

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 -



Sidestep



YUMI



H



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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#nrftch

CROSS
CULTURE VC

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

**Manma
LOOP**



EVERYONE IS A RETAILER

THEN



TRADITIONAL

NOW



Levi's

MILLIONS OF BRANDS



CELEBRITIES



facebook Ads

DIGITAL
MARKETERS



twitch

INFLUENCERS

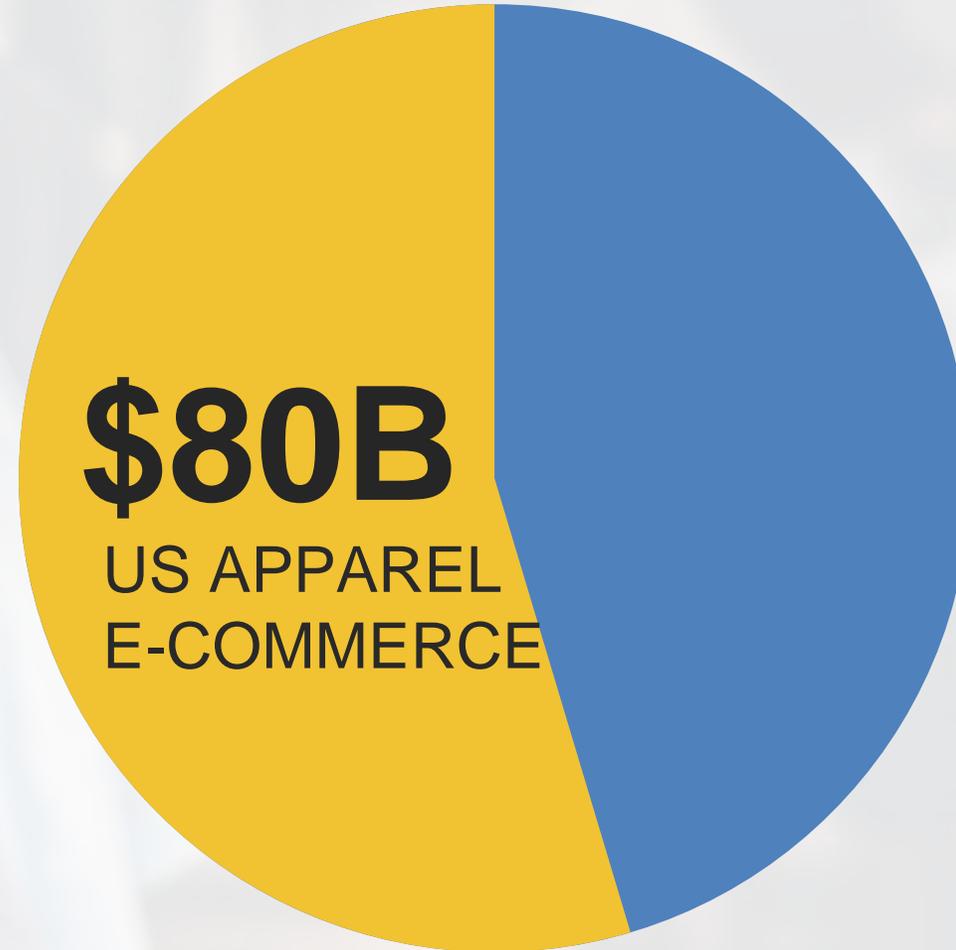
THE PIE ISN'T DOUBLING



MILLIONS OF SMALL ONLINE RETAILERS



JEFF BEZOS, LAUGHING



THIS MARKET HAS CREATED A SUPERPOWER



**3x YOUR
E-COMMERCE
REVENUE**

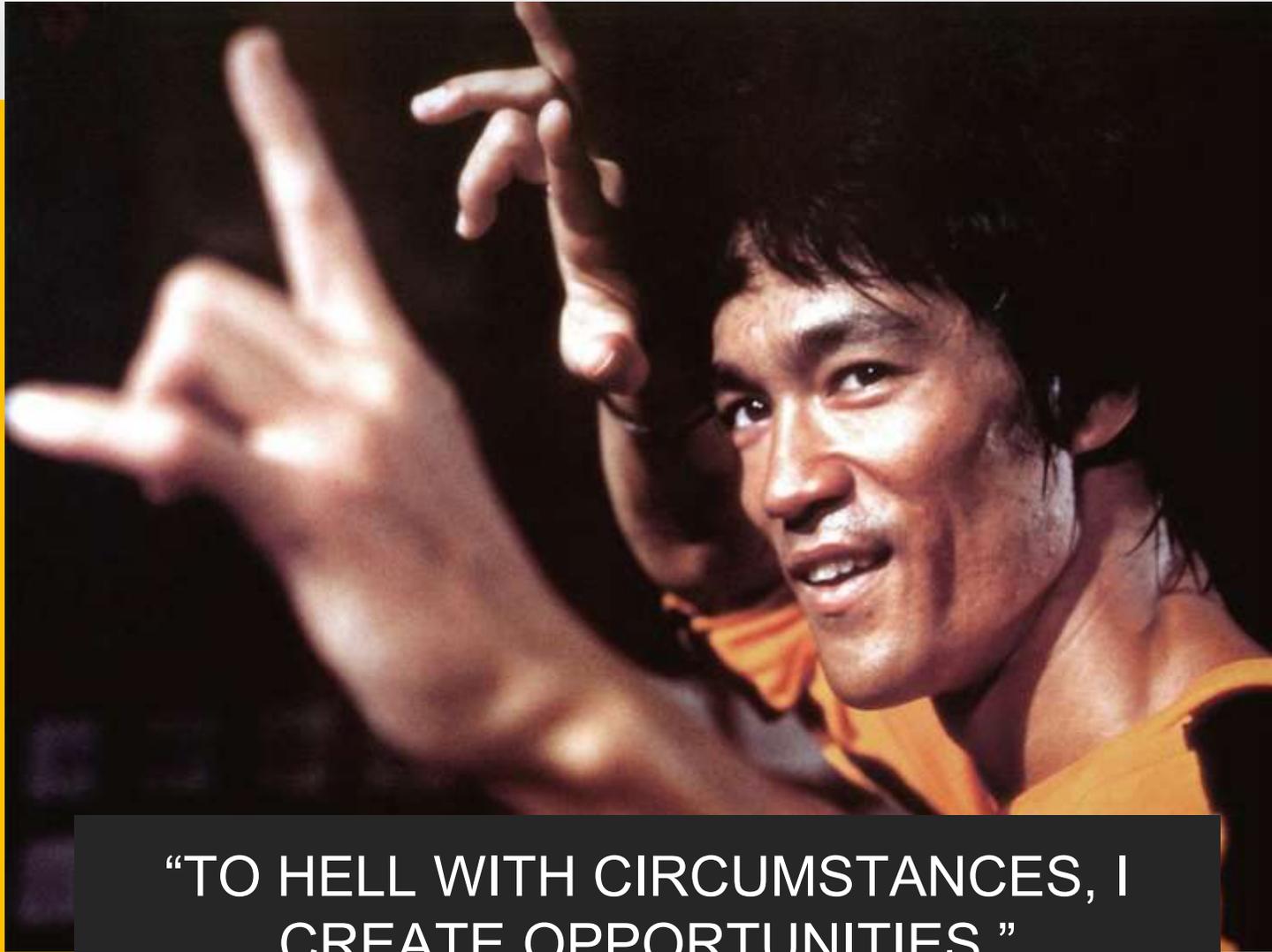
YOUR SUPERPOWER

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
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

