

blaenk

Retail Forum 2021



SUMMARY

"blaenk is **revolutionizing retail** with innovative technologies, agility, new product offerings and user-centric experiences"

Written by: **Forbes**



Svenja, COO

Martin, CEO

Chris, CTO

Sandra, Store Design

TRACTION

With an impressive track record:



**Winner: EU retail
innovation award**



**Top 100 PropTech Startups
in EU, Stores of the Year
Germany, etc.**



**>100 brands!
Growing client list**



**Mercedes Benz, L'Oreal,
Zwilling, Congstar,
Vodafone, etc.**



**>10M PR reach.
_blaenk on fire!**



**Forbes Magazine,
Handelsblatt, BILD,
Deutsche Startups etc.**



**International
investors**



**Migros Aare (Switzerland)
Marks & Spencer (UK)
BitStone, Styx, ACX (GER)**



**Top Recruitments
for our Tech Team**

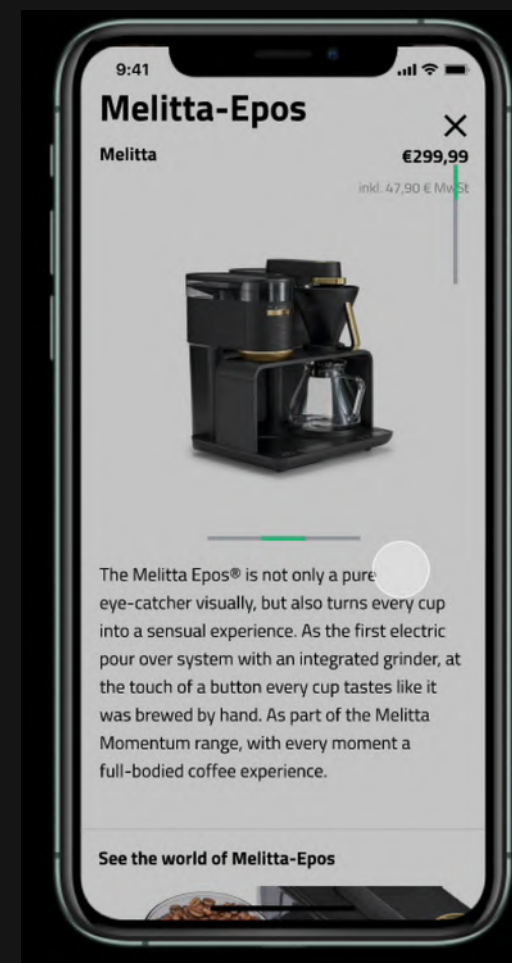


**CTO from Google Shopping,
Lead Developer from
Zalando**

SOLUTION

We are _blaenk. The omnichannel retail platform.

- ✓ Fully digitized with cutting edge technology
- ✓ No long commitments - on demand
- ✓ Consumer-centric with a high degree of experience



