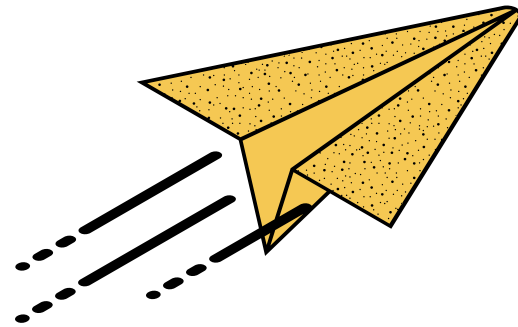


Myntra's #WeforShe Competition

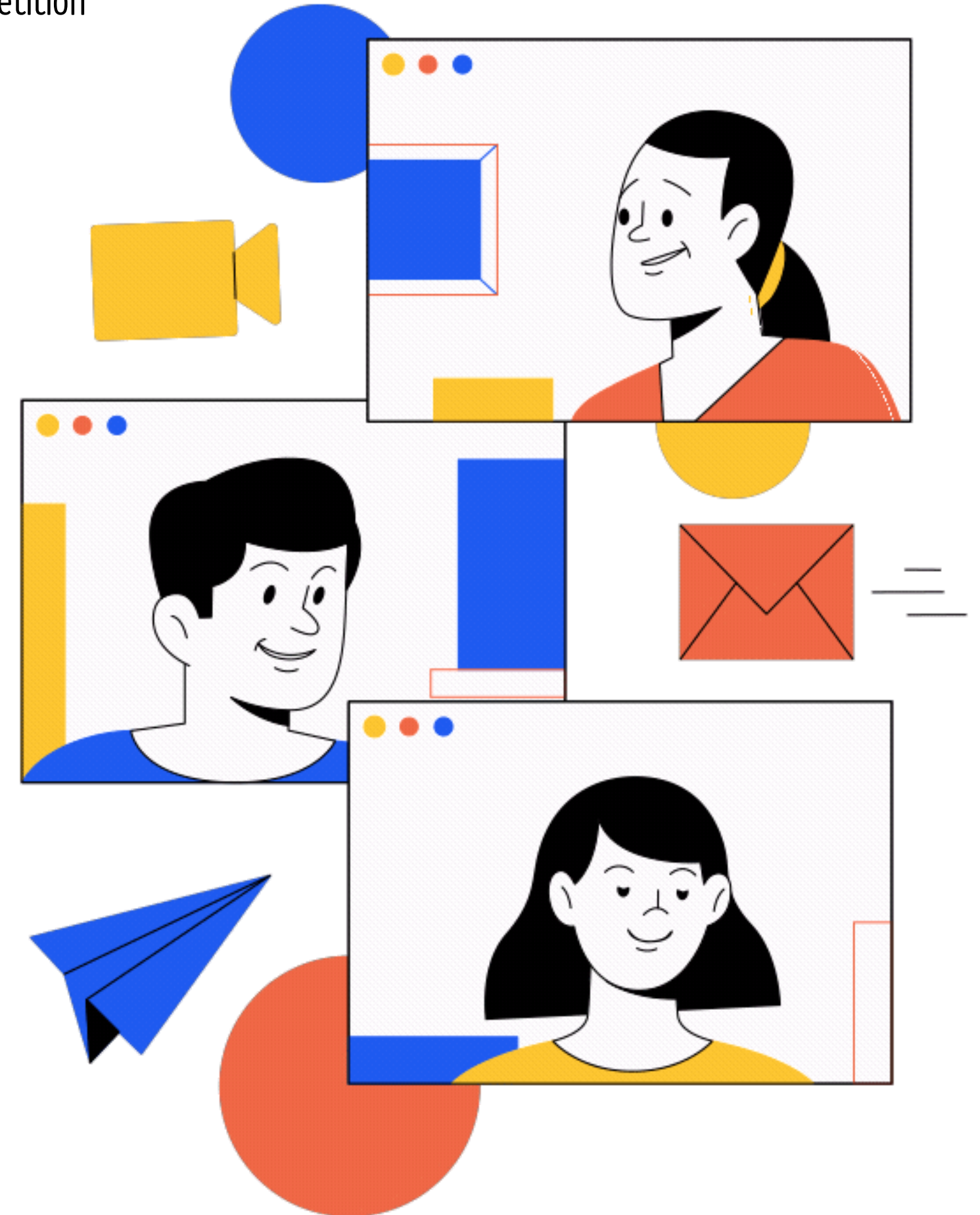


