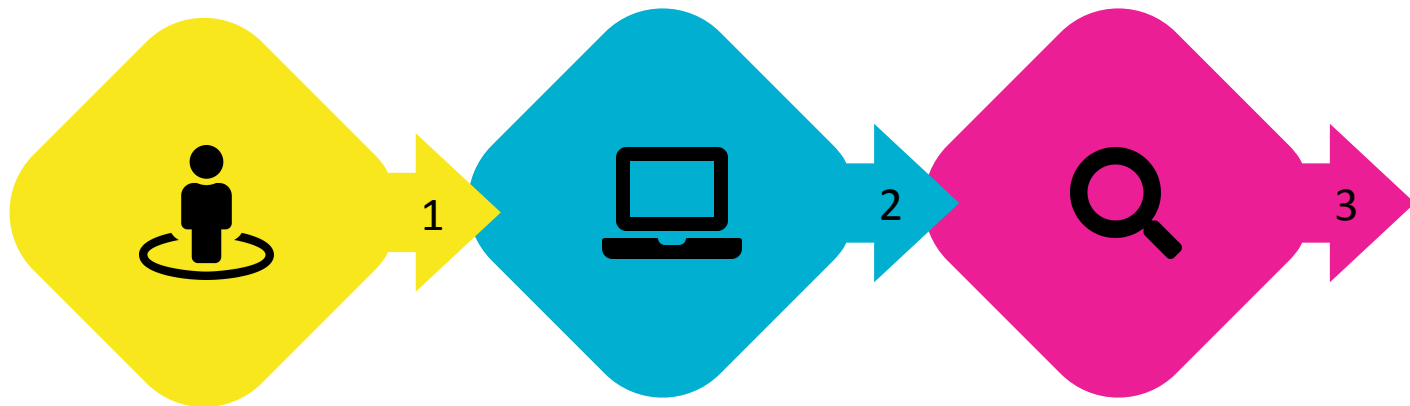




WHAT R THOSE  
Seed Round Presentation

# Agenda



## Overview

- Overview and Mission
- Team
- Market Opportunity
- Customers

## Demo

- Product Demo
- Algorithm

## Analysis

- The Competition
- Business Model
- Further Development


# 1. Company Overview and Vision

What R Those is a San Francisco-based app that helps people identify unique sneakers.

**“We provide the fastest way for you to buy your shoe of interest”**



# 1. Company Overview and Vision



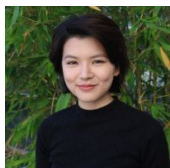
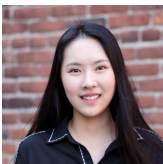
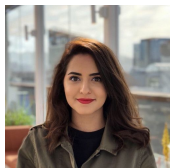
**Upload Your Sneaker Image**

Upload image or drag it here [Browse](#)

[Submit](#)

[Access Camera](#)

## 2. The Team



Product Manager

**Donya Fozoonmayeh**

Frontend & Backend Development

**Grace Zhang, Tomohiko Ishihara, Nan Lin**

Data Engineering

**Brian Chivers**

Data Science

**Ben Khuong, Louise Lai, Philip Trinh**



# 4. The Market Opportunity

The U.S. Footwear Market:



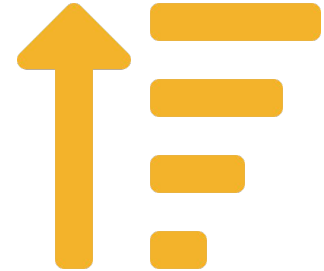
**\$20B**

revenue



**\$60**

per person



**2.3%**

yearly growth

Sources: Athletic Footwear Market Worth \$95.14 Billion By 2025 | CAGR: 5.1%. (n.d.). Retrieved from <https://www.grandviewresearch.com/press-release/global-athletic-footwear-market>

Steinberg, L. (2018, September 19). The Profitable Hidden Sneaker Market. Retrieved from <https://www.forbes.com/sites/leighsteinberg/2018/09/17/the-profitable-hidden-sneaker-market/#5c8cb8c59256>

## 5. Target Customers



### Stan

- 24 years old
- Listens to popular hip-hop
- Likes rare sneakers

### Jenny

- 23 years old
- Has disposable income
- Fashionable, uses Instagram a lot
- Likes trends



