



Presentation **BIOSCREENS**

Advertising Digital Signage In Grocery Stores



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Revolutionizing In-Store
Advertising



The Problem:

Traditional grocery store advertising lacks engagement and real-time insights, leading to missed opportunities for brands and retailers.



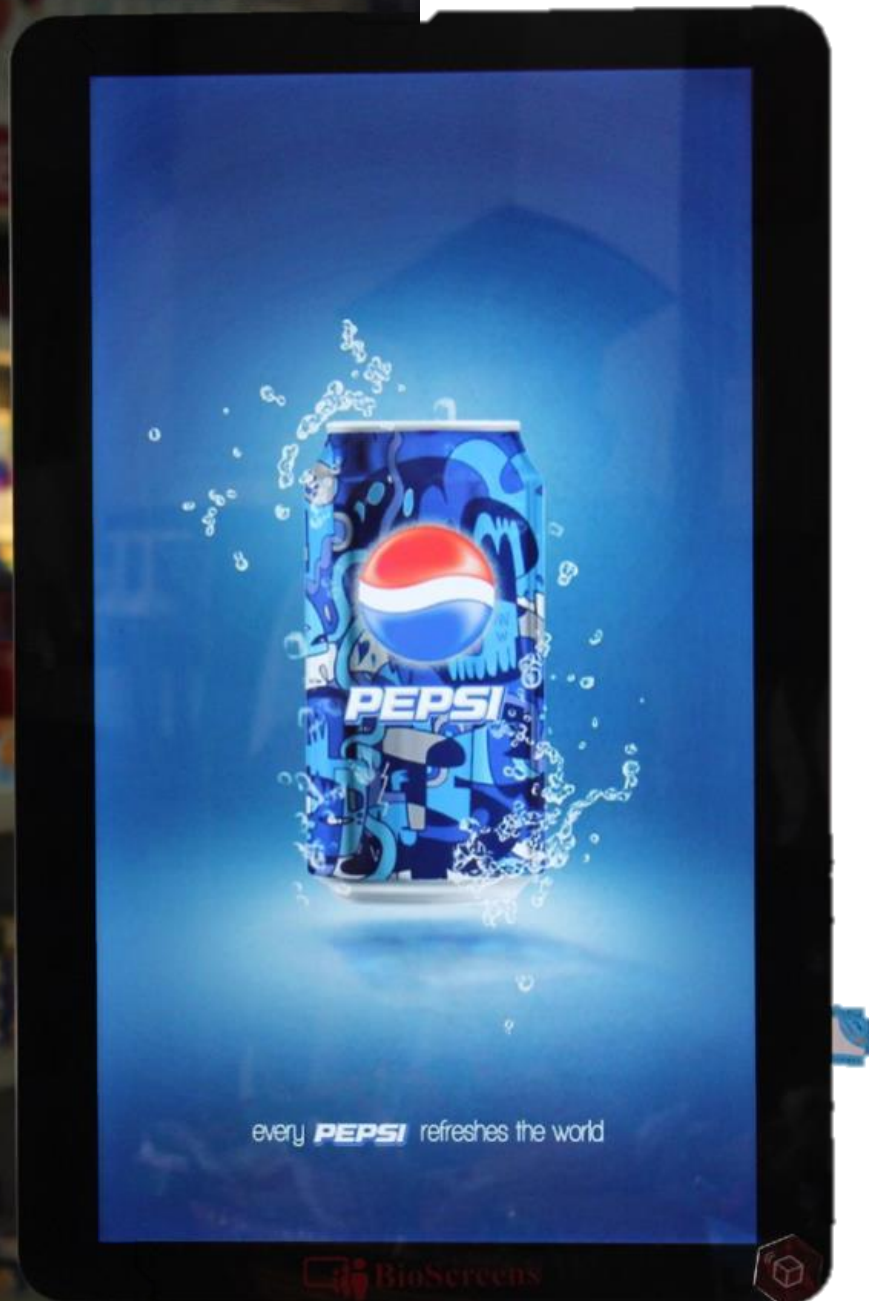
Brand Pain Points:

- Lack of personalized advertising.
- Limited or no real-time data for brands to optimize their ads based on consumer interaction.



Retailer Pain Points:

- Limited advertising ROI.
- Missed cross-selling and upselling opportunities.



