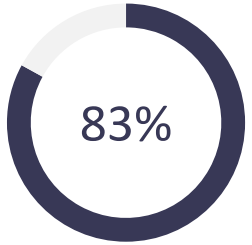
Collect | Predict | Activate

NVIDIA INCEPTION PROGRAM

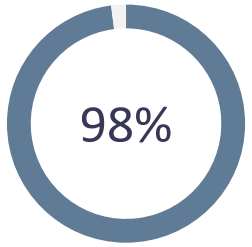
Microsoft for Startups

PLUGANDPLAY

Despite the rise in e-commerce, **still 83% of total retail sales takes place in physical stores. Yet**, most consumer's online identity stays disconnected



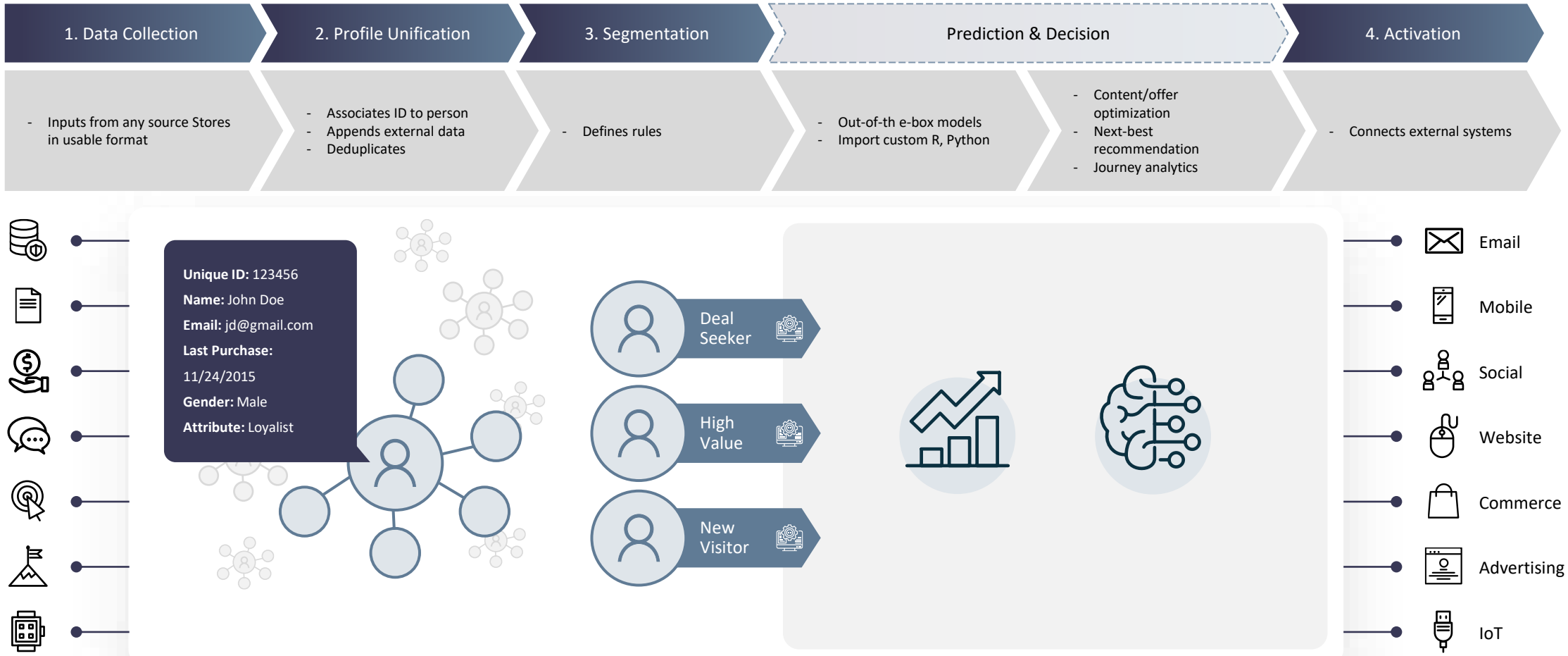
of total retail sales in 2021 will take place in physical stores"
@Statista 2019



of marketers affirm that offline and online marketing are merging
@ Gartner CMO's annual report.

