NRF tech 2018
RETAIL'S PREMIER TECHNOLOGY SUMMIT
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CROSS
CULTURE VC

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 Angles, 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

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

- 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

LISNR

- 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

karma loop

EVERYONE IS A RETAILER

THEN

TRADITIONAL

NOW

Levi's

MILLIONS OF BRANDS

CELEBRITIES

facebook. Ads

DIGITAL MARKETERS

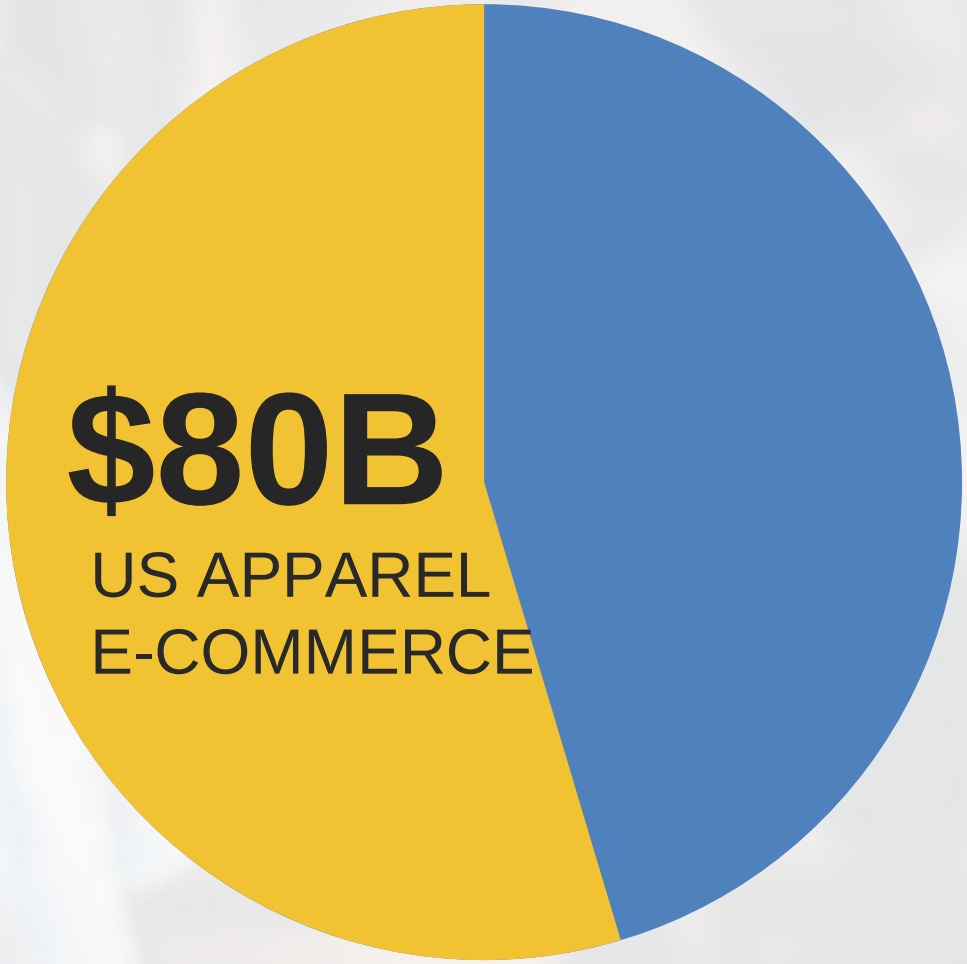
twitch

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

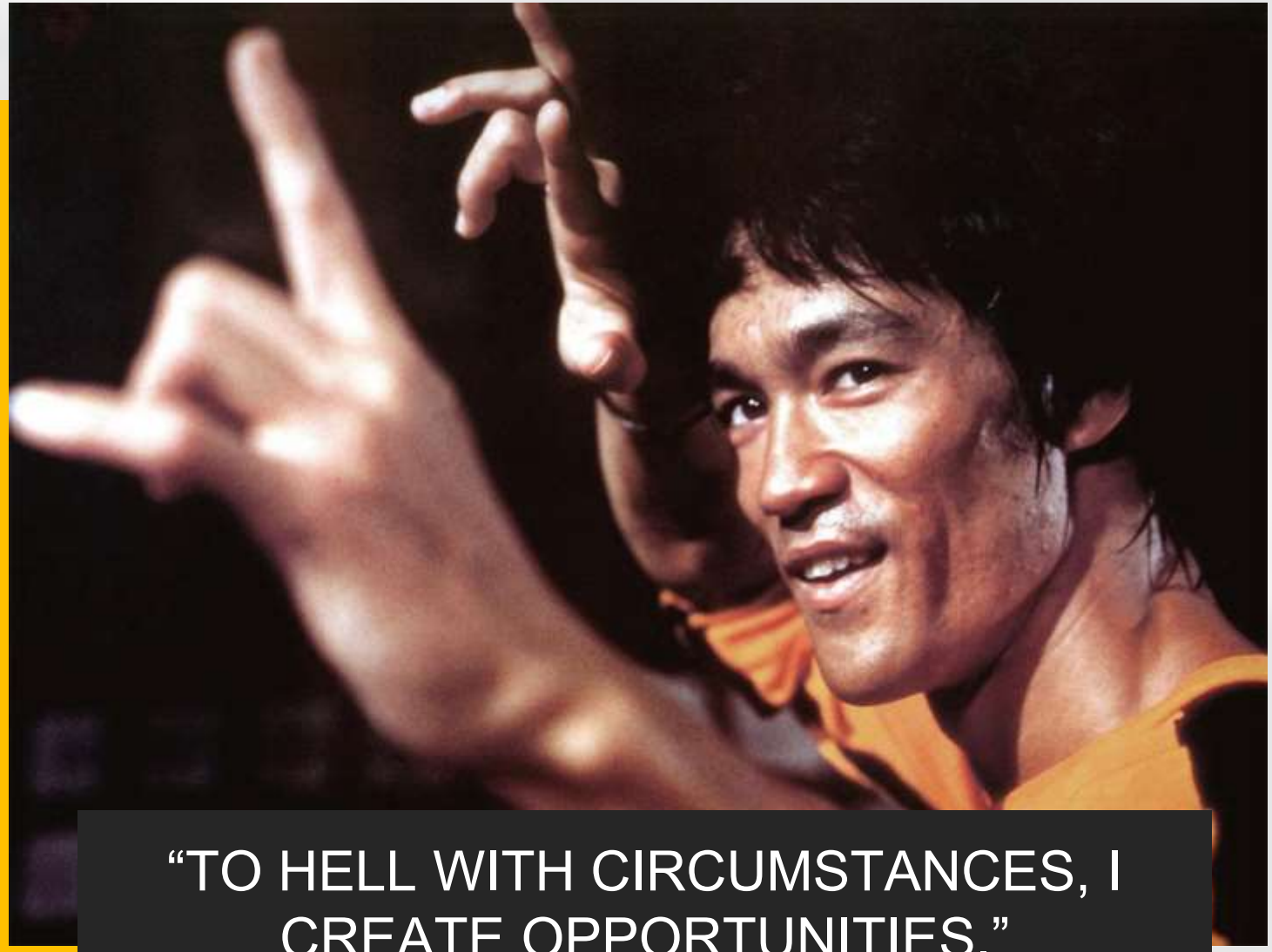
Sell Any Product in The World

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

EVERYONE IS A MAKER

EVERYONE CAN BE IN BUSINESS WITH EVERYONE

EVERYONE CAN DROPSHIP

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

