

Executive Summary | 要旨

本資料で提案するプロダクト / 機能について

Summary Product / Features

8 Eight: connecting by your charm

Overview

- ✓ **【背景 / Background】** メルカリの出品者ページを見ていたら、その人の魅力が見えた。
その人と繋がったら、おもしろいかもしれないと思った
- ✓ **【何をやるか / What we do】** 8つのお気に入りのものから繋がるマッチングアプリ
- ✓ **【なぜうまくいくか / Why it works】** 8からMercariの新規ユーザー獲得、Mercari×8の価値の循環

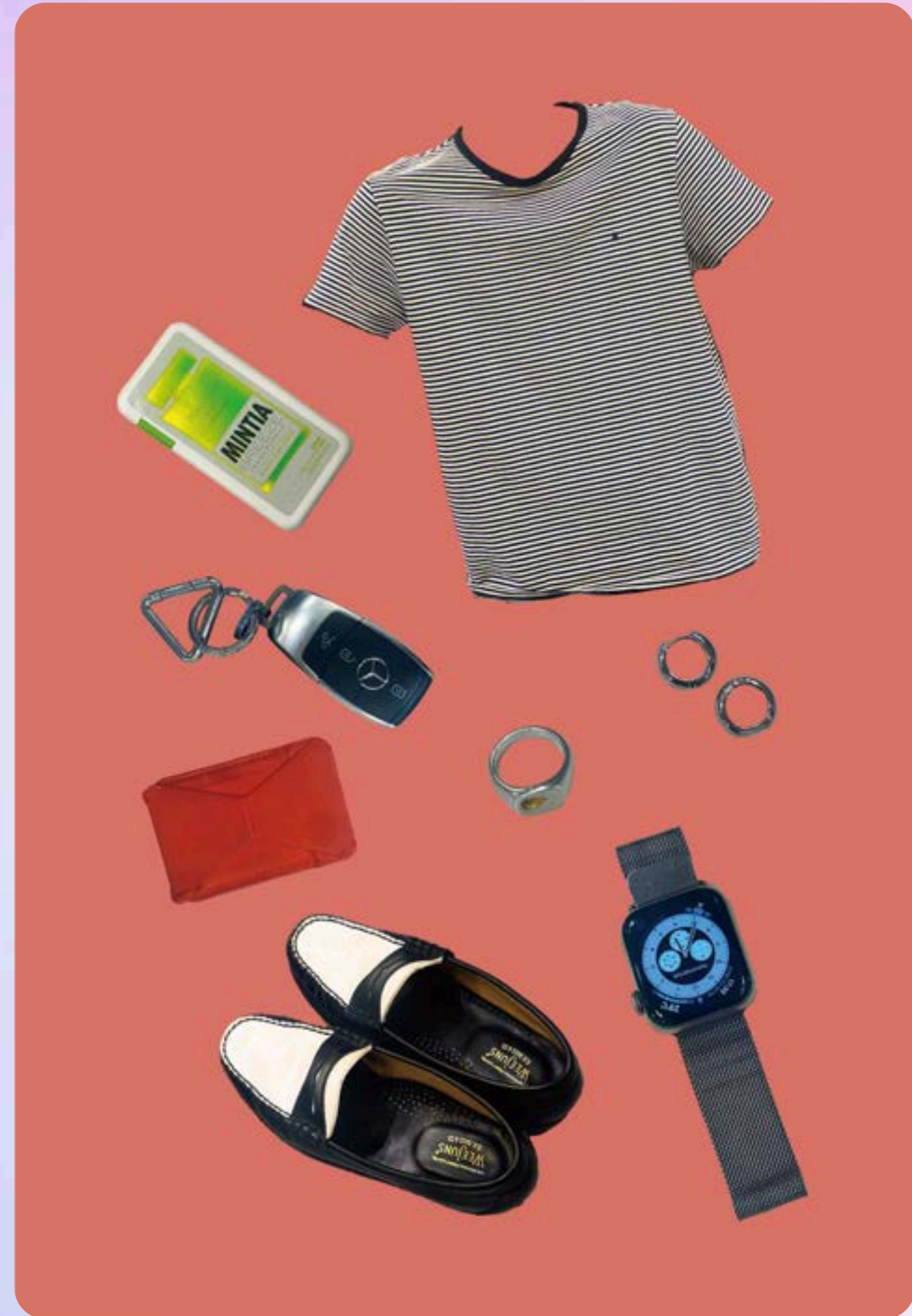


Make the “**CHARM**”
with **8** of your favorite things!



