

))) Did you know that **92%** of retail sales still occur in bricks-and-mortar stores


))) Did you know that every year are **8.6%** more consumers buying online and are drastically losing interest to visit physical stores because they feel disconnected to brands?

))) Did you know that nowadays the behavior is analyzed on the basis of historical and transactional data that is **late** and **inaccurate** when measured?

“Imagine be a high-tech beloved brand, with recurring consumption in your stores and for a fraction of the current cost”

You don't have to imagine it; **We've invented it.**



 **Espectacularity**® is an high-end information system that predicts consumer's behavior in real-time to create a personalized shopping experience

WITH ESPECTACULARITY,
YOU ALWAYS KNOW WHAT MAY LIKE OR NOT

CONSUMER BENEFITS



Buy always the right product for you

Securing privacy: name or ID not linked with the behavioral profile

You have a personal shopper in real time through a mobile application available for free

STORE BENEFITS



Decreasing cost of inventory, marketing, consumer research and sales force

Engagement with their consumers through a real shopping experience

Recurring consumption

“Espectacularity personalize the shopping experience by deliver revealing information to the consumers about its own needs, desires and preferences on a friendly-mobile interface”

While other technological solutions for retail is looking into the consumers past to predict its present. Espectacularity sees consumer’s behavior present in real-time to predict the future benefit of its own shopping experience.

What we expect from Aarhus University?

Enthuse the team of cognitive and neuroscientific research in order to generate a cooperation scheme that allows us to test each stage of our computational algorithm aimed at predicting the behavior of people in their laboratories and with the advice of its researchers.

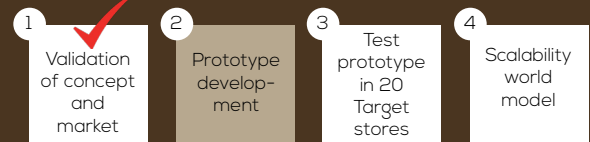
At the same time we hope that our research results can increase the level of experience and knowledge of those involved.

UNFORGETTABLE SHOPPING EXPERIENCE BY PREDICTING THE FUTURE BEHAVIOR

What We Do Best?

Espectacularity is an enriched human-driven new technology to predict consumer’s behavior in real-time, in different future scenarios to benefit consumer lives and self-conscious knowledge.

Product Status



Intellectual Property: In the process of achieving intellectual and patent protection in USA, Europe and Asia as well, to protect the mathematical algorithm of human behavior developed by the founder.

Competitors

Synqera, is a Russian technology company in June 2012 developed a device to read facial expressions to detect superficial consumer feelings and offer promotions and discounts.

Micromove, is a Danish company that has developed an application to improve the physical shopping experience through the analysis of movements of goods sold.

Ownership & Background

Espectacularity was invented by Jorge Toledo-Chacon, an entrepreneur that:

12 years ago developed the first Peruvian cadastral geographic information system.

He led the product development team for 14 years to the world leader in packaging solutions (www.amcor.com).

During the past 7 years he has led his own consulting firm of neuromarketing specialized in discovering truths in consumer behavior (www.insighter.pe).

4 years ago, He have invented and developed the first innovative technological retail concept store in South america, Peru (www.lifeit.pe).

He won in 2013 the 'Launchpad Denmark' award in Denmark, aimed at boosting business ideas and innovative minds in the world.