

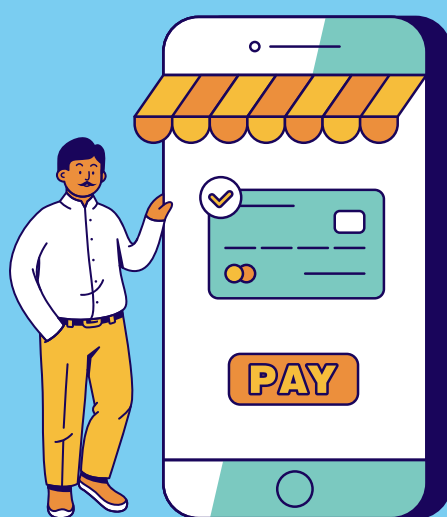
FROM ONLINE TO OFFLINE



Apps that foster human connection

WHAT IS O2O?

The Online-To-Offline business model (OTO) is a model which draws customers from online channels to make purchases in the real world

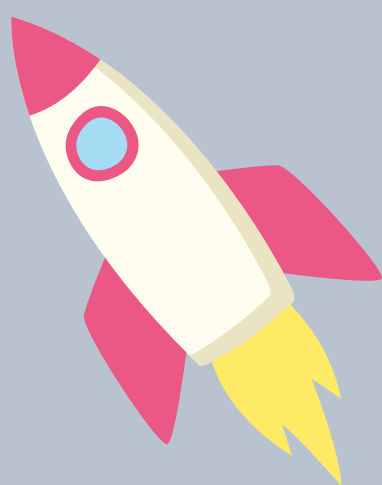
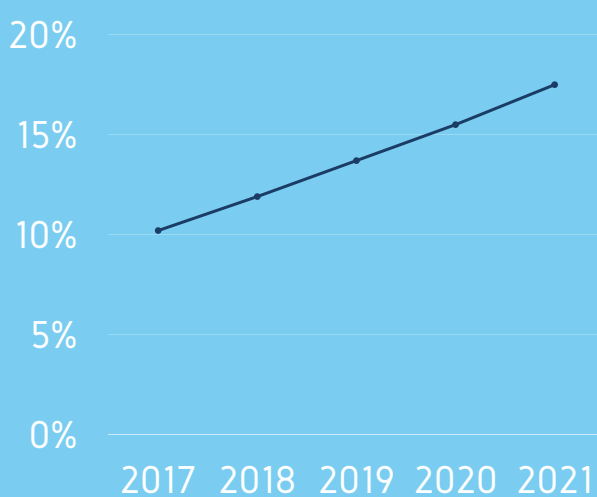


**O2O'S YOU'VE
PROBABLY HEARD OF**



MARKET TRENDS

Shopify projects that the O2O's market share of global retail will monotonically increase through the new decade



THE FUTURE OF O2O

Software is much cheaper than a physical store and thus it is becoming more and more popular of a route for startups to take. We will likely be seeing many new businesses pop up in the O2O space in the near future.

SOURCES:

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