



Mashgin Walkout Market

PROPERTY
spotlight

Santa Clara
Convention Center

MASHGIN WALKOUT MARKET

SINGLE PAGE OVERVIEW

WALKOUT MARKET

We took a space tan old UPS office and created an Innovative, fun and unique market.

1

TOP GOAL(S)

- Main lobby R&C need
- Low operational cost
- Quick service
- Adding tech elements to speak to silicon valley guests

2

IDENTIFYING THE SOLUTION

- Low staffing needs while staffing has been tough to find.
- Lower cost to operate which allows the ability to open up more often with less risk

3

FINANCIAL OVERVIEW

- Total investment \$50,887
 - \$40,000 - Mashgin
 - 6 year contract
 - \$3,776 - Walls
 - \$5,595 - Floors
 - \$1,516 - Awning
- Additional Estimated \$17,000 in custom built market merchandisers
- \$60,160 in revenue since opening in April

4

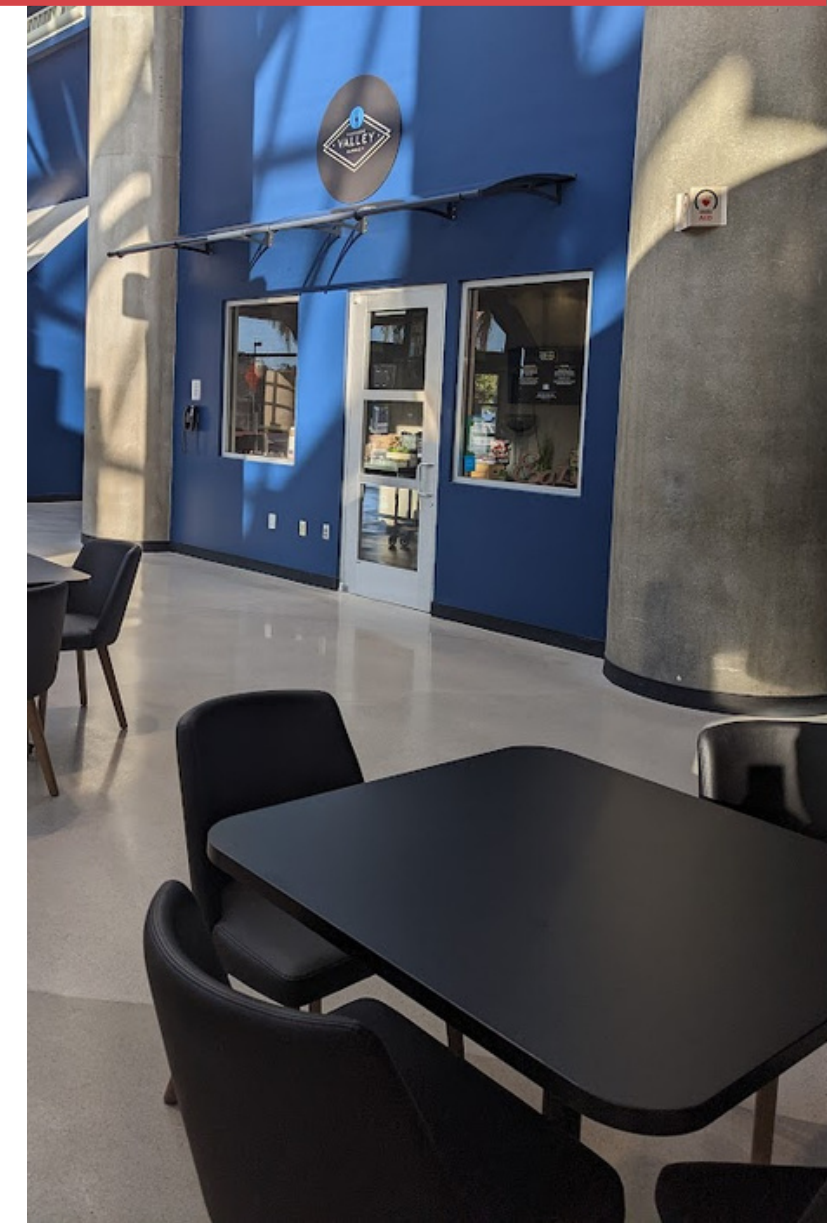
KEY COLLABORATORS

- Melisa Kasten
 - Logo & Sign Design
- Robelan, Inc
 - Future custom Build merchandisers

5

IMAGERY BOARD

CONCEPTUAL AND/ OR ACTUAL EXAMPLES



SUPPORTING INFORMATION

DETAILED POINTS

POINT #1

The Market is staffed with 1-2 employees depending on business because the Mashgin self checkout system. The team member does not need to be a cashier and instead greets and assists guests as they come in.

POINT #2

The Market offers a variety of shelf stable items as well as house made salads, sandwiches and snacks. The market is considered low risk from a health department stand point which made it easy to permit (even in California.)

POINT #3

Creating an entrance captures the eyes of attendees and providing house made products helps drive traffic.

POINT #4

Due to the low cost of operating, the market is open and utilized more often.



WHAT DRIVES THE VALUE OF THE PRODUCT, CONCEPT OR INITIATIVE?

