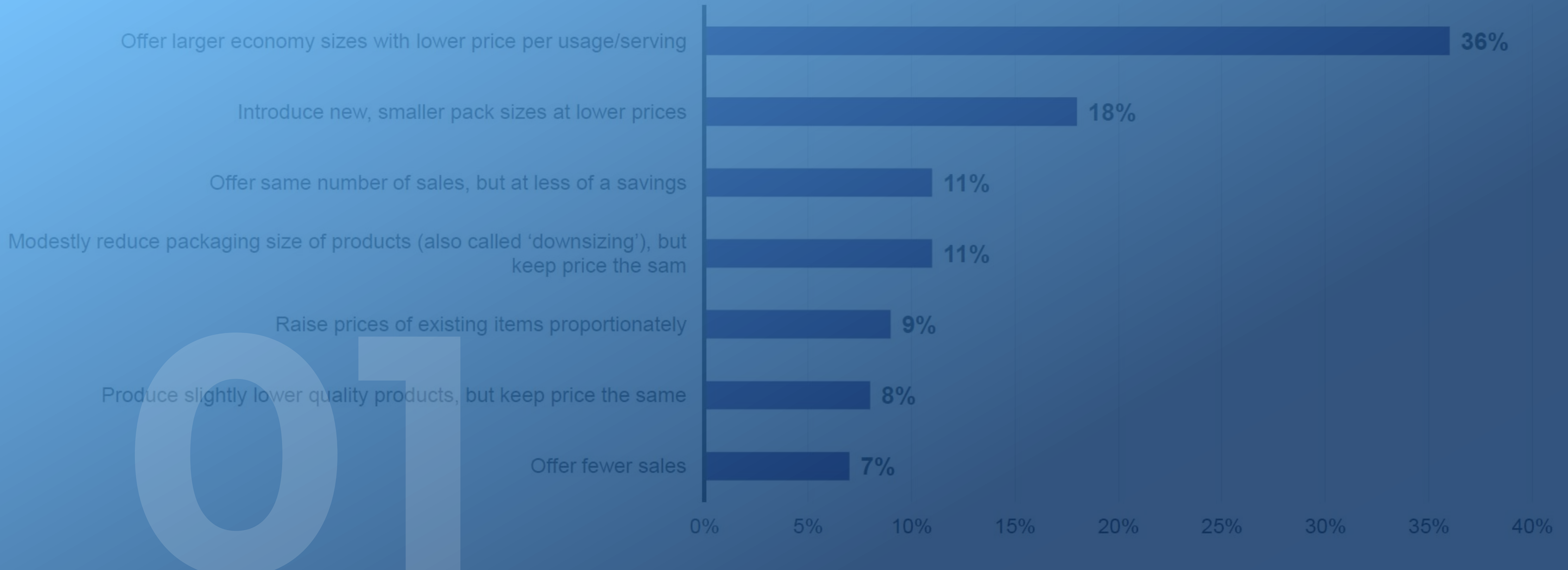




YOUR PERSONALIZED AI SHOPPING ASSISTANT

An AI platform that empowers consumer educated grocery spending
and helps brands and retailers meet the customer's needs