© Copyright 2021 Pairzon | All Rights Reserved

Pairzon's AI based Platform for Marketing



Gartner *(April 2020)*

© Copyright 2021 Pairzon | All Rights Reserved

The Retail Challenges

- Bridge digital and offline experiences
- Personalization & recommendation
- User-centric based marketing
- Advertising efficiency
- Advanced data analytics
- Audience monetization

© Copyright 2021 Pairzon | All Rights Reserved

Use Your Data To look ahead

- Data driven customer centric solution
- Personalization and interaction
- One-on-one communication approach across channels
- Predict
- Better engage their customers
- Lead to more conversions, greater revenues, and increased loyalty

© Copyright 2021 Pairzon | All Rights Reserved

Automate the Data Pipeline

Unify Data

- Transactional Data
- CRM Data
- Onsite Data
- Mobile Device Data
- Engagement Data
- Call Center

Prediction

- Classify
- Recommendation
- Pairzon Lookalike

Activation

- Ad Networks
- FB, Google etc.
- Social
- Personalized Emails
- Push Messages
- SMS Campaigns

MULTICHANNEL O2O ROI Measurement

© Copyright 2021 Pairzon | All Rights Reserved

We know how to *extract this data, enrich it and turn it into granular audiences*

© Copyright 2021 Pairzon | All Rights Reserved

Process

Once we have a digital receipt *attached* to a *mobile number*

We have a *unique ID* connected to the user *purchasing behavior*

How digital receipt produces information?

