

Cutinuous

Where The Love Never Disappears, It Transferring!



Team: Jam Pom

Problem Statement : a baby change their size so fast



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**Who is shopping for
clothes the most?**





► **End up in wardrobe**



56 +
Pieces per year

► **Potential Demands**

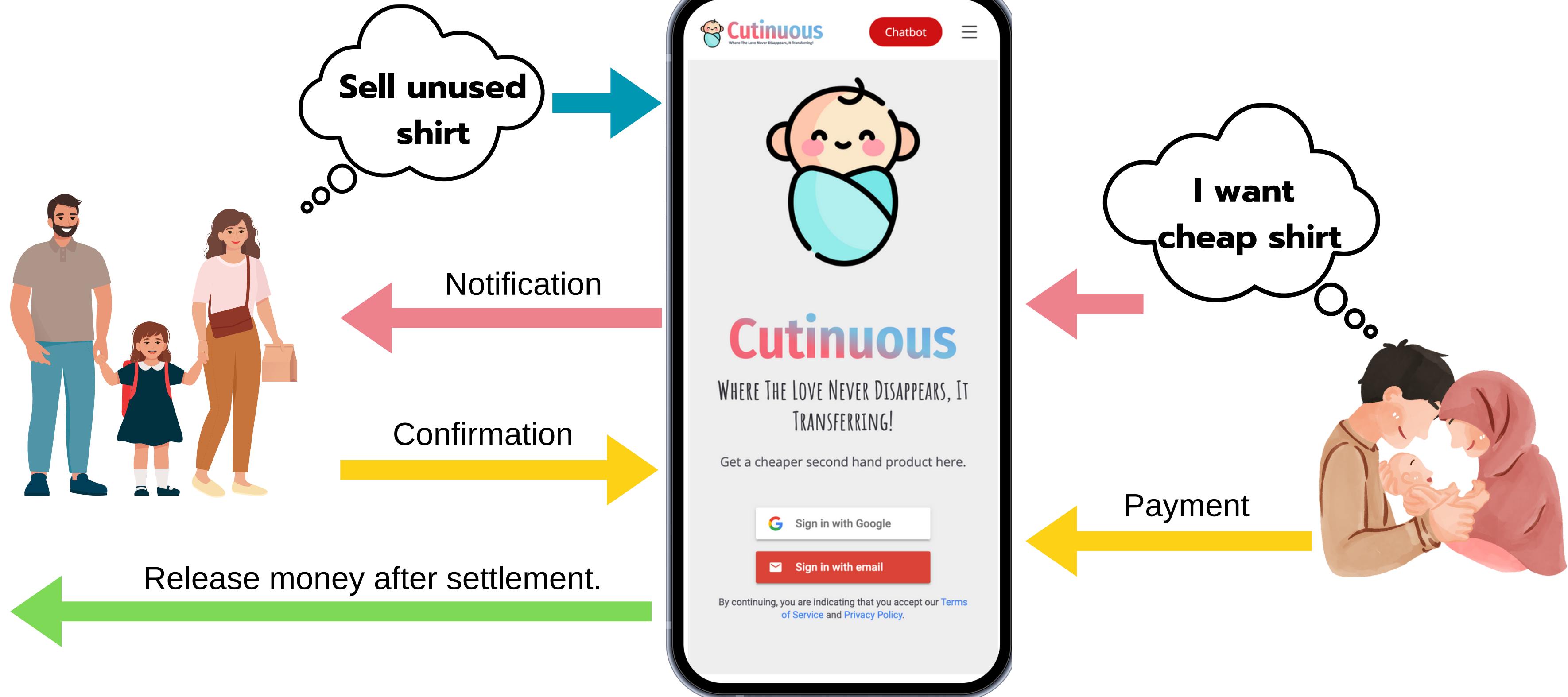


75%
higher than the
number from his
mother

Solution : Concepts



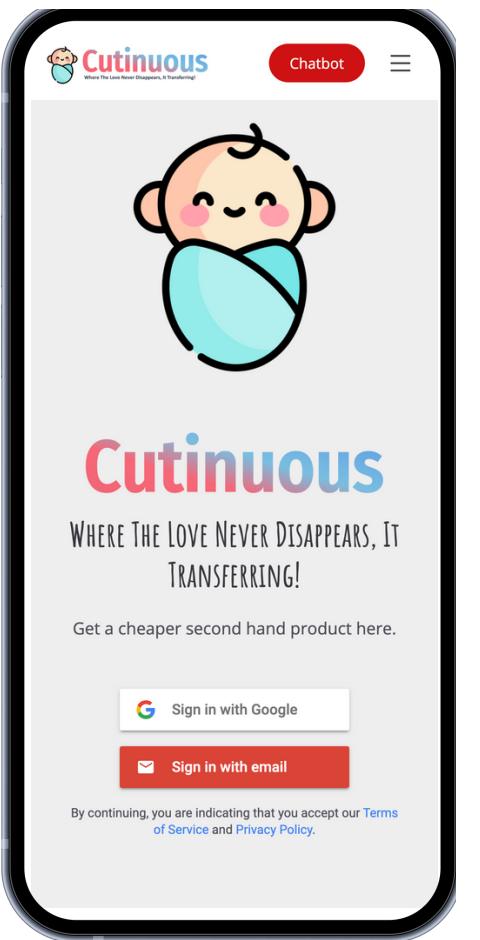
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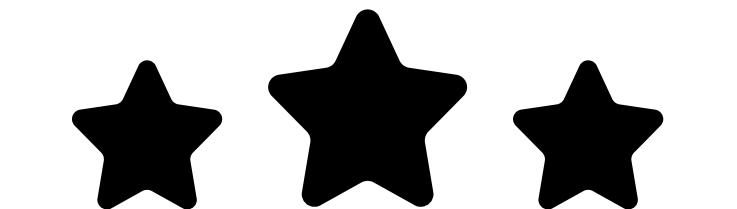
Solution : Main Feature



