

bloomu  
pro



# *The reality of virtual reality and how to engage your customers*

By Eric Egberts MBA



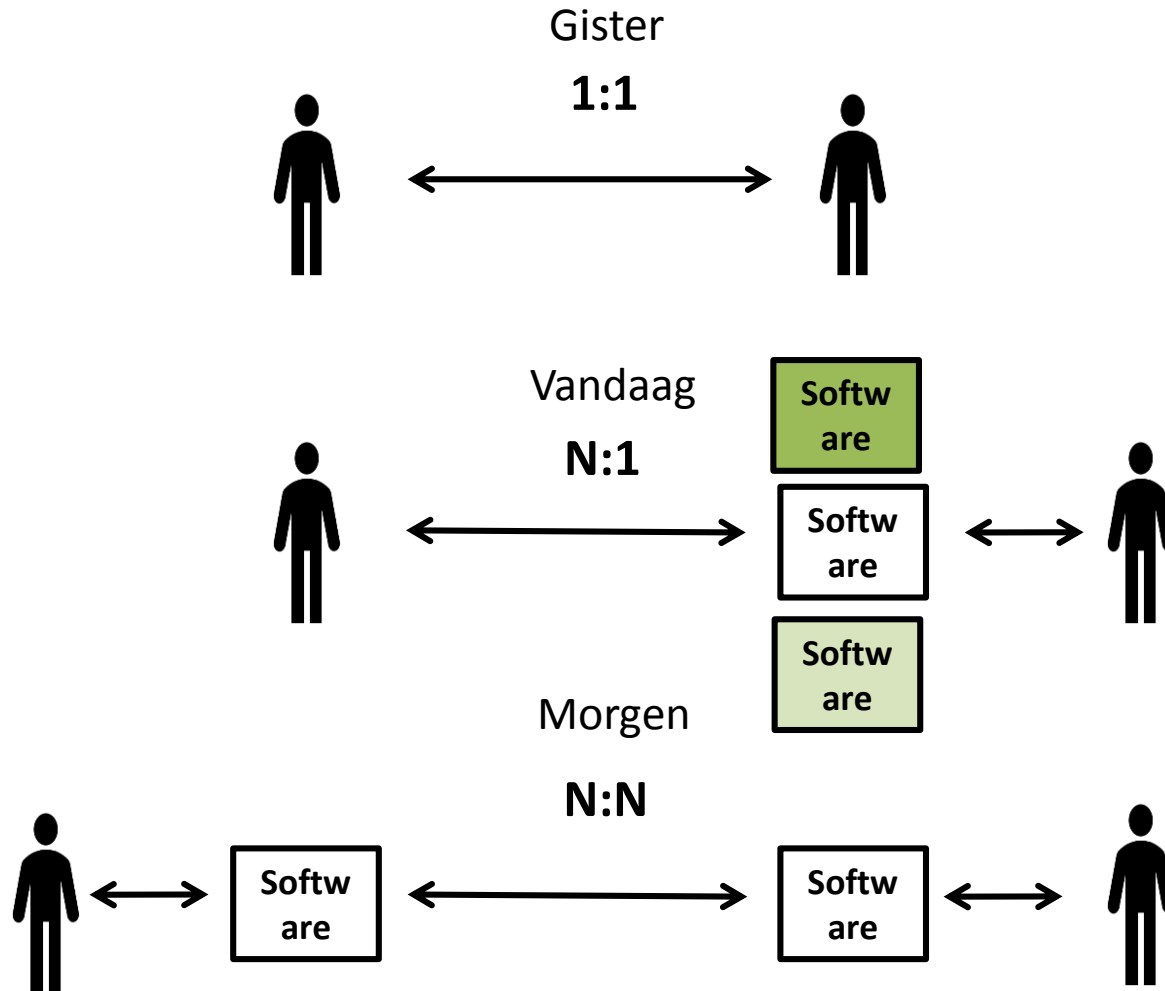
# Agenda

- Introduction
  - Why Bloomy
  - What is BloomyPro
  - How does it work
  - The world around BloomyPro
  - **What's next in food**

