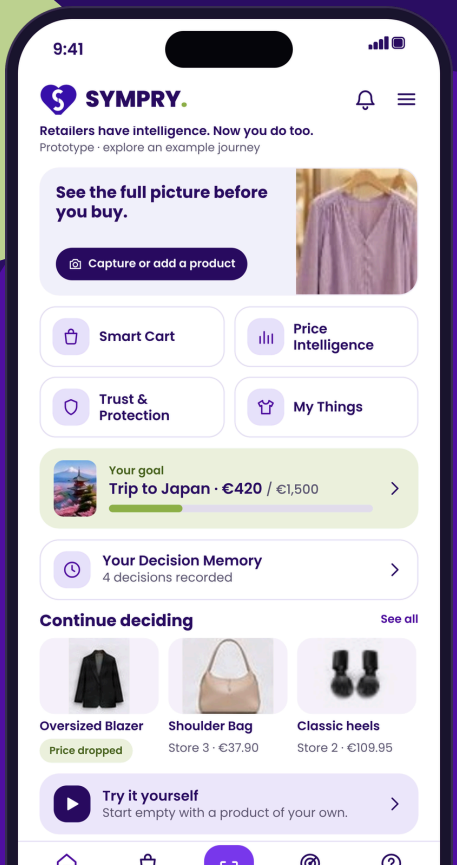
SYMPRY.

WEB SUMMIT
LISBON 2026

CONSUMER DECISION INTELLIGENCE

Retailers have intelligence. Now you do too.



A Consumer Decision Intelligence ecosystem centred on people, their decisions and what matters to them.

The best decision is always yours.

SYMPRY.COM

WELCOME

I do not want to teach people to spend less. I want to build technology that helps them decide better.



Susana Prates

Founder, SYMPRY · Ponte de Sor, Portugal

SYMPRY began with a question: why do retailers understand so much about how we buy, while people have so little intelligence on their side to understand their own decisions?

INSIDE

03	Why SYMPRY
06	Product tour
08	Trust & Protection
10	Support & decisions
13	What you own, what you want
15	The human layer
17	Category, difference & stage

There is plenty of intelligence designed to make us buy.

And very little designed to help us decide.

On one side of every purchase sits a sophisticated machine; on the other, a person with a handful of open tabs.

RETAILERS

Have the intelligence.

- Behavioural data and personalisation
- Recommendation systems
- Conversion optimisation
- Pricing intelligence
- Urgency and promotions

CONSUMERS

Have fragments.

- Information spread across retailers, tabs, screenshots, wishlists and memory
- Little context at the moment of decision
- Few ways to check whether an offer deserves trust

Retailers have intelligence. Now you do too.

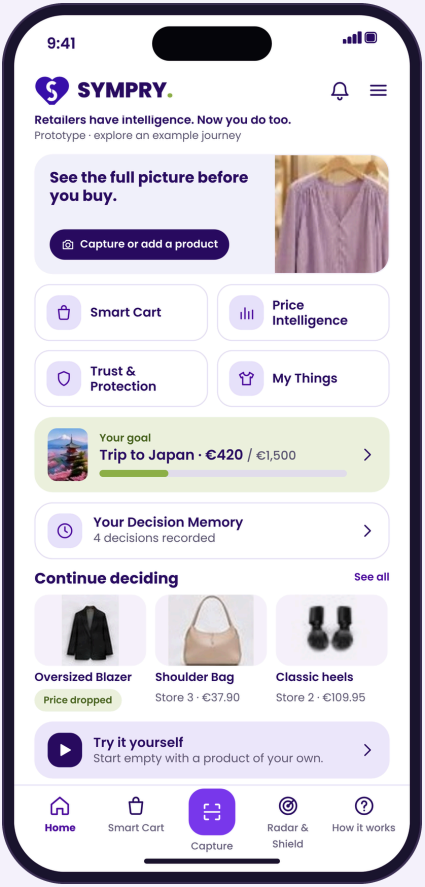
SYMPRY brings Consumer Decision Intelligence to the people making the decisions.

Intelligence centred on people and their decisions.

