

# PRODUCT OPPORTUNITY DISCOVERY

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# THE PROBLEM?

## A WARDROBE FULL OF CLOTHES, AND NOWHERE TO GIVE

Many of us are silently battling with overflowing wardrobes. Clothes we no longer wear, but just can't bring ourselves to throw away. Some are expensive purchases we once loved. Others carry memories. And then there are those outfits we outgrew, style or size-wise, but still feel someone could use them. Yet, these clothes just sit there. Taking up space. Gathering dust.

We often think of donating, but there's no easy way to do so. Local NGOs require us to visit them physically, if we even know where they are. Society-organized donation drives happen once a year, if at all. So we wait. We postpone. And the pile keeps growing.

Some consider selling their clothes, but that comes with its barriers. Most resale programs offer store credits or discounts, limited to the same brand. But what if you don't want to shop there again? What if their style no longer fits your life?

And so, people continue to live with wardrobes full of unused clothes, willing to give but with no clear path to give.

# IS THIS A REAL PROBLEM?

To gain a deeper understanding of this issue, I reached out to several people in my circle. Their experiences resonate with what many of us feel but often keep to ourselves.

## **Saloni Pandya – Overflowing But Nowhere to Give**

A shopaholic who loves local fashion deals, Saloni ends up with a monthly pile of clothes she no longer wears. Initially, she gave some to her maid, but now feels awkward doing it regularly. She tried donating to an NGO but found the process confusing and slow. Worse, she's unsure if her clothes are truly helping anyone.

## **Nitesh Chouhan – Good Clothes, No Right Outlet**

An IT professional, Nitesh prefers not to repeat his office formals. But with a slim build, it's hard to pass them on to others. Throwing them away feels wrong, and he ends up waiting all year for one society-organized donation drive—just to clear some space.

## **Mrunal Sharma – Sentimental, But Stuck**

Mrunal, a marketing professional, finds it hard to part with clothes that hold memories—college hoodies, travel t-shirts, or outfits from special occasions. His wardrobe is full, yet he hesitates to throw anything out. He wants to donate, but doesn't know where or how. He's even tried listing items online for free, but people rarely show up. So, the clothes stay—unused, but too meaningful to discard.

# PRODUCT - RELAXEDWARDROBE

RelaxedWardrobe is a mobile platform that simplifies the donation of unused clothes by connecting individuals with verified NGOs and community needs. It enables users to schedule pickups, track the impact of their donations, and make decluttering a fulfilling, purpose-driven experience.

