





# Designed for first movers by two fellow first movers



#### Oskar Kaszubski

**CHIEF GROWTH OFFICER** + CO-FOUNDER

**S** Kimberly-Clark

Director of Global

Mondelēz

General Manager of



#### **Chris Perry**

**CHIEF LEARNING OFFICER** + CO-FOUNDER



Head of NA

WELLNESS PET COMPANY

EDGE/



# Next Commerce Industry Events

January									
S	М	M T W Th F							
1	2	3	4	5	6	7			
8	9	10	11	12	13	14			
15	16	17	18	19	20	21			
22	23	24	25	26	27	28			
29	30	31							

March								
S	М	Т	W	Th	F	S		
			1	2	3	4		
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30	31			

May								
S	M T W Th F							
	1	2	3	4	5	6		
7	8	9	10	11	12	13		
14	15	16	17	18	19	20		
21	22	23	24	25	26	27		
28	29	30	31		\			

July									
S	М	M T W Th F S							
						1			
2	3	3 4 5 6 7 8							
9	10	11	12	13	14	15			
16	17	18	19	20	21	22			
23	24	25	26	27	28	29			
30	31								

November							
S	М	T	W	Th	F	S	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30			

	February									
S	М	T	W	Th	F	S				
			1	2	3	4				
5	6	7	8	9	10	11				
12	13	14	15	16	17	18				
19	20	21	22	23	24	25				
26	27	28								

April									
S	M T W Th F S								
	1								
2	3 4 5 6 7 8								
9	10	11	12	13	14	15			
16	17	18	19	20	21	22			
23	24	25	26	27	28	29			
30									

June								
S	М	T	W	Th	F	S		
	1 2 3							
4	5	6	7	8	9	10		
11	12	13	14	15	16	17		
18	19 20 21 22 23 24							
25	26	27	28	29	30			

	August								
S	М	Т	W	Th	F	S			
		1	2	3	4	5			
6	7	8	9	10	11	12			
13	14	15	16	17	18	19			
20	21	22	23	24	25	26			
27	28	29	30	31					

October								
S	М	T	W	Th	F	S		
1	2	3	4	5	6	7		
8	9	10	11	12	13	14		
15	16	17	18	19	20	21		
22	23	24	25	26	27	28		
29	30	31						

September

	December								
S	М	T	W	Th	F	S			
					1	2			
3	4	5	6	7	8	9			
10	11	12	13	14	15	16			
17	18	19	20	21	22	23			
24	25	26	27	28	29	30			

