

EAT CLEAN
STAY FIT

The Future of Retail

Is Already Here

The global retail market exceeds \$30 trillion, but the rules are changing. Today, consumers no longer seek merely a place to buy goods—they demand an experience. Convenience, speed, and frictionless transactions are no longer luxuries; they are expectations shaped by an accelerating world.





Where Traditional Retail Breaks Down

Time Scarcity

Queues and waiting consume precious minutes consumers refuse to lose.

Rising Labour Costs

Staffing a 100 m² store runs \$7,000–12,000 monthly—a burden retailers cannot sustain.

Shrinkage & Losses

Theft and operational errors drain 1.5–3% of monthly turnover, eroding margins ruthlessly.

Data Invisibility

Customer behaviour remains largely unmeasured—the 21st century's most valuable asset goes unused.

The market is vast. The infrastructure is broken.

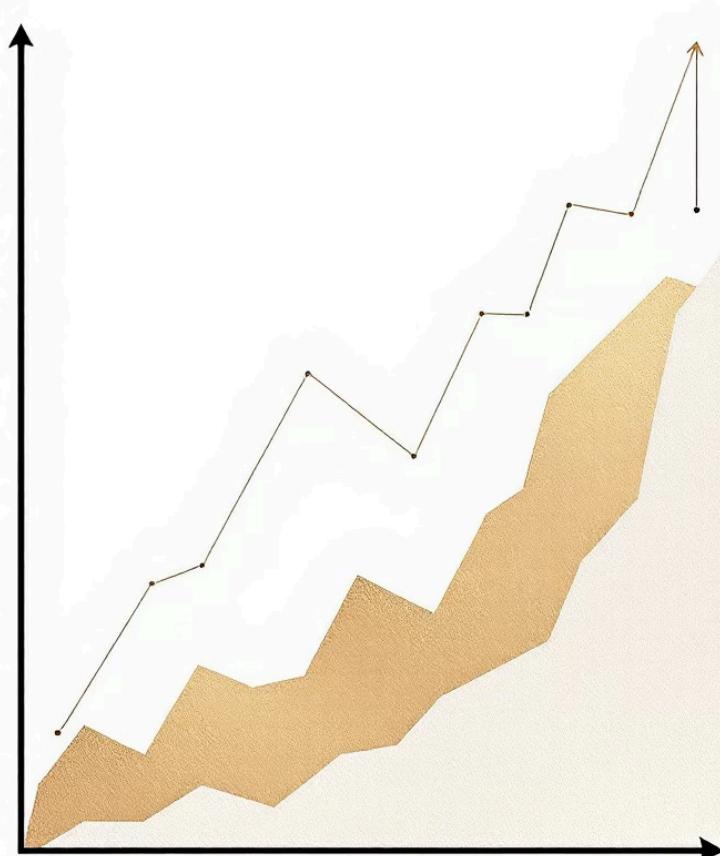


Enter Yellow Door

YELLOW DOOR

Yellow Door is not merely technology—it is a new entrance to retail, literally and metaphorically. We've created an autonomous store that operates without cashiers, without queues, without barriers. Products are recognised, customer actions understood, and transactions completed automatically.

- **The simple truth:** You enter. You take. You exit. No friction. No waiting. Pure efficiency.



\$85 Billion

The Market Trajectory

The autonomous retail market is projected to reach \$85 billion by 2030—not a hypothesis but an inevitability. When consumers experience frictionless shopping, they rarely return to the old way. Yellow Door enables this transition to scale across entire retail networks, not just for industry giants.

