



## Project name: Pick & Explore

Project reference: NPOO.C3.2.R3-I1.01.0256

Beneficiary of the Co-financing Agreement: REAL GRUPA d.o.o. for marketing and trade activities

Project location: Ulica Ljudevita Posavskog 31, Zagreb

Total project value: EUR 114,002.20

Total eligible costs: EUR 109,794.89

Total grant: EUR 64,947.87

Project implementation period: 4.4.2024 – 4.2.2025

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## Project summary:

The project focuses on developing an innovative product, the POS interactive device "Pick & Explore", as a solution for digital advertising tailored to enhance customer interaction with displayed items. The device enables comparative viewing of product characteristics and allows multiple items to be compared simultaneously. Increased customer engagement and interaction with products lead to greater interest and, consequently, higher sales, based on direct tracking of customer interest statistics for specific items. Through this project, conditions are created to enhance Real Grupa's readiness for the development of new products and processes, thanks to improved research, development, and innovation capacities.

## Project goal:

The general objective of the project is to enhance the company's capacity for research, development, and innovation, leading to the production of results suitable for further commercialization and transfer, thereby improving market readiness.

In this context, the purpose of the "Pick & Explore" innovation is reflected in a significantly improved product that will boost overall sales for Real Grupa and its clients while encouraging further research and development activities within the company.

End users will benefit from an exceptional user experience and increased interaction with products, resulting in greater purchase satisfaction. Additionally, Real Grupa's clients will gain valuable insights into customer interest in specific products, enabling them to refine their sales strategies and achieve improved sales performance.

## Project activities:

- Development of the hardware prototype
- Frontend and backend development
- Hardware and software integration
- Development of the CMS system, databases, and API
- Testing
- Preparation of documentation for innovation commercialization
- Innovation cycle management



### Expected project results:

- Development of a functional prototype of the innovative product
- Enhancement of research, development, and innovation capacities
- Improved market readiness of research and development results
- Alignment of research and development activities with market needs



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