



WHAT R THOSE

Agenda



Project Description



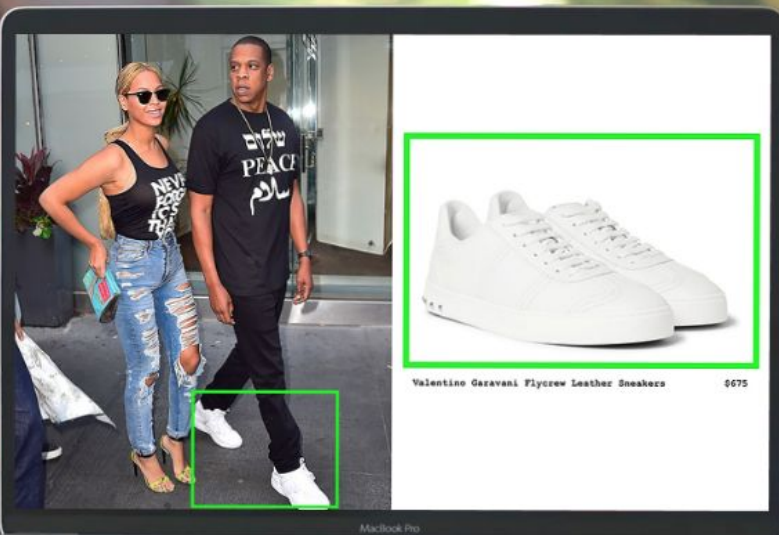
Market Analysis



Mockup of App



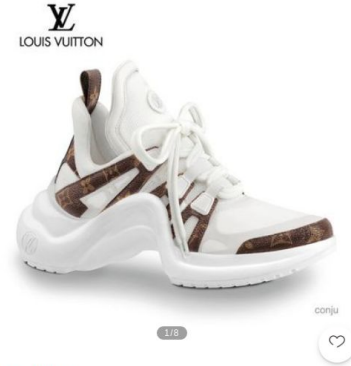
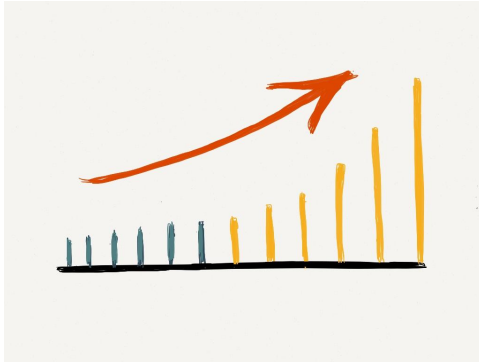
Challenges



Valentino Garavani Flycrew Leather Sneakers 0675

Market Analysis of Athletic Shoes

- \$91B revenue, \$277 per person spent on sneakers
- Average yearly growth of 2.3%
- In high demand



Louis Vuitton
Low-Top Sneakers | 2018-19AW |
\$1,765 USD

Target User Personas



Jackson

- 17 year old
- listens to Kanye West
- Likes rare sneakers

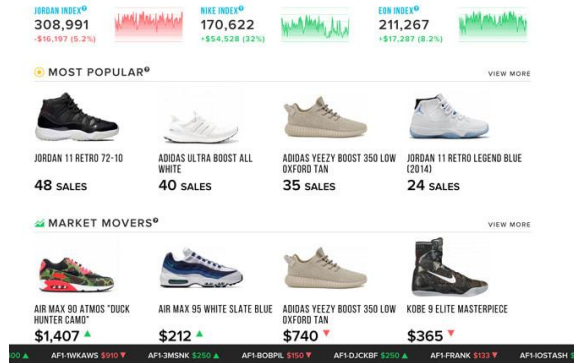
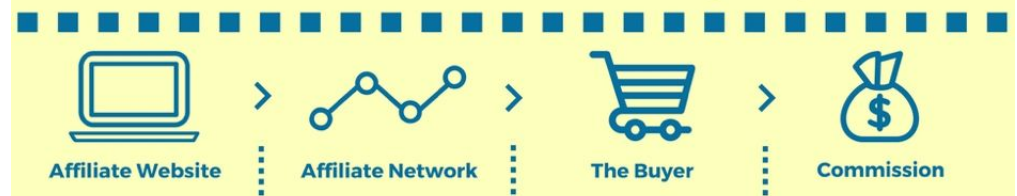


Maggie

- 26 year old
- Has disposable income
- Fashionable, uses Instagram a lot
- Likes trends

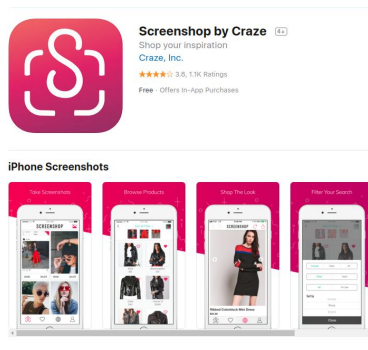
Revenue model

- Affiliate marketing
- Recommendation systems
- Sites:
 - stockX
 - FLIGHT CLUB



Defensibility

- No market leader (Screenshop, Shoegazer)
- Vision: a strong data leader



Fashion is easier with Screenshop. Shop any screenshot to easily create looks for
look.
"Kim Kardashian West's New Fashion App Will Change How You Shop" - iDStyle

Ratings and Reviews

3.8 out of 5

1.1K Ratings



'Shazam for shoes' shows how AI could transform your style

Shoegazer, a prototype sneaker-spotting app, demonstrates the ways artificial intelligence could change how we shop.