pairzon

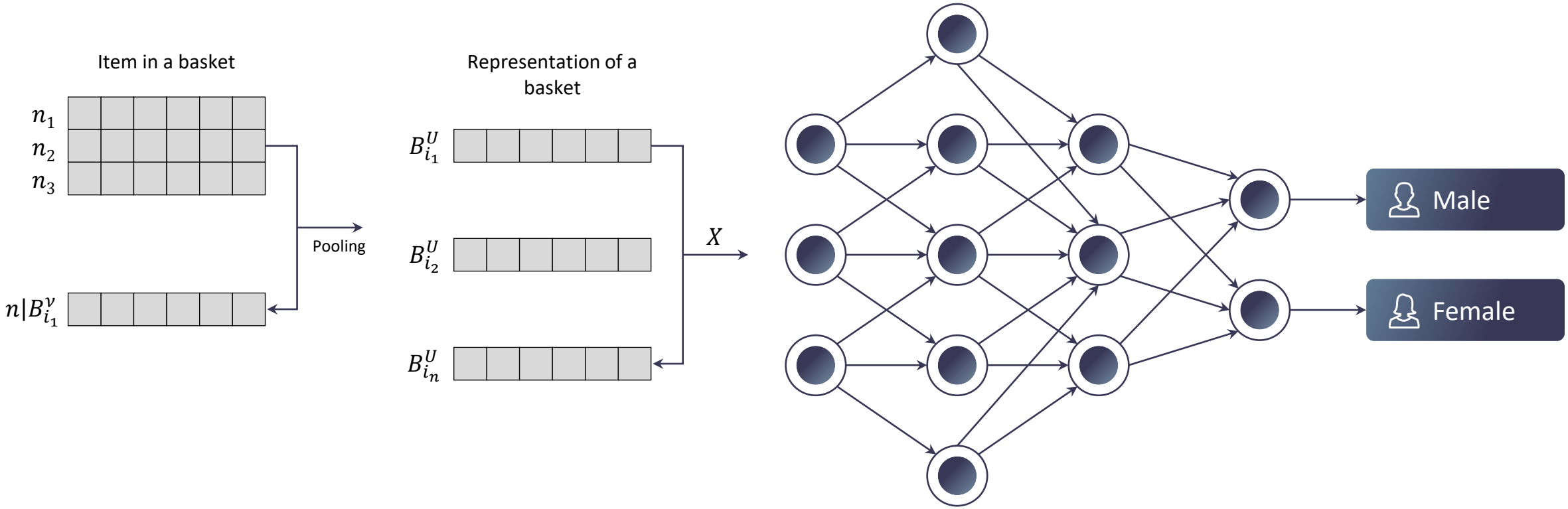
is integrated with

Google facebook

© Copyright 2021 Pairzon | All Rights Reserved

Classification

Pairzon - AI Technology



Pairzon classifies the audience using deep learning algorithms

© Copyright 2021 Pairzon | All Rights Reserved

Data Enrichment

Classify the audience using deep learning algorithms

Demography

Family Status
Having Children
Having babies

Life Style

Family Status
Having Children
Having babies

Income Level

Family Status
Having Children
Having babies

Digital

Family Status
Having Children
Having babies

Interest

Family Status
Having Children
Having babies

Location

Family Status
Having Children
Having babies

© Copyright 2021 Pairzon | All Rights Reserved

Dramatic Improvements To Meaningful Metrics

When compared to baseline recommendation system,
our customers experienced lifts as much as

