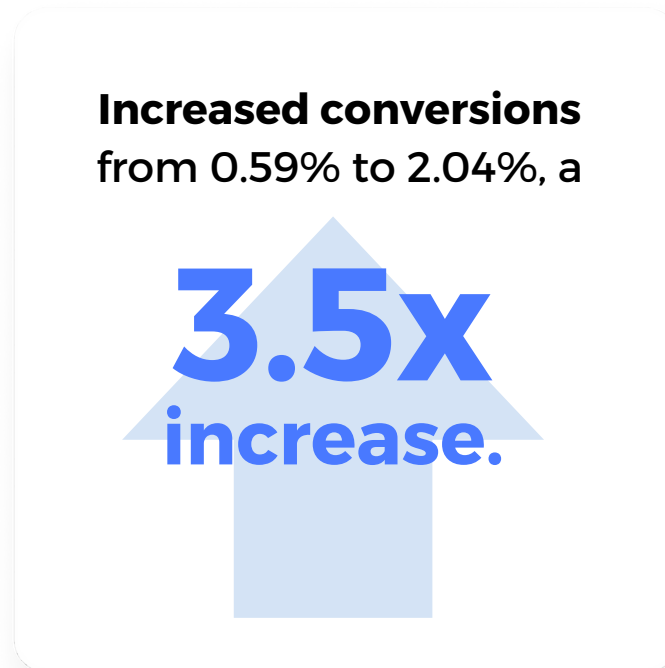
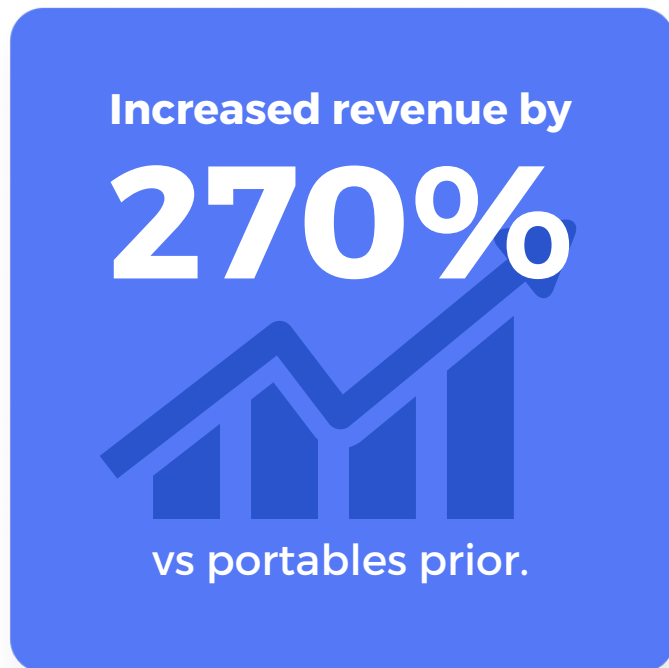




# Assessing the Value of Retrofitting Your Stadium Store

## A Checklist

Considering the idea of transforming a store or concession stand at your stadium into an autonomous facility? When autonomous stores at stadiums pull in results such as what one of our customers experienced (detailed below), we don't blame you!



With our simple readiness checklist, you'll be able to **quickly assess the potential value of retrofitting your existing store into an automated store with frictionless checkout** by checking off each box that applies to your organization.

At the end of the brief assessment, we detail what the results mean based on the number of checks you indicate (i.e. < 1, 2-4, 5+). As you read through your results, you'll also discover personalized next steps to help you determine how to get started on your retrofitting journey.

## Which of these is true? Check all that apply

### Retail Needs

- You struggle with efficient planogram planning
- You don't have a way to understand which items are top sellers
- You struggle to understand shopper behavior & make data-driven decisions
- Your inventory management is poor

### Fan Experience

- Fans report missing out on game-changing moments due to long lines
- Fans forego purchasing from the concessions to avoid long wait times
- Fans face a transaction time longer than one minute
- Fans experience friction in the checkout process preventing them from becoming repeat shoppers

### Business Impact

- Your revenue is down quarter over quarter
- Your throughput has recently lessened
- Your labor costs are high
- Your ability to provide quality customer service is hindered by staff shortages

## Determining Your Results: What's Next?

### If you checked off $\leq 1$ box...

... your store may be in a good place financially and the fans might be enjoying the checkout process. That's awesome!

But what if you could still improve upon this success? Choosing to automate your store could lead to even greater:

- Operational efficiency
- Labor optimization (and cost-savings!)
- Fan experiences

### If you checked off 2-4 boxes...

... your current store is probably operating with minimal hiccups. That's good! However, if you want to drive revenue and further improve the fan experience at your stadium, a good idea would be to partner with an AI provider to retrofit your store into an autonomous one.

This partnership will help your fans to purchase items in-store without having to wait in line or stop to scan and pay—enabling them to get back to the game and allowing your business to rake in the profits.

### If you checked off 5+ boxes...

... your business could experience immense growth if you retrofitted it into an autonomous store. In doing so, your store would likely experience:

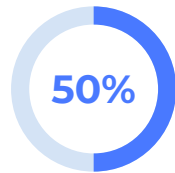
- Increased throughput and revenue
- More efficient store operations
- In-depth store and shopper analytics

And fans would also experience:

- Faster transaction times
- Cashierless checkout
- A simplified in-stadium shopping experience

## Case Study: Ford Field, Detroit, Michigan

Stadiums host thousands of fans on game day, and the AiFi-powered cashierless checkout at Ford Field in Detroit has proven to be the fastest way for fans to grab their favorite snacks.



In fact, at Ford Field, AiFi **reduced the average transaction and queuing time by 50%**



**increasing sales by 139%**



[Learn more about AiFi Refresh](#)

## About AiFi

AiFi, a globally leading AI provider, empowers retailers worldwide to scale autonomous shopping solutions with 100% computer vision. Powered by the most cost-effective and flexible method of deploying cashier-less technology solutions, AiFi's camera-only platform enables businesses to provide a frictionless checkout experience to their customers. AiFi's technology works through cameras and computer vision to allow quick and efficient shopping for various store formats across multiple global retail segments.

AiFi's solutions adapt to numerous verticals, including convenience stores, sports and entertainment venues, universities, workplaces, and travel retail. AiFi customers include: LA Clippers, Golden State Warriors, NASCAR, Florida Panthers, Aldi, Carrefour, Compass Group, Zabka, and many more. AiFi now has the highest number of store deployments globally, with over 100 active stores. The company has raised a total of \$80 million from investors, including Qualcomm Ventures, Verizon, HP, Mithril, Duke Angel Network, Cervin Ventures, TransLink Capital, and Plum Alley. To learn more about AiFi, please visit [aifi.com](https://aifi.com).