



SMARTCART

● EMPOWERING INDEPENDENCE, SHOPPING MADE ACCESSIBLE

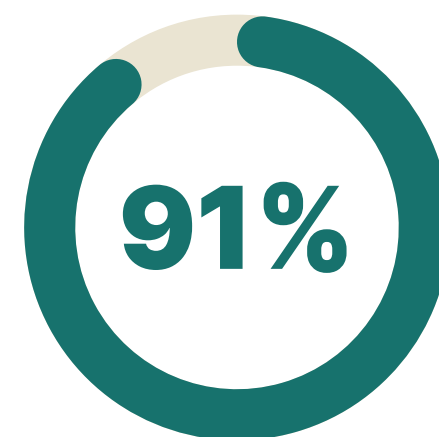
www.smartcart-tech.com



338 MILLION PEOPLE

BARRIERS IN DAILY LIFE

For people around the world with impaired vision, shopping independently in the supermarket is almost impossible. We want to make a difference and support the inclusion of minorities.



FACE CHALLENGES
NAVIGATING A STORE

24%

have the confidence
to shop alone

86%

want to go shopping
more often

Empowering Independence, SHOPPING made accessible.

OUR MISSION



SmartCart is the first smart and innovative shopping cart for people with impaired vision and is therefore an All-in One solution for inclusion.



With our all-in-one solution, we enable people with impaired vision to be more independent and participate in everyday tasks.



To make our solution possible, we work together with partners such as organizations for blind people and other big companies supporting our idea.

OUR MISSION

We are developing an **innovative** solution with technical progress that enables people with visual impairments to participate **fully** and **equally** in shopping life.



Obstacle Detection



Product Identification



Haptic Feedback



Voice Control

With our smart shopping cart, we create **barrier-free shopping experiences** and encourage **inclusion in every environment**.



OURTEAM

WHO ARE WE?



Milan Ferus-Comelo

Embedded Systems



Lilly Höschele

International Business Management

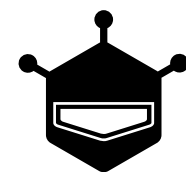
Combining Technical Knowledge with Entrepreneurial Thinking.

PARTNER

WHO SUPPORTS SMARTCART?



Landesbildungszentrum für
Blinde Hannover



DFROBOT®
DRIVE THE FUTURE



BOSCH



COSIMA '24



electronica 2024



SMARTCART

WHAT ARE OUR BENEFITS?

People with impaired vision are dependent on **assistance** when shopping in new environments. **Online shopping** is also an alternative, but it isolates people with impaired vision from everyday life.

			
Independence	✓	✗	✓
Flexibility	✗	✗	✓
Privacy	✓	✗	✓
Social Interaction	✗	✓	✓

MARKTGRÖSSE

WO SIND UNSERE KUNDEN?



Total Available Market

Weltweit gibt es ungefähr 2 bis 4 Millionen Supermärkte. Zusätzlich sind geschätzt 20 bis 30 Millionen Einkaufswagen im Umlauf.

Serviceable Available Market

Vordergründig relevant sind Märkte mit hohem Einkommen, geografisch primär in Europa. Das entspricht ca. 20% des Weltbestands bzw. 4–6 Millionen Einkaufswagen. Nach Eingrenzung auf große Filialisten und moderne Wagenparks (50 erreichbar) ergibt sich ein geschätzter SAM von etwa 2–3 Millionen Einkaufswagen in Europa.

TIMELINE

WAS SIND UNSERE MEILENSTEINE?



THANK YOU

● MAKE THE WORLD A BETTER PLACE

www.smartcart-tech.com

