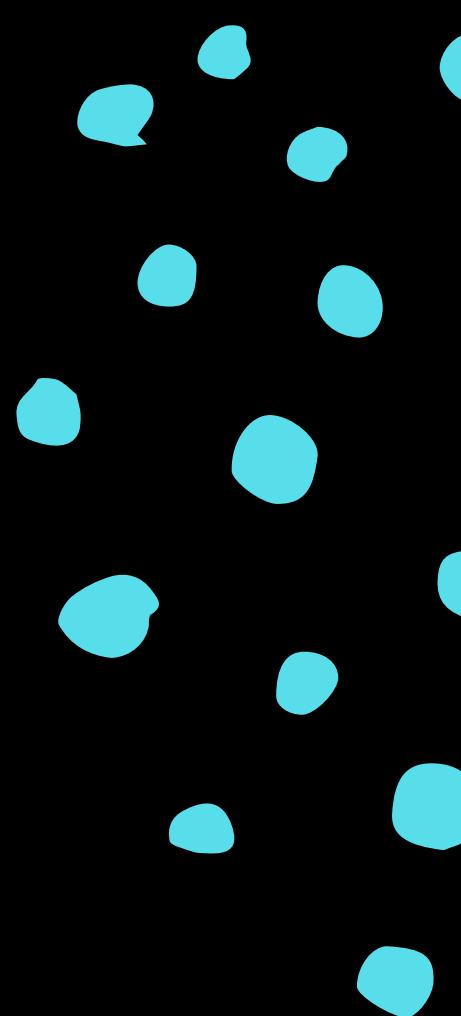
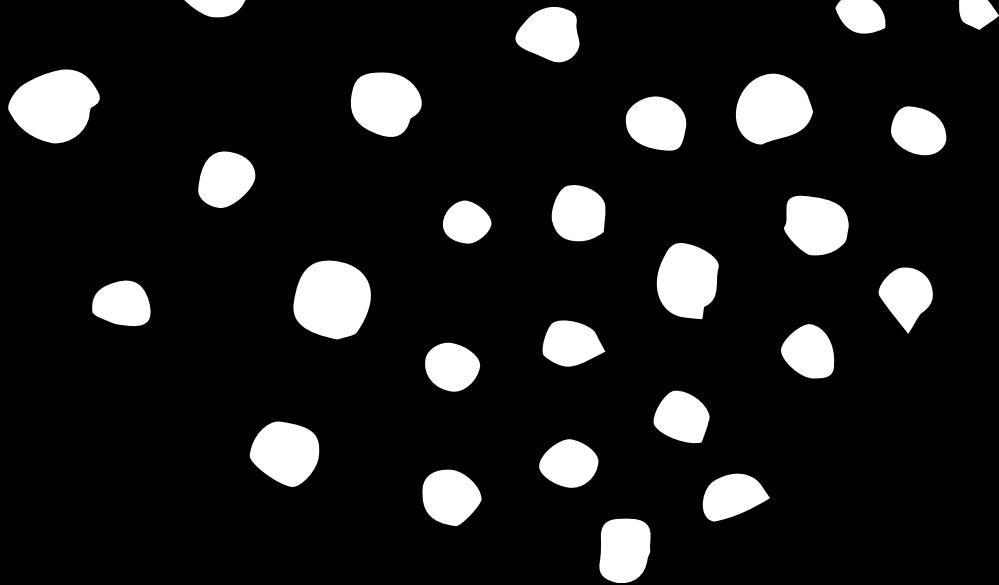


