



CUSTOMISED PHOTO DATA SEARCH

HKFBS Business Administrative Paper 2017

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The Team

A B O U T U S

Imageries proposes a personalised image recognition system named **Customised Photo Data Search**. Customers will then be recommended suitable matching fashion products based on their photo data without having to enter key search terms. We believe that

Customised Photo Data Search is the next big image recognition solution that can **revolutionise the online shopping experience**.



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Today's Agenda

- Introduction & Current Gap
- Rising Trend
- Proposed Business Idea
- Customer Segmentation & Strategies
- Feasibility & Profitability
- Product Enhancement Potential
- Conclusion



E-commerce Landscape

- Highest record of 22.1 online transactions made per person per year in Asia
- Rising affluence of Asia's middle class
- E-commerce activities grow at over 23% per year with increasing emergence of new online shopping websites

淘宝网
Taobao.com

amazon

REEBONZ ZALORA
YOUR WORLD OF LUXURY

Alibaba Group

LAZADA
Effortless Shopping

Gap in Current E-commerce Experience

- Current online shopping recommendation tools use mainly collaborative filtering
- Lacks direct personalisation



PREVIOUS PURCHASES

Checked out by user



OTHER PURCHASES

Made by other users



BROWSE HISTORY

Cookies

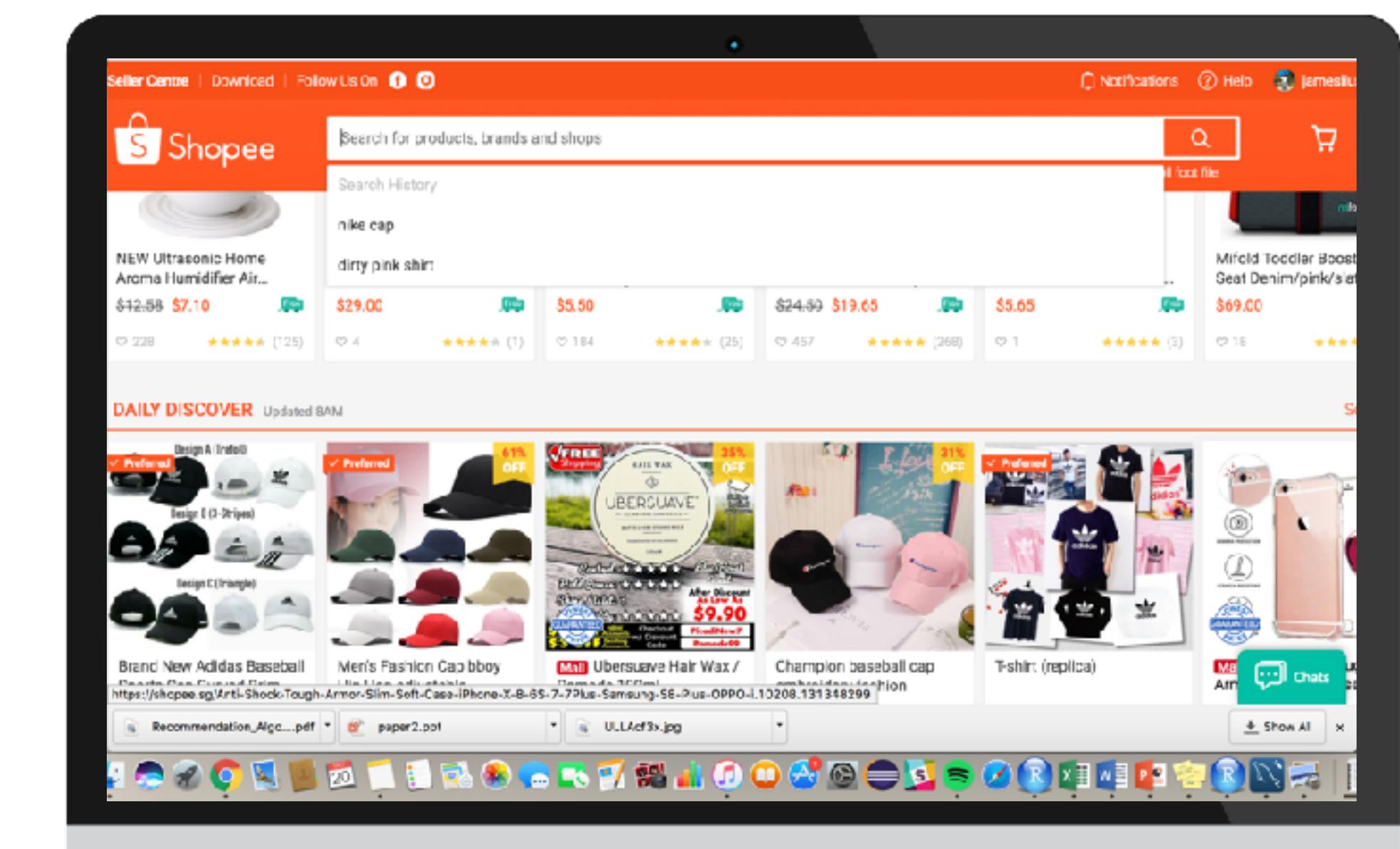
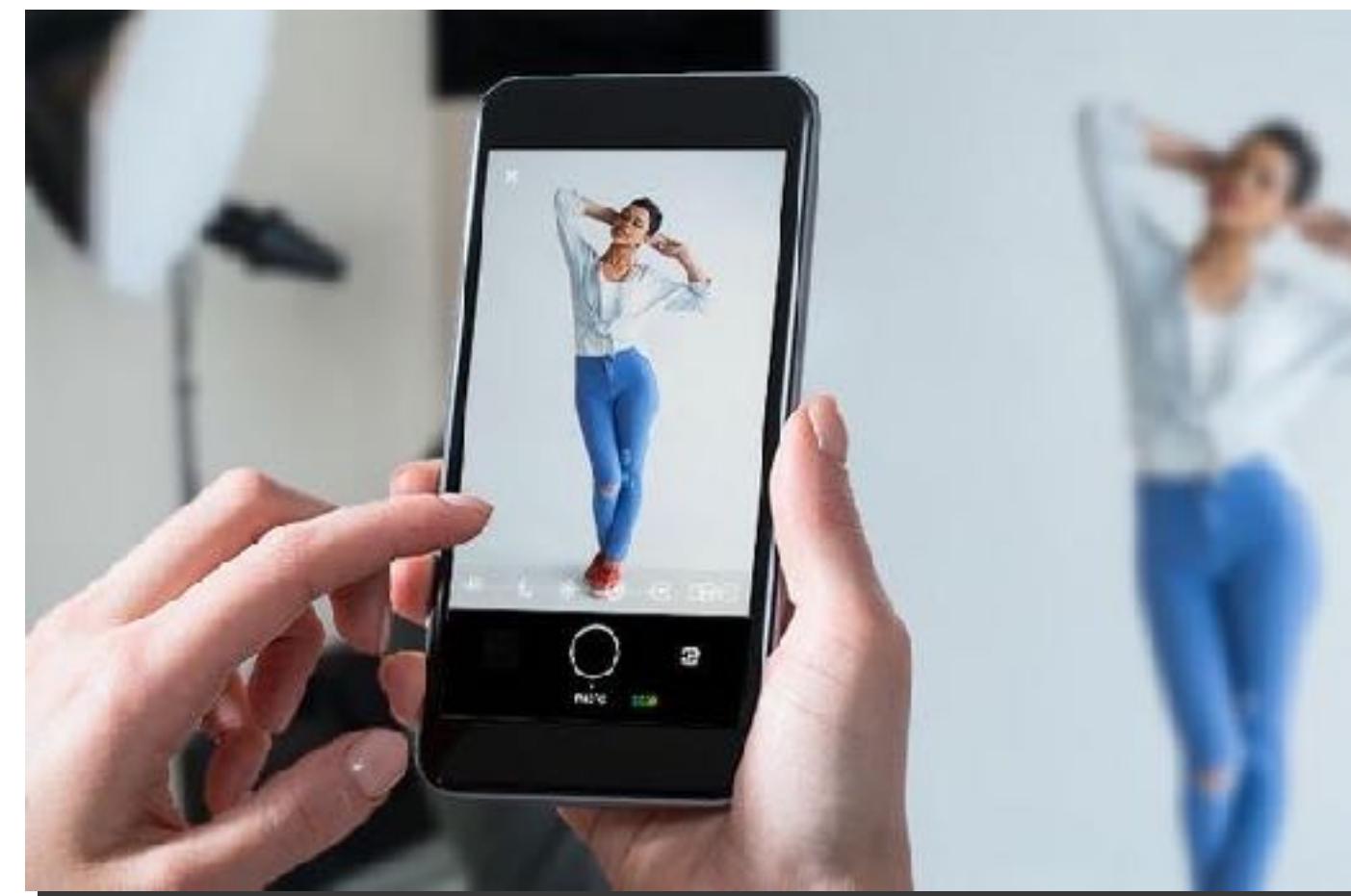


