

Executive Overview

Business Opportunity: Takemetuit Indoor Positioning & Locating (IPL) Technology

This is a summary for parties interested in partnering with or investing in Takemetuit Inc.

After three years of R&D, Takemetuit is poised to enter the enterprise retail market as the most accurate mobile indoor positioning and product locating (IPL) technology. Our unique proprietary hardware and apps: (1) lead shoppers with a standard smart phone to within 4 inches of specific products, thus enabling numerous customer-centric aspects of omni-channel retailing and planogramming; and (2) enables tracking shopper movement for analytics. Unlike Takemetuit, indoor positioning systems (IPS) are limited to locating a person indoors within 7-20 feet of accuracy, and some may track walking patterns. IPS does not have the design or accuracy to reliably guide a valued shopper to a specific product, or have a consistent positive experience.

Takemetuit is a Canadian company that has been perfecting indoor positioning since 2011. Our goal is to commercialize a robust technology solution that allows shoppers and retail employees to search, map and find specific products, while meeting the infrastructure and ROI standards demanded by enterprise retailers. The product versions have been tested in a Canadian top 10 big box retailer. After final testing in February and March, the hardware and software will be ready for certification, client pilot tests and manufacturing from April 2014 onwards.

What is absolutely unique about Takemetuit is that we have achieved a repeatable level of accuracy down to 4 inches, in three dimensions. We know this is unique from reviewing published research and discussions with leading market intelligence consultants. We believe Takemetuit ranks as the single most accurate indoor positioning technology in the world, and has been designed so that both the hardware and software are upgradable “in place” to maintain a sustainable technology advantage.

Why does this matter?

The concept of integrated multi-channel – now omni-channel – retailing started in roughly 1990. It grew, but lacked compelling customer value to spark mass adoption. With Takemetuit, retailers and consumers finally have the intuitive mobile tool to guide them to products, as the last and

most important step in shopping behaviour and customer experience. These shopping scenarios below illustrate how Takemetuit, coupled with smart omni-channel retailing, can unlock retailer differentiation leading to shopper convenience, acquisition, retention and growth. We see big box and grocery retailers as our primary target market on a global basis.

Retailers can add the “Takemetuit button” into their shopper omni channel apps to enable:

- In-store product search and mapping
- Shopping online, then mapping the shopping list in-store
- Mapping to coupons and sponsored products subsidized by category suppliers
- Grocers mapping or alerting only products that meet shoppers’ preferences (low sodium/fat, gluten free, Kraft, organic) or a menu item (Italian four-course dinner)
- Home centers mapping products or “pick lists” for sets of products needed for home projects (build garden shed, replace a toilet)
- Mapping items aligned with social momentum such as “Made in the USA” or “Green” .

At a minimum, Takemetuit will increase shopper convenience, sales, employee productivity and supplier subsidies. As a potential disruptive technology, Takemetuit is arguably a “blue ocean” opportunity that could transform the shopping experience and retailer brand to make it much more valuable, efficient and responsive.