

The Plug



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Product Overview

- **Problem:** The level of unfairness within the resell/distribution market, particularly when it comes to obtaining limited-edition products
- **Reasoning:** Consumption of these goods has been exponentially increasing, and the use of bots has increased as well
- Create a fair process for purchasing the latest streetwear/sneakers for our own personal use and for the use of companies in the sector
- Project includes a functional website, application view, and security screening to detect bots



Background

- Large amount of inequality created by bots in purchasing instances due to resellers
- Reselling has gained rapid popularity; companies like StockX and GOAT have seen an incredible amount of growth the past five years
- StockX has surpassed over \$2.5 billion in lifetime gross merchandise value and has only been around since it was launched in 2015
- **Example:** Nike released a sneaker collaboration with the brand Ben & Jerry's and listed their sneakers for \$100, and are now being sold for \$1,500 to \$2,400



Target Audience

- Consumers who are interested in reselling, yet are deterred by bots
- Appeal to the general public who use online platforms as their retail consumption
- Anyone with interested in specific products with high demand
- Large firms interested in combating this issue