

**"An e-commerce platform that aims to build a network of thrift businesses, providing consumers with extensive variety, convenience and affordability"**



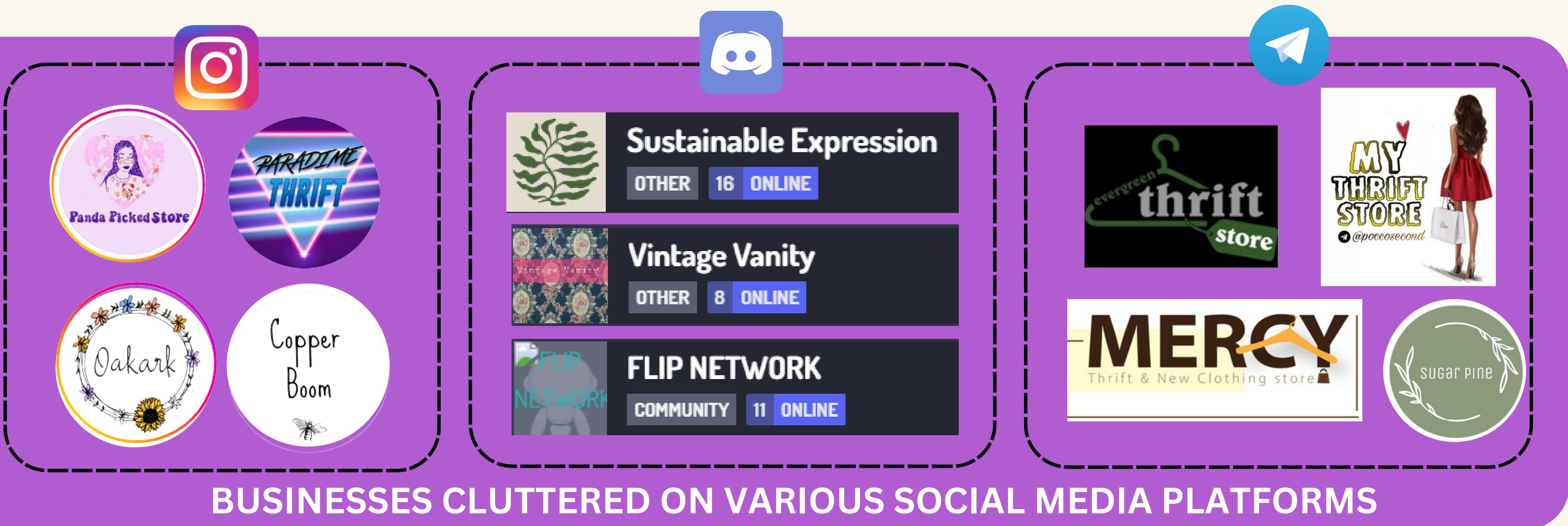
# PROBLEM?





# Thriftin in the fashion industry is a huge but highly unorganized market

Unstructured information, tedious buying procedures and cumbersome user-flows for buyers makes it impossible for many to find the choice that suits their individuality





# The Pain

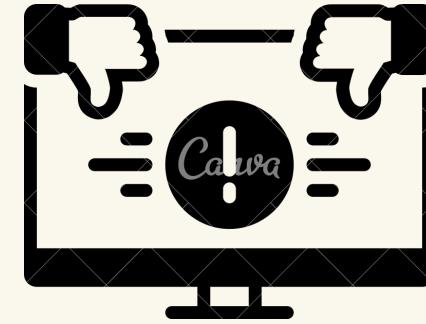
## Of Sellers

It is important to know most thrift stores are **side hustles** of students:

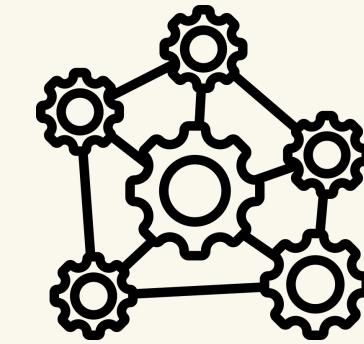
- **Shipping** is an **added cost**
- **Packaging** is very **time consuming**
- Struggle with **increasing** their **consumer base**
- Operate on an **unofficial platform** which challenges their reliability
- Dealing with **consumer queries** over DMs is hectic
- They have to deal with a lot of **negotiation**

