

# The use of AI to power the Retail industry

September 14, 2021



**UDENRIGSMINISTERIET**  
*Ministry of Foreign Affairs  
of Denmark*

**RETAIL  
TECH  
LAB**

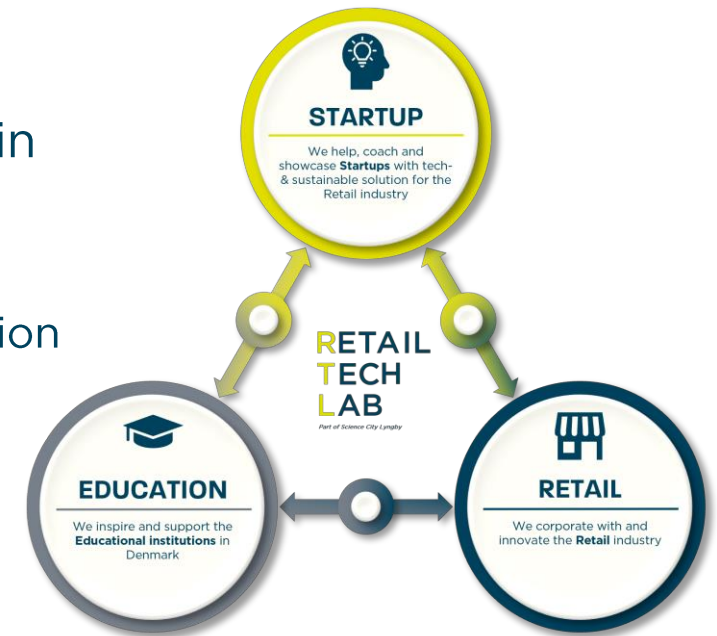
Part of Science City Lyngby

# Agenda

- Short introduction to RetailTech Lab
- The challenges Retail faces
- Retail Tech trends 2021
- Questions ?

# RetailTech Lab

- We are a Non-for-profit organization under Science City Lyngby
- We are financed through the Danish Board of Business Development, local private partnerships and educational institutions
- We opened the doors for the first time in June 2020
- The lab is placed in “Lyngby Storcenter” and our office is placed in Futurebox at DTU
- Our purpose:
  - To help, coach and showcase **Startups** with tech- & sustainable solution for the Retail industry
  - To corporate with, and innovate the **Retail** industry
  - To inspire and support the **Educational institutions** in Denmark

