

# MICRO MARKET EXPERIENCE



**MIMEX**

micro market experience

A man with dark curly hair and a beard, wearing a blue V-neck sweater over a light blue collared shirt, is shown in profile, looking thoughtfully to the right. He has his hand to his chin. The background is a blurred grocery store aisle with shelves of various products.

## About MIMEX;

MIMEX aims to develop a complete solution for retailers to deploy cashier-less and modular micro-markets.

A rich next generation shopping journey is proposed to all the costumers by ensuring a great variety of products in different categories. A pleasurable experience that will fit any shopper's needs, reducing waiting times and facilitating checkout.

This financially-viable model is called to guarantee new opportunities and a sustainable business for the retail industry.





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# Value Proposition

MIMEX aims to position itself in a new category, in between a self-checkout micro-market and a small convenience store. In Europe, this space is still unexplored.

The added-value of the MIMEX proposal is to consider in terms of flexibility, security and the possibility to integrate technological solutions into retailers' current offerings.



# An Innovative Shopping Journey

A check-in zone where shopper identity is established.

A self-service zone where products can be found, picked up and placed in the shopping bags.

A check-out zone where customers' accounts are debited according to the items they have picked up.



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# Key Features

- SMART & AI Driven



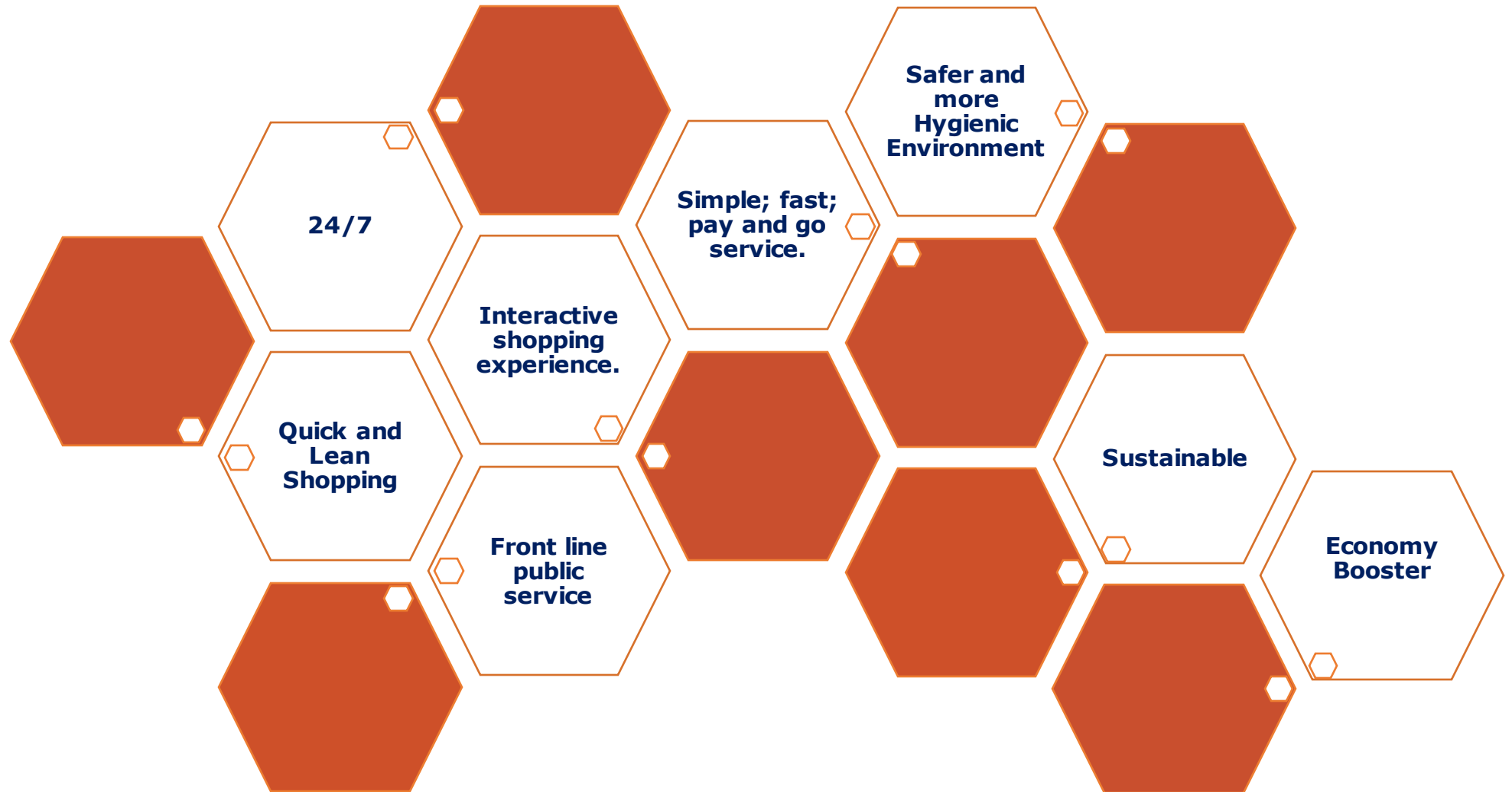
- FAST Service



- Innovative



# What benefits; MIMEX offers to shoppers



“It is a well-known fact that bringing in technologies in the retail sector is good for customers.”

N. R. Narayana Murthy,  
co-Founder, Infosys



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