## Of Buyers

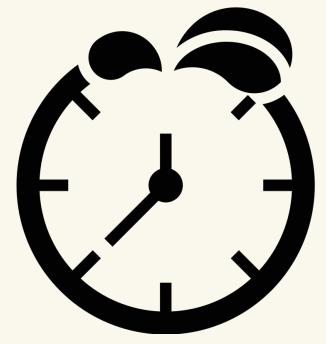
- Current **user experience** for consumers is extremely



**inconvenient**



**Complicated**



**time-consuming**

- They have to do a lot of research to find **reliable** thrift stores online
- To find more options they have to invest a lot of time to **browse through** **multiple thrift store accounts.**

**Demand is increasing day by day!**  
**So is the Supply!**  
**Unfortunately, there is a gap in the thrift market....**



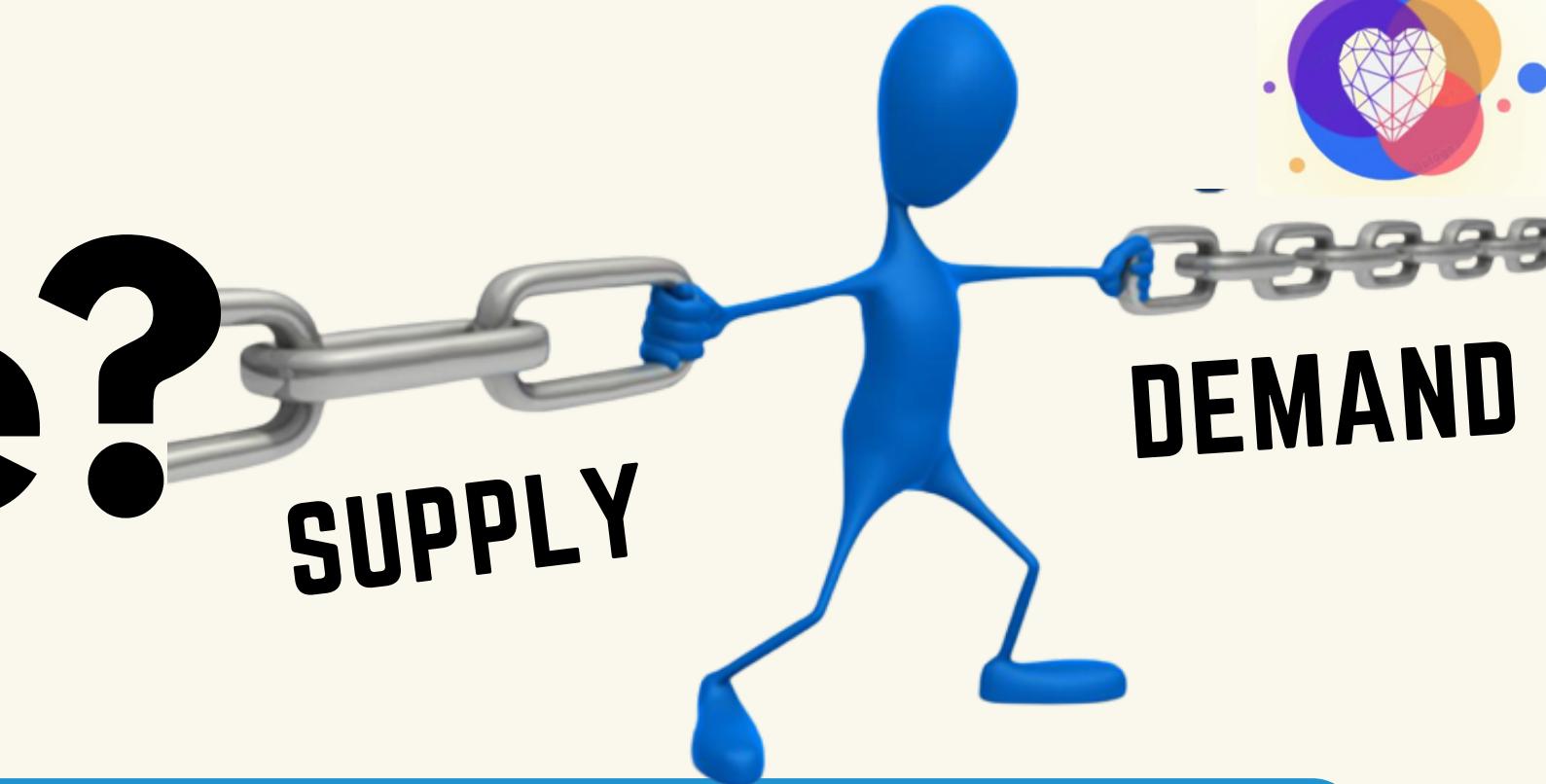


**THAT'S  
WHERE WE  
COME IN.**





# Who are we?

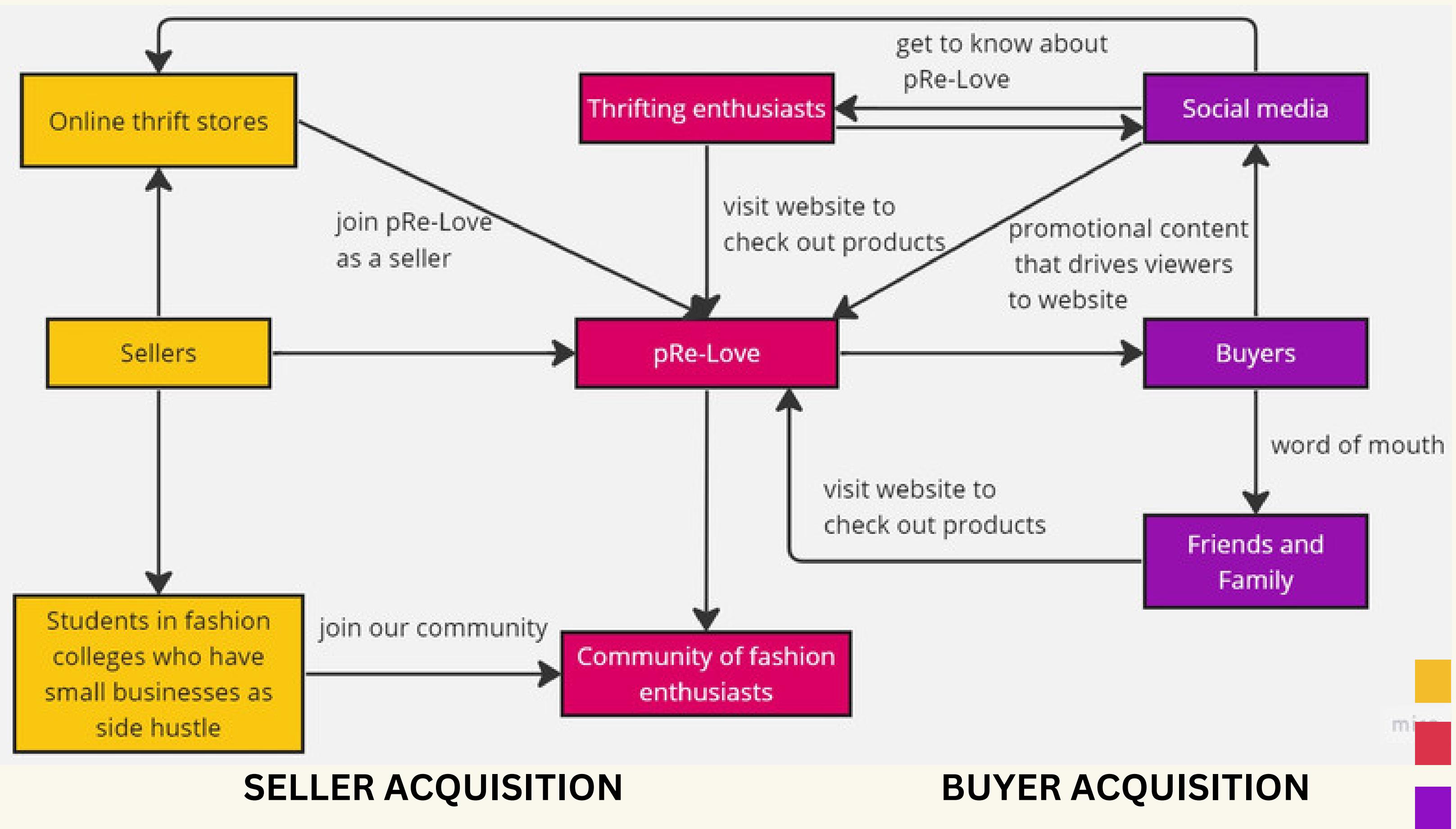


We are bridging the gap between like-minded buyers and sellers by aiming to build an e-commerce platform that establishes improved *DISCOVERABILITY*.

