MORTEN MØGELMOSE

CEO, Co-founder

Zliide Technologies

"Zliide is all about providing customers and staff the most convenient checkout in the physical fashion store. We believe that the future of checkout in offline will be centered around the customer's phone and not an old POS, and that this is one of the lowest hanging fruits in offline. No checkout experience in fashion is great, it simply hasn't followed the development and demand of customers.

What we do here at Zliide is that we enable this smooth checkout anywhere. First, we start with a high level of security, where we replace ordinary security tags with Zliide tags. They have the same functionality, but the Zliide tag is just more intelligent.

When customers come to the store, they can tap a bracelet the staff is wearing or tap stickers placed in the store - all with their phone. After this the Zliide Checkout app will launch on the customer's phone and they can now interact with the security tags (item), get information about the product, like pictures, price etc., pay with ApplePay and when the transaction is made the tag will unlock on the spot (so no clumsy kiosk is needed). The customer gets a receipt and can leave.

So overall we enable staff to do a checkout just with a bracelet or let customers do it all by themselves, with the highest level of security."

What made you *found the company Zliide* in the first place?

"I was in the Nike store on Oxford Street in London and just wanted a t-shirt I had seen online. I came to the store and was amazed by how much money had been put into the decoration and the looks of the store. But after grabbing my black t-shirt I went into a long line, and after 15 seconds I thought this is the worst! I'm not the most patient guy in the world but when I reflected and thought about how I used Uber with a click for transport, Deliveroo for food and so on - I as consumer had been accustomed to not wait for anything by players in completely different industries, but now I was waiting in line, and I was expecting more.

So, I just looked at the staff and how they removed the tags and thought there must be some way to do a payment and unlock that on the spot for the customers. Because then I would just be able to leave."

Can you explain
the **benefits**
your product
brings to retailers?

"So, we operate with two main values:

1. *We enable the best checkout for the offline store, both for customers and for staff. This is not just a much more efficient way to run a store, but also a great customer experience.*