+90%

Lift in
CTR

+40%

Lift in
conversion

+50%

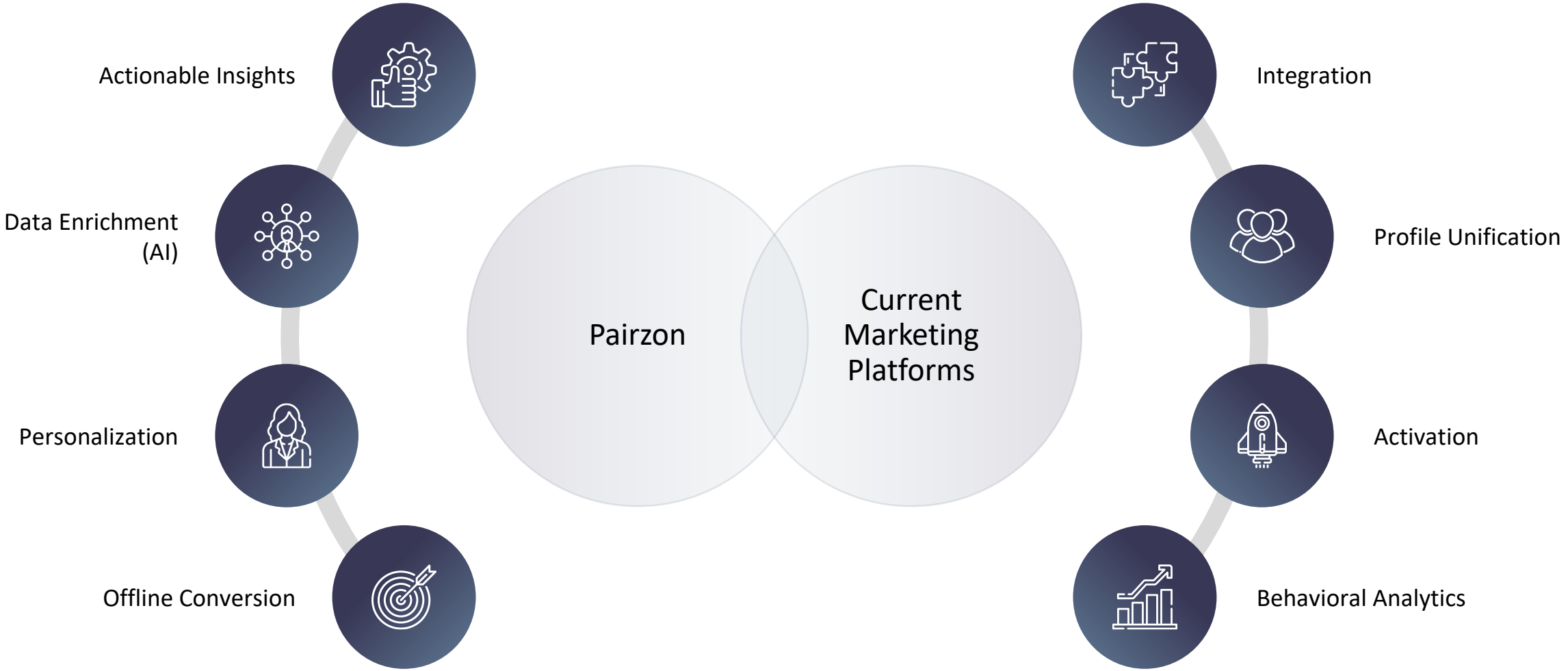
Lift in revenue
per cmapaign

+5%

Lift in total revenue per
customer

© Copyright 2021 Pairzon | All Rights Reserved

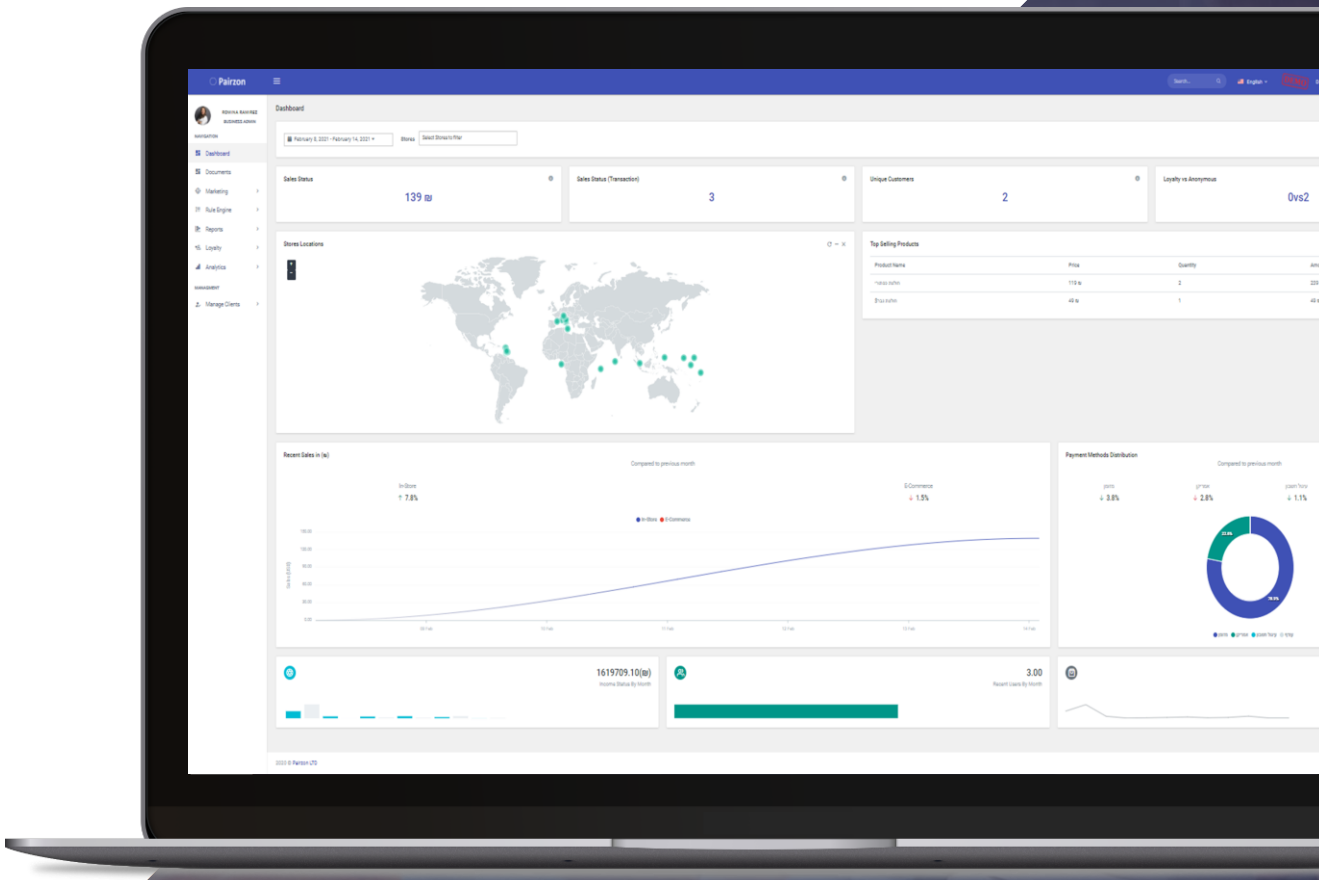
Pairzon Complements Current Platforms



© Copyright 2021 Pairzon | All Rights Reserved

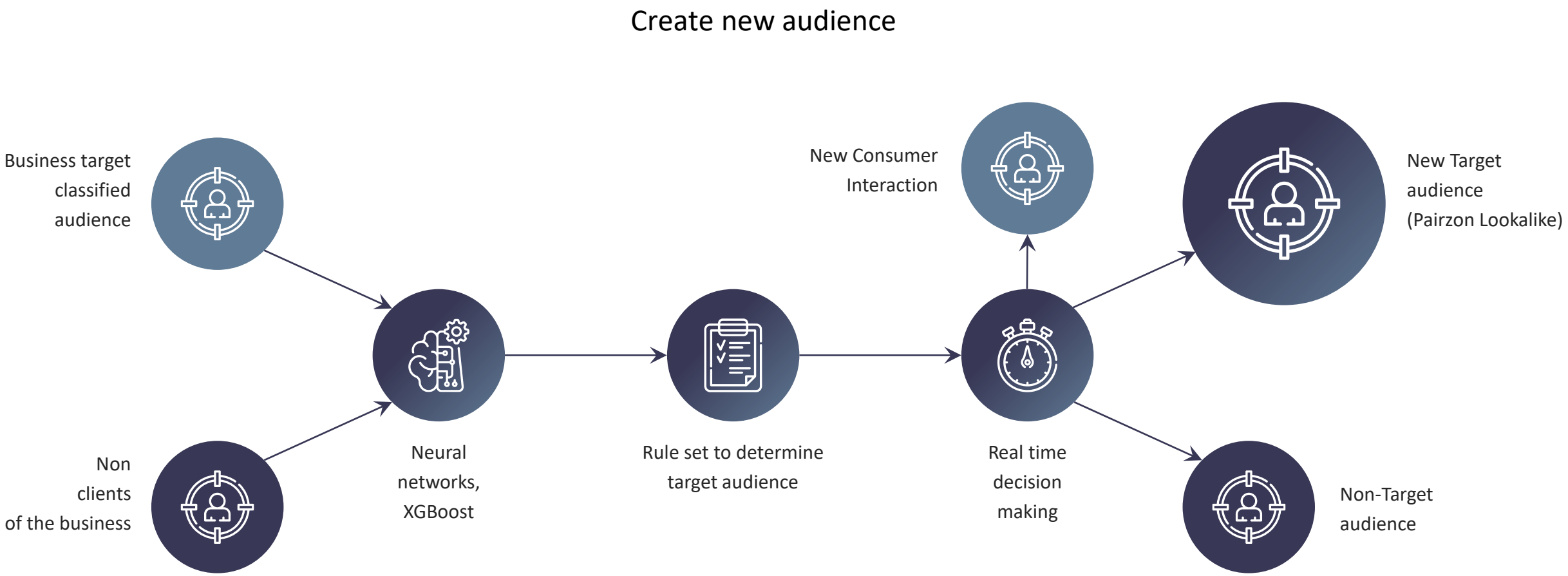
Pairzon 360

- SAAS, AI based solution for marketing that unifies data, measure and optimize the business marketing activities
- Extract business data, enrich it and turn it into comprehensive and granular audiences using cutting edge AI methods
- For each of these virtually infinite audiences, we can predict the marketing campaigns that will best convert
- All of this is done almost seamlessly and can be easily managed by marketers to improve marketing metrics and drive ROAS
- Gather Physical retailers in-store and online purchasing and behavior data



© Copyright 2021 Pairzon | All Rights Reserved

Pairzon Lookalike Audience



© Copyright 2021 Pairzon | All Rights Reserved

History To date

Februaary 2020	Private company Founded
March 2020	Selected as by NVIDIA AI inception program and Microsoft For startups for retailers
Bootstrapped	(private)