Our Vision is to build India's largest organized market network of Thrifters (stores and buyers).

Our mission is to build an online marketplace which is convenient, affordable, and sustainable.

# Our network





# This is how big the market is!

## MARKET SIZE AS OF 2024



- Second hand fashion market in India
- Market pRe-Love will capture by 2024

## MIND BOGLLING STATISTICS

Aimée, Believe It Thrift It, At Momo, WOO, The Vintage , and Thrift India are just a few Indian thrift stores with over 1.84 lakh followers in total.

Order value of these thrift stores usually ranges between Rs 350-3,000

weekly conversion of about Rs 14,000– 18,000 of a thrift store with about 8k followers. (@lulu\_thrift\_)



# This industry is a brand game!



## INSTAGRAM

Engaging content promoting the idea of thrifting in the form of reels, memes, live polls, live sessions etc.



## WHATSAPP

Building an interactive community of fashion enthusiasts who together want to contribute to our mission



## LINKEDIN

Curated content posting about the social and environmental impact of fast fashion and about fashion and gen z



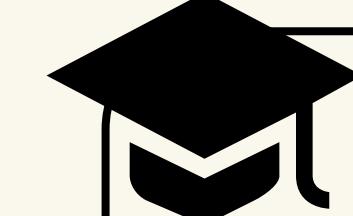
## DISCORD

Posting engaging content on fashion servers to increase our reach and visibility



## TELEGRAM

Posting promotional content about various offers and products to draw sellers and buyers



## COLLEGES

Make a strong network to start ambassador programs, resale stalls and community-centric activities



Current revenue channels

# Revenue Streams

Future revenue channels

## COMMISSION

Commission will be charged to thrift stores for the item being sold on the website. It will range from 5-10% depending upon the product.

## DELIVERY CHARGES

Since we are taking care of logistics and delivering the goods from thrift stores to customers, we will be earning through delivery charges.

## GO OMEGA

Premium plan for buyers where they can avail discounts, free shipping and other offers

## SUBSCRIPTION PLAN

Sellers can opt for a subscription plan where they will gain access to extensive features like marketing assistance, closet clearance services to individuals.

## PRODUCT BOOST

Sellers can pay an extra fee to get their products at the top of the search results to boost their sales

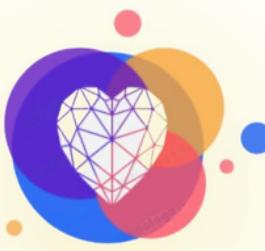
## ADVERTISEMENT

We will run ads of various businesses selling sustainable products on our website and charge the firms cost per click charges

# Business Model



Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segment
<ul style="list-style-type: none"> <li>• Thrift stores and budding sustainable apparel stores providing products for the platform</li> <li>• Delivery and logistics companies for efficient and timely delivery of products</li> </ul>	<ul style="list-style-type: none"> <li>• Developing e-commerce website</li> <li>• Marketing and advertising the platform</li> </ul> <p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>• E-commerce platform</li> <li>• IT support</li> <li>• Marketing team</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Convenience:</b> A one-stop-shop</li> <li>• <b>Variety:</b> Access to a wide range of green apparel</li> <li>• <b>Affordability:</b> Competitive pricing</li> <li>• <b>Sustainability:</b> Encouraging the reuse and reduce of items</li> </ul>	<ul style="list-style-type: none"> <li>• Personalized recommendations.</li> <li>• Regular communication through social media</li> </ul> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• E-commerce website</li> <li>• <b>On-site campaigns</b></li> <li>• Influencer marketing</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Woke-Consumers</b> who prefer sustainable clothes</li> <li>• <b>Bargain hunters</b></li> <li>• People interested in unique and vintage items</li> </ul>
Cost Structure	Revenue Streams			
<ul style="list-style-type: none"> <li>• IT development and <b>maintenance costs</b></li> <li>• <b>Marketing and advertising costs</b></li> <li>• Rent and utilities for <b>office space and warehouse</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Commission on products</b> and Advertising sold through the platform</li> <li>• <b>Premium subscription</b> for additional features</li> </ul>			