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Buy or rent



AI recommendation



Cleaning service
partner

Solution : Demostration



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<https://cutinuous.web.app>

<https://cutinuous.jingjiatan.com>



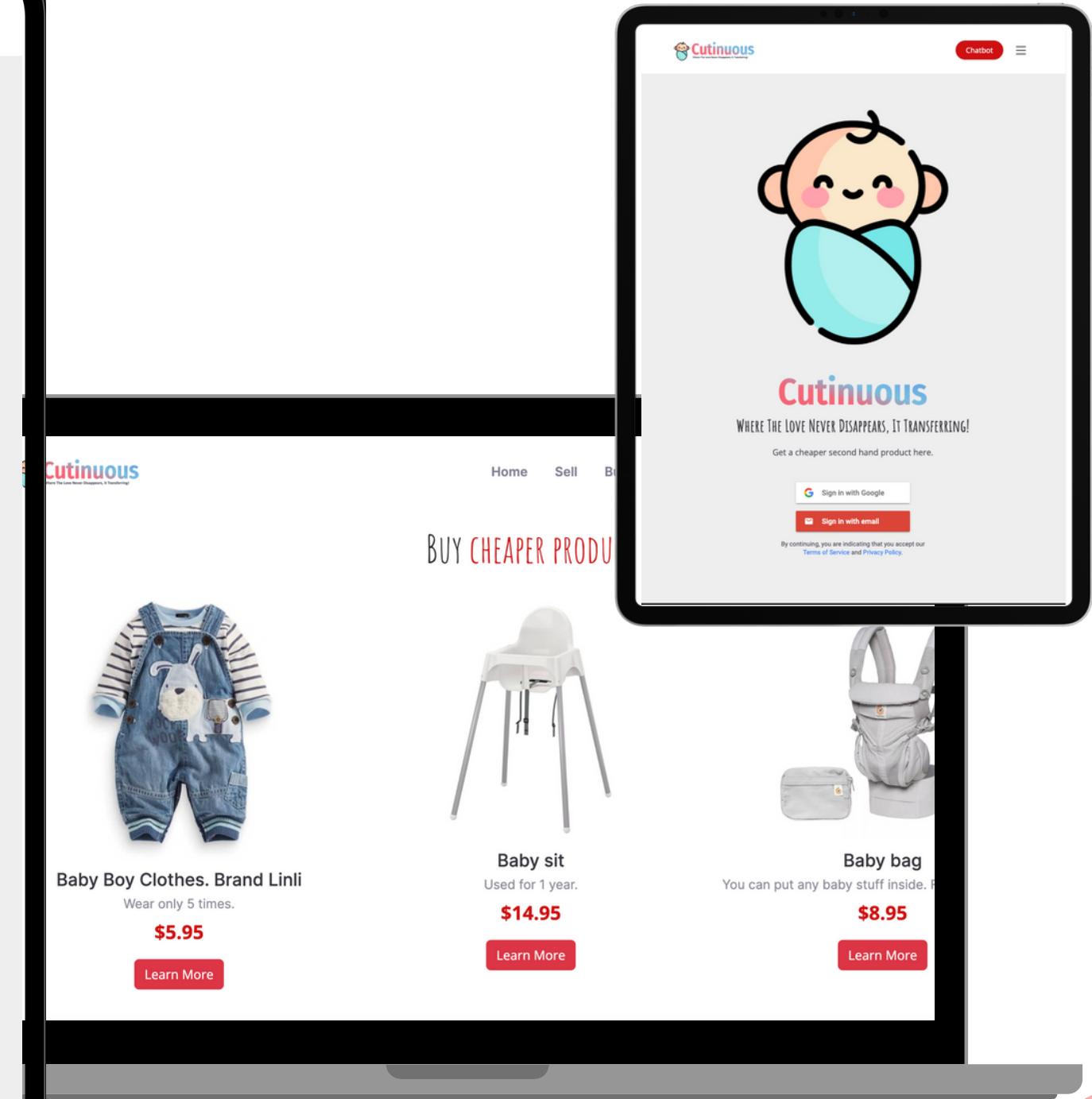
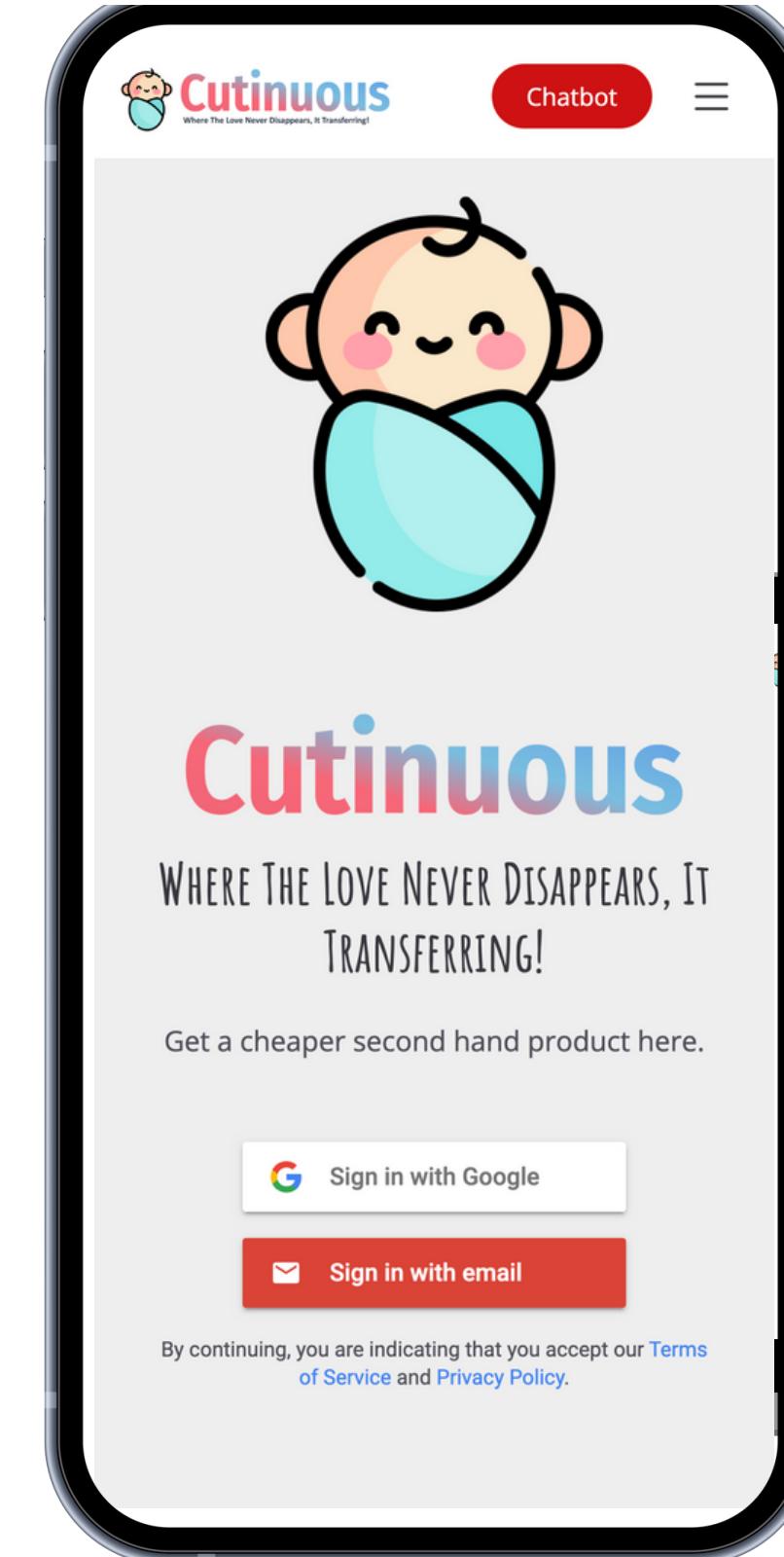
iPadOS