AI SHOPPING LIST



THE PROBLEM

RISING GROCERY PRICES

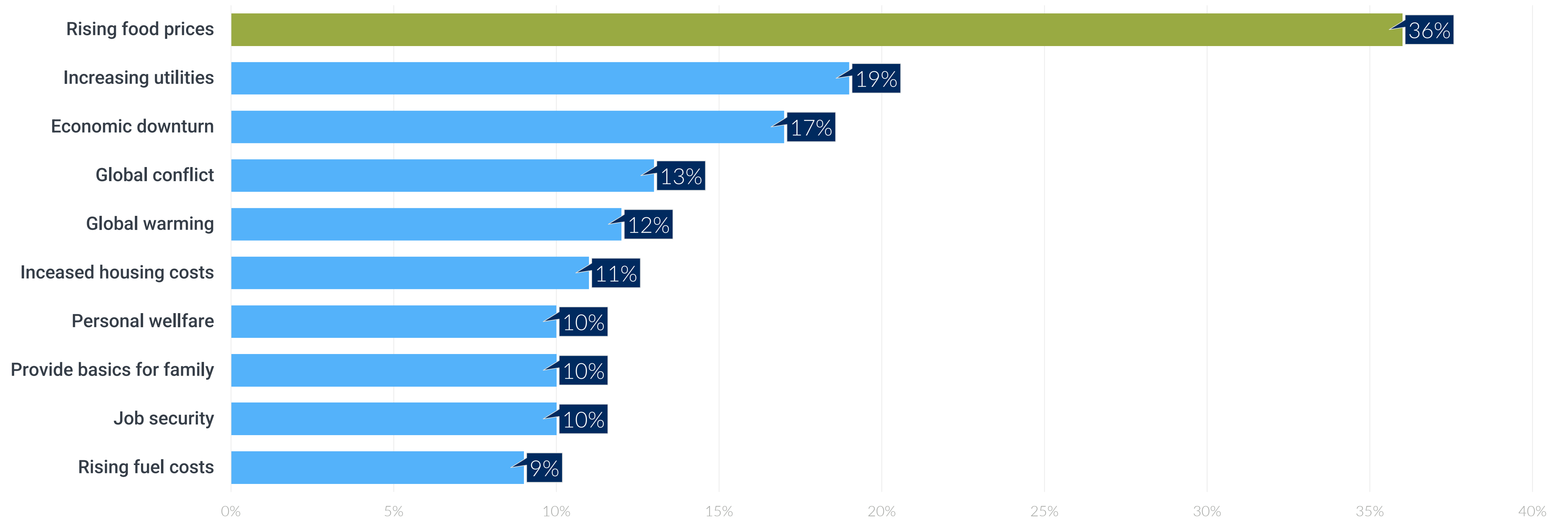
NIQ 2024 Consumer Outlook

<https://bit.ly/NIQ-24ConsumerOutlook>



The Problem

NIQ 2024 Consumer Outlook: TOP 10 Concerns Among Global Consumers

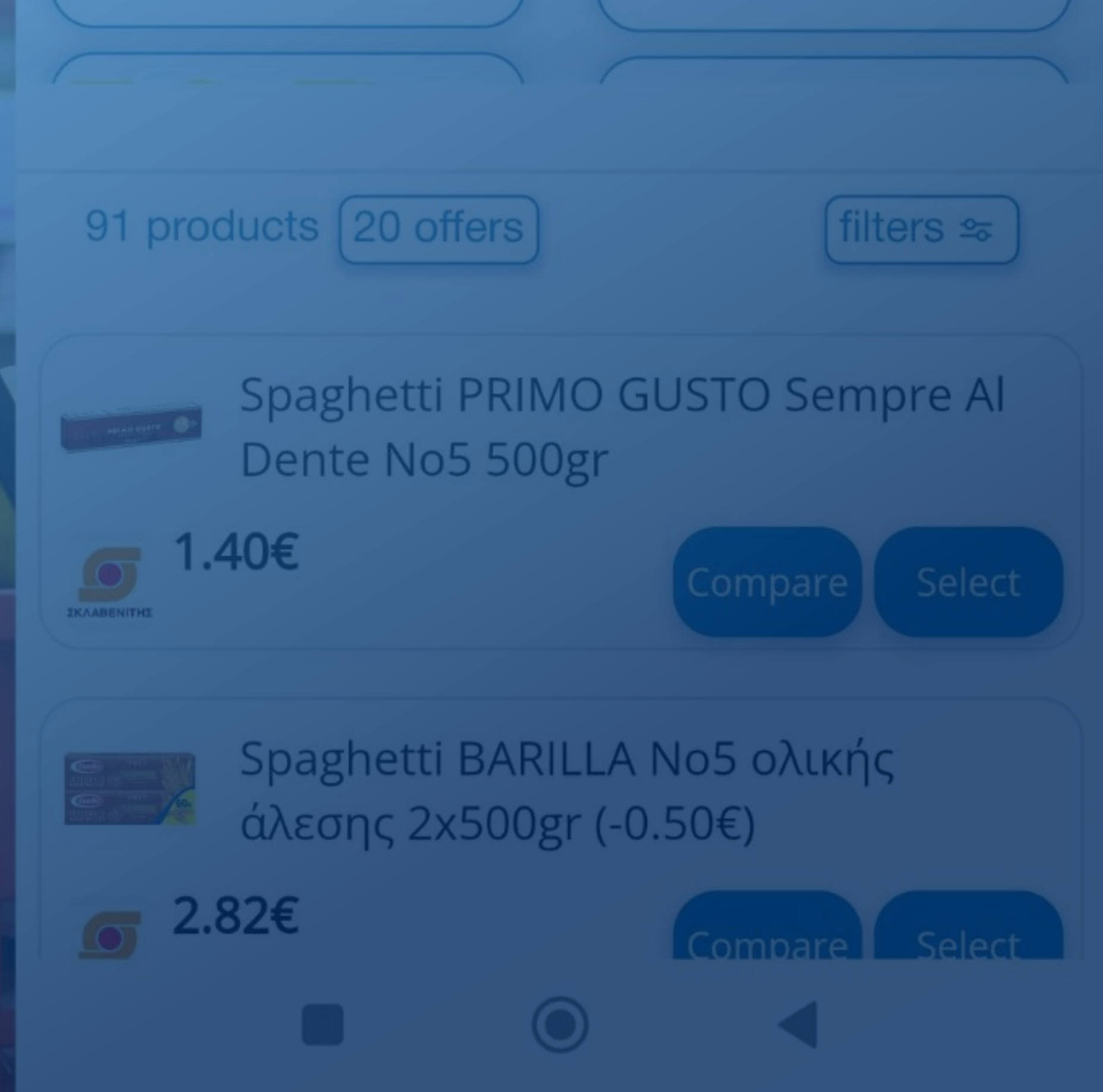


02

OUR SOLUTION

AGORA AI

Application and services in 2024 Q4





Agora AI

Bringing together Consumers with Brands & Retailers

App Users

All supermarkets and product prices in
a mobile app



AI-assisted Grocery Planning & Spending



