MoodMe

LET CUSTOMER EMOTION BE YOUR COMPETITIVE EDGE

Market **Analysis**

$74.80 Bn
by 2029 at a CAGR of 16.1%, presenting a timely **opportunity for any retail chain to lead in retail innovation**.

$26.26 Bn
The global emotion detection market's value in 2022, with **strong growth projected ahead**

MoodMe

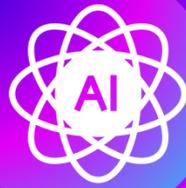# Our **Product**

MoodMe

MoodMe's Emotion Detection AI

Analyze facial expressions and gestures in real-time, identifying emotions, age, and gender with **99.7%** accuracy.

Available as a **flexible Web SDK or turnkey apps** for retail, healthcare, and more

Value **Proposition**

MoodMe

AI-Powered Emotional Insights:
Leverages advanced Face AI to analyze and understand human emotions in real-time

Hyper-Personalized Engagement:
Delivers tailored, empathetic interactions to boost customer loyalty and satisfaction

Privacy-Focused:
No-data-storage policy and edge-based processing ensure user data security and compliance.
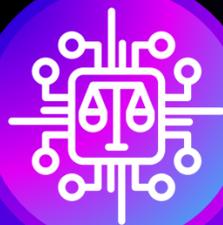
Ethical AI:
Unbiased algorithms promote fair and responsible emotional analysis.

Cross-Industry Applications:
Enhances experiences in retail, hospitality, healthcare, marketing, and more.

Scalable & Cost-Efficient:
Real-time, edge-based solutions optimize performance and reduce operational costs

Business Canvas

Key Partners
- AI & AR technology providers
- B2B clients: HR platforms, healthcare providers, marketers
- System integrators and SaaS partners
- Research institutions (for AI emotion models)
- Data privacy & compliance consultants (GDPR, HIPAA)

Key Activities
- Developing and improving AI emotion recognition models
- Customizing avatar and emotion tech for clients
- Ensuring data privacy and ethical AI use
- Client onboarding and technical support
- Research & development for new verticals

Key Resources
- AI/ML development team
- Emotion datasets and algorithms
- AR/VR and avatar tech stack
- Cloud infrastructure
- Client relationship and sales team

Customer Segments
- HR departments and platforms (for employee sentiment)
- Telemedicine and mental health platforms
- Retail and digital marketing firms
- Event organizers & edtech providers
- Government and NGOs working on public wellbeing

Customer Relationships
- B2B account management
- Technical consulting and onboarding
- Dedicated support and training
- Long-term partnerships via API integrations and customization

Channels
- Customer Segments
- HR departments and platforms (for employee sentiment)
- Telemedicine and mental health platform
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Cost Structure
- R&D for AI/AR models
- Cloud infrastructure and storage
- Talent acquisition
- Marketing & customer acquisition
- Compliance and data security expenses

Revenue Streams
- Subscription-based SaaS
- Custom enterprise licensing
- AR avatar personalization fees
- Professional services
- Pilot projects and POCs for large clients

SWOT **Analysis**

MoodMe

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STRENGTHS

- Real-time, on-device emotion AI that is fast, private, and GDPR-compliant
- Lightweight SDK for easy integration into retail kiosks, apps, and AR experiences
- Versatile technology proven in esports, education, and healthcare sectors

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WEAKNESSES

- Limited brand visibility compared to larger AI and CX firms
- No large-scale retail deployment yet, still in pilot phase
- Voice and multimodal emotion support still in development

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OPPORTUNITIES

- Rising demand for emotion-aware, personalized in-store customer experiences
- Global shift toward ethical, privacy-first AI solutions
- Growth of AR/VR in retail, opening doors for immersive emotion-driven CX

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THREATS

- Competitors like Entropik and Imotion expanding retail-focused offerings
- Increasing regulation around biometric and facial emotion recognition
- Larger CX platforms may integrate emotion AI as a native feature

Retail **Industry Overview**

Retailers are increasingly adopting AI to personalize experiences.

MoodMe

Capgemini reports that **75%** of consumers using AR/VR in shopping have higher satisfaction.

