from Touchless Technologies

MIDAS

multi interactive display applications and systems

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Investor Presentation

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The Average Self-Checkout Machine

get receipt

look up and
enter code

Cash In

insert money/
swipe card

3 ▮▮▮▮▮▮
press to pay

Lane Open

press start

get change

Change Out

place in bag

scan

place item
on scale

park cart

1 ▮▮▮▮▮
approach

place basket

2 ▮▮▮▮
grab item

pick up groceries

return basket / cart

leave
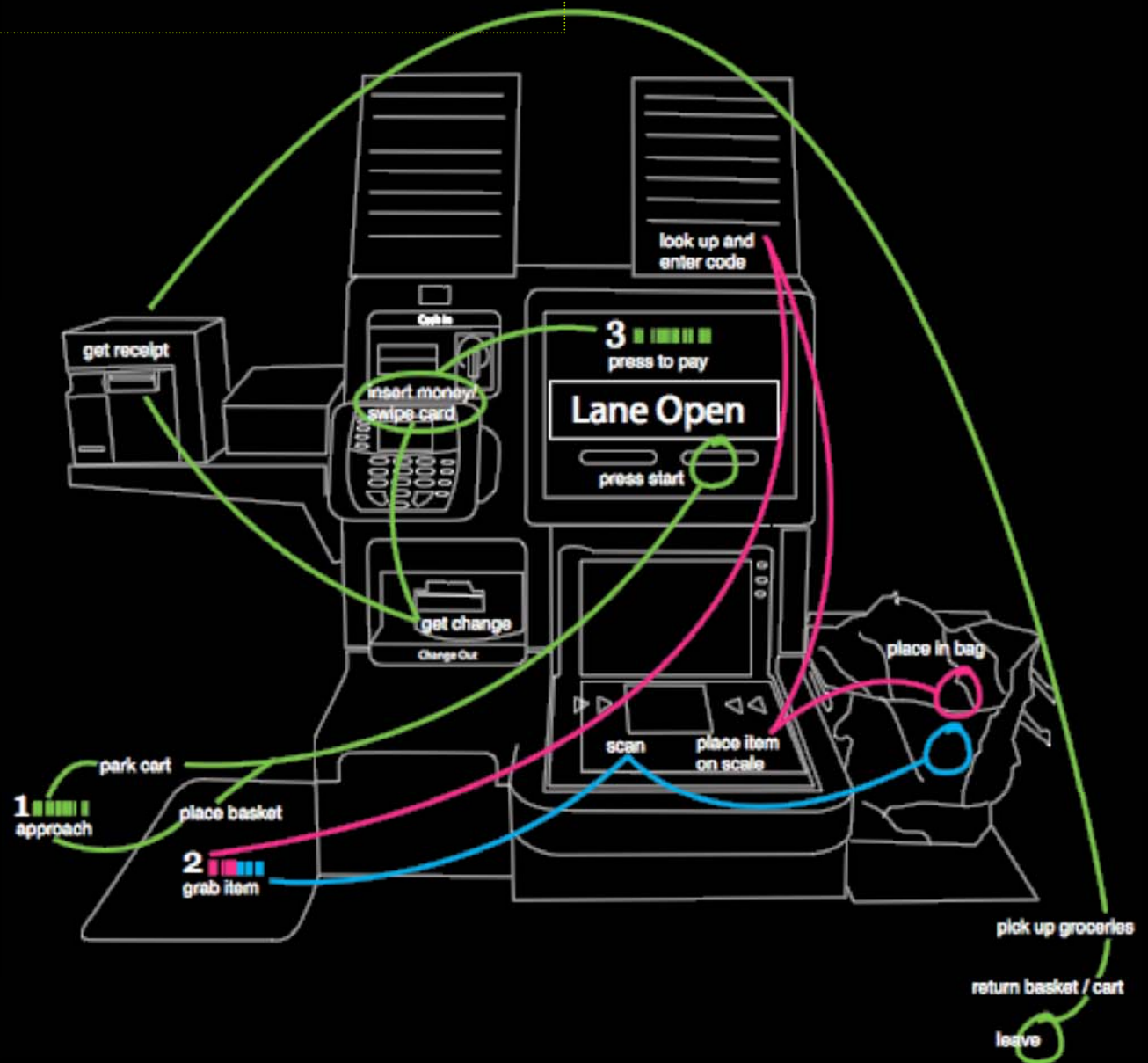
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Four Problems with the Average Machine