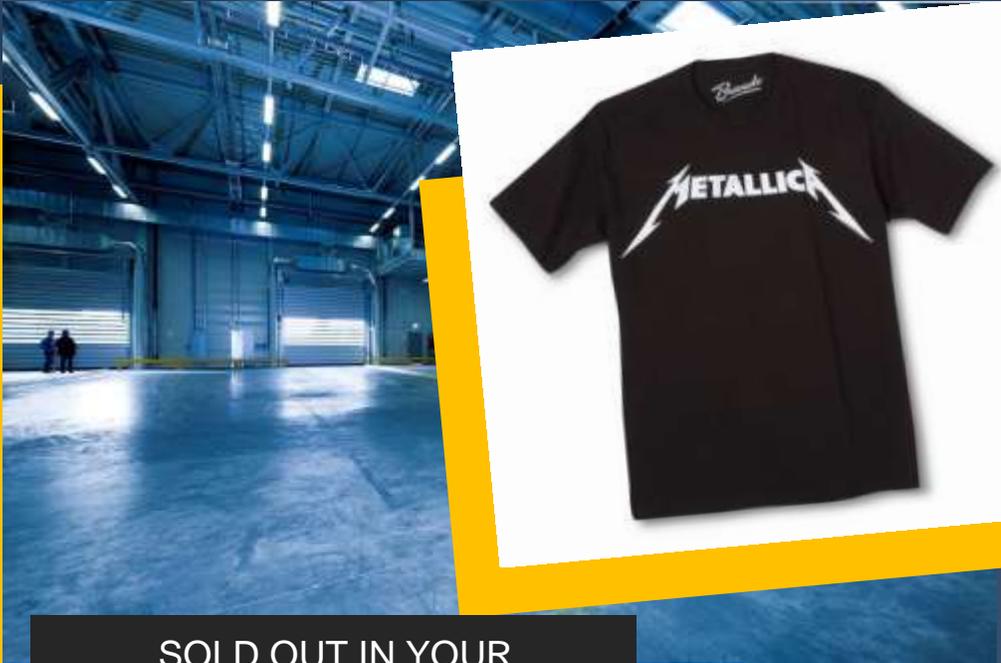
- ▶10,000 SUPPLIERS
- ▶10M STYLES



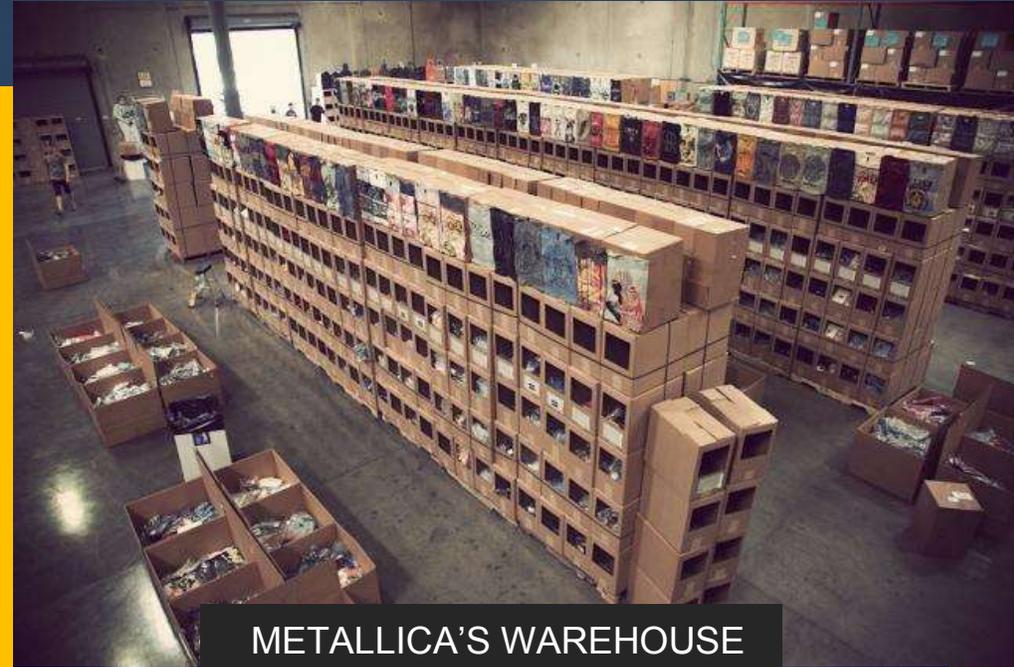
**DROPSHIP
TECHNOLOGY**



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

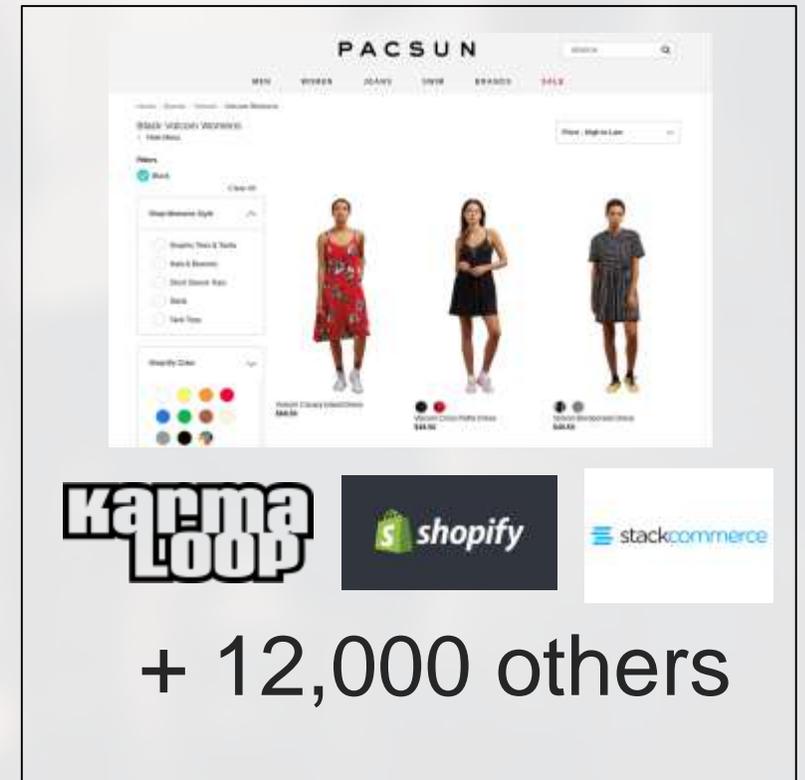
SUPPLIERS



INVENTORY CONCIERGE



RETAILERS



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

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.

*NB: 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](#)



Products

Explore

🔍 Search

📄 By License

📁 By Category

My Store

👉 Live Products 50%🔄 In Progress 1 2

★ My Favorites

👤 Followings



Wonder Woman

She's a warrior goddess who deflects bullets with her gauntlets, wields the golden Lasso of Truth, and fights for justice. Always be yourself, unless you can be Wonder Woman, then always be Wonder Woman. This collection pays homage to the iconic superhero who's been going strong since 1941.

FOLLOW

All Products (51)

Categories

- Jewelry (7)
- Keychains (1)
- Backpacks (3)
- Hats (6)
- Knee High Socks (3)
- Lanyards (3)
- Knapsacks (1)
- Fashion Scarves (1)
- Packable Backpack, Duffelbag & Totes (1)
- Hosiery (1)
- Handbag Charms (1)
- Makeup and Travel Kits (1)
- Travel Kits & Make Up Bags (1)
- Cosmetic Cases (1)
- Slippers (1)

🔍 Search for products

 Exclude items from my store Exclude zero inventory items Exclude products ineligible for international sales/stores

Wonder Woman Furry Pom-Pom Handbag Charm



Wonder Woman Cozy Slippers



Wonder Woman Costume Inspired Handbag



Wonder Woman Cosplay Crown Comb



Wonder Woman Cosplay Bow



Wonder Woman Women's Ankle Socks 3 Pack



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 Washger	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 Geare	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 03:35:08 -0700	Michael Bevilacqua	Paid	Fulfilled	\$15.50
#1395	688-00-3247	2018-07-10 03:32:43 -0700	80cTees 8010548484	Paid	Fulfilled	\$15.50
#1396	688-00-3247	2018-07-10 03:29:30 -0700	Michaela Barbera	Paid	Fulfilled	\$15.50
#1397	688-00-3247	2018-07-10 03:26:08 -0700	Joel Sokonboy	Paid	Fulfilled	\$110.00