Team Velocity

# Fluence



ONLINE SHOPPING MADE SIMPLER



# Retail in 2010



IN-STORE BUYING  
EXPERIENCE



# Retail in 2020

SHOPPING GOES ONLINE

Buying online, we get bombarded with an unending stream of choices



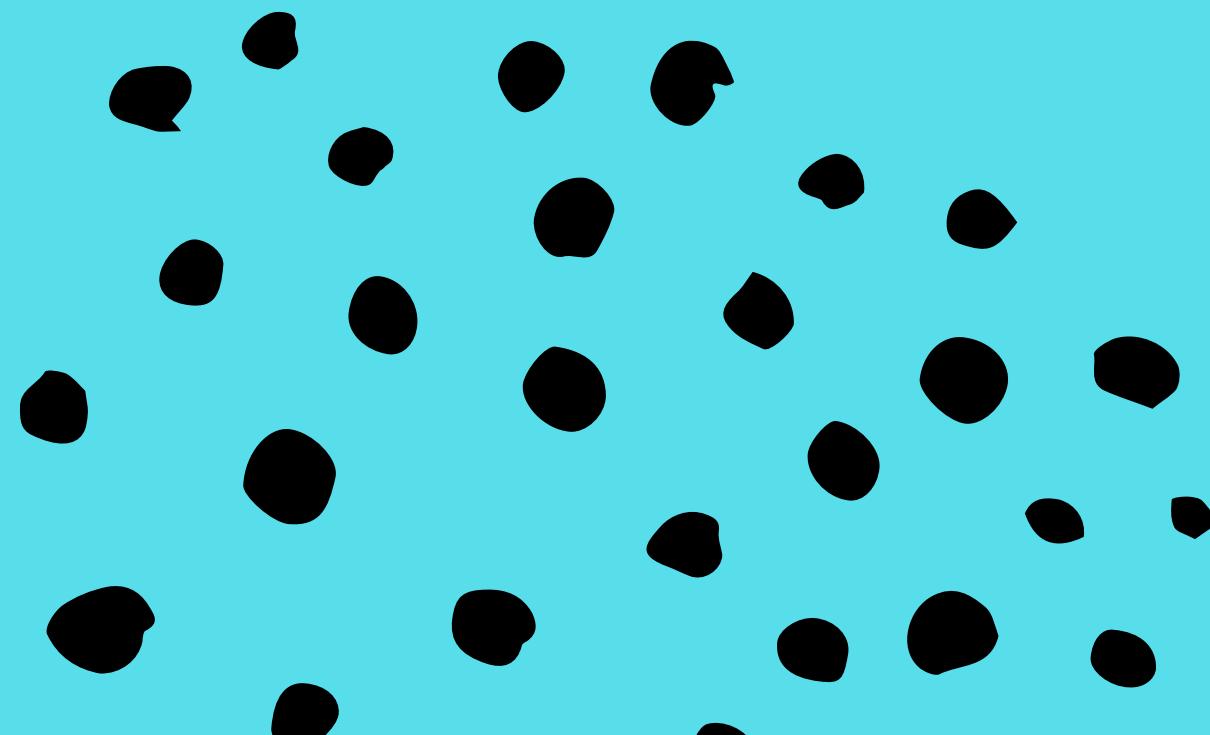
# The Problem

## PRODUCT DISCOVERY

Navigating big online catalogs to  
find the right product

## TRUST

Relying on ratings and reviews by  
people you don't even know



# Our Solution

Cross Platform Product Listings Website

- Recommended by people you know or follow
- Dynamic product comparison metrics
- Only 10 curated products per search



# value Proposition

## **Trust only people you know**

Ratings and reviews only from people you know, influencers you follow and domain experts

## **See only the right options**

Catalogs are customized and limited in each category to reduce the clutter for the user

## **Compare and choose easily**

Easy product comparisons along with context relevant filtering options making choices easier

# WHAT WE DO

## Product Selection

Generate Value for  
Stakeholders

Technology  
Behind Platform

## Customer Acquisition

- Google SEO
- Youtube/Instagram Influencers Followers
- Word of mouth

# Customer Funnel



Fluence storefront links  
mentioned on relevant  
mediums

Google SEO for specific  
filtered searches &  
influencer endorsed products

# WHAT WE DO

## Product Selection

- Affiliate Commissions
- Propensity to Influence
- Number of options in category
- Need or Want

