

cooliyo

Social  
Commerce for  
Women

*July 2015*

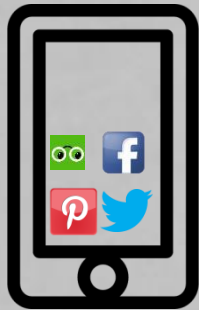


# The world has changed forever



Shopping for what you need

Vs



Shopping driven by impulse

We are in the business of generating impulses  
and converting them to orders

# Our Journey

- Shopping for lifestyle products broken
- Mere product aggregation was not enough
- The first curation
- It's all about the people
- Social networks bring in the “Buy” button

# cooliyo highlights

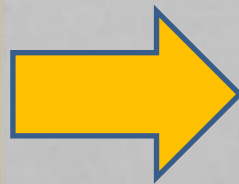
92% of cooliyo users are women

2M users reached weekly on Facebook

300K registered users

**\$21M**

Annual purchase intents

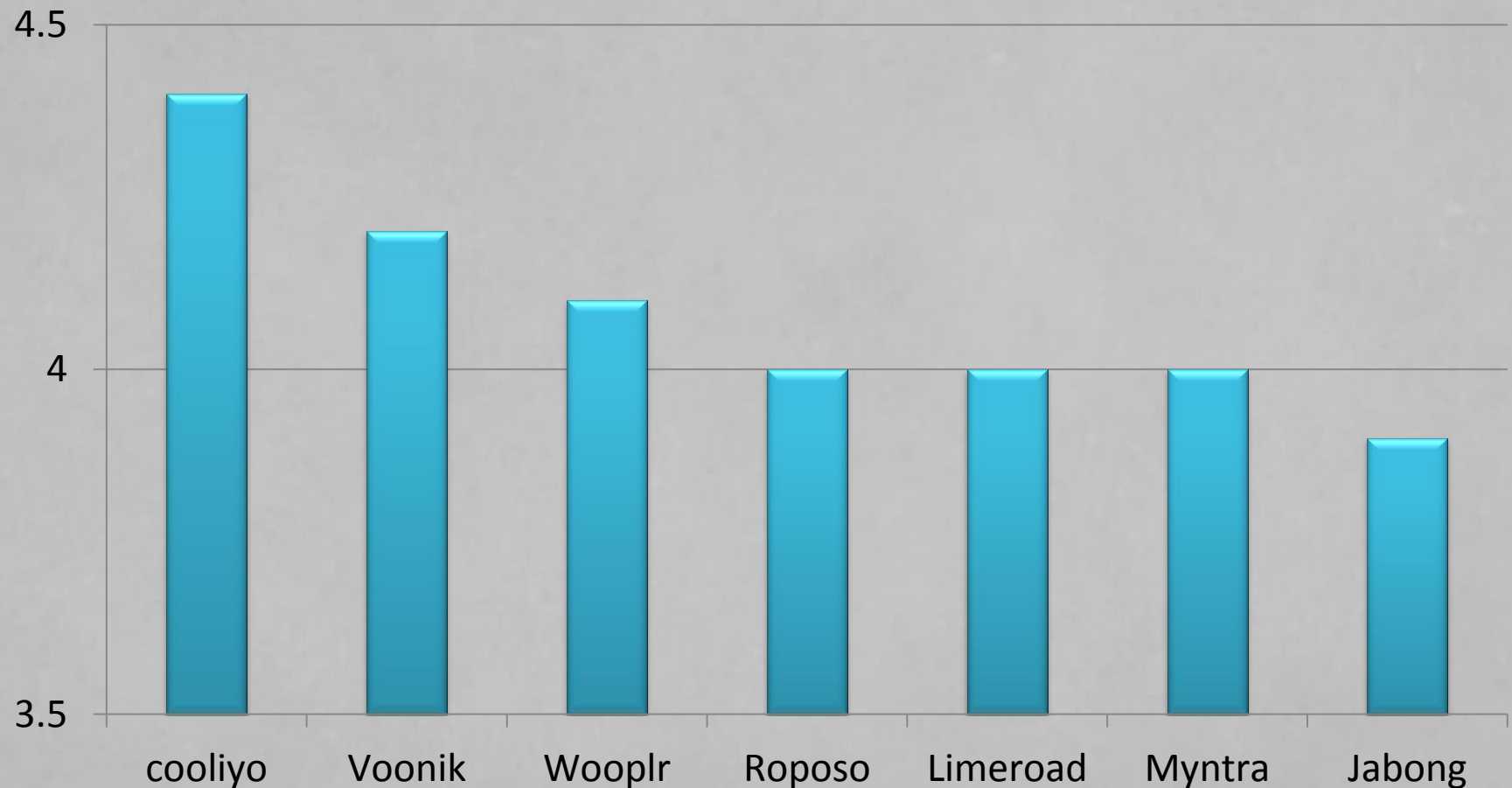