Real-time Demand



Targeted Advertising



Consumer Analytics



Competition Intelligence

Brands & Retailers

Consumer and competition intelligence
● Subscription Services

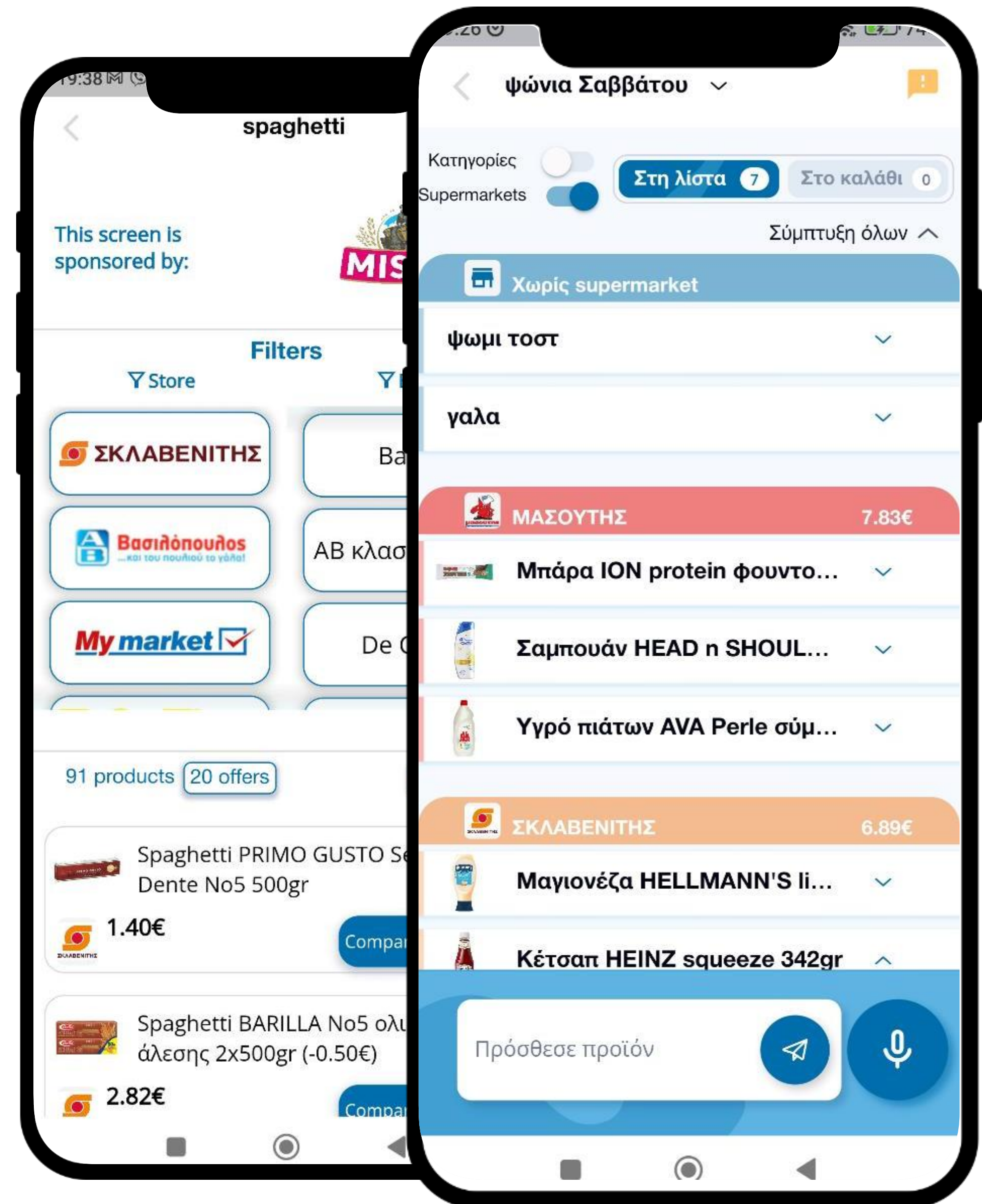


AGORA AI

YOUR PERSONALIZED AI SHOPPING ASSISTANT

Agora automates your grocery list by combining lowest prices and the consumer's shopping behavior patterns.

- **All supermarkets** and **all products** inside an app
- Effortless list with **speech-to-text**
- **Optimal mix** of lowest prices and favorite products / supermarkets
