

GRAB & GO
WORK
CHILL
PLAY
THRIVE
ADVENTURE
TRAVEL!



impulsify.
GRAB & GO FOR IT!



WHO WE ARE

An award-winning leader in self-service grab-and-go retail, Impulsify has become the industry standard for hoteliers who want to maximize revenue and guest experience in their lobby retail outlet.

Founded in 2013

Based in Denver, Colorado

Certified Woman-Owned Business

Serving 1000+ Commercial Locations

Award-Winning Self-Service Technology

100% Dedicated to Service and Charity

WHAT WE DO

We are a well-hydrated, health-conscious snacking society who demands convenience and technology in nearly every aspect of our lives.

Impulsify embraces these consumer facts and creates technology-driven, creatively designed, self-service retail markets for a variety of commercial industries including hospitality, multifamily residences, private clubs, campgrounds and more.

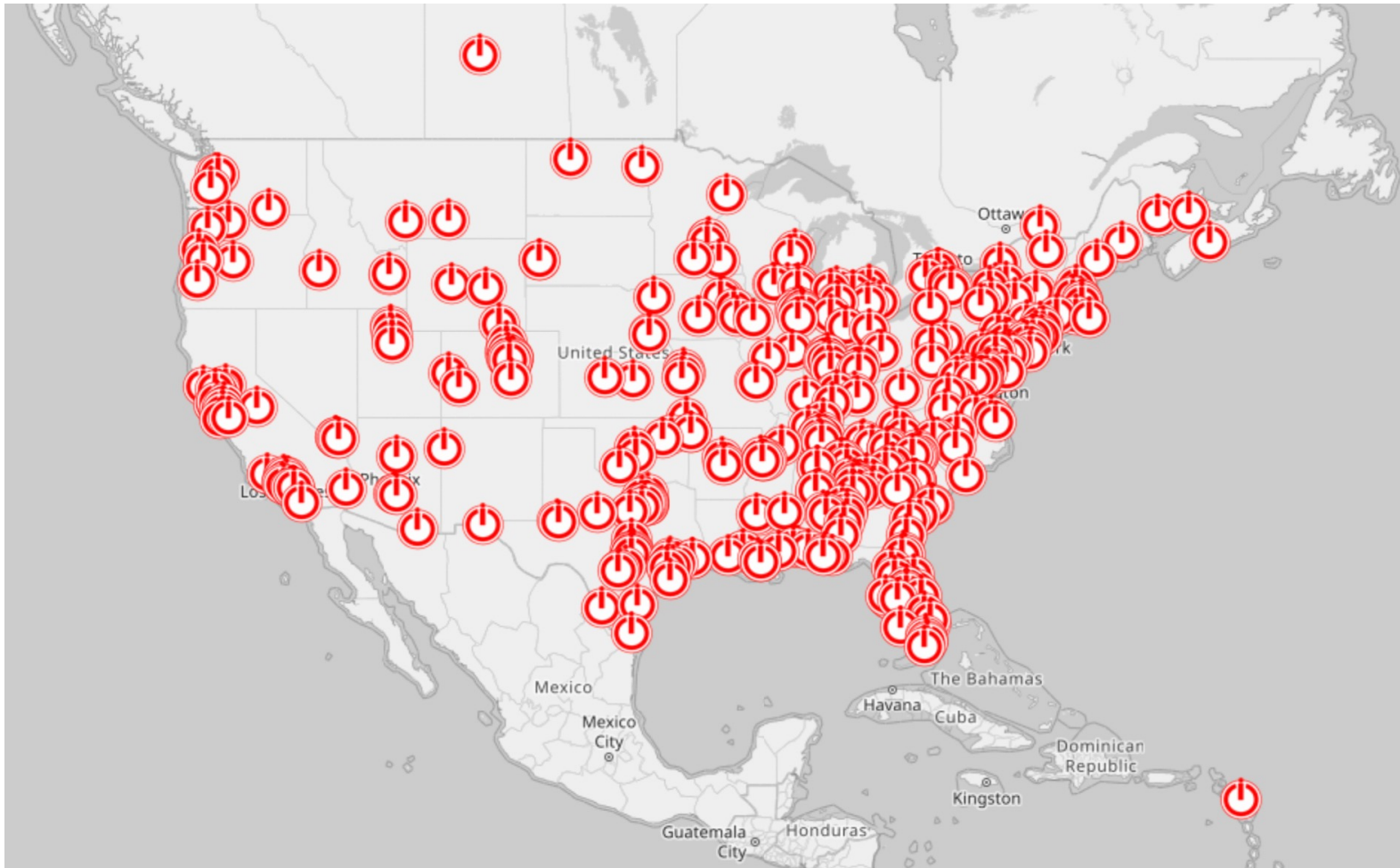
Our self-service kiosks, cloud-based POS, and inventory management solutions allow any hotel to offer retail quality and convenience to their guests.

