



**ISN'T IT FRUSTRATING CONSTANTLY  
COMPARING GROCERIES PRICES,  
ONLY TO END UP OVERPAYING?**





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# THE TEAM

**Experience as an advantage**

**Alon Hasson**

**Software Engineer Team Lead at Aurora Labs**

**Nov Israeli**

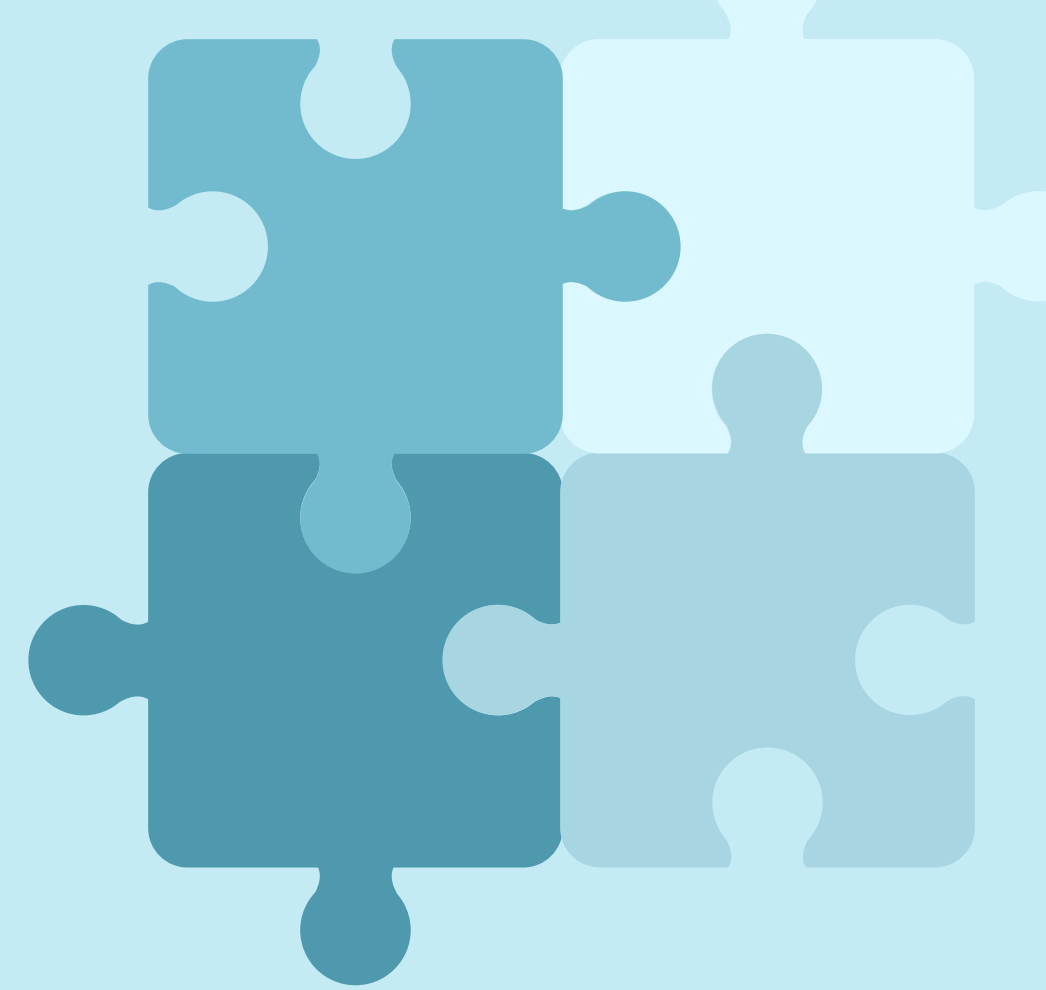