Image Recognition

The rising trend

- Gained popularity in recent years with the advent of deep learning model
- Adopted by companies such as Clarifai, ViSenze and Fashwell which provides a variety of image recognition solutions
- Includes Reverse Search, In-Video Search, Automated Product Tagging

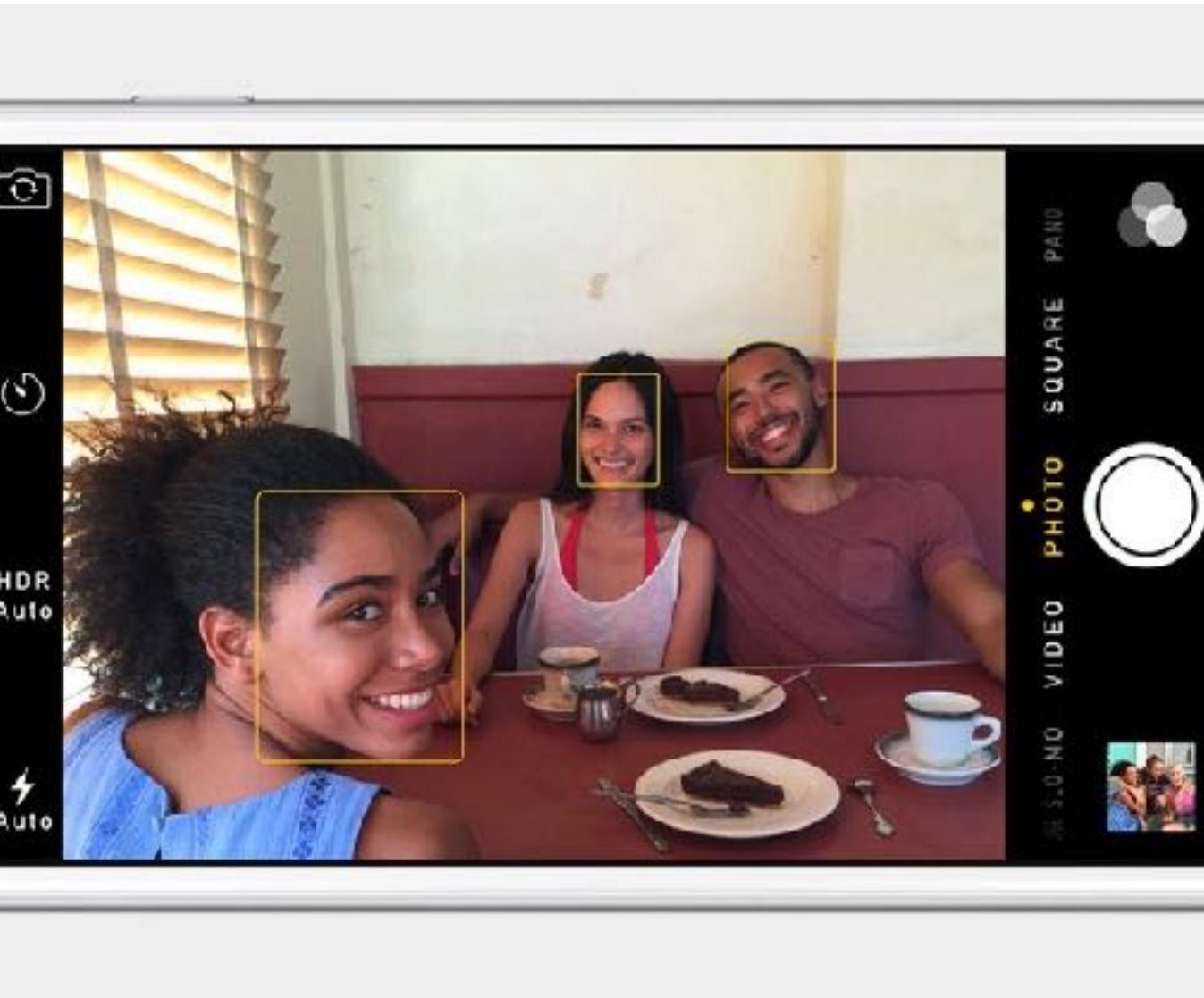




About Our Proposed Idea

What's New?