#### **RETAILER + CATEGORY EVENTS**



#### **STRATEGY + CAPABILITY EVENTS**



#### **INDUSTRY NEWSCASTS**





# first movers lighting the way

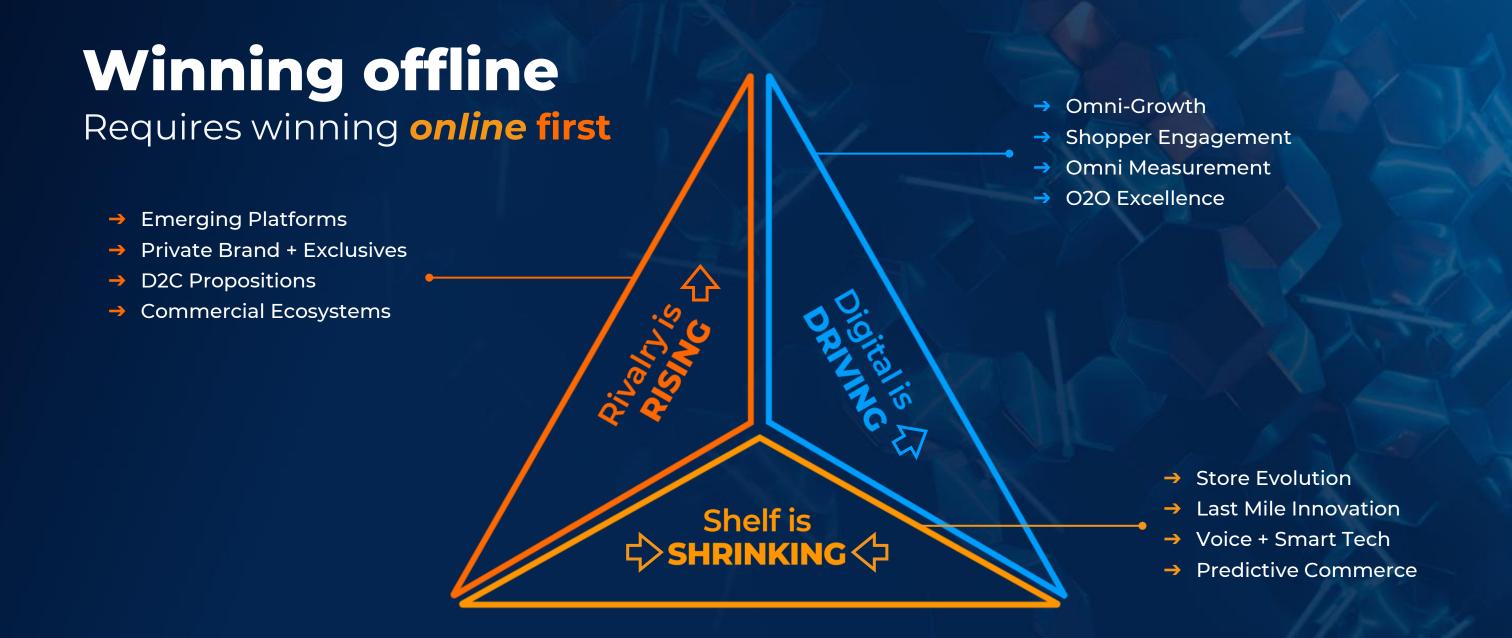
The certification program that tracks and celebrates continuous learning and next commerce leadership.

**Next Commerce Leadership Certification Levels:** 



Want to claim your torch™ badge?

Email torch@firstmovr.com





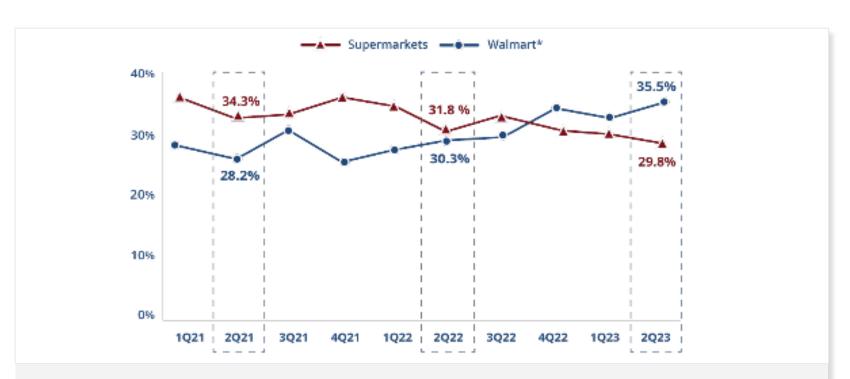
**Omni-Growth** 

**Shopper Engagement** 

**Omni-Measurement** 

**O2O Excellence** 

## Walmart = 1/3+ U.S. eGrocery Sales



#### Walmart's e-grocery sales share hits record high.

The retailer accounted for nearly 36% of all U.S. online grocery sales in Q2, up 5% from the same period in 2022. Walmart's Q2 grocery e-commerce sales marked the third consecutive quarter that the retailer has surpassed supermarkets' share, according to the new report, Measuring the Online Grocery Market: eGrocery Share in the U.S. by Brick Meets Click.





**Omni-Growth** 

**Shopper Engagement** 

**Omni-Measurement** 

**O20 Excellence** 

## It's All About Content...



Walmart's Supercampus Roblox experience allows kids to play games featuring BIC, Crayola and other popular back-to-school brands.