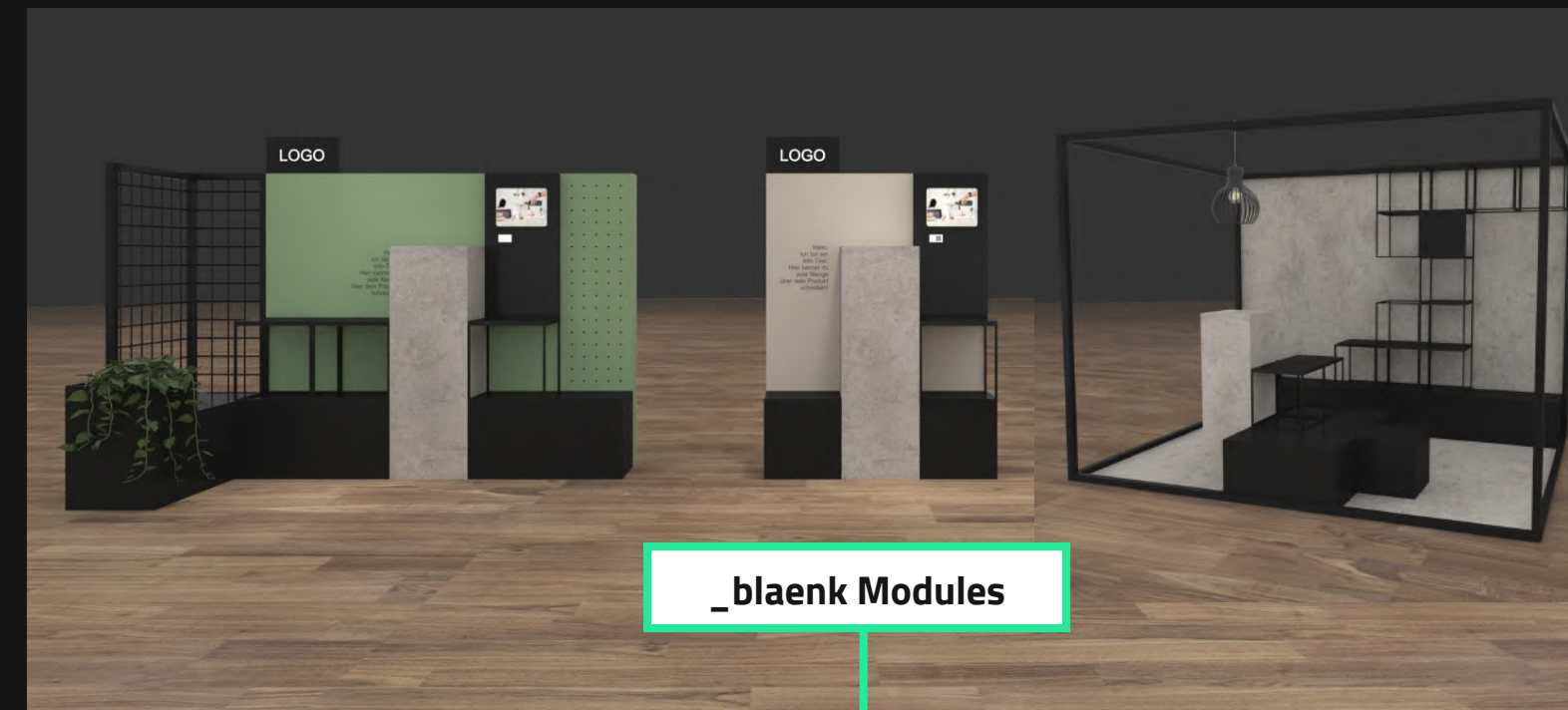
retail as a
service

brand
activation

consumer
insights

Enabling **retail on demand**. Highly modular. Digitally connected. Interactive.

- ✓ _blaenk locations in premium locations incl. staff
- ✓ _blaenk modules (shopfitting) include digital signage
- ✓ _blaenk app enables self-checkout, content, videos



retail as a
service

brand
activation

consumer
insights

Exposing brands in a new, immersive way. With our app-driven experience.

_blaenk App Features

- ✓ Personalized In-Store-Mode for Digital Signage and Audio Sync
- ✓ Live Shopping Streams and engaging product videos
- ✓ Reviews, product Education, user Generated Content

iOS and Android App Release: December 2021



retail as a
service

brand
activation

consumer
insights

Building a **community** with media, events streamings and more.

- ✓ Frequent events to push consumers to store
- ✓ Creating media to interact with community
- ✓ Launching App soon to increase engagement