Generate Value for  
Stakeholders

Customer Acquisition

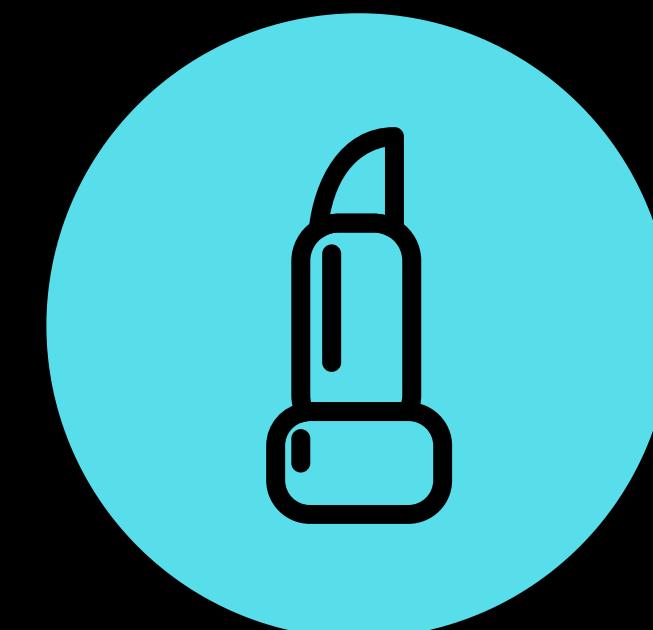
Technology  
Behind Platform

# Products

WE START WITH THESE  
PRODUCT CATEGORIES



Mobile  
Accessories



Beauty and  
Styling

#2

Top-Selling Category

64%

Use YouTube for Reviews

4%

Advertising Fee

#7

Top-Selling Category

50%

Sponsored posts on Instagram

9%

Advertising Fee



**WHAT WE DO**

## **Customer Acquisition**

## **Product Selection**

## **Technology**

- Integration with Social media for social commerce
- Machine Learning for Filtering and Recommendations
- Commission Dashboard

## **Generate Value for Stakeholders**

# Technology



Social Media Integration  
YouTube & Instagram

Recommendations for  
limited product display

Text-mined custom filters  
for each product category

Dashboard to manage  
commission for all

# Prototypes



A laptop screen displaying the Fluence website. The header includes 'Fluence', 'Product Categories', 'Your Friends', 'Influencers', and a user profile for 'Manan'. A search bar shows 'earphones' with a magnifying glass icon. Below it are several filter buttons: In-Ear, Base, Noise-Cancellation (highlighted), Durability, Overhead, Wireless, Loud Volume, and Treble. To the right is a price range slider set between 'Rs 1000' and 'Rs 1500'. Logos for Flipkart, Amazon, and snapdeal are at the top right. The main content area shows five earphone products in a grid:

Image	Brand & Model	Description	Review Summary
	Sennheiser CX 275 S In-Ear Universal Mobile Headphone With Mic		<b>Unbox Therapy</b> suggested for Treble <b>Susmeet</b> said this has rich base
	JBL Endurance Run Sweat-Proof Sports In-Ear One Button		<b>TechnicalGuruji</b> says this is value for money <b>Shray</b> recommends them for durability
	Sennheiser CX 180 Street II In-Ear Headphone (Black), without Mic		<b>TechnicalGuruji</b> says this has best sound <b>Ramya</b> says they are very durable
	Sony MDR-EX155AP In-Ear Headphones with Mic (Black)		<b>Marques</b> recommends for noise cancellation <b>Balbir</b> says there are better alternatives
	Skullcandy Ink'd Wired In-Earphone with Mic (Blue/Sunset)		<b>Unbox Therapy</b> suggested for Base <b>Lakshay</b> mentions they look very cool

