

STARTSMART for Retail

Turn AI uncertainty into commercial clarity



TABLE OF CONTENTS

		Page
1	About MAI	3
2	Our Capabilities	4
3	What StartSmart Is	5
4	The Retail Reality	6
5	The Retail Challenge	7
6	AI Opportunities Across Retail	8
7	Navigating Data, Scale & Privacy	9
8	Retail Use Case	10
9	Retail Reimagined	11
10	How StartSmart Works	17



ABOUT MAI — AI That Puts Customers and Teams First

Who We Are

We are a design-led AI consultancy helping organisations move from curiosity to confident, ethical adoption.

What We Do

- We combine strategy, design thinking and technical expertise to:
- Reimagine retail workflows
- Empower teams with tools that enhance decision-making
- Embed intelligence across store, digital, and supply-chain touchpoints

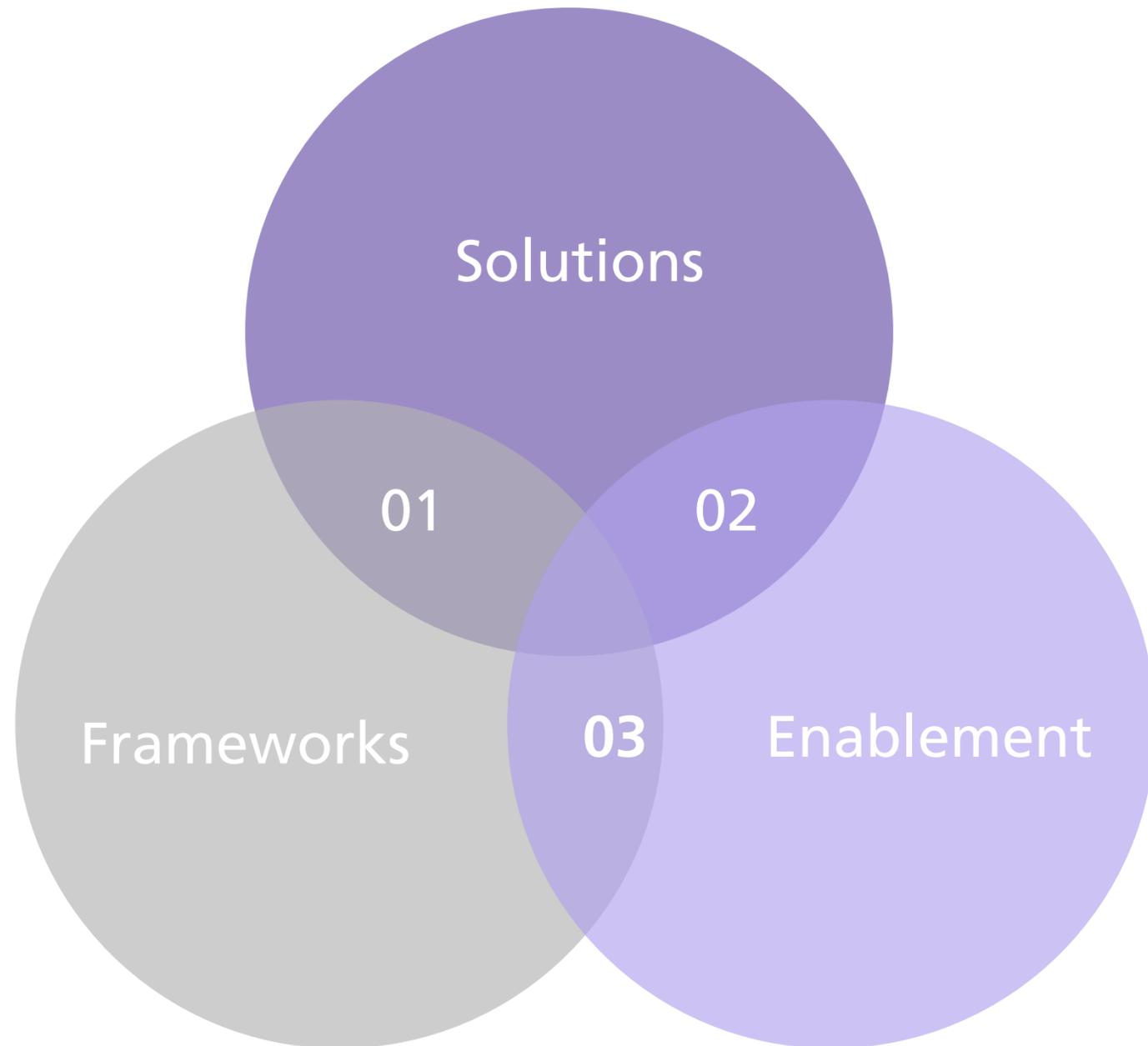
Every engagement strengthens human capability and improves measurable business performance.

