



# Whole Goop Rekognition

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## New York City to charge shoppers for using paper or plastic bags

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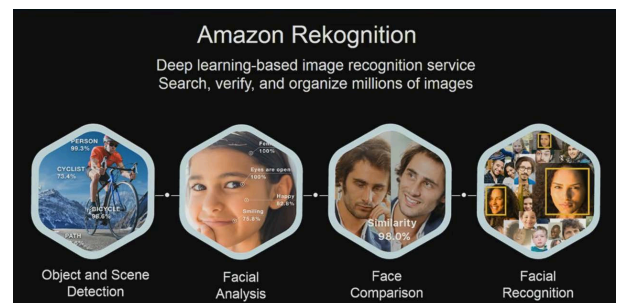
New York City shoppers will have to start paying for paper or plastic bags.

Prepared By: Quantum Corp.





Since last weeks inception of the Eco-conscious shopping initiative, the concept of Eco-Goop has facially evolved into Whole Goop Rekognition. Whole Foods patrons who opt in for Whole Goop Rekognition at a one time annual fee will not have to worry about bags when checking out, will receive special Goop promotions, Amazon deals, and discounts on Company sponsored events. Whole Goop Rekognition patrons shopping activity will be stored into an accessible account where points related promotional options can be managed. This Eco-conscious approach not only raises awareness for bag use, but also eliminates long wasteful 3ft. paper promotional receipts that no one ever keeps or uses, and cuts down on the amount of plastic cards manufactured for similar promotional use. Whole Goop Recognition cuts down on the amount of plastic cards manufactured for expense related use by way of facial recognition through Amazon's Rekognition API. In the advent of the major introduction of facial recognition to the public through Apple's iPhone X, apps created using Amazon's Rekognition API's, and similar technology, the public has become more comfortable with facial recognition. This multifaceted Eco-conscious solution will allow Whole Foods to take the next step in the evolution of shopping creating a completely new immersive experience for patrons who enroll in the Whole Goop Rekognition program. As stated last week, Mayor DeBlasio's introduction of a five cent tariff on bags taxing New Yorkers to raise awareness for environmental causes was the first legislative step. Whole Goop Rekognition takes the new legislation the next step forward through this strategic initiative. Also, the math justifying the rationale behind Whole Goop Rekognition hasn't changed. Whole Foods did approximately \$17Billion dollars in sales in 2016, with its Annual Report for 2017 soon to be released. So again, without getting too deep into the precise patron purchase metrics lets just assume that 170Million people spent \$100 dollars at





Whole Foods, and used between 10 and 20 bags for every hundred dollars spent. Trying to bare with me on the nuance of the calculations, 170Million people times \$100 dollars equals \$17Billion in sales.

170Million people (or individual transactions) times .50cents per bag equals \$850Million, so if people used 20 bags that would be \$1.7Billion.

On average Whole Foods patrons visit twice per week. There are 52 weeks in a year. So .50cents (10 bags) times 104 visits equals \$52 dollars, and 20 bags at 104 visits is \$104 dollars. Therefore the Whole Goop Rekognition annual enrollment can justify a \$75 dollar fee taking into consideration that some patrons will use more bags while others will use less. Finally, we do one more calculation to transform 170Million individual transactions (referred to above as people) into approximately 1,634,620 patrons who spend \$100 dollars per visit to Whole Foods visiting Whole Foods 104 times annually, which sales equal \$17Billion dollars. Again, the math justifies the price point of \$75 dollars per Whole Goop Rekognition enrollment. If each of the 1,634,620 Whole Foods patrons enrolled in Whole Goop Rekognition that would give Elf mutuals approximately \$122,596,500 dollars to hedge in financial markets, but for arguments sake lets say that we get half of the patrons to sign up, which is more realistic. A percentage of the profits from the Elf mutuals supplement the various promotions offered to Whole Goop Rekognition patrons. This is still \$61,298,250 into Elf mutuals. If Elf mutuals are properly managed at 10% return that is \$67,428,075 year one, further justifying the Whole Goop Rekognition project. Whole Goop Rekognition patrons will use facial recognition checkout through Amazons VeriFone or equivalent technology with direct connection to Amazon's server. However, for patrons that would like to enroll in Whole Goop Rekognition to pay for bags, and to receive promotional deals, but who do not like





the Rekognition feature, a modified key chain card will be optional. For patrons who do not opt in for facial recognition modest advertising about Rekognition giveaways can be an option for when customers review their promotional account related options. These options provide patrons flexibility around a variety of new

convenience that will separate Whole Foods from its competitors, and set new industry standards. The Whole Goop Rekognition business model is likely to be similarly implemented by other retail stores. This will create new promotional synergies for Goop, Amazon, Whole Foods, and the Company. Whole Goop Rekognition will allow us all to venture into new unforeseen market segments with endless opportunity building the reciprocal relationships necessary in order to compete in the new market economy. In this instance, Mayor DeBlasio's landmark environmental legislation has given rise to a multifaceted range of creativity, and by exploring new partnerships we have taken the next step in the evolution of shopping through Whole Goop Rekognition. Whole Goop Rekognition will provide necessary metrics that will allow Whole Foods to gauge demand for new stores, and create the conditions for a smooth facial recognition transition. Whole Goop Rekognition will create the promotional edge that Goop needs to continue to thrive. Whole Goop Rekognition will allow the Company to offer select ticket and related promotions to create stronger demand for our advertisement, tv, and motion picture segments. The Company is proud to have worked to create the conditions for this opportunity to be possible, and looks forward to continuing the dialogue around implementing Whole Goop Rekognition. As always, we greatly appreciate your time.