**Software Engineer at Nvidia**

**Natan Tunik**

**Software Engineer at CyberArk**

**Yuval Morgenshtern**

**SRE at Microsoft**



**LETS GET STARTED**



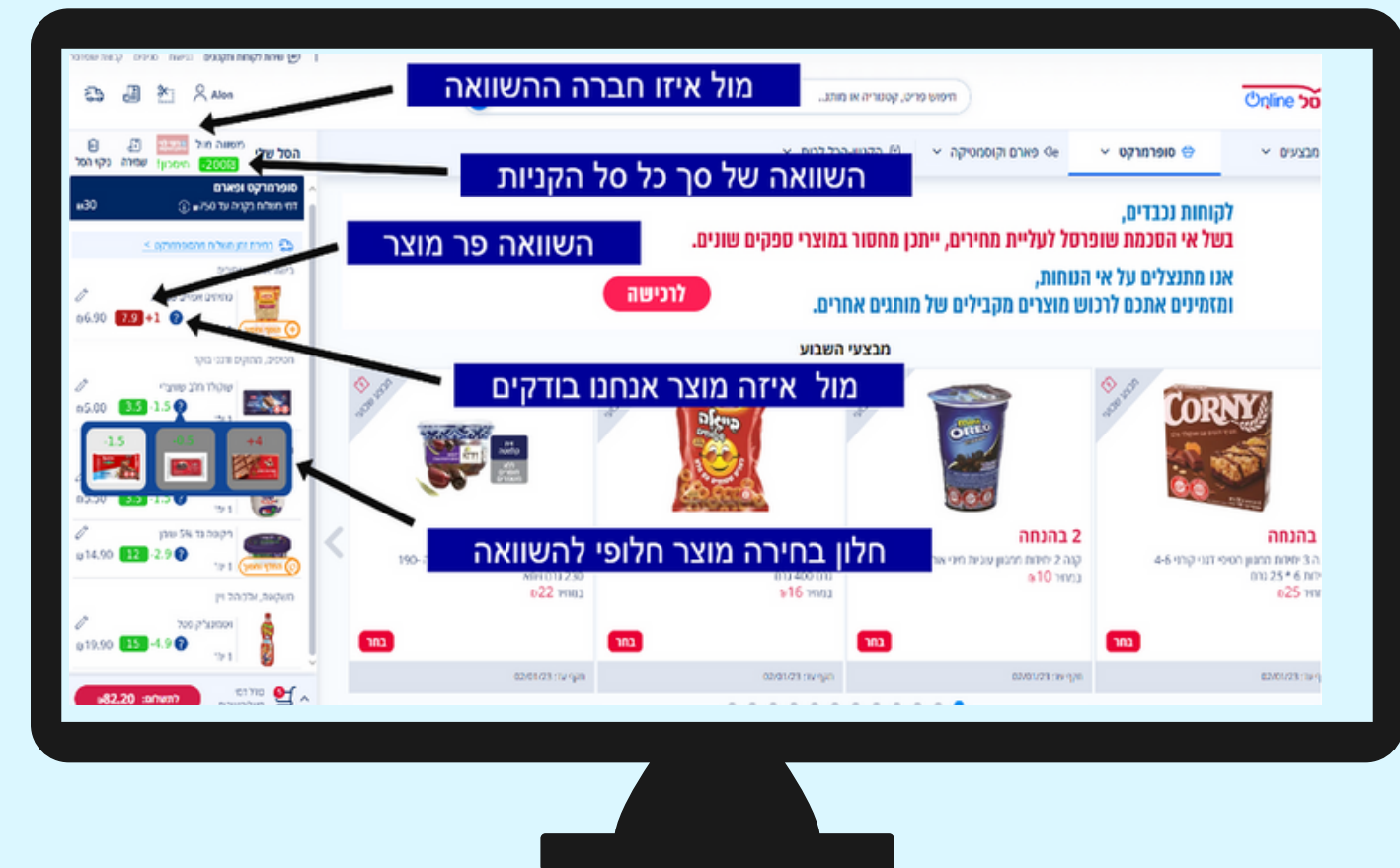
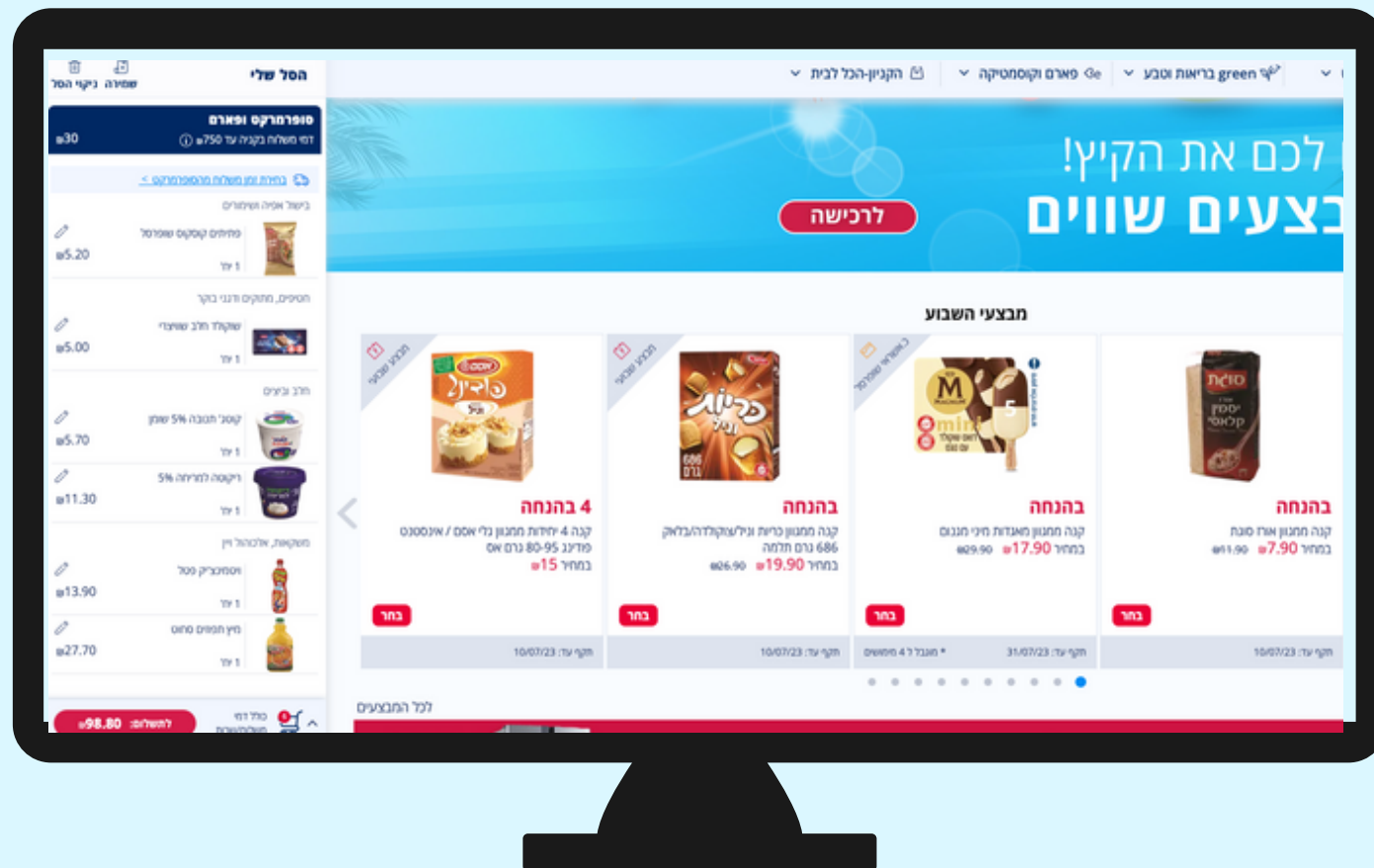