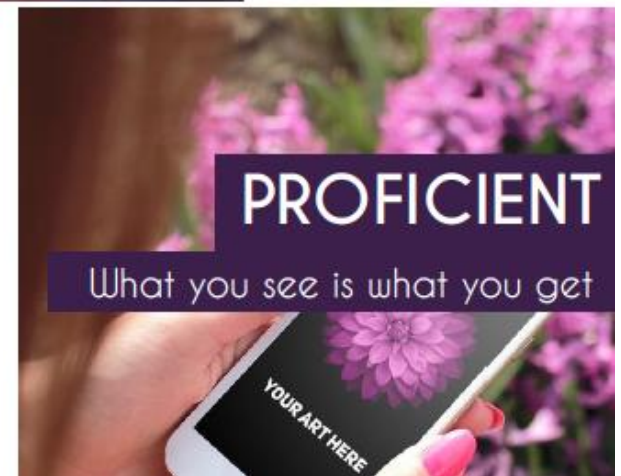
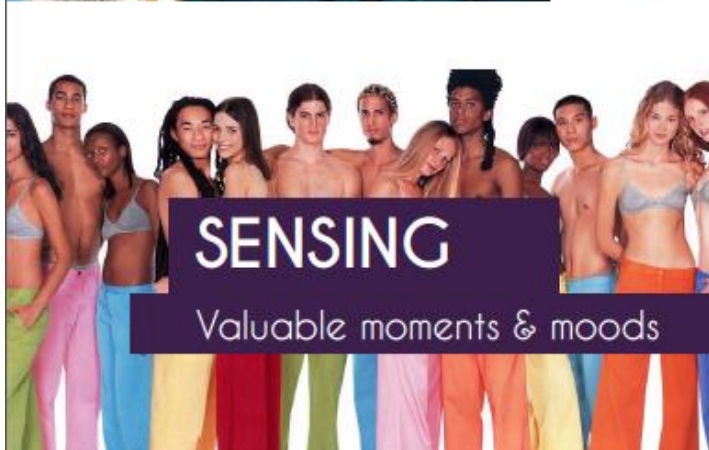
[www.bloomypro.com](http://www.bloomypro.com)

Consument

Bedrijf



# Why Bloomy





- Fi **Finance Plus** Suppliers, Producers, Farmers, Breeders
- Pd **Product Design** Designers of Traders and Retailers
- Fs **Flower shopfloor** Sales of Traders and Retailers
- Su **Supplier** Traders and Retailers



# What is BloomyPro

BloomyPro Design and Finance module

<http://bloomypro.com>



# How does BloomyPro works

## Step 1

- Select flowers
- Create 3D bouquet
- Add sleeve or other deco materials

## Step 2

- Save creation
- Print and share it

## Step 3

- Place bouquet in shop floor module ( Q4 2016)



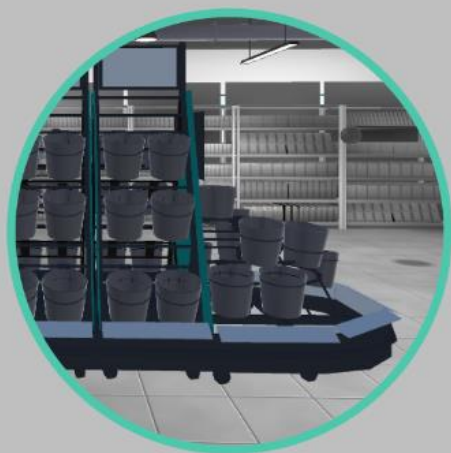


# BloomyPro

## Shop floor module

- Create or adjust bouquets
- Sales, planning and control collections
- Create shop floors and manage (planner)
- Calculate quickly competitive quotes
- Share with with customers or colleagues
- Optimize profit
- **Stay a crucial link in the chain**