mac OS



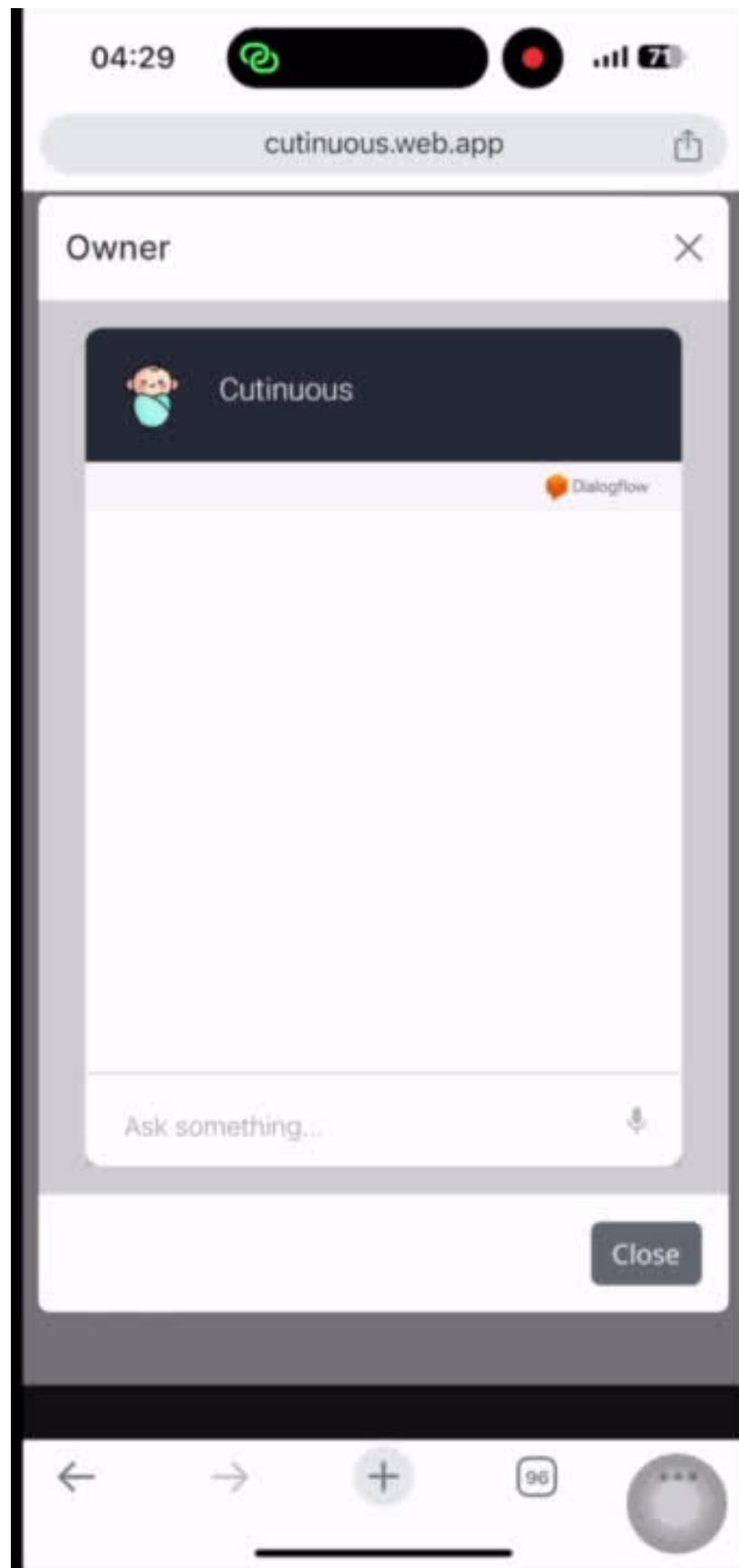
chrome OS



Solution : Video Demostration



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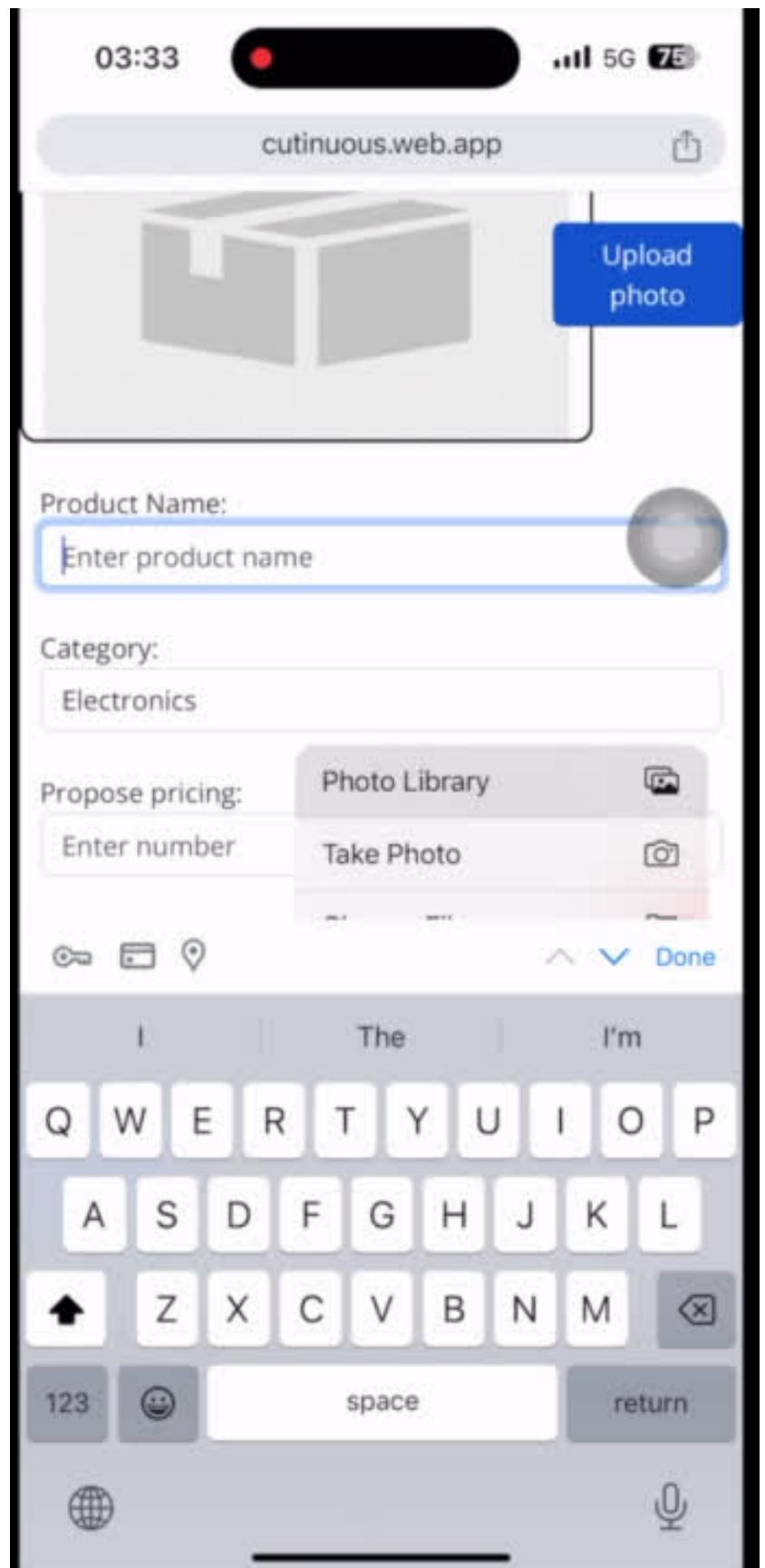


