

# return

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We believe in people

**return**



# Business profile

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Return is a social project aimed at minimizing the economic consequences of shoplifting and changing people's lives for the better.

Our product is the online platform where shoplifters who regret their actions can anonymously refund money to the shops they've lifted.

The solution is beneficial three-way: shops minimize their financial loss, thieves are relieved by making the right action and a step for moral life, revenue from transaction fees taken by Return partially goes to charity projects and social initiatives.

# Founders



**General Ami Shafran**  
Chairman of the Board



**Yishai Shafran**  
CEO

**Industries:** Social projects, Digital Solutions

**Target markets:** Israel, the US, going global at the next stage.

# Retail Crime and Shoplifting losses in the US

Last 15 Years

**\$600**

Billion

One-third of all failed businesses are directly caused by retail crime

Annual losses

**\$40**

Billion

Worldwide Annual losses 100 Billion \$

1 Day

**550k**

Incidents

Walmart alone loses more than \$8 million daily from shoplifting

Yet, all existing solutions are solely preventive ones

# Shoplifters in the US

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**36 Million**

people engage currently  
in shoplifting  
(11% of the population)



**75% do not suffer**

from financial difficulty



**Shoplifting**

is more common in individuals  
with at least some college  
education

# The Regression

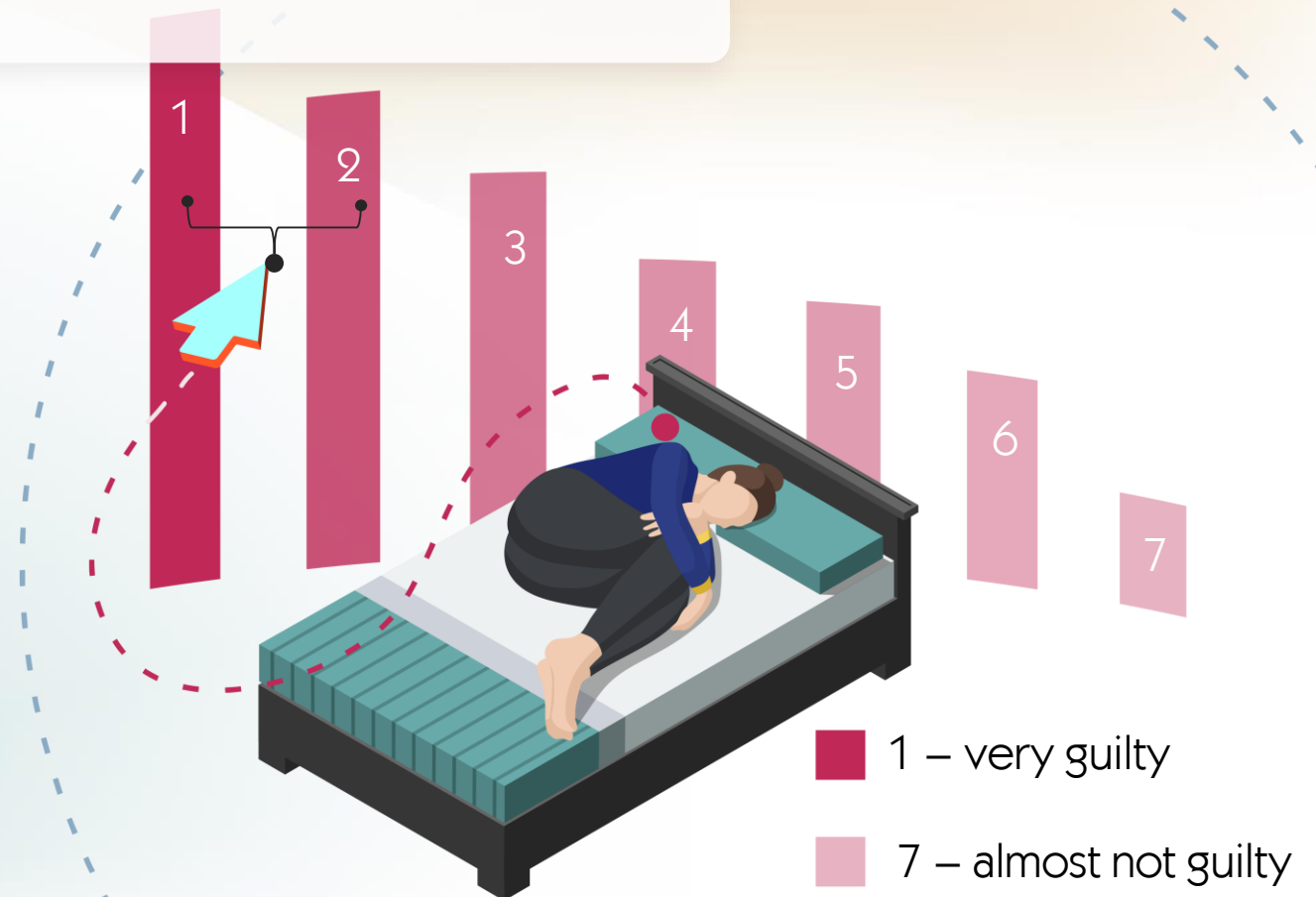
Research shows that **70%** of shoplifters have been shown to **feel great remorse and guilt.** To date, though, there is no convenient method for them to retroactively pay for goods.