Alibaba.com
Global trade starts here.™

PRINTFUL
Print product fullfilment

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

SELECTION = GOOD

$4.7B

2017 GROSS SALES

SUPPLIERS		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

Bravado
NIKE
Levi's
ROLLING STONES
BEYONCÉ
BIOWORLD
NFL
MARVEL STUDIOS
Disney
H&M
UNIVERSAL
UNIVERSAL MUSIC GROUP

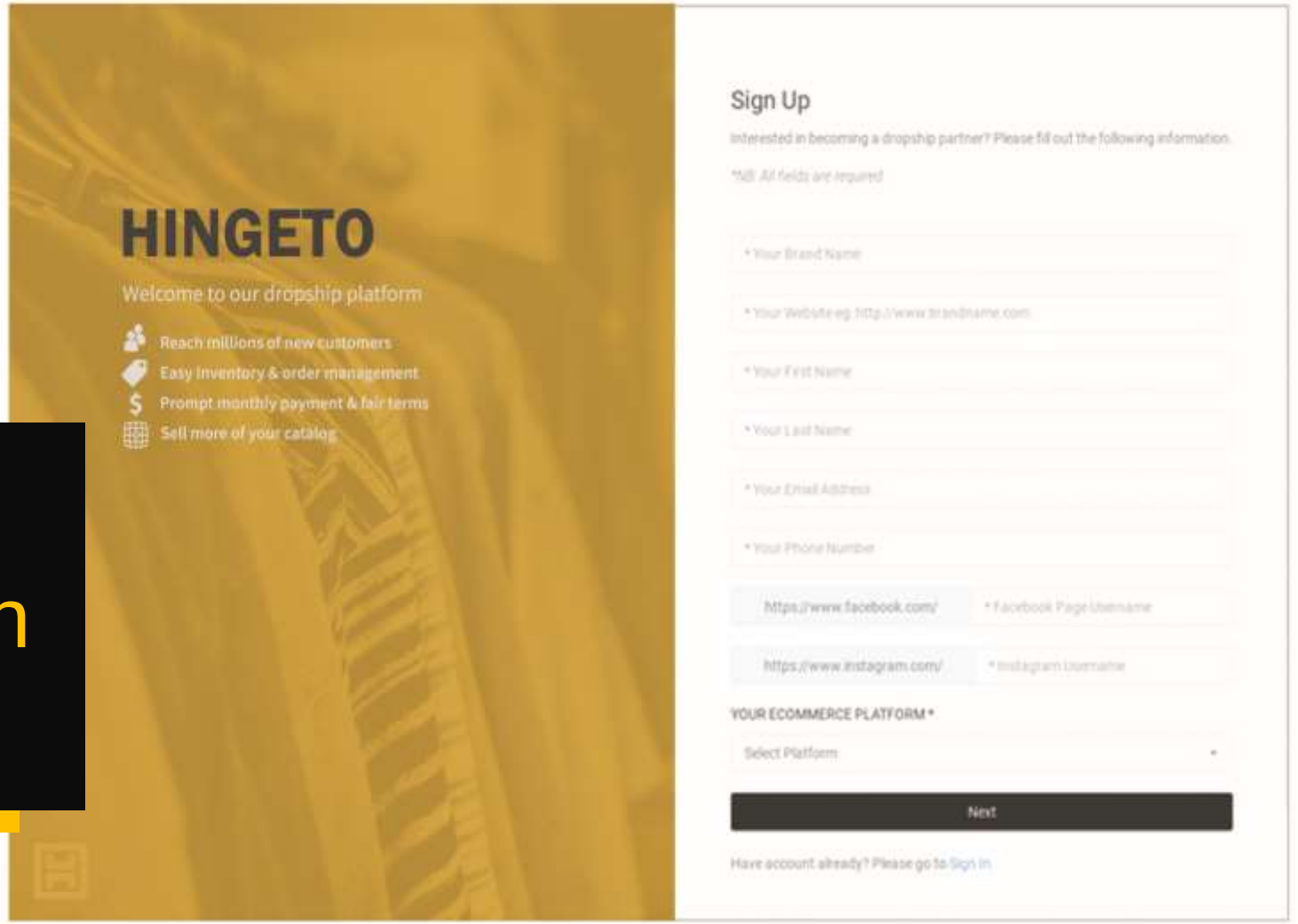
INVENTORY CONCIERGE

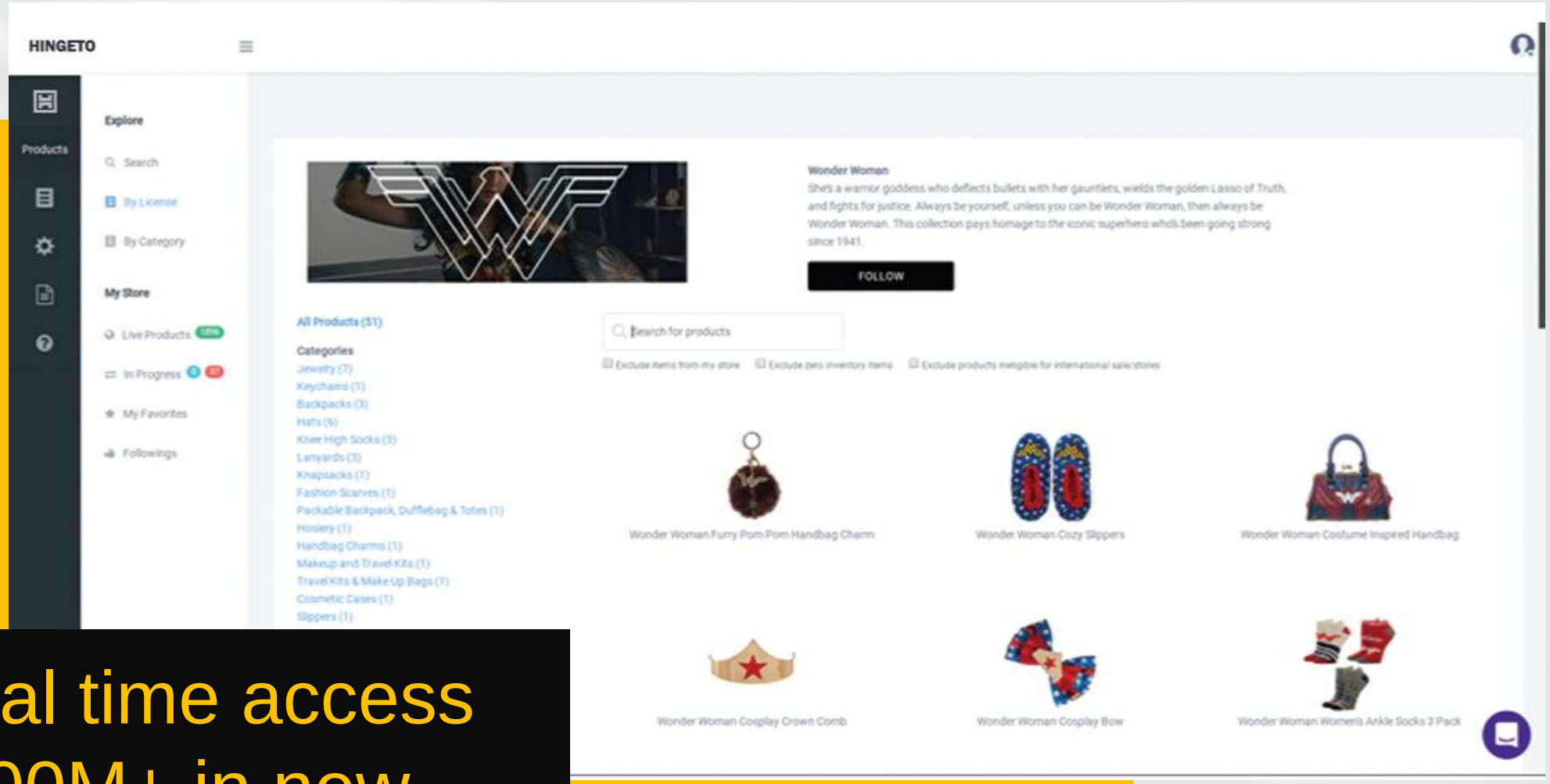