Decreasing Customer Privacy

Increasing Need for Checkout Attendants

Increasing Lines

Decreasing Efficiency

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Market Need and Competition

Primary	Grocery Stores
Secondary	Consumers
Tertiary	Restaurants/Families of Consumers
Competition	IBM and NCR Models become outdated via 12 Key Redesigns

'What's a MIDAS': Product Description

Increasing Customer Privacy

    Machine Height

    Bagging Area

Decreasing Need for Checkout Attendants

    Machine Servicing Drawer

    Basket Collection Mechanism

    Scanner ID Acceptor

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'What's a MIDAS': Product Description

Decreasing Lines

- Station Indicators
- Hand Scanners

Increasing Efficiency

- Adjustable Monitors
- Cart and Basket Division
- Machine Function Order
- Inset Basket

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Produce

Fruit

Vegetable

Lime	Banana	Orange	Watermelon
Grape	Kiwi	Strawberry	Blueberry
Grapefruit	Lemon	Apple	Cantaloupe
Peach	Star Fruit	Papaya	Lychee

Types of Apples

Honey Crisp

Golden Delicious

Fuji

Red Delicious

Gala

Granny Smith

Braeburn

McIntosh

Type ?

Organic

Non-Organic

Quantity ?

1	2	3
4	5	6
7	8	9

Please place the item in the bag.

Under the MIDAS System:

Take a 6+ step process and reduce to verbal commands

1 Say, "Produce"

2 Say, "Organic Granny Smith Apple"

3 Place item in the bag

Less chance for user error

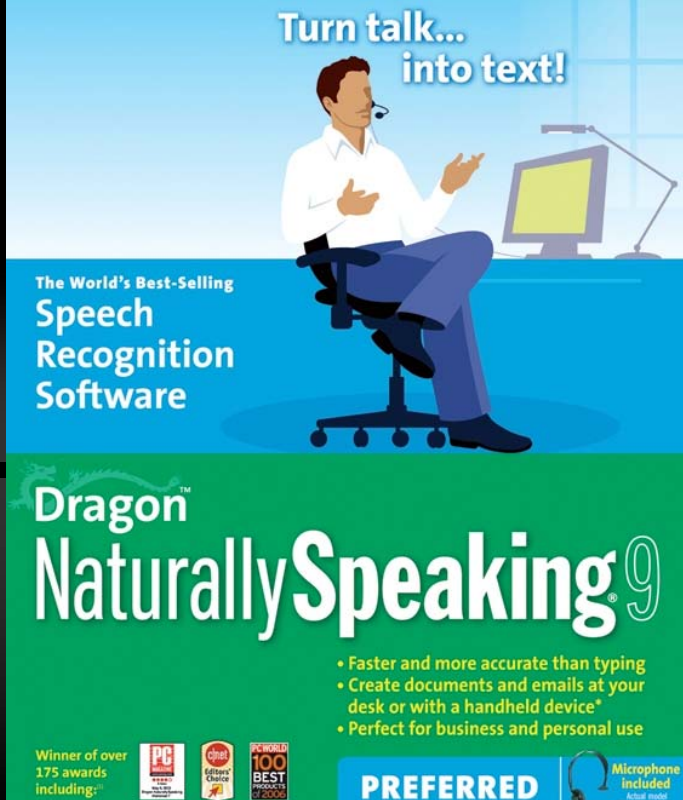from Touchless Technologies

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Voice Recognition Software

Nuance Dragon NaturallySpeaking 9
Licensing deal to reduce costs

Top software on the market
99% Accurate at 160 wpm

More efficient with repeat use

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Benefits for the Grocery Store

Improved customer satisfaction
- ✓ Lower churn rate

More productive employees
- ✓ Lower labor costs

Improved customer database

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Consumer Benefits

Fast, accurate transactions
  ✓ 99% Accurate at 160 wpm

Option to turn off

Improved satisfaction
  ✓ Return customers

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'Untouchable': Marketing the MIDAS

Main Goal:

Targeting large supermarket chains

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Core Marketing Strategies

✓ Trade Shows

✓ Direct Sales

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Revenues

year	stores installed each year	revenue
2010	20	$ 2,400,000
2011	480	57,600,000
2012	1,000	120,000,000
2013	1,000	120,000,000
2014	1,000	120,000,000