2. *We collect some very valuable data from the store that has massive value for the brand's e-com. In a world where media buying for e-com is more expensive than ever, having the right data on who your customers are and what they are purchasing is more important than ever in order to retain them. And as many retailers still do the majority of the turnover offline, there is a huge opportunity in this channel that currently has almost zero data on the customer and their interaction. "*
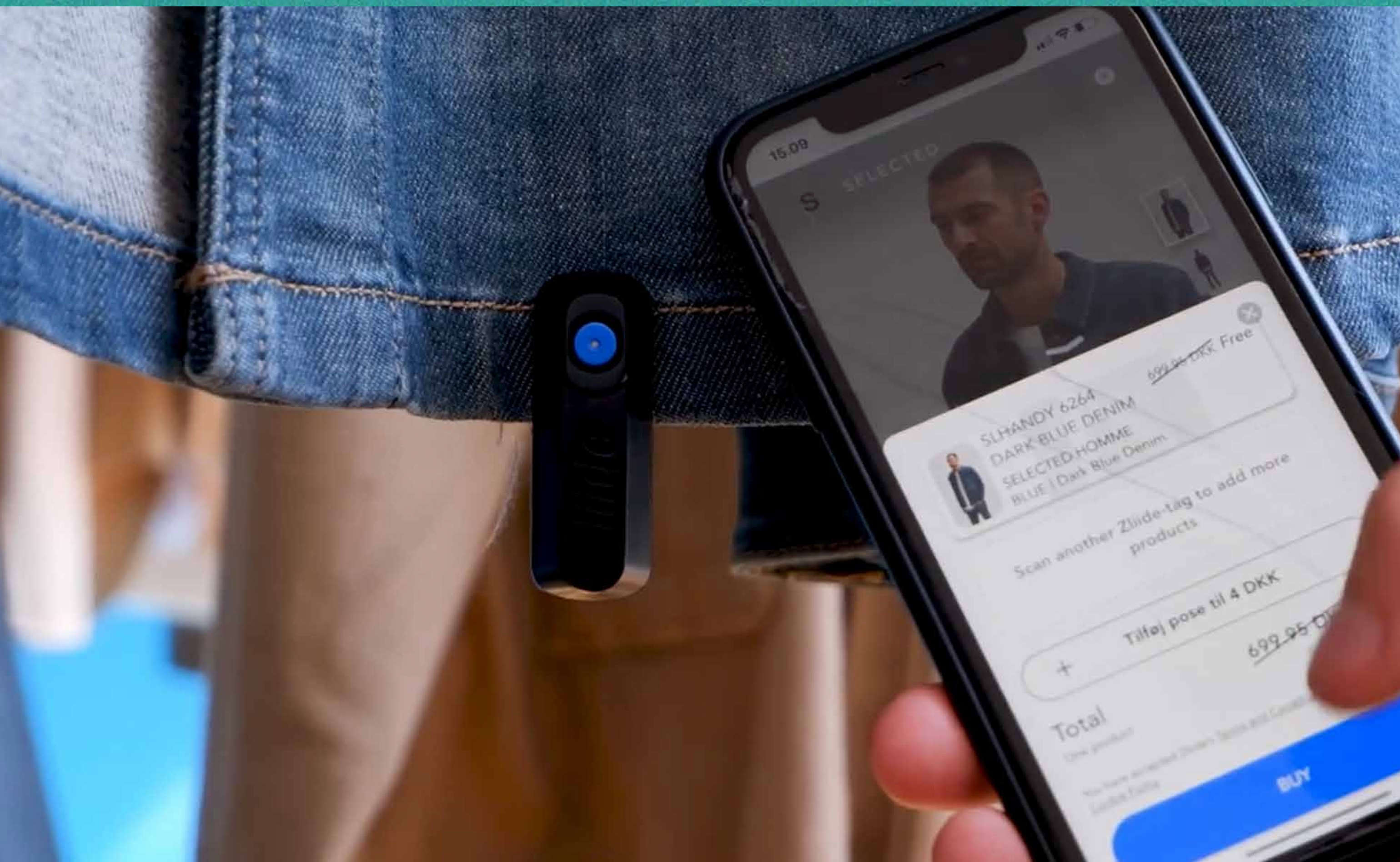
"Retailers have embraced Zliide with open arms. Especially those that are at the forefront of the development and understand where the consumer needs, beside the fashion trends, are going.

Overall we are seeing that Zliide is one of the most preferred payment options in stores, which all comes down to the simplicity of using it, both for customers and staff.

We currently work with some of the largest brands in the world such as Weekday (part of H&M) and the Bestseller Group among others."

Where do you see the **future of retail** in general?

"I believe that offline retail is the next frontier that will drive a revolution in commerce. The brands that operate a lot of stores will have a massive advantage if they invest in the right infrastructure. I think we will continue to see customers come to physical stores and they want it to be as convenient as possible, but stores will also serve online as local warehouses enabling the foundation for a last mile delivery. Imagine getting a t-shirt delivered within 1 hour from Hugo Boss. With current infrastructure of stores, Hugo Boss would have the upper hand on this vs. Zalando, because of the locations. But I also think it will be a question of speed, with a lot of winners, but also a lot of losers."

