The LISNR Solution

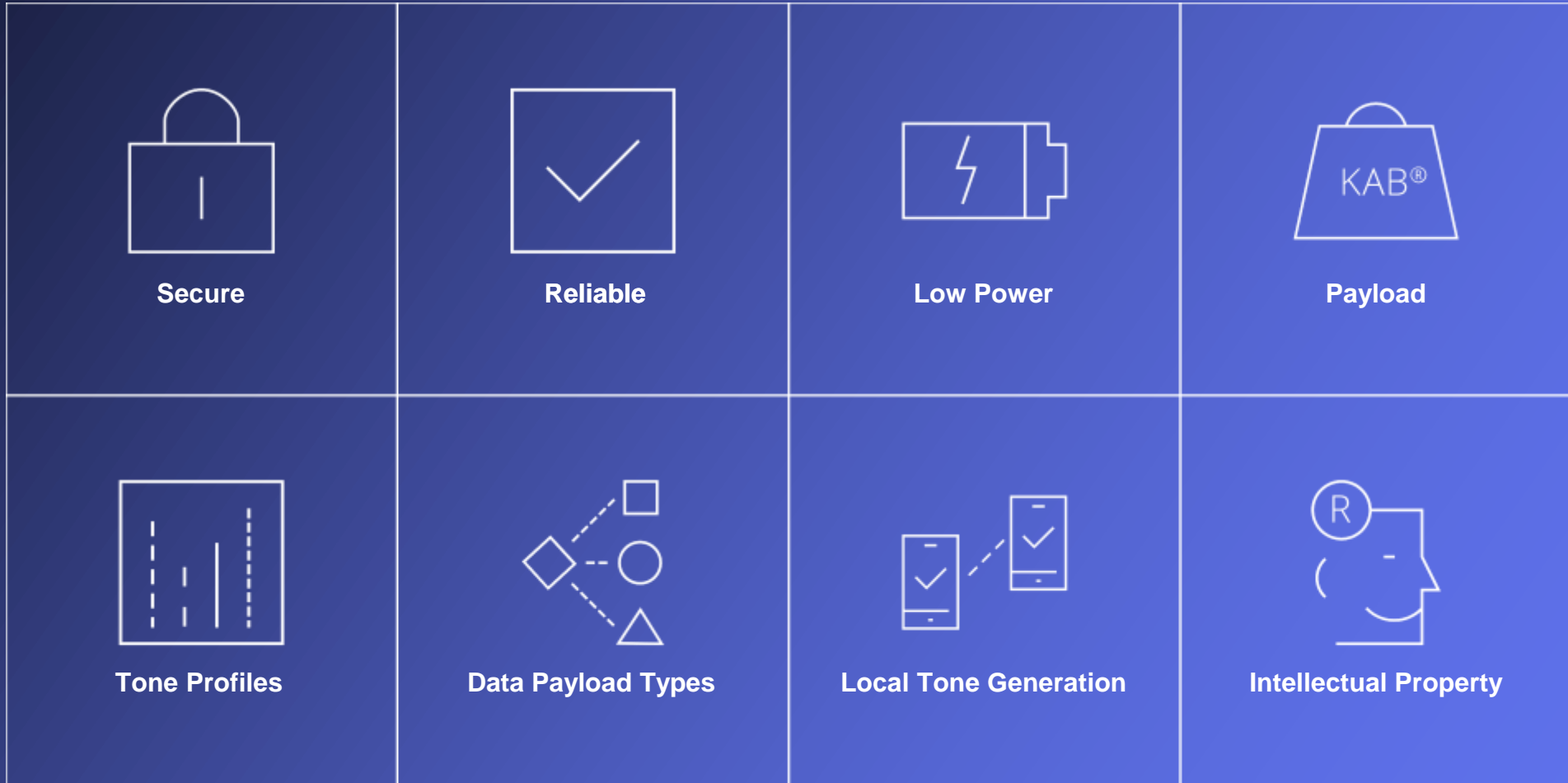
LISNR tones can be generated, broadcasted, and demodulated locally on any device with a speaker and microphone.

