

CLUTCH

Cissy Chen '16, Eric Li '17, Aditya Trivedi '16, Julia Wang '17

A targeted promotion service for retailers.

A mobile coupon app for shoppers.

P R O B L E M

Retail campaigns are inefficient.

Shopping in stores is impersonal.

Physical coupons are inconvenient.

CLUTCH

FOR SHOPPERS



Savings



Convenience



Personalized Deals

FOR RETAILERS



Hyperlocal data



Increase Sales



Brand Loyalty

MARKET & CUSTOMERS

1/3

Fraction of US
population that will
use mobile coupons by
2016

\$4.3B

US mobile coupon
market by 2016

Increase 8-fold in 3
years

500K

Visits/year to a popular
retail store





Mid-tier physical
retailers

HOW IT WORKS

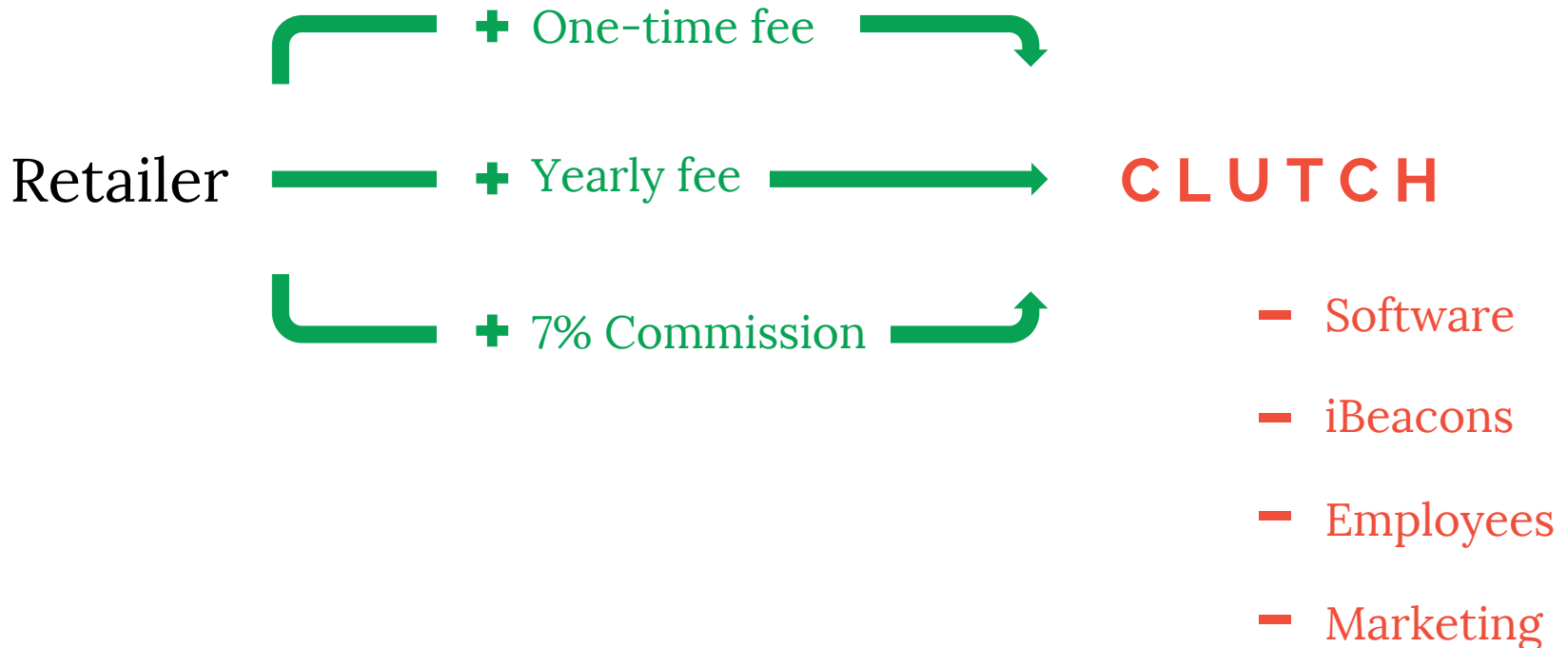
- 1) Retailer receives a **setup package** with iBeacons and software installation.
- 2) Retailer **uploads** coupons and exclusive deals to our web platform.
- 3) Shopper downloads and **opens the Clutch app** in-store.
- 4) Clutch recognizes the shopper's location and behavior and serves **personalized deals!**