RETAILERS

karma LOOP
shopify
stackcommerce

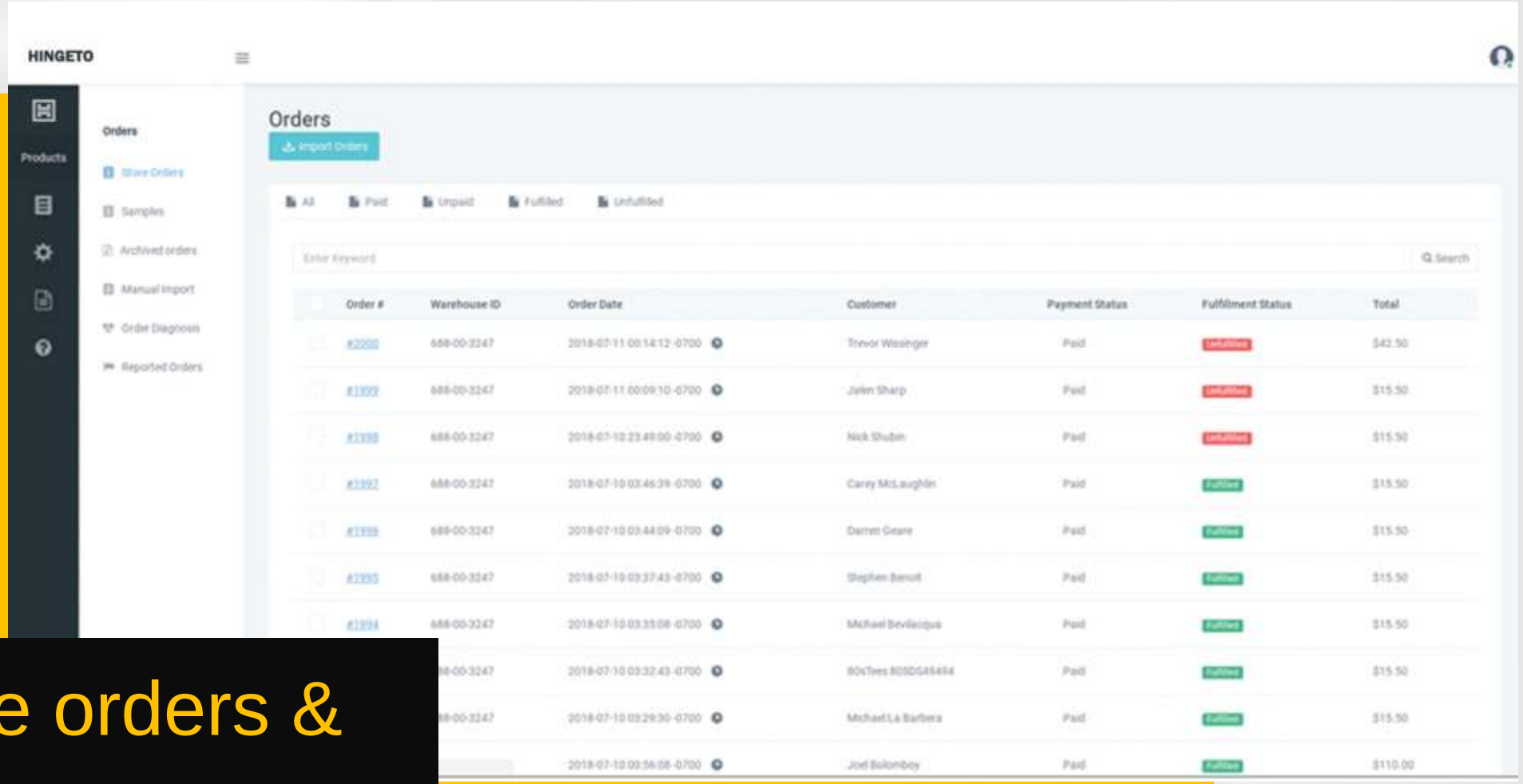
+ 12,000 others

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





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



3) Manage orders & compliance

CLAIM YOUR SUPERPOWER

EMAIL ME: LEANDREW@HINGETO.COM

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

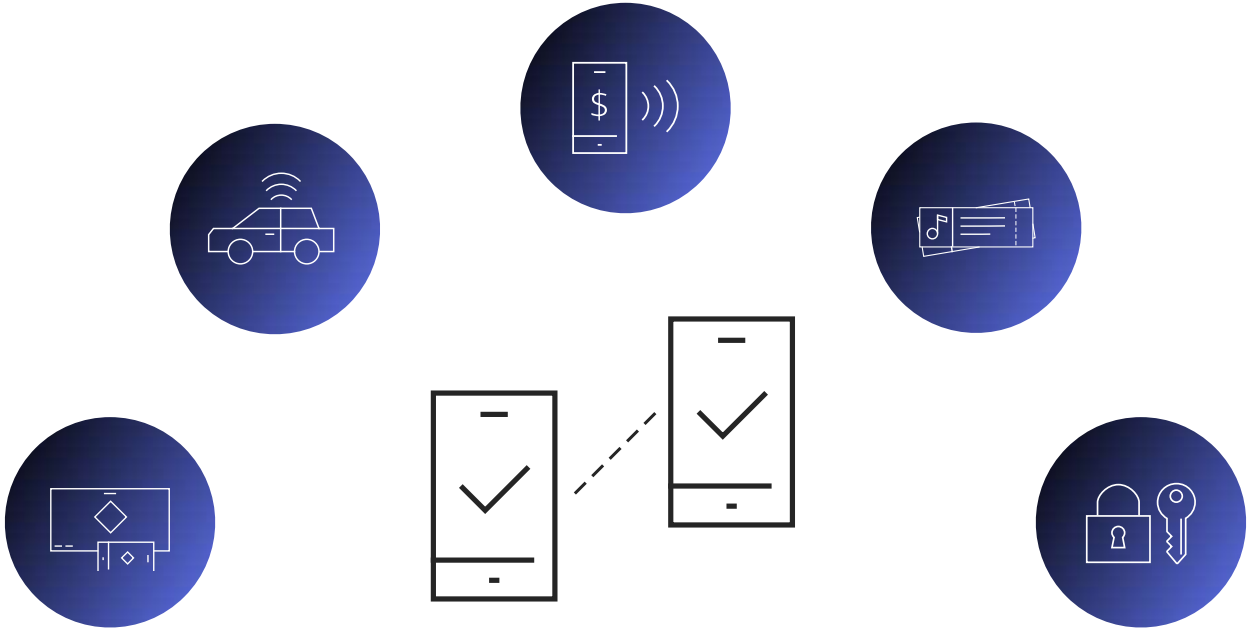
