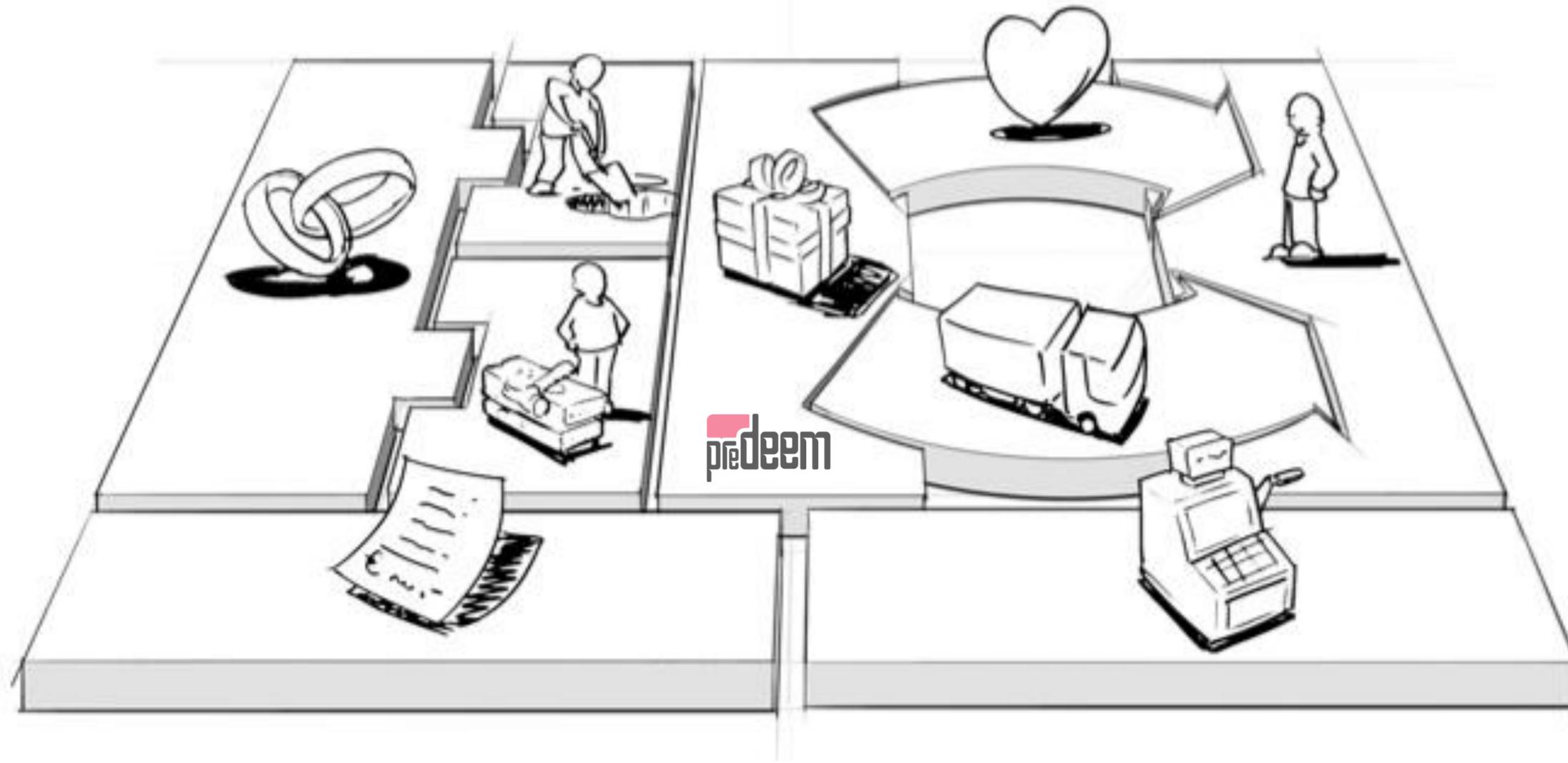


predeem's Canvas model



2018 November
ver. 1.6

 Key Partners	 Key Activities	 Value Propositions	 Customer Relationships	 Customer Segments
<p>Retail outlets (catering establishment, confectioneries, bakeries, drug stores, etc.) close to busy traffic hubs which are open to the introduction of digital services related to their customer's lifestyle. These retail outlets serve their customer base on the PreDeem platform under their own brand while as part of the PreDeem network, they reap the benefit from the extra added value provided by the customer's orders on the network.</p>	<p>Pre-ordering products and services of retail stores and the pickup of these goods in the shops without any queuing. In addition, products can be picked up outside the shops – or even at assisted pickup points - for a convenience fee.</p>	<p>The usage of mobile apps is free of charge until the pickup of the goods within the shop, while the added value convenience services are charged. Retailers pay a monthly fee for PreDeem to use the platform with which they get access to a complete digital interface. The Area License Business Model gives exclusive ability to build the PreDeem network, and to operate the Assisted Pickup Points.</p>	<p>End users, i.e. the shoppers will be informed via the communication channels of the retailers and will be provided with personalised recommendations to match their shopping pattern with the use of AI. PreDeem primarily holds a communication relationship with its licensors and the retailers.</p>	<p>Customers who live in urban surroundings, who are traveling a lot and are constantly in need of time, trying to adapt to the accelerating world by using their smartphones. These shoppers can buy on the PreDeem Platform in retail stores that cater to their specific needs and they can enjoy extra value added services a for convenience fee.</p>
	 Key Resources		 Channels	
	<p>IT and AI, and Licensed Partners who develop and automate the platform interface to the characteristics of the regional markets.</p>		<p>PreDeem gets access to retail stores via license partners or via country databases. Urban presence on the streets is accomplished at the Assisted Pickup Points that convey and present the convenience added value services.</p>	
 Cost Structures		 Revenue Streams		
<p>As a result of the centralised operation of the platform, the most significant costs are: the HR costs of the business operation (47%), marketing costs (13%) and the IT Operation costs (10%). The platform's growth is based on ongoing IT and R&D&I activities, and for these activities – after the initial finishing development costs - we have a complete innovation strategy.</p>		<p>70% of the platform's revenue comes from the payment of service fees from the retail stores, while 30% comes from the commission after the value-add transaction fees. Advertising revenue is estimated less than 1.5% in the initial phases. Revenues arising from the exploitation of data assets are currently not included in the business model.</p>		
 Social & Environmental Cost		 Social & Environmental Benefit		
<p>Packaging of pre-ordered products may be a burden for the environment, so we are developing innovative solutions.</p>		<p>By deviating from the home delivery services, PreDeem provides the convenient servicing of customers on a much smaller eco footprint. PreDeem creates job opportunities at the Assisted Pickup Points and also have business education in its programs.</p>		