THE JOURNEY OF ONE PRODUCT

1. **Capture**
   Photo, link, screenshot or manual entry.
2. **Understand**
   Price and what you already own.
3. **Protect**
   Trust Check, Radar & Shield — when you choose.
4. **Decide**
   Buy, wait or skip — on your terms.
5. **Decision Memory**
   Keep the decision, not just the purchase.
6. **Better context next time**
   Past decisions inform the next one.

At Web Summit, there are two ways in. Explore the full prototype with a sample journey — or choose Try it yourself and start empty with a product of your own.



Home
The full prototype, with a sample journey.

One ecosystem. Every part connects to your decision.



Susy AI supports every part

DECIDE WITH CONTEXT

Capture · Smart Cart · Product & Price Intelligence

TRUST & PROTECTION

Trust Check · Radar & Shield

YOUR CONTEXT

My Things — Wardrobe · Dream Goals · Decision Memory

SUPPORT

Buying too much?

COMMUNITY & KNOWLEDGE

Community · Library & Media

CIRCULARITY

Give Another Life · repair, resale, donation

AT THE CENTRE

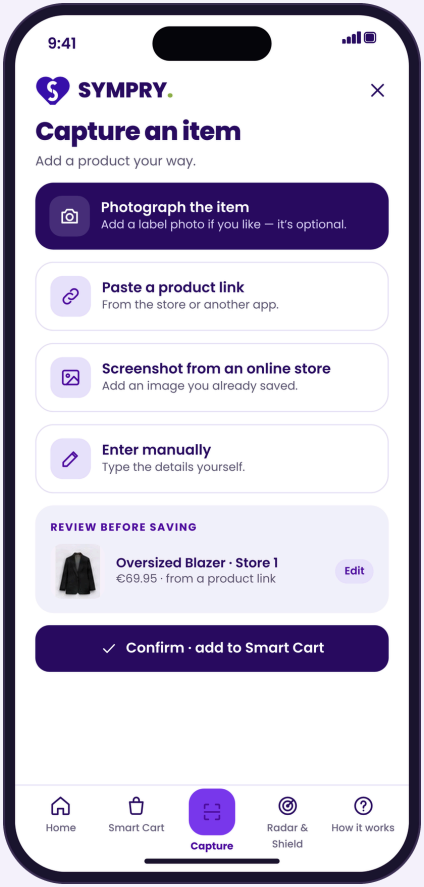
You — your context, your pace.

Every part brings context to your decision: buy, wait or skip.

The best decision is always yours.

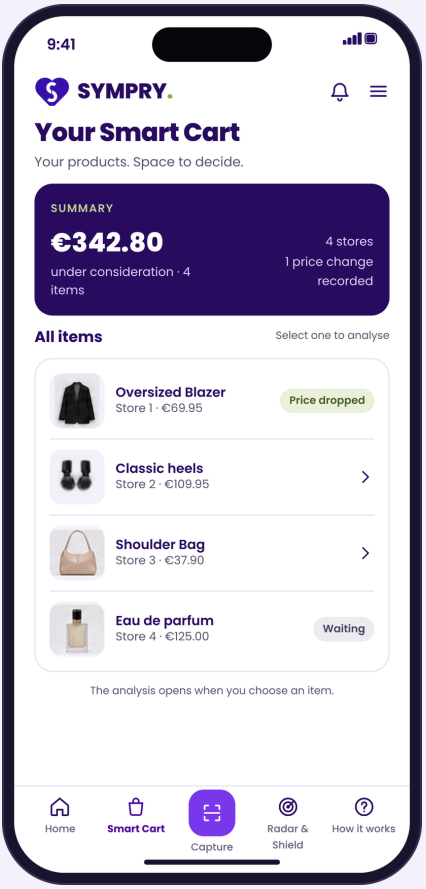
Capture it. Then see it all together.

Photo, product link, online-store screenshot or manual entry — you confirm the details.



Capture

You review before anything is saved.

