

▼ V E N D

W E L L

*Vending with heart*





Imagine yourself while traveling in flight, you're sitting in your seat and it hits you! You forgot hygiene essentials, you're starving, a headache is forming and you have 20 minutes when you land to catch your connecting flight. On top of that, you already know it's difficult to eat and shop healthy while on the road. Normally, this could have raised your stress levels higher than the altitude you're flying, but since you're a member who's connected into the Vendwell ecosystem, life is good and those stress levels are now on the descent. Since your airline is our partner, you conveniently begin to shop in flight for your items. You make your selections and check out without your card because Vendwell is "powered by Visa" making transactions seamless. Your purchase just added points to your airline rewards and a code is generated for you to pick up items upon landing. Now, that you've landed safely, you locate the nearest Vendwell machine, scan your code and your wellness products are now dispensed. You now hold quality handcrafted goods, made with local love and even better you have 18 minutes still left to spare!

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### Our Mission

We are whole"**HEART**"edly focused to provide quality locally sourced goods that nurture wellness. Delivered seamlessly by our intelligent eco system of vending machines and technology, that connects health-conscious consumers to curated handcrafted products, through our belief of transparency and sustainability.



## Objectives

Vendwell's goal is increase retail real estate by scaling to 5 machines within 3 years.

## Who is Vendwell?

Vendwell is revamping the stagnant industry of vending machines by leveraging innovation with human centered retail automation. Vendwell's beliefs and unique capabilities add value and remain the "heart" of our business. Vendwell is organized into 3 functional areas:

Vendwell is organized into 3 functional areas:

- **Business relationships** (Establishments, partnerships + Local Vendors)
- **Operations** (Procurement, tech + Distribution)
- **Sustainability** (Route efficiency, packaging, ecofriendly management, platform extensions)



*"Where innovation and artisanship meet."*

Vendwell is revitalizing the way consumers purchase in an automated market. "We are whole"HEART"edly focused to provide quality locally sourced goods that nurture wellness. Delivered seamlessly by our intelligent eco system of vending machines and technology, that connects health-conscious consumers to curated handcrafted products, through our belief of transparency and sustainability." Your Vendwell experience will be unique, personal, sustainable and overall better for you. We are leveraging behavioral science and emerging technologies to deliver curated products that consumers truly want.

The problem is vending machines aren't often thought of as a reliable channel for purchasing in the US. There's often mechanical issues, blind purchasing and often viewed as a lack of fresh options. They are associated with being dusty brown machines in a corner that usually supplies mass produced junk. We are living in a fast world with a demand to be digitally connected. The purchasing trends of "health-conscious consumers" is rising with the need for transparency and seamless transactions, all of which are driving the future of retail. But somewhere within that fast market, there is a craving for the nostalgia of handcrafted goods. Vendwell is where the convergence of innovative retail and artisanal crafts meet. Think quality curated products at your fingertips within seconds. Vendwell is more than just personal shopping, it allows you to purchase and send quality goods to others through gift codes. Anyone, anywhere nationwide can have their items dispensed anytime, anywhere Vendwell is located. The days of the dusty vending machine are over!





*"Wellness is in our roots"*

We believe in supporting our local businesses and empowering them with an alternative channel for distribution. Our suppliers have visions that align with ours, which makes for a powerful team. We believe in doing our part through social responsibility via our Wellness4ALL program. Where 2% off all purchases go towards generating free codes to disadvantaged customers. We believe in sustainability and carry it through our packaging which is always reusable, compostable or recyclable. We carry it through our eco-friendly operations by sourcing products locally and utilizing cloud-based technology that updates inventory and provides efficient GPS routes in real time. This enhances efficiency and reduction of waste, while adding little to no carbon footprint. Just wholesome products dispensed to you, fresh from the artisan themselves.