Players aged 13 and up can solve puzzles and play using supplies from popular back-to-school brands. Walmart's participation in the Roblox craze has ebbed and flowed this year.

Supercampus is a new effort in the Roblox space, aimed specifically at back-to-school share of voice.

Source



Home Depot creates content hub for new homeowners.

At the hub, first-time homeowners can view do-it-yourself guides, design ideas, product recommendations and other useful resources. The retailer's virtual workshops demonstrate skills such as changing light fixtures, painting rooms and replacing garbage disposals.

Source



**Omni-Growth** 

**Shopper Engagement** 

**Omni-Measurement** 

**O20 Excellence** 

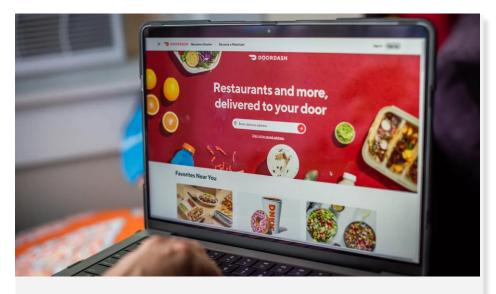
### Knock, Knock. Who's There? Al...



Luxury skin wellness brand Elemis has partnered with Perfect Corp. on an artificial intelligence-driven skin diagnostic experience.

With the mobile-based tool, customers can answer a questionnaire about their skin concerns and use Perfect Corp.'s Al technology to scan their skin. It can detect skin concerns and offer product recommendations for skin issues such as wrinkles, redness, dark spots, oil, pores, texture and firmness.

Source



DoorDash is using artificial intelligence (AI) to ensure all voice orders are answered quickly and properly.

DoorDash is rolling out voice ordering capabilities incorporating AI, building on its existing voice order model leveraging human agents, to further support restaurant operations. By combining AI with live agents, DoorDash hopes to ensure customer calls will be answered with little to no wait.

Source



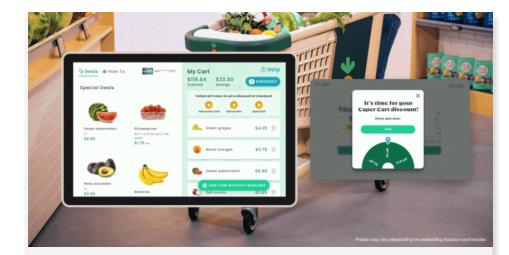
**Store Evolution** 

**Last Mile Innovation** 

**Voice + Smart Tech** 

**Predictive Commerce** 

#### **Instacart Goes the Extra Mile**



Instacart adds AI capabilities for storefronts, smart carts.

Instacart is offering several Al-enabled new features as part of a broader upgrade to its Storefront and Caper Cart solutions: Alpowered conversational search based on Open Al's ChatGPT model, Caper Cart smart carts, the ability to order made-to-order items.



Giant Eagle partners with Instacart for fast delivery.

Giant Eagle customers will be able to have online orders delivered in as fast as one hour via a new collaboration with Instacart. It will also integrate Instacart-hosted delivery into its myPerks loyalty program, including more than 4M households and over 14M consumers on the Instacart app.

Source



**Store Evolution** 

**Last Mile Innovation** 

**Voice + Smart Tech** 

**Predictive Commerce** 

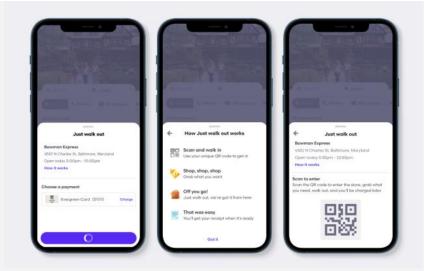
#### **Testing Bullets Before Cannon Balls**



Amazon tests \$35 free shipping minimum.