Buyer

Solution : Video Demonstration



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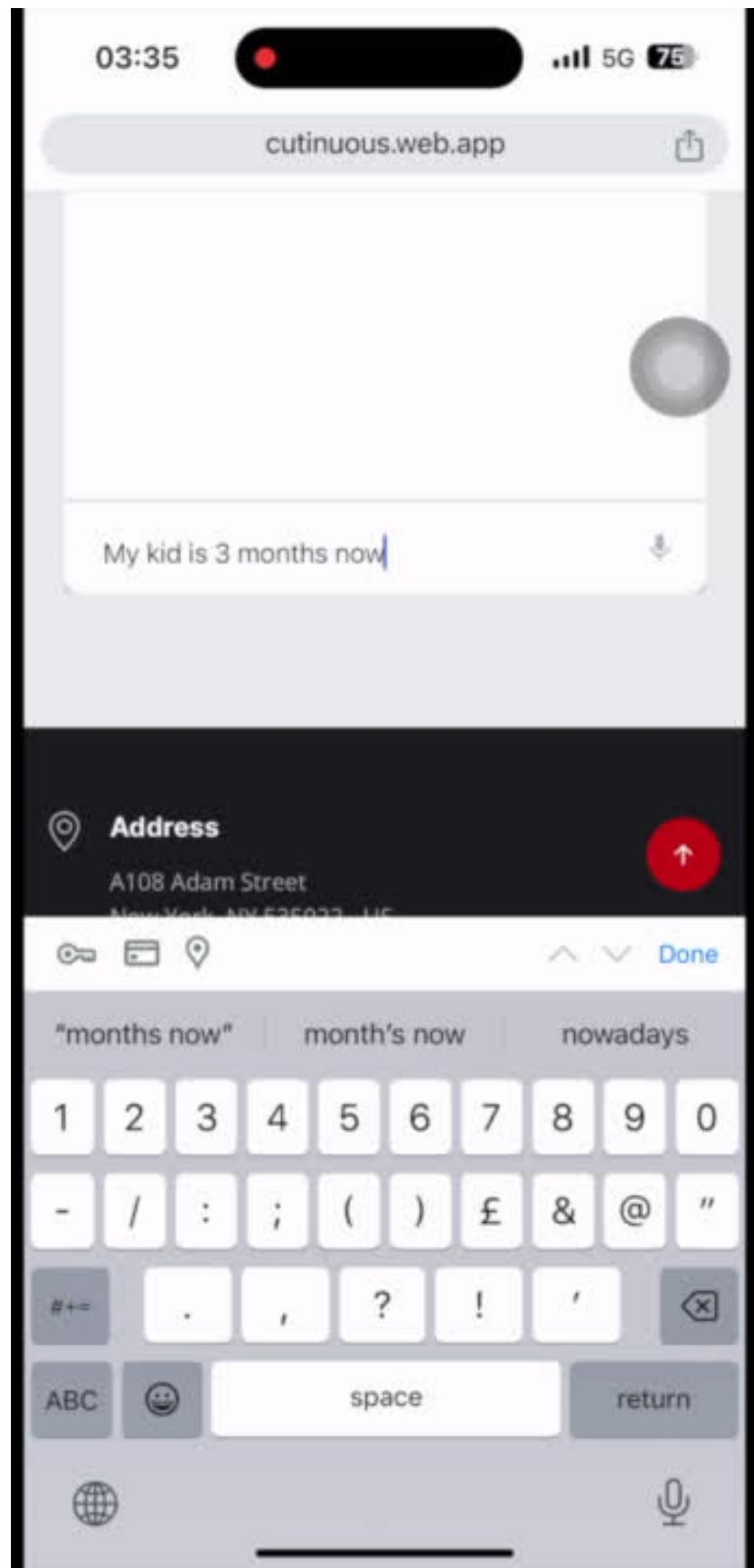


Seller

Solution : Video Demostration



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Seller

Community welfare

Buyer

Benefits of Solution



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Seller

- Free their storage
- Make money
- Avoid advertisement

Buyer

- Save money
- Gain recommendation
- Pass the experience

Platform

- Earn Commission

Revenue Stream

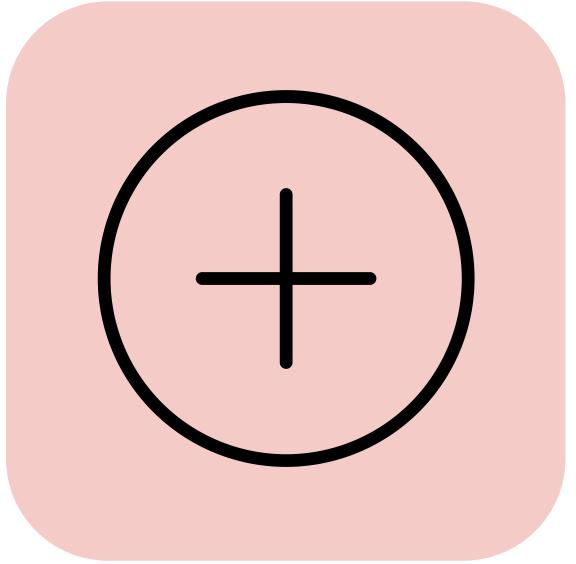


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Commission Fees

8% of the
commission fees



Add-on Services

Exp: Cleaning Service



Advertisement

Exp: In-app banners

Target group



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BUYERS



MOTHERS

- Middle-class Income Level
- Don't know what to buy
- Don't have access to nearby shops for baby items

SELLERS



PARENTS

- Don't use the item anymore
- Parents with multiple children
- Parents who are active on social media