Our Belief

Technology should amplify people — not replace them.



OUR CAPABILITIES



01

AI Strategy & Readiness: Identify high-value AI opportunities across store operations, ecommerce, supply chain and customer experience.
Governance and Ethics: Design frameworks that ensure transparency, trust and compliance especially around customer data.

02

Human-Centred Design: Ensure AI enhances employee and customer experiences across digital and physical retail.
Workflow Intelligence: Automate tasks and surface insights that improve efficiency and commercial outcomes.

03

Project Delivery & Change Management: PSupport teams with training, communication and capability-building for sustained adoption.

STARTSMART - AI Clarity Without the Guesswork

AI won't wait and retailers can't afford to fall behind.

StartSmart turns uncertainty into a clear, actionable plan whether you're using remaining budget this year or planning next year's investments.

THE SITUATION — YOU HAVE THE INTENT, BUT NEED THE DIRECTION

StartSmart bridges the gap between ambition and clarity.



AI is on your agenda, but the end-state isn't clear



You're unsure how much to budget

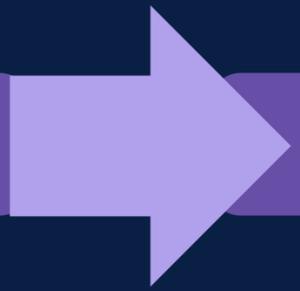


You don't know what you don't know



You want to invest wisely, not reactively

"Remaining budget this year"



"Planning for next year"

THE RETAIL CHALLENGE

Thriving in the Age of the Empowered Customer: How do you win loyalty and protect margins when customers expect personalisation everywhere?

Intense Competition

- Retailers are battling online giants, nimble DTC brands and customers with zero switching costs.

Data Overload

- Omnichannel data pours in from stores, apps, social and CRM but is hard to turn into action



Margin Pressure

- Supply chain volatility, labour costs and customer sensitivity squeeze profitability.

Personalisation Paradox

- Consumers demand tailored experiences but generic AI tools often miss the mark and damage trust

Retail's biggest AI challenge is not whether AI is possible, it's whether it's responsible, trusted, and ready to scale.

WHERE AI CREATES REAL COMMERCIAL VALUE IN RETAIL

From Checkout to Customer Loyalty: See how leading retailers are using AI to drive real-world results



NAVIGATING RETAIL'S AI COMPLEXITIES SAFELY & RESPONSIBLY



A RETAIL USE CASE EXAMPLE

Turning data into decisions

The Challenge

High churn and excess inventory driven by disconnected marketing and supply-chain data..

How StartSmart can help

Working with you to identify the core problem:

A disconnect between marketing data (customer preferences) and inventory data (what was actually in stock)

Identifying the Solution

An AI-powered demand forecasting model unifying customer behaviour and inventory levels.

The Outcome

- Reduction in excess stock (freeing working capital)
- Increase in repeat purchases through better personalisation
- 6-month payback on AI spend

AI turns operational friction into commercial advantage.



RETAIL REIMAGINED: THE DETAIL

GENERATIVE AI IN PRACTICE

AI is transforming retail from reactive to predictive, from transactional to personal. It doesn't just optimise operations, it reinvents how retailers connect, anticipate, and earn loyalty.