Amid rising operational and delivery costs, Amazon is experimenting with threshold minimums for shipping: it is testing a \$35 minimum order to qualify for free shipping with select non-Prime members. The free shipping minimum has previously been \$25.

Source



Amazon teams with Grubhub to Expand 'Just Walk Out' Campus Presence to 2<sup>nd</sup> University

Amazon, which debuted its Just Walk Out frictionless shopping technology in a campus setting within a convenience store at Marymount University in Arlington, Va. in March 2023, is partnering with Grubhub to deploy the technology at Loyola University Maryland.

Source





**Store Evolution** 

**Last Mile Innovation** 

**Voice + Smart Tech** 

**Predictive Commerce** 

#### **Walmart Partners with Google Drones**



The drone technology subsidiary of Google parent Alphabet will support deliveries via drone at select Walmart stores.

Walmart, which initially launched drone-based deliveries from three stores in Northwest Arkansas in late 2021, now offers it across seven states and 36 stores, and says it has completed more than 10,000 safe deliveries. Now the discounter is teaming up with Wing, an on-demand drone delivery provider powered by Google's parent company, Alphabet.





**Emerging Platforms** 

**Private Brand + Exclusives** 

**D2C Propositions** 

**Commercial Ecosystems** 

#### **Private and Exclusive Brands Galore**



#### Personal care brand Clean Age is launching nationwide at Walmart in September.

Clean Age won the "Golden Ticket," which is the highest award in Walmart's pitch competition for startups. Clean Age sells gender-inclusive, cruelty-free and vegan products marketed to Gen Z consumers.

Source



# Target launches its largest private brand expansion in food and beverages.

The 20 seasonal products will be part of Target's Good & Gather and Favorite Day brands and available for purchase both instore and online starting Sept to help continue their focus on growth within the grocery categories.

Source



**Emerging Platforms** 

**Private Brand + Exclusives** 

**D2C Propositions** 

**Commercial Ecosystems** 

# E.I.f. Beauty to acquire Naturium



The skin care brand was launched in 2019 by accelerator The Center and is expected to double E.I.f. Beauty's presence in the category.

The \$335MM deal is expected to double E.l.f. Beauty's skin care presence to about 18% of retail sales. Launched in 2019 by brand accelerator The Center — which also houses brands including Saltair and Phlur — Naturium's focus on effective and affordable skin care matches E.l.f. Beauty's mission. While E.l.f. Beauty operates a namesake skin care brand, the company noted that Naturium sells at a higher price point, attracts a somewhat older consumer and has more male customers.

Source





**Emerging Platforms** 

**Private Brand + Exclusives** 

**D2C Propositions** 

**Commercial Ecosystems** 

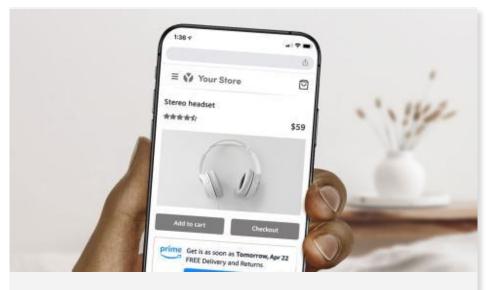
## **Enabling Sellers for Growth**



Walmart aims to grow its third-party marketplace at first seller summit.

Walmart hosted its first summit dedicated to Walmart Marketplace. The "Let's Grow! 2023 Walmart Marketplace Seller Summit" took place in Las Vegas. The event brought together a group of third-party sellers as a continued means to build alongside them.

Source



Amazon is extending its "Buy with Prime" to retailers on the Shopify e-commerce platform.

Now, the Buy with Prime app is available for installation with no coding from the Shopify app store for new and existing Buy with Prime retailers. After adding the app, Shopify retailers can select items from their Amazon inventory to be part of their Buy with Prime product catalog on Shopify.

Source



# + there's more to come!

Register for our upcoming eCommerce summits!