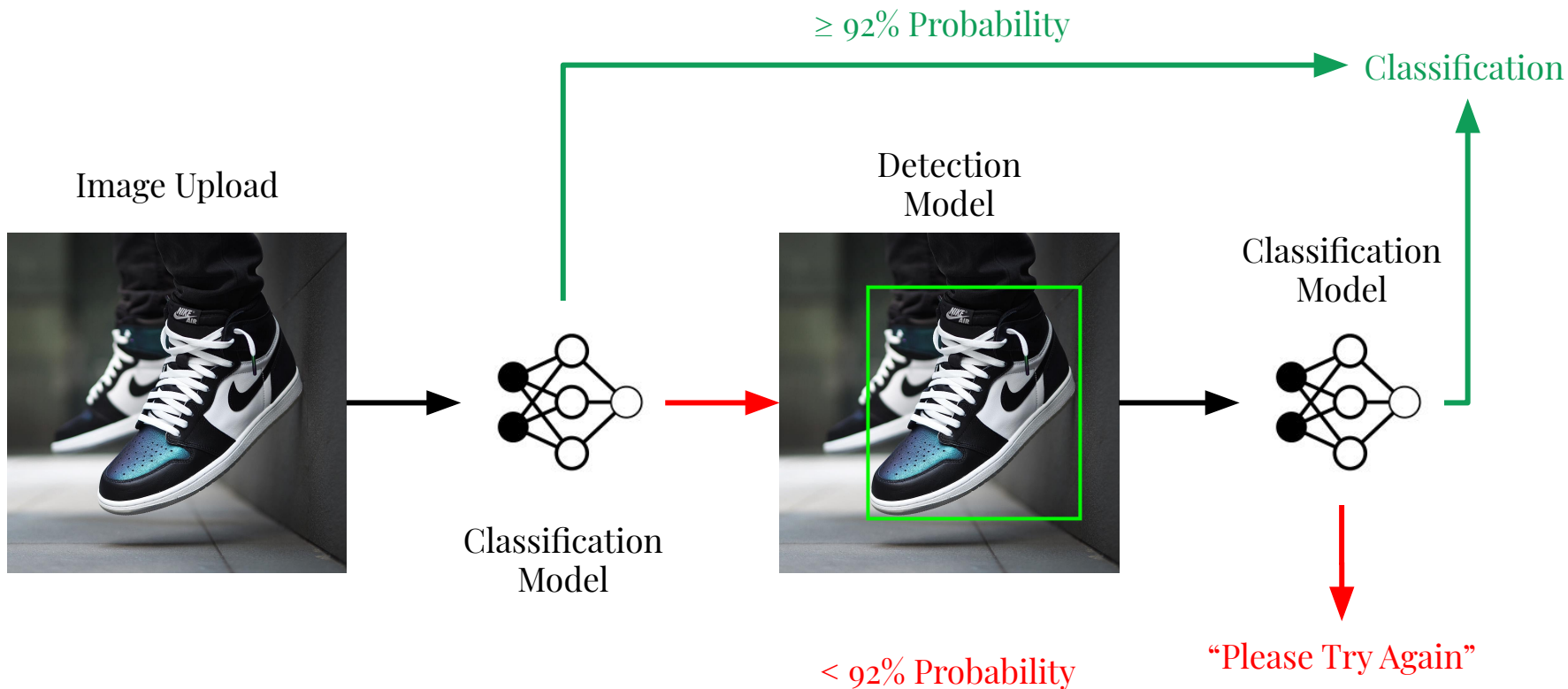


## 6. Product Demo!

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# 7. The Technology (Algorithm)



# Current Classifiable Shoe Models

## Nike

- Air Force 1
- Air Jordan 1
- Air Max 1
- Air Max 90



## Adidas

- Dame 5
- Harden
- Superstar
- Ultraboost

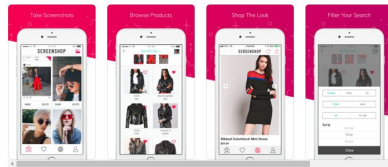


## 8. The Competition

- Screenshop: Popular, but different market, targets entire outfit
- Shoegazer: Only a prototype
- **No market leader**



### iPhone Screenshots



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

### Ratings and Reviews

**3.8** out of 5

1.1K Ratings



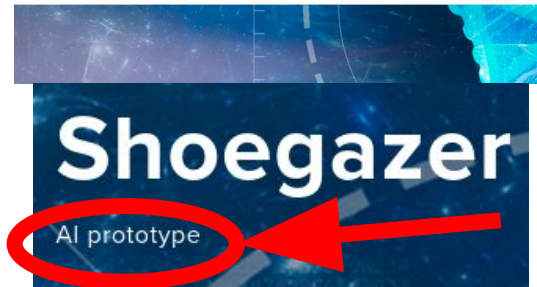
BEST PRODUCTS REVIEWS NEWS VIDEO HOW TO SMART HOME CARS DEALS Q JOIN

SCI-TECH

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

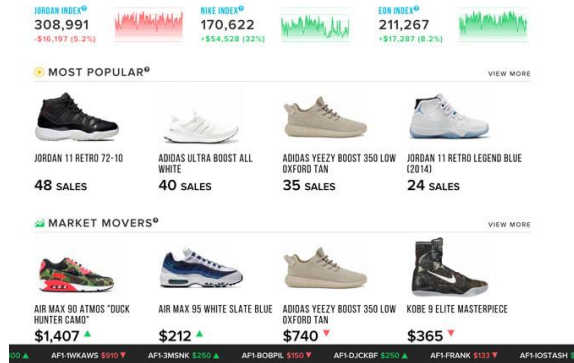
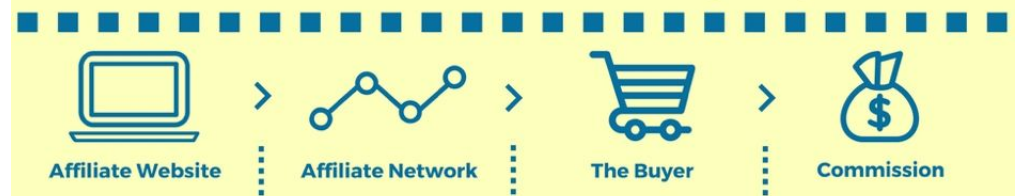
Shoegazer, a prototype sneaker-spotting app, demonstrates the ways artificial intelligence could change how we shop.

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



# 9. Business Model

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



# 10. Further Development

## Frontend / Backend:



Actual affiliate links and targeted ads



Blog posts/links to the hottest trends



Mobile app

## Data Science:



Add on more brands and shoe models



Recommendation engine