No retail experience necessary!



NOW SERVING 1K + HOTELS!

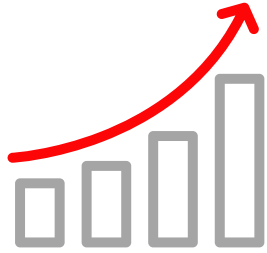
Impulsify's Retail Management and Self-Service POS Solutions allow 1,000+ hoteliers to safely provide guests quality packaged meals, snacks, beverages, and convenience items in a lobby store setting.



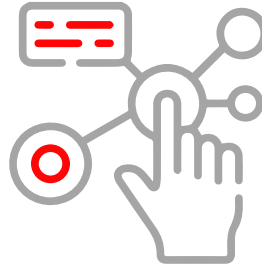
"When we installed Impulsify at our Hampton we started seeing DOUBLE revenue monthly. Your system really does pay for itself."

- Samantha S.

WHY HOTEL OWNERS CHOOSE IMPULSIFY



**Increased
Profit**



**Simplified
Operations**



**Better
Guest Experience**

As an award-winning leader in self-service grab-and-go retail, Impulsify is the proven solution for hoteliers who want to increase retail revenue, improve operational efficiencies, and maximize guest experience in their lobby retail outlets.

Our self-service kiosks, cloud-based front desk POS, and real-time inventory management and reporting allow any hotel to offer highly profitable retail in their lobby without the losses and burdens traditional programs experience when relying on the PMS to manage a retail store.


Impulsify Retail Programs improve your bottom line by providing data-driven retail solutions that reduce theft, product loss, and increase retail transaction volume and purchases. We bring the tools and services hotels need to succeed at running a retail store without adding to the burden of the front desk team.

OUR TECHNOLOGY: POS & INVENTORY


ImpulsePoint is a complete Retail Management System for Front Desk Point-of-Sale with Back Office Inventory Management and Retail Performance Reporting.


The cloud-based solution allows associates to scan retail items and charge to rooms on existing front desk terminals while managers track inventory and monitor retail performance to constantly improve.

Our easy-to-use, cloud-based POS:

 Calculates all retail sales, employee discounts, department transfers and guest giveaways to simplify front desk transactions

 Automates inventory tracking for quick and easy replenishment

 Minimizes cost and complexity by utilizing existing front desk terminals and barcode scanners to retrieve accurate price

 Eliminates guesswork with data-driven product assortment and suggested retail prices to maximize revenue and profit



OUR TECHNOLOGY: SELF-SERVICE

ShopPoP is our in-store, guest-facing kiosk. It allows guests to truly grab-and-go without assistance reducing typical front desk burdens associated with offering a lobby retail store.

The new essential in lobby retail:



Frees up the front desk by allowing guests to scan and pay for retail items in store with credit card or room charge



Eliminates costly front desk calculation errors and missed transactions



Increases revenue by eliminating abandoned sales and inadvertent theft that occur when no associate is immediately available



Improves guest experience by eliminating wait times



Apple Pay/Android/Google and NFC Tap for contactless payment



THE KIOSK EFFECT

Is a Kiosk right for my hotel?

Our self-service kiosk increases revenue and profit at hotels of every size.