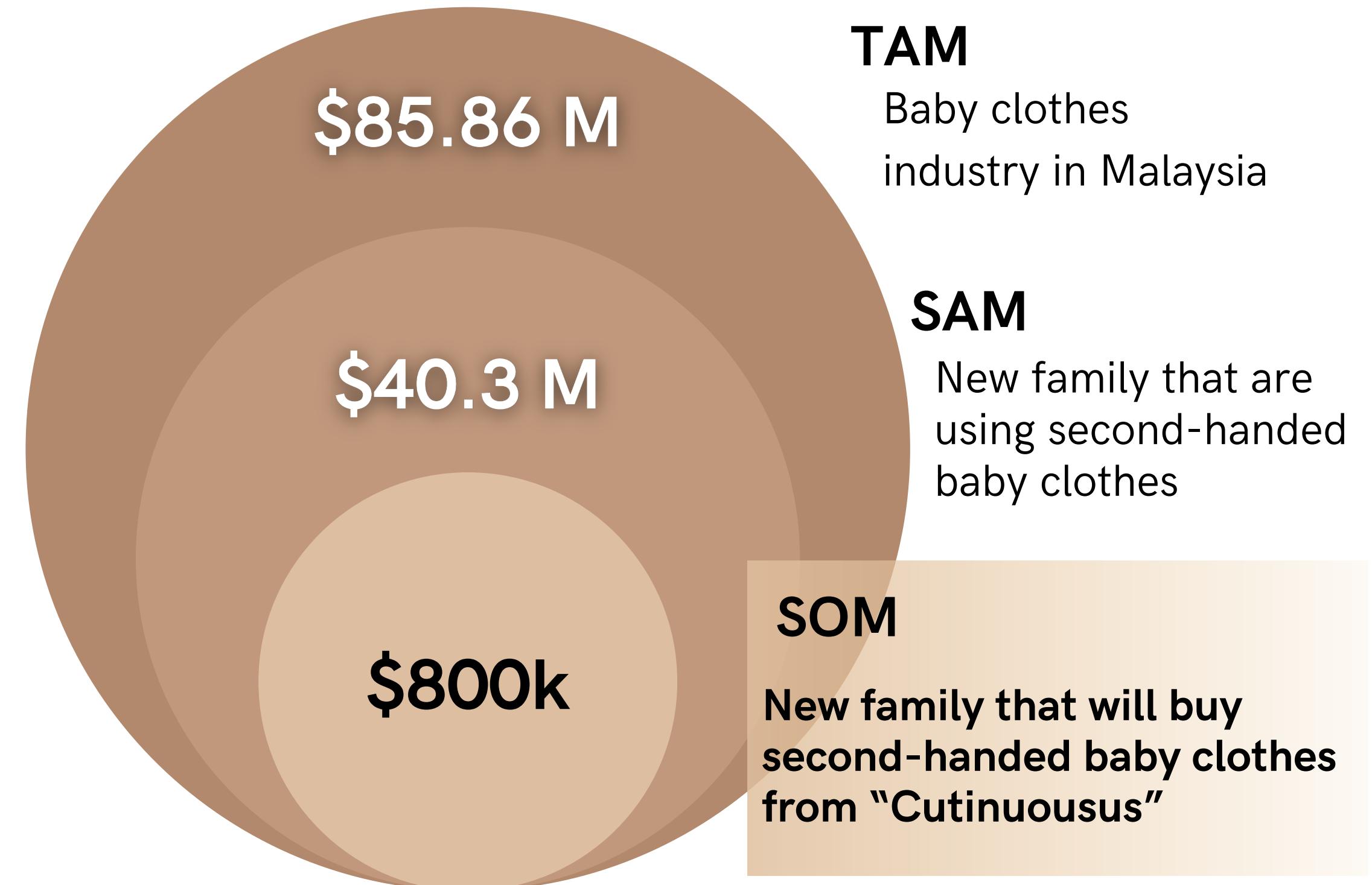


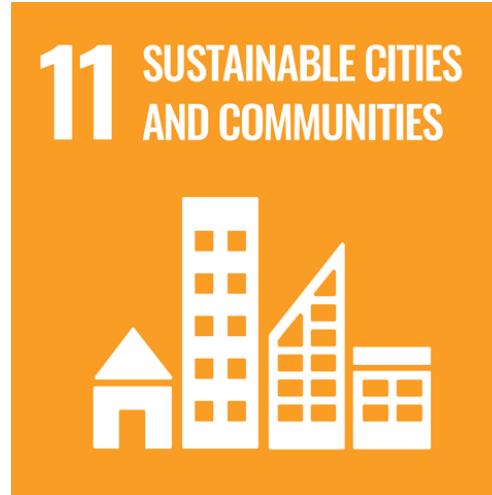
Strategic Goals

Goal	Tactic	Metric
Establish brand awareness	- Social media ads - Influencer marketing - Branding and Design	Brand mentions Brand search volume Follower count Website traffic Download volume
Generate leads and sales	- Creating high-quality content - Webinars and events - Referral incentives	Click-through rate Download volume Registers of premium volume Booking ratio
Build a loyal customer base	- Comprehensive customer service - Personalize the customer experience	Customer retention Engagement Share Comments Number of users in community (group or forum)
Expand market reach	- Run Ads	Reach/Exposure volume Download volume
Develop a strong	- A well-designed, user-friendly website. - Search Engine Optimization (SEO)	Website traffic Web page ranking

Marketing Budget

	% Revenue	Budget	Facebook Fanpage	TikTok Chanel
Year 1	40%	40%	40%	40%
Year 2	30%	30%	30%	30%





11.1 RESPONSIBLE CONSUMPTION AND PRODUCTION

Reducing waste and promoting sustainable consumption aligns with creating more sustainable and resilient communities



1.2 REDUCE POVERTY

By providing affordable options for parents to access baby clothes, the platform can help reduce the financial burden on families, particularly those with lower incomes



12.2 REDUCE POVERTY

This platform encourages the reuse and resale of baby clothes, contributing to sustainable consumption and reducing waste.

Potential Impact for the first year



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Profits



\$48k

Gross Operating
Profit

People



20% Less

Apparel
expenses

Planet



27,000

Pieces of Waste
are Reused

Potential Challenge



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Quality of Product



Authenticity

Our Team Members



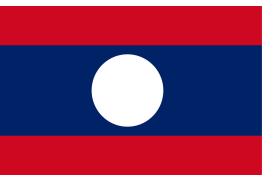
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Adhe
(Indonesia)



Mai
(Philippines)



Oui
(Laos)



Dat
(Vietnam)



Pao
(Thailand)



Jing Jie
(Malaysia)

Conclusion



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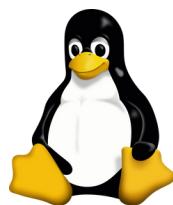