# WHAT WE DO

## Product Selection

### Generate Value for Stakeholders

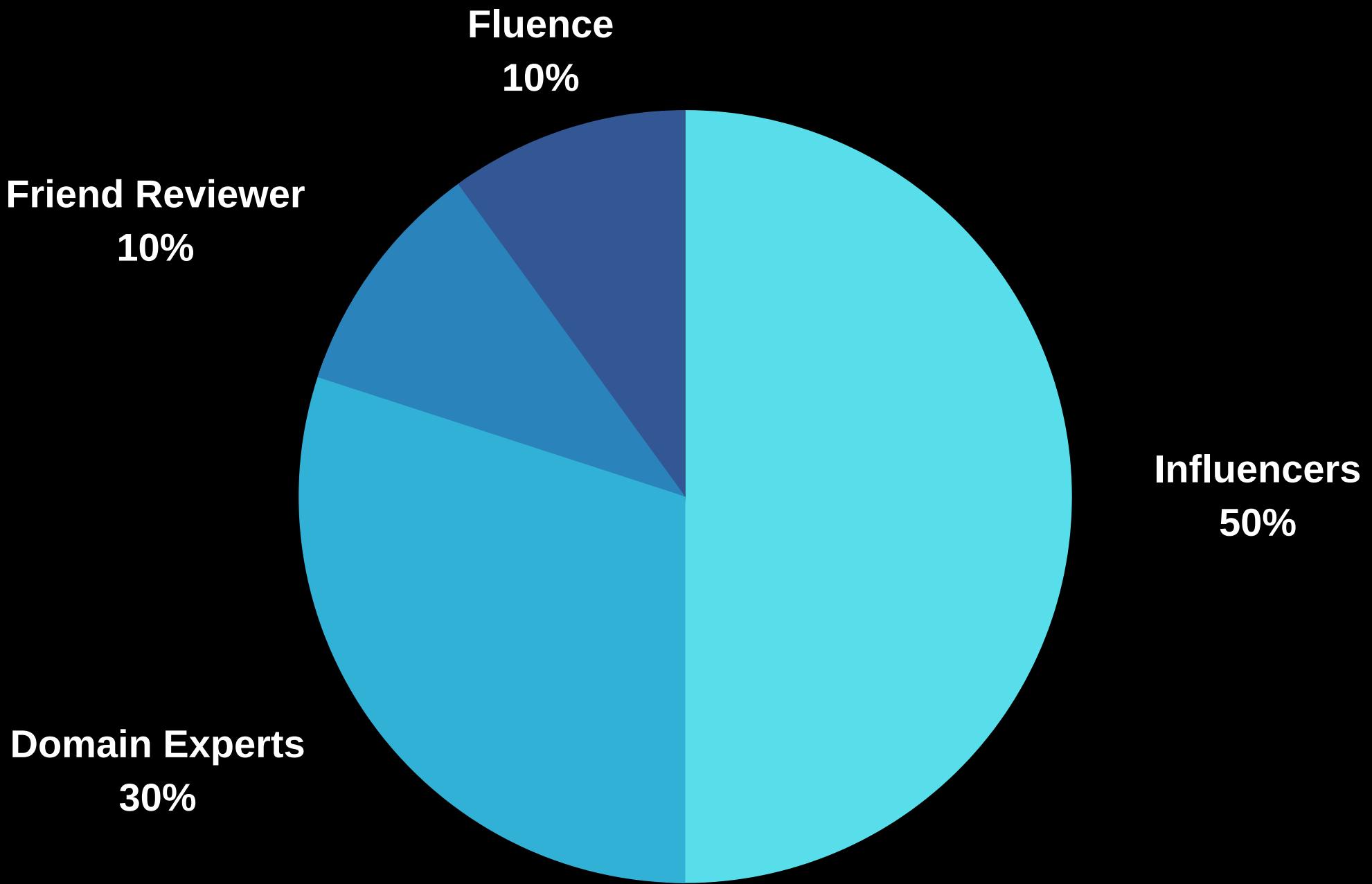
- Drive sales volumes for influencers & experts
- Incentivize users to post reviews for their friends

