XNFY LAB

Building innovation with a unique shared model
A joint initiative:

The XNFY lab helps retailers drive and test innovation through a unique cluster that combines internal R&D, Startups, Retailers and the global reach of Microsoft.
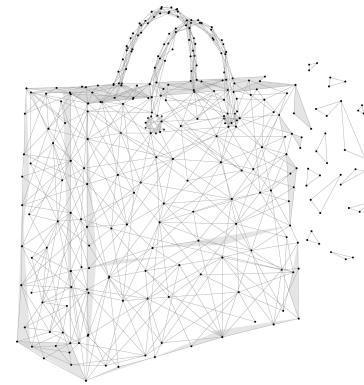
http://xnfylab.com/

XNFY LAB – a ∞ XFINITY ■ Microsoft Joint initiative

PROBLEM / OPORTUNITY

RETAILERS vs STARTUPS

"We can't invest in the latest innovations if they have not been proven yet. We get hundreds of pitches requests per Month.. We don't have team and time."

CIO, German Retailer

"We are a very slow company, still focused on our daily issues and small incremental improvements."

CEO, Portuguese Retailer

"We have a very small team and we can't dev or test all the required solutions."

Head Innovation, French Retailer

"We tested in live environment, we reached amazing KPI's, the retail team was aligned, it took more than 3 years to roll out.. The business cycle time is too long to survive."

CEO, Europe Startup

"We have to give tailored made solutions for free without any guarantees, just to create a business case for the CIO."

BD Director, US Provider

"We don't know who reach in each retailer.. Very difficult to gain footprint and mommentum to scale up."

Former Co-Founder

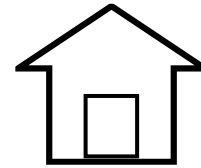XNFY LAB – a ∞ XFINITY ⊞ Microsoft Joint initiative

OUR GOALS AND COMMON VISION

Drive new innovation directly with retailers

Build a cluster focused in the future of shopping

Provide real-world retail test environment.
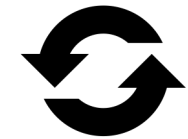
Recruit best in class retail startups

Democratize AI in retail, to boost the shopping experience

Reduce go-to market time

Shared risks to increase innovation

Share ideas, studies and best practices

XNFY LAB – a ∞ XFINITY ⊞ Microsoft Joint initiative

THE CLUSTER AREAS OF EXPERTISE

R&D + SHOPPING BEHAVIOUR	SCOUTING STARTUPS & TECH	TOP RETAILERS	INNOVATION FRAMEWORK

R&D + SHOPPING BEHAVIOUR
- Internal tech team
- Research projects
- Shared IP & source code
- Integrations & API's

SCOUTING STARTUPS & TECH
- Microsoft teams
- Advisory board
- Growing network

TOP RETAILERS
- Retail challenges
- Innovative Solutions
- Channel/type agnostic:
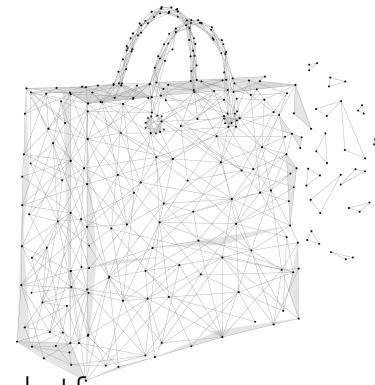 - Food
  - Non-food
  - E-commerce

INNOVATION FRAMEWORK
- Identify main problems
- Prioritize them
- Retailers team "champion"
- Test stores
- Business case
- Retailer presentation

XNFY LAB – a XPFINITY ■ Microsoft Joint initiative

Micas – Personal Shopper

- PoC of a personal shopper concept where very quickly any company can have eCommerce platform and with a different customer experience + shifting the costs to the customer.

Retail Catchment Analysis

- Demographics; Site Statistics; Traffic Trends and Flows; Visitors Origin; Visitors Travel Distances and Cross-Venue Analysis;

- Competitors insights and prediction using AI recurrent predictions models.