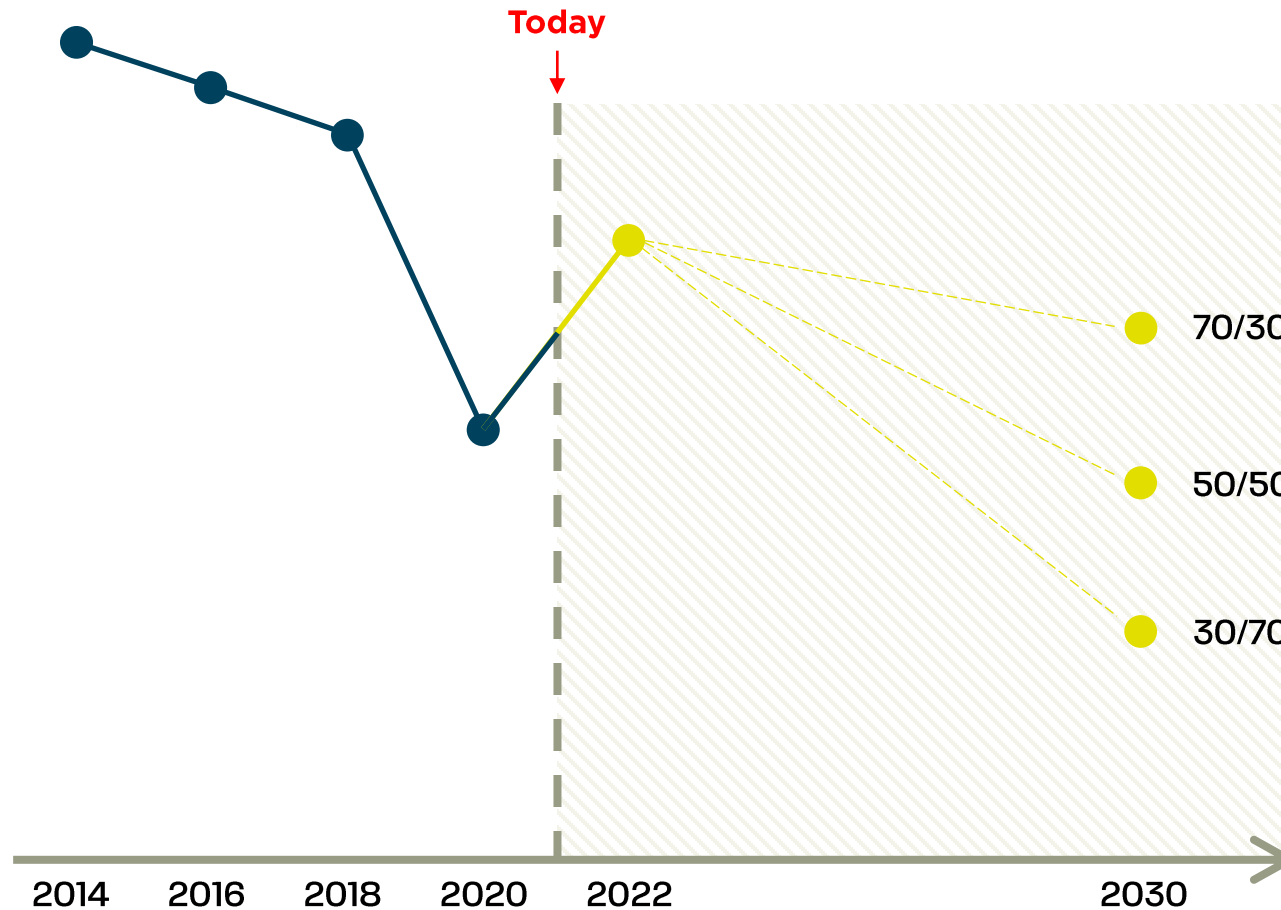


# Agenda

- Short introduction to RetailTech Lab
- The challenges Retail faces
- Retail Tech trends 2021
- Questions ?

# The challenges Retail faces

## Physical retails turnover



## Key challenges in Retail:

- Increased digitization
- Changed traffic flow of the consumer
- Increased international competition
- Classical anchor shops are becoming less relevant
- Changed expectation from the consumer - focus on more sustainable and greener Retail
- More ecommerce means more packaging, transportation and returns
- Consumers want experiences when shopping physically

● Actual numbers  
● Estimate

\* Data are from the Institute for Futures Studies

# Agenda

- Short introduction to RetailTech Lab
- The challenges Retail faces
- Retail Tech trends 2021
- Questions ?

# Retail Tech trends 2021

1. Fast / Optional delivery service
2. Interactive solutions that support Omni
3. Social shopping
4. Data-driven stores
5. Sharing concepts
6. POS systems that support Omni
7. Green Retailing
8. Robot technology



# Retail Tech trends 2021

1. Fast / Optional delivery service
2. Interactive solutions that support Omni
3. Social shopping
4. Data-driven stores
5. Sharing concepts
6. POS systems that support Omni
7. Green Retailing
8. Robot technology





# 1. Fast / Optional delivery service

The modern consumer, expect same-day / hour delivery and freedom of choice when they shop - both in the physical stores and online.

If we look at fast / freedom of choice delivery, Amazon is probably one of the best in the industry. In the US, customers can have an item delivered a few hours after ordering - in some places like NYC, you can get the item within 30 minutes of placing your order.

## Example from the lab:

The Danish startup called Zliide, enable stores to become local warehouses, which enable 3-hours delivery from the local shop to the consumer in major cities around Denmark.



# Retail Tech trends 2021

1. Fast / Optional delivery service
2. Interactive solutions that support Omni
3. Social shopping
4. Data-driven stores
5. Sharing concepts
6. POS systems that support Omni
7. Green Retailing
8. Robot technology



# 2. Interactive solutions that support Omni

Nowadays, the physical stores must be much more than just the classic "sale of goods" channel. The stores must be able to inspire, entertain and utilize interactive solutions that provide more value for the consumer than shopping online. In addition, the physical stores' strengths, such as scent and feel senses in cooperation with new technologies, are a must to be relevant for the future customer.

## Example from the lab:

The Danish startup ZafariLabel has an interactive mirror that creates a good customer experience and bridges the Retailers other sales channels and social media. ZafariLabel combines RFID tags, a touchscreen, and a modern CRM system into one Omni experience.



# Retail Tech trends 2021

1. Fast / Optional delivery service
2. Interactive solutions that support Omni
3. Social shopping
4. Data-driven stores
5. Sharing concepts
6. POS systems that support Omni
7. Green Retailing
8. Robot technology



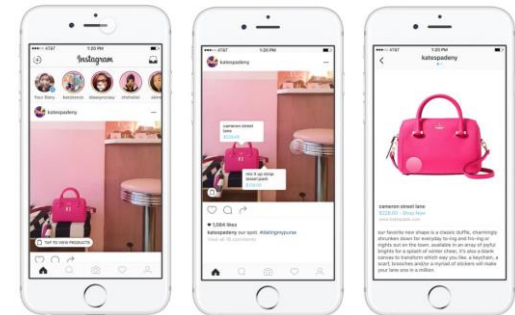
# 3. Social shopping

Social shopping really took off back in 2017. Back then, e-commerce used social shopping. Today we go a step further and integrate it with the physical stores. Employees who wear camera glasses and can guide, advise and sell products "live", while the customer is guided through the process from their own home.

