



# Shopala

Shop Smarter, Be Sustainable

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# Our Mission

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We are creating  
an app that helps  
people make  
efficient use of their  
closets by guiding  
cost-effective,  
sustainable shopping  
decisions.





# The Micro-Problem: A Cluttered Closet



Only **20% of the clothes** in the average person's closet are worn on a regular basis.  
- the *Wall Street Journal*

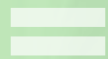
**\$550**



the dollar  
amount of  
unworn clothes  
in the average  
woman's closet

- *Harper's Bazaar*

the weight of clothes  
that the average  
American throws  
away each year



**81 lbs.**

- *CALPIRG*

## What Our Customers are Saying:

"I recently did a huge declutter and it was **sad, shameful, and shocking** how much was cleared out that did not get used. It felt **wasteful both environmentally and financially**. I'd like to make mindful purchases that will get used."





# The Macro-Problem: A Toxic Industry



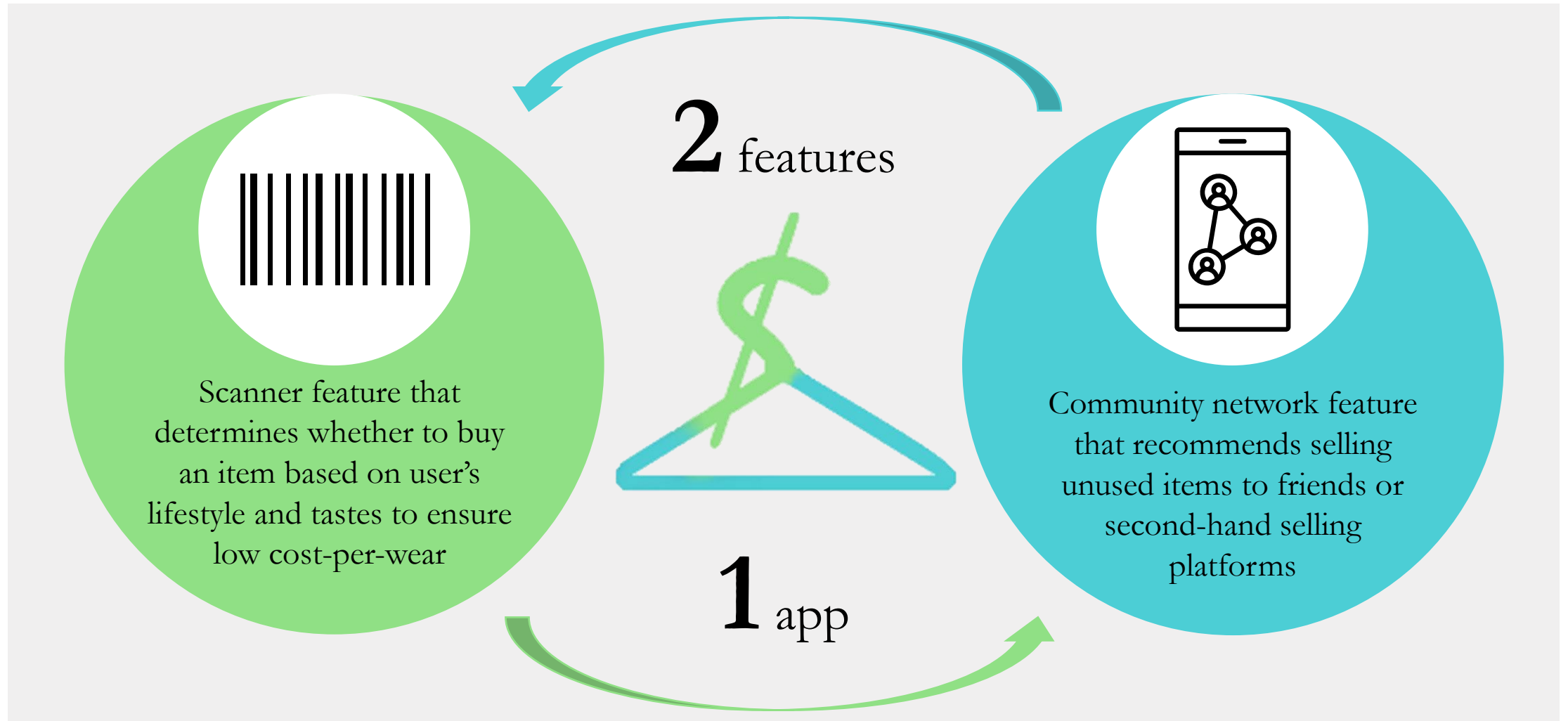
– *Jean Capital of the World, Xintang, China*



