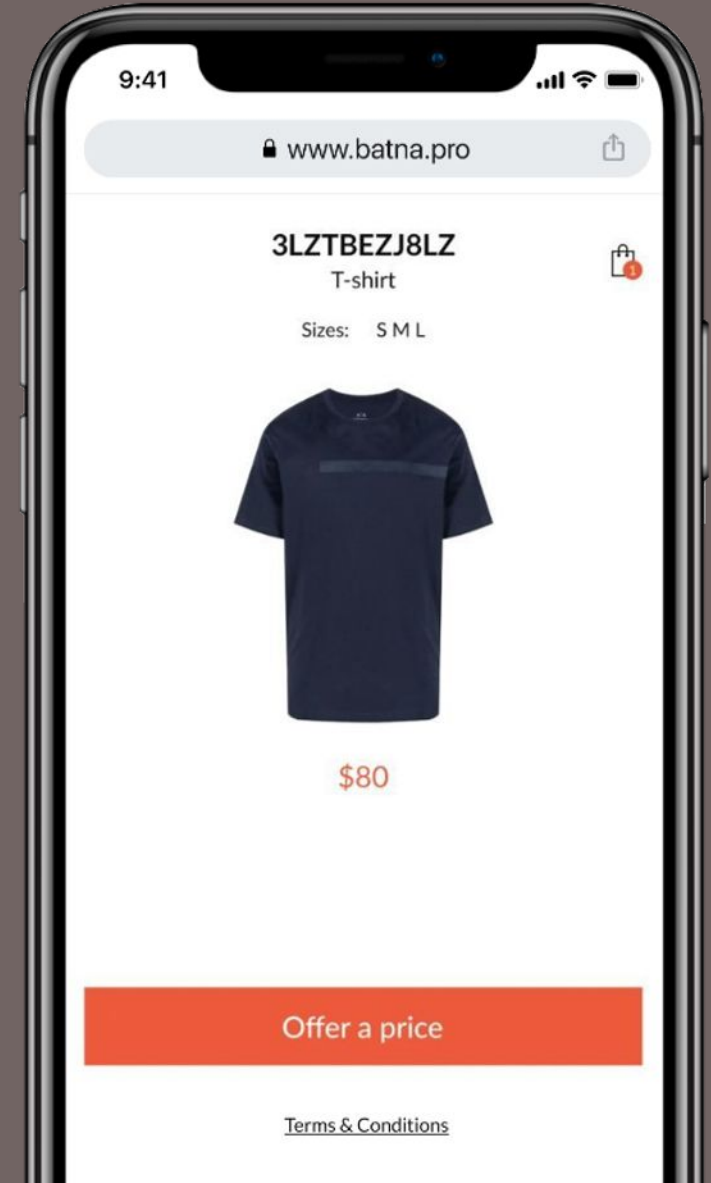


BATNA

AI - based system for personal discounting and bundling in retail

**Boost sales & margin,
avoid overstock by
allowing your retail
customers to
negotiate prices**



How can a retailer earn the

maximum margin on every customer ?

To do so, it is crucial to understand:



How much a particular customer is ready to pay for a particular product?



How much a customer is ready to spend today?



What is a real price of each product in stock given a certain demand?

BATNA answers on all the questions and offers a new approach to maximise margin

personalised discounts through 1 on 1 negotiation

BATNA

allows a customer to get a personal discount through a QR code in a brick & mortar store or through an “Offer a price” button in a e-com store