SOLUTION

POS Digital Signage

BioScreens provides dynamic, interactive digital signage that enables personalized, real-time advertising at POS in grocery stores

Key Features:

- 13-inch interactive screens placed at POS.
- Real-time analytics dashboard for brands.
- Mobile integration for easy transfer of information to shoppers' smartphones.

Value Proposition:

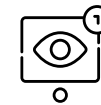
- Boosts consumer engagement at POS.
- Delivers measurable insights for brands.
- Increases retail revenue through enhanced ad targeting.



Sensor



Powered By
4G SIM CARD



Total count of Viewers



Demographic data:
gender and age



Engagement data:
attention, duration time
and number of glances



Market Opportunity

Retail Market in Saudi Arabia:

Saudi Arabia's retail market is ripe for digital transformation with over 25,000 grocery stores.

- OOH advertising, which includes digital signage in stores, has grown from 3.3 billion SAR in 2022 to 3.67 billion SAR in 2023, highlighting the increasing adoption of out-of-home advertising formats
- Rapid expansion of supermarkets and convenience stores.

Untapped Segment: Grocery retail, specifically in-store advertising, is a highly underutilized space for digital signage. Despite the high foot traffic in these stores, most advertising is still traditional and static.

Small FMCG (Fast-Moving Consumer Goods) manufacturers, particularly those producing items like sweets, snacks, and beverages, heavily rely on grocery stores to reach their target audience. These manufacturers often lack the budget for large-scale advertising campaigns or nationwide distribution, making **local grocery stores and mini-markets** their primary channel for sales and brand visibility.



Consumer Behavior Trends

Impulse Buying: Digital signage drives impulse purchases by catching attention at POS.

Real-Time Data: Brands are seeking better ways to track and optimize in-store ad performance.



#1

IMPRESSION

How many people were exposed to the content being played.



#2

DWELL TIME

How long the audience was exposed to the content.



#3

ENGAGEMENT

A response or action taken by a consumer in direct relation to the content.



#4

CONVERSION

The consumer completed an advertisement's specific call to action.