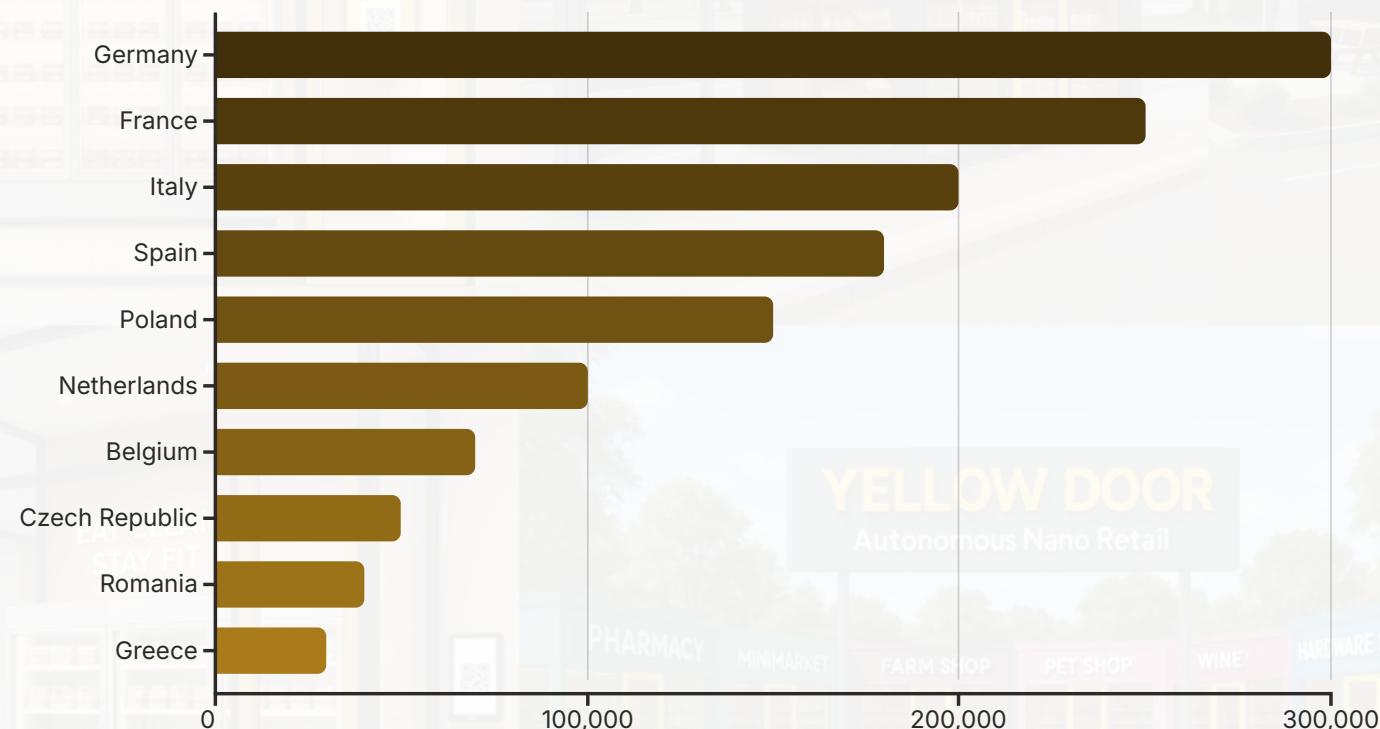
This transformation is not coming. It is already here.

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Top 10 European Countries by Small Retail Stores

FARM SHOP

Understanding the landscape of small retail stores across Europe is crucial for businesses looking to implement autonomous retail solutions. This chart highlights the countries with the highest concentration of such establishments, presenting significant opportunities for market expansion.



Germany leads with the highest number of small retail stores, followed closely by France and Italy, highlighting the diverse retail landscapes across the continent and the varying potential for autonomous retail integration.