## Select Shelves



Isle Shelves



Wall Shelves



# Configure Shelves



# Configure Shelves







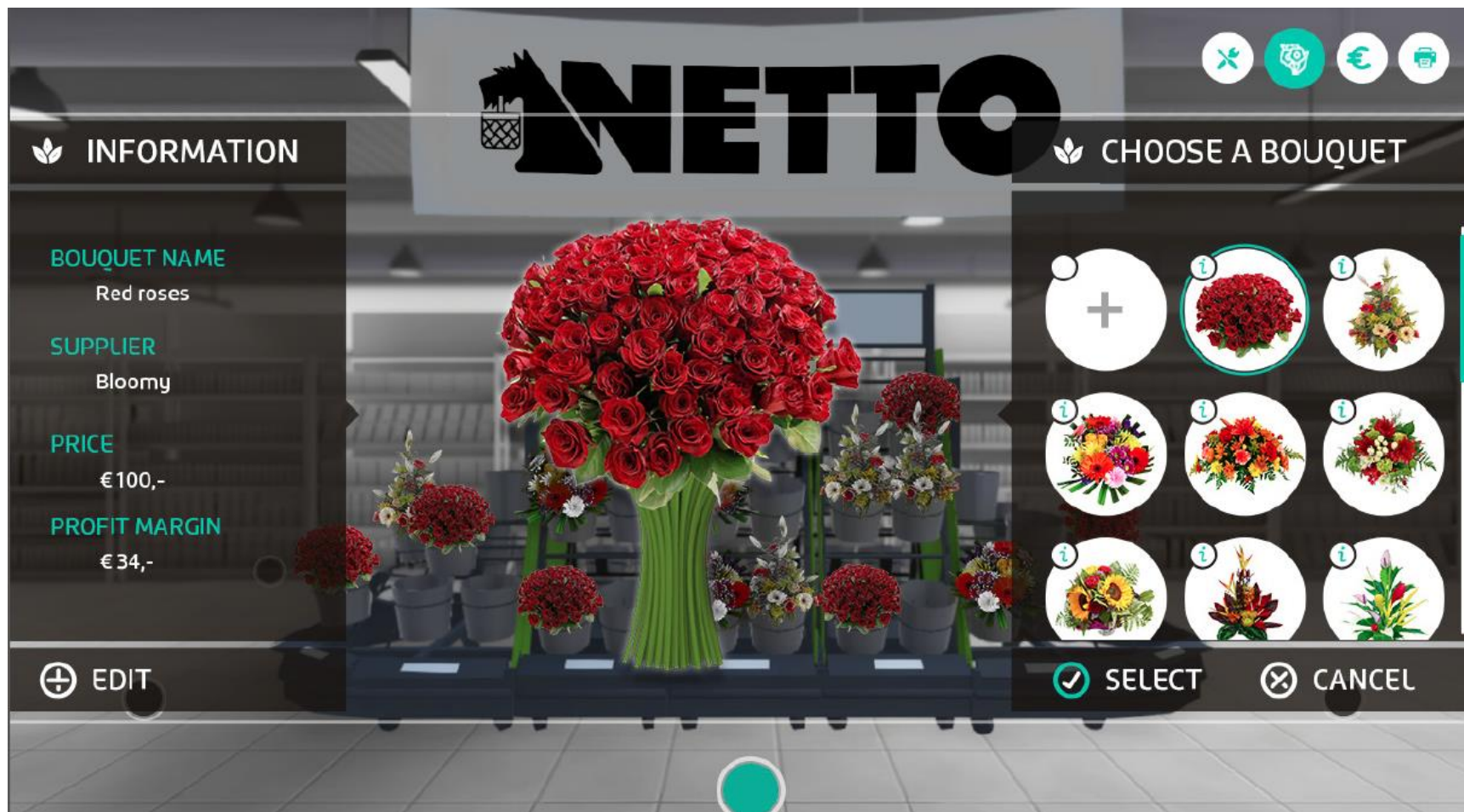
# Configure Shelves





# Configure Shelves









# Pricing and Profit calculation

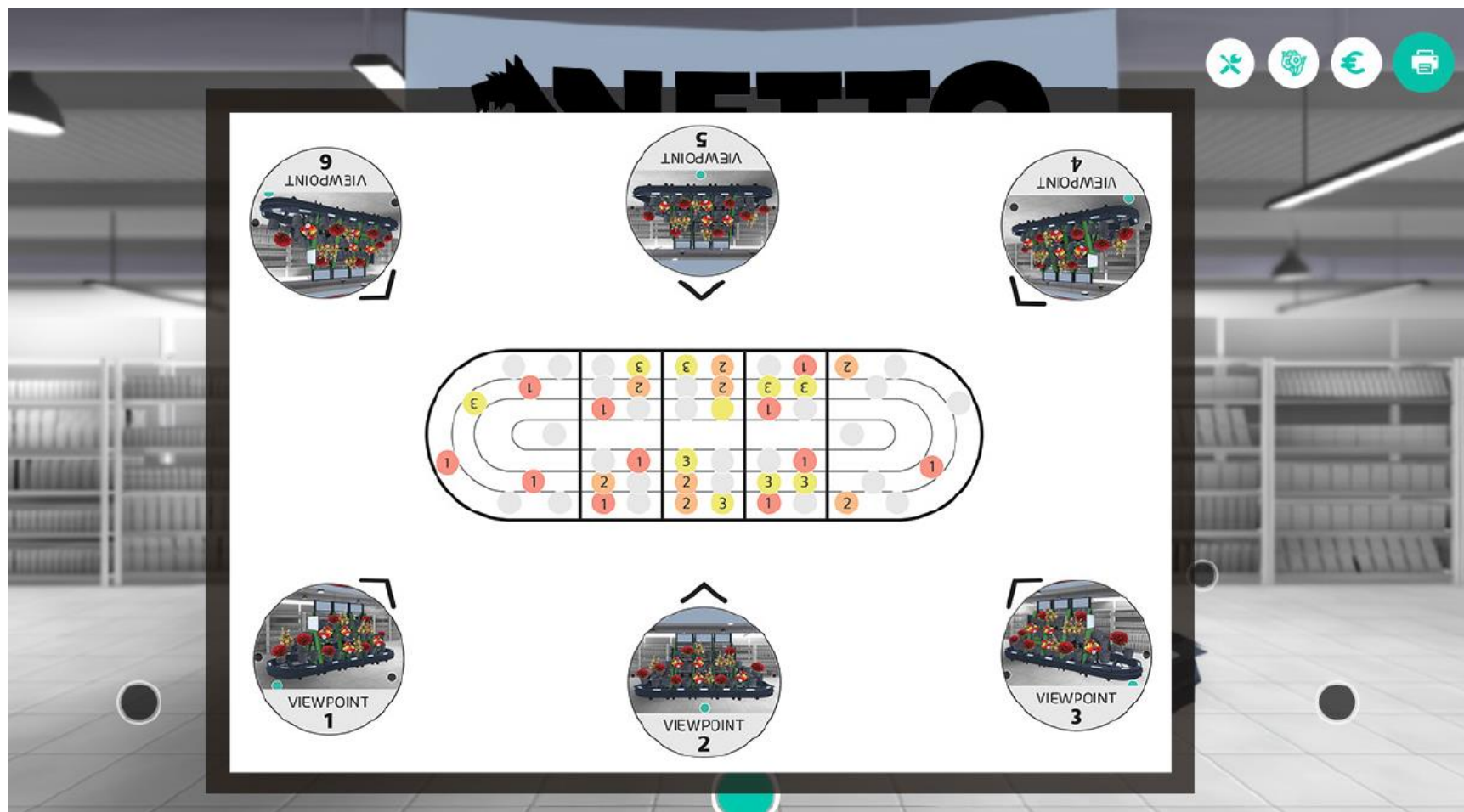
The image shows a 3D rendering of a plant display in a nursery or greenhouse. The display consists of several black shelving units with multiple tiers, each holding several potted plants. The plants are arranged in a grid-like pattern. Overlaid on the plants are circular icons in various colors (red, green, yellow, blue) representing different price or profit categories. To the right of the display is a dark grey overlay panel with a white border. At the top of this panel are four circular icons: a wrench and screwdriver, a gear, a Euro symbol, and a printer. Below these icons is the text "PRICING & PROFIT" with a leaf icon. Underneath, there are four rows of text, each starting with a colored leaf icon and followed by "PROFIT RANGE:" and a price range in Euros. At the bottom of the panel is a bar chart with five bars of varying heights, labeled "PRICE DISTRIBUTION".

