

## Shopin Pitch: Key Takeaways

- Shopin envisions to build a **Decentralized Amazon** on blockchain, capitalizing universal shopper profile.
- The decentralization idea is poised to make retailers more profitable and sustainable in the e-commerce space as the centralized platforms like Amazon poses following **challenges**:
  - ❖ Retailers are surrounded by their **competitors** on such platforms.
  - ❖ They encounter **margin erosion** as Amazon takes around 25% on each transaction.
  - ❖ Retailers are unable to access the user's data and therefore Amazon enjoys full control over its recommendations which might reduce the product visibility of a particular retailer on Amazon and on top of that retailers won't ever know who their customers are and what is the best way to reach out to them. (**Low ROI on advertisements** -- The Nike Adidas example by Eran)
- Shopin's idea doesn't only help the retailers but also provides users to get **personalized product recommendations** on every website they go and reap rewards out of sharing their data with retailers.
- Shopin also enables users to have the **best ever control over their data** as they can dictate who has got access to their data and even switch off the unwanted recommendations and promotional messages someone they don't like on their activity feed.
- Currently, e-commerce ecosystem is facing the problem of **high return rates**. Shopin's attempt to create an universal shopper profile solves this problem as users will now be aware of sizes that fit them from across multiple brands and even in the cases of gifts they can share their Shopin profile with their near and dear ones and get the gifts that suits them the best.
- Shopin's attempt to store the valuable user's data on **blockchain** will reduce the chances of the data being hacked.