## INDUSTRY + US

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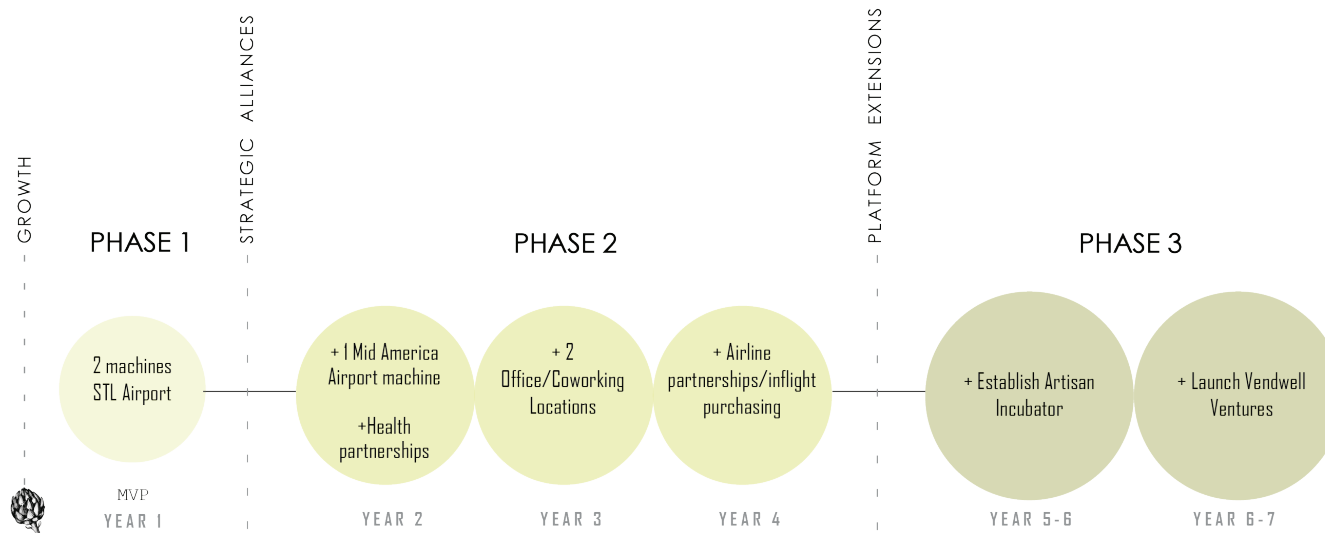
The micro market industry is growing rapidly and is projected to rise to \$36.5 Billion dollars by the year 2028 with a CAGR acceleration of 11.2%, one of the major contributors being cashless systems. The North America market accounted for the largest revenue share in the global intelligent vending machines market in 2018.

Our sales projections for the first year are \$780, 876 with a projected 69% CAGR and a CAGR of 18% over the next 3 years. We are currently valued at \$1.6 million .

*We are more than just a pretty vending machine ...*

Vendwell is not just another vending machine in an auto retail market, we are Vendwell is not just another vending machine in an auto retail market, we are expanding in ways no other vending companies ever have before!

Our phase 2 and 3 extensions will be our most exciting and unique strategies to further differentiate us from the industry. Phase 2 moves us into the launch of an artisan incubator that serves our community of makers. We will stock products created from our very own artisans within, this reinforces our direct to consumer model, while making us more vertical. Our love for artisanship doesn't stop there and we are proving it through phase 3 of our strategy implementation. The launch of Vendwell ventures is our platform extension that further empowers our artisans by micro investing in small handcrafted businesses.



**DISPENSING OPPORTUNITY**

# SUCCESS DRIVERS

## Machine + Tech

Vendwell machines will come internally customized via our manufacturing partner and tech integrated software that allows for seamless daily operations. Our machines are custom produced so you will never have to worry about your products getting stuck. We are ADA compliant by providing voice activated commands within app, interactive screens and lower set dispensing trays . Our tech is implemented through a cloud-based system allowing for real time information and hyper fast troubleshooting. Our software benefits both our artisanal suppliers and consumers by providing them with seamless experiences.