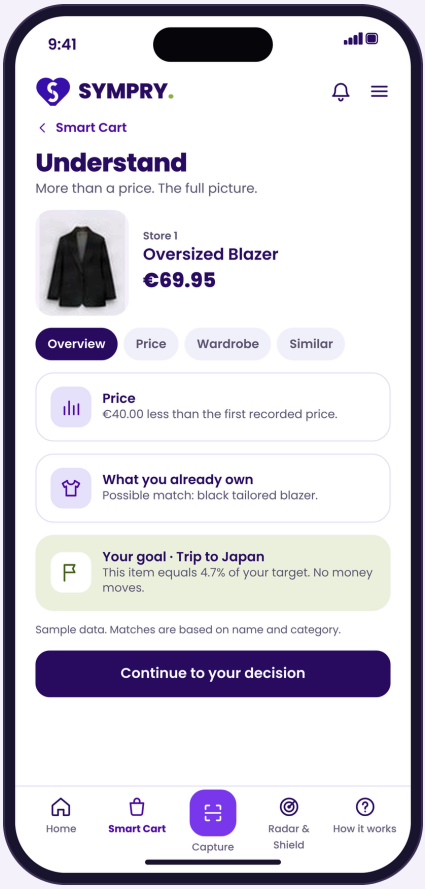


Smart Cart

All items first. Analysis when you choose one.

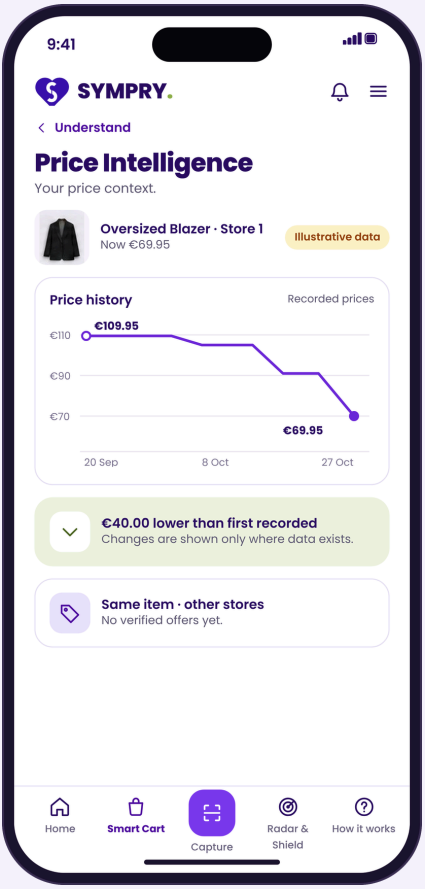
Understand the full picture.

Product, price and your own context — in one view.



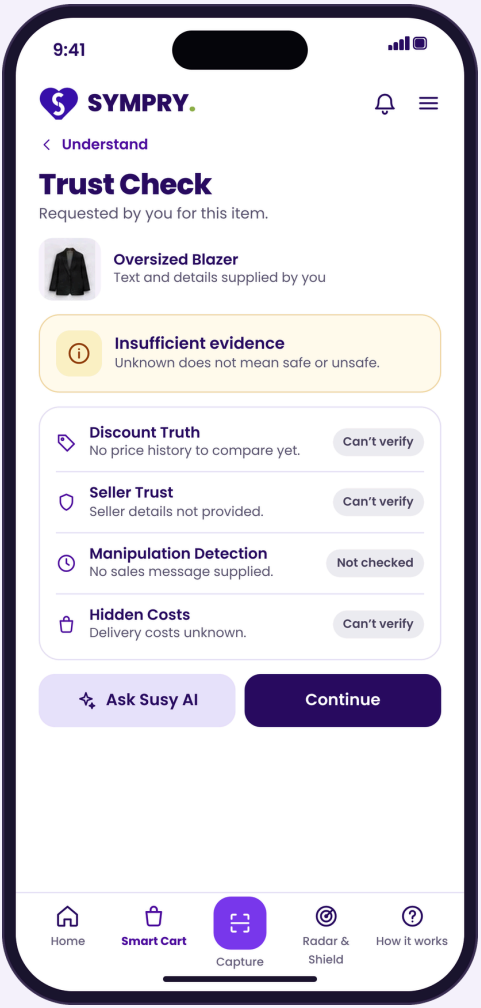
Understand

What you own and your goal, in view.