Guess whose **CHARM**?

hint: This is from one of
Mercari board members



It's **Keita's CHARM!!**





eight

connecting by your CHARM



We discoverd a seller's interests and traits on Mercari

She loves handmade creations.

He takes great care with his stuff.

I like the same brand!



**A polite sentence,
she's meticulous!**

Beautiful photography,
with exquisite sensibility.

See **the items**,
feel the sense,
and **connect** with the person.

モノを見て
センスを感じて
人と繋がるマツチングアプリ

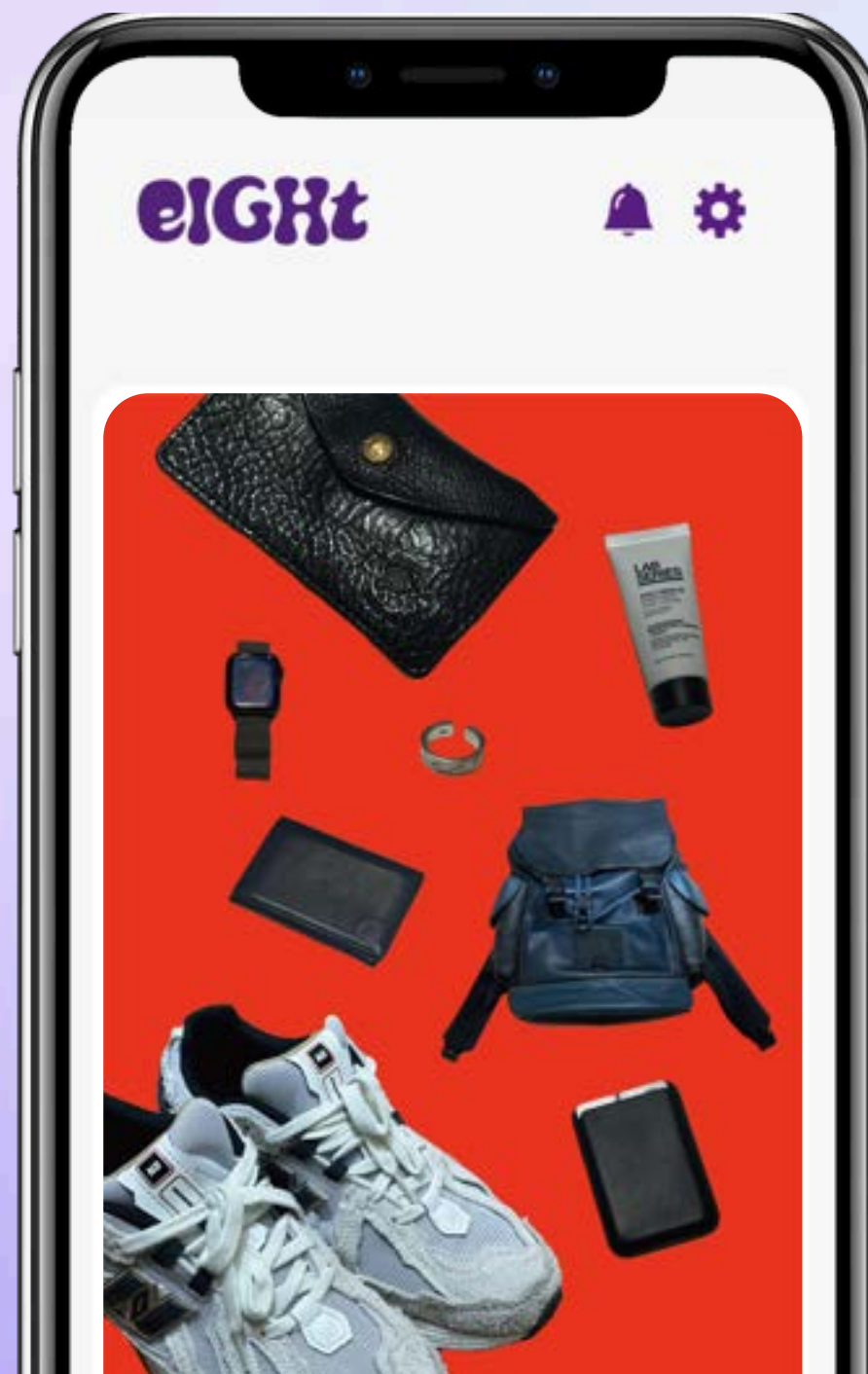