**PRICING & PROFIT**

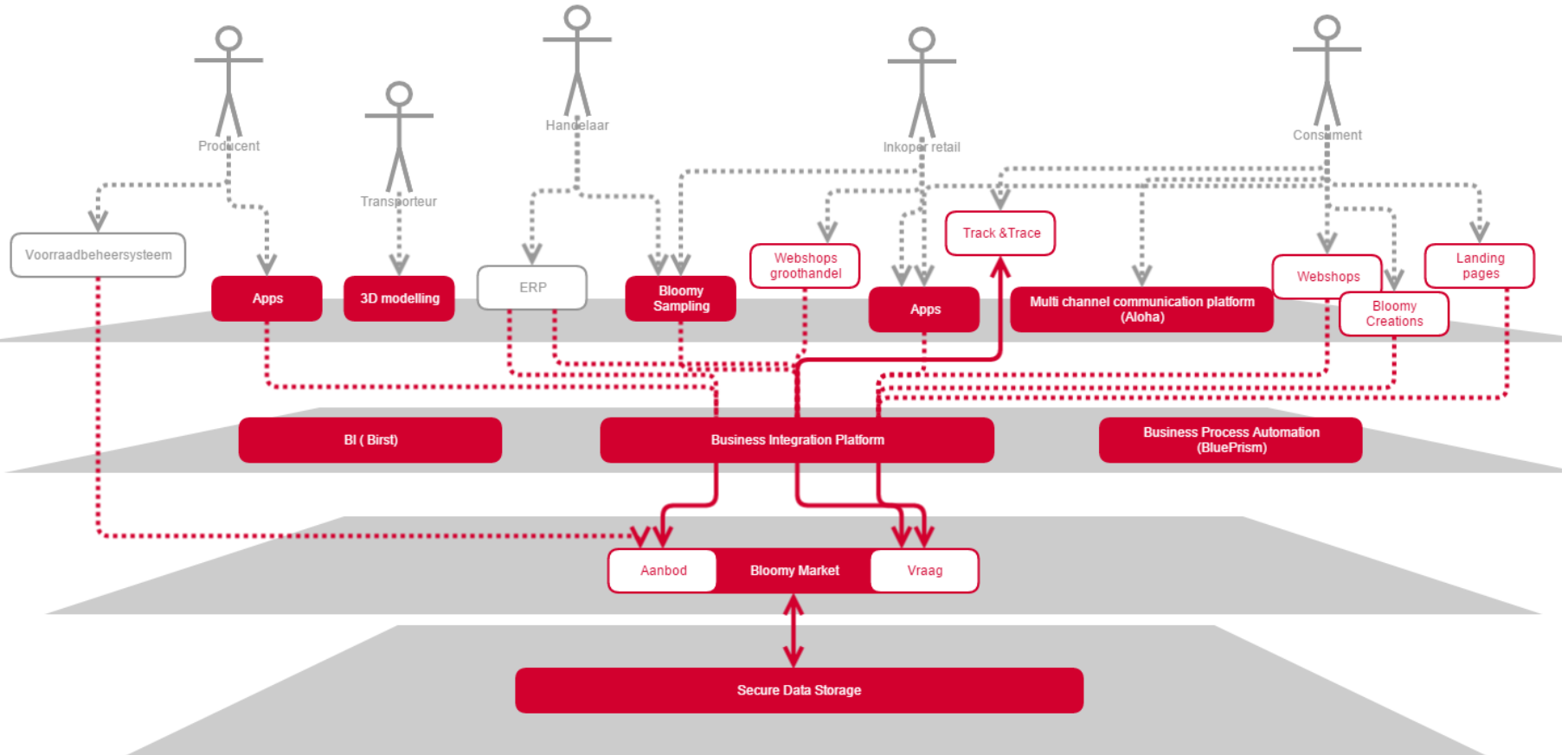
- PROFIT RANGE: € 50 - € 100
- PROFIT RANGE: € 40 - € 50
- PROFIT RANGE: € 20 - € 40
- PROFIT RANGE: € 10 - € 20

PRICE DISTRIBUTION

# Plannogram



# The World around Bloomy



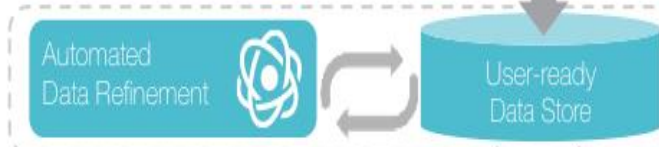
Unified approach: 2-tier Data Strategy & Comprehensive BI

**birst**  
BI Layer

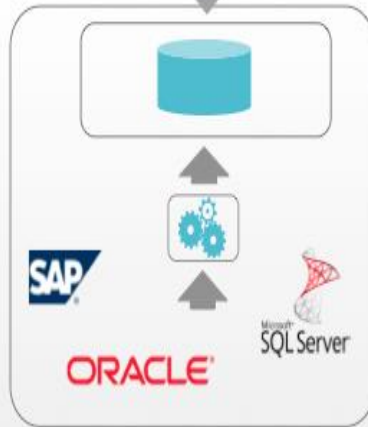


**birst**  
User Data Tier

Business Model and Data Navigator



Enterprise Data Tier



Data Warehouse



Existing Data Stores

Apps + Big Data



# What is next for flowers

- VR shop floors for B2B
- 3D pictures in E commerce
- Games
- Ai en deep learning machines



Do you have the first VR Webshop that sells vegetables or is it Alibaba?