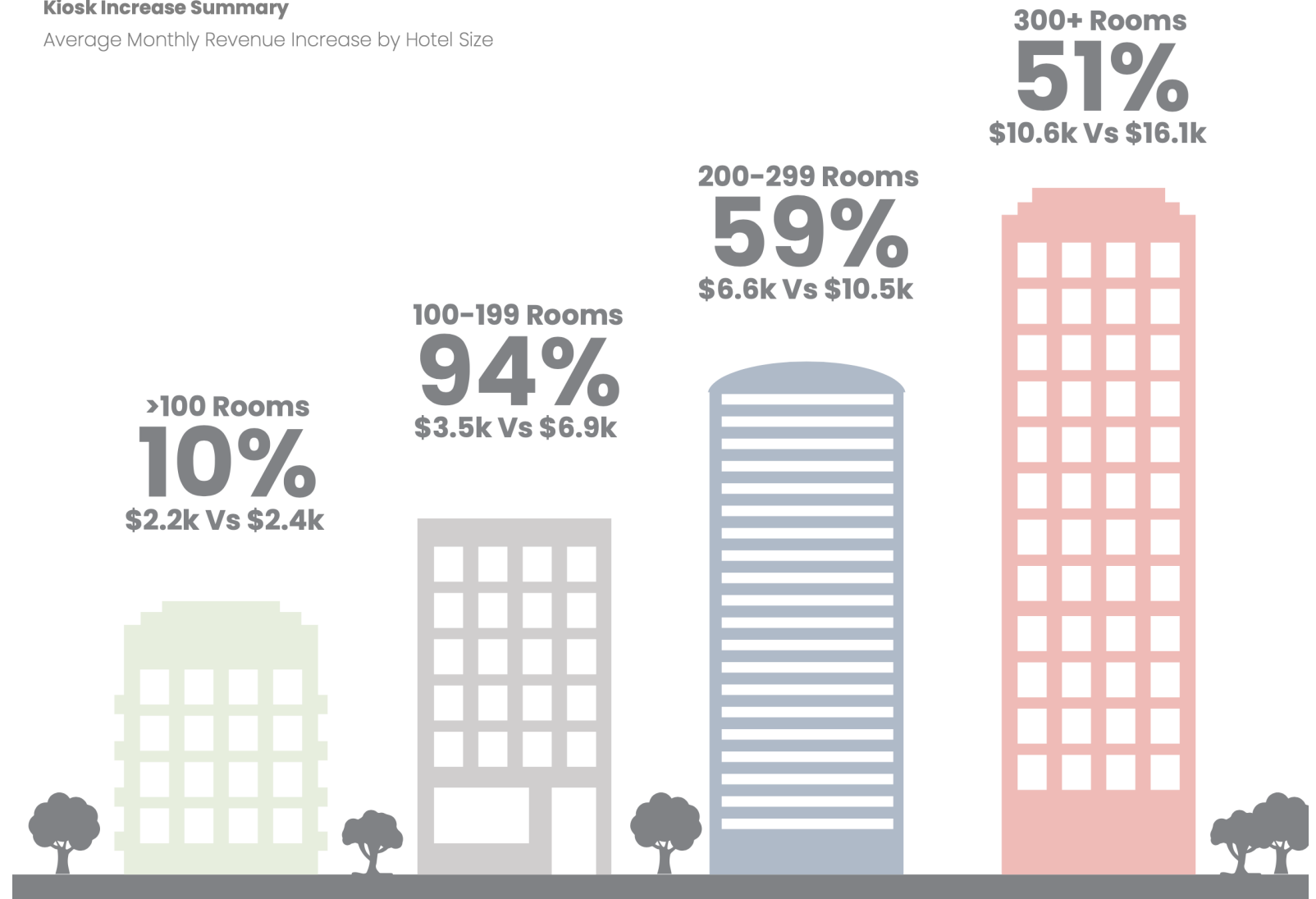
But, more importantly, it reduces the front desk traffic burden successful retail can create.

A kiosk reduces labor burdens related to the retail outlet by as much as 96%.

Essential relief in this labor crisis.

Kiosk Increase Summary

Average Monthly Revenue Increase by Hotel Size



THE NEW ESSENTIAL



"Let me just say I LOVE our kiosk!
Guests love it as well. It makes
the process so much quicker
and more efficient!"