## Customer Acquisition

## Technology Behind Platform

# Incentives for Stakeholders

- Sharing Payoffs
- Exclusive online store front for influencers



# Competition

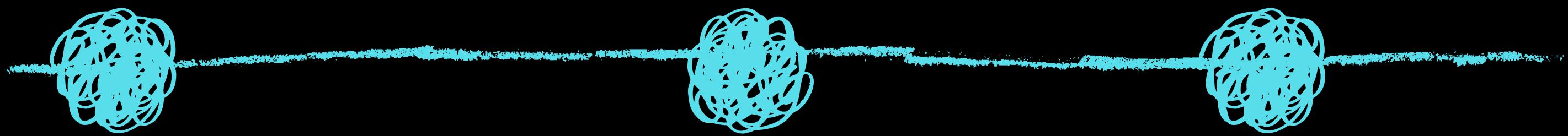
	Curated Products	Influencer Recos	Trusted Reviews	Social Media Integration	Target Market	Target Audience
BulBul	-	+	-	-	Tier 2,3	Household Women
SimSim	-	+	-	-	Tier 2,3	Household Women
Fluence	+	+	+	+	Tier 1	Millennials

# Business Model

**Commission on  
Affiliate product sales**

**Own products  
Greater Margins**

# Product Roadmap



## Current Year

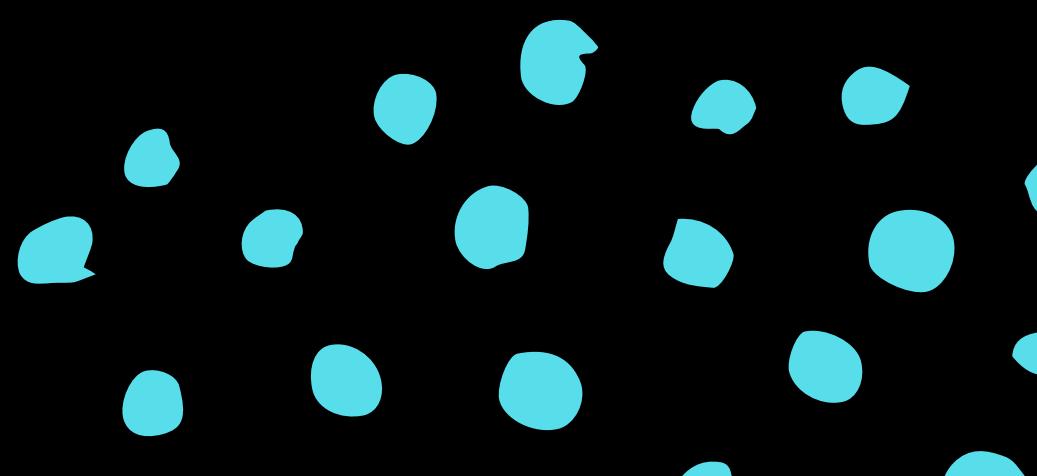
Get **1 million daily active users** & earn through affiliate advert fee.

## Year 1

Partner with brands to get their product endorsed by Influencers and experts and build brand campaigns.

## Year 2

Build our own market place for better margins on each product sold.

