CUT Pitch Deck

Chenghao Wu

Table of contents

Introduction

Nowadays, e-commerce has paved every aspect of our life. Life got easier, but things get complicated.

W Group

make things happen

W Group

Our company

W Group is a company dedicating to provide IT solutions for modern society's pain points using data and AI technology. Our products are mainly focusing on e-commerce, finance and engineering industry. Today we will introduce one of our products ---- CUT.

The problem

Many college students always purchase things they don't need. Meanwhile, when moving out from their apartment, their pre-owned goods always are given away for free, which will result in their financial loss.

How often do you sell your personal belonging?

(60 条回复)

- Once a week
- Once a month
- Once a semester(4-5 months)
- Once a year
- Never

48.3%
30%
15%

Do you often regret buying stuff that you don't actually need?

(60 条回复)

- Yes
- No

40%
60%

Them

Although we can sell our pre-owned goods on Craiglist, E-bay, or Amazon, but it's not the most effective way, sometimes it could be time-consuming and complicated. people need to wait for buyers, ship the items and waiting for their money.

Us

Simply upload the pics and enter the price, we will find buyers for you quickly. Then you can give the item to your buyer personally or we deliver it for you. NO needs for shipping!

CUT

だんしゃり

The solution

For college students who want to sell their pre-owned products or buy ones efficiently and make their life simple. CUT is a platform where they can sell or buy their goods regionally.

Unlike E-bay or Amazon, we mainly served for college students and people can sell/buy their products effectively, without the needs for shipping.

SWOT analysis

Strengths

More friendly to college students, we may have the products they want.

Weaknesses

Not for everyone, the user age demographic is mainly 19-30 years old.

Opportunity

We can have partnership with colleges or apartments.

Threats

Many big e-commerce platforms have existed.

" *Refuse* to bring unnecessary new possessions into your life."
" *Throw away* existing clutter in your living space. "
" *Separate* from a desire for material possessions. "

— *Danshari*

Product overview

Regional
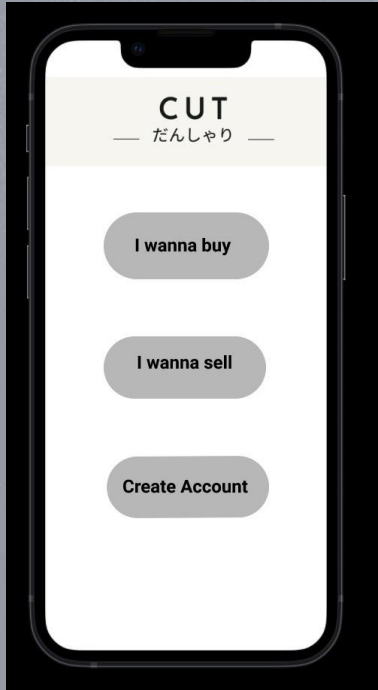We corporate with local students apartments and college departments.

Customized
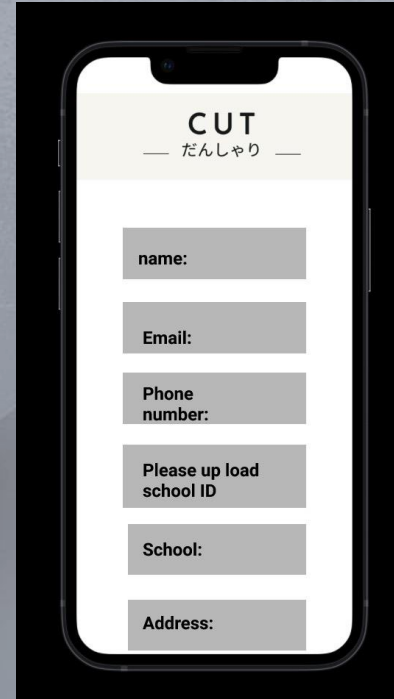We design the website, database, app, UI based on different university/apartments

Secure
Every transaction will be protected. The delivery will be safe and effective.

Product Prototype
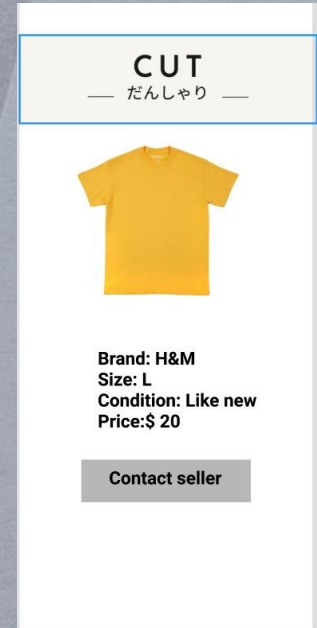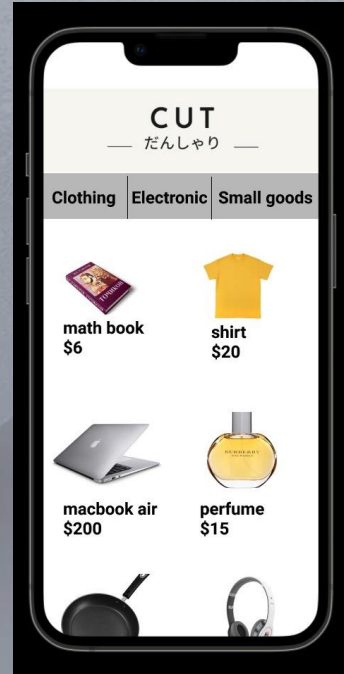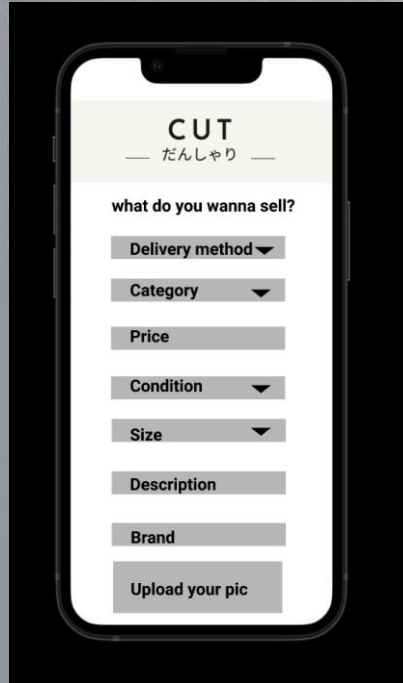
Product Prototype

