

Liberoo Smart Cart

Checkout-free shopping without cameras or store rebuilds
RFID-powered smart carts for small and mid-size retailers
— deployable in existing stores within days.

- ✓ No cameras required. AI vision optional via modular expansion
 - ✓ No ceiling cameras
 - ✓ 10× lower cost than Amazon Go
-



The Retail Problem

A photograph of a busy grocery store checkout area. In the foreground, a woman with long brown hair, wearing a light-colored top and a dark blue shoulder bag, is pushing a shopping cart. To her right, another woman with long dark hair is also pushing a cart. In the background, a cashier in a green shirt is working at a register. The scene is filled with shopping carts and various grocery items, creating a sense of a busy retail environment.

Wasted Time

Checkout queues frustrate customers and slow down shopping.

Rising Costs

Staff costs rise while margins shrink.

Self-Checkout Issues

Self-checkout increases theft and customer frustration.

Expensive Tech

Camera-based systems require massive upfront investment.

Small and mid-size retailers are left behind.

The Liberoo Solution

Smart Shopping Made Simple

- Automatic item detection built into the cart
- No checkout queues or waiting
- No expensive cameras or AI vision systems
- No costly store rebuilds required

Customers shop, leave, and payment happens automatically.



How It Works

Five simple steps to frictionless shopping. No scanning, no cashier, no friction.

01

Unlock Cart

Customer unlocks the cart using the mobile app, NFC card, or QR code scan.

02

Automatic Detection

Products are detected via RFID and validated by intelligent weight sensors.

03

Real-Time Display

The cart's integrated display shows the live total and itemised list in real time.

04

Exit Store

Customer simply walks out of the store when finished shopping—no queue required.

05

Invisible Payment

Payment is triggered automatically and securely as the customer exits the premises.

Technology Stack



UHF RFID

Item-level product detection without line-of-sight requirements.

Weight Validation

Cross-validates detected items using precision weight sensors to prevent fraud.

Cloud Backend

Secure billing, inventory tracking, and comprehensive analytics platform.

Smart Gateway

Integrated cart gateway manages all device communication and data flow.