YELLOW DOOR
Autonomous Nano Retail

Two Worlds Compared

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Traditional Store

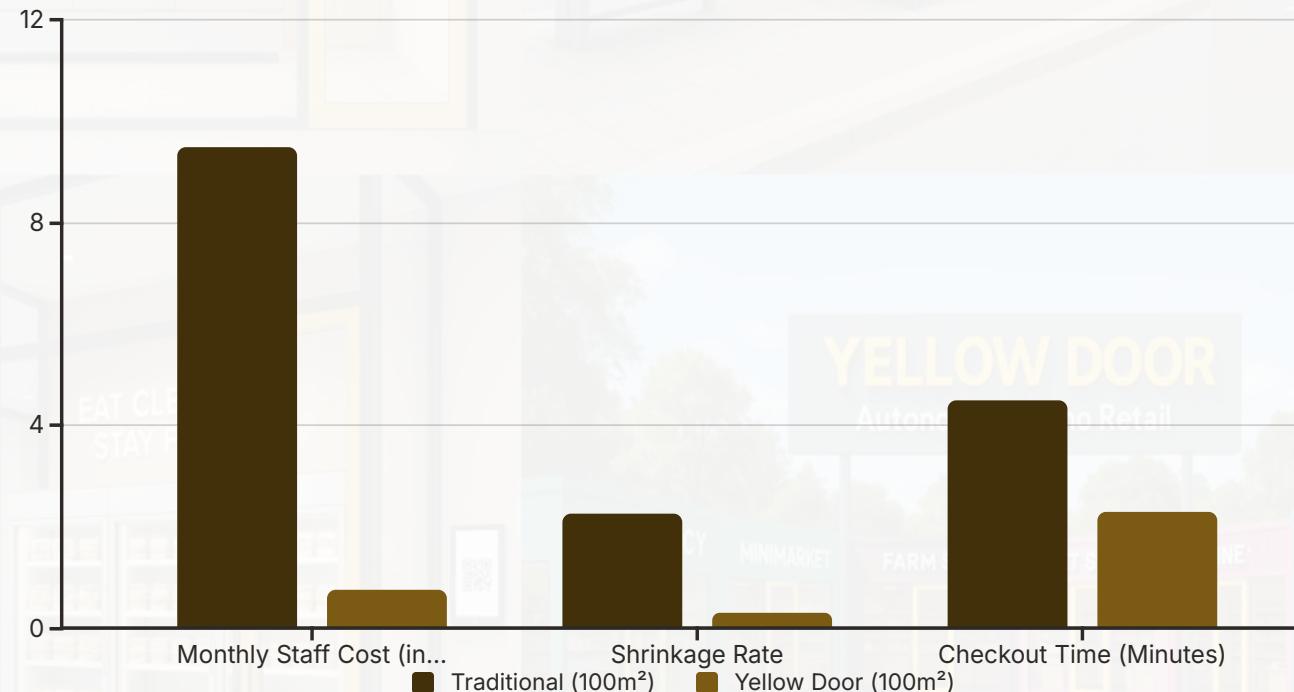
- Customer waits
- Customer pays at counter
- Process is lengthy
- Data remains isolated

FARM

Yellow Door Autonomous

- Customer walks freely
- Automatic transaction
- Instant exit
- Rich behavioural insights captured

The difference is not only in the technology. The difference is in how people feel.



The result: 35–60% reduction in operational expenses.

What Makes Yellow Door Different

Competitors like Amazon Go and Aifi proved autonomous retail is possible. But their solutions are complex, expensive, and require months of installation. They demand specialised fixtures and massive hardware investments—available only to the largest players.

Standard Shelves

No specialised fixtures. Works with existing retail infrastructure.

48-Hour Setup

Installation is rapid and non-disruptive to store operations.

Accessible Pricing

\$12,000–28,000 per store. Available to independents and chains alike.

Mobile

Yellow Door offers a product for store in cargo container.

Lightweight administrative burden

Only electricity is needed

"One app to rule them all"

Only one mobile app for all the vendors

Yellow Door democratises autonomous retail. We remove the barriers that kept this technology exclusive.



The Technology Behind the Promise



AR & AI

Product recognition and gesture detection in real time.



Intelligent App

Unlocks the door and completes transactions automatically.



Behavioural Security

Theft prevention through advanced pattern analysis.



Big Data

Collecting data for the traditional retail like never before

This is not theoretical science fiction. This is proven, deployed, and scalable technology working in real stores today.

Yellow Door vs. the Competition

The market has several autonomous solutions, but Yellow Door stands apart on one crucial dimension: **affordability at scale**.

Characteristic	Amazon Go	Aifi	Trigo	Yellow Door
Implementation Cost	\$1.2–3M	\$300–800k	\$400–900k	\$12–28k
Deployment Time	4–12 months	1–3 months	2–4 months	Under 48 hours
Required Hardware	Extensive cameras & specialised shelves	Cameras + racking	Cameras + racking	Minimal; standard shelves
Target Market	Mega-formats only	Mid-size stores	Large formats	All formats, including micro-stores

We solve the problem the industry could not: autonomous retail at rational cost.