December 2020	Close year 1 ✓ ARR 150K USD ✓ 15 Paying customers (Israel) : Verticals: Retail , Automotive and Finance ✓ Global Design partner Worldwide (60 countries)
January 2021	Strategic Partnerships in US , Europe and LATAM
February 2021	Investment 600K (Safe)
February 2021	Accepted into Plug and Play's Brand & Retail Cohort XV! USA
Actively recruiting 3MM	5 MM USD , Seed Money to continues development and Scale-up

© Copyright 2021 Pairzon | All Rights Reserved

Business Model

B2B

- Solutions for physical retailers

B2B2C

- Opportunity to share/sell data with CPGs

Target markets

- Physical retailers with an online strategy
- Physical retailers with a considerably number of stores
- Mainstream: Fashion, Sports Gods , Furniture, Electro-electronics , beauty & cosmetics , Drugstores, supermarkets
- New Models: Credit Card companies , Sports commerce, gas stations and automotive sector

Revenue Streams

- Current: Monthly Subscription fee: based on Number of Stores and/or number of transactions
- Future: Revenue share with supermarkets (Selling data to CPGs)

© Copyright 2021 Pairzon | All Rights Reserved

Go To Market

STAGE	TIME	DELIVERABLES	TARGET
Scale-up	Q1 2021	• Recommendation Engine • Offline Conversion • Full working solution	• Sign with Global Design partner • Deploy in 4 new retailers