# Competitor Analysis

	pRe-Love	PoshMark	The BBC	Kiabza	Oyela
Well functioning website and app	✓	✓	✓	✓	✓
Categorization and detailed description of clothes	✓	✓	✓	✓	✓
Hassle free payment	✓	✓	✓	✓	✓
Affordability	<b>Very Affordable: All price ranges!</b>	Expensive	Mildly Affordable	Affordable	Affordable
Good customer service	✓	✓	Good offline services	✓	✓
E-commerce for existing thrift stores	✓	✗	✗	✗	✗
Shipping facilities	On demand	on demand	On demand	On demand	On demand
Return facilities	✓	✓	Within 24 hrs of delivery	✓	✓

# Positive impact on society...



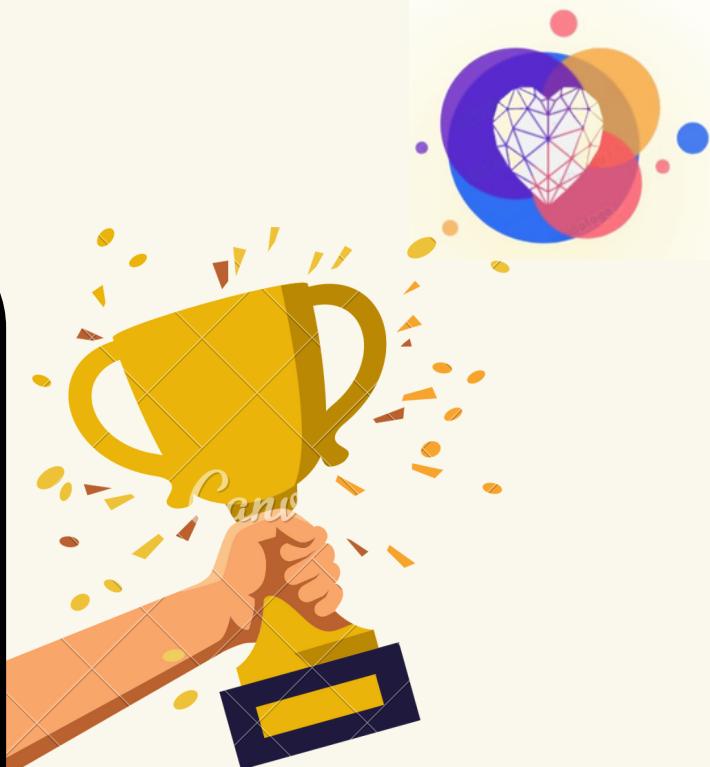
In 2015, all United Nations member states adopted the 2030 agenda for sustainable development. The four SDGs are particularly relevant to creating a more sustainable fashion industry, post-pandemic that pRe-Love will address



# Achievements

Pitch in the **finals of "Chai with Titan"** where only 4 best startups were selected from 100 + startups in Varanasi

Our work has been recognised by **Pratik Renuse**, D2C growth leader (our mentor); **Chaitsi Ahuja** (CEO of Brown Living); **Gayathri Jaikumar**, CEO of SwappCycle



## Traction



**pRe-Love WhatsApp community**  
**100+ members in 2 days**

<https://chat.whatsapp.com/HYzlDJBQKgwBcKNcDU2LKv>



**pRe-Love LinkedIn Page**  
**600 + followers in 1 month**

<https://www.linkedin.com/company/pre-love/>



**pRe-Love Instagram Page**  
**200 + followers in 2 weeks**

[https://www.instagram.com/pre\\_love\\_by\\_revive/](https://www.instagram.com/pre_love_by_revive/)



**pRe-Love College network**

Strong network in top colleges like IIT BHU, IIT Guwahati, all the NIFTs in India, Pearl Academy and more!

**Our invincible weapon:** A very strong marketing team consisting of influencers, content creators, visual artists guided by experts in Marketing, Advertising, Psychology and Fashion



# ROADMAP





# Short Term: 3 months targets



## MARKETING TEAM

GOAL: to expand our consumer base and get more sellers on board



Expand into other social media platforms like Discord, Telegram, Twitter and Facebook



Collaborate with major fashion influencers



Develop an e mail listing system for seller onboarding, sending promotional content and send continuous updates.