- **Complex commands** to grocery list products
- Product **prices, offers,** and **comparisons**
- **Dismiss products** from list upon purchase





AGORA AI SMART FRIDGE DEVICE

How It Works for the User

Optional IoT Equipment: Consumers can take advantage of Agora Smart Device to make their fridge smart.



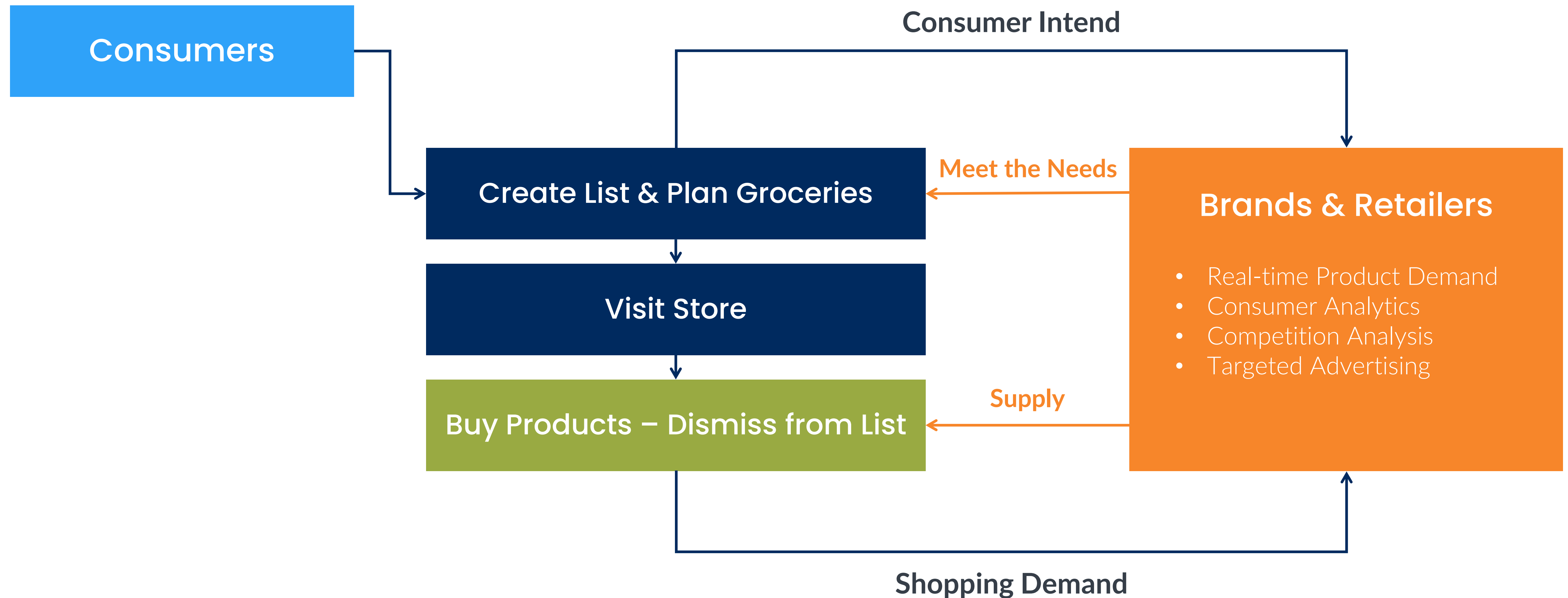
- **Reminder spots** in the kitchen (fridge, cupboards etc)
- **Push** to talk
- Effortless list with **speech-to-device-to-phone**