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Startup Costs

✓ Incorporation expense   60,000

✓ PP&E   10,000,000

✓ R&D: custom prototypes   85,000

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Yearly Costs

Fixed

Marketing:
- ✓ Ad Campaign   250,000
- ✓ Trade Shows   300,000

Sales and Admin: 485,000

Office Rent :   3,000,000
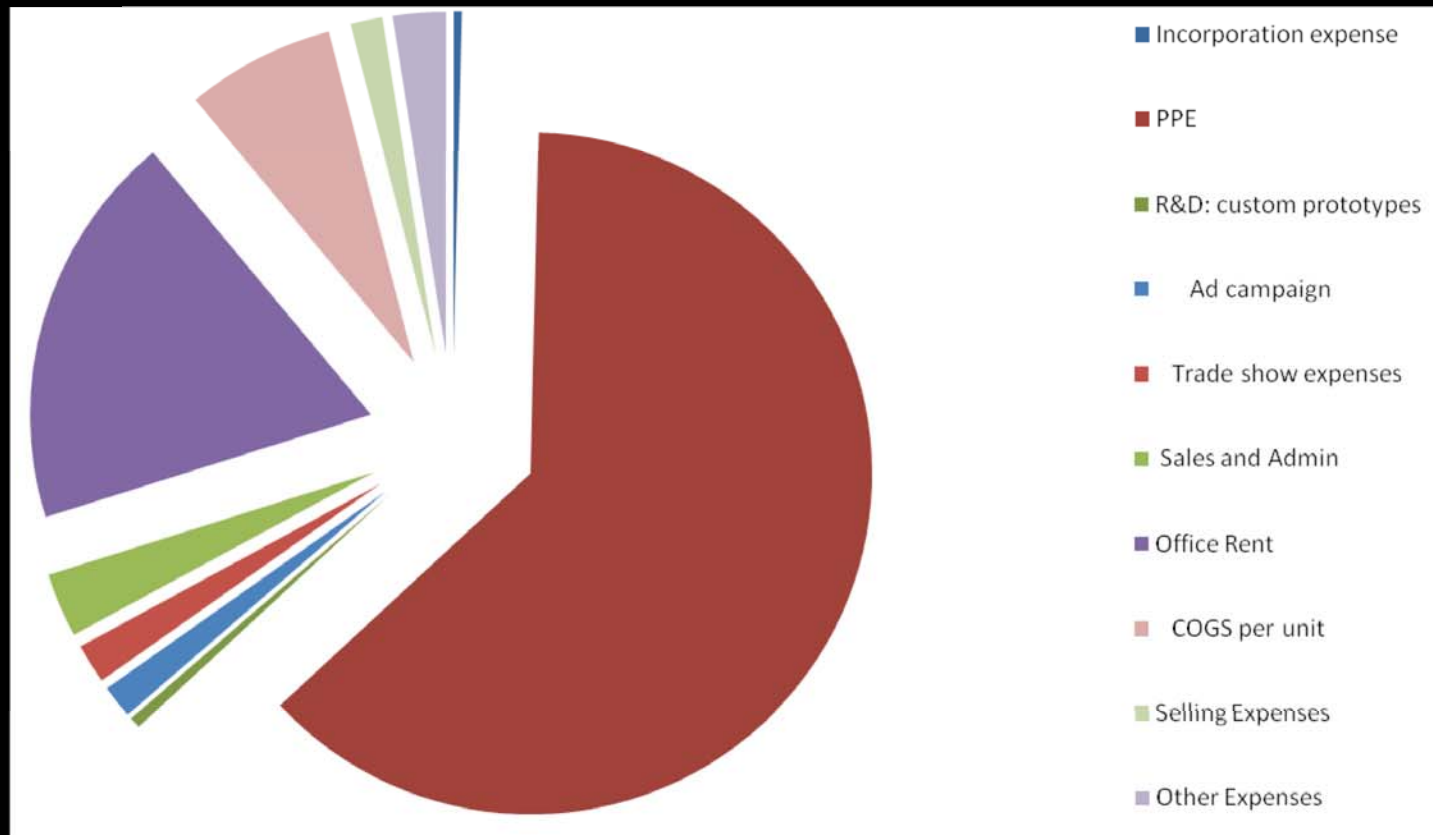
Variable Costs per Unit

