



# TAP & GO

## 20 YEARS BUSINESS PLAN

Πρωτοποριακή εφαρμογή για την ελαχιστοποίηση του χρόνου αναμονής στα ταμεία κατά τη διαδικασία αγορών σε supermarket

Eleni Alevizopoulou, Ioannis Ntrigios, Stella Tsapraili, Athanasia Tsitsiri  
<sup>1</sup> Agricultural University of Athens, Iera Odos 75, 11855 Athens, Greece

Tap&Go is an innovative business concept in the retail sector. In the era of digital technology and the growing demand for speed and convenience, Tap&Go offers consumers the ability to scan the products they wish to purchase using a mobile app, complete the payment instantly, and leave the store without waiting in checkout lines.

A **scanning application** that consumers can download on their mobile devices. Through this app, they will be able to scan the products they wish to purchase and add them to their basket, while simultaneously creating and monitoring their digital shopping cart within the app.

Once users have created their personal profile with their details, they will be able to receive **personalized offers**. Furthermore, data privacy and transaction security will be fully ensured.

Our offering to stores includes a **premium shopping experience** they can provide to their customers. An additional major asset of our company is the collection of **consumer behavior data**, segmented by age, gender, etc. Our software will also offer **direct integration between supermarket logistics and the Tap&Go platform**. And of course, **full technical support** will be provided for all of the above.



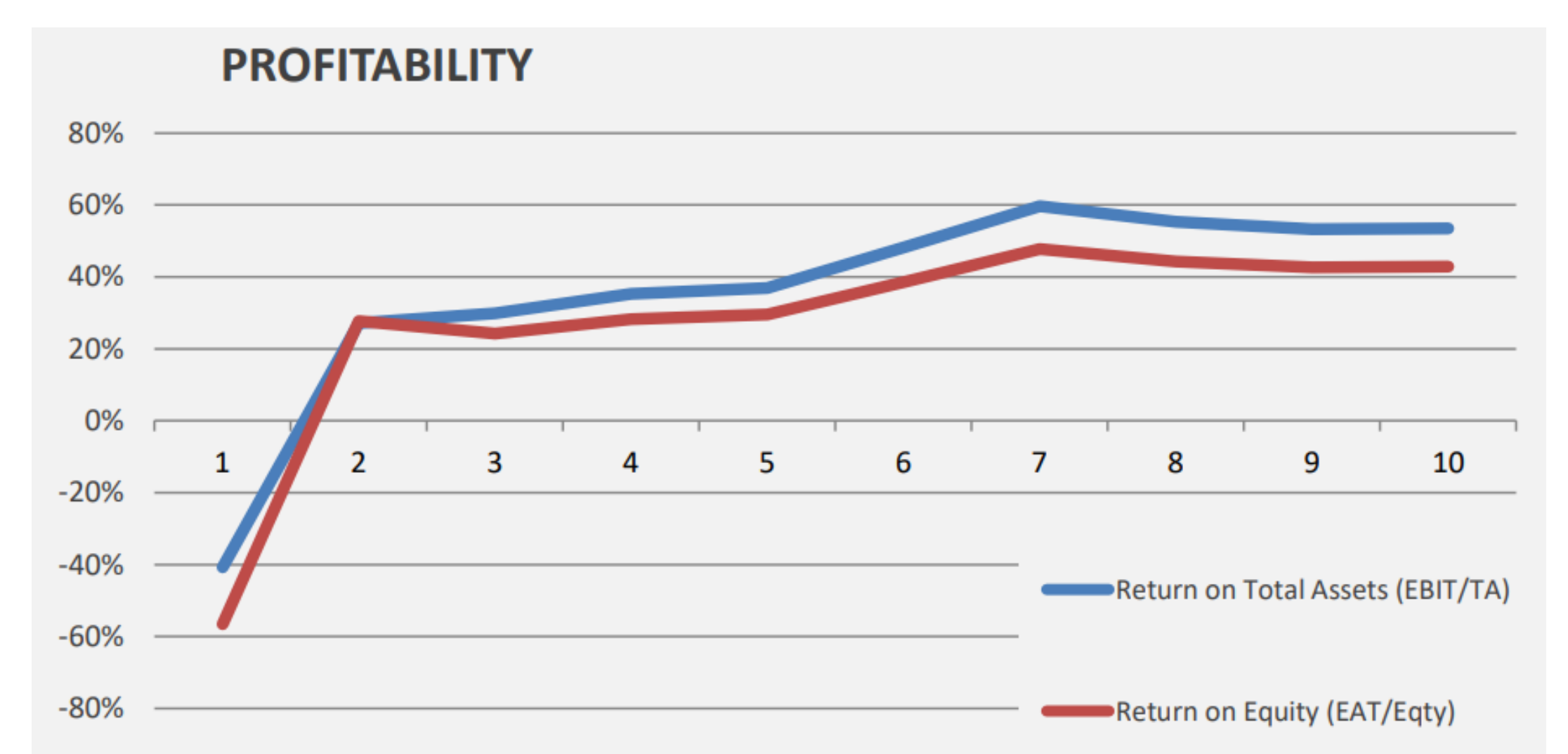
### 10-Year Sales Plan (€) – Estimates Based on Managerial