DEMO

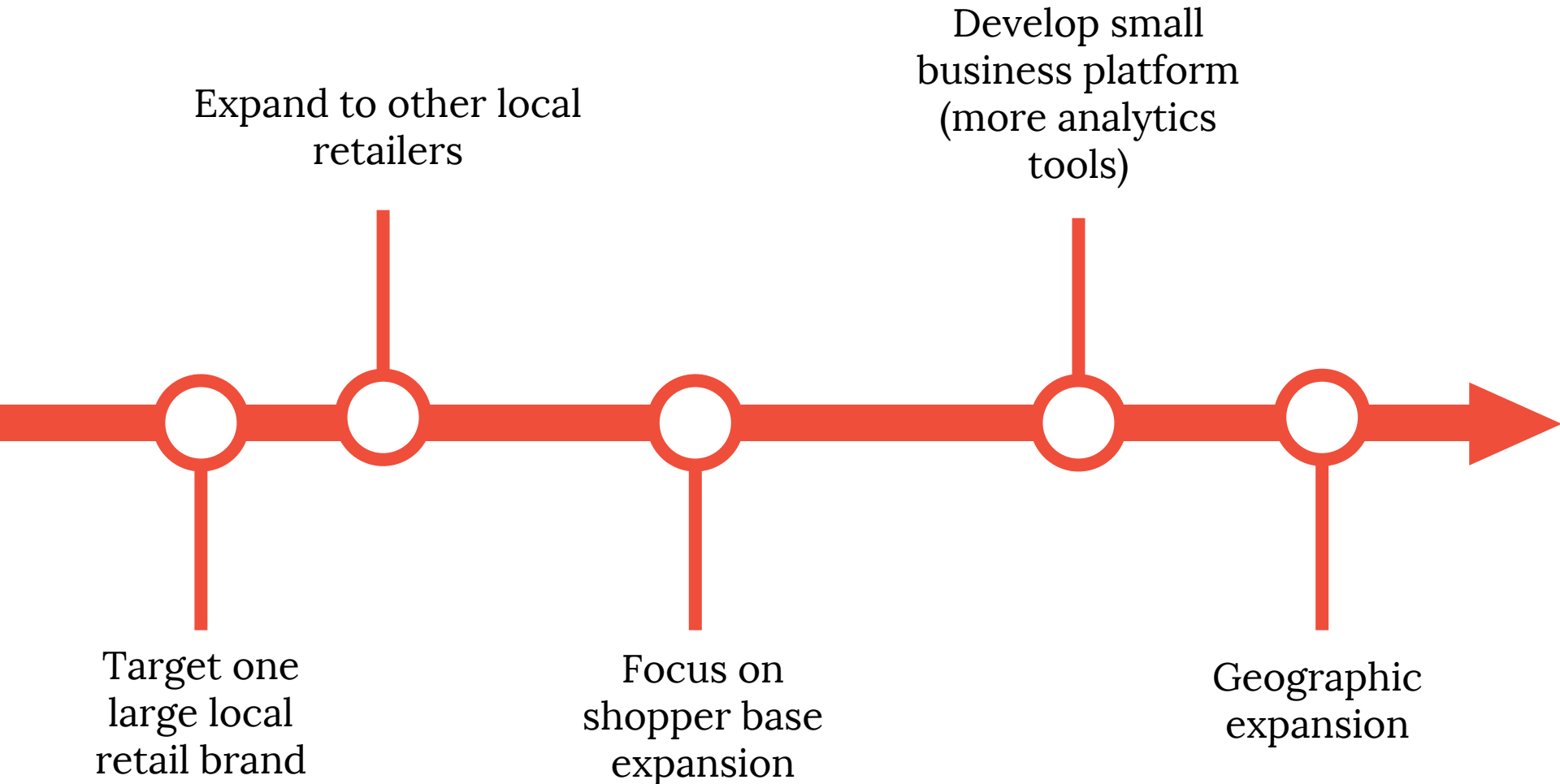
COMPETITION

	Exclusive Deals	Personal Deals	Real Time Serving	Hyper-local data	Shopper Focused	Store Customizable
 Aislelabs	✓	✓	✓	✓	✗	✗
	✗	✗	✗	✗	✓	✗
	✗	✗	✓	✓	✓	✗
	✗	✗	✓	✓	✓	✓
CLUTCH	✓	✓	✓	✓	✓	✓

BUSINESS MODEL



STRATEGY



FINANCIAL FORECAST

	Year 1	Year 2	Year 3	Year 4	Year 5
# of Stores	5	20	100	200	400
# of Shoppers	2,000	8,000	50,000	200,000	400,000
Revenue	\$ 85K	\$ 340K	\$ 1700K	\$ 3400K	\$ 6800K
Costs	\$ 352.5K	\$ 410K	\$ 1660K	\$ 3220K	\$6340K
Profits	\$ (267.5K)	\$ (70K)	\$ 40K	\$ 180K	\$460K

OUR VISION

A strong relationship between shoppers and retailers creates an intimate shopping experience: a win-win solution.

Join **CLUTCH** today.
clutchapp.me