Thesis submitted for the degree of Doctor of Philosophy at the University of Leicester

International Journal of criminal Justice Sciences Vol 12 Issue 1 January-June 2017

71% of shoplifters who agreed with the statement:

*I 're feeling very guilty about my shoplifting.*





# Our innovative approach to assist retail chains

RETURN provides a simple and **anonymous** platform that allows customers and employees to **return payment** for thefts.

We believe that all stores world-wide should have an anonymous “**secret box**” to allow return of thefts



# Process

# PROCESS



Retail shop joins Return program



Discovering a way to refund



Finding a shop on Return website



Refunding (with Return transaction fee)



Keeping it anonymous



Getting Return refunding certificate!

# Why would people return?

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**Feeling Good about myself** - RETURN provides an opportunity for making things right, and a way to deal with feelings of **guilt and regret**.



Receiving a Waiver of Rights Certificate, ensuring that even if the identity of the employee or the shoplifter is discovered in the future, they can't be held liable for the theft.



Some of the returned funds will be donated to well known charities.



# Retailers looking to deploy our solution



פרו-מול

ויקטורי  
חסכת-ביצחתי

צומת ספרים



Advertising the RETURN project in the branches of numerous retail chains (B2B2C)



Advertising will be aimed towards the general public, and also specifically to employees, past and present.

# Why the retail chains need us

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Customers and employees will not refund the shops other than through a trusted entity whose economic interest is to maintain anonymity



By signing the contracts with big retail chains first, Return will lead the market



Media channels will interview and present one brand only



Early market entry and first pilot launches will give competitive advantages both to the Return and to our partner retail chains



Working with several retail chains in a joint project will lower the financial contribution of each separate chain and, at the same time, enable Return to get wider coverage and public response



# Timing

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General thefts increase in recent years + another wave of the pandemics



Growth in demand for effective anti- and post-theft solutions from selling businesses



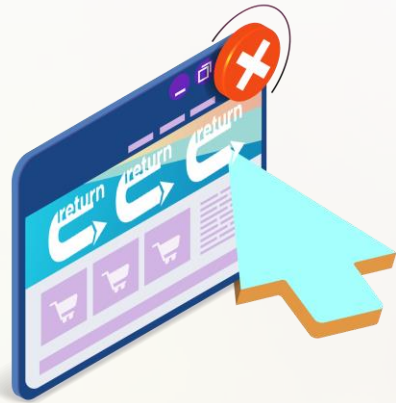
Willingness of small business owners to cooperate in order to overcome the crisis



Enhanced focus on morality and mutual support from the community during the pandemic

CRISIS

# Go to market



Joint advertising campaign with many retail chains at once to reach broader audience (B2B2C)



Influencer marketing through collaboration with celebrities



Image PR interviews delivering project social values (TV shows, online & offline media)

# Business Model

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600\$

billion



70%

who feel great  
remorse and guilt



Billion dollars could be  
returned through the  
system annually.

Transaction fee



**RETURN will charge a certain fee for each transaction** (30% or more is the common fee in the bad debts industry)

Monthly subscription fee



Small businesses will subscribe to the service for a low monthly fee.



# Timeline and milestones

## Q3 2021

Completion of website and platform development + preparation for pilots in Israel with existing customers and recruitment of additional customers



## Q4 2021

Pilots in Israel



Reaching the US retail chains, media entities

## Q1 2022

An extensive campaign in the US in collaboration with the chains for one year.



## Q3 2022

Commencement of operations outside the US.



# Team



## General Ami Shafran

Ex-head of IDF ICT (Agaf Tikshuv) and the Research and Development Unit at Mafatz.



## Yishai Shafran

Formerly commanding officer in the IDF Intelligence Corps Technology Unit – 8200. Expert in Cyber and Information Security.



## Alon Dror

Talpiot graduate and staff member. Israel Defense Prize Laureate MBA students and head of the Entrepreneurship Club at Stanford University

# Budget

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**Lean Scenario: Gradual Progress - \$300,000 for:**

- ✓ Finalizing the platform development
- ✓ Preparation of additional marketing materials
- ✓ Solving legal and accounting issues for Israeli and the US markets entry
- ✓ Performing the pilots in Israel
- ✓ Building cooperation with the first retail chains in the US to perform local pilots.



**Wide Scenario: Quick Market Lead – \$3,000,000 for:**

- ✓ A separate sales team in the US for recruiting major retail chains
- ✓ Signing agreements with TV channels
- ✓ Simultaneous launches in several countries with massive advertising campaign

return