BY RICHARD TRENHOLM | NOVEMBER 23, 2016 8:06 AM PST



Shoegazer

AI prototype





https://www.whatarethose.com/home



Logo

Home

Search

Just For You

Hot 'n New

What R Those?

What R Those helps you find your dream sneakers by just uploading an image of them. We use deep learning to match you with the sneakers you've been looking for for ages, but don't know their exact model!

[Click here to upload an image](#)

You can always find the latest sneakers in our [hot 'n new page](#)





https://www.whatrthose.com/search



Home

Search

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Upload your sneaker image

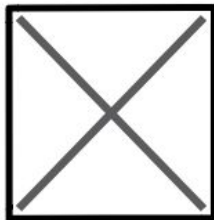




<https://whatrthose.com/search>

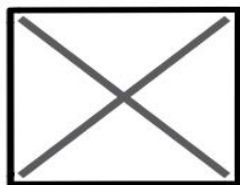


Finding your match...

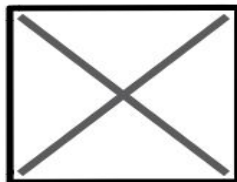




<https://www.whatrthose.co>

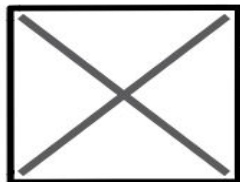


Results



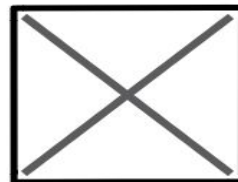
description

link to buy



description

link to buy



description

link to buy

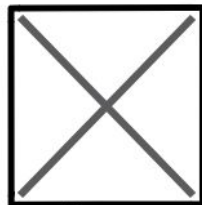
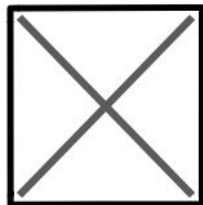
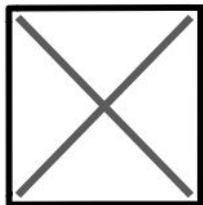
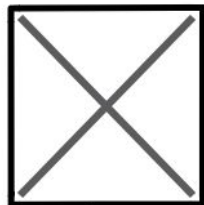
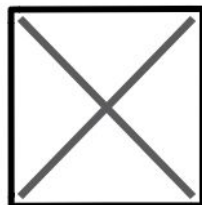
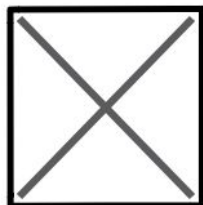
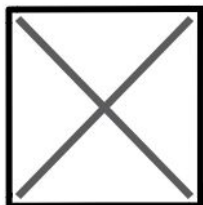
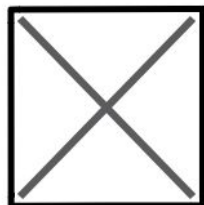




<https://www.whatrthose.com/hot>



Just For You

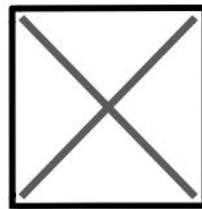
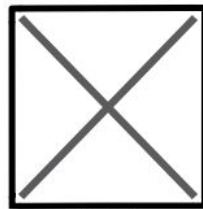
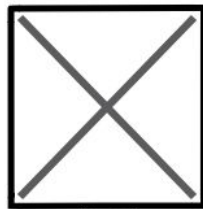
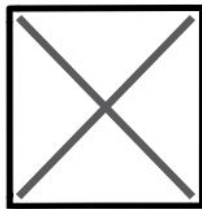
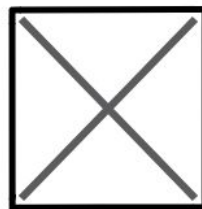
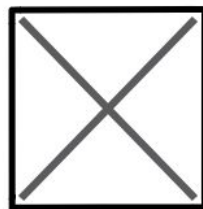




<https://www.whatrthose.com/hot>



Hot 'n New



Challenges

1. User Acquisition Cost
2. Low Entry Barrier

Future

1. Targeted advertising
2. Habit Forming Product



Product Management
Donya, Lou, Nan



Frontend & Backend
Grace, Tomo, Nan



Data Engineering
Brian



Data Science
Ben, Lou, Phil