MoodMe Emotion detection can optimize store layouts, promotions, and customer interactions, aligning with the trend of hyper-personalization in retail.

IKEA Positioning

IKEA already uses AR (IKEA Place app) and e-commerce platforms to enhance CX

Integrating emotion detection aligns with their innovation strategy

Why **IKEA** is the Ideal Partner for MoodMe

1

Global Reach, Emotional Shoppers
460+ stores in **60+** countries

Home shopping is emotional & MoodMe captures what matters

Why **IKEA** is the Ideal Partner for MoodMe

2

AI-Ready & Future-Focused

IKEA already invests in AI *(Hej Copilot, IKEA Kreativ)*

30,000+ employees trained

Leadership is committed to ethical, customer-centric AI

Why **IKEA** is the Ideal Partner for MoodMe

3 Home = Emotion-Driven Decisions

Furniture & lifestyle purchases are high-emotion, high-consideration

MoodMe enhances decision-making by tracking real-time emotional cues

Why **IKEA** is the Ideal Partner for MoodMe

4

Sustainability and Cost-efficient

Smarter inventory starts with smarter forecasting- reduce costs, increase agility

MoodMe can help provide accurate predictive inventory insights & help smarter retail decisions

Why **IKEA** is the Ideal Partner for MoodMe

4 Unlock Hidden Insights

Behavioral signals already exist in IKEA stores

MoodMe turns these into actionable emotional data

Why **IKEA** is the Ideal Partner for MoodMe

6

Enhance IKEA Place (AR Try-Ons)

Combine AR with emotion insights

Recommend better products, bundles, and upsells based on user sentiment

Why **IKEA** is the Ideal Partner for MoodMe

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Smarter Online Journeys

MoodMe adds emotional feedback to IKEA's digital experience

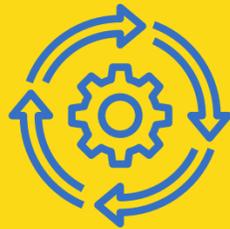**Drives personalized follow-ups, product suggestions & future engagement**

How IKEA Can Use

MoodMe

in the Real World

Use Cases

Use Case-1 — In-Store Emotion-Driven Layout Optimization

Implementation: Install MoodMe's AI cameras at store entrances and key zones (e.g., living room displays) to analyze customer emotions in real-time.

Outcome: Identify which displays evoke joy or frustration, enabling IKEA to adjust layouts. For example, if customers show confusion in the kitchen section, signage can be improved
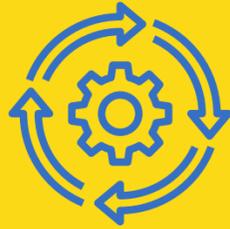
IMPACT
A 1% increase in customer satisfaction can boost retail revenue by 3-5% (Bain & Company). MoodMe's insights can drive this uplift.

Use Case-2

Personalized Digital Signage

Implementation: Integrate MoodMe's SDK into digital signage to detect emotions and tailor promotions. If a customer appears happy near bedroom furniture, display complementary bedding offers.

Outcome: Dynamic promotions increase impulse purchases.

IMPACT

Retail studies show personalized offers can lift sales by 10-15%.

Use Case-3 Virtual Try-On with Emotional Feedback

Implementation: Enhance IKEA's AR app with MoodMe's emotion detection to gauge reactions during virtual furniture try-ons.

Outcome: If a customer shows excitement for a sofa, suggest matching decor. If hesitant, offer alternatives or discounts.

IMPACT

AR-driven purchases increase conversion rates by 40% (IBM), amplified by emotional insights.

Use Case-4
Employee Training Enhancement

Implementation: Use MoodMe's AI to analyze customer emotions during staff interactions, identifying training needs.

Outcome: Improves staff empathy, reducing complaints. A 10% improvement in employee CX correlates with a 5% revenue increase.

IMPACT
Strengthens IKEA's reputation for friendly service.