Meeting the Customer's Needs

Exploiting the first mile of consumer and market intelligence!





Target Audience: Users

A Broad Representation of Agora Target Users



Consumer Groups

There are Strugglers, **Cautious**, and Thrivers.
The cautious middle group of global consumers persists at **40.8%**.

- bit.ly/NIQ-24ConsumerOutlook



Price Aware + Low Wage

Gen Z and **younger Millennials** are more **price-conscious** and **cautious** consumers. They also have **lower wages**.

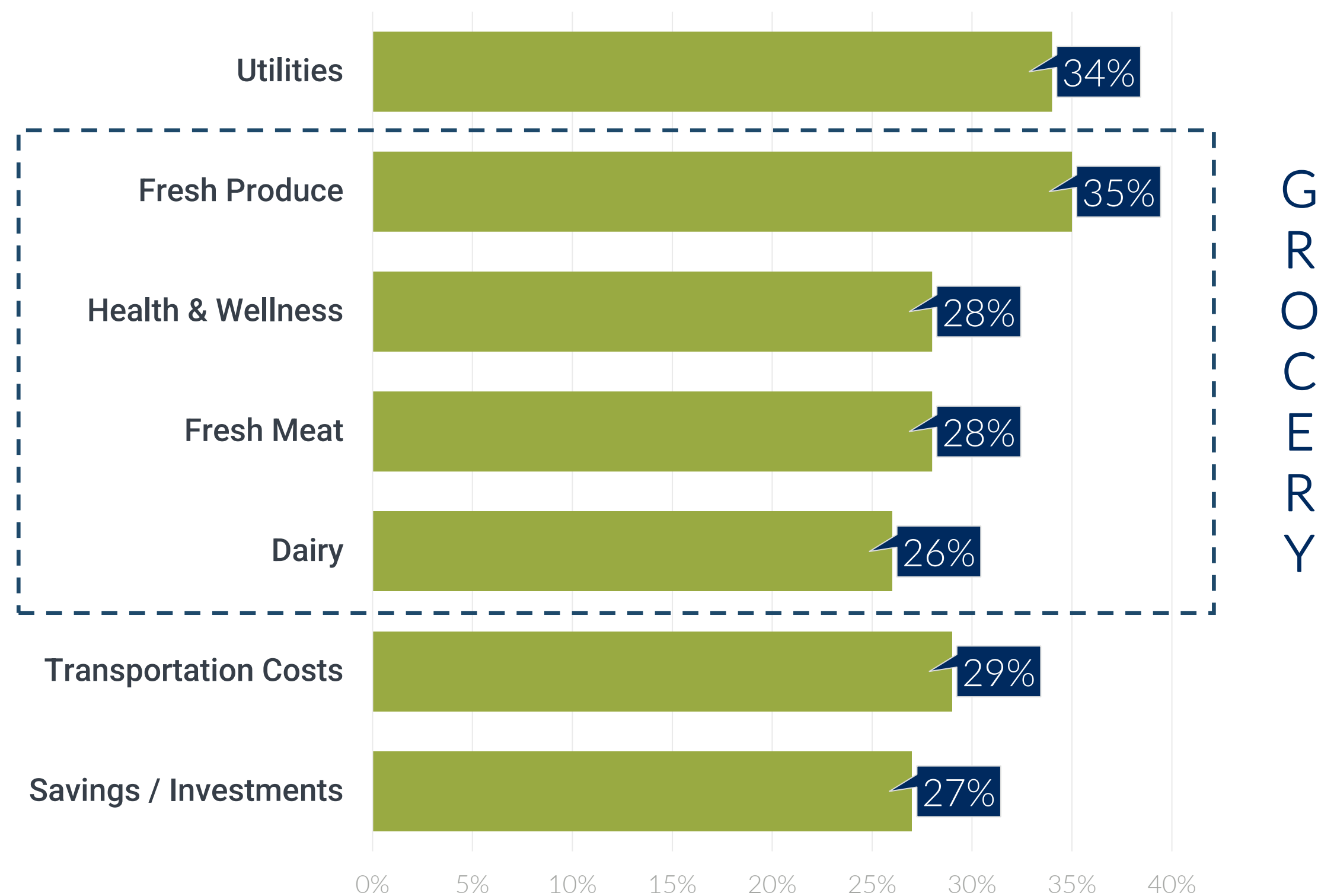
- bit.ly/MCKStateOfGroceryCE23
- bit.ly/EUSTIncomeDistribution