## Example from the lab:

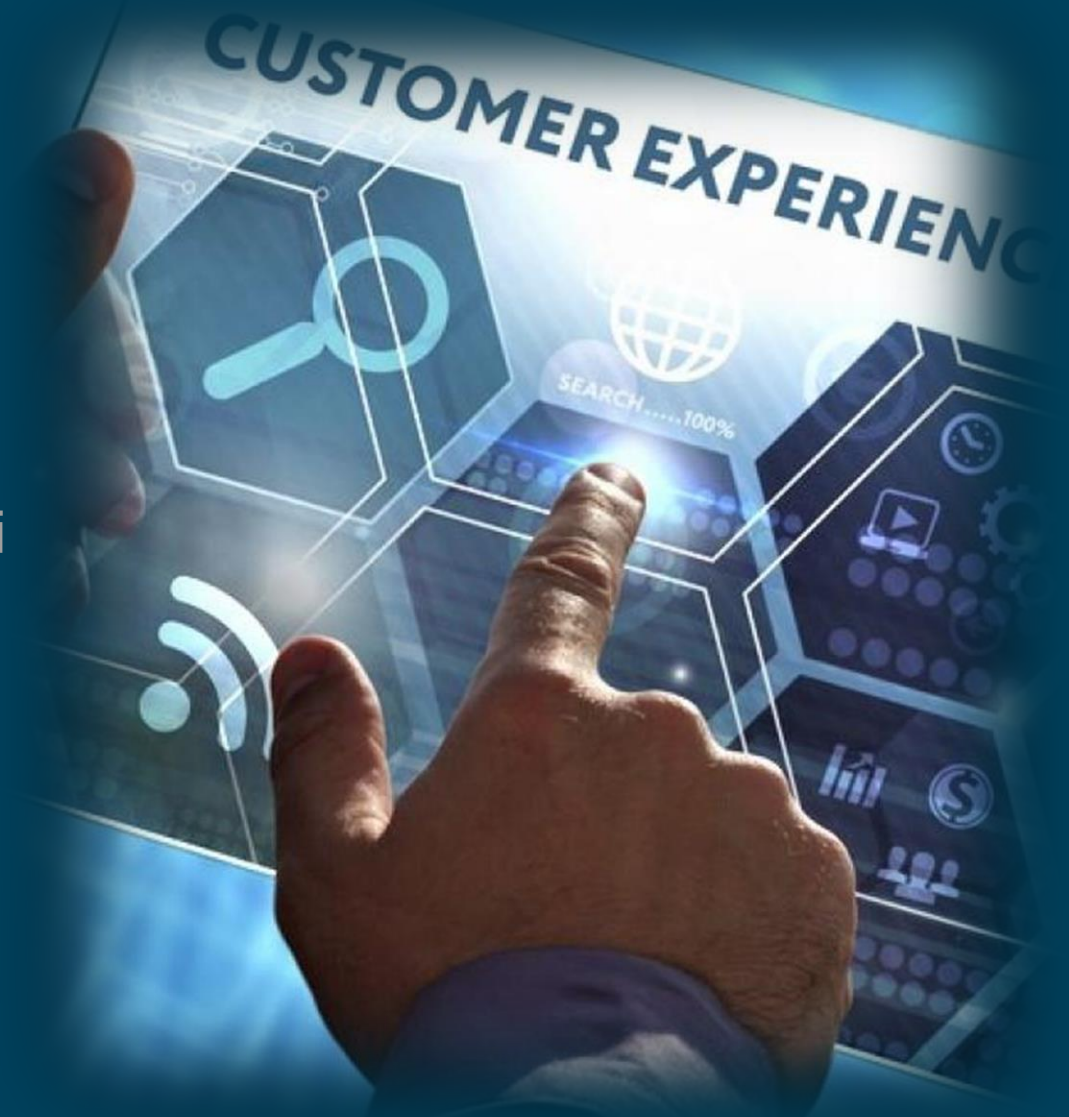
The Danish startups Appstract and Confect has built a social shopping solution where they combine the physical store with online technologies that enable customers to get a more immersive experience while making shopping online a social experience with the customer's friends without being together.

Danish startup reference:



# Retail Tech trends 2021

1. Fast / Optional delivery service
2. Interactive solutions that support Omni
3. Social shopping
4. Data-driven stores
5. Sharing concepts
6. POS systems that support Omni
7. Green Retailing
8. Robot technology



# 4. Data-driven stores

The classic surveillance camera has now been given a new dimension, as we can now use the camera as a data source. In combination with sensors, machine learning, and AI, the camera can now provide more accurate data than we can collect online of customer behaviour. We can optimize the store layout, track events, and much more with that knowledge – within EU legislation.