Using **Customised Photo Data Search** which taps on photo data stored in their devices



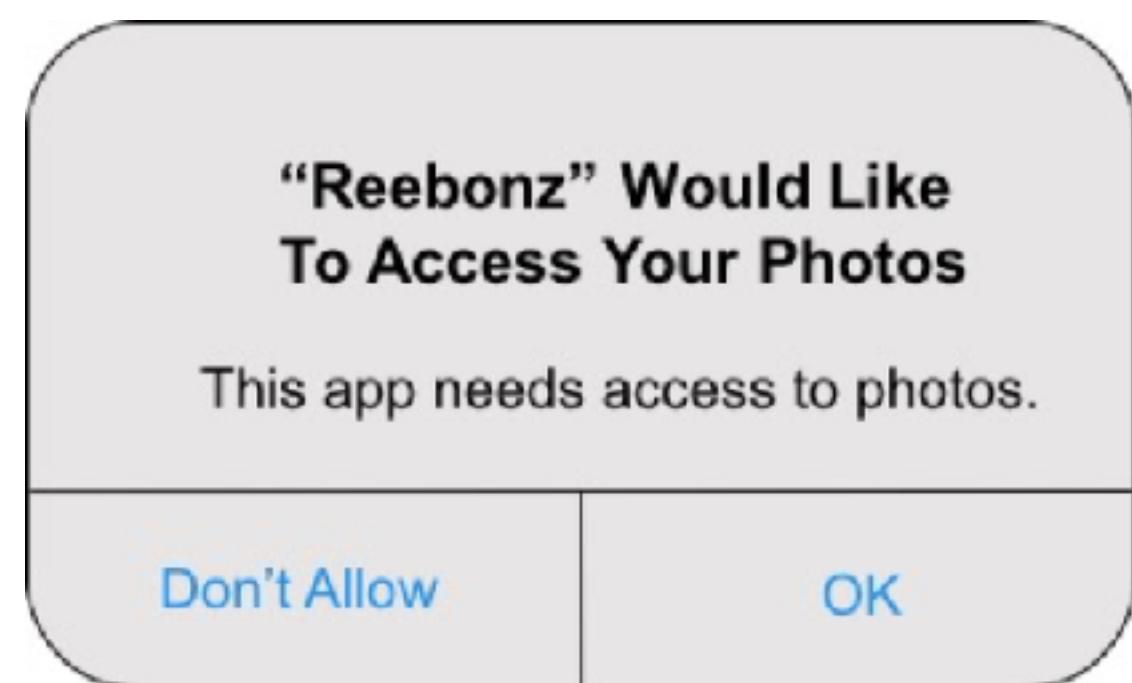
What are we selling?

A **personalised image recognition software** that can be implemented by fashion and e-commerce websites

What is our solution?

Linking the **processing of user photo data** on either their smartphones or computers with the image recognition system

The following is a rundown of the prototype. Reebonz is a fashion e-commerce company that we have decided to use as an example.