YELLOW DOOR

The Yellow Door is Open

We've created technology capable of reshaping how the world shops. Now we're building partnerships, deploying networks, and accelerating growth.

No queues.

No barriers.

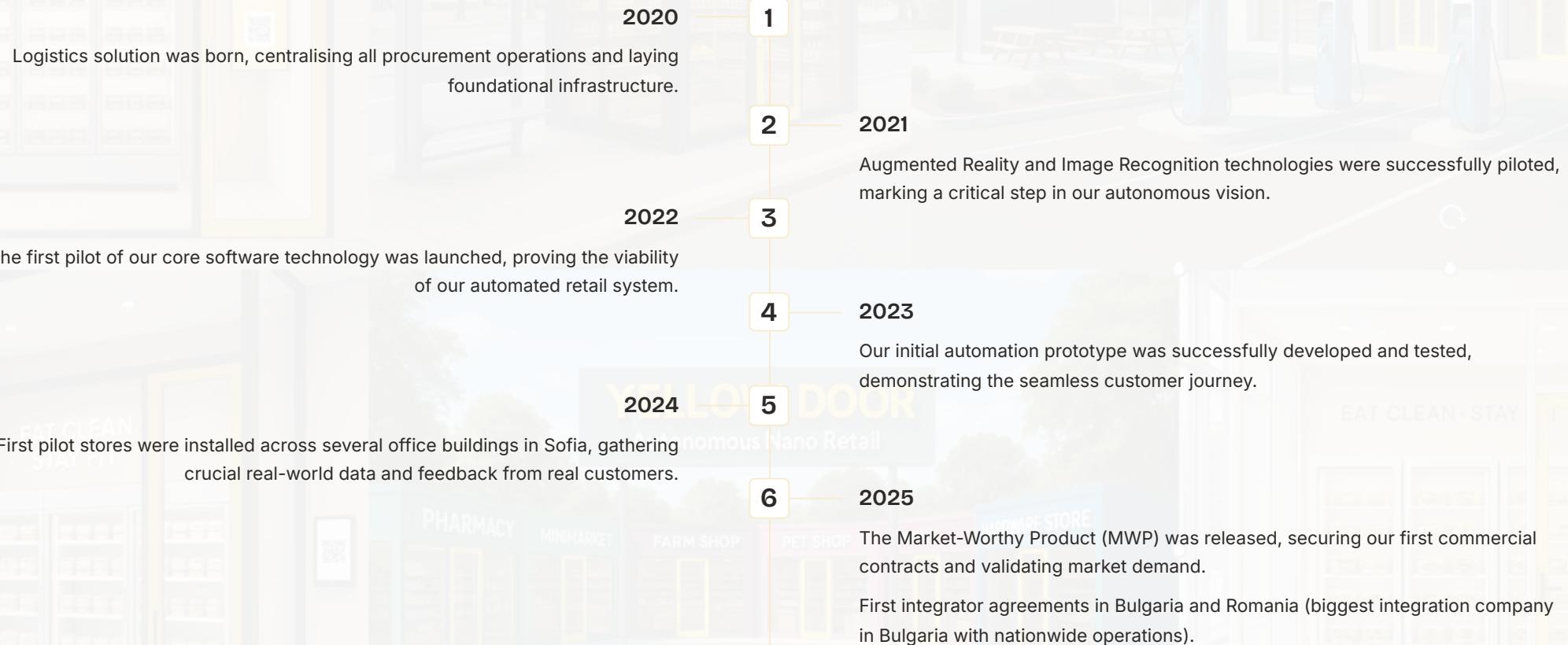
Physical retail, rewritten.

You enter. You take. You exit.

We are seeking investors who share our vision of frictionless commerce for every retail format.

Our Journey: Key Milestones

Yellow Door has a clear, strategic roadmap, evolving from initial concept to market-ready solution. We've achieved significant milestones, each building on the last to pave the way for frictionless retail.