Zliide is focusing on *physical goods*, how do you rate the **rise of intangible goods** also in retail, i.e. *the Metaverse*?
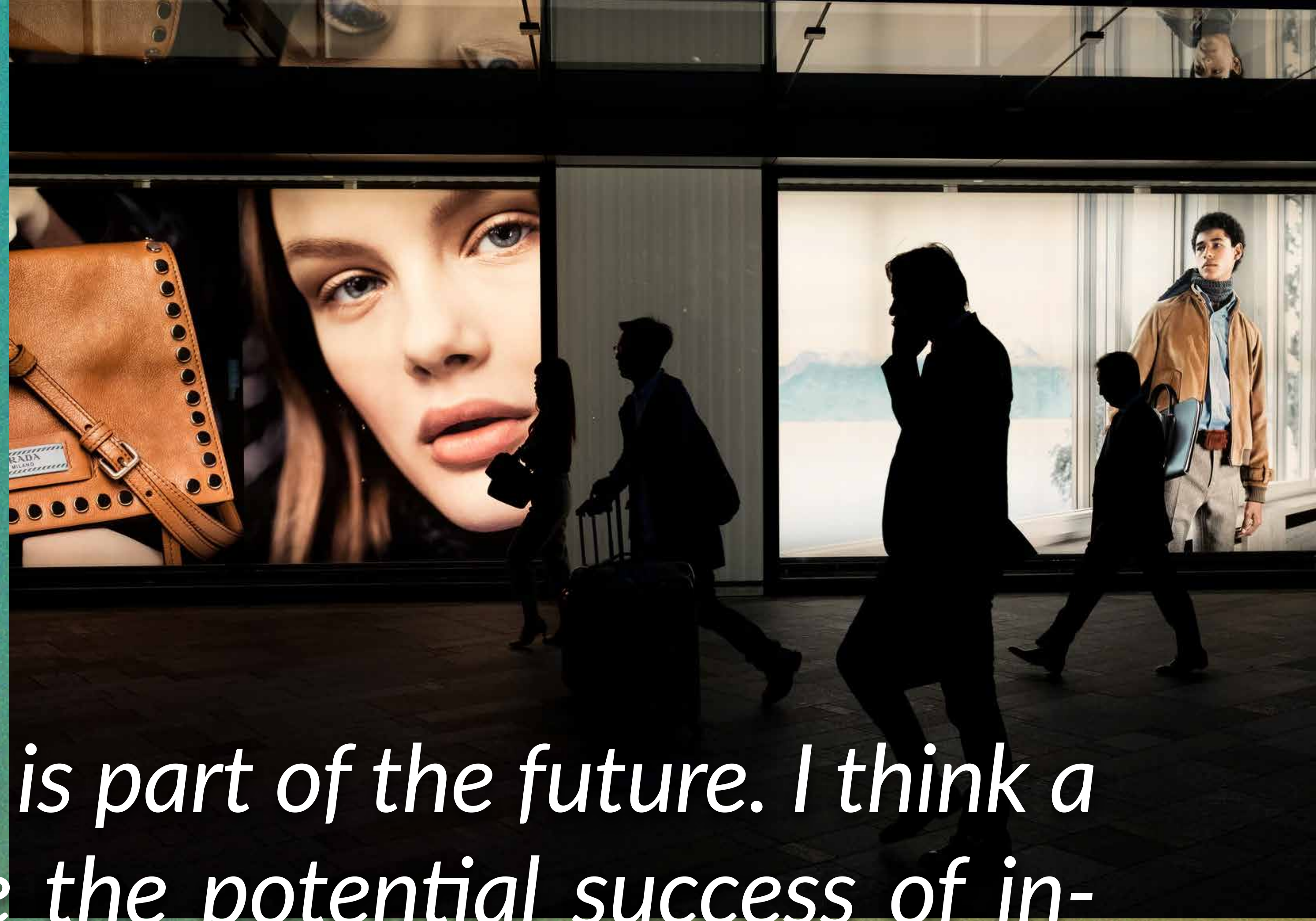
"I think the metaverse is part of the future. I think a good way to compare the potential success of intangible goods in the metaverse is "skins" in today's games. For those who know the game Counterstrike, there is a million-dollar industry behind it with virtual skins (outfits) for weapons in that game, just because the people playing the game are very passionate about it. If the metaverse can create the same environment of engagement and passion from users, then fashion will be one of the very first things to explode along other intangible goods. We may still be a few years out and I think it comes down to whether current generations can adapt, or we need the next generation to lead it."