## Example from the lab:

The Danish startups Justface Retail, Ivensa, and Globeteam each have a product that can create a data-driven business model, work more intelligently with marketing, and optimizing replenishment processes.

Here are just a few examples of data sources: Face recognition, Age, Gender, Ethnicity, Mood, potential theft, and replenishment signals

Danish startup reference:

**justface**<sup>1</sup>  
RETAIL

**Ivensa**

GLOBETEAM 

**RETAIL  
TECH  
LAB**  
Part of Science City Lyngby

# Retail Tech trends 2021

1. Fast / Optional delivery service
2. Interactive solutions that support Omni
3. Social shopping
4. Data-driven stores
5. Sharing concepts
6. POS systems that support Omni
7. Green Retailing
8. Robot technology





# 5. Sharing concepts

The “Sharing concept” is on the rise, as Retailers can share their staff, floor space, and operating costs. This allows for longer opening hours or running a more cost-effective business. It also creates opportunities for smaller online retailers to be able to have a physical space.

## Example from the lab:

The Danish startup Spotly has built a platform to book short-term showroom space, Spots, Book & share a wall, a window, or an entire space for a day or more with all legal papers taking care of – all in one simple app.



Danish startup reference:



# Retail Tech trends 2021

1. Fast / Optional delivery service
2. Interactive solutions that support Omni
3. Social shopping
4. Data-driven stores
5. Sharing concepts
6. POS systems that support Omni
7. Green Retailing
8. Robot technology



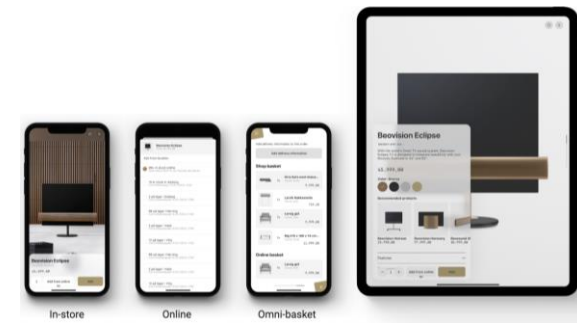
# 6. POS systems that support Omni

The physical store must be able to offer the same range and have a complete overview as what you have online, and the Retailer must ensure the customer has the opportunity for flexibility in the purchase - meaning: pick it up in the store, get it delivered to a destination of the customers desire or pick it up in another store.

## Example from the lab:

The Danish startup **Ka-ching**, has an unparalleled POS system, which by the way makes the classic box counters needless, as you have all the knowledge in your pocket - on your phone. All information can be accessed from the pocket, from member club to product knowledge and product comparison, so employees can be played better when they give advises to the customer.

Danish startup reference:



# Retail Tech trends 2021

1. Fast / Optional delivery service
2. Interactive solutions that support Omni
3. Social shopping
4. Data-driven stores
5. Sharing concepts
6. POS systems that support Omni
7. Green Retailing
8. Robot technology



# 7. Green Retailing

Green Retailing, Sustainable Retailer or Circular Retailer... The world is focusing on reducing CO2, securing better environment, creating sustainable production, etc.... Of course, it's also a big theme within Retail - it will be a crucial survival and competition parameter in the future!

In the lab, we are primarily focusing on cutting waste by utilizing technology!

## Example from the lab:

The Danish startup Haastrup Copenhagen is producing clothes tailor-made through a 3D body scan and a fitting algorithm and a fully digital patterns and production process – completely cutting waste in the process.



# Retail Tech trends 2021

1. Fast / Optional delivery service
2. Interactive solutions that support Omni
3. Social shopping
4. Data-driven stores
5. Sharing concepts
6. POS systems that support Omni
7. Green Retailing
8. Robot technology



# 8. Robot technology

The advent of robot technology has now come to Retail! We are not just talking software robots, but physical robots, which will relieve / replace the employees on the floor.

## Example from the lab:

The Danish startups Yodayay, CM-robotics, and Stibo, have built robots for different purposes in the physical store. So we have both “muscle robots” who move products from A to B, “Guide robots” who guide the customers and provide recommendations, “Security robots” who can alert and surveil a designated area, and as a “Service robot” who can scan the inventory and order new products.



Danish startup reference:

YODAWAY

coalescent  
mobile  
robotics

STIBO ACCELERATOR

RETAIL  
TECH  
LAB  
Part of Science City Lyngby

# Agenda

- Short introduction to RetailTech Lab
- The challenges Retail faces
- Retail Tech trends 2021
- Questions ?



# Questions?



# Thank you for your attention!

Follow us on: [Facebook](#), [LinkedIn](#) & [Instagram](#)

**RETAIL  
TECH  
LAB**

*Part of Science City Lyngby*