Price Intelligence

A sample price history, where data exists.



Trust Check.

Requested by you. Does this offer deserve your trust?

- Discount Truth
- Seller Trust
- Manipulation Detection
- Hidden Costs

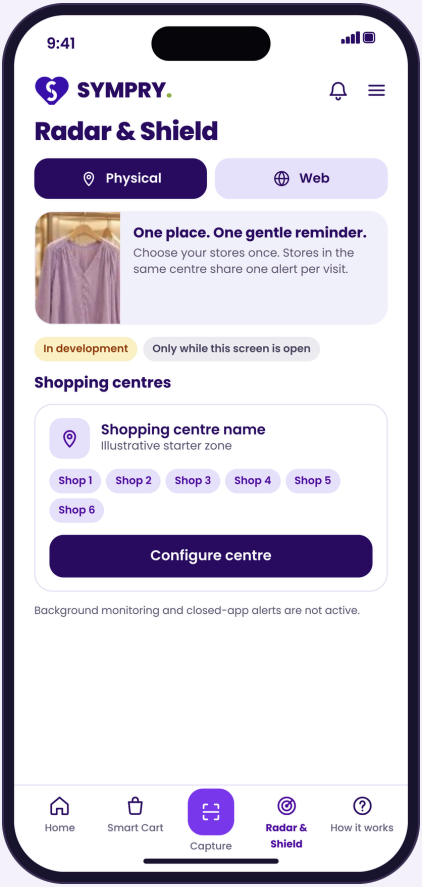
When the evidence is incomplete, SYMPRY says so.

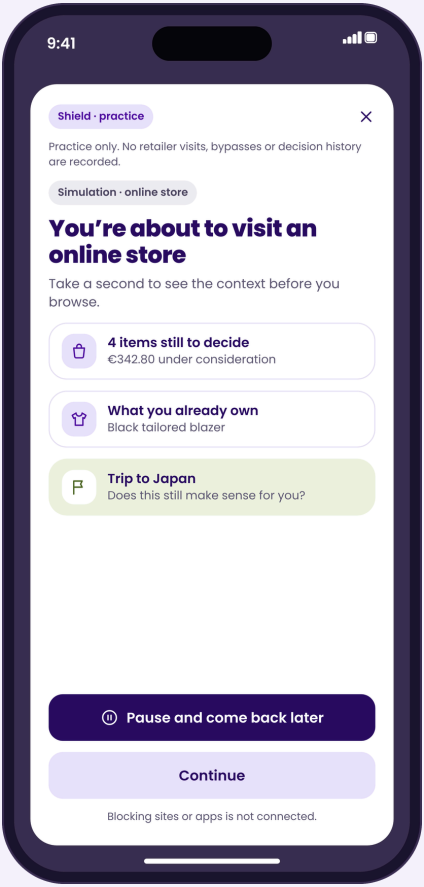
Unknown does not mean safe or unsafe. A signal is not proof of fraud.

IN DEVELOPMENT

Radar & Shield.

Protection, in-store and online.