Improving digital shopping experiences



Virtual Storefronts



Physical Store Augmentation



Website and App Experience



Virtual Try-On Features

Personalising the Customer Journey



Personalised Product Designs



Personalised Shopping Journeys



Virtual Shopping Assistants



Tailored Promotions

Using AI to enhance operational productivity



Generating Product Descriptions



Supplier Negotiations



Dynamic Inventory Optimisation



Intelligent Workforce Scheduling

RETAIL REIMAGINED

Improving Digital shopping experiences

Virtual Storefronts: Immersive shopping in the metaverse

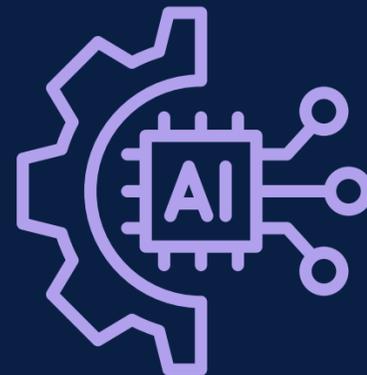
GenAI can help to create immersive virtual shopping experiences as augmented and virtual reality become more mainstream.

AI can generate personalised store layouts, product placements, and even virtual sales assistants tailored to the customer's shopping and preferences.

Augmenting Physical Stores

GenAI technology can create better in-store experiences, creating interactive store displays and smart mirrors for virtual try-on experiences in stores.

GenAI can even create responsive store displays that change based on real-time data, for example, a heat wave is approaching, so a clothing store's digital window display might adapt to showcase summer clothes and generate a beach scene to attract people in.



Delivering a better website and app experience

GenAI will also enable better, more intuitive experiences on regular websites and apps, creating personalised shopping assistants, enhanced customer support, and market research from customer interactions.

GenAI can enhance the shopping journey by adding new, more intuitive, and more personalised features that increase customer satisfaction and help find exactly the right product for them.

The Rise of Virtual try-on features

Augmented reality (AR) technology means virtual try-ons are getting better. Previously, determining what an item of clothing will look like on you, or visualising what an item of furniture would look like in your house would be a guessing game.

GenAI can enable customers to create realistic avatars to generate an image of themselves wearing a particular outfit, or uploading a photo of your room to create photorealistic images that help customers see their homes in new styles.

RETAIL REIMAGINED

Personalising the Customer Journey

Personalised, unique product designs

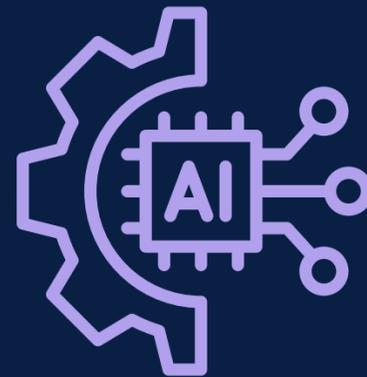
GenAI can be used to craft custom product designs based on individual consumer preferences. A brand could generate unique clothing patterns or accessories that align with new trends and individual tastes.

Given the growing trend of 3D printing, there are even more opportunities for brands to create one-offs that can be printed without worrying about economies of scale.

Personalised Shopping Journeys

Online platforms can use GenAI to redesign the shopping experience. As a user browses, AI could be used to rearrange product placements based on the customer's interests. Instead of recommending based on grouped customers, AI-based personalisation can deliver information and recommendations based on the individual.

GenAI can be used to help retailers introduce features where the shopper can describe what they are looking for, and a ChatAI will help by making relevant recommendations.



Virtual AI shopping assistants

GenAI used to create conversational bots can help customers through the entire shopping journey, from help with planning the perfect journey to recommending products.

GenAI can also help customers plan events, and complete their grocery shopping based on budget and food constraints. It can also deliver additional recommendations, such as extra information about food preparation, and dietary considerations.

Tailored promotions, discounts, and loyalty programmes

GenAI can be used to create custom promotions and offers for each customer, analysing their individual buying habits and preferences.

GenAI can also be used to develop highly personalised loyalty programmes that evolve based on each member's interactions with the brand. It can be used to offer personalised challenges, rewards tailored directly to their behaviours and experience, or experiences curated just for them.

RETAIL REIMAGINED

Using AI to enhance operational productivity

Generating Product Descriptions

GenAI is a great tool to use for writing product descriptions and telling product stories. Instead of generic content, AI can help build specific narrative for each product.