Jay Darsie
Hilton Garden Inn Denton, TX



OUR INTEGRATIONS

Property Management



Payments Providers

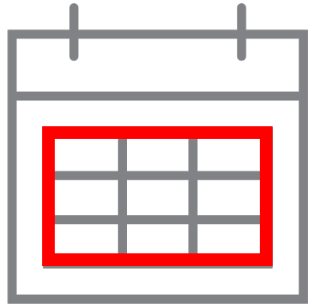


**Proprietary PMS interfaces used by global brands also available.*

OUR DATA

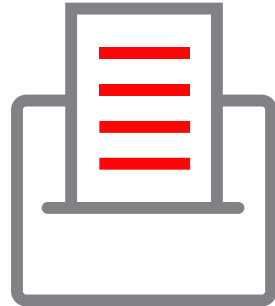
Every decision we make for your hotel retail space is based on data we capture.

A whole lot of data!



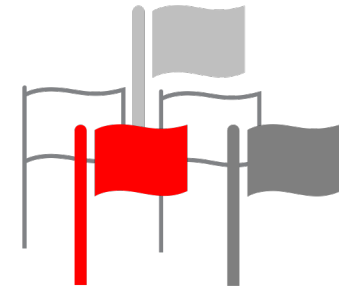
8 Years

of Hotel
Retail Sales



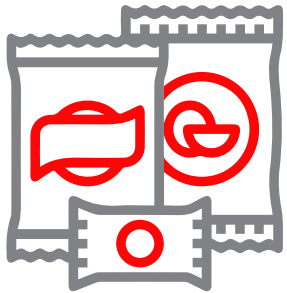
15M+

Lobby Retail
Transactions



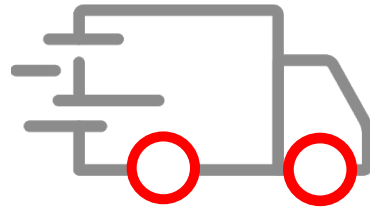
36

Hotel
Brands



1000+

Product
Manufacturers



3400

US Distributors



50K

Retail
Products

OUR SERVICES

Our retail services are 100% data-driven, easy to implement, and highly profitable with options available for nearly any space and budget.

Impulsify's team of experts make grab-and-go retail a positive experience by evaluating and paying close attention to every detail.

Our dedicated retail specialists develop custom retail plans for every client to ensure the highest level of retail success from the owner to the guest.



RETAIL REFRESH SERVICE



A RETAIL REFRESH IS PERFECT FOR:

- *Hotels or management companies who want to maximize retail revenue in an existing hotel where fixtures and appliances have already been chosen*
- *Brands who want to refresh elements of an existing retail program to update product assortment and design elements*

REFRESH.

Based on existing space, fixtures and appliances, Impulsify's Retail Services Team will identify ways to improve product assortment, merchandising, and add any missing product stations that impact guest experience or revenue.

PROCURE.

Next, we procure and manage the delivery of all approved products and merchandisers.

DEPLOY.

A retail specialist arrives onsite to merchandise the store, install technology, enter inventory, train team members, and launch the newly refreshed retail store!

MANAGE.

A Customer Success Manager will monitor retail success through ImpulsePoint and assist hotel managers to maintain results!

FULL RETAIL PROGRAM DESIGN

DESIGN.

Custom design based on brand vision, available space, traffic, and visibility. Impulsify designs an ideal floorplan, fixtures, and appliance strategy. CAD and 3-D renderings are provided to begin the construction phase.

PROCURE.

Next, we procure and manage the delivery of all approved fixtures, furniture, equipment, and accessories for professional installation by the GC on the project.

Once construction is complete, we procure a best-selling product mix and merchandisers for your guests.

DEPLOY.

A retail specialist will arrive onsite to set up the store, install technology, enter inventory, train team members, and launch the new retail store!

MANAGE.

A Customer Success Manager will monitor retail success through ImpulsePoint and assist hotel managers to maintain results!