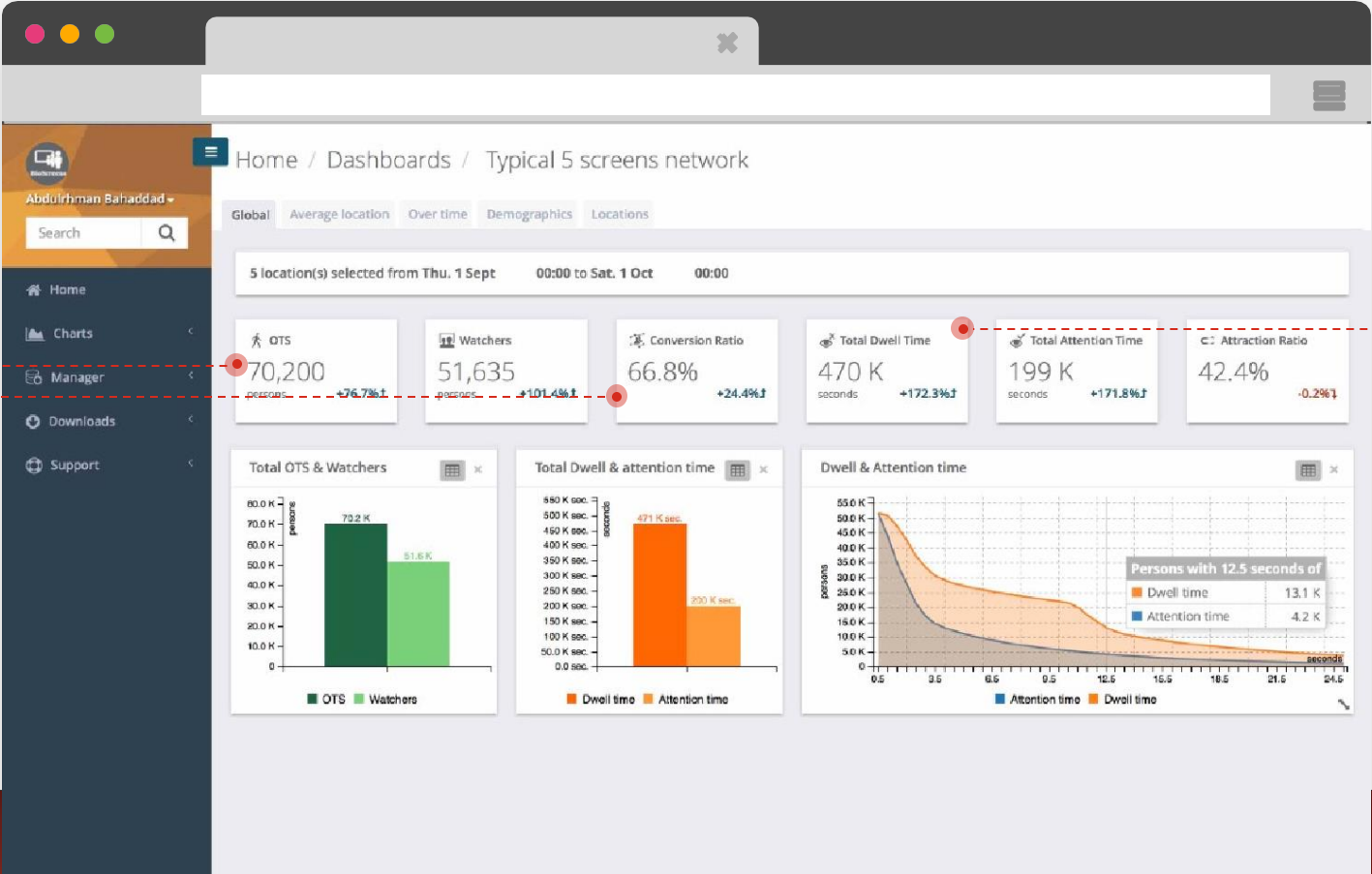
BIOSCREENS ANALYTICAL DASHBOARD

Measure your campaign performance to make dramatic improvements and achieve maximum ROI



Number of times the viewer is most likely to see the advertisement

Effectiveness of screen: Watchers ÷ OTS x 100



Total time of persons were present in front of the measured radius



BIOSCREENS MOBILE

Mobile Engagement Using QR Code & NFC Technology



TAP & GO OR SCAN & GO

As companies expand their use of larger digital signage, the next evolution is bringing this marketing experience to smaller screens—our smartphones. Today, shoppers expect information to flow seamlessly from public displays to their personal devices. Customers should be able to interact with a screen, access valuable information, and easily transfer it to their phone for later use, all in a few simple steps.

1

Send Free
Coupon

2

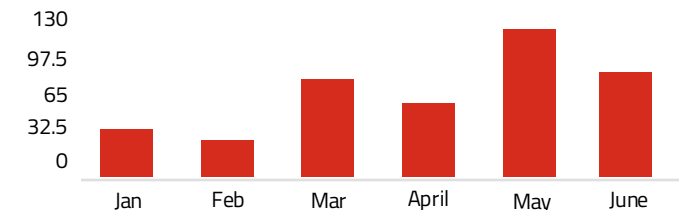
Make Any Call
Of Actions

3

Measure
Clicks



Click Measurement
Per Location



Competitive Landscape



Out-Door
Vs
In-Door



Direct Competitors:

- **JCDecaux** and **Alarabia**: Traditional digital billboard providers that focus on outdoor advertising but lack interactive, POS-based digital solutions for grocery stores.
- BioScreens sets itself apart by placing dynamic digital signage directly at the Point-of-Sale (POS) where it can influence immediate buying decisions.

Indirect Competitors:

- Social media ads and digital marketing, but these lack in-store engagement.

BioScreens Advantage:

- **Data-Driven**: Offering actionable insights and personalized targeting, unlike traditional OOH advertising. Real-time consumer insights and sentiment analysis.
- Competitors in the broader Out-of-Home (OOH) market generally do not integrate real-time analytics or mobile engagement features.
- **Localized and Interactive**: Placing screens where consumers are most likely to engage — at checkout.

REVENUE Model



Advertising Contracts: advertisers pay for ad space on BioScreens.

Subscription Fees: Brands subscribe to the analytics dashboard for consumer insights.

Mobile Integration & Loyalty Programs: Brands pay for loyalty program features or direct discounts through BioScreens.

