



RETAILING

SUMMIT

2020

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Center for  
Retailing Studies  
MAYS BUSINESS SCHOOL



The **2020 Retailing Summit Ideas Competition** calls upon the best solutions tackling current challenges faced by 3 top fast-growing retail companies in the startup ecosystem. Selected campus-wide student teams will have the opportunity to present their solutions at the 2020 Retail Summit to a diverse audience of executives from established brands and retail industry leaders. The team with the best solution will win \$5,000 and have the chance to work with the startup company for implementation.

Individual applications open August 10th 2020 through August 21st 2020 at 11:59PM CST  
\*TEAMS WILL BE ASSIGNED\*

#### Important Dates

- Online Applications Open: Monday, August 10th, 2020
- Online Applications Close: Friday, August 21st, 2020
- Team Selections: Friday, August 28th, 2020
- Final Project Presentations: September 28th

#### How to Apply: [tx.ag/MKQ2pYd](https://tx.ag/MKQ2pYd)

Individuals will choose a company challenge and submit a brief initial work plan for each of 3 listed companies below. Teams will be assigned once individuals are chosen. The top 3 teams for each challenge will be selected as finalists and will have one month to execute on the workplan. Solutions will be critiqued on creativity, applicability and end impact.

\*All currently-enrolled undergraduate students at Mays Business School are eligible to compete.

#### Competition Day

The 3 teams selected as finalists will compete to win a grand prize of \$5,000. Each team will have 5 minutes to present their plan. Presentations will be pre-recorded prior to the event. The 2020 Ideas Competition will take place virtually on October 8-9, 2020. Each team proposal will be presented to a panel of judges which include the startup company and retail professionals. The winner will be announced live following each of the presentations.



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ACCEL ROBOTICS

## Project Scope I: Accel Robotics

### Company Focus:

Enables checkout-free shopping experiences across existing and emerging store formats through AI & Computer Vision.

### Project Scope:

- Consumers are apprehensive to go out and shop during Covid-19 pandemic and related quarantine
- Online delivery is sometimes expensive (average Instacart order is 30% more expensive than in-store)
- Getting in car and going to stores is time consuming, and places customer at health risk
- Current retail experiences are cumbersome (lines, out-of-stocks) & immediate desire/gratification for products is not met

### Challenge:

#### Business Model to employ

- Automated, 24/7 Grab and Go market powered by Accel Robotics' frictionless shopping technology deployed on college campus close to where students live
- Touchless and frictionless shopping experience that is safe and convenient for students
- Improve student access to meals, grocery, and convenience items on campus
- Curated product mix based on student demand and needs
- Order ahead locker/pick-up integration

### Deliverables: Present a solution that has...

- List of curated products and offerings - most popular offerings for campus environment
  - \* Can include grocery, convenience, fresh food, and meal kit items
- Site selection - survey of top potential locations
- Financial projection - based on projected foot traffic, anticipated number of shopper visits per day, daily average basket size, etc.
- Blue Sky Innovation: Any other recommendations for partnerships, applications, and use cases of Accel Robotics' core technology



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## Project Scope II: Birdzi

### Company Focus:

Supplies retailers with the data, support, and tools needed to inspire meaningful customer engagement. Birdzi's customer-centric AI solutions approach allows for meaningful and actionable insights, strategic hyper-personalization, and engaging shopping experiences.

### Project Scope:

- Concepts for a grocery shopping app that takes into account the current challenges facing shoppers, including but not limited to the listed criteria below.
- The proposed design may choose to focus on a solution that is a subset of these challenges, or a more comprehensive approach

### Challenge:

#### Solutions must address

- Smarter and healthier alternatives
- Simpler access to savings
- Quicker and contactless shopping trips including self-checkout
- Options to buy in-store or pick-up/delivery
- Request help functionality
- Ease of use across multiple age groups

### Deliverables:

- Wire Frame presenting user-interface
- Pitch deck (PowerPoint format) addressing design & end impact



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## Project Scope III: Cooklist

### Company Focus:

Cooklist is an app that shows you recipes you can cook with the food you buy. It also allows you to choose the recipes you want to cook and order the ingredients you need from a local grocer for curbside pickup or delivery.

- It's like having a personal chef, personal shopper and nutritionist in your pocket.

### Project Scope:

- Design a marketing campaign & direct sales model that ultimately drives downloads of the Cooklist app by people who will be engaged with the experience.
- Target: College Students

### Challenge:

#### Business Model to employ

- Model must have the potential to acquire 100K+ people
- Model must be able to be executed within 6 months and cannot be driven purely through advertising.

### Deliverables:

- Competitive Landscape Analysis
- Strategy Report
  - Target Personas
  - Engagement Strategies
  - Success Metrics