# MYNTRA'S <HACKER-RAMP/>

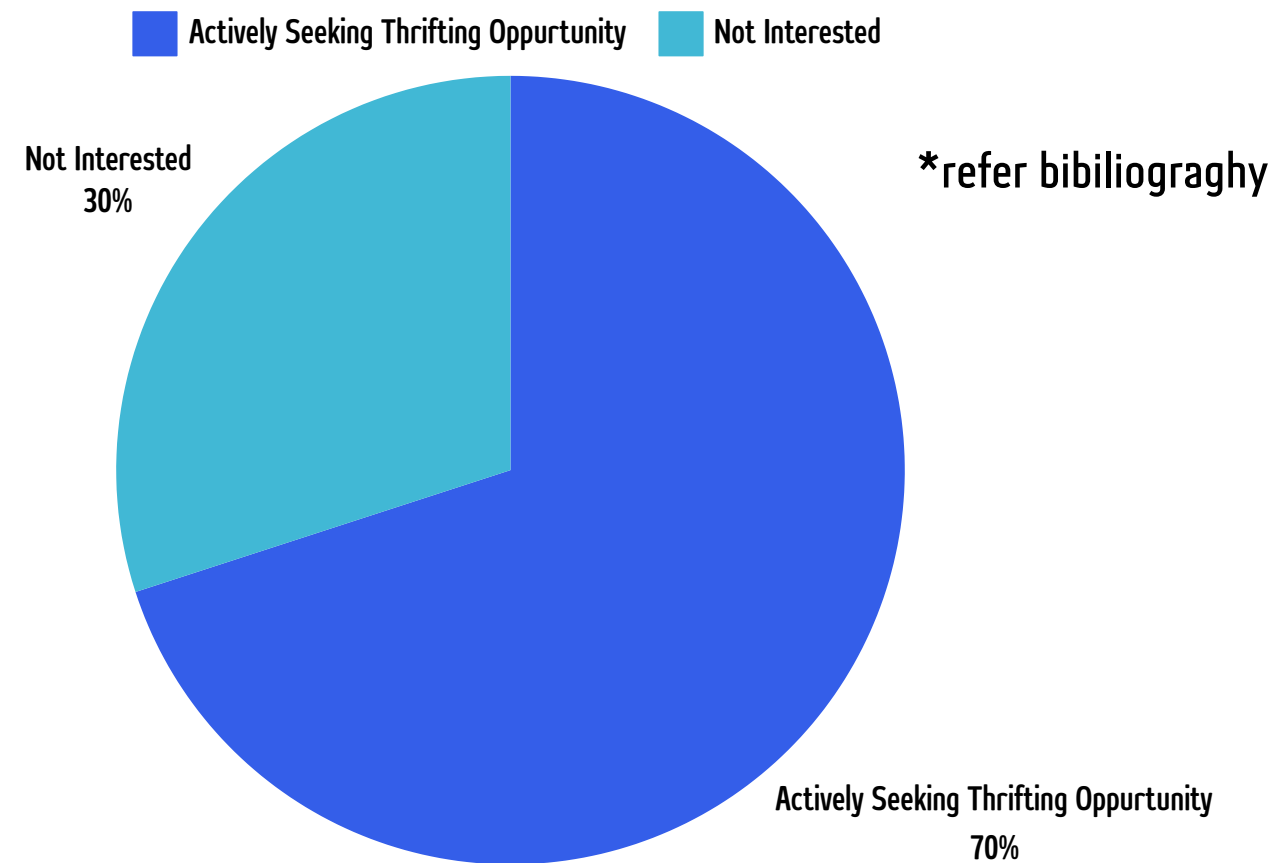
Team HackSquad:

Priyanshi Gupta, Electrical - 3rd Yr IIT BHU

Mitali Gaikwad, Electrical- 3rd Yr IIT BHU



# PROBLEM STATEMENT



**Thrifting in the fashion is huge but highly unorganised market**

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



## Seller's Problem

- Shipping is an added cost
- Packaging is very time consuming
- Negotiations through DM is very inconvenient



## Buyer's Problem

- Non Reliable Social Media Channels
- Process is very complicated and time consuming
- It's not convenient to browse through multiple thrift stores.

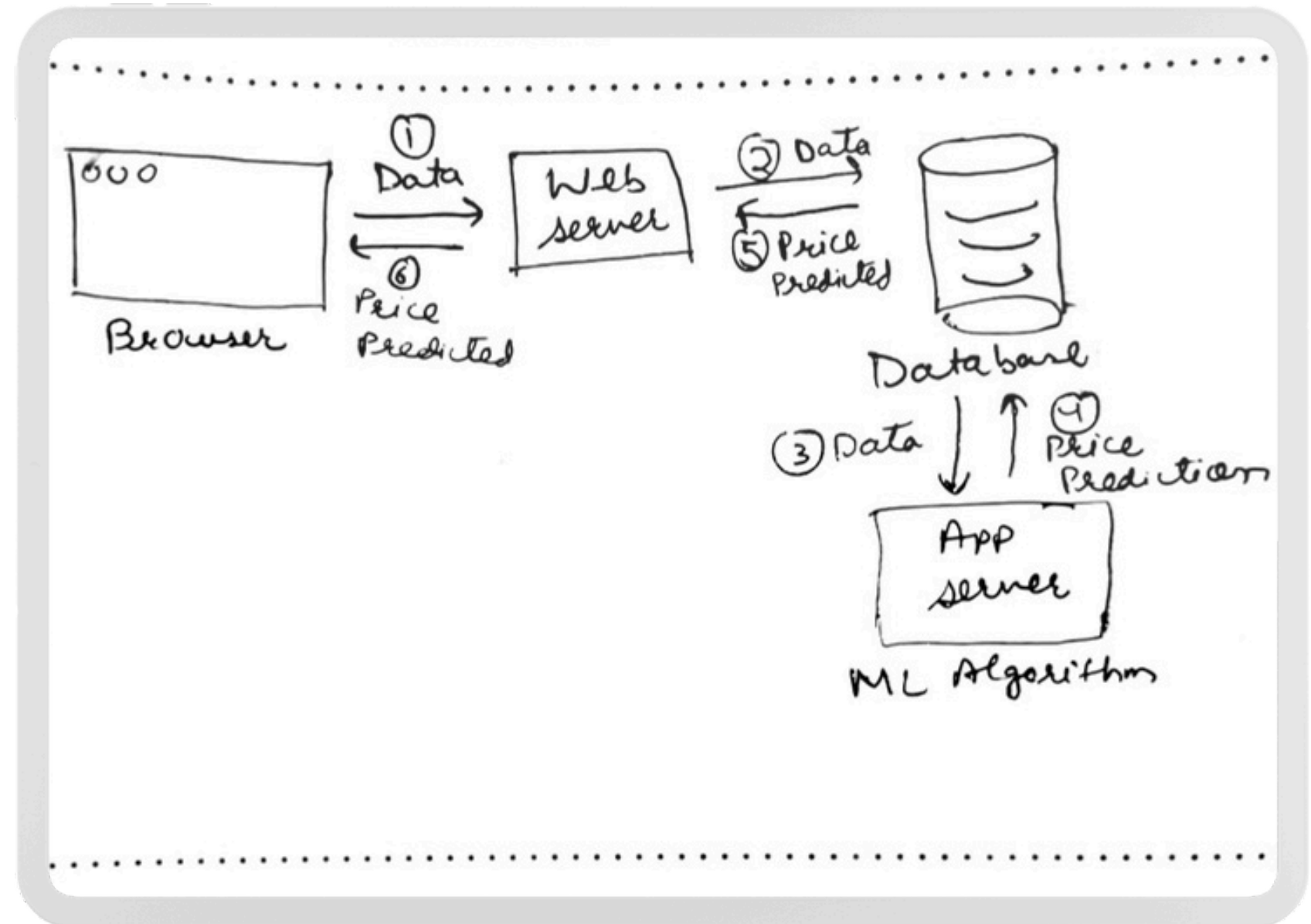
# PROPOSED SOLUTION

## What we dream of Building?

- We are bridging the gap between 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**.

## What we found in our Survey?

- Around **50 % females bought clothes once every month**, 35 % bought once in 1-2 weeks and 15 % bought once in 4-6 months.
- **50 % Female donate** old clothes to either orphanages, their **maids** or **made pocha** out of them
- **65 % People loved** the idea of **Second Handed Clothes** while 35% was against it.



Our Tech Infrastructure



# IMPACT ON MYNTRA'S REVENUE



## Commission / Delivery Charges

- 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.
- Since we are taking care of logistics, We can make a profit here.

## Myntra Thrift Plus

Premium plan for buyers where they can

- avail discounts,
- free shipping
- get other offers

**\$ 76 bn  
Market**

\* Second Hand Clothes  
(in India)

## PRODUCT BOOST

- Sellers can pay an extra fee to get their products at the top of the search results to boost their sales.
- This will increase their sales, as well as act as revenue source for us.

