



cognitiwe

Visual AI for Sustainability



PROBLEM

\$1.5 billion

loss in sales for food
retailers in GCC because of
inadequate restocking



PROBLEM

More than

100 million tonnes

of food wasted in retail

\$100 billion

loss in sales for supermarkets



SOLUTION



wefresh

For fresh produce and food:

- Stock levels
- Sales performance
- Freshness

SOLUTION

Store Report (m2 - Deira City Center / c8 - Detergent) - 1.11.2022 16:02:40

202211011202401424

Current Planogram Product in the Wrong Place No Product (Empty) Ön Yüzü Eksik Ürün Yanlış Yerde Ön Yüzü Eksik Ürün Doğru Yerde



weshelf

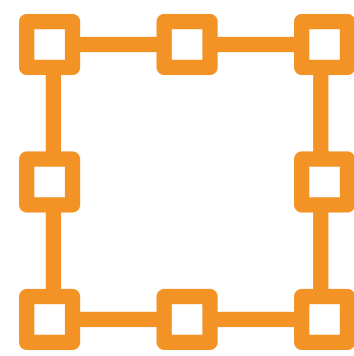
For consumer goods:

- Availability
- Placement accuracy
- Sales performance

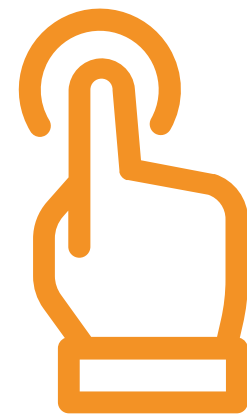
HOW IT WORKS



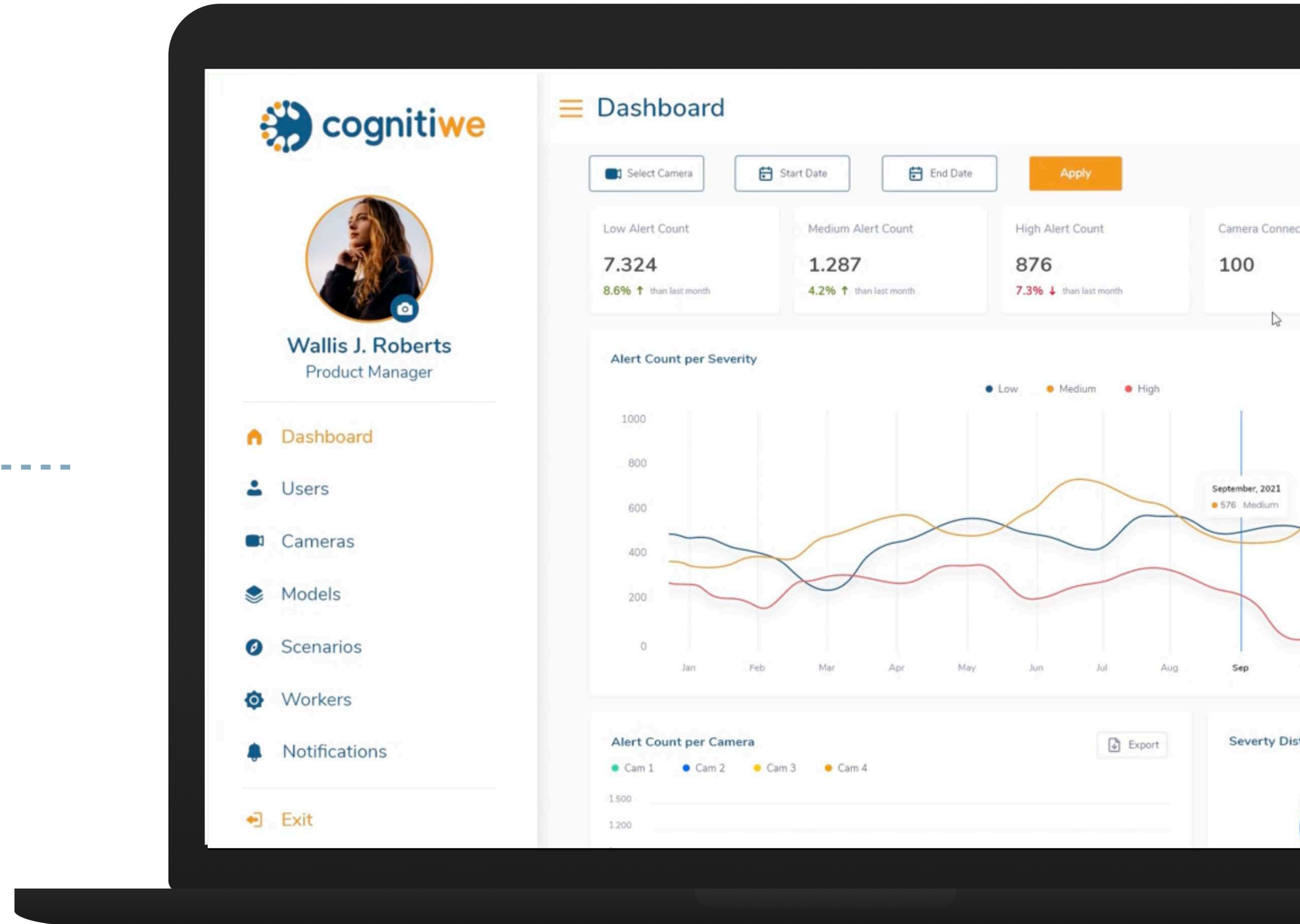
Connect your camera



Mark the area



Select
wefresh or
weshelf



COGNITIVE'S IMPACT



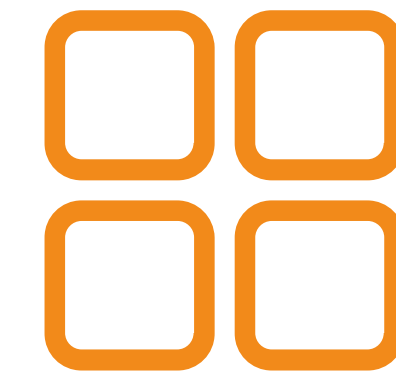
↑ 40%

Improve missing
online grocery orders



↑ 35%

Improve
out-of-shelf instances



↑ 27%

Increase in product
placement accuracy

BUSINESS MODEL: MONTHLY SAAS



\$125

Small Stores

Per Camera/Location



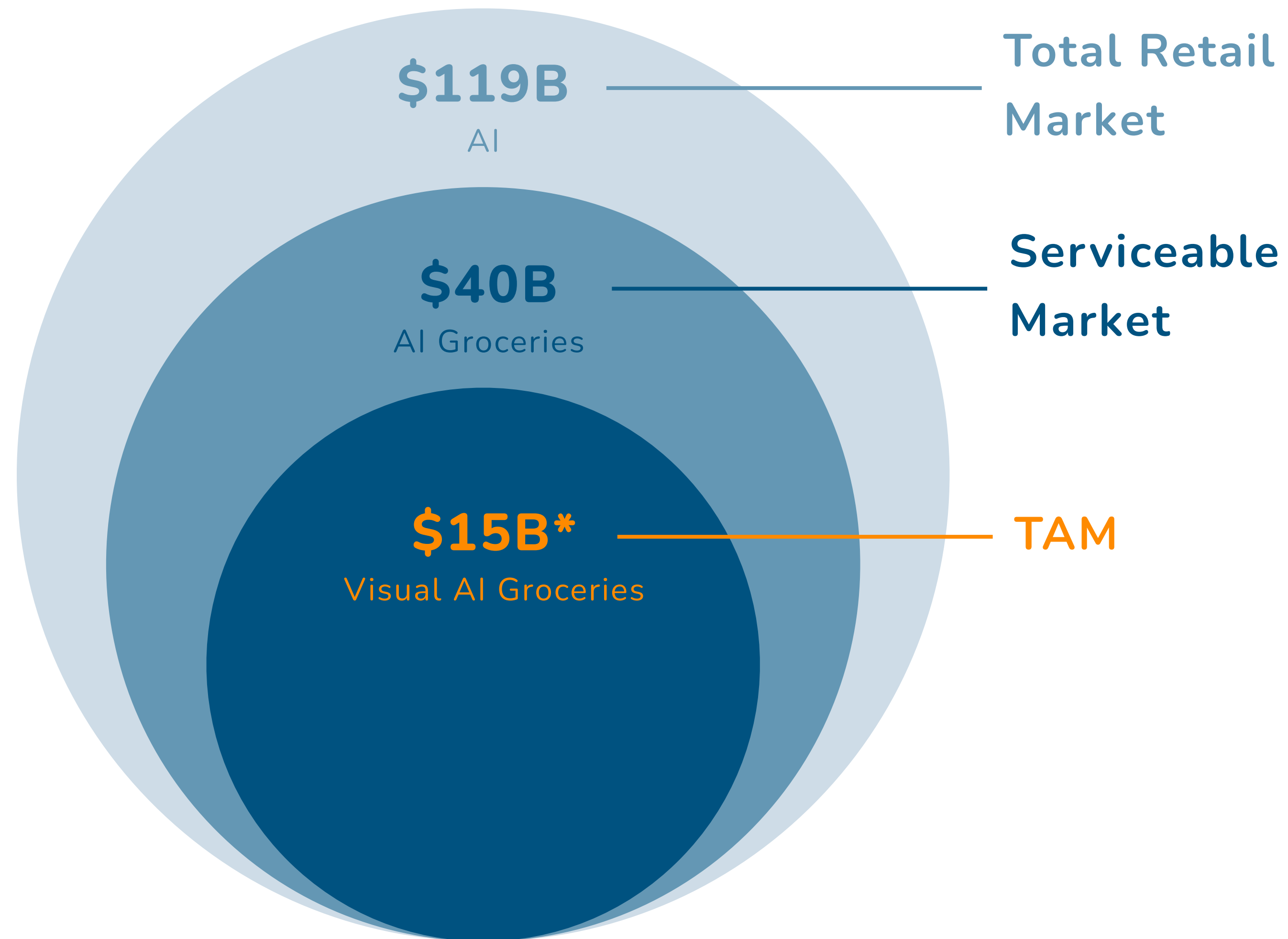
\$1,200

Hypermarkets

Per Store/location

No upfront investments & no onboarding fees.

ADDRESSABLE MARKET SIZE



COMPETITION

	Cognitive	Afresh	Captana	Clarifruit	Trax
Target Market	Fresh Food in Supermarkets, Cafes, Bakeries, etc.	Fresh Food in Supermarkets	Consumer Goods in Supermarkets	Fresh Food in Production	Consumer Goods in Supermarkets
Country	Estonia	USA	Germany	Israel	USA
Fresh Food Monitoring	YES	YES	NO	NO	NO
Freshness Monitoring	YES	NO	NO	YES	NO
Consumer Goods Monitoring	YES	NO	YES	NO	YES
Real Time Analytics	YES	NO	YES	YES	YES
Predictive Analytics	YES	YES	NO	NO	NO