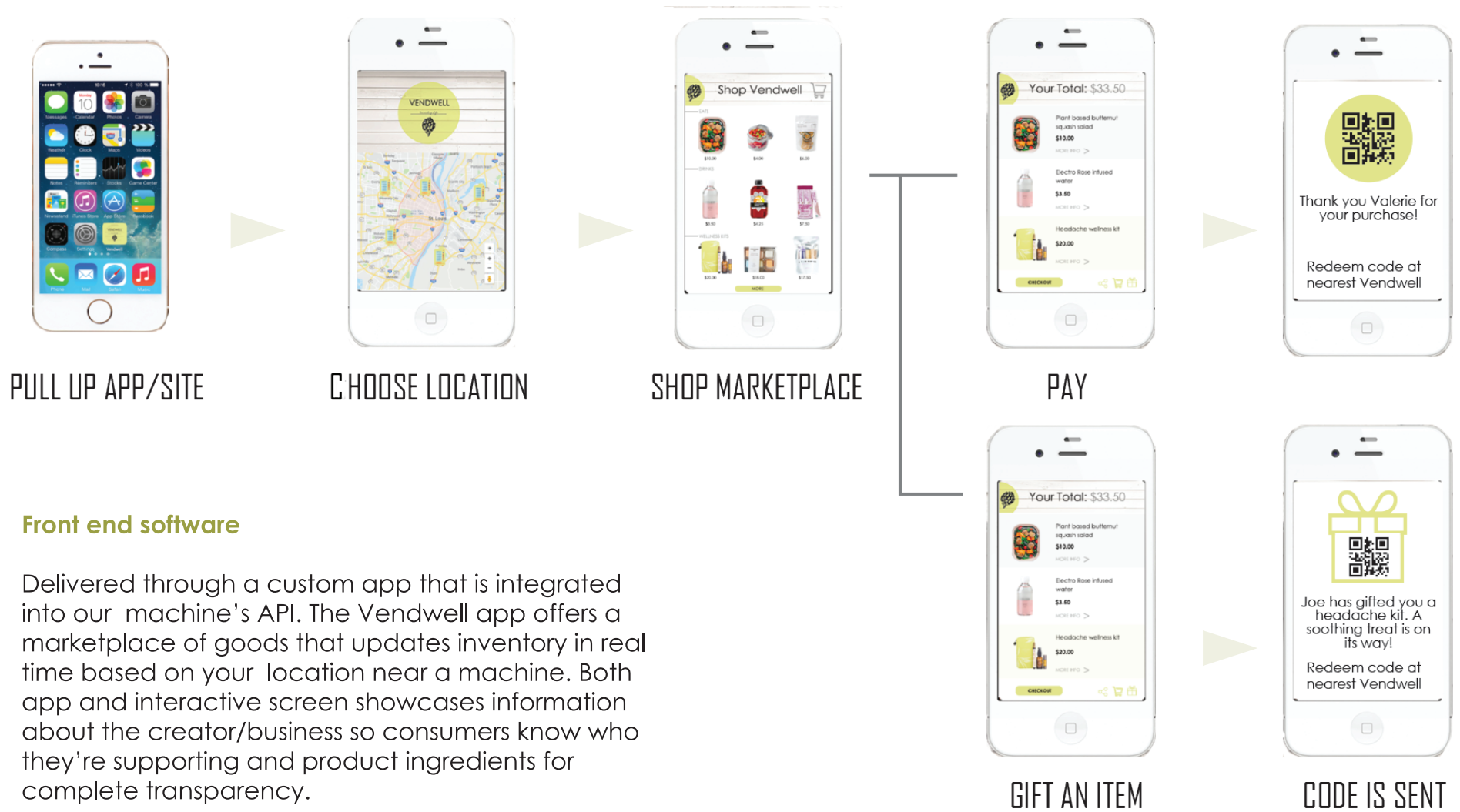
- Back end software provides suppliers with access to real time views of inventory for easy fulfillment. Vendwell will also offer the option to source the data back to the suppliers for their own business analytics.
- Troubleshooting: If consumers are experiencing issues they can notify Vendwell through short codes for quick problem solving. Consumers can send a 5- or 6-digit number via SMS/MMS to notify issues immediately. Issues are handled in real time which are managed through back end cloud technology.
- Phase 2-Tech partnerships: We will leverage strategic partnerships with health companies (googefit, apple health, fitbit, peloton) powered by AI to deliver custom product recommendations in real time. These suggestions would align with dietary plans, health conditions or allergies to address immediate needs (calorie intake, post workout vitamin depletion and replenishment).