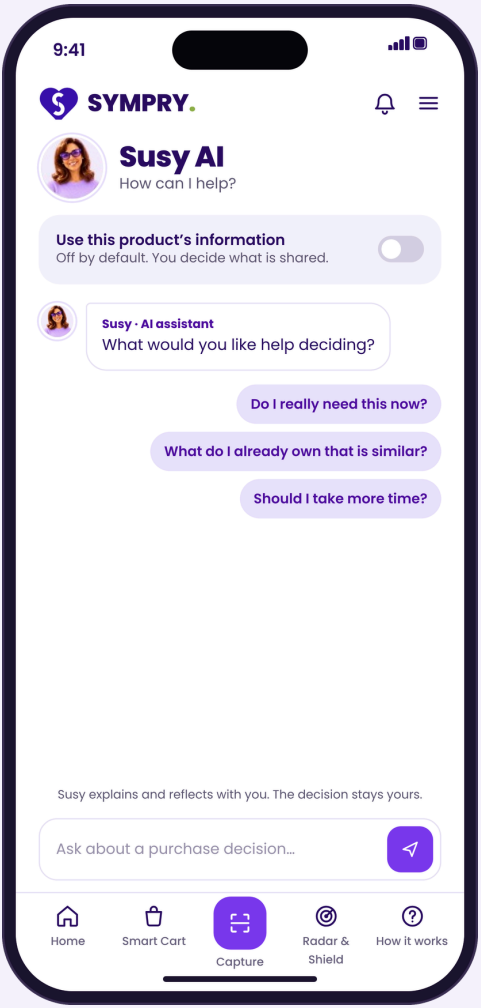
Radar

Stores you choose. Alerts only while open.

Shield

A practice pause. Nothing is blocked.

Automatic detection and blocking aren't connected yet.



Susy AI.

Ask. Understand. Then decide.

- Explains, never decides.
- You choose what is shared.

Ask about the product, what you already own or whether to take more time.

The Decision Engine.

Information, trust signals, what you own, your goals and past decisions — brought together, never steering you.

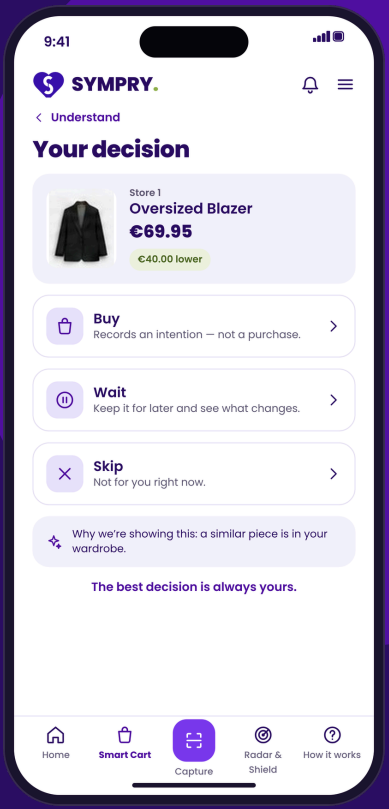
Then three possible outcomes — all equally valid.

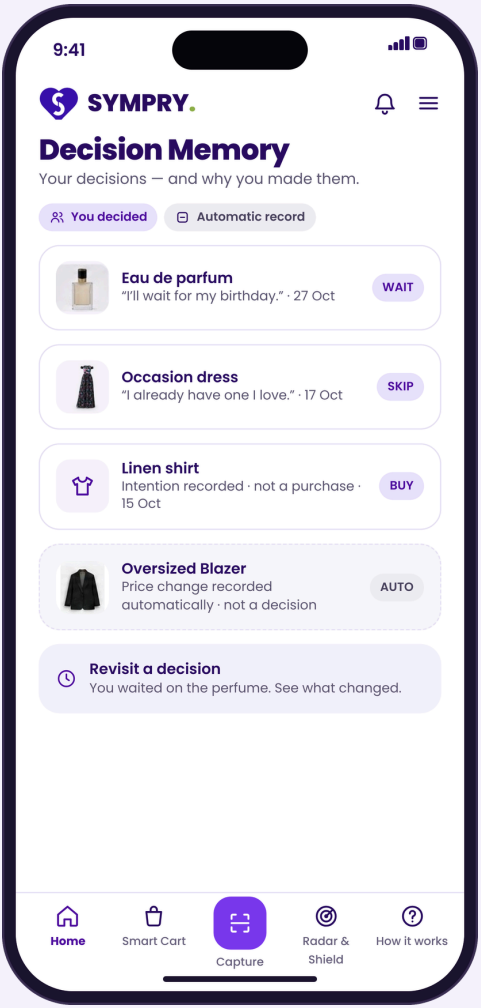
Buy
Records an intention, not a purchase.

Wait
Keeps the item for later.

Skip
Records a decision not to go ahead.

The best decision is always yours.





Keep the decision, not just the purchase.