RETAIL PROGRAM DESIGN IS PERFECT FOR:

- *Hotels or management companies who want to maximize retail revenue in a new build or renovation*
- *Brands who want to add or upgrade a proven retail program based on guest purchasing data*



Radisson Blu Anaheim, CA

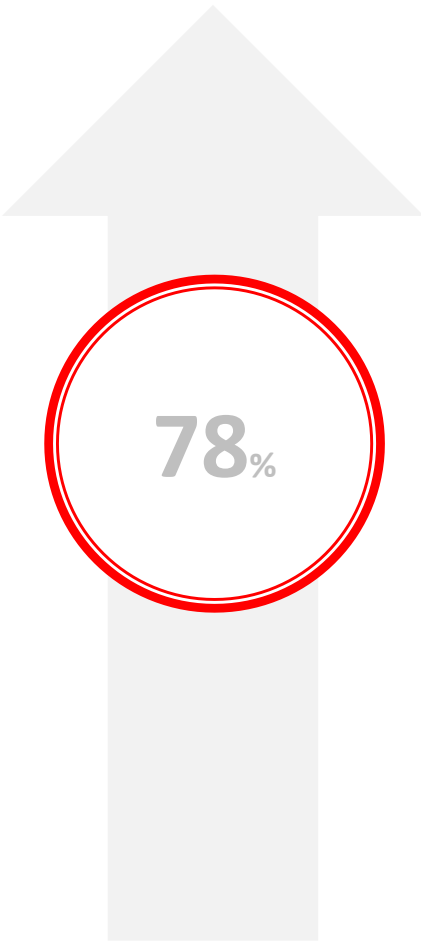


CROWNE PLAZA CHANDLER, AZ

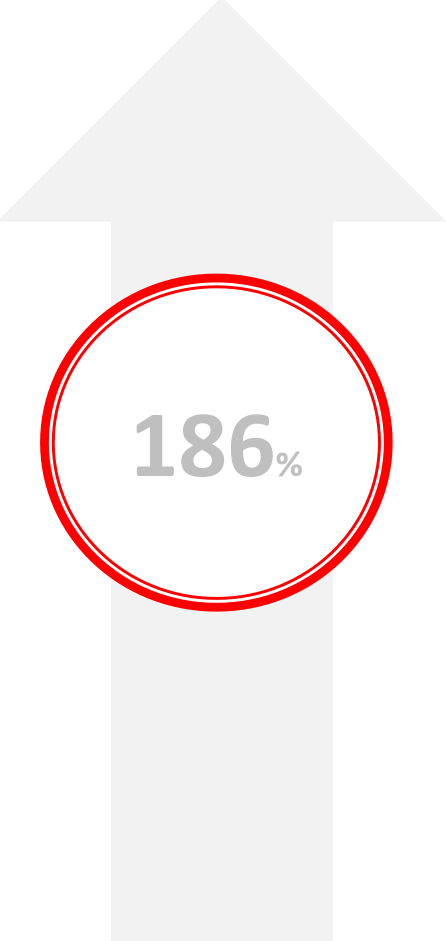


DUAL BRAND: Staybridge Suites/Holiday Inn Express Houston Galleria

OUR RESULTS

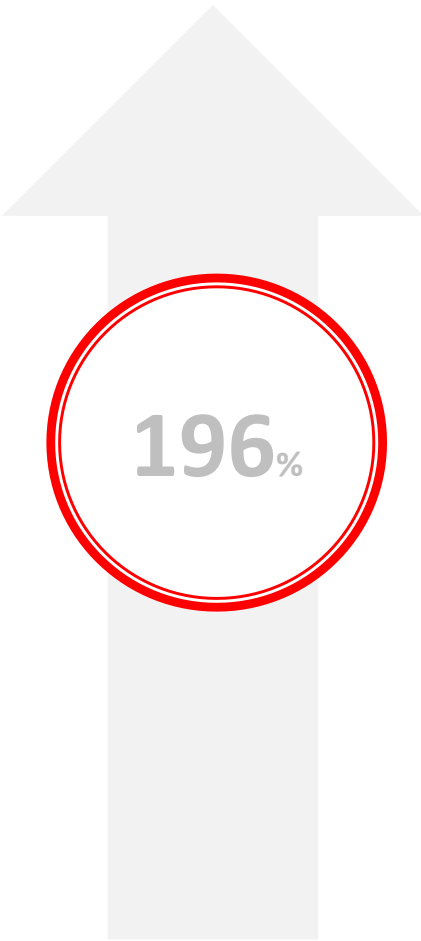


**PROFIT
MARGIN
INCREASE**

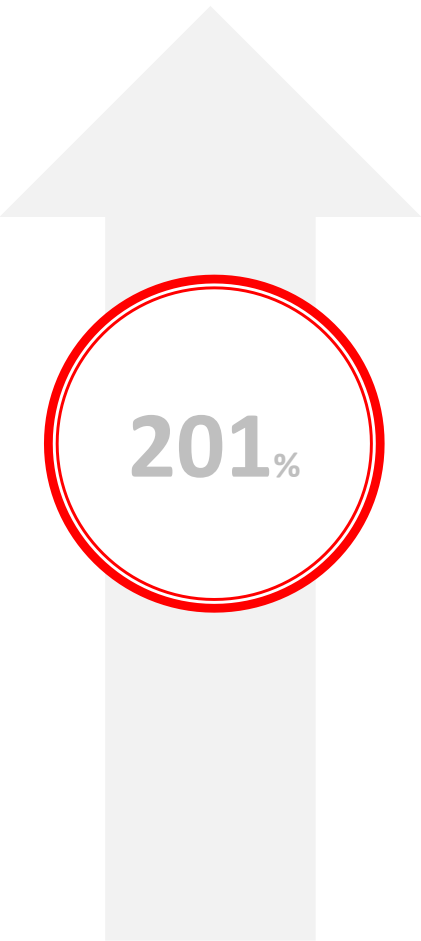


**SALES PER
OCCUPIED
ROOM**

**100%
ROI**



**GROSS
PROFIT
INCREASE**



**REVENUE
INCREASE**

*Results based on hotels who had a Retail Refresh and added Kiosk in 2020

HOTEL RETAIL PROGRAM PACKAGES

Grab & Go LITE

25%
revenue
increase

ImpulsePoint Retail Management System

TECHNOLOGY

Front Desk Point-of-Sale
Inventory Management
Retail Performance Reporting

HARDWARE

Attended POS Station

ONBOARDING AND SUPPORT

Remote Onboarding and Training
Unlimited Support

*Ideal for stores ringing under
\$2500/mo to improve revenue
and operational efficiency.*

LITE PACKAGE

**\$2599 +
\$249 per mo**

Grab & Go PLUS

93%
revenue
increase

ImpulsePoint + ShopPoP: Self-Service Kiosk

TECHNOLOGY

