



software for workplace convenience services providers

vending • food service • supplies • restaurants



- Consumer Advantages**
- Healthy Meal Options on-site
 - Customer controls buying experience
 - Kiosk-less payment platform requiring no physical space
 - Discount campaigns exclusively through viv
 - "Featured viv Product" newsletters
 - Partnerships with local Food Vendors
 - Tastings

Introduction

The Vagabond Market with viv as a payments platform began in September 2018 as means to provide 200+ employees in a shared office workspace with healthier meal options and refreshments. With limited ready-to-eat meals available in the building and surrounding area, the Vagabond Market serves as a one-stop shop.

The purpose of operating the Vagabond Market was to showcase viv to Vagabond operators as an affordable, simple, and kiosk-free payments platforms for any size space and population. viv markets serves as a way for operators to drastically reduce operating costs, while significantly increasing profit margins.

Vagabond Market



Key Partnerships



Small D.C. food company supplying the market with healthy and environmentally friendly meals.



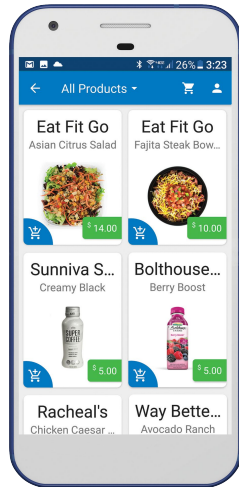
Small D.C. healthy vegan snack bars in the Vagabond Market. Introduced to the market by HoneyFlower foods.



Popular young snack company looking to appeal to the millennial market and eager to supply the Vagabond Market.



Small D.C. food company supplying flavorful gluten free chips and dips in the Vagabond Market.



Implementation Observations

- Currently, the Vagabond market generates just as much in sales as the vending machine in the same location, with less units sold.
- Only 1 instance of shrinkage in 468 units purchased at this location.
- Vending Operator can increase total account sales by 47% as compared with only the vending machine located ~70 meters away.
- 5 new viv users 4 days after the meet the market event

Vagabond Market Implementation Strategy

The time utilized to onboard the Vagabond Market onto viv equated to the time needed to upload the average Snack vending machine planogram into Vagabond. With Vagabond's extensive product database, the photos and nutritional facts for products were almost instantly added and visible in the viv platform.

- Market Equipment: Cooler purchase and use of existing storage shelving.
- Fresh foods by local vendors sold on consignment so operator only pays COGS when a unit sells
- Marketing
 - Online social media campaigns
 - Flyers and signage encouraging patronage
 - Strategic Product Placement
 - Marketing Event- "Meet the Market"

- Market Challenges**
- Market is in office suite
 - Customizing products based on preferences
 - Slow adoption based on Market placement
 - Cooler Size

	Costs
Vagabond Activation Fee	\$25
Saas Fees	\$10
Transaction Fees	5.95%
COGS	
Meals	\$9/meal (Sold at \$12/meal)
Premium Snacks:	
Yogurt	\$1.08/unit (Sold at \$1.60/meal)
Sasya Chips	\$1.20/unit (Sold at \$1.75/meal)
Monkey Bars	\$1.28/unit (Sold at \$1.99/meal)
Blount Chicken Ramen	\$3.16/unit (Sold at \$5.25/meal)
Equipment Costs	~\$400
Maintenance Costs	0

Vending Machine vs Vagabond Market