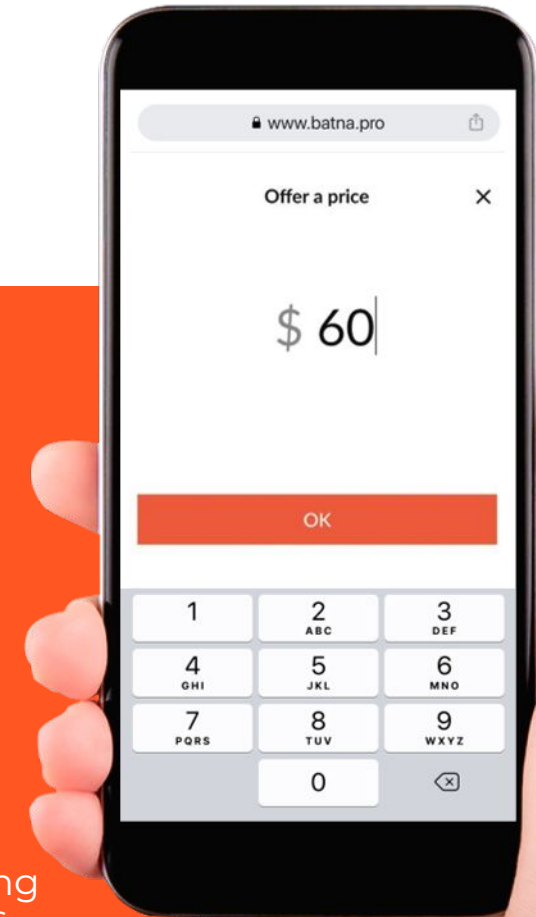
Easy to use Webapp

A customer interacts with BATNA through a standard browser, no need to download apps



Customers enjoy negotiation

We turn shopping to an engaging game. Even introverts enjoy it as they find it comfortable to negotiate with a robot



How it works for the customer

For a brick & mortar store:

1.1

A user scans a QR
placed on a price tag in a
brick & mortar store
using their smartphone

1.2

«Offer a price»

The particular product page
opens up in a standard
browser. The user starts
negotiation by hitting the
button

For e-commerce:

1

«Offer a price»

A user hits the
corresponding button on
the product page

2

**The user names
the price**

the higher is the offer
the higher is the
chance of approval

3

**BATNA
approves the
discount**

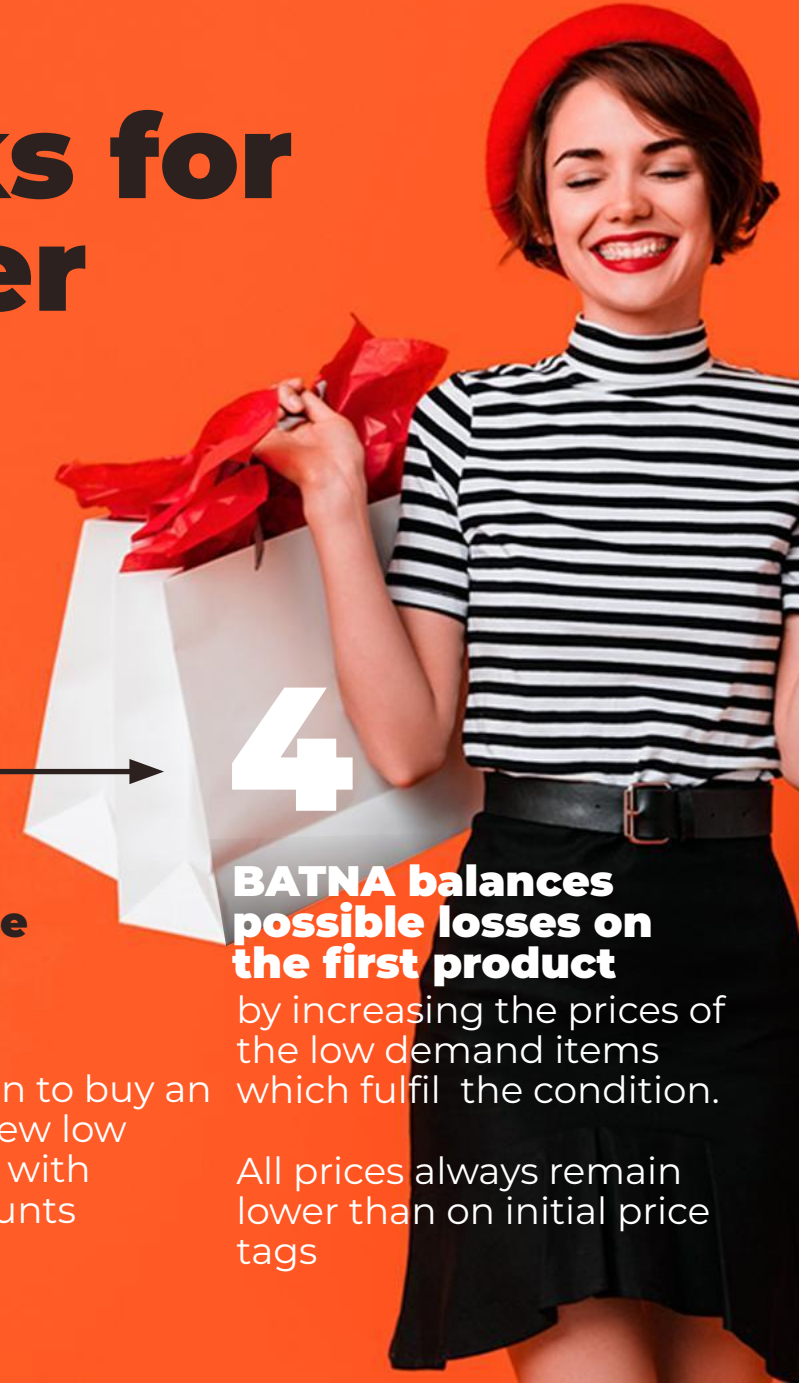
unconditioned
or
with a condition to buy an
extra one of a few low
demand items with
personal discounts