All ImpulsePoint features plus
a guest-facing interface for kiosk

HARDWARE

2 Front Desk Scanners +
ShopPoP Kiosk Hardware

ONBOARDING AND SUPPORT

Remote Training
and Kiosk Installation

*Ideal for any hotel size that wants to
improve revenue, alleviate labor and
improve guest experience.*

PLUS PACKAGE

**\$3499 +
\$349 per mo**

Grab & Go PRO

201%
revenue
increase

ImpulsePoint + ShopPoP + Retail Refresh

All Technology, Hardware, and
Support included in the
PLUS package

PLUS!

A Custom Retail Refresh

w/ Procurement, 3D Planogram,
Onsite Installation and Merchandising

*Ideal for hotels with an existing store
who want to improve product offering
and merchandising to maximize
revenue and profit.*

PRO PACKAGE

**\$5999 +
\$399 per mo**

Grab & Go ROCKSTAR

400%
revenue
increase

ImpulsePoint + ShopPoP + Full Retail Program Design

All Technology, Hardware, and
Support included in the
PLUS package

PLUS!

Full Retail Program Design

Construction Drawings, Procurement,
3D Planogram, Onsite Installation
and Merchandising, Retail Training

*Ideal for new builds and renovations
to offer a premium retail experience
with maximum revenue potential.*

ROCKSTAR PACKAGE

**\$7499 +
\$399 per mo**

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