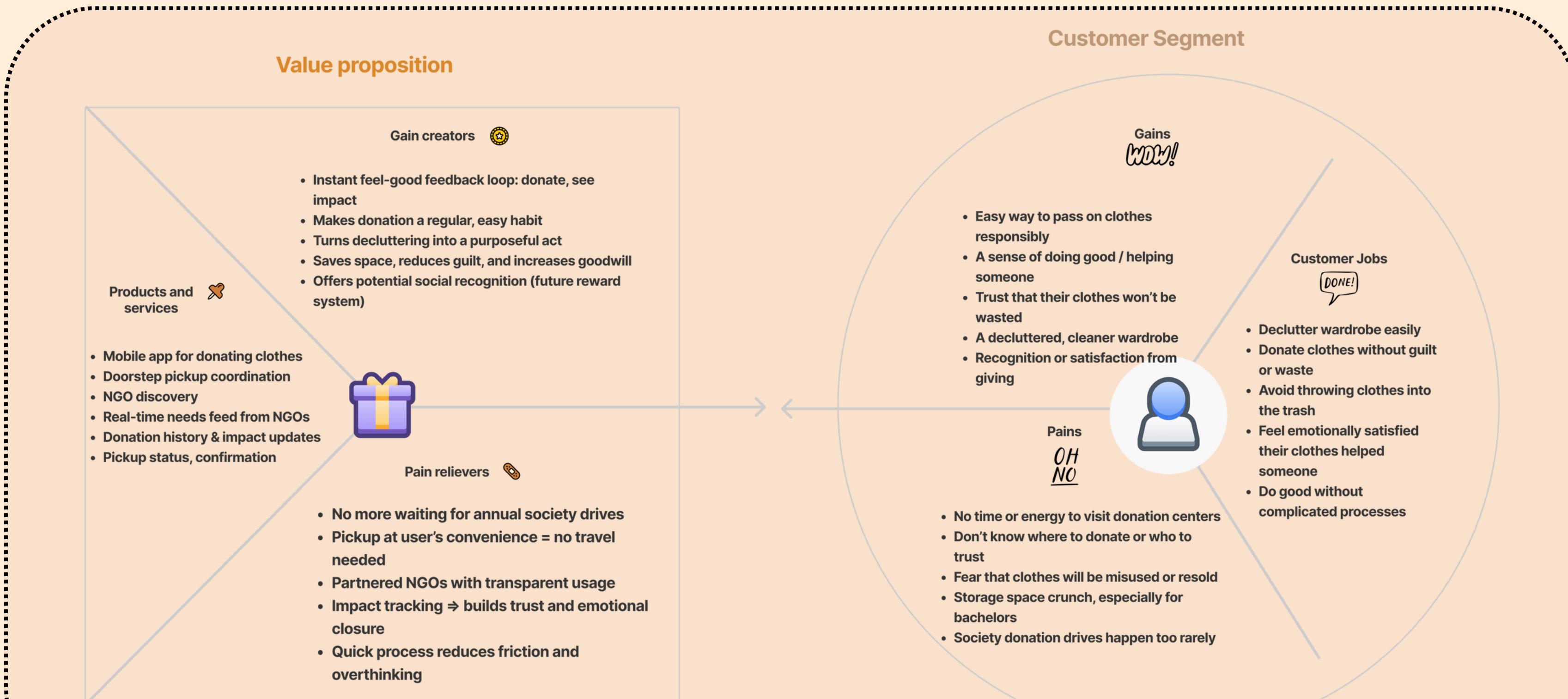
## Pain Points

- Users don't know where/how to donate
- Lack of trust in NGO usage
- Inconvenient processes
- Emotional guilt in throwing clothes away
- No pickup support

## Promising Solutions

- Doorstep pickups
- Verified NGO gain trusted usage.
- Users feel good about donating
- Quick onboarding & request process reduces friction
- Donation tracking makes it a measurable good habit

# VALUE PROPOSITION CANVAS



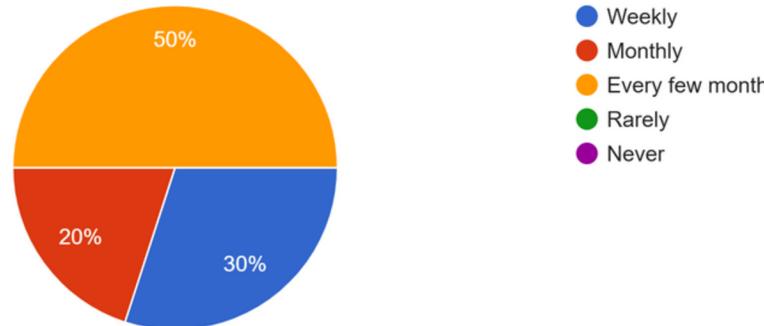
# THE PROBLEM SOLUTION FIT TEST

Are we solving a real problem that people care enough about to take action?

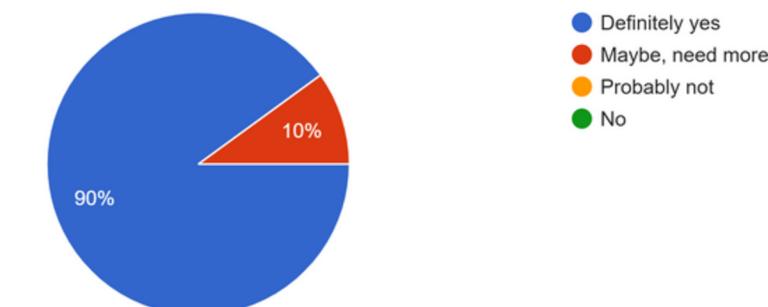
I carried out a brief survey consisting of up to seven questions through Google Forms to assess whether individuals truly recognize the issue and are receptive to the suggested solution. The main objective was to confirm the pain point and measure interest in our idea. Additionally, I included a question inviting participants to become early access users, and the feedback was very encouraging.

## Google form Link

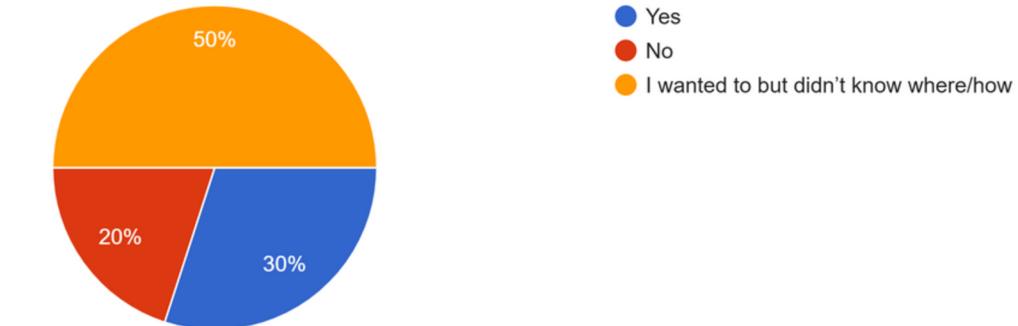
How often do you find unused clothes piling up in your wardrobe?  
10 responses



Would you use an app that: picks up your clothes from home, donates them to trusted NGOs, and shows you how your clothes helped?  
10 responses



Have you donated clothes in the past 6 months?  
10 responses



Blue dot: Yes  
Red dot: No  
Orange dot: I wanted to but didn't know where/how

THANK  
YOU