CHECK ALL OF THE BOXES THAT APPLY AND THEN USE AS THE GUIDING POINTS TO CRAFT "THE STORY" ✓

<input checked="" type="checkbox"/>	GUEST EXPERIENCE DRIVEN	The concept is geared toward the uniquely positive impact on the guest experience	<input type="checkbox"/>	COMMUNITY/ LOCAL INITIATIVE DRIVEN	The concept focuses on the aspects of partnering with people and organizations within our communities
<input checked="" type="checkbox"/>	FINANCIALLY DRIVEN	The concept is intended to increase revenue, or decrease product or operating costs	<input type="checkbox"/>	RECOGNITION DRIVEN	The concept is intended to spark interest and gain recognition
<input checked="" type="checkbox"/>	INNOVATION DRIVEN	The concept features new, advanced and original methods	<input type="checkbox"/>	MARKETING/ PUBLICITY INITIATIVE DRIVEN	The concept widens the tactical reach within our target markets
<input type="checkbox"/>	SUSTAINABILITY DRIVEN	The concept is geared around environmental responsibility	<input checked="" type="checkbox"/>	EFFICIENCY DRIVEN	The concept helps to streamline, simplify or rectify a current process

THE STORY/ MESSAGING

1

GUEST EXPERIENCE DRIVEN (WELCOMING ONE GUEST AT A TIME)

Taking the cashier out of the equation has allowed for the employee to act as a greeter, welcoming the guests into the market and assisting them with any questions.

2

FINANCIALLY DRIVEN (DOING MORE WITH LESS())

Finding employees has been difficult but with the market concept it allows for less employees to operate. The decrease in cost has provided an opportunity to open more often and generate additional revenue because of the lower financial risk.

3

INOVATION DRIVEN (CHECK OUT THIS)

The addition of the Mashgin self CHECK OUT POS's have not only added financial and guest experience benefits, it has also added a " fun factor." Guests want to learn how it works and then they want to share it or bring over friends to try it out.

4

EFFICIENCY DRIVEN (ITS A NEW WORLD)

Utilizing Innovation, the market has provided financial savings which allows for the R&C to be open more often and provide a familiar but unique guest experience.

PRODUCT INFORMATION

DETAILS



WHAT PRODUCT IS NEEDED TO EXECUTE?

Provide list of products/ ingredients etc.

- MASHGIN



WHAT EQUIPMENT IS NEEDED TO EXECUTE?

Provide specification sheets, when applicable

- SELF CHECK OUT POS



VENDOR INFORMATION

Provide specific and/ or example vendor information or suggestions

- MASHGIN
- WWW.MASHGIN.COM
- JACK HOGAN
- 408-656-3388
- JACK.HOGAN@MASHGIN.COM



IDENTIFY COG & INVESTMENT INFORMATION

Outline costs for product & equipment involved

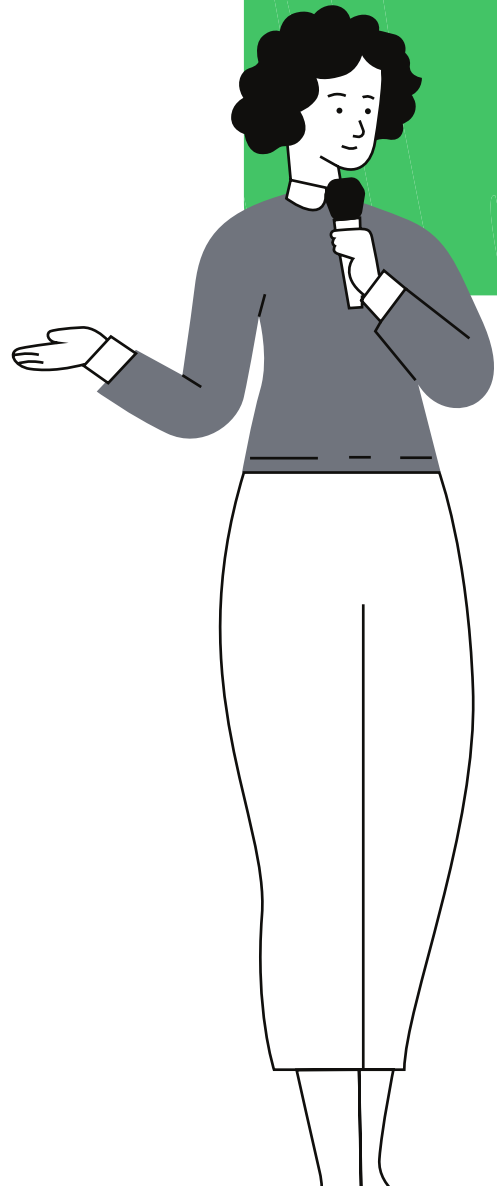
- \$40,000 FOR A 6 YEAR LEASE
- OR
- \$8,000/YEAR

FINANCIAL INFORMATION

DETAILS

INVESTMENT	\$50,887 Total	NA	NA
REVENUE YTD	\$60,160 OPEN SINCE MARCH	NA	NA
REVENUE SINCE OPENING	\$31,459 In First 3 Months	\$46,605 In First 6 Months	NA
2023 PROJECTED REVENUE	\$2,000-7,000 Per Event	\$10,000 Monthly	\$120,000 Annually
COST BENIFIT ANALYSIS	\$1176.01 Food Cost	\$592.00 Labor Cost	\$4,819.75 Net Profit
	<ul style="list-style-type: none"> • 22% - Perishable Items <ul style="list-style-type: none"> ▪ Produced on site • 78% - longer shelf life Items <ul style="list-style-type: none"> ▪ snacks, sodas, water 	Open from 10a-6p FOH 2 employees (8 hours) - \$288 BOH 2 employees (8 hours) - \$304	73% profit margin
	\$6,587.76 Food Revenue 1656 items sold		

Today's Agenda



Introduction to the Session

2 Team Check-in and Icebreaker

3 Team Retro

4 Summary and Action Items