	Year									
	1	2	3	4	5	6	7	8	9	10
Large	34.800	104.400	114.840	126.324	151.589	181.907	218.288	218.288	218.288	218.288
Medium	172.800	345.600	380.160	418.176	501.811	602.173	722.608	722.608	722.608	722.608
Small	114.000	228.000	250.800	275.880	331.056	397.267	476.721	476.721	476.721	476.721
Total (€)	321.600	678.000	745.800	820.380	984.456	1.181.347	1.417.617	1.417.617	1.417.617	1.417.617
Total customers	12	25	28	30	36	44	52	52	52	52

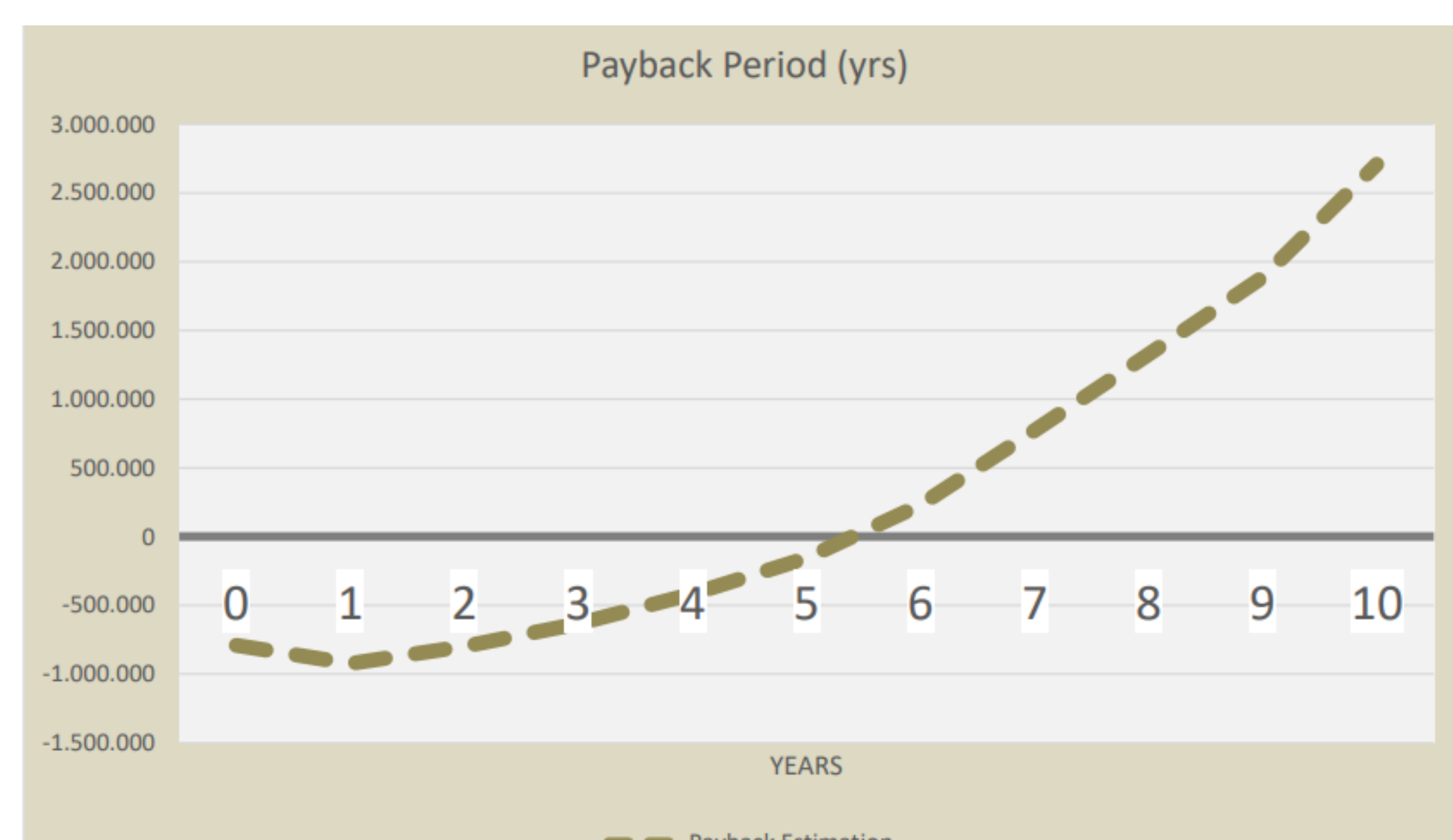
### Investment – Equipment

	Number of AI cameras	Number of turnstile	Total cost (€)
Large customer	4	2	18.380
Medium customer	3	2	16.285
Small customer	2	1	9.190
Software	150.000€		
TOTAL (€)	174.000€		

- With the Tap & Go app, long queues become a thing of the past — shopping becomes faster and more convenient. Payments are completed with a single tap, no cash or cards needed. Shoppers can track their total spending in real time and receive personalized offers based on their preferences. Additionally, contact with surfaces and people is minimized, promoting safety and hygiene, especially during health-sensitive periods.
- Tap & Go allows staff to be reallocated to more impactful roles, improving overall service. Customers are served faster, enhancing satisfaction and loyalty. Real-time purchase data helps optimize inventory management. Studies show that automation can boost revenue by 5–10% annually. Tap & Go also offers a competitive edge through innovation, reduces checkout operating costs by up to 30%, provides valuable consumer insights, and significantly minimizes shoplifting incidents.
- Tap & Go demonstrates strong initial growth, starting with 12 store installations in Year 1 and nearly doubling revenue by Year 2. Steady expansion continues through Year 6, particularly among large clients. From Year 7 onward, the company stabilizes at 52 installations and maintains annual revenue of €1.4M, marking a mature and sustainable business phase.



	10 Year Averages
ROE	26,41 %
PROFIT MARGIN	30,45%
IRR	22,87%
PROFITABILITY INDEX	3,27



- AI-Based Loss Prevention:** Everseen's technology uses real-time video analysis and computer vision to detect unscanned items.
- Full Mobile Self-Checkout:** Customers complete the entire checkout process on their own, without passing through a traditional cashier.
- Fraud Detection & Real-Time Staff Alerts:** The system identifies suspicious activity and notifies staff instantly.
- Easy ERP Integration:** Seamlessly connects with the supermarket's existing ERP systems.
- GDPR Compliance:** Ensures data anonymity and secure data management in full alignment with privacy regulations.