These achievements highlight a focused progression towards our goal of democratising autonomous retail, bringing proven technology to a broader market.

Key Milestones & Timeline for Growth

Our strategic roadmap outlines clear phases for expansion, focusing on establishing foundational strength, achieving market penetration, and driving inter-regional leadership.

0-6 Months: Foundation & Initial Scale

- Rapid integration and deployment with small to medium chains.
- Scaling engineering, sales, and support teams.
- Enhancing core AI vision system capabilities.
- Achieve initial ROI for early adopters.

1

12-18 Months: Inter-Regional Growth & Leadership

- Forging strategic partnerships for growth in CEE and MENA regions.
- Aggressively entering new European markets like Czech Republic, Romania and Slovakia.
- Building robust supply chain capabilities for increased deployment capacity.
- Securing our position as a leader in affordable autonomous retail solutions.

2

6-12 Months: Market Penetration & Feature Expansion

- Scaling operations and expanding reach within established markets.
- Recruiting experienced managers and expanding customer support.
- Developing predictive analytics for inventory and advanced security protocols.
- Targeting retail groups and franchisees for broader adoption.

3

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Go-to-Market Strategy

1

Phase 1: Small and Medium Chains

Rapid integration and initial market penetration.

2

Phase 2: Retail Groups and Franchisees

Scaling operations and expanding reach within established markets.

3

Phase 3: Inter-Regional Expansion

Strategic partnerships for growth in CEE and MENA regions.

Market Validation Across Bulgaria

Yellow Door is not theoretical. Our technology operates across five distinct vertical markets in Bulgaria, proving universal applicability and repeatable success:

1 Regional Pet Care Chain

Balkan's largest pet supply retailer accelerated expansion and increased average transaction value.

2 National Adult Retail Network

Largest chain in its category deployed Yellow Door across multiple locations with measurable performance gains.

3 Farmer Microstores Network

Local producers gained direct market access to neighbourhood customers, expanding reach without capital investment.

4 Fitness and Baby foods

Two of the best known brands for fitness food and baby meals on delivery are joining forces to establish a network of stores to expand their presence and ease their operation.

5 CEE leading EV Charging station operators

Bringing deli shopping and convenience to more than 40 000 vendor's customers network. With presence in Bulgaria, Romania and Lithuania the company is leading in EV charging network expansion

 **Proof of scale:** The model works in real stores, with growing networks and is fully repeatable. Market validation is complete.

Unit Economics & Business Model

Yellow Door delivers clear financial benefits through optimized operations and diversified revenue streams.



Staff Cost Reduction

Up to 60% reduction in staff-related operational costs.



Theft Loss Reduction

Up to 70% decrease in losses due to theft.



Rapid ROI

Return on investment achieved within 3-7 months.

Business Model



Installation Fee

One-time charge for initial setup and system integration.



SaaS License

Recurring monthly fee for software access and updates.



Revenue-Share

Optional model based on a percentage of transactions processed.

Meet Our Visionary Team



Asen Vitanov

CEO, driving the strategic vision and overall growth of Yellow Door. More than 20 years of experience in FMCG, Last mile and 6 years of IT ventures. Serial entrepreneur with 2 successful exits.

[LinkedIn Profile](#)



Denis Mihaylov

CTO, leading the development of our cutting-edge AI and AR technologies with more than 11 years of experience in IT development and 5 in leading a role. [LinkedIn Profile](#)



Alexander Vitanov

COO, optimising operations and market expansion strategies. More than 20 years of experience in FMCG and Last mile and 5 years of Event Space on the belt. Serial entrepreneur with 2 successful exits. [LinkedIn Profile](#)



Peter Vitanov

CFO, managing financial strategy and investor relations for sustainable growth. More than 20 years of experience in FMCG, Last mile and 6 years of IT ventures. Serial entrepreneur with 2 successful exits.

This core leadership team has a proven track record, having successfully built and scaled two ventures together over the past six years. Their combined expertise drives Yellow Door's innovative approach to retail.

Building the Future of Physical Retail

We are seeking strategic investors to accelerate scaling. Yellow Door is ready to go global.

You enter. You take. You
exit.