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

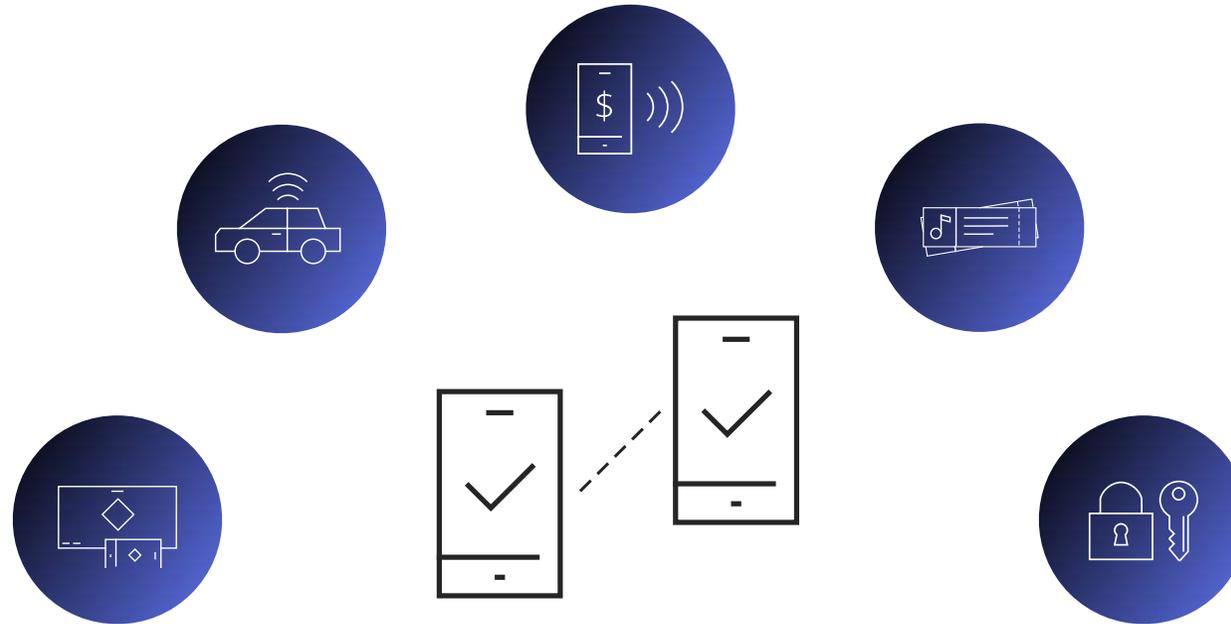
LISNR® is the new standard for micro-communications between devices using sound. As the leading Ultrasonic Data Platform, LISNR®'s proprietary data-over-audio technology is being used to connect the customer journey and power transactions around the globe.

The Problem



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

The Problem



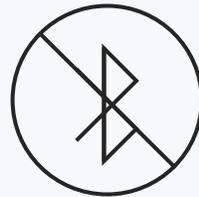
Local proximity data
transmission remain difficult as
their lacks a clear solution

Existing Technologies Are Falling Short

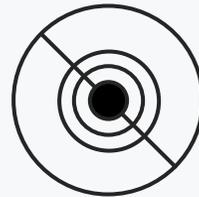
The connected industry has made significant advancements connecting devices from afar, but in that same time it's become increasingly difficult to facilitate a connection to devices in close proximity.