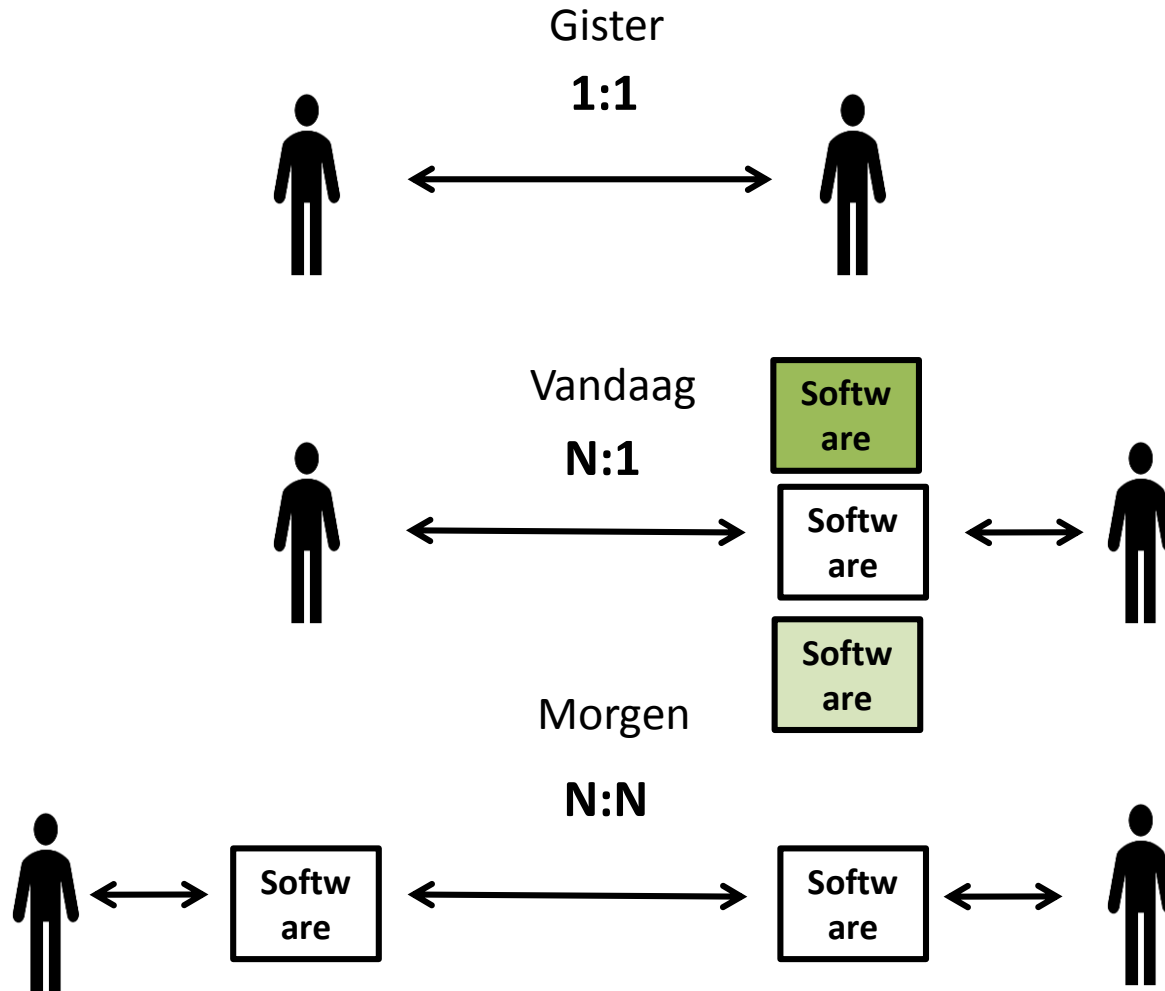
<https://twitter.com/AlibabaGroup/status/789086429330575360>

# O2O

- Online 2 Offline , Online will show what offline will be available , like Pokemon Go
- Small Shops can become big or dutch shops can be present in China
- More impact on emotional aspects ( more intensive product experience.
- Voice navigation makes it fast
- Entertainment, game and shopping comes together ,( entertainmerce )
- Personalized by all the data !

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Thank you very much

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