4

**BATNA balances
possible losses on
the first product**

by increasing the prices of
the low demand items
which fulfil the condition.

All prices always remain
lower than on initial price
tags



How it works for the store

Example 1: sale of a single product with a personal discount

1



Evan chooses a product, but he is not happy with the \$200 price tag

\$200

2

How much time do we have?

How much stock do we have?

What limit did the retailer set?

What prices do customers offer for this product?

How good are the sales?

Analyzing the data, BATNA decides that we are ready to accept \$120 and up

\$120

3

How much does the user offer?

How long does the user think?

What is the user's behaviour?

BATNA learns that the user is ready to pay \$150

\$150

4



BATNA accepts \$150. Evan purchases the product

\$150

Thanks to personalization, the user paid

extra
\$30

How it works for the store

Example 2: sale with additional products with personal discount

1



Sam chooses a product, but he is not happy with the \$200 price tag

2

How much time do we have?

How much stock do we have?

What limit did the retailer set?

What prices do customers offer for this product?

How good are the sales?

Analyzing the data, BATNA decides that we are ready to accept \$120 and up

\$120

3

How much does the user offer?

How long does the user think?

What is the user's behaviour?

BATNA learns that the user is ready to pay \$100

4



BATNA approves \$100 with a mandatory condition to buy extra item from a personal list – pants for \$110

BATNA found a non obvious compromise between the user and the store

The hoodie was sold at a slight loss, BUT the loss was compensated by an extra item (pants)

+38% Armani Exchange **increased** **AOV with BATNA**

Along with:

+20% units per transaction



stop end-of-season sale

80% of customers negotiate with BATNA



change of average discount from 31,5% to 13,8%



+10^{%,85}

**Askona added
to average selling price
of a mattress**



we launched with
no IT integration



30% conversion from
negotiation to
purchase

Askona is an omnichannel retailer
of sleep products with over \$1B in
annual sales through 800+ brick &
mortar stores and e-com

What makes BATNA an attractive solution for retail?



Hyper-personalised discounts

BATNA takes into account a direct offer from a customer as well as a set of products in their basket



Our AI finds a compromise

if a customer is not ready to pay the product's real price - they still can get it but with a condition to buy an extra product



Discover real value of products

BATNA negotiates having in mind each product's value: in line with stock dynamics and customers' offers



Timely discounts = no overstock

Real value of product is hidden. It allows to start discounting a product immediately if demand at initial price point is insufficient

Launch requirements

General requirements:

- ◆ Define a wide set of products on which a user can offer a price
- ◆ Manage maximum discount limits by SKU and/or category
- ◆ Be able to apply discounts calculated by BATNA using API
- ◆ Regularly synchronize product data, available stock and sales using API

For e-commerce:

- ◆ Integrate our UI elements to the store

For offline stores:

- ◆ A reliable 3G mobile internet in-store
- ◆ A single picture of every product in stock



Contacts



Slava Sabirov

Managing Partner

slava@batna.pro

+357 995 995 18

VS & IK Automatic Negotiation Technologies Limited
1061, Cyprus, Nicosia, Digeni Akrita & Klemenous, 2