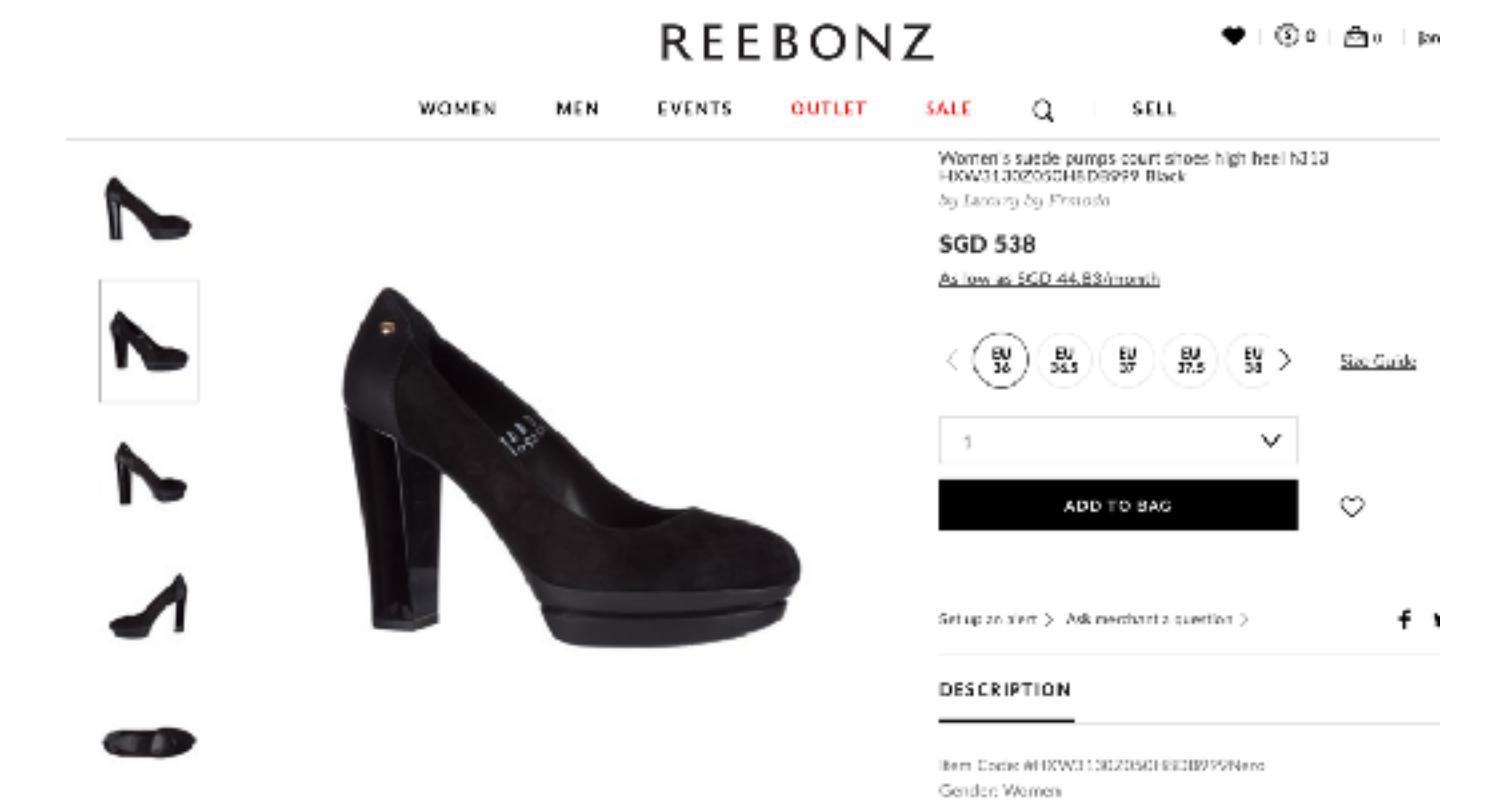
1st Step

Reebonz asking for permission to access user photo data



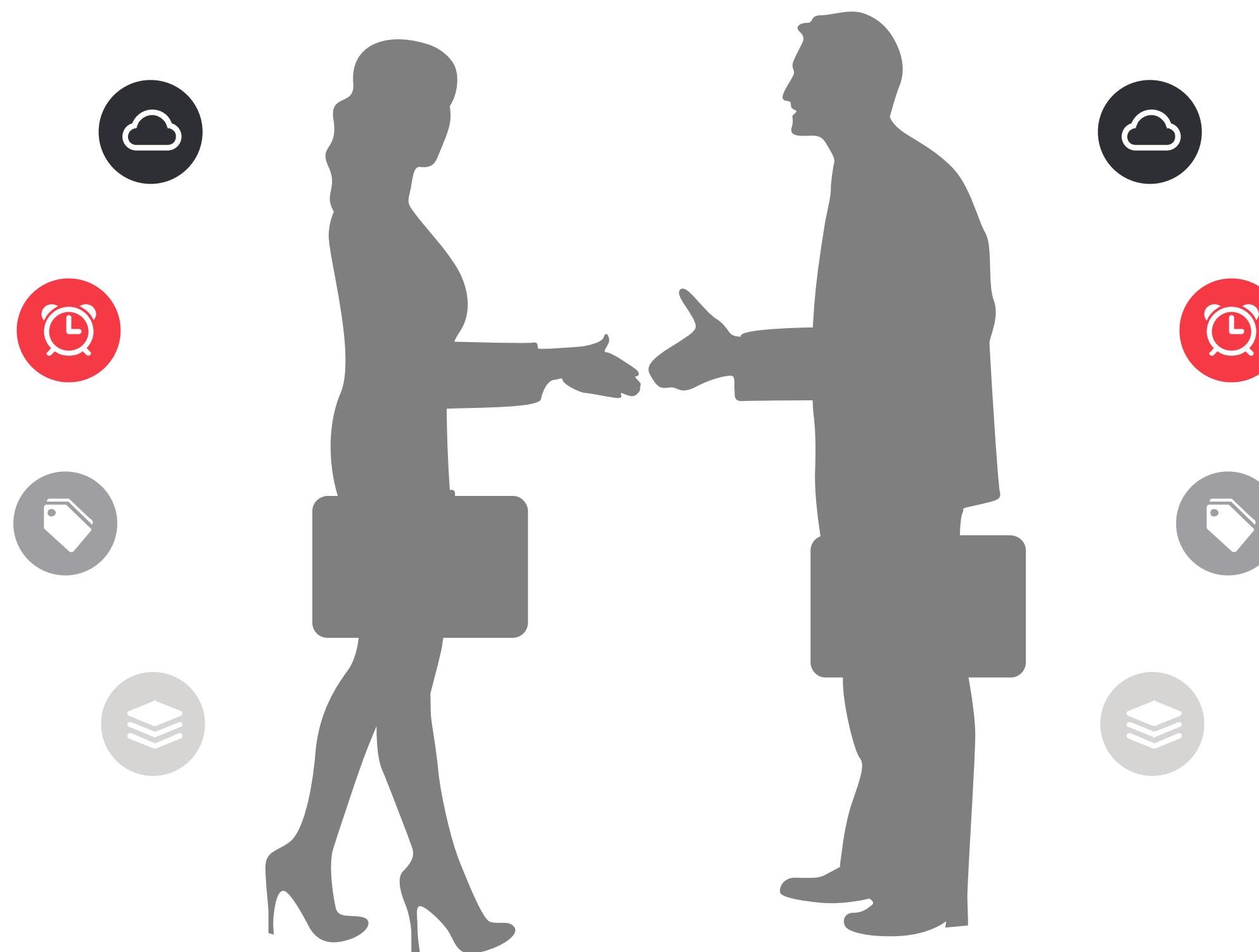
2nd Step

User photo data (user carrying a Gucci handbag) retrieved from his/her phone



3rd Step

Reebonz processes the photo data and through image recognition, recommends the user her matching fashion products at the homepage without the user having to key in any terms



Unique Selling Points

We believe that at Imageries, we are unique.

 ONLY CUSTOMISED PHOTO SEARCH SOLUTION

 CONVENIENCE

 CUSTOMISATION

Customer Segmentation

1

Demographic Size

- Middle to large-sized fashion E-commerce firms such as Reebonz, H&M, Zalora, Qoo10 Love, Bonito
- Usually more established and looking for better solutions to increase conversion rates

2

Technological Capabilities

- Such firms usually have strong IT teams
- Lack IT expertise in the area of image recognition

3

Growth Potential

- Experiencing growth in their online sales and has financial capabilities to expand

The reason for targeting this group of fashion E-commerce firms is mainly because these firms do not yet use Customised Photo Data Search technology solutions in their recommendations.

B2B Marketing Strategies



PRE-SALES

- Produce Webinars and Videos to benefit customers
- Host customer conferences

POST-SALES

- Build a tech support team
- Develop customer relationships

SALES

- Business Exhibitions-IBC Asia & UBM Asia
- Emailing potential E-commerce retail players in the market and providing trial session



Feasibility/ Evaluation



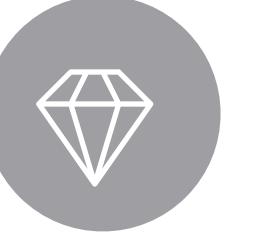
Strengths

- Customised E-commerce experience
- First-mover advantage



Weaknesses

- Customers might not be receptive initially
- Off-the-shelf software requires further customisation



Opportunities

- Increasing usage of E-commerce websites
- Increasing demand for personalised online experience
- Largely improved accuracy of image recognition

