



XARISTA

Customer-Owned Web Personalisation

80%

of consumers are more likely to make a **purchase** when brands offer **personalised experiences**

Source: Epsilon





73%

of consumers say their
concerns over personal
data privacy are
increasing

Source : [ChiefMarketer.com](https://www.chiefmarketer.com)

?

**Personalised
experiences**



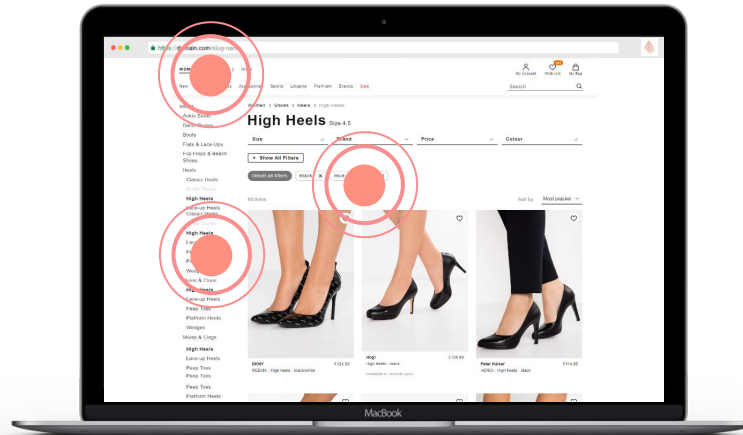
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**Personal
data privacy**





Personalised experiences



Personal data privacy



XARISTA

Product

**Personalised 'must click' experiences
right on the first visit**

Customer-Owned Personalisation



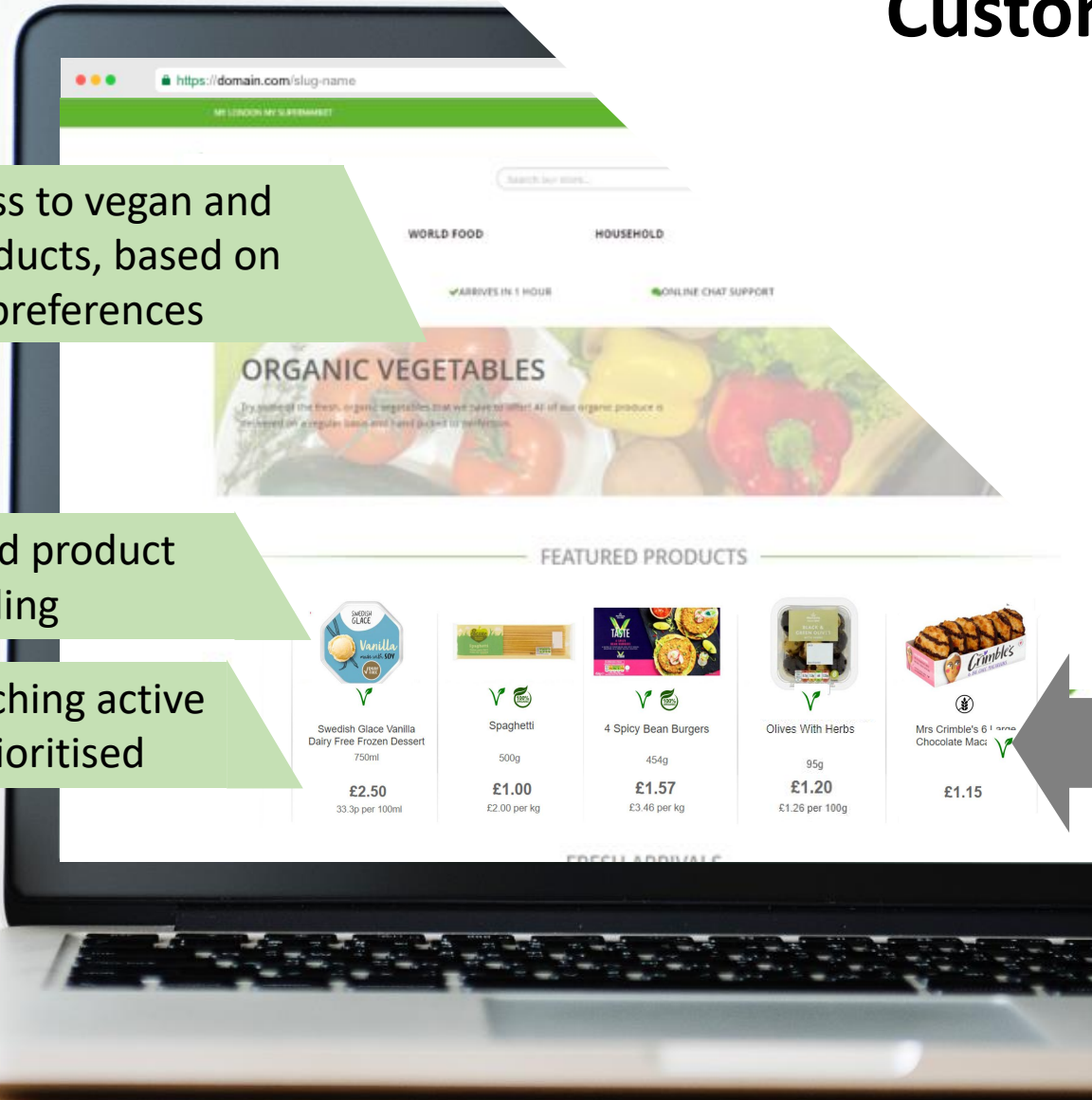
ALICE'S XARISTA PROFILE

Preferences: **Vegan, Organic**
Allergy: **Peanuts**
Lifestyle: **Active**
Gender: **Female**

Quick access to vegan and organic products, based on Alice's preferences

Personalised product labelling

Products matching active lifestyle prioritised





Benefits to the customer

Save **time** and effort

+

Full **control** over personal data sharing

+

Earn **rewards**



Benefits to the retailer

More relevance

=

More sales



XARISTA

Growth

Minimal viable segments



Pricing

Transaction **fee** based



Team



HIPSTER

Isabella Aberle
Founder



HACKER

Farrukh Mian
Product Delivery



HUSTLER

Romek Jansen
Strategic Alliances



XARISTA

Thank you!

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