Data contained within a LISNR® tone can be used for enabling proximity marketing through to payments

Applications using the LISNR SDK use the existing audio infrastructure / hardware



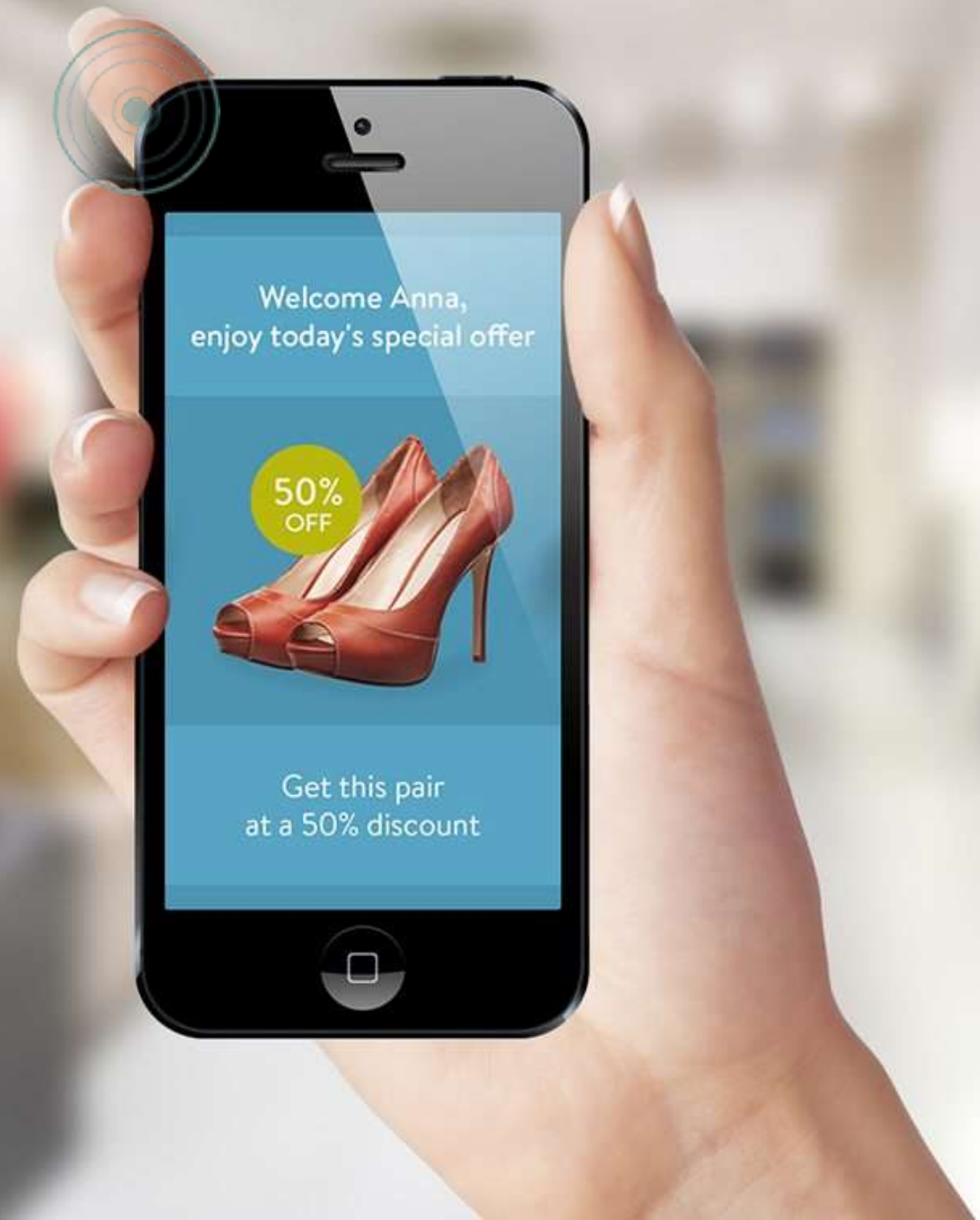
## Why LISNR Platform



# Online Authentication



## Instore Identification





## Payments & Authentication



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Today's solutions fall short



QR CODE



BAR CODE



NFC

IMPLEMENTATION HAVE ISSUES WITH:  
RELIABILITY • HUMAN ERROR • PHONE COMPATIBILITY  
HARDWARE COST • EXPENSIVE IMPLEMENTATION • CONSUMER EXPERIENCE



# Thank you.

rodney@lisnr.com