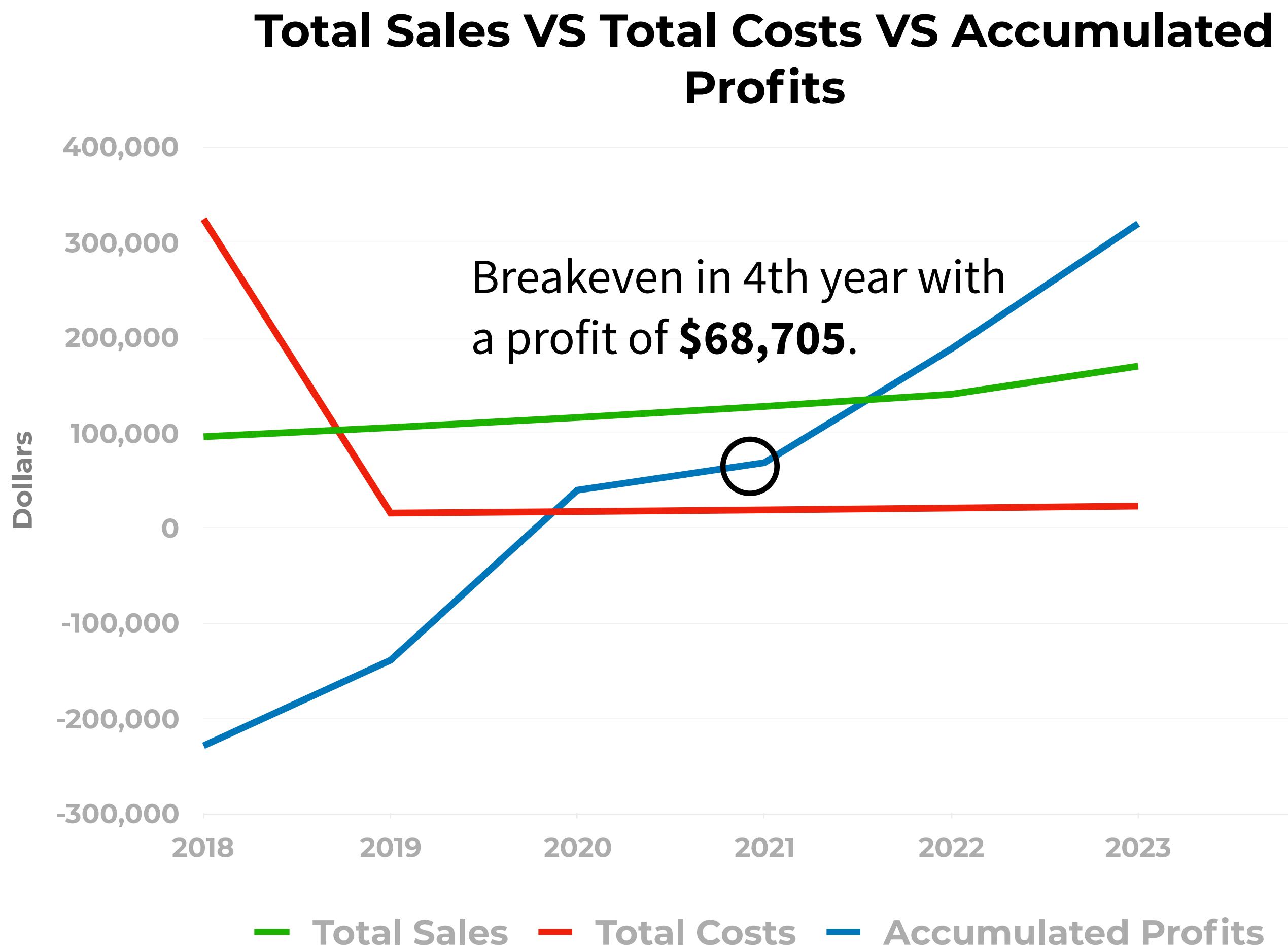


Threats

- Easily replicated by large retail firms
- Highly competitive in the software industry

Profitability

- ✓ Subscription Monthly Pricing
- ✓ Average Price of \$2,000 per user
- ✓ Estimated Costs : Costs of Software Development, costs of Server Maintenance, Costs of Patent Application