COGS per unit: 14,000

Selling Expenses: 3,000
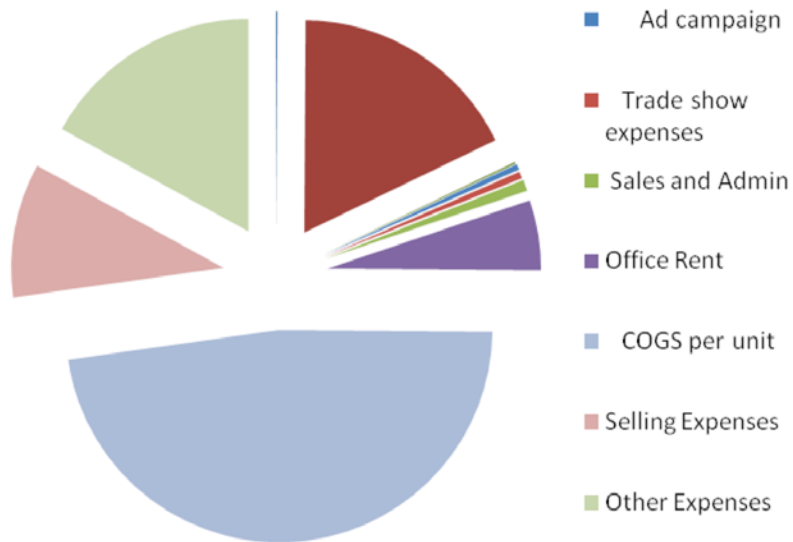
Other Expenses: 5,000

2010: Year One Expenses

Legend:
- Incorporation expense
- PPE
- R&D: custom prototypes
- Ad campaign
- Trade show expenses
- Sales and Admin
- Office Rent
- COGS per unit
- Selling Expenses
- Other Expenses

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2011 and 2012 Expenses

Year Two

Year Three

Legend (Year Two):
- Ad campaign
- Trade show expenses
- Sales and Admin
- Office Rent
- COGS per unit
- Selling Expenses
- Other Expenses

Legend (Year Three):
- Ad campaign
- Trade show expenses
- Sales and Admin
- Office Rent
- Variable per unit
- COGS per unit
- Selling Expenses
- Other Expenses
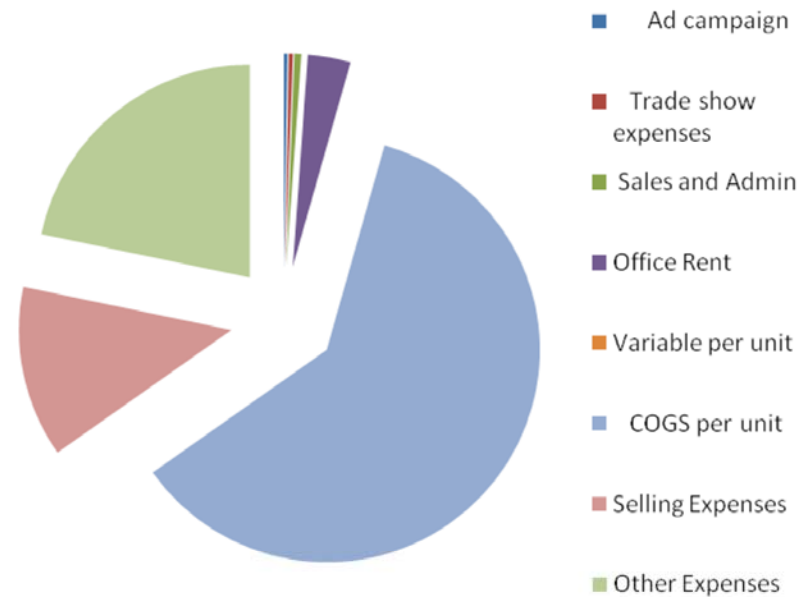
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Breaking Even