  - Forecasting catchment impact; competitors impact and visitors movements.
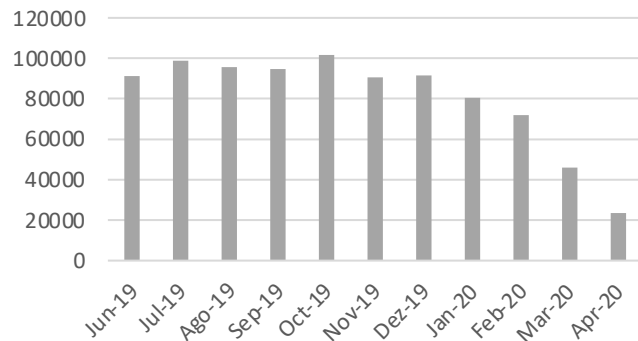
XNF...   ...itiative
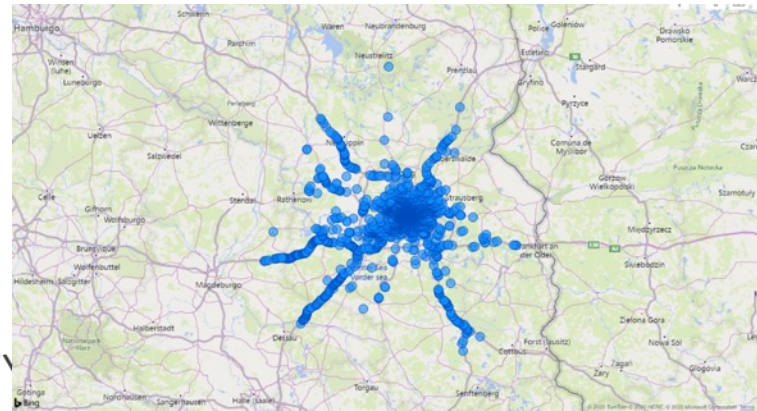
- In order to minimize even more the innovation costs and risks we apply (always possible) to EU grants

- 5 project grants during last month as project leader / coordinator
  - 2 Approvals – success rate of 40%

- Other projects in consortiums that we are set-up: Facial Recognition for Future Retail; AI on demand platform for Retail

- + *stealth mode* R&D projects

XNFY LAB – a ∞ ⊞ Microsoft   Joint initiative

OUR LEADERSHIP TEAM

Orlando Ribas Fernandes
Founder & CEO

Dr. Rui Maranhão Abreu
Head R&D - Associate Professor
& V. Researcher

Dr. Inês Domingues
Head Image Recognition
- AI Post-Doc & V. Researcher

Dr. Ricardo Santos
Head DataScience - Associate
Professor & V. Researcher

R&D Team
In our R&D team we have also
Junior Researchers
MSc Students
PhD Students
Senior Researchers

Our Advisors Board

Paul Maher
General Manager - Industry
Experiences at Microsoft

Mariya Zorotovich
Director, Strategy and Incub.
at Intel Corporation

Carl Boutet
Chief Retail Strategist

Eli David
Serial Entrepreneur
AI & Deep Learning Guru

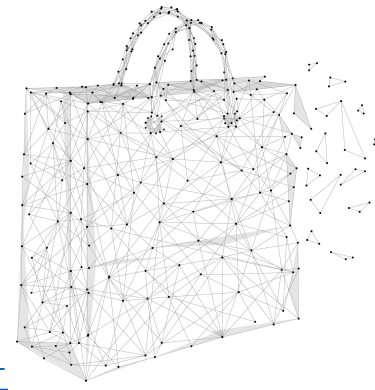**Marlos Silva**
ex-Director of Innovation &
Future Tech at Sonae

ShiSh Shridhar
WW Director, Retail Biz
Strategy at Microsoft

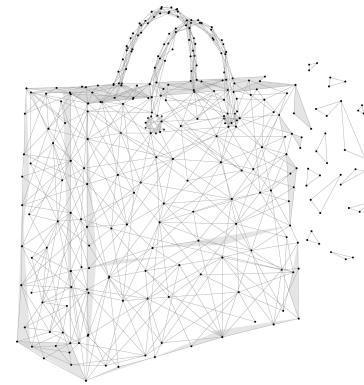XNFY LAB – a XFINITY Microsoft Joint initiative

Last News

- International Partnership with AI Capital

  - https://markets.businessinsider.com/news/stocks/ai-capital-llc-and-xnfinity-lda-announce-international-partnership-1029221911

- Retail Innovation Conference

  - https://retailinnovationconference.com/agenda/?reg=

- XNFY Lab featured at CB Insights – 34 Corporate Innovation Labs In Retail

  - https://www.cbinsights.com/research/retail-corporate-innovation-labs/

- Others to be announced soon.

XNFY LAB – a XNFINITY Microsoft Joint initiative

Working Modes

- Please find below some of our current collaboration models with retailers (non-competitive):

  - Developing Fast Track innovation projects and PoC's;

  - Inviting for disruptive innovation projects opportunities, some in consortiums where the retailers can share the IP, cost and risks. Some can have grants associated (Non-reimbursable expenses), minimizing more the costs and risks;

  - Presenting our portfolio best in class startups always that we see a potential fit;

  - Understand the main priorities and challenges and scout worldwide the best solution and present the best potential solutions;

  - Test and validate in a real environment the solutions KPI's before be validated by the retailer team.

  - And we help also in innovation strategic plans, innovation trainings, events and the creation of innovation flagship stores.

XNFY LAB – a ∞ XFINITY ■ Microsoft Joint initiative

INNOVATION NEVER STOPS

CONTACTS

Orlando Ribas Fernandes, CEO

ribas@xnfinity.pt

http://www.xnfinity.pt/lab.html

XNFY LAB – a Microsoft Joint initiative