# THE PROBLEM

Online shoppers struggle to compare groceries prices across chains, in order to achieve the cheapest shopping cart.

# OUR SOLUTION

Chrome extension, comparing shopping cart's price dynamically according to the groceries added by the users.





# MARKET SEGMENTATION

**285.70B\$**

**Current Market worth**



**630B\$**

**Anticipated worth by 2026**

## STARTING SEGMENT

- **Israel**
- **Largest supermarket chains**



# TAM, SAM, SOM MODEL



**Home computer owners  
in Israel (aged 20+)**



**Online shoppers in Israel**

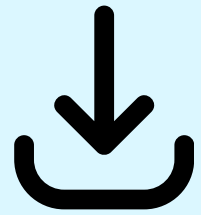


**Groceries online shoppers  
in Israel**



# HOW DOES IT WORK?

1



**Download updated prices  
of the groceries  
using web-scapping**

2



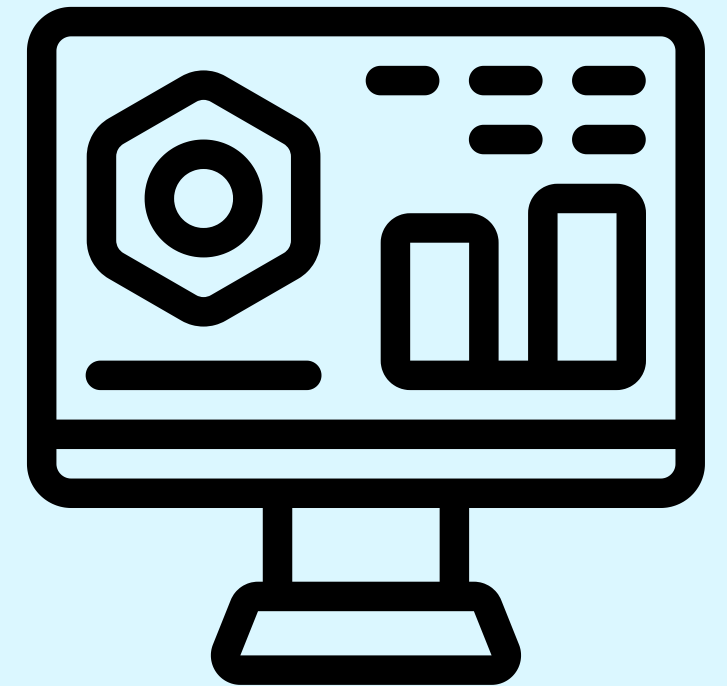
**Parse the info and  
update the DB**

3



**Create and use API**

4




**Present the data by  
manipulating the user's  
DOM using the extension**



# FUTURE IMPROVMENTS

- 1 Improve the comparing algorithm**
- 2 Branded massive exposure**
- 3 Cooperating with at least 2 chains**
- 4 Establishing reputation and arousing interest**





**CARTING**

**THANKS FOR LISTENING!**