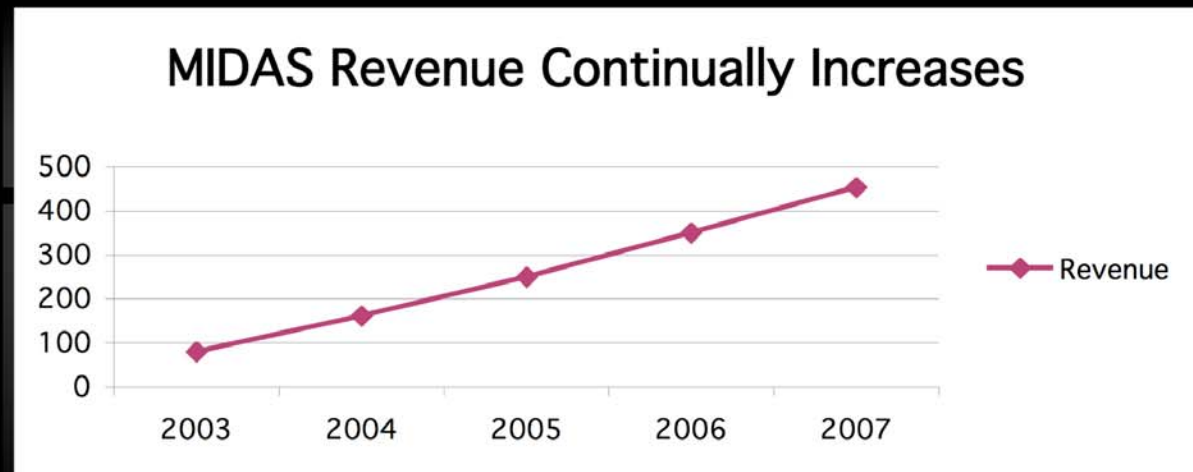| Year	Net Income
2010	(13,540,000)
2011	11,325,000
2012	27,965,000
2013	27,965,000
2014	27,965,000

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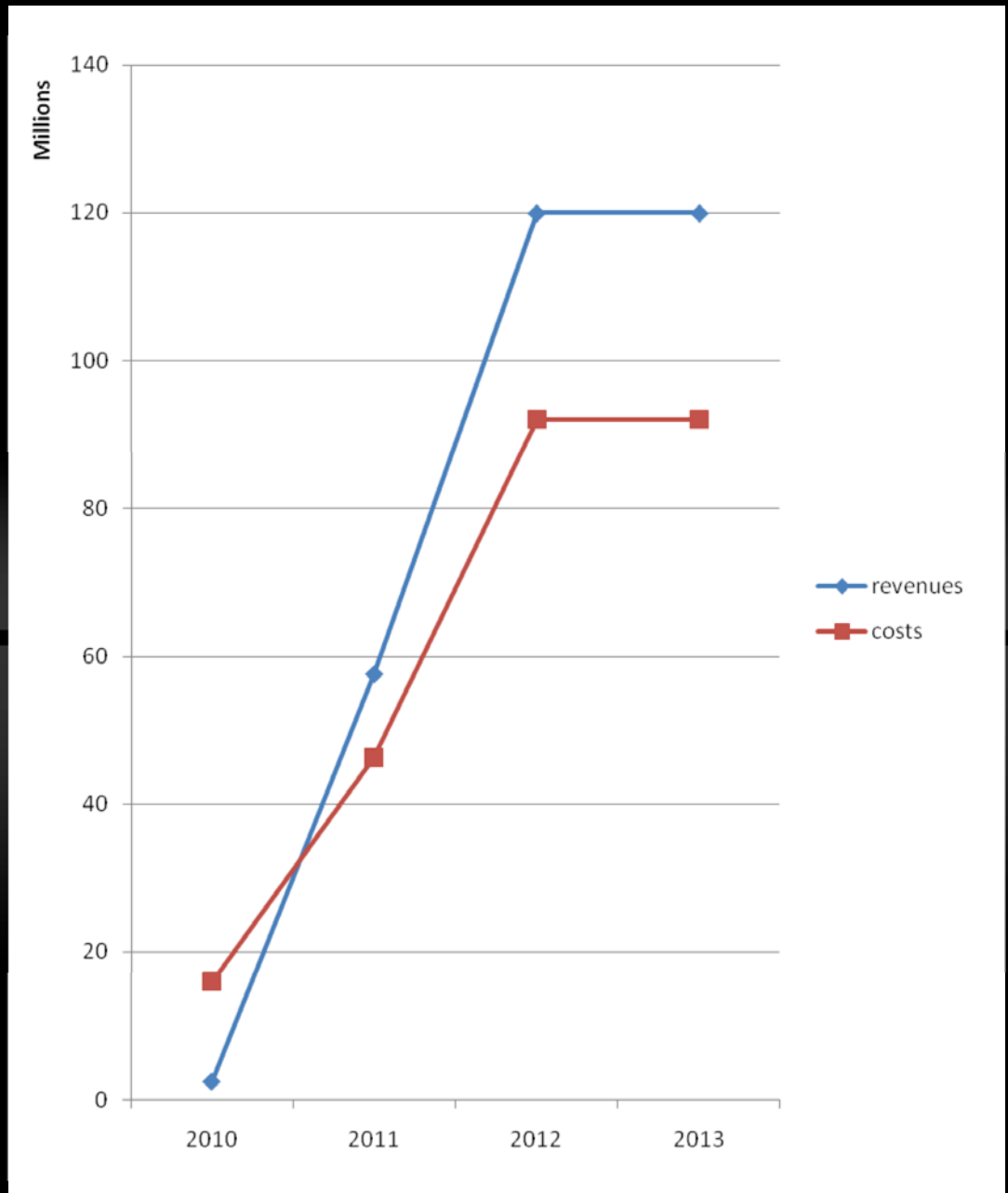
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Benefits for Investors