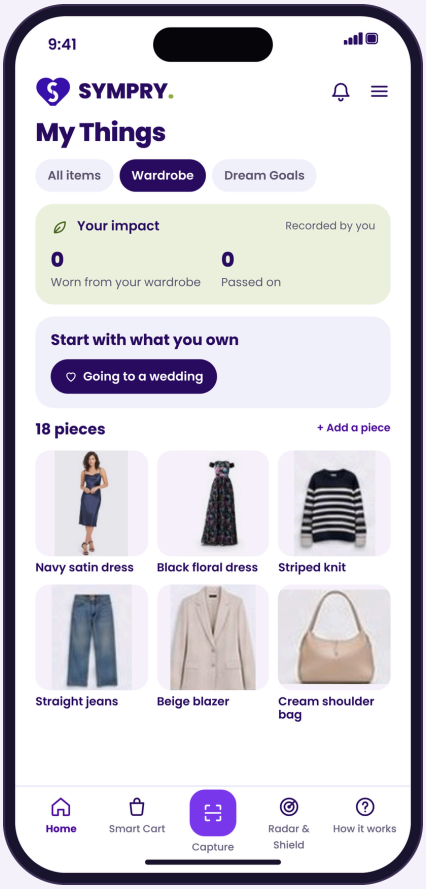
Buy, wait and skip all count.

- Your decisions and reasons, kept.
- Automatic records are marked apart.

PROTOTYPE

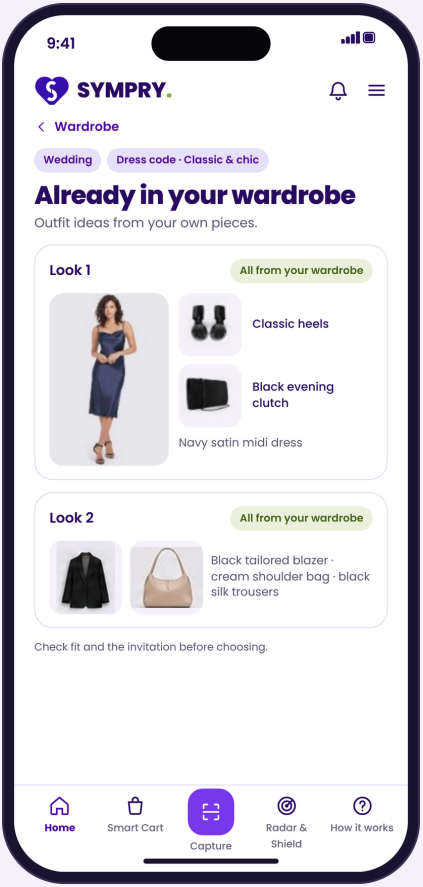
Use what you already have.

Your wardrobe, tech and more — in My Things.



Wardrobe

Your pieces and the impact you record.



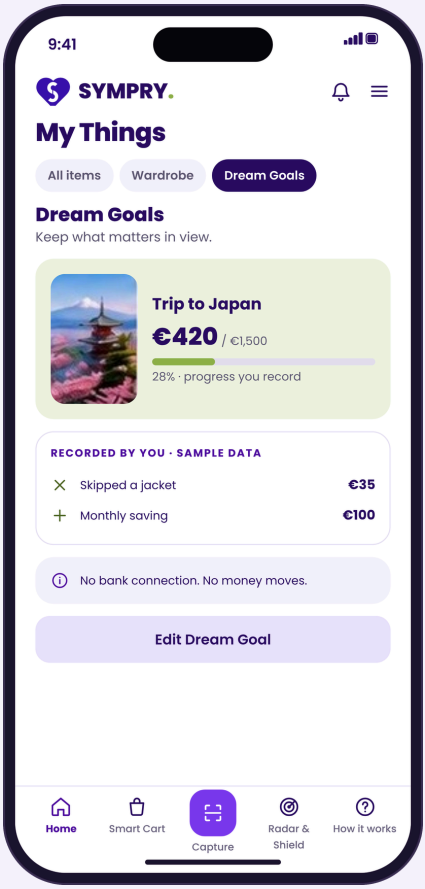
A wedding · Classic & chic

Looks from pieces you already own.