Zigbee



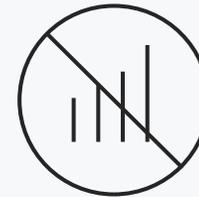
Bluetooth



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

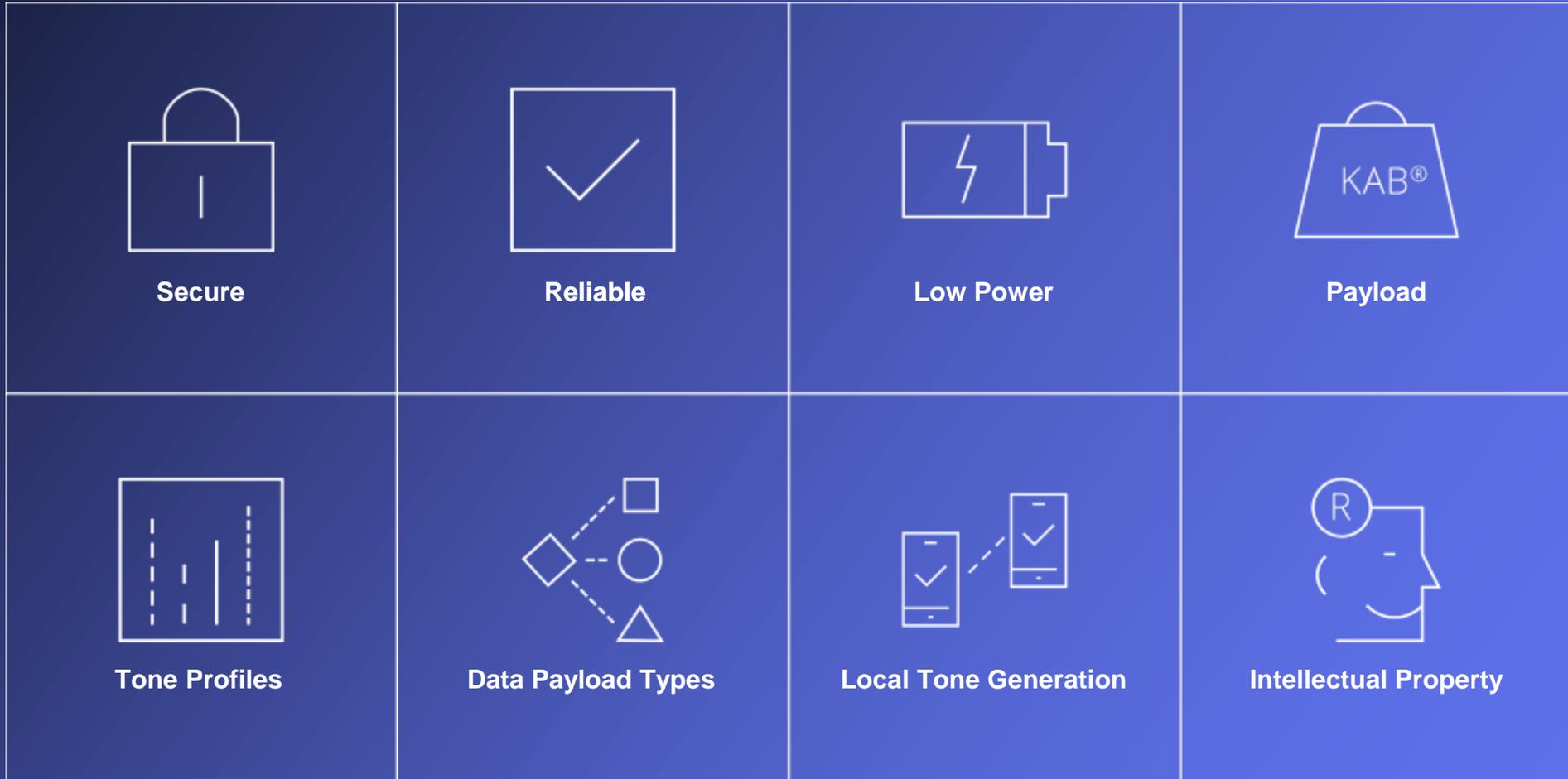
LISNR tones can be generated, broadcasted, and demodulated locally on any device with a speaker and microphone.

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



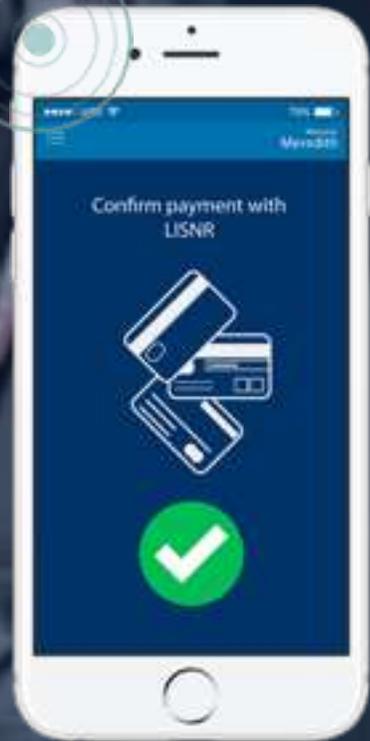
Online Authentication



Instore Identification



Payments & Authentication



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