GenAI can also be used just to streamline information creation and search-friendly descriptions. It can also be used to write product listings from photos, automate content creation process for descriptions, email subject lines, and headers for an online store.

Automated Supplier negotiations

AI can also help with supplier negotiations, transforming them from relationship-dependent processes into data-driven strategic engagements.

AI-powered analytics platforms analyse historical purchasing data, market-pricing trends, and supplier performance metrics to identify negotiation leverage points and fair market value before discussions begin. Natural Language tools can review thousands of supplier contracts in minutes to benchmark terms, and spot unfavourable clauses.



Dynamic Inventory Optimisation and Demand Forecasting

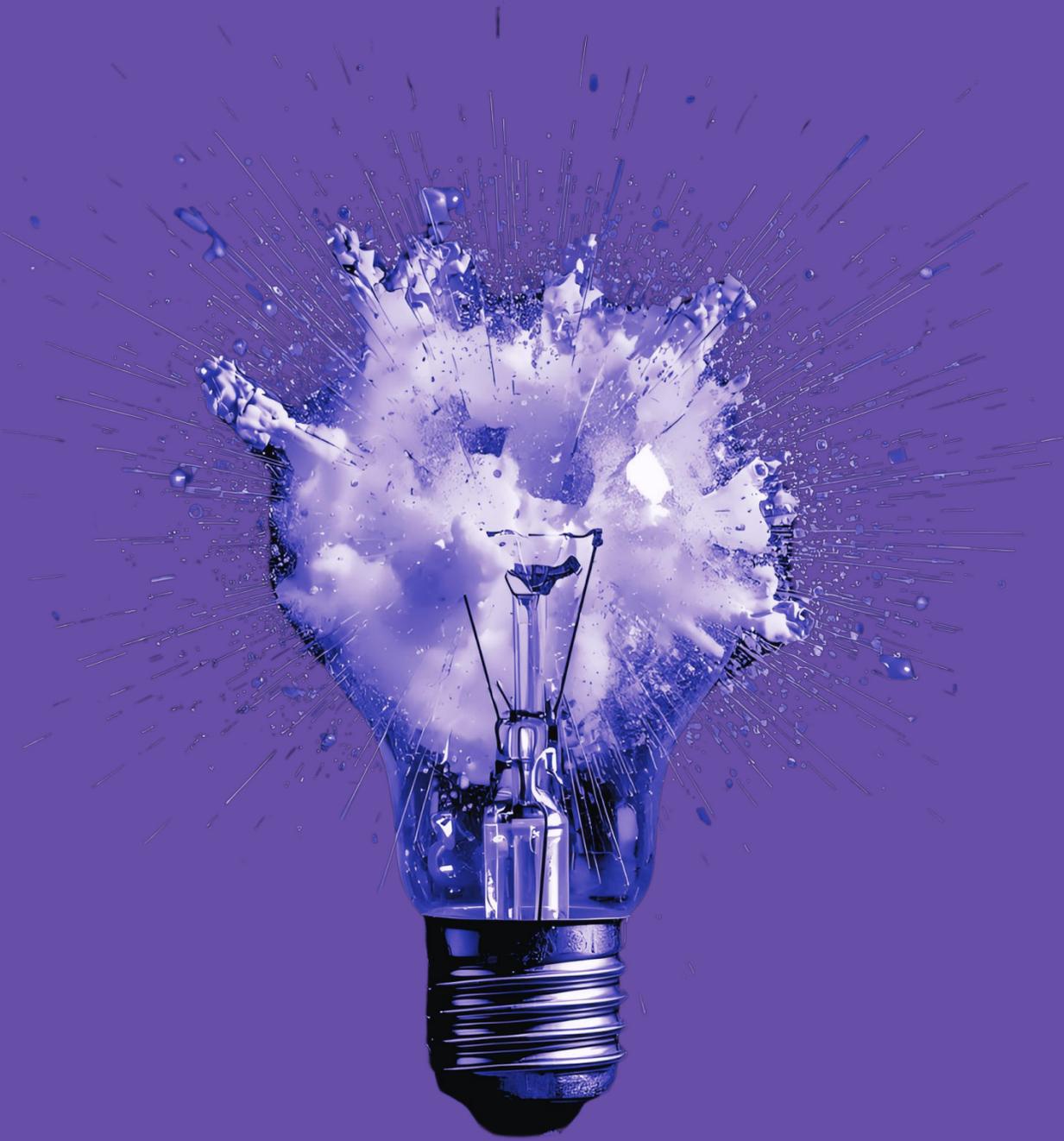
Retailers can deploy AI-driven inventory systems that analyse sales patterns, weather data, and social sentiment to predict demand at SKU and location levels. Machine learning processes real-time sales data alongside competitor pricing to automatically adjust stock levels, reducing overstock and stock outs while improving inventory turnover by 20-30%.