### Customized Vendwell technology:

Touchscreen UI or keypad  
Customized UI  
Energy efficiency  
Voice activation  
Temp control

Coupon or RFID validator  
NFC ( Apple Pay, Samsung Pay, Google Wallet,  
Powered by Visa etc)  
Multiple language support  
Socket API solutions

## Customer Journey | App



### Front end software

Delivered through a custom app that is integrated into our machine's API. The Vendwell app offers a marketplace of goods that updates inventory in real time based on your location near a machine. Both app and interactive screen showcases information about the creator/business so consumers know who they're supporting and product ingredients for complete transparency.

Customers can also view inventory in other machines at different locations. The Vendwell app separates us from traditional vending through our Share the love capability. This allows consumers to buy & send gifted products instantly and redeem via code to dispense to anyone anywhere a Vendwell machine is located.

## Customer Journey | Interactive Screens



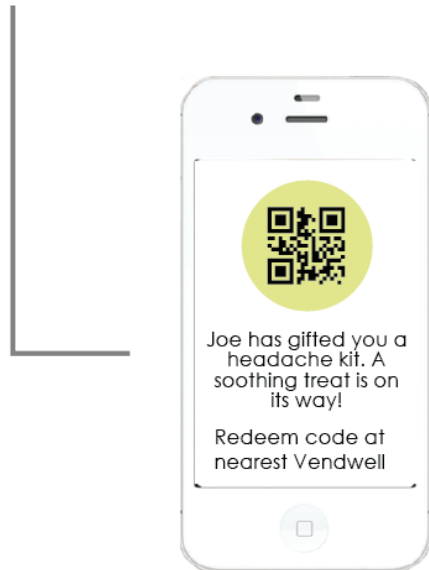
USE INTERACTIVE SCREEN  
ON MACHINE



MAKE DIRECT PURCHASES/  
SEND GIFTS



ITEMS DISPENSE



REDEEM GIFT/PURCHASES



SCAN CODE TO REDEEM

**Products** | Vendwell's foundation is connecting wellness to health conscious consumers. Wellness to us means more than just what you eat. It's what you put on your skin, how you think and self care. We are committed to reducing time and the barriers it takes to achieve it. Our inventory of products are curated from locally sourced goods. We offer nourishing products in both food, remedies and everyday goods. The unique offerings will vary per machine and location to better serve the unique tastes within a dynamic demographic. Utilizing our data we can adjust products based on consumer choice, popularity and trends.

Expansion into offices and coworking spaces will offer additional products with a more targeted approach based on data of their employees. Our focus is wellness and with that means quality and purity of goods, which we locally source from the community. We believe this elevates small and local businesses by increasing exposure, growth and brand touchpoint opportunities. We vet all our products and suppliers and establish partnerships with them through the alignment of our vision and mission. Currently, our machine has space for 30 brand selections (10 items per row) which totals 300 products. Since each machine location will have tailored products according to demographics, this will leave space for new artisans and building curiosity and excitement for new consumers.



**MVP Products** | These are some of our specialized products featured in our machines. They are tailored to fit immediate needs while offering items that you won't find while strolling through the airport. Some of our MVP at our airport locations include:

Personalized kits: the headache kit features peppermint oil, tea bag, weighted pillow used for eyes or forehead that can be heated up. A women's emergency kit with items that address immediate hygiene issues that may occur amidst traveling and a scavenger hunt kit that promotes tourism. Inside the scavenger kit are samples of local goods, codes/discounts and a map showing participating businesses that offer exclusive deals and opportunities. Once at the location the customers map is scanned to receive their offer.