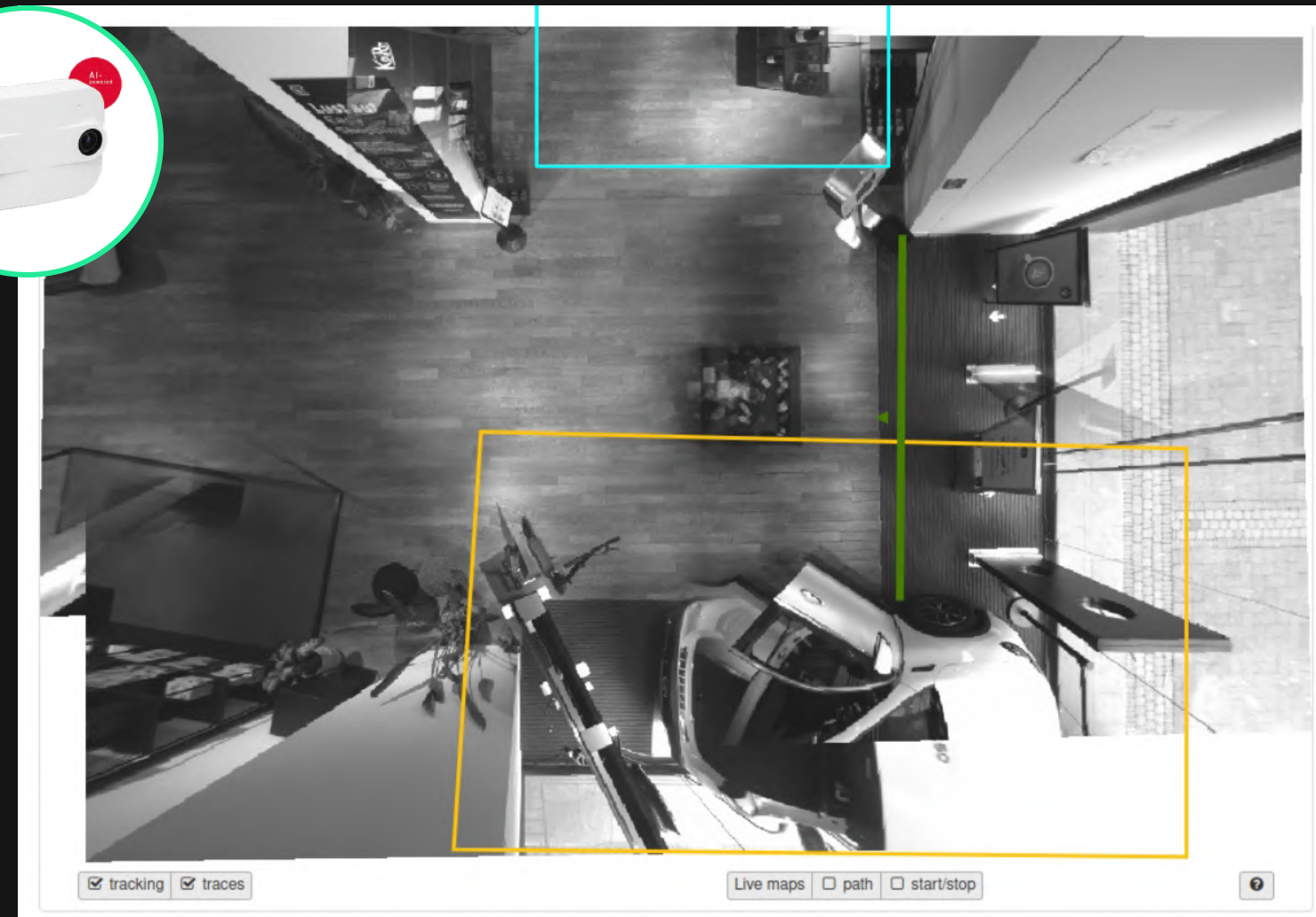
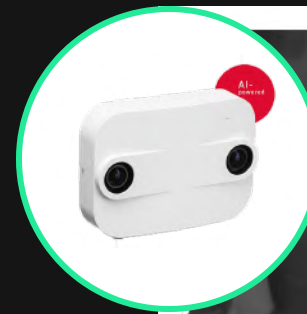
retail as a
service

brand
activation

consumer
insights

Collecting **deep consumer insights** with AI-sensors and qualitative feedback.

- ✓ In-Store tracking with AI-driven sensors/cameras
- ✓ Online tracking through our digital channels
- ✓ Gathering qualitative feedback with consumer research