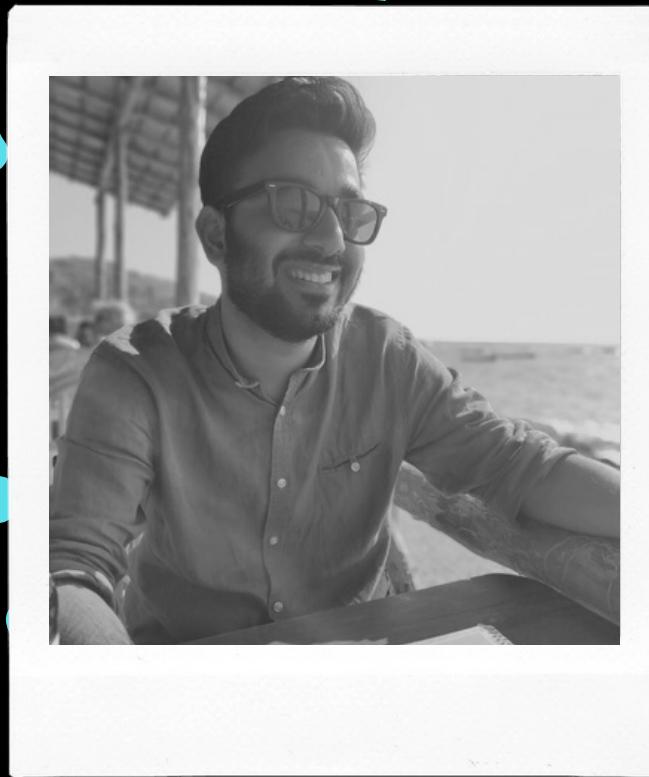


# Project S olution

Year Quarter	2020 Q2 Phase 1	2021 Q2 Phase 1	2022 Q2 Phase 2	2023 Q2 Phase 3
# of influencers	<50	<1000	>30,000	>2,00,000
# of monthly active users	>50,000	>10,00,000	>10 Mil	> 50 Mil
Revenue Source	Affiliate commission share	Affiliate commission share	Brand Collab with in-app influencers	Product selling/buying in-site as an end-to-end shopping destination
Annual Gross Revenue	0.1 Mil	1.9 Mil	120.6 Mil	600 Mil
Sales & Marketing	1.2 Mil	5 Mil	10 Mil	20 Mil
G & A	0.5 Mil	1.5 Mil	4 Mil	17 Mil
Fixed Costs	0.3 Mil	0.3 Mil	0.8 Mil	2 Mil
Gross Profit	-ve profit (11 month burn rate)	Breakeven with 2% commission per product transaction (\$0.4 for cart value of 20)	30% margin per product,(\$6 for cart value of 20)	45% margin per product (\$9for cart value of 20)