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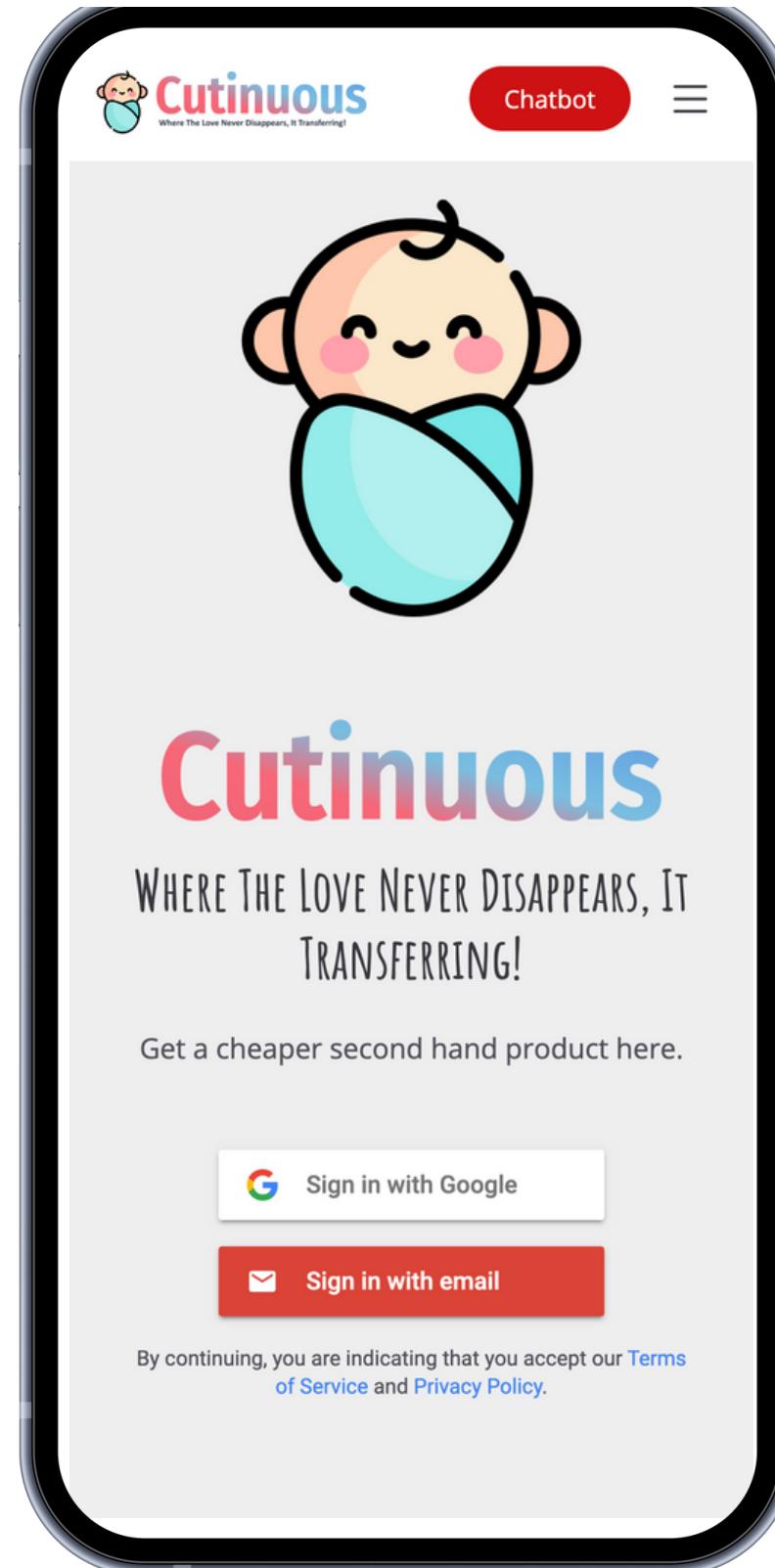
iPadOS