LISNR® is the new standard for micro-communications between devices using sound. As the leading Ultrasonic Data Platform, LISNR®’s proprietary data-over-audio technology is being used to connect the customer journey and power transactions around the globe.

HIGHLY CONFIDENTIAL

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

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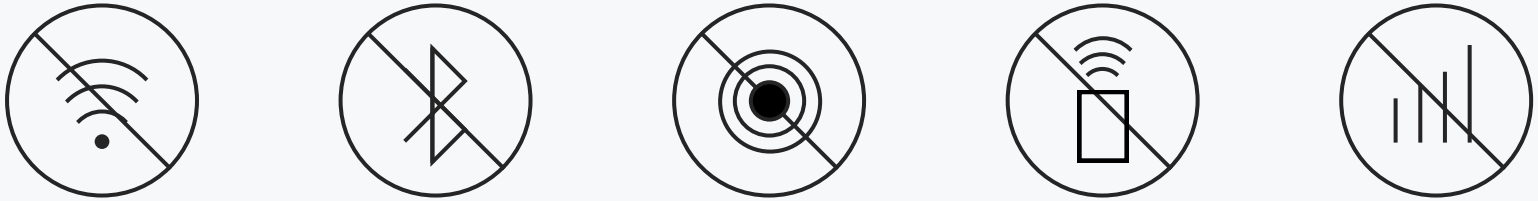
Existing Technologies Are Falling Short

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

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We believe sound is the glue

Cross Platform

Multi-Range

Seamless

Cost Effective

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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

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Why LISNR Platform

Secure	**Reliable**	**Low Power**	**Payload**
Tone Profiles	**Data Payload Types**	**Local Tone Generation**	**Intellectual Property**