# About The Company

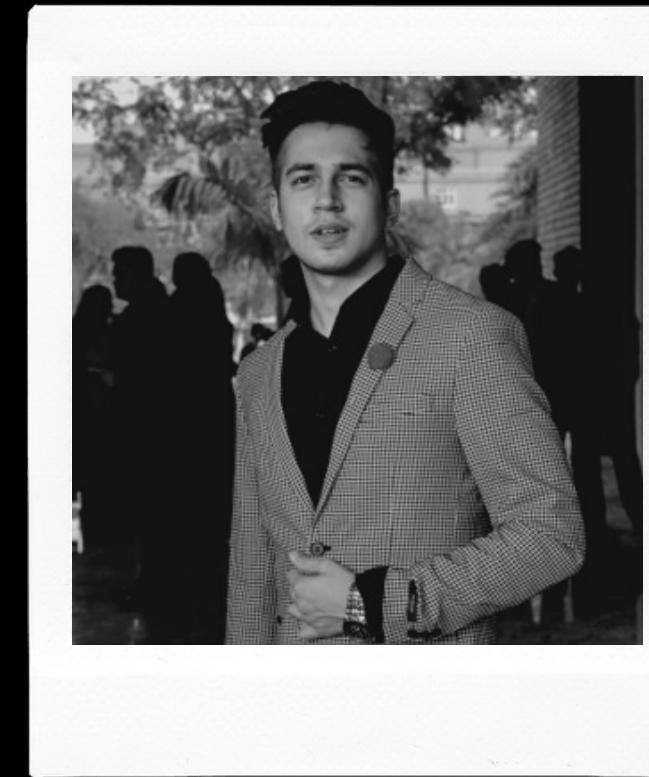
## FOUNDING TEAM



**Manan**

Strategist

Assoc Consultant  
IQVIA



**Shray**

Technology

Ex-Mckinsey  
Founder, NeX



**Ojasvi**

Finance

Startup Consultant,  
IKP Eden



**Susmeet**

Marketing

Digital Nomad  
Data Sc & Design



**Ramya**

Machine Learning

Ex-Adobe  
AI Researcher

# Our Ask

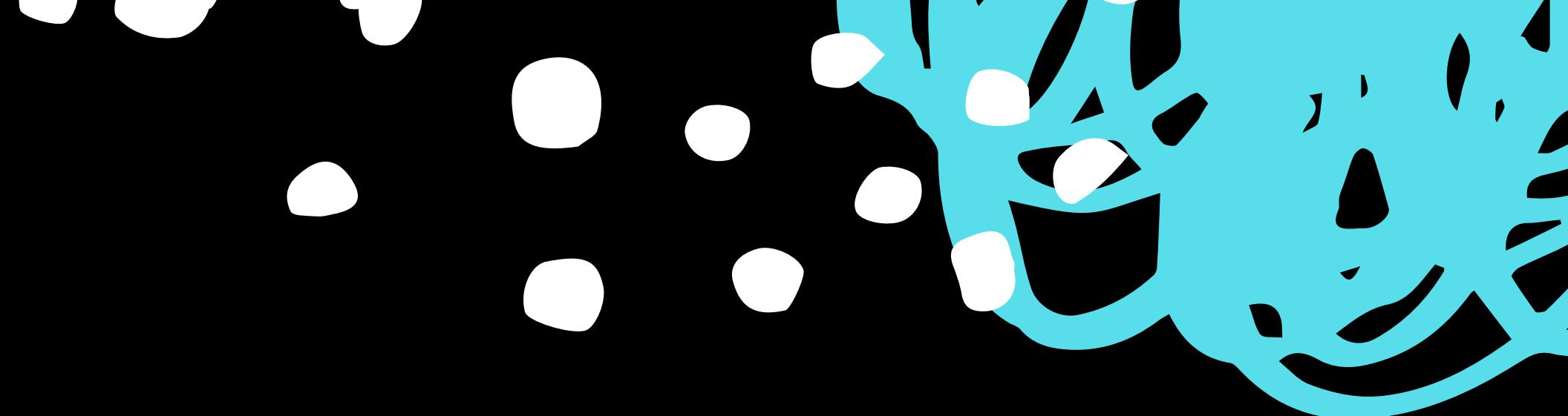
## Year 1 Work

- MVP Development
- Influencer Onboarding
- Customer Acquisition
- ML Engine Development and Refinement



₹25L

**Seed Round**



# Fluence

# Thanks!

Let's make online shopping easier.

# Appendix

# Technology



Integration with Social Media platforms – Instagram & YouTube

Text mining and processing on posts and reviews

Auto generated keywords for dynamic filtering while searching for products

Powerful personal recommendations engine for limited products display

Secure affiliate links for efficiently tracking all sales channels

Simple dashboard to manage commission calculations for all

# Product Selection

**Revenue =  
Commission Rate \* Number of buys \* Average Order Value**

## Factors

1. Need/Want product
2. Life time value
3. Propensity to Influence
4. Number of SKUs
5. Stickiness to the SKU

# Choosing a Category

X people searched for products on Google



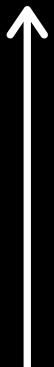
10 % of X: Impressions of our links



5% CTR: Influencer names & tags in title



Average ticket size of order: Rs. 1000  
Average Affiliate Rate: 8%  
Average Commission Fluence makes on an affiliate buy: 10%



2 % Conversion Rate of Users landing on the website