

Entrepreneurial ID

«Academy-Industry Training Camp» 2016



Name: Merve Kirci

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University: EPFL

Project/ Company name: StockOn

Short description: *A smart solution that eliminates shelf stock-outs at retailers.*

Industry: *Supply chain/ Retail*

Status of project/science: <i>Prototype</i>		Company / team size: 2
Technology/science:		
<i>A smart solution that eliminates shelf stock-outs at retailers by tracking inventory live, and automatic re-ordering through integrated IT systems.</i>		
Problem / Solution:		
<i>Retailers have access to point of sales information, as well as inventory ordered; yet they incur lost sales costs due to stock-outs at the shelf that result to unhappy customers. According to prior studies in the field of research, around 50% of stock-outs occur due to inadequate shelf replenishment or ordering issues at the store. StockOn is a technological solution that completely eliminates stock-outs in retailers. StockOn removes problems derived from inadequate replenishment and insufficient order quantities in FMCGs (Fast Moving Consumer Goods) and life-saving drugs.</i>		
Market Opportunity / Target customers:		
Customers: Retailers, multinationals, pharmacies/hospitals. Potential: Only Walmart in the US identifies a \$3 billion opportunity in filling empty shelves.		
Competition and competitive advantage:		
No similar competitive technology Advantage: Precision and design		
Team		
<i>Merve Kirci: PhD in Supply Chain Management, EPFL</i>		
AIT Camp objectives:		
<ol style="list-style-type: none"> 1. <i>Establish contacts with major retailers</i> 2. <i>Identify IT and electronics manufacturing partners</i> 3. <i>Understand the Indian culture and the business environment</i> 		