

## Key Takeaways From The Pitch

**Introduction:** ShopIn is a tokenized blockchain company that visions to build a decentralized Amazon for the users of the E-commerce market.

### **Problem they are addressing:**

- Only 7% of the retailers today actually recognize who the user are and are therefore unable to provide a personalized experience.
- Huge chunk (100M points) of data used to produce collaborative product recommendations which are not always accurate.
- Amazon provides a great centralized ecosystem for the users, but takes away a 25% profit margin which makes it unsustainable for the retailers in the market.

### **Solution that ShopIn provides:**

- Retailers advertise ShopIn as a unique shopper profile crafted for every user individually.
- The profile provides a **hyper personalized** user experience for the user by providing **very specific product recommendations** from that brand, while learning the user preferences across all the retailers in their database.
- Still it is **decentralized** to the level of every retailer, so there's **lesser competition** and better **price point control** for the retailers.
- Amazon like benefits of **hassle free checkouts** and a **universal wishlist** across all brands.
- The users can **share** their **ShopIn profiles** among other users as well as have **control** over whether to share their **purchase history** or not.
- Better **security** from data breach due to **blockchain** dependency.
- **33%** of the **total generated tokens** (1.5BN) to be distributed as rewards for **retailer incentives, loyalty distribution** and **user gifts** to ensure retailer and customer retention.