mac
OS



chrome OS

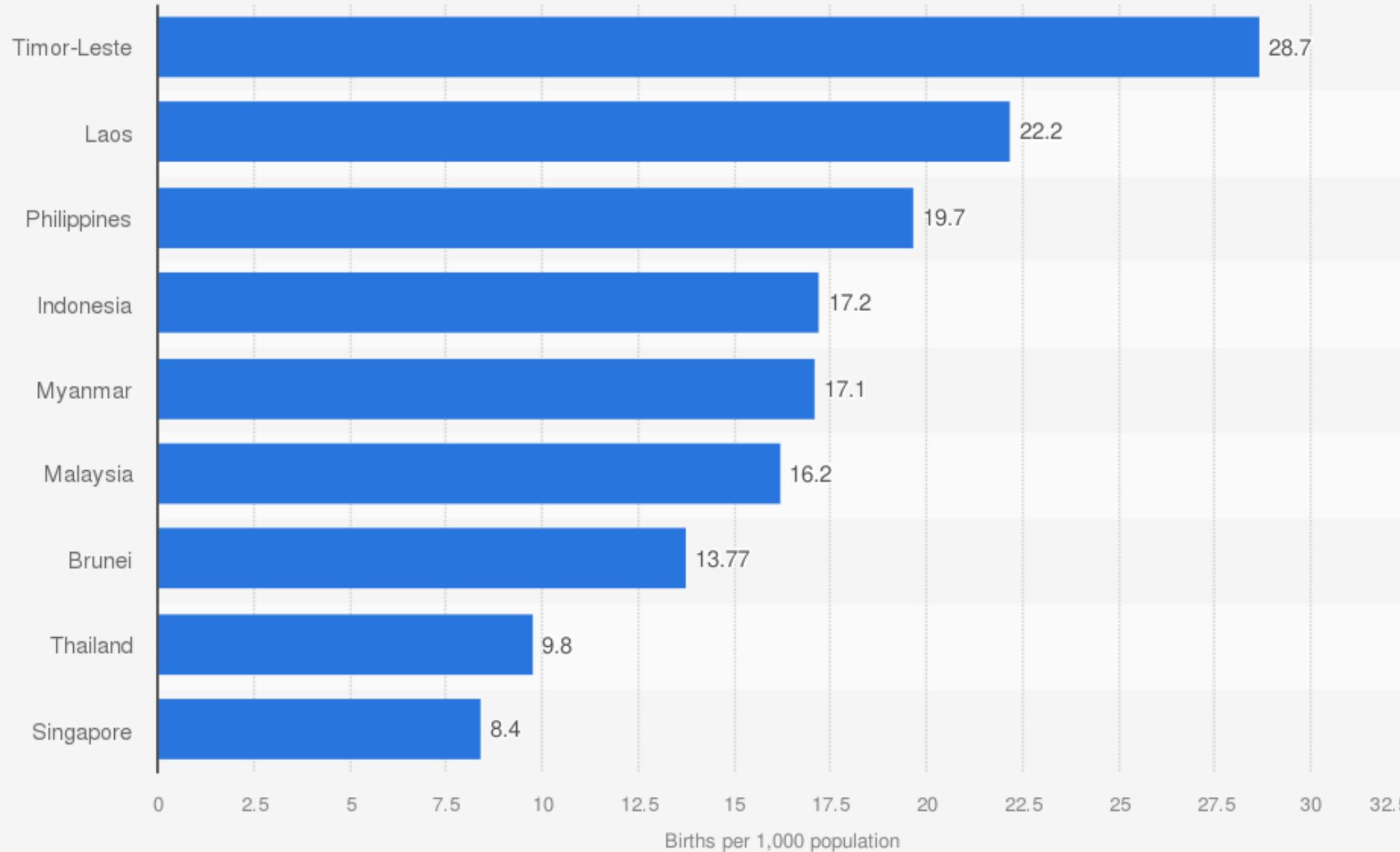


Thank you

APPENDIX



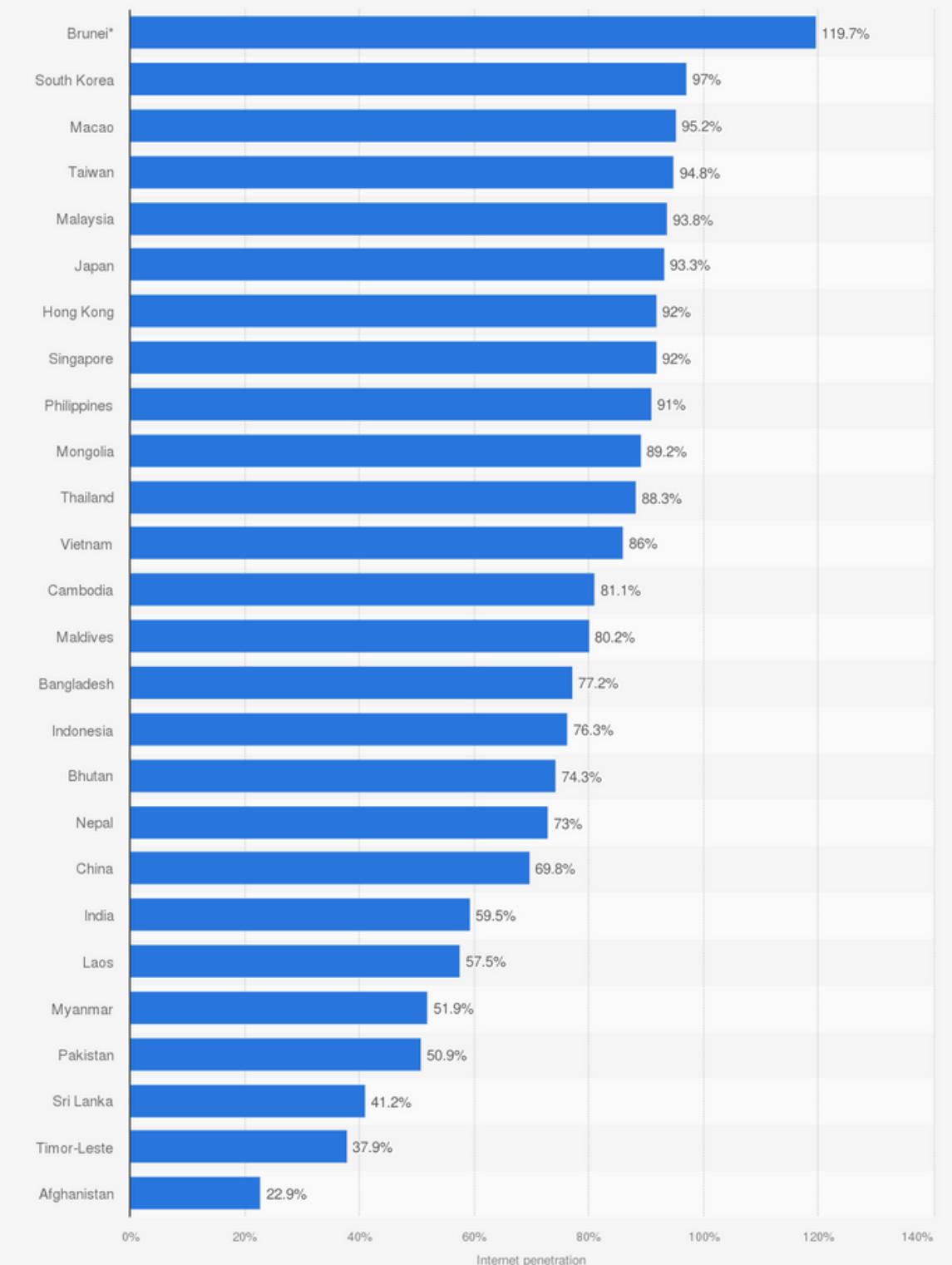
Crude birth rate in Southeast Asia in 2021, by country (in births per 1,000 population)



Source
UNESCAP
© Statista 2023

Additional Information:
Asia; APAC; 2021

Internet penetration in Asia as of July 2022, by country or territory



Source
Internet World Stats
© Statista 2023

Additional Information:
Asia; as of July 31, 2022