ECONOMIC	COMPLETE	POPULAR	ENTERPRISE
650 SR 2 Weeks	1200 SR 1 Month	3600 SR 3 Months	1 Year
1 Digital Signage	1 Digital Signage	1 Digital Signage	1 Digital Signage
1 Time Content Update	2 Time Content Update	6 Time Content Update	∞ Time Content Update
	BioScreens Mobile	BioScreens Mobile	BioScreens Mobile
		Analytics Dashboard	Analytics Dashboard
			Custom Reports (Expert)

FINANCIAL PROJECTION

Year 1:

Focus on establishing 100 installations in grocery stores. Expected revenue: **2,240,000 SAR – 2,900,000 SAR.**

Year 2:

Expand to 200 locations, adding more brand contracts. Expected revenue: **4,320,000 SAR – 5,230,000 SAR.**

Year 3:

Expansion to 500+ locations, scaling operations. Expected revenue: **18,230,000 SAR – 21,600,000 SAR.**

Break-even Point:

Expected within **16-24 months**, based on the number of installations, recurring subscription revenues, and advertising sales.



MILESTONES AND TIMELINE



Q1:

- Hire key team members
- Finalize product development, including software platform and hardware testing.



Q2:

- Launch pilot program with 10-20 screens in selected grocery stores.
- Begin brand acquisition and negotiate contracts for future ad placements.



Q3:

- Full-scale rollout to 100 locations in Jeddah, Riyadh, and Dammam.
- Initiate marketing campaigns to attract brands and retailers.



Q4:

- Expand to 200 locations, solidify relationships with FMCG brands, and refine ad solutions based on data.

Why Invest in BioScreens?



Unique Positioning:

BioScreens provides an innovative and scalable solution that targets an underserved market in grocery stores, blending technology with real-world retail engagement.



Scalable Model:

BioScreens can expand beyond Saudi Arabia to other GCC countries and international markets with a similar retail landscape.



Strong Market Opportunity

Saudi Arabia's retail market is growing, with a clear demand for tech-driven in-store advertising solutions.



Experienced Team:

BioScreens is led by a team with experience in digital signage, retail, and tech development, ensuring efficient execution of our growth strategy.



Abdulrahman Bahaddad

Founder

About the Founder

With a robust background in Business Administration and over nine years of experience spanning ERP systems, Media Production, and Business Development, Bahaddad combines strategic vision with operational expertise. He has consistently showcased a talent for identifying opportunities, building dynamic teams, and implementing scalable solutions that drive growth and innovation.

During his tenure at STC, Bahaddad delivered innovative solutions including command centers, social listening platforms, and self-service kiosks tailored for ministry users. His leadership style emphasizes collaboration, fostering alignment among colleagues and stakeholders to achieve shared goals effectively and drive impactful results.

BioScreens was born from the vision to revolutionize in-store advertising by bridging the gap between traditional retail and digital marketing. With Bahaddad's innovative leadership, the platform is transforming shopper engagement by delivering impactful and measurable results through cutting-edge technology.





Abdulrahman Bahaddad

Founder / CTO

With over nine years of experience in ERP, Media Production, and Business Development, the Founder and CTO of BioScreens leads innovation in in-store advertising, bridging traditional retail with digital marketing to enhance shopper engagement and brand impact.



Lian Bahaddad

Co-Founder / Marketing expert

A seasoned marketer with expertise in consumer engagement and branding, she has successfully driven campaigns that integrate traditional and digital media



Dia Jamal

Co-founder / Operation

ensures seamless daily operations With a focus on efficiency, quality, and team collaboration, he oversee logistics, project execution, and operational workflows. his leadership ensures BioScreens delivers innovative advertising solutions on time and at scale.



VALUES



RESPECT

We treat colleagues, clients, partners and business community with the highest degree of fairness and trust.



COLLABORATION

Working together is essential for building first-class solutions that meet the needs of everyone in our ecosystem.



DELIVER

Our visionary and pragmatic approach drives success for ourselves, our clients and our partners.



EXCITE

Our passion, knowledge and innovation use of the best technology helps inspire everyone in our ecosystem.



SUSTAIN

We believe in the "Golden Rules" so we maintain our relationships by giving and earning.



Call to Action

Investment Opportunity:

We are seeking an early-stage investment to launch our business, implement digital signage solutions, and drive revenue.

Join Us:

By investing in BioScreens, you will help revolutionize the in-store advertising experience and enable brands to engage more effectively with consumers.

Next Steps:

Open the floor for questions and further discussion on investment opportunities.

Thank You For Reading



Abdulrahman Bahaddad