**Operations** | The software and tech is managed in real time through a cloud based system that updates every 3 minutes. It auto manages operations for each Vendwell machine. Below are the customized operational solutions offered:

- Keyless entry & user management/control
- Remote troubleshooting and price management
- Remote uploads of high quality images/video and content
- Cloud-based sales and inventory reporting
- Auto-Kitting and ordering
- GPS route generator for efficient delivery

**PRODUCTION**



OUTSOURCED to  
local artisans  
for product  
creation

**DISTRIBUTION**



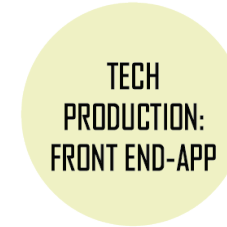
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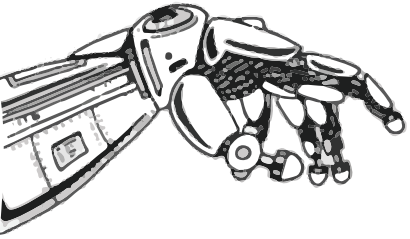


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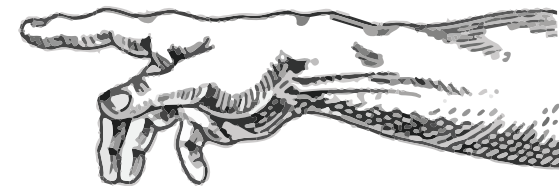
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**Sustainability** | Woven within our unique resources and capabilities lies Vendwell's passion for sustainability. We facilitate this through our Eco-friendly operations:

- Products that are locally sourced reduces shipping costs and doesn't add to carbon footprint
- Compostable and reusable packaging eliminates waste in landfills and reduces carbon footprint. All products are made with reusable (i.e. glass), biodegradable or recyclable plastic collected from airlines in flight waste.
- Intelligent machines that monitor inventory which contributes to route efficiency. Tech that operates in real time allows for reduction in digital waste.

**365 Retail Automation** | Vendwell provides 24hr retail to address the needs of all health conscious consumers any day at anytime. For our airport location the data from the FAA states that over 2,600,00 passengers fly in and out of US airports daily. This reinforces our initial launch plan into airports, more specifically Lambert Airport St. Louis. Airports need retail and restaurant options beyond brick and mortar operating hours to address the constant flow and needs of passengers through terminals. According to FlySTL, Facilities must be open 365 days per year with operating hours and staffing levels that support passenger activity at the Airport.





**Location + Contracts** | Vendwell machines are placed in safe (low theft) high traffic locations that align with our target markets. Installing machines in locations with low food/snack options would drive sales. Vendwell's key partnerships with professional locations like Offices/Coworking spaces, Gyms, Schools, Hospitals and travel heavy locations like Hotels and Airports to reach max traffic. Later an opportunity to expand a retail pilot. Bringing curated wellness products and experiences to consumers via mobile vending.

**Human centered Experience** | Our foundation is quality local goods, informative product information, convenient locations and seamless transactions. We believe our product approach to a stale industry creates value for our consumers in auto retail. We facilitate this through our interactive screens, transparent product information and voice activated technology.

**Social Responsibility** | Vendwell not only elevates the small artisanal business community, but through our social responsibility. We believe our approach to this truly separates us from the rest and amplifies traditional auto retail by dispensing truly meaningful experiences. Our programs like: Wellness4all: Where 2% off all purchases go towards disadvantaged customers for the generation of free codes. Vendwell believes that no one should be denied healthy products due to their financial circumstance. Once vendell expands to university settings we will partner will schools to utilizes credits from tuition.

**Design** | The fresh aesthetic makes Vendwell stand out among the competitors. Our design will invoke a natural chic feel unlike current machines that contain bold outdated graphics. The machine design will be natural light wood to be carried throughout to give the product a soft rustic “farm home feel”. The hand drawn sketches capture an organic sense with soft lines and a hint of lime green to represent nature and freshness. Our mascot the Artichoke symbolizes hope for a prosperous future, and at the core of an artichoke is a heart. Vendwell's passion is “Vending with heart”.





WHERE  
INNOVATION AND  
ARTISANSHIP MEET



VENDWELL

*- Vending with heart -*