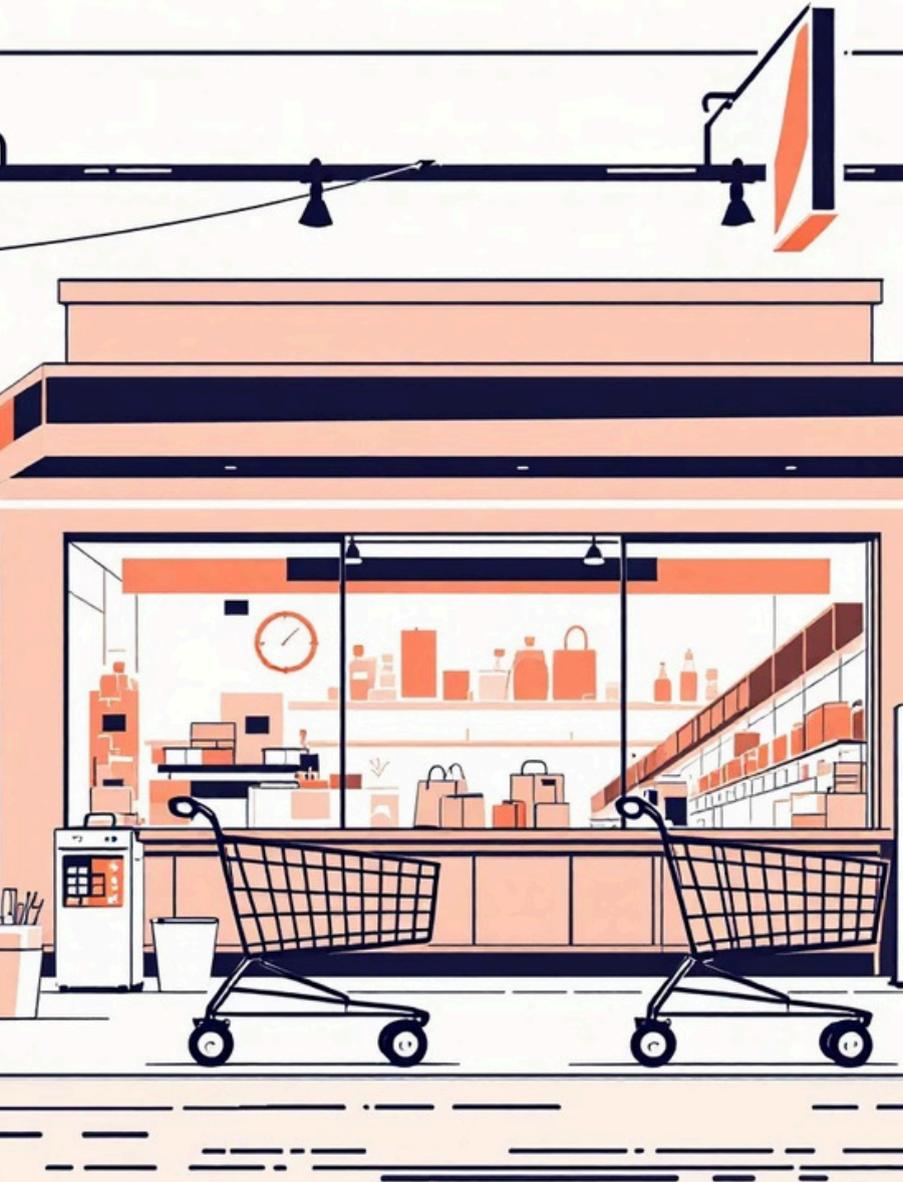
Low-Power Display

Low-power handle display shows live total and itemised list.

Autonomous Charging

Carts recharge automatically while parked or docked — no staff handling, no battery swaps.

 No cameras required. AI vision optional via modular expansion.



Why We Win

Democratising frictionless retail for everyone, not just tech giants.

10x

Cost Advantage

Ten times cheaper than Amazon Go's camera-based system.

0

Zero Renovation

Deployable in existing stores with no structural changes required.

No store rebuilds,
no ceiling
infrastructure

100%

Data Ownership

Retailers maintain complete ownership and control of their customer data.

Scalable Per Cart

Start with a few carts and expand gradually as demand grows.

Perfect for Small Formats

Works brilliantly in small supermarkets, petrol stations, and campus shops.

Business Model

Revenue Streams

1	<p>Hardware Sales</p> <p>One-time purchase price per smart cart unit.</p>
2	<p>Monthly SaaS</p> <p>Recurring subscription fee per store location for software, monitoring, and cloud services.</p>
3	<p>Transaction Fees</p> <p>Optional small percentage per transaction (future revenue opportunity).</p>
4	<p>Premium Services</p> <p>Maintenance contracts and advanced analytics upsell packages.</p>

Target Customers



- Convenience stores and local supermarkets
- Petrol station shops and forecourt retail
- Campus bookshops and university stores
- Corporate and office building shops

Roadmap to Market

Phase 1: Controlled Pilot Environment

RFID-enabled smart cart prototype tested in a warehouse setup simulating real retail aisles and customer flow.

1

2

Phase 2: First Pilot

Deploy pilot programme with first retail partner to validate technology and user experience.

3

Phase 3: Production

Finalise production-ready cart module with manufacturing partners.

4

Phase 4: Swiss Launch

Commercial rollout across Swiss convenience stores and small format retailers.

5

Phase 5: EU Expansion

Scale across European markets with regional partnerships and distribution.

Parallel Track: IP Protection

Develop comprehensive patent strategy to protect core innovations.

Strategic Partnerships

Build relationships with RFID suppliers and retail technology providers.

The Ask



Join Us in Revolutionising Retail

We're rebuilding the most affordable smartcart system in Europe. Our mission is to make frictionless shopping accessible to every retailer, not just tech giants.

Why Retailers & Customers Benefit

Retailers

- More selling space
- No checkout lanes → more room for products or services.
- Lower staffing costs
- Fewer cashiers, staff focuses on service and restocking.
- Higher throughput
- Faster customer flow, even during peak hours.
- No store reconstruction
- Works with existing layouts and infrastructure.
- Full data ownership
- Retailers keep full control over customer and sales data.

Customers

- No queues, no scanning
- Pick up items and leave — payment happens automatically.
- Faster shopping experience
- Ideal for daily and convenience shopping.
- Clear real-time overview
- Live total and item count directly on the cart.
- Less friction, more comfort
- Shopping feels natural, not “tech-heavy”.



Pilot Partners

Forward-thinking retailers ready to transform the shopping experience.



Early-Stage Investors

Visionaries who see the potential in democratising retail technology.



Industry Advisors

Experts in retail operations and hardware manufacturing.