✓ Market for touchless selfcheckout machines increasing
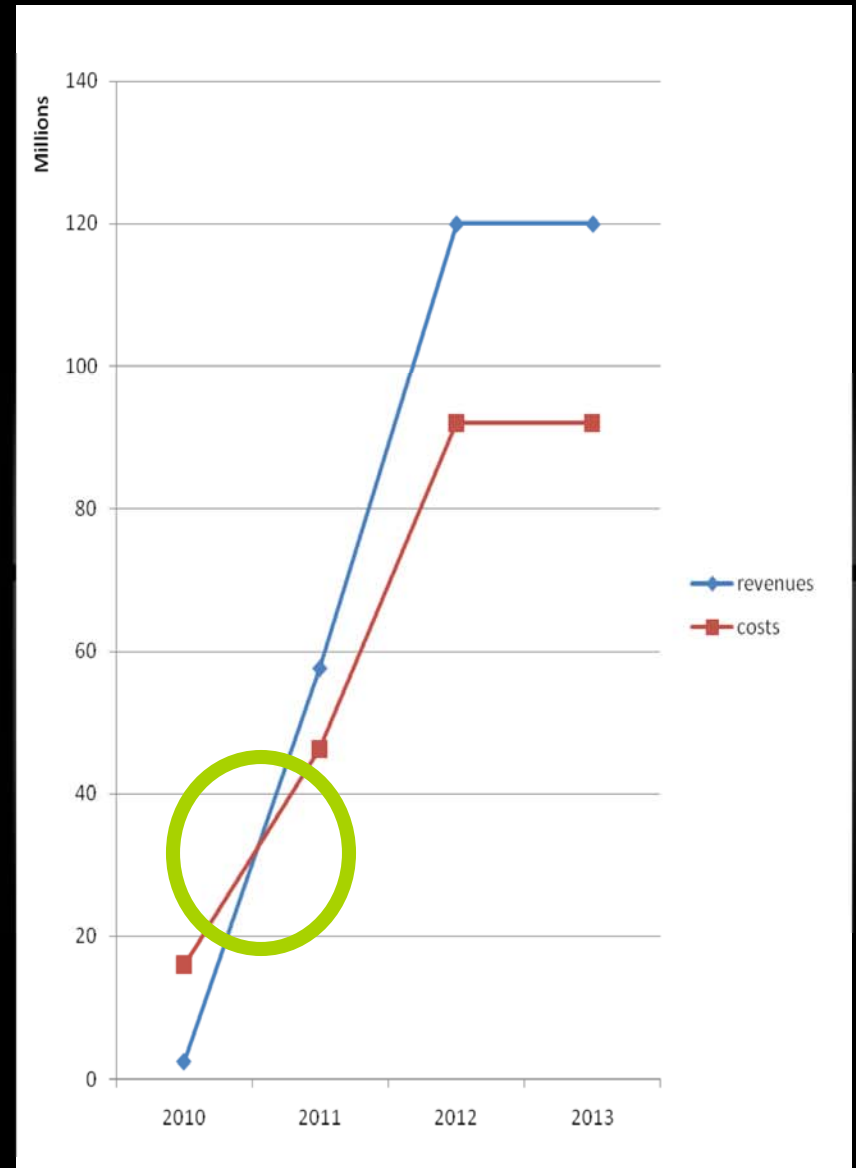

MIDAS Revenue Continually Increases

✓ Expected to reach $454 billion in 2008

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Benefits for Investors

- ✓ Break even in Month 14
- ✓ 14% return on investment after 12-18 months
- ✓ 3% dividend offered after break even

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Questions ?

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