AI optimises warehouse operations by predicting peak times and dynamically routing staff, while automated replenishment and markdown engines clear inventory without eroding margin, transforming inventory into a competitive advantage.

Intelligent Workforce Scheduling

Retailers can harness AI-powered workforce platforms that analyse transaction data, foot traffic, and promotional calendars to generate optimal staff schedules matching labour supply with customer demand. Machine learning predicts hourly volumes and complexity, automatically scheduling appropriate employees during peak periods while minimising overstaffing, typically reducing labour costs by 5-10% while improving service metrics.

AI-driven tools dynamically assign tasks based on real-time conditions, identify training gaps, and flag retention risks before valuable employees leave.



INTRODUCING MAI AND STARTSMART

INTRODUCING MAI STARTSMART

In a few focused sessions, you'll gain:

- A tailored AI landscape for your business
- Clear insight into where AI drives measurable retail value
- A practical understanding of investment levels, data readiness & next steps

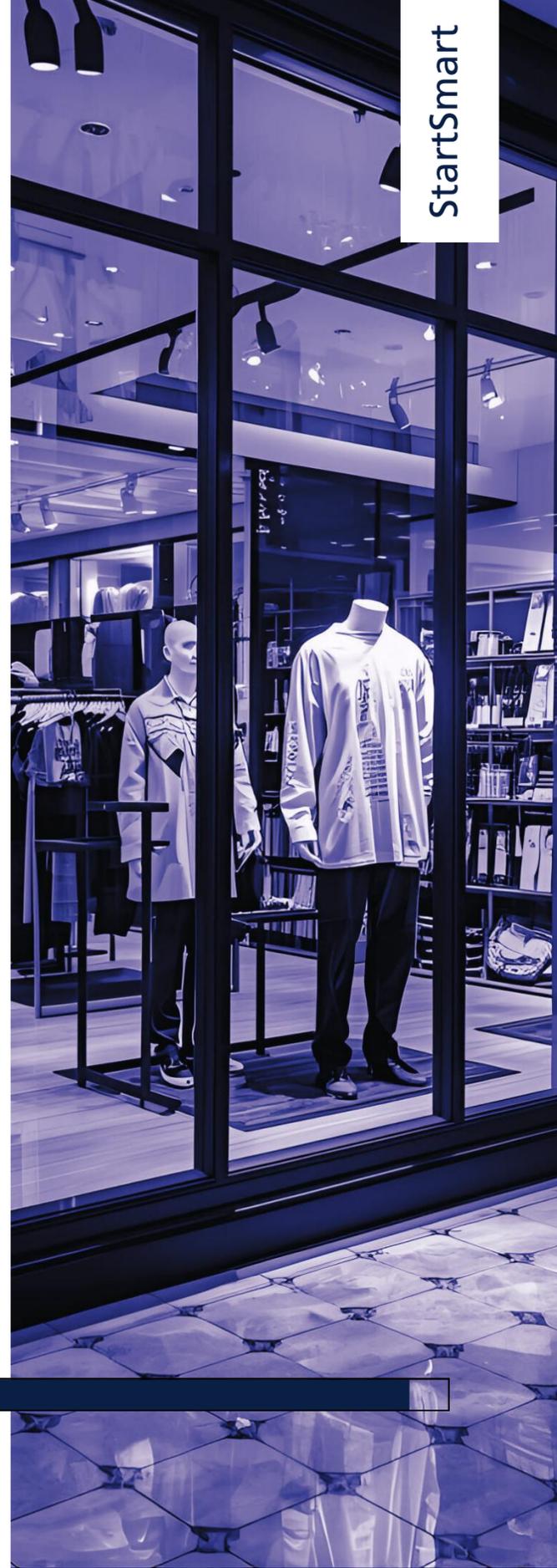
StartSmart moves you from curiosity to confidence.