– *Chennai, India*



# Solution: Our Shopping “Fitbit”





# Business Model

## Potential Sources of Revenue

Charge users for  
downloading app



Create freemium  
version of app

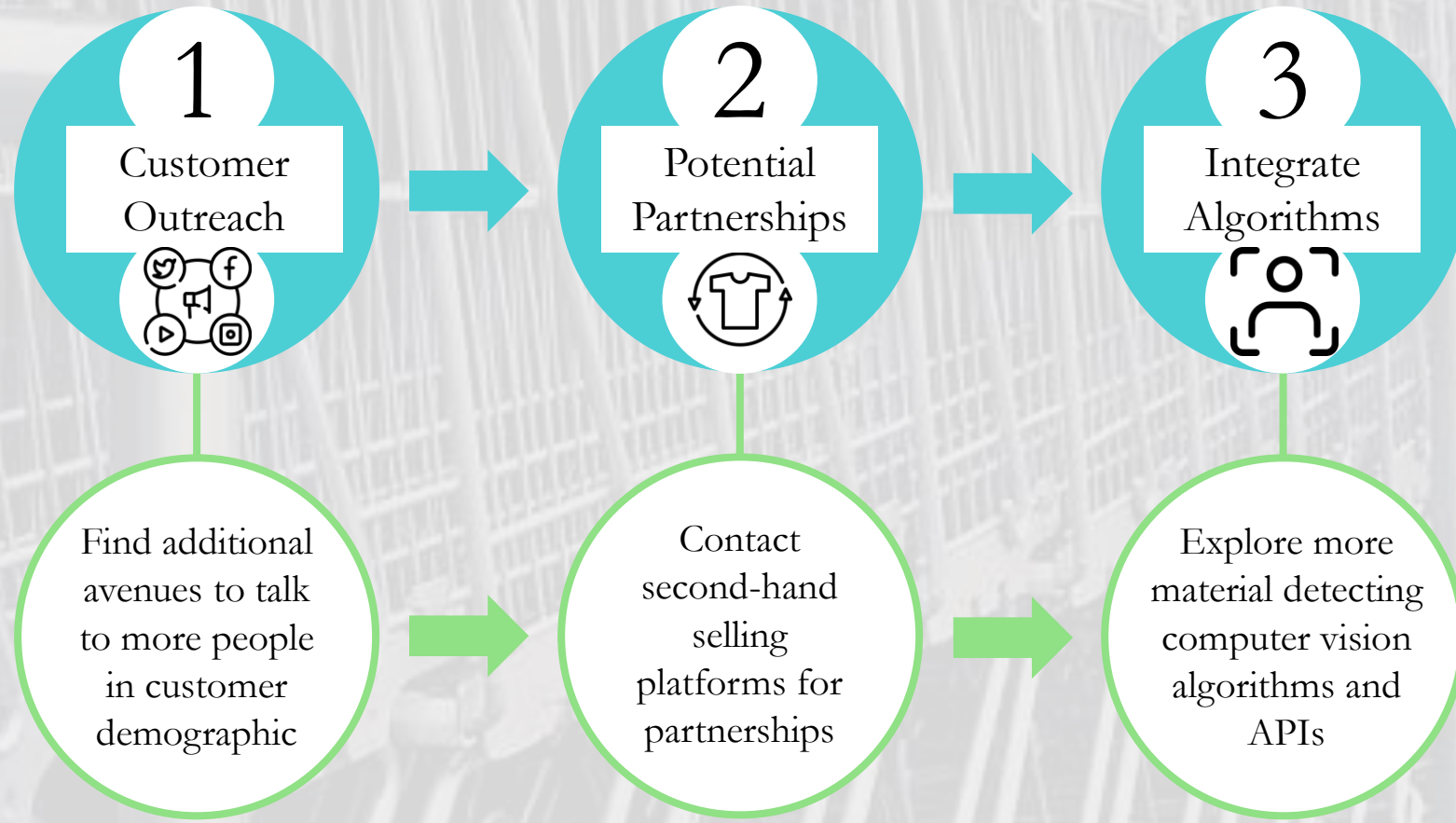


Earn commission  
on users' sales





# Next Steps







# Thank You

Connect with us! | [appshopala@gmail.com](mailto:appshopala@gmail.com) | [linkedin.com/company/shopala](https://www.linkedin.com/company/shopala)



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