PRODUCT ENHANCEMENT

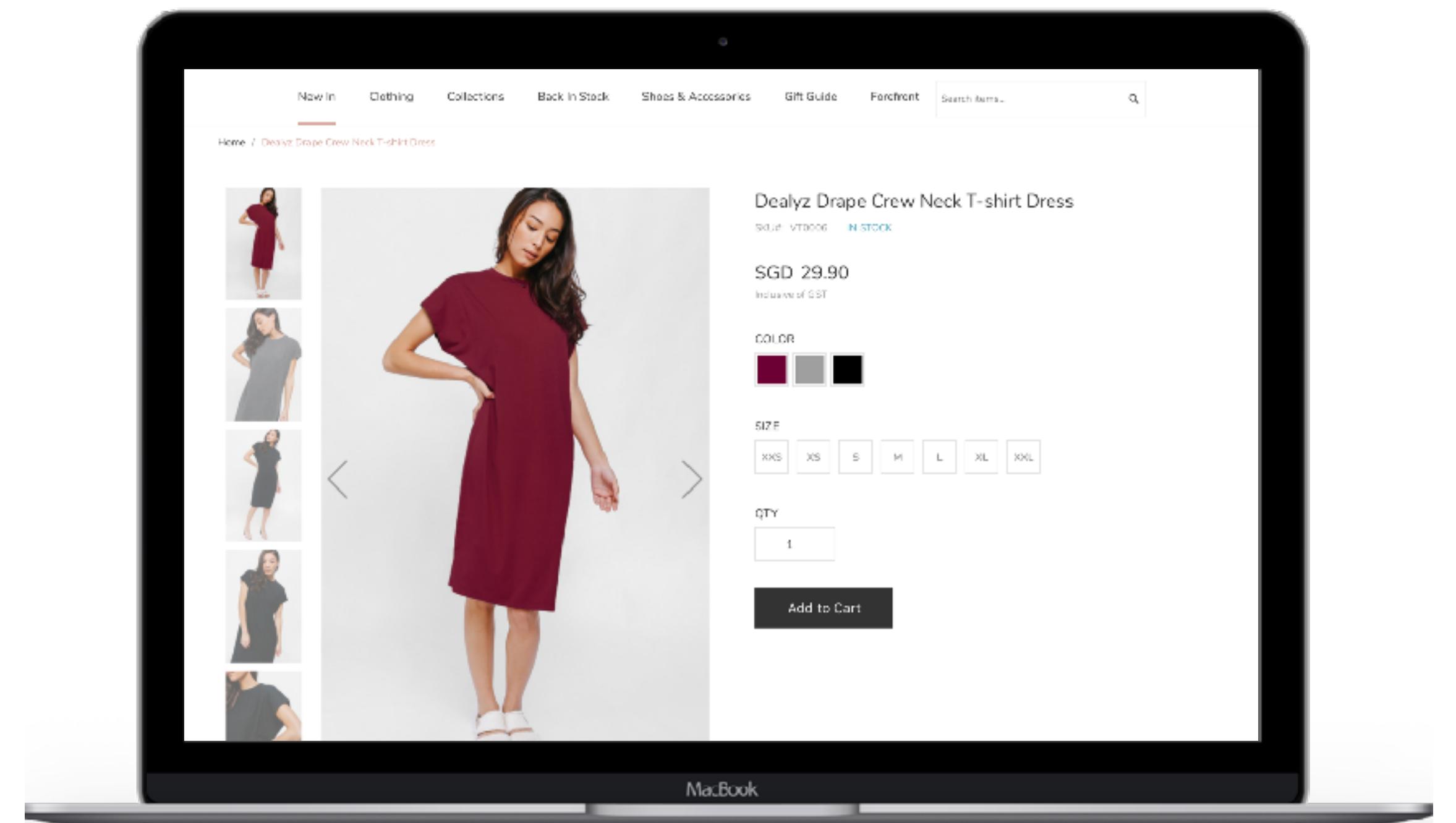
Imageries believe that Customised Photo Data Search can be applied to different industries as well based on the following factors:

- An average user has a large data of photos stored in either his phone or on computer
- A user's personal taste and preference can be inferred from the photo data

The potential is endless

Live Demonstration Prototype

LOADING...



“

In 2018, E-Commerce will see much better 1:1 personalisation. It's going beyond just recommended products' based on everyone else's buying habits, and instead, giving catered recommendations based on individual preferences.

William Harris

Founder & Growth Marker of Elumynt, LLC