**30%**

Conversion to Orders

# Best in class App Reviews

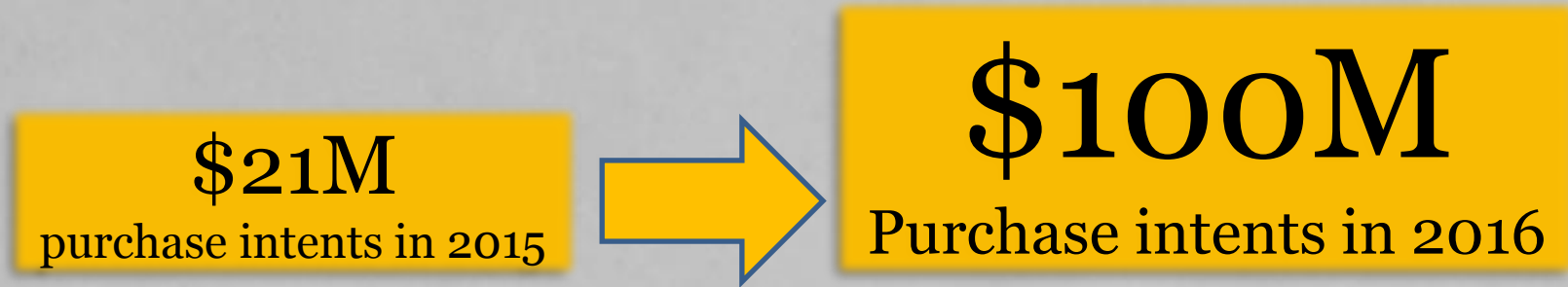
App ratings



DEMO



# In the next 12 months

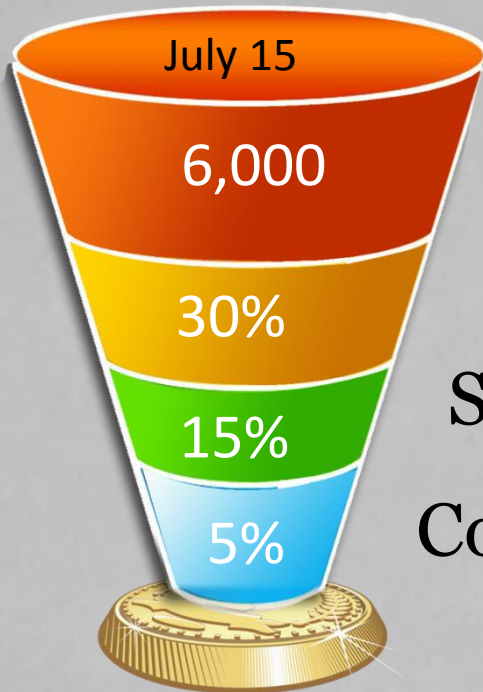


Maintain conversion rates above 25%

Annual GMV of \$15M

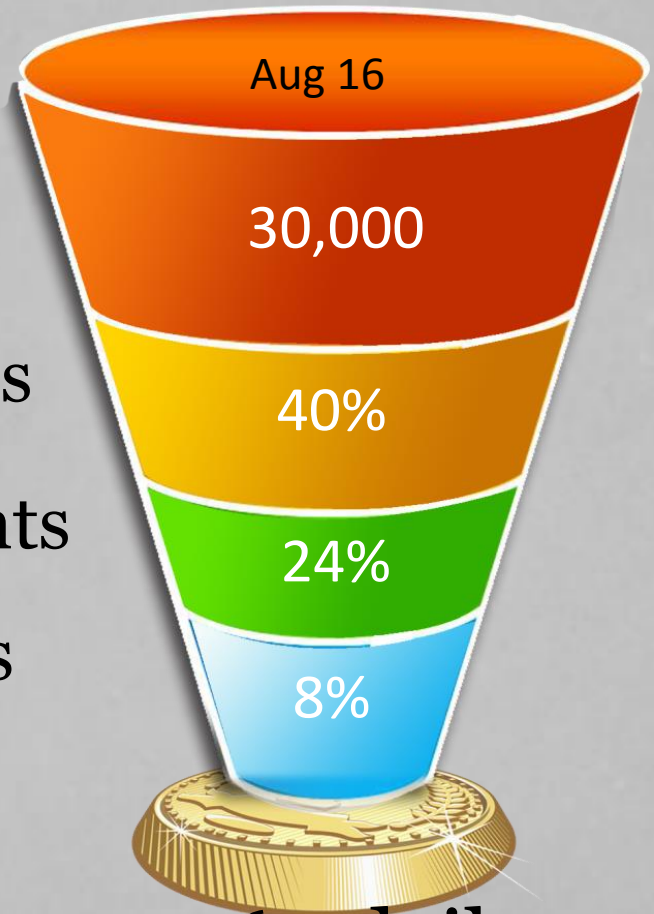


# Daily Sales Funnel



250 daily  
orders

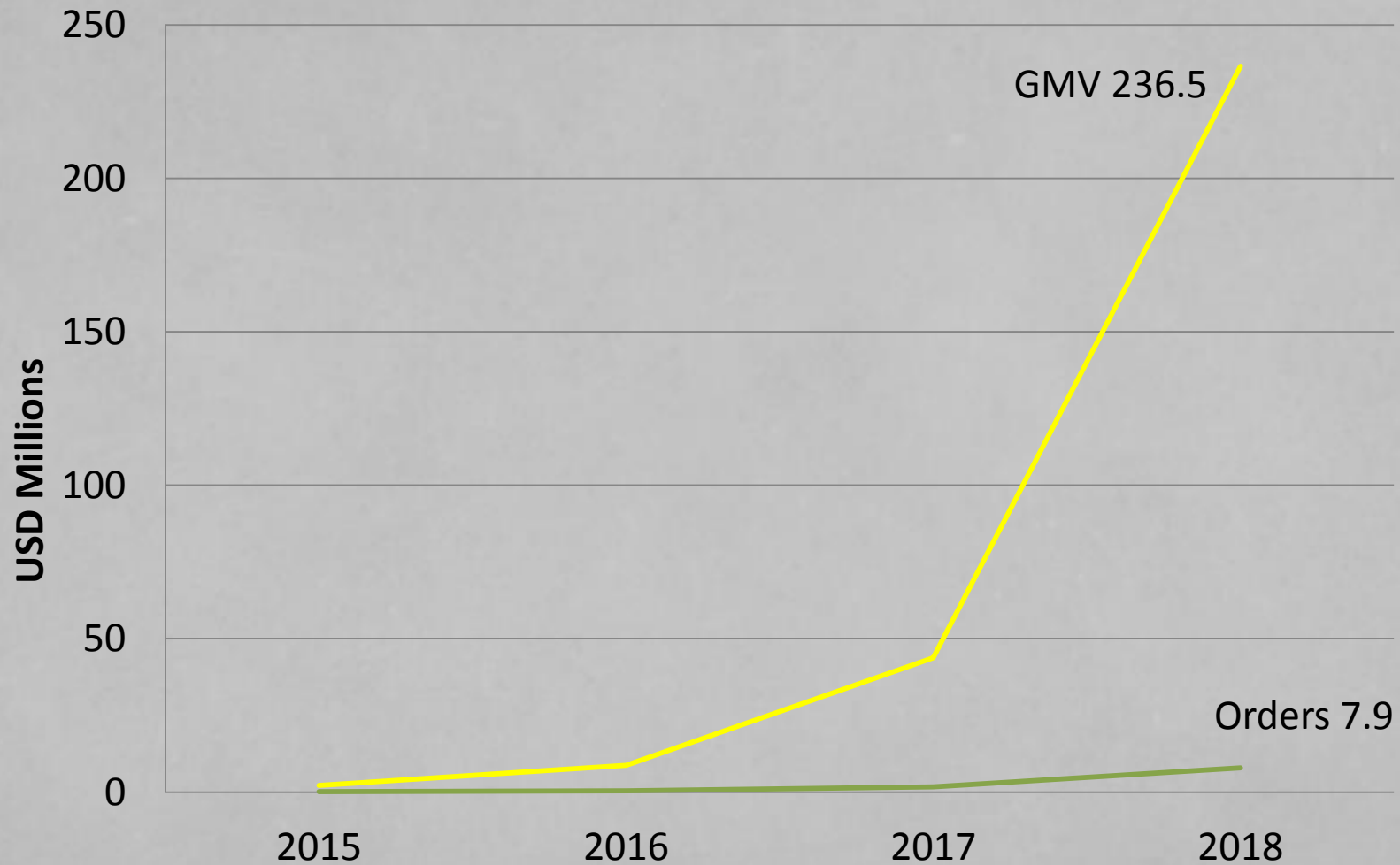
Active Users  
Purchase Intents  
Serviceable Intents  
Completed Orders



2160 daily  
orders



# GMV Projection



# How will we get there

- Scaling curation
- Increasing intents
- Increasing serviceable intents
- Automating customer interaction
- Deeper backend integration

# Strong Team

## Mangesh Panditrao (CEO)

16 years experience in technology & business  
Built and ran a 1M USD IT services company  
MS –Purdue University  
Infosys, Limited Brands, Founded Niyuj

## Vivek Phalak (CTO)

20 years experience in building world-class software  
Built and ran an IT services company on Big Data  
MS –Carnegie Mellon University  
Oracle, Skire (acquired by Oracle), Founded CloudIndra



## Vardhan Phadnis (VP)

10 years experience in technology &  
consulting MS Georgia Tech, MBA ISB  
Hyderabad  
JDA Software, Capgemini, CEAT

## Vikram Patil (Lead Engineer)

8 years experience building products. MS  
University of Southern California  
Actuate (Acquired by AOL), Vedantu

THANKS!