retail as a
service

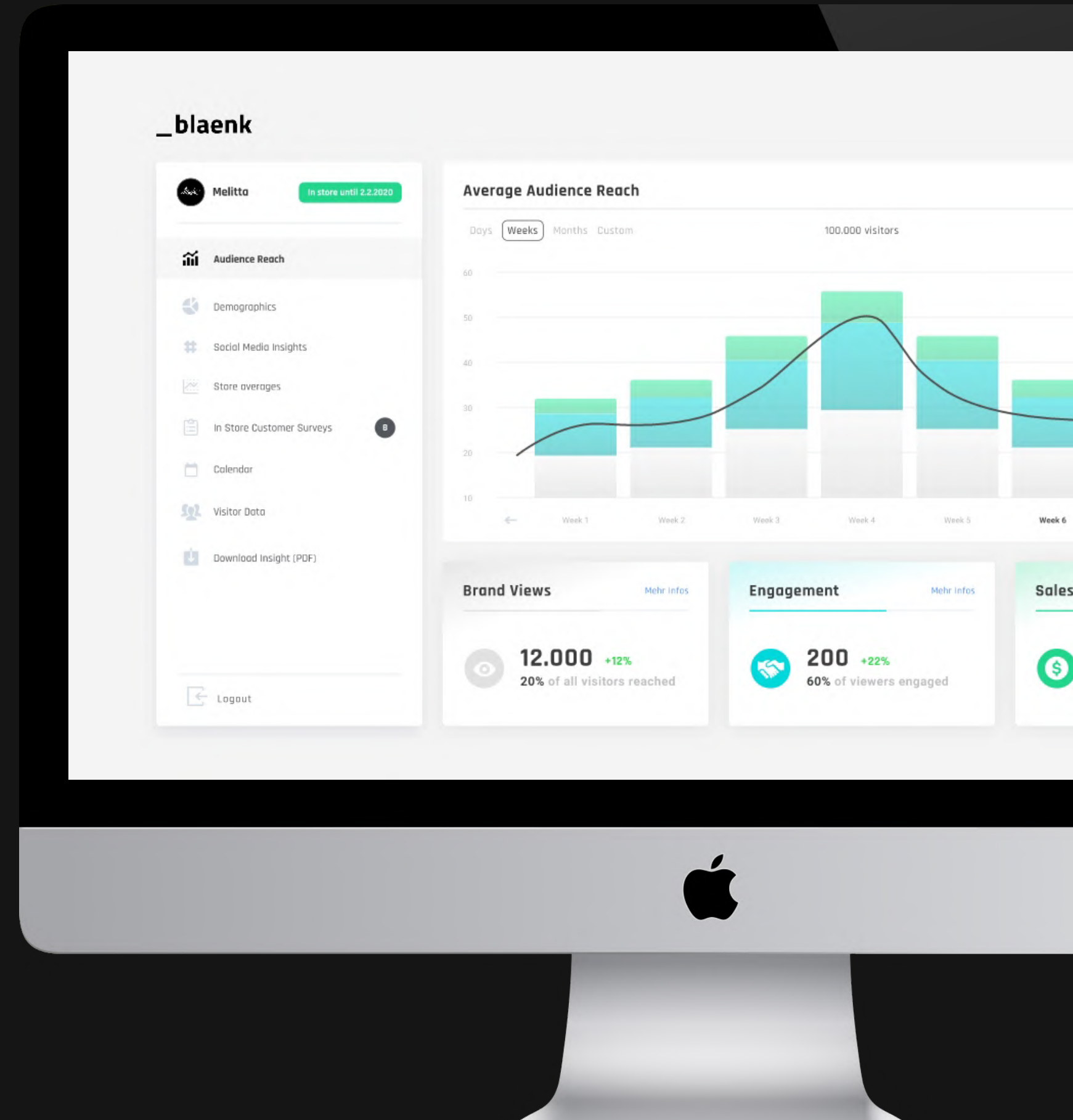
brand
activation

consumer
insights

Giving brands access to **360° data insights** to learn, adapt, innovate.

_blaenk Dashboard Features

- ✓ **Audience Reach**: Traffic, Brand Views, Engagements
- ✓ **Merchant Insights**: Revenue, Conversion Rates, Sales Log
- ✓ **Consumer Insights**: Qualitative Feedback



B2B2C Model

CLIENT LIST

We are trusted by 100+ top brands and hyped startups.

✓ Corporate top brands

✓ Emerging brands

✓ Hyped Startups

Focused on innovative, future-thinking brands.

Corporate Brands (extract)



Emerging Brands & Startups (extract)

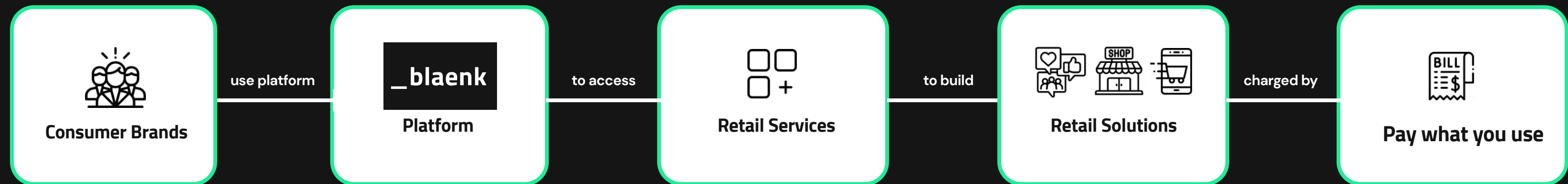


Brands in Pipeline (extract)