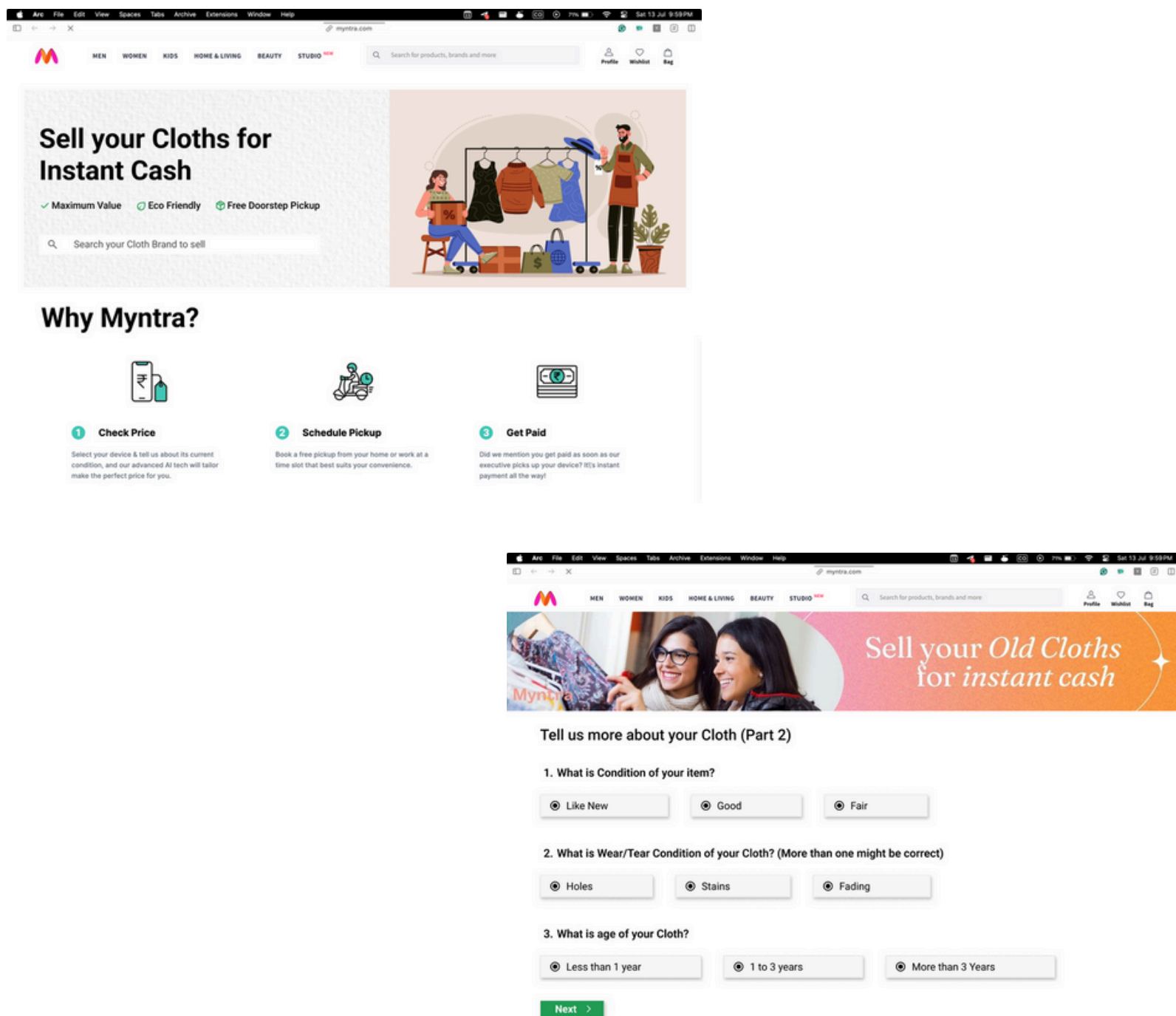
## Advertisements

- We will run ads of various businesses selling sustainable products on our website.
- Charging the firms cost per click charges will be a great source of income too.





# UI DESIGNS



# REFERENCES

## GitHub

<https://github.com/YanshiAI/Myntra-Hacker-Ramp-24>

## Figma UI Design

<https://www.figma.com/design/Zm9GchDsGkzynXs3zXMIY9/Myntra-HackerRamp%3A-Cashify-for-thrifting?node-id=0-1&t=uMIL75bsBnnepSts-1>

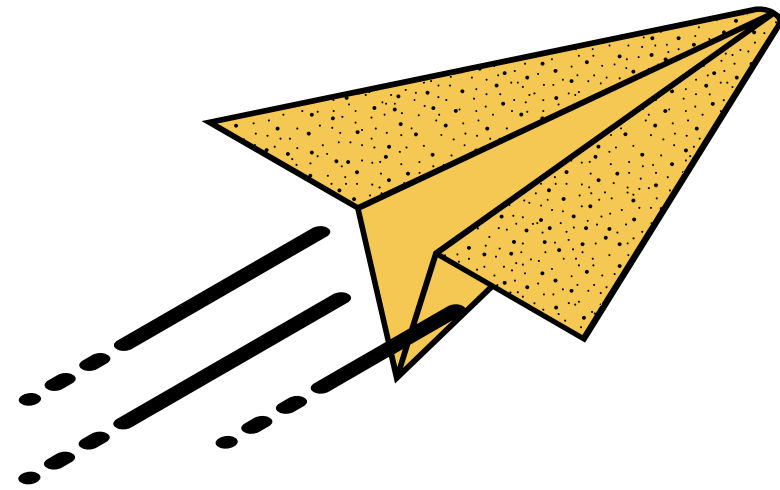
## User Research

[https://www.canva.com/design/DAGLCN3m798/vRWuPV2Xwk-11t7xE9Midg/edit?utm\\_content=DAGLCN3m798&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGLCN3m798/vRWuPV2Xwk-11t7xE9Midg/edit?utm_content=DAGLCN3m798&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## Market Insights

[https://www.canva.com/design/DAGLAmHi8v8/bLcAwBBdbSRNoUZ-Lv2axg/edit?utm\\_content=DAGLAmHi8v8&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGLAmHi8v8/bLcAwBBdbSRNoUZ-Lv2axg/edit?utm_content=DAGLAmHi8v8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

Team HackSquad



# THANK YOU!

