

The logo for 'Aisles' is centered within a large, light-peach oval with a dark grey border. The word 'Aisles' is written in a black, elegant cursive font. A small, stylized shopping cart icon is positioned above the letter 's'.

Aisles: Revolutionizing the Retail Industry Through AI-Powered Technology and Impressive Growth

Executive Summary:

Aisles is a retail tech startup based in Portland, Oregon, that seeks to transform the retail shopping experience through innovative AI-powered technology. With a vision to create a seamless and efficient shopping experience, Aisles has developed groundbreaking features, such as AI-based mapping and guiding systems, contactless payment, self-

driving shopping carts, and enhanced safety features. The company's impressive valuation of \$67 million and its recent milestone of 783,584 signups on its waitlist showcase the significant potential of Aisles in the retail industry. This white paper provides an overview of Aisles' technology, its potential impact on the retail industry, and its strategy to tap into the lucrative couponing market.

1 .Introduction

1.1 .Background and Problem Statement

The traditional retail shopping experience can be time-consuming and frustrating for customers, who often struggle to find items on their shopping lists or face long checkout lines. Aisles aims to address these challenges with its AI-based mapping and guiding system, which helps customers easily locate items within the store and navigate their shopping trips more efficiently.

2 .Aisles' AI-Powered Mapping and Guiding System

2.1 .Overview

Aisles has developed an AI-based technology that maps out the store and locates the exact aisle and shelf of the item that a shopper is looking for. By leveraging artificial intelligence, the Aisles app provides customers with real-time guidance to help them navigate the store and find their desired items quickly and efficiently.

2.2 .Benefits

-Time-saving: The AI-powered mapping system helps customers avoid unnecessary wandering in search of items, saving them time and improving their overall shopping experience.

-Increased customer satisfaction: By making it easier for customers to find the products they need, Aisles enhances their shopping experience and fosters brand loyalty.

-Improved store productivity: The Aisles system reduces the need for store employees to guide customers, allowing them to focus on other tasks and improve overall productivity.

3 .Additional Innovative Features

3.1 .Contactless Payment

Aisles has developed a contactless payment system called Trusties, which allows customers to pay for their purchases using their smartphones. This streamlines the checkout process and reduces wait times.

3.2 .Self-Driving Shopping Carts

Aisles is working on self-driving shopping carts that use AI technology to create a personalized shopping experience. These carts will guide customers through the store, further simplifying the shopping process.

3.3 .Enhanced Safety Features

Aisles prioritizes customer safety by providing real-time alerts on product recalls and potential hazards, ensuring

that customers are informed and protected during their shopping experience.

4 .Tapping into the Couponing Market

Aisles plans to revolutionize the couponing experience by searching the internet for the best deals and offers, ensuring that customers save money whenever possible. By tapping into the lucrative couponing market, Aisles aims to generate revenue while providing value-added services to its users.

5 .Funding, Valuation, and Signups Milestone

Aisles has successfully raised \$10 million in a private seed funding round, with investors now owning 15% of the company. This funding will be used to further develop and expand the company's innovative features and services. The recent funding round and the milestone of 783,584 signups on the waitlist have led to an impressive valuation of \$67 million, reflecting the significant potential of the company in the retail industry.

6 .Conclusion

Aisles is poised to revolutionize the retail industry through its innovative AI-powered technology and features. With a focus on creating a seamless shopping experience, Aisles is set to capture