Comprehensiveness

Analytics

Cognitive has a more comprehensive product with better effective analytics

CURRENT METRICS



7

Paying
Customers



\$2.4M

Active
Pipeline



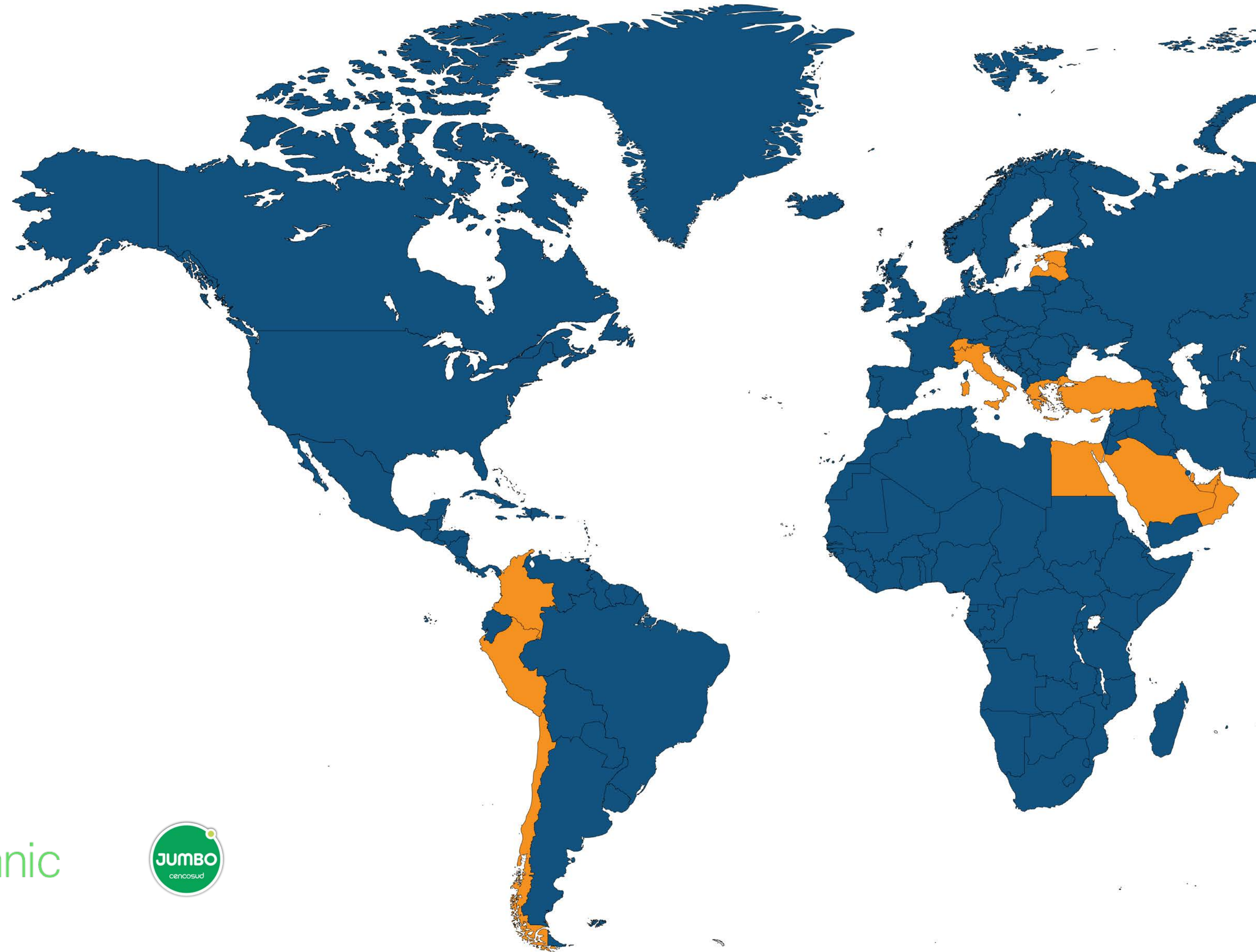
\$38K

MRR



500+

Stores



ASK

WE ARE RAISING **\$1.5M**

\$900K COMMITTED



TechOne



2023 - Q4
Dashboard
2.0 Release

2024 - Q1
SaaS Product
Release

Q2
Mobile
Application Release

Q3
wewatch
Product Release

TEAM



Attila Algan
Co-founder
& CEO



Mete Bayrak
Co-founder
& Chief Innovation Officer



Ceylan Azebođlu
Chief Product Officer



Serkan Güre
Chief AI Officer



Yalçın Köseođlu
Chief Technology Officer



Selin Filiz
Head of Marketing



Selcan Atak
AI Engineer



Damla Fikirdanış
AI Engineer



Mehmet Genç
Computer
Vision Engineer



Yusuf Dede
Software Engineer



Senem Aktaş
ML Engineer



Fahri Çetin
Technical
Operations Manager



Emin Soysal
Software Engineer



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