Target Audience: Customers

Broad Representation of Agora Ideal Customers

Consumers spending more on (brands & retailers)



Locate Ideal Customers

Grocery Brands & Retailers

Main sources include:

- ✓ Surveys
- ✓ Interviews
- ✓ Agora sales team

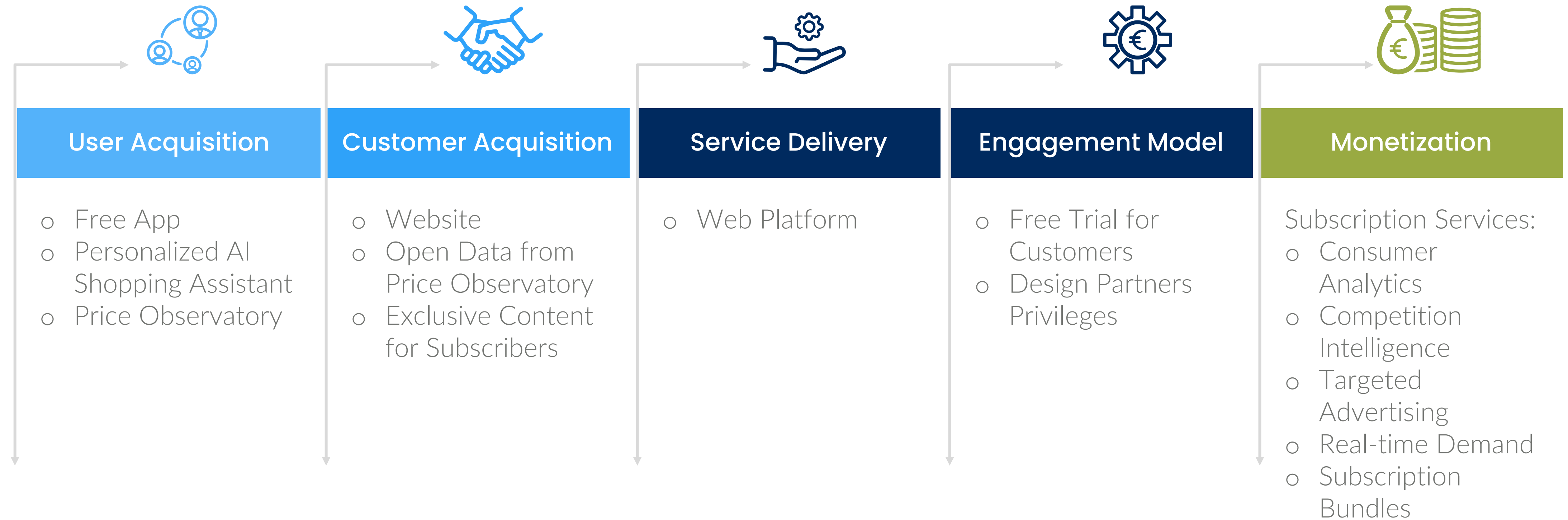


**USP: Save a salary a year
from your grocery shopping!**



Business Model

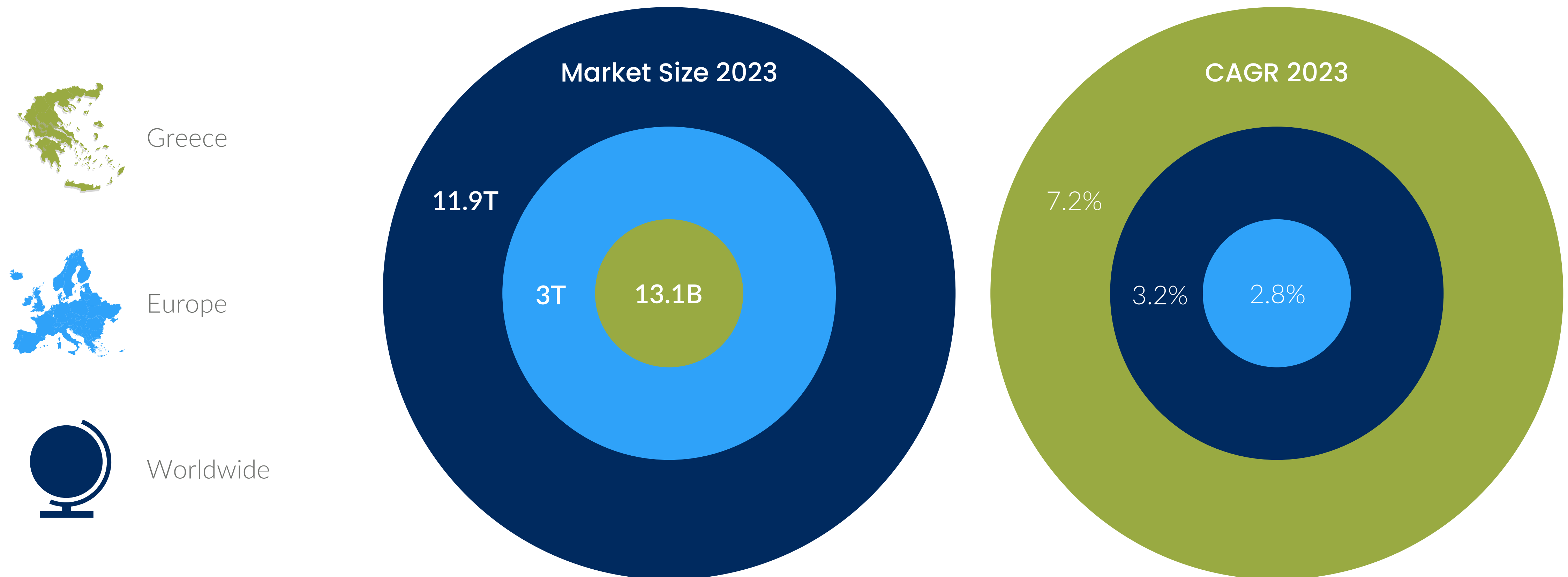
Customer acquisition, services provided, type of business model, and monetization





Market Size & Trends

Grocery retail: Greece, Europe, Worldwide (source: bit.ly/GVRGroceryMarketSize23)





03

WHAT'S NEXT

AGORA ROADMAP

Upcoming releases and our secret sauce



GO-TO MARKET

Roadmap

- ✓ UX Optimizations
- ✓ New AI Enhancements
- ✓ End-to-end Experience

Upcoming Releases: Mobile

1. Onboarding simplification
2. Calculate savings comparing:
 1. Lower price from all supermarkets
 2. Lower price from favorite supermarkets
 3. Median price from all supermarkets
3. Pre-optimize listings on price
4. Favorites and ability to pre-optimize list
5. Calculate and display estimated VS projected savings
6. List sharing
7. AI personalized assistant
8. AI silent list creation, based on previous shopping patterns
9. Order fulfillment



GO-TO MARKET

Roadmap

- ✓ Organic Traffic
- ✓ Consumer Education
- ✓ Authoritativeness

Upcoming Releases: Web

Price Observatory

1. Open data
2. Monthly updates
3. Exclusive content for subscribers



Agora Secret Sauce

- 1. All-in-one optimized grocery experience**
- 2. Team of top experts with proven track record in:**
 - Information Technologies
 - Data Science & Analytics
 - AI
 - Marketing
 - Mobile Apps
 - Product Design
 - Digital Strategy



Management Team

Agora Team of Top Experts



Vassilis Tsitouras

Co-founder/COO

Business Administration
Studies.