Instagram live session with thrift stores



## OPERATIONS TEAM

GOAL: To rebrand ourselves and become the default option for all thrifting needs



Develop a brand story



Identify category of apparels and accessories that are most in demand and streamline categories



Onboard atleast 100 thrift stores



Partner with the 3 PL to start our packaging and logistics



# Short Term: 3 month targets



## TECH TEAM

GOAL: to build a robust website with customized user journeys and unique features



Better categorization



Improved accessibility and discoverability



Consumer centric and appealing UI/UX



Use of efficient algorithms to suggest similar products and boost sales



## FINANCE TEAM

GOAL: Minimize burns and to reach optimum profitability and sales for self-sustenance.



Sell 50 % of inventory in the pilot



Revenue of around 20-30 k in the first month after pilot



Reach recurring revenue of 50 k per month from 2nd month after pilot



Begin expanding into other revenue generating streams



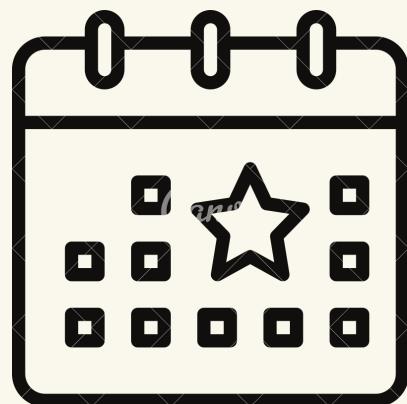
# Long term: 1-2 year targets



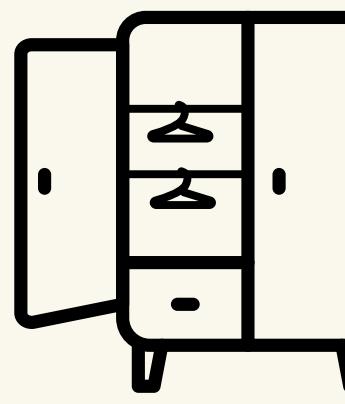
Get a new category of small-scale environment friendly businesses in the field of fashion on board.



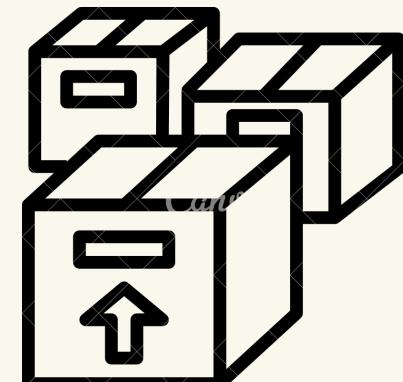
Begin our own podcasts and blogs



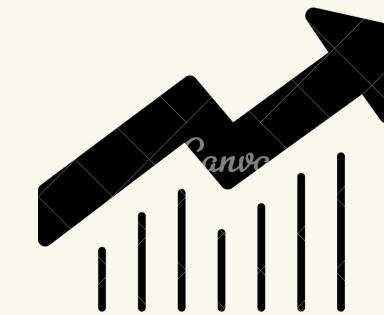
Expand our network community and begin event marketing



Begin a closet clearance service for individuals wherein they can sell their individual apparels to thrift stores



Set up inventory for verification of products that are being listed on our website and start offline stores



Touch 8-10 lakhs per year

# THE CHIEF DESIGNERS



**SANJANA GARAI**  
IIT BHU

Business enthusiast

Podium finish in National  
Business Case Study  
Competition



**PRATIKSHA RAJANI**  
NIFT Bangalore

Fashion expert

Freelanced with international  
brands like Bueno



**AYUSH KUMAR**

IIT BHU

Full Stack developer

Collaborated with 2022  
hackathon winners for 2  
projects



# THE CHIEF DESIGNERS



**PREETHAM GOWDA**

IIT GUWAHATI

finance enthusiast

**FRM Part 1 cleared**

**Selected for Internship to  
Korea in Machine Learning**



**SUHANI JAIN**

Amity International  
School passout

Psychology and marketing enthusiast

**Jr MBA with Brown University**

**Marketing Trainee with UAE based  
company**



**VUDIT KIYAL**

Delhi Public School  
passout

Entrepreneurship  
enthusiast

**Selected in Clever Harvey  
teen incubation programme**



# Thank You.