WORKSHOP OVERVIEW

StartSmart: What you'll learn for £5k

Focus Area	What You Get
AI Overview	Understand the latest customer, commerce and operations AI trends.
Industry Insight	See how leading retailers are using AI to drive margin and loyalty
Opportunity Mapping	Identify commercial problems AI can solve prioritised by ROI.
Investment Guidance	Gain clarity on the time, budget and capabilities required.
AI Project Delivery	Learn how to implement safely, integrate with existing tech, and scale.



OUTCOMES

From Confusion to Clarity

After the StartSmart workshop, you'll walk away with:



A clear view of where AI can add value in your organisation



Confidence in what you need to budget

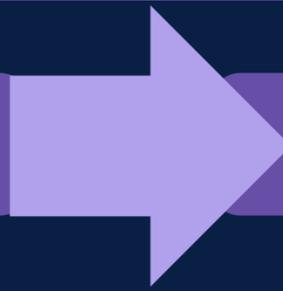


Awareness of the data, skill and governance you will need



A strategic next step into *Tomorrow Works*

Directionless



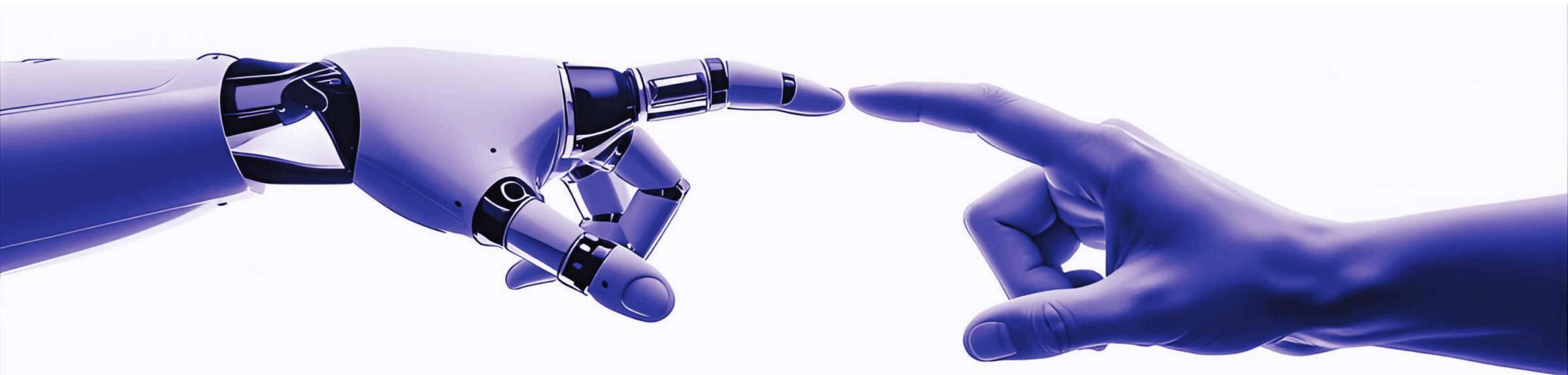
Informed

WHY MAI - PURPOSEFUL AI DESIGNED AROUND PEOPLE & PERFORMANCE

Purposeful AI, Built Around People

We blend creativity, ethics and intelligence to help retailers adopt AI safely, responsibly and profitably.

Our approach ensures every step has purpose and delivers measurable value.



STARTSMART. START NOW

Don't let uncertainty stall your AI plans.

Whether you're working with remaining budget or planning next year's strategy, StartSmart gives you clarity, confidence & control..

BOOK YOUR
STARTSMART
SESSION TODAY.



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TOMORROW
STARTS HERE