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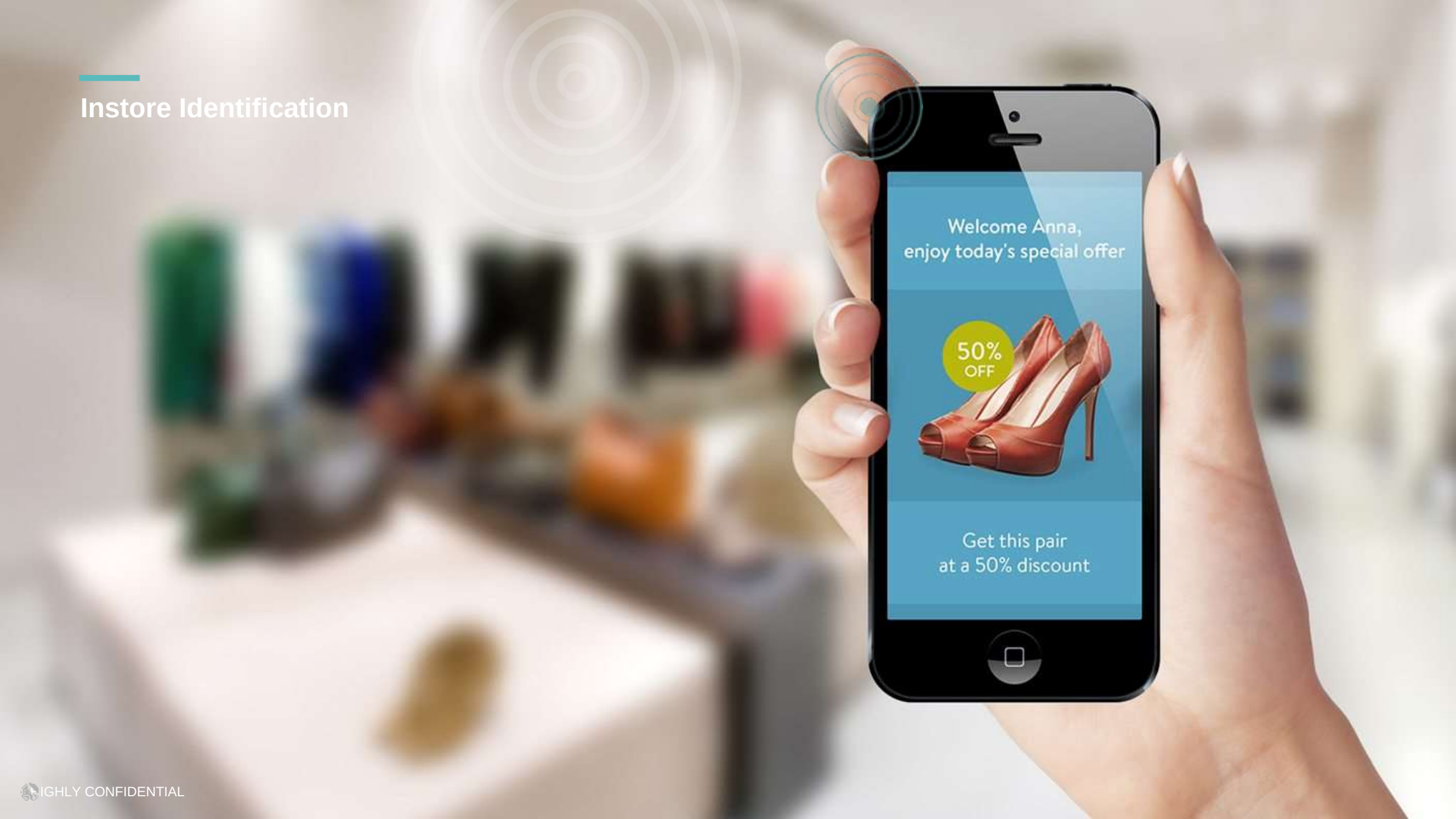
Online Authentication

Instore Identification



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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

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LISNR

Thank you.

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LISNR.COM @LISNR / GETLISNR

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