



Bespoke. Immersive. Automated.

A Flagship Experience



Partner with Nrutseab to activate prime space with a high-performance, cultural-retail destination. Modeled projections indicate potential for 20–30% higher effective returns versus traditional concessions, through sponsored fit-out, traffic uplift, and stable revenue. Now with zero upfront costs.

De-Risked Model

Year 1
complimentary
inventory and
renovations via
global advertising
sponsorships.

In The Numbers

300+ curated SKUs
upon launch in 7
key regions.

Revenue Innovation

Dual streams from
retail margins and
network media
impressions.

Operational Excellence

100% automated
systems for
effortless 24/7
operation. From
stocking to
customer service.

Financial Mechanics

80%

Franchisees retain 80–85% of net retail margins (after 15–20% royalty for brand support, curation, and operations).

50%

50% share to franchisees on Screens, including Remarsh-enabled ad and media placements (Nrutseab manages sales and moderation).

MAG

Minimum Annual Guarantee (MAG) covers competitive base rent (market-aligned, negotiable) + percentage of sales (8–12%).

YEAR1

Inventory free; no deductions beyond Screens
50% royalty deduction.

YEAR2+

Royalty deductions + Cost of goods (~40%), API/hardware fees (~\$50,000 annually) deducted.

Illustrative ROI Scenario

Assumed 3,000 sq ft store, \$900/sq ft sales (\$2.7M gross Year 1), estimated annual foot traffic is approximately 900,000 passersbys.

This calculation assumes an average transaction value of \$15 (aligned with benchmarks for airport and high-traffic convenience retail) and a 20% conversion rate (reflecting typical entry and purchase behavior in captive environments like terminals, where 54-68% of passengers engage with food/beverage concessions per industry reports).

The ad revenue share is achieved through Nrutseab's centralized advertising sales process, where a dedicated team negotiates network-wide placements with global brands on Remarsh adaptive hardware and LED screens across all stores. Impressions are tracked via integrated analytics (estimated at 1.5 million monthly per store, scaling to 300 million network-wide), monetized at \$4-\$12 CPM depending on targeting sophistication, with franchisees receiving 50% of the resulting revenue as passive income without direct sales effort.

- Royalty (17.5%): \$472,500 to Nrutseab.
- Ad revenue share: \$50,000 to franchisee.
- Rent: \$300,000 (MAG).
- Year 1 Net: ~\$1.98M.
- Year 2+ (with deductions, 5% growth): ~\$905,000 annually.
- 5-Year Cumulative: ~\$5.97M.
- ROI on initial rent investment: ~1,890% (illustrative; site-variable).

Renovation & Maintenance

- **Year 1 Renovations:** Fully managed and funded by Nrutseab via advertising sponsorships. Franchisees receive a high-level summary report (e.g., total value sponsored, key milestones) but no itemized invoicing or payment responsibility.
- **Ongoing Maintenance:** Nrutseab covers routine hardware/API updates and minor repairs through royalty deductions (included in the 15–20% fee). Major structural maintenance remains landlord responsibility per standard lease terms.
- **Post-Year 1 Upgrades:** Optional enhancements (e.g., tech refreshes) proposed by Nrutseab with transparent quotes; franchisee approval required, costs deducted from earnings or sponsored where possible.
- **Transparency Mechanism:** Franchisees access a portal dashboard showing sponsored values, completed works, and projected savings versus market rates—no surprise fees.

\$800–\$1,200+
per square foot annually

**Sales
Productivity**

Immersive design + optional
Screens increase engagement
by 20–30%

**Traffic &
Dwell Uplift**

Potential enhancement
20–30%
over traditional leases,

**5-Year Modeled
Returns**

Illustrative projections based on benchmarks, site-variable.

Benchmarks:

Comparable automated retail: 85–95% uptime, 15–25% uplift vs. manned (anonymized Asian/European hubs).

Industry data: Experiential concessions yield 18–22% higher spend.

Hypothetical case: Airport unit achieves stable MAG with 20% NOI growth.



100% Automated



Nrutseab ConvConv flagships operate as fully manless environments, leveraging advanced automation for every operational facet, from real-time stock tracking and predictive restocking to seamless cashless checkouts and AI-driven customer service. This eliminates staffing requirements and associated costs, ensuring 24/7 availability with exceptional efficiency and reliability. Franchisees benefit from a turnkey system that minimizes oversight while maximizing operational consistency.



Automation Customization Options

Franchisees may configure store operations through the dedicated Nrutseab portal, selecting from three levels:

1. **fully automated** (default, with centralized control for optimal efficiency and Nrutseab managerial oversight to safeguard the site's distinctive character),
2. **approval-required modifications** (e.g., automated controls necessitating franchisee approval), or
3. **full customization** (enabling franchisees to tailor processes according to specific store requirements).

Detailed breakdowns of each process: stock tracking, restocking, checkouts, and customer service will be provided in subsequent portal modules for comprehensive guidance.

Portal ROI Estimation Tool



The Nrutseab portal features an advanced ROI estimation tool that provides franchisees with data-driven projections based on site-specific inputs, including projected foot traffic, regional demand patterns, and product expiry management. By analyzing variables such as SKU turnover rates, seasonal trends, and inventory optimization, the tool generates comprehensive forecasts for net revenue, operational costs, and break-even timelines. This resource empowers informed decision-making, with regular updates reflecting real-time network performance and market insights.



Screens

The optional Screens module integrates compact cinemas (20–100 seats) into ConvConv flagships, exclusively screening Nutseab-produced immersive titles enhanced by proprietary Remarsh haptic technology and evolving sensory innovations. These venues offer public ticket sales, extending visitor dwell time and creating synergistic revenue through bundled retail experiences. This cultural addition transforms the store into a multifaceted destination, blending commerce with exclusive cinematic storytelling.



300+ SKUs

At launch, each ConvConv flagship features over 300 meticulously curated proprietary SKUs spanning drinks, meals, snacks, personal care, and tech essentials, with quarterly refreshes to maintain novelty and relevance. This diverse, high-quality assortment is designed for global compliance and optimized for automated distribution. Franchisees gain immediate access to a distinctive product ecosystem that differentiates the brand in competitive retail landscapes.



Phase 1 Regions

North America, Europe, China, Korea,
Japan, and SEA (excluding Myanmar)



Begin Your Journey

Partnerships are approached with precision for alignment, typically advancing to provisional agreement within 20-40 business days to accommodate thorough review.

1 **Estate/ Site Submission**

Submit your proposed location(s). Include key details such as address, ownership structure, annual foot traffic estimates, site dimensions, and any existing lease or zoning information. This allows us to assess strategic fit early.

2 **Review & Initial Visits**

Quick evaluation of fit and potential; brief visit may follow for select sites.

3 **Initial Design Concept & ROI Overview**

Receive a tailored concept and high-level return projection.

4 **Provisional Agreement**

Secure priority and move to final preparation.

5 **Design & Launch**

Full bespoke build-out and opening, inventory and operations fully sponsored in Year 1.