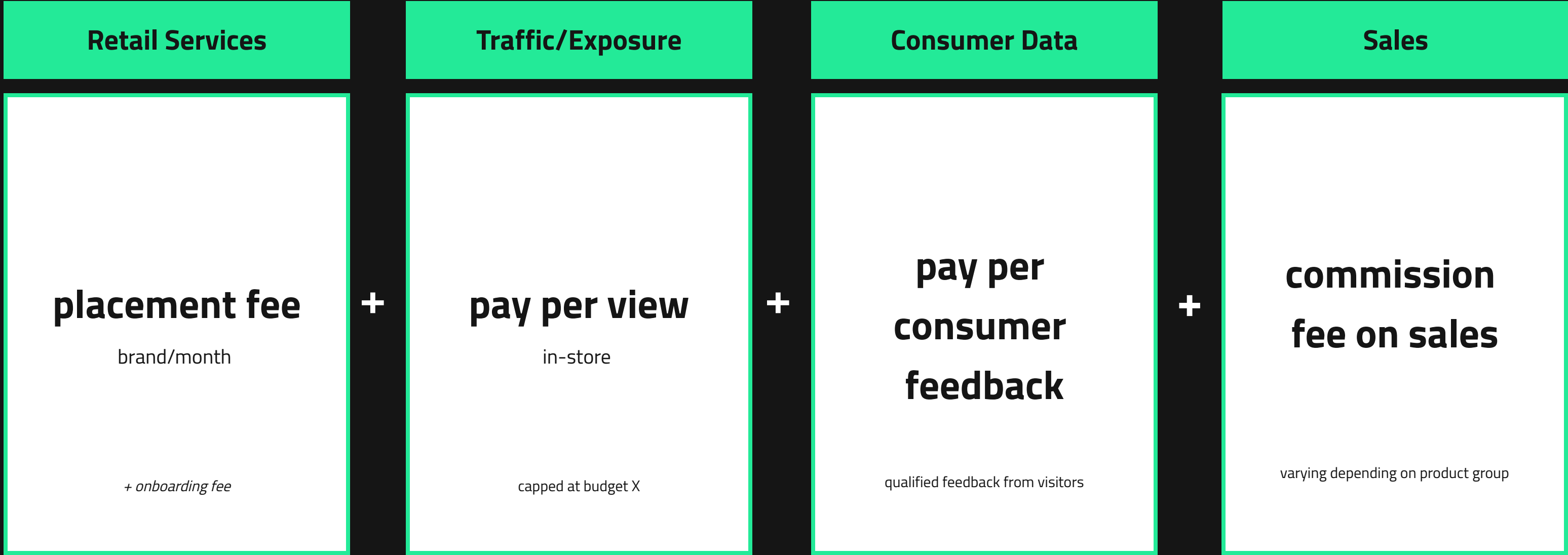


Offering on-demand services to execute omnichannel retail **easy, reliable and effective.**

- ✓ Allowing clients to remain agile with a "pay what you use" -logic.



Charged by usage in a smart and fair way.



- ✓ Pay what you get logic
- ✓ Low Entry barrier for brands
- ✓ scalable model

Making retail 10x more efficient due to our platform and network effects.

Brand's own solution

- Rent; **pain** of long commitment : >5.000€/m
- Staff; **pain** finding them: >5.000€/m
- Analytics; **pain** solving it: >5.000€/m
- Shopfitting; **pain** creating it: >10.000€/setup
- Multichannel sync **pain**: >5.000/€setup

starting at 30.000€

Multichannel Product Campaign



With _blaenk

- Retail as a service fee: starting at 2.500€/m
- Staff; supplied by blaenk: included
- Analytics & Dashboard: included
- Shopfitting & Setup: starting at >500€
- Multichannel sync: included

starting at 3.000€ ✓

LOCATION

Visit us in our store in Cologne, Germany.
Further cities and countries coming soon.



Schildergasse 31, Cologne, Germany

- 1.500m2 across 3 floors with ca. 40 Brands
- Premium location next to Apple, Calvin Klein, etc.

_blaenk

Thanks!

martin@blaenk.com

www.business.blaenk.com

_blaenk GmbH, Schildergasse 31, 50667 Köln