Our plans

Individual	School	Apartment
This is for individual student, you only have the limited features.	This is for school department or any educational organization, we customize the app UI for you.	This is for local apartment. We can customize the UI for you.
$$5/Mo	**$25/Mo**	**$35/Mo**

Our traction

16.7%
Will sell their goods once a semester

40%
Having the experience regret buying a product.

50.0%
Will Sell their personal belongings
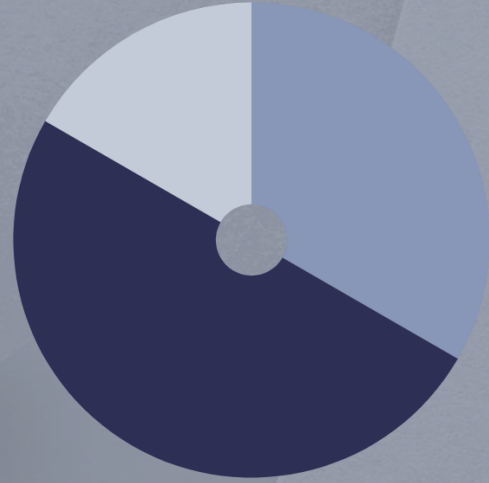
03

Market & competition

You could enter a subtitle here if you need it

Market size

- ● School
- ○ Apartments
- ● Students

We can sell the product to

130930

Schools in the U.S

Total Apartment Unit Construction

Year	Total apartment unit construction	3-month absorption rate	Median monthly rent (dollars)	Inflation-adjusted as 2019 dollars
Total	1,387,000			
2019	279,800	56.0	1,653	1,653
2018	277,800	54.0	1,625	1,662
2017	294,800	54.0	1,553	1,619
2016	266,300	55.0	1,488	1,584
2015	268,300	60.0	1,398	1,519

Source: U.S. Census Bureau, 2015–2019 Survey of Market Absorption of New Multifamily Units.

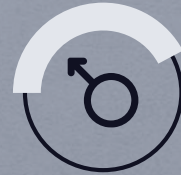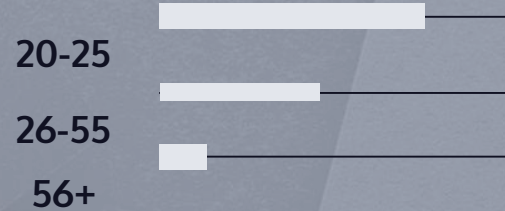# 1387000

Apartments in the U.S

Our target

Annual benefits

$45.00 Average spend per customer

Workspace tools

Age & gender

20-25

26-55

56+

Our competitors

Amazon

Amazon is one of the biggest e-commerce platform, we could use switch back strategy, value chain to disruptive.
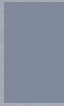
E-bay

Amazon is one of the biggest e-commerce platform, we could use disruptive strategy

Business model

Marketing

Digital marketing using Instagram and Facebook

Customer Acquisition

Generate link every time so user can list item to other platform. The net CLV will be 170 per month.
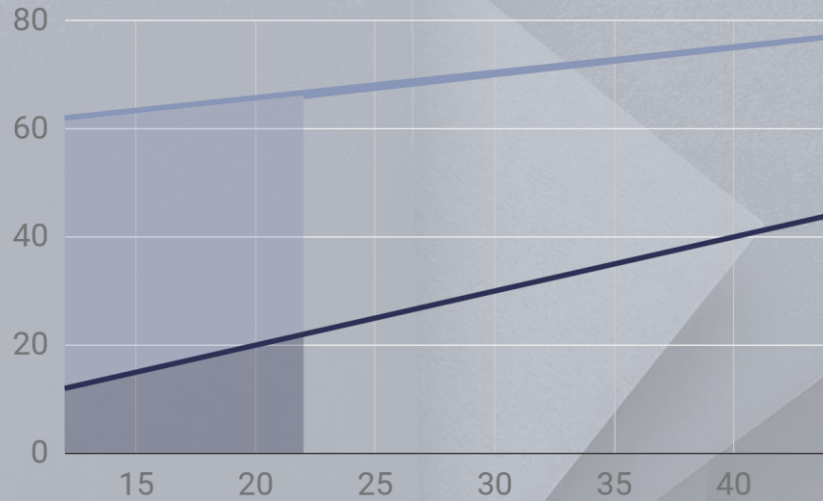
Assessment

Both have 2B and 2C product. Revenue projection will be $37740 in 2022 per region.

Technology

Patent for our app, brand, UI and database

Our investment

○ **0**

2021 Year

● **$10000**

2020 Year

Please invest us

Our team

Chenghao Wu
M.S in Data Science
M.S in Business Analytics

Tony Stark

AKA Iron Man

Thanks

Do you have any questions?
cwu137@syr.edu
+1 315 289 0209
chenghaowu.com

W Group

make things happen