Scale Globally	Q2 2021	• Algorithm's implementation Neural net fully working	• Sell Supermarkets & Pharmacies data to CPGs • POC in Europe • 3 new retailers (Israel)
Europe	Q3 2021	• Scale	• 3 new retailers
US	Q4 2021	• Scale	• 3 new retailers

© Copyright 2021 Pairzon | All Rights Reserved

Funding Requirements - (24 months plan)

** ARR 2020 - 150K USD*

© Copyright 2021 Pairzon | All Rights Reserved

Customers

© Copyright 2021 Pairzon | All Rights Reserved

Partners

© Copyright 2021 Pairzon | All Rights Reserved

The Team

Galit Arizon
CEO

20 years of experience in the retail industry, Head of business unit and Director at Shufersal, VP Sales at Albar Group

Oded Mega
CTO

VP R&D at Kaymera a mobile security startup, senior security architect at Mercedes Benz car security, serve at Infosec center at the IDF

Nathalie Tenne
Advisory / Product

eCommerce Innovation Expert, Project Manager of ShoppingIL by Google, Growth Consultant for eCommerce startups, NGO Board Member of Shaldag Foundation

Eduardo Borrotchin CSO / VP Sales

20+ years experience generating companies growth in EMEA & LATAM. Global Sales & Business Development for Amdocs Comverse & Mellanox Technologies.

© Copyright 2021 Pairzon | All Rights Reserved