10+ years in mobile app
product design.



Konstantios Batsiolas

Founder/CEO

Marketing Studies.

Startupper and product
developer:

- ✓ Winner @Envolve
- ✓ Finalist @European Tech
Challenge



Sotiris Tsartsris

CTO

MSc Applied Informatics,
Data Modeling /
Warehousing, Database
Administration.

10+ years in back-end and
front-end development.

6+ years leading software
engineer.

Lifelong learner.



Pavlos Panagiotidis

Co-founder/Analytics & AI

MBA, MSc Engineering
Studies, PhD Research in AI.
20+ years in analytics and
big data.

Management positions in
business intelligence and
data science, and leader in
large transformation
projects for diverse
multinational teams.



Dimitrios Lyras

AI/Gen AI

PhD in Artificial Intelligence,
Electrical & Computer
Engineering Studies.

15+ years in research and
enterprise-grade working
experience.

Team leader in software
engineering, AI, and
analytics.

- ✓ IEEE Senior Member
- ✓ IEEE MGA Achievement
Award in 2009.



Andreas Batsis

Digital Strategist

Physics Studies, MSc in
Meteorology & Climatology.

15+ years in digital strategy
and market intelligence,
and 20+ years in product
design.

Inbound marketing expert.
Effectiveness hacker.



Angel Investors / Board of Advisors

Agora Team of Top Experts



Thomas Becker

Senior lawyer with 20+ years of experience.
Specialist in EU data protection law, intellectual property, and commercial agreements.
Advisor for startups and large corporations in compliance with regulatory requirements.
Regions of operation: Germany, Western Europe.



**Agamemnon
Baltagiannis**

PhD in Applied Mathematics & Mechanics, Visiting Professor in Data Science.
15+ years in research, in the areas of enterprise analytics, retail, and data science.
15+ years working experience in multinational organizations and startups.
Reviewer for Elsevier, Springer & IEEE.
Regions of operation: Singapore, Asia-Pacific, Japan



Matias Garay

MBA, Computer Science Studies.
25+ years in IT consulting, software, business development, and management in world TOP-10 IT companies.
Leading consultant for global teams in the area of data science and analytics.
Regions of Operation: Italy, France, Asia-Pacific, Japan



Juigi di Rito

MBA, Business & Administrator Studies.
Member of the Italian Board of Financial Certified Auditors.
20+ years in business and IT consulting.
Management positions in world TOP-10 companies.
Leading consultant for global teams in the areas of digital innovation, and data & analytics.



Salvador Gimeno

MBA, MSc in AI, CDipAF (ACCA).
25+ years in business intelligence, advanced analytics, AI, digital innovation, and product management for TOP-100 tier companies.
Regions of Operation: Brazil, Spain



Angel Investors / Board of Advisors

Agora Team of Top Experts



Panagiotis Moustafellos

IT security expert.
Seasoned technical leader.
Lifelong learner.
Team builder.
Problem solver.
PUSH Advisor in information security.

"Gives answers, but mainly asks questions"



Giorgos Makrogiorgos

20+ years of diverse industry exposure in transformation delivery.
Cross-functional team leader in implementation and delivery of major build-out, transformation, and innovation projects ranging from €21M to €3B across Dubai, Abu Dhabi, UK, Europe, and Middle East.
Regions of Operation: Middle East, Gulf



Andrew de Rozario

Electrical Engineering Degree from MIT, MBA, from INSEAD.
Guest lecturer in digital platforms at University of Surrey.
Global strategist in manufacturing and energy industries.
Advisor for Rolls Royce, Daimler, Shell, Vestas, Equinor in digital transformation.
Director of Microsoft Global Centre of Excellence for Customer Innovation.



Richard Ayton

Experienced public relations executive.
15+ years international experience in multinational companies and public sector.
Regions of Operation: UK, MENA



Nektarios Vasileiou

MBA, Financial Studies.
20+ years in multinational companies, in the areas of financial planning and analysis, analytics, and data management.
Skilled professional in application development, IT project management, and software selling / adaptation process.
Regions of Operation: Germany, Austria, Switzerland

THO • SHAK • FENIA
Grab & go

SUSHIBAR

SUSHIBAR



agora
Smart shopping

Your Personalized AI Shopping Assistant

tel: +30 231 052 6279 | e: team@myagora.ai