Competitor **Analysis**

Feature	MoodMe	Sightcorp (Raydiant)	Imotion Analytics	Entropik Tech
Real-Time Emotion Response	**Instant, triggers product suggestions, UX changes**	No real-time interactivity — passive tracking	Delayed — heatmap and dwell analysis	Post-emotion reports, not user-facing
Privacy-First (On-device)	**100% on-device, no cloud, GDPR-compliant**	Cloud-based, potential video retention	Cloud/stored video feeds	Some modules cloud-based
Retail UX Personalization	**Mood-based decor, cart, or product flow suggestions**	Audience targeting only (no user suggestions)	Backend sentiment mapping, not CX facing	Possible, but heavier setup
Capability Integration with IKEA Systems	**SDK works in Kreativ, kiosks, or Hej Copilot workflows**	Requires Raydiant platform/hardware	Requires cameras & physical setup	Heavier enterprise system integration
Non-Hardware Dependency	**Runs on tablets, kiosks, even phones**	Requires Raydiant hardware	Needs sensors & store layout config	High setup — EEG, eye trackers, etc.
Scalability (52+ stores)	**Lightweight, deploy in phases or globally**	Subscription model + platform lock-in	Costly per-store rollout with setup	More suited to enterprise research labs

Market **Entry Strategy**

IKEA **X** MoodMe

Phase	Timeline	Key Actions	Success Metrics	Value to IKEA
Pilot Locations	Pre-Launch	Select Burbank, CA (tech-savvy, diverse), Brooklyn, NY (urban, design-focused), and Frisco, TX (family-driven, high cart value) for testing	Representative sample for U.S.-wide insights	Ensures scalable, data-driven conclusions
Setup & Calibration	Month 0	Install MoodMe SDK in mirrors, kiosks, and signage; conduct staff training on usage; finalize legal/privacy compliance checks	100% operational readiness in all 3 stores; emotion tracking active in high-decision zones	Enables accurate, unbiased data collection for ROI analysis
A/B Testing Launch	Months 1–2	Implement dynamic signage, ambient music, and layout adjustments in test zones; measure against control zones using emotion, dwell, and interaction data	10–15% dwell time increase; 1.5–2x product interactions; track add-to-cart intent	Reveals store elements that emotionally engage shoppers for better layouts
Causal Analytics & Optimization	Months 3–4	Analyze emotion-to-behavior links (e.g., joy in kitchen areas); tweak lighting, signage tone, and music tempo based on findings	Identify 2–3 emotional triggers driving performance; track behavior shifts post-adjustment	Provides clear insights on what drives shopper focus and confidence
Insights & Recommendations	Months 5–6	Produce heatmaps and emotion clusters; compile a design/messaging playbook for IKEA CX and Innovation teams	Highlight top emotional zones per store; quantify layout impact via engagement scores	Delivers a replicable CX playbook, eliminating guesswork

Phase	Timeline	Key Actions	Success Metrics	Value to IKEA
U.S. Scale-Up	**Months 7–18**	Deploy top emotional design triggers to 50+ U.S. stores; develop and distribute live emotional zone dashboards to store managers	Replicate dwell and engagement uplift across stores; monitor key departments (kitchens, kids, workspace)	Scales CX improvements with real-time insights for store optimization
Digital Integration	**Month 19+**	Integrate MoodMe into IKEA Place app and website; enable emotion-based AR try-on features for product recommendations and mood-matched bundles	Increase AR-to-cart conversion rates; improve product discovery and personalization	Extends in-store emotional intelligence to digital, driving personalized sales

IKEA Re-Positioning

To transform shopping into an emotionally intelligent journey, personalizing every interaction based on how customers feel, in real-time

Marketing Strategy

TACTICS

- IKEA leads with in-store demo stations, unveiling its next-gen personalized signage powered by emotion AI, captivating shoppers in real time.

- IKEA launches a bold social media campaign across X, Instagram, and TikTok, spotlighting "IKEA's Emotionally Smart Stores" with customer stories and tech-driven innovation.

- IKEA takes center stage at the National Retail Federation 2026, announcing its groundbreaking emotion AI integration with live demos, positioning IKEA as a retail pioneer.

Marketing Strategy

MOCK-UP EXAMPLE

- **Digital Signage:** At an IKEA dining table display, a shopper's excitement triggers IKEA's smart screen to recommend a curated dinnerware bundle, perfectly styled for a cozy dining vibe.

