

# Core Values

iCASH

## **Innovation**

Innovation is our key to building unique value in the marketplace

## **Collaboration**

Collaboration allows our collective efforts to produce exponential results

## **Accountability**

Only through accountability can we develop an environment that lets us trust each other unconditionally

## **Service**

We provide exceptional service to our clients and team members

## **Happiness**

Following iCASH creates happiness for all those around us

## Executive Team

**Joseph Hessling | Founder & Chief Executive Officer**  
Joseph.Hessling@365smartshop.com

**Matt Caston | Chief Strategy Officer**  
Matt.Caston@365smartshop.com

**Alex Doumani | Chief Technology Officer**  
Alex.Doumani@365smartshop.com

# Brief History

# Awards & Honors

**2008** 365 Retail Markets is founded

**2009** Initial Business Plan and market testing for an RFID based self-checkout system begins

**2012** Exceeds 1000+ kiosks in the field. Maintains 99% uptime for kiosks & software

**2013** Launch of Gen3 kiosk. Offers Payroll Deduct Options. Achieved full PA-DSS certification. Moved to accommodate growth. Maintains 99.99% uptime for kiosks & software

**2010** Awarded NAMA OneShow Innovation Award

**2011** Awarded NAMA OneShow Innovation Award

**2013** Nominated for Michigan 50 Companies to Watch

**2014** Michigan 50 Companies to Watch winning