

Getting Started with Checkout-Free

A complete guide for college campuses





In this eBook, you will learn

What is checkout-free?	3
Benefits of checkout-free	6
Checkout-free for colleges	10
Busting common myths	16
Zippin checkout-free	20
Getting started with Zippin	27



WHAT IS CHECKOUT- FREE?

An introduction

What is checkout-free & how does it work?

Checkout-free shopping is exactly what it sounds like. It's a store with technology that eliminates the traditional checkout. This means shoppers enter the store, take what they want, and exit without ever stopping at a cashier or self-checkout kiosk.

How is this possible? Instead of scanning barcodes, a technology platform that uses computer vision, sensor fusion, and machine learning determines what is purchased. Here's how it works:





Checkout-free is not self-checkout

Sometimes people think of self-checkout technology and checkout-free technology as being interchangeable. They are not. There's a big difference in the customer experience between these two technologies.

How they compare	Checkout-free	Self-checkout
Checkout-speed	✓ instant	✗ slower than traditional
Shopper effort	✓ none, simply exit	✗ scan each item at kiosk
Overall experience	✓ shoppers love it	✗ shoppers are pushing back
Risk of Theft	✓ very low	✗ high



31% OF GEN-ZER'S ADMIT TO PURPOSELY STEALING AT A SELF-CHECKOUT

Source: [Lending Tree Survey](#).



THE BENEFITS OF CHECKOUT- FREE

For retailers & their shoppers

Students crave convenience



55%

of students want 24/7
access to food

Source: 2022-2023 Student Life Survey, Sodexo



Labor shortage lingers on



98%

of schools feel the impact
of labor shortages

Source: CBORD Higher Ed Trends Report



The benefits of going checkout-free

Going checkout-free brings benefits to the retailer as well as the shopper. The technology creates more efficient stores that can serve more shoppers for longer hours. It's also extremely accurate in terms of billing, sales, and on-hand inventory because it eliminates the risk of human error at the checkout.



- Faster shopping times
- No stopping to scan items
- No waiting in line
- Fun shopping experience



- Can operate 24/7 with limited labor
- More floorspace for merchandising
- More efficient store operations
- Reduced risk of theft

Autonomous stores give students 24/7 access to food & essentials without high labor costs



Tiger Express

TOWSON UNIVERSITY



21% of sales occur while building is closed
(outside of previous store operating hour)

75% of total sales come from campus cards

10% higher repeat shopper rate now versus first 60 days



CHECKOUT- FREE FOR COLLEGES

Best practices for
leveraging this technology

Common use cases for checkout-free



1 Student Centers



2 Sports Venues (drinks)



3 Sports Venues (hot foods)



4 Dining Halls (meal plans)

ZIPPIN MICRO-MARKETS



Ideal for student centers

Whether you're creating a new retail space or retrofitting an existing one, Zippin helps you to design the perfect store to appeal to your students. Zippin technology supports a broad variety of merchandise, including hot foods, cold & frozen foods, hanging merchandise, CPG products, poured coffee, gifts, and more.

BENEFITS



- Extend hours of operation
- Addresses hiring challenges
- Frees up merchandising space
- Drives increase sales

ZIPPIN LANE



Ideal for sports venues (drink markets)

Zippin Lane is a modular solution that creates a highly efficient store in virtually any unused space. Typically installed in long corridors such as venue concourses, Zippin Lane is designed to support very high foot traffic. Retailers replacing traditional drink stands have seen [revenues grow 78% or more.](#)

BENEFITS



- Fits into any long & narrow empty space
- Designed for maximum throughput
- Shopping times under 30 seconds
- Allows for more SKUs without bottlenecks

ZIPPIN WALK-UP



Ideal for sports venues (hot foods)

Zippin Walk-Up transforms traditional food and beverage concession stands into checkout-free shopping. Ready-to-install Zippin equipment is added to existing stands, with no construction needed. Stands can be converted in just days. This design is also used to convert outdoor container stores & tents.

BENEFITS



- Leverages existing counters & kitchen
- Stands can be converted in just days
- Eliminates multiple lines and bottlenecks
- No CapEx required, simple SaaS pricing

ZIPPIN FOR CAMPUS DINING



Ideal for sports venues (hot foods)

Zippin for Campus Dining securely controls dining hall access and makes entry significantly faster. Meals are automatically deducted from accounts (or billed to credit cards) as students enter. With Zippin, dining halls can serve more students, especially during peak meal times.

BENEFITS



- Increases student meal plan utilization
- Deducts different meals/dollars based on preconfigured time-of-day settings
- Ensures only guests with valid payment can enter



COMMON CHECKOUT-FREE MYTHS

BUSTED

Addressing common
misconceptions

01

Myth one:

It's too expensive



Some retailers think checkout-free technology is prohibitively expensive. This just isn't the case with Zippin. We're on a mission to accelerate the adoption of checkout-free around the world. That's why we continuously work to reduce installation costs, simplify installations, and lower operating costs.

Zippin keeps prices low



Total cost of ownership (TCO) for our technology is **just 30% of what it was 2 years ago**



As our AI technology continues to mature, **less hardware is required** to achieve accuracy



We offer simple SaaS-only pricing models where **even the hardware is included**

02

Myth two:

It's too disruptive



Many believe that daily operations have to come to a halt in order to go checkout-free.

Some providers require major construction or weeks of AI testing, before ever getting started. Not with Zippin. We have customers install Zippin-powered stores between home games during a sports season. Our top-selling Zippin Lane and Zippin Walk-Up models deploy in just days once the site is ready.

Zippin installs in just days



What does "site ready" mean?

- Power is available
- Networking is installed
- Merchandisers are in place
- Any required permits are obtained
- Any mounts needed for cameras or lighting are installed

03

Myth three: It's too inflexible

BUSTED

Our technology is the operating system that runs your store. We want you to run your store, your way. We have the most flexible checkout-free platform available, so you can choose what's best for your store and your students. Our API framework makes it easily add new capabilities and customize the experiences you offer shoppers as part of the Zippin platform.

Zippin
Checkout-Free
Platform



New Capabilities

Payment Options

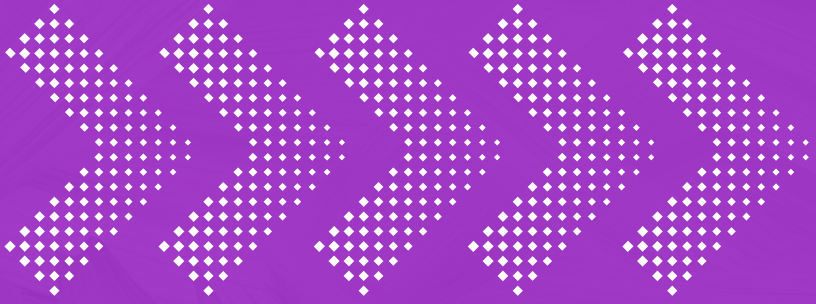
Check-in Experiences

Loyalty Programs

Draft Beverages

and more...





ZIPPIN CHECKOUT- FREE

Why we're the leader for
colleges and sports



Zippin for colleges

We just entered college campuses and we're gaining traction fast!

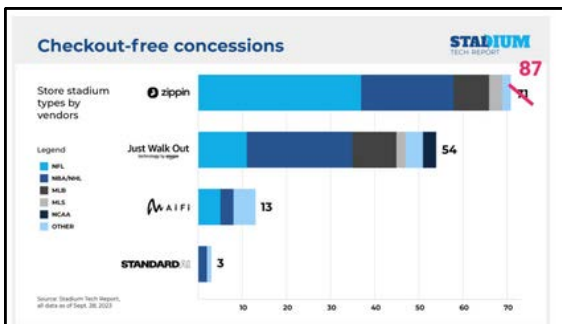
Zippin launched its first store on a college campus in fall 2023. To date, with seven locations among six campuses, we now rank as the second largest provider of checkout-free stores for higher education, among companies that have served this market for years.

We support all major campus cards:

We work with all major payment gateways and integrate with Atrium Campus, Transact, and CBORD without requiring students to download an app to shop the store.

We started in sports & entertainment where we remain #1:

Zippin is the recognized leader in checkout-free for sports & entertainment, with more stores deployed than all other checkout-free providers combined.



Zippin checkout-free college campus stores



Cleveland State University



Towson University

Zippin checkout-free college campus stores



UNLV



Carleton University

Zippin checkout-free college campus stores



Saint Joseph's University



University of Calgary



WHY CHOOSE ZIPPIN



Platform flexibility

Our API framework makes it easy to connect with your systems and add new shopper experiences



History of innovation

We are at the forefront of bringing new capabilities to market, helping to shape the future of retail



Lowest TCO

The total cost of ownership for operating a Zippin store is just a third of what it was just a few years ago



Diverse customer base

Of the 135+ stores deployed, we serve over 60 different customers globally, each with unique needs



Our team of experts

Because checkout-free is all we do, our entire team is fully committed to the success of our customers





About Zippin

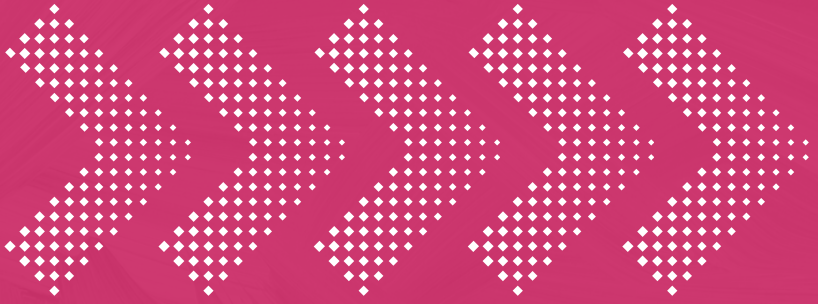
Who we are:

Zippin serves retailers across higher education, sports and entertainment, transportation retail, medical campuses, business dining, and more. As of early 2024, more than 4.2 million people have shopped in one of the 135+ Zippin-powered stores around the globe, collectively saving more than 700,000 hours that would have otherwise been spent waiting in a checkout line.

What we do:

Zippin helps retailers reimagine their shopper experience by removing the friction of in-store shopping. We eliminate the checkout to give shoppers their time back and help retailers operate their stores with a lower demand for hard-to-find labor resources. Zippin's AI-powered platform combines computer vision, sensor fusion, and machine learning to accurately identify shoppers' purchases. Our technology does not use facial recognition or biometric identifiers in any way.

Zippin is NOT self-checkout. Shoppers simply enter the store with a campus card, credit card, or mobile wallet, take what they want, and zip out. There's no line, no kiosk, and no mobile app required. Shoppers are automatically billed for what they take as they leave the store.



GETTING STARTED WITH ZIPPIN

Next steps for going
checkout-free with Zippin



Going checkout-free for your college

With Zippin, we make it easy for you to get started. All we need is some basic information about your stores and when you'd like to launch.

We'll provide a quote, work with your team on store design, and train your staff on best practices. When everything's ready to go, we'll help you launch the store and begin delighting your students and guests with checkout-free.

To get a high-level quote on your new checkout-free stores, please have the following information ready:

- Number of stores
- Store location(s)
- Store footprint(s)
- Operating hours (days/year, hours/day)
- Expected store traffic

Aside from your contact information, that's all we need to get you started with checkout-free!

READY TO LEARN MORE?

Simply fill out this form and we will reach out to learn more about your opportunity.

[Go to form](#)