- **AR App:** During an AR sofa try-on in IKEA's Place app, hesitation prompts IKEA to display top-rated reviews and a "Visualize in Your Room" nudge, ensuring shopper confidence.

Marketing Strategy

CHANNELS

- IKEA's app and website showcase its seamless digital innovation.

- IKEA's in-store events at pilot locations, driving immersive customer engagement.

- IKEA's targeted X campaigns, using #IKEAEmotionallySmart to reach tech-savvy shoppers and amplify its leadership.

KPI- Customer Experience & Engagement

KPI	Definition	Measurement	Target
CSAT	Customer satisfaction with MoodMe interactions	Post-interaction surveys (1-5 scale)	85%+ in 6 months
NPS	Likelihood to recommend IKEA	Survey (0-10 scale), % Promoters - % Detractors	+10 points in 12 months
Engagement Rate	% of customers using MoodMe features	Clicks/views on app, website, or kiosks	40% in 12 months

KPI- Sales & Conversion

KPI	Definition	Measurement	Target
Conversion Rate	% of MoodMe users who purchase	(Purchases / MoodMe interactions) x 100	**+15% in 6 months**
Average Order Value (AOV)	Average spend per MoodMe-influenced transaction	Revenue / Transactions	**+10% in 9 months**
Customer Lifetime Value (CLTV)	Revenue from MoodMe users over time	AOV x Purchase Frequency x Lifespan	**+20% in 18 months**

KPI- **Operational Efficiency**

KPI	Definition	Measurement	Target
Staff Response Time	Time to address customer needs using MoodMe insights	Average time logged in CRM	**-20% in 6 months**
Interaction Efficiency	% of interactions resolved with MoodMe data	Successful resolutions / Total interactions	**80% in 9 months**

KPI- Technology Adoption & Reliability

KPI	Definition	Measurement	Target
Adoption Rate	% of customers/staff using MoodMe	Active users / Total eligible users	**70% in 6 months**
System Uptime	% of time MoodMe is operational	Uptime logs in tech stack	**99.9% monthly**

KPI- Brand Perception

KPI	Definition	Measurement	Target
Brand Sentiment	Positive mentions of MoodMe-IKEA integration	Social media and review analysis	**80% positive in 12 months**
Media Coverage	Number of articles/features	Press mentions tracked via PR tools (eg. Meltwater)	**10+ in 6 months**

MoodMe-**IKEA**:
Potential Threats & Mitigation

Threat	Description	MoodMe's Mitigation
Data Privacy Concerns	Customer skepticism about AI data use	On-device processing, no PII storage, GDPR/CCPA compliance; transparent policies via IKEA app
Technical Failures	Glitches in MoodMe integration	Regular testing, 99.9% uptime target, dedicated support for IKEA's tech stack
Regulatory Changes	New privacy laws impacting AI	Proactive compliance audits, scalable security to adapt to global regulations

To Conclude

Partnering with MoodMe positions IKEA as a pioneer in emotionally intelligent retail, leveraging a **$74.8B market opportunity by 2029.** Our privacy-first AI will enhance CX, streamline operations, and drive revenue, creating a win-win for IKEA and its customers.

" Let's shape the future of retail together

Lenskart is a leading _Indian_ omnichannel eyewear brand revolutionizing how people buy glasses through technology, affordability, and personalized experiences
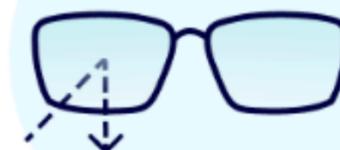
lenskart

BÔNUS

Why Lenskart Is Worth Exploring

- **Tech-First Eyewear Giant:** Lenskart blends fashion with technology, offering AR try-ons, AI-powered face scans, and a seamless omnichannel experience.

- **Massive Scale & Growth:** Over $675M in annual revenue, 2,000+ stores, and expanding rapidly across India, the Middle East, and Southeast Asia.

- **Emotion-Driven Category:** Eyewear is about confidence and self-expression — the perfect space for MoodMe's real-time emotion insights to thrive.

Peyush Bansal(CEO) emphasized:
"Technology and AI are the biggest enablers in what we do and want to achieve. Our strategy is to continuously push the bar in customer experience…"

THANK YOU

SEE YOU NEXT TIME