PROTOTYPE

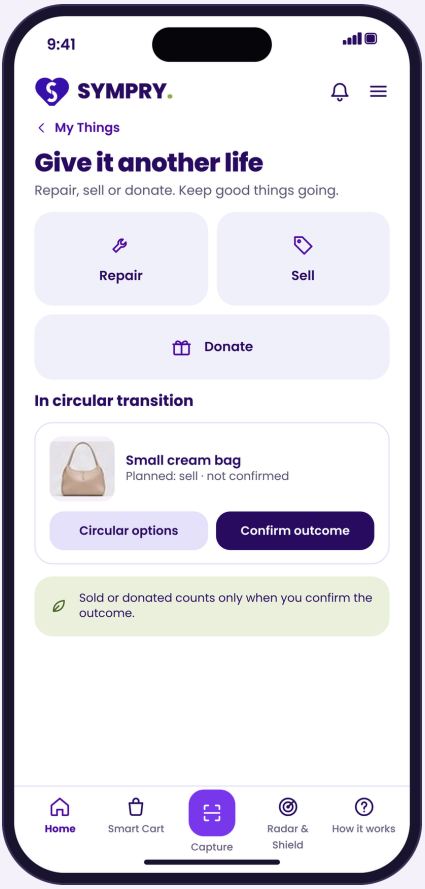
What you want.
What you pass on.

Goals in view. A second life for what you no longer use.



Dream Goals

Progress you record. No bank link (yet).



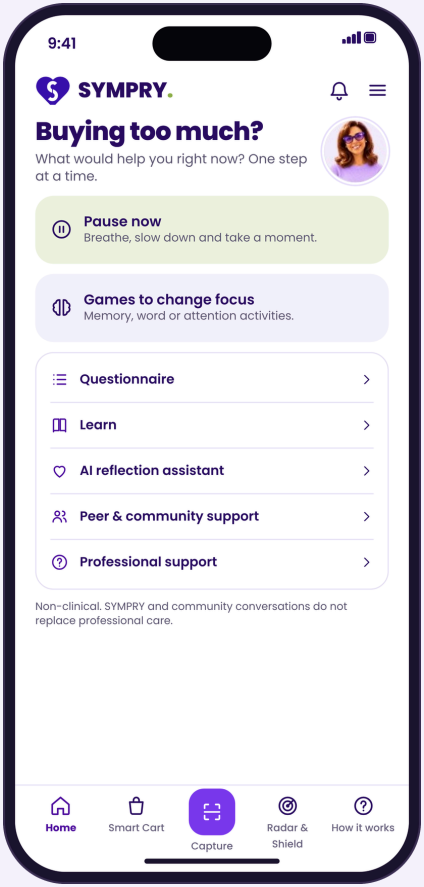
Give it another life

Repair, sell or donate — confirmed by you.

PROTOTYPE

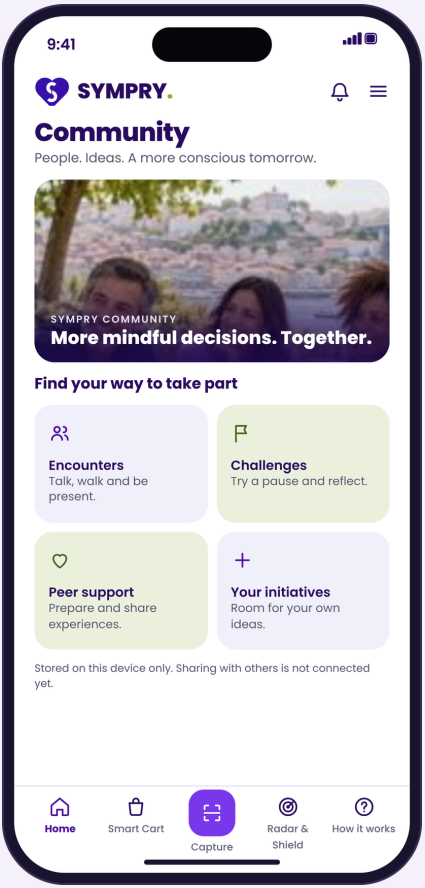
Support, at your own pace.

No judgement. Small steps. Always optional.



Buying too much?

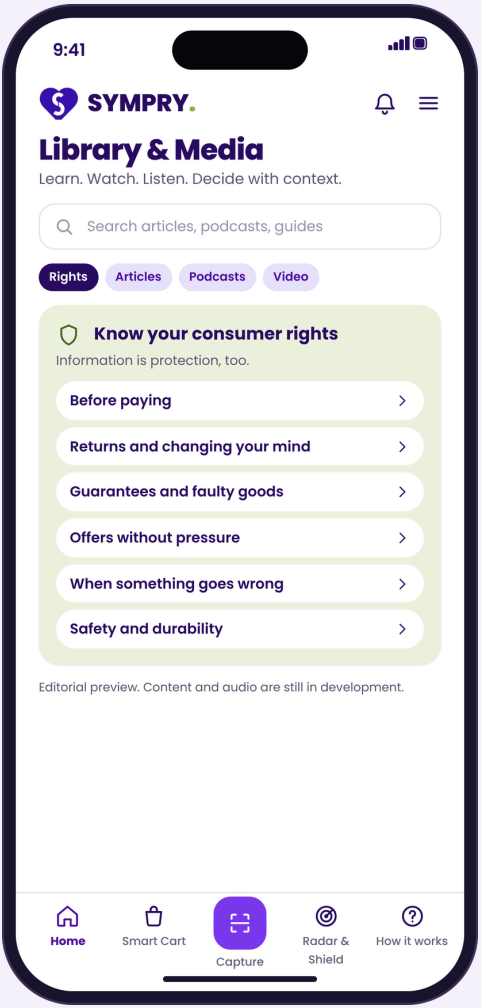
Pause, reflect, find support.



Community

Encounters, challenges and peer support.

Non-clinical. SYMPRY does not replace professional care.



Library & Media.

Learn. Watch. Listen. Decide with context.

- Know your consumer rights.
- Articles, podcasts and guides — editorial preview.

Technology provides context. People provide perspective.

The best decision is always yours.

05 · A NEW CATEGORY

Product intelligence explains the product

Consumer Decision Intelligence explains whether a decision makes sense *for you*.

LAYER 1

Product understanding

Materials, care, expected use and cost-per-use.

↓

LAYER 2

Personal context

What you own in My Things, your Dream Goals and the decisions you made before.

↓

LAYER 3

Decision context

Price context, trust signals, timing and intent — leading to possible outcomes: BUY · WAIT · SKIP.

Not a comparison app, a wishlist or a price tracker.

*The value is not only "you avoided spending €120" — it is **"that decision moved you closer to something you actually want."***

Others cover one part. SYMPRY connects the whole journey.

EXISTING TOOLS	SYMPRY
Find a better price	**Asks if the decision makes sense for you**
Analyse spending afterwards	**Supports the decision before**
Show ratings without context	**Trust Check: evidence and sources**
End at checkout	**Continues with repair, resale or donation**
Treat decisions separately	**Builds Decision Memory**

OUR ADVANTAGE · THE AGENT ON THE CONSUMER'S SIDE

We're building towards an agent that works for the consumer — bringing together product intelligence, personal context, protection and Decision Memory, with the person in control.

Working prototype. Validation ahead.

Mobile demo with sample data, in EN · PT · ES · DE · FR. No account needed: sympry.app

SHOWN IN TESTS
- Capture
- Saving decisions
- Wardrobe items
- Dream Goals

IN DEVELOPMENT
- Trust Check
- Radar & Shield
- Susy AI
- Price alerts

FURTHER AHEAD
- Learning from patterns
- Community sharing
- Fuller library

BUSINESS MODEL · Consumer-aligned by design. Validation in 2027.

THE CONVERSATION WE'RE BRINGING TO WEB SUMMIT

As agentic commerce grows, who is building the agent that works for the consumer?

We want to explore what it takes for AI to support people's interests — with personal context, explainable signals, memory and control over their data.

AT WEB SUMMIT, WE'RE LOOKING FOR
- Technology & strategic partners
- Early-stage investors

SYMPRY.

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WEB SUMMIT LISBON 2026

Visit us at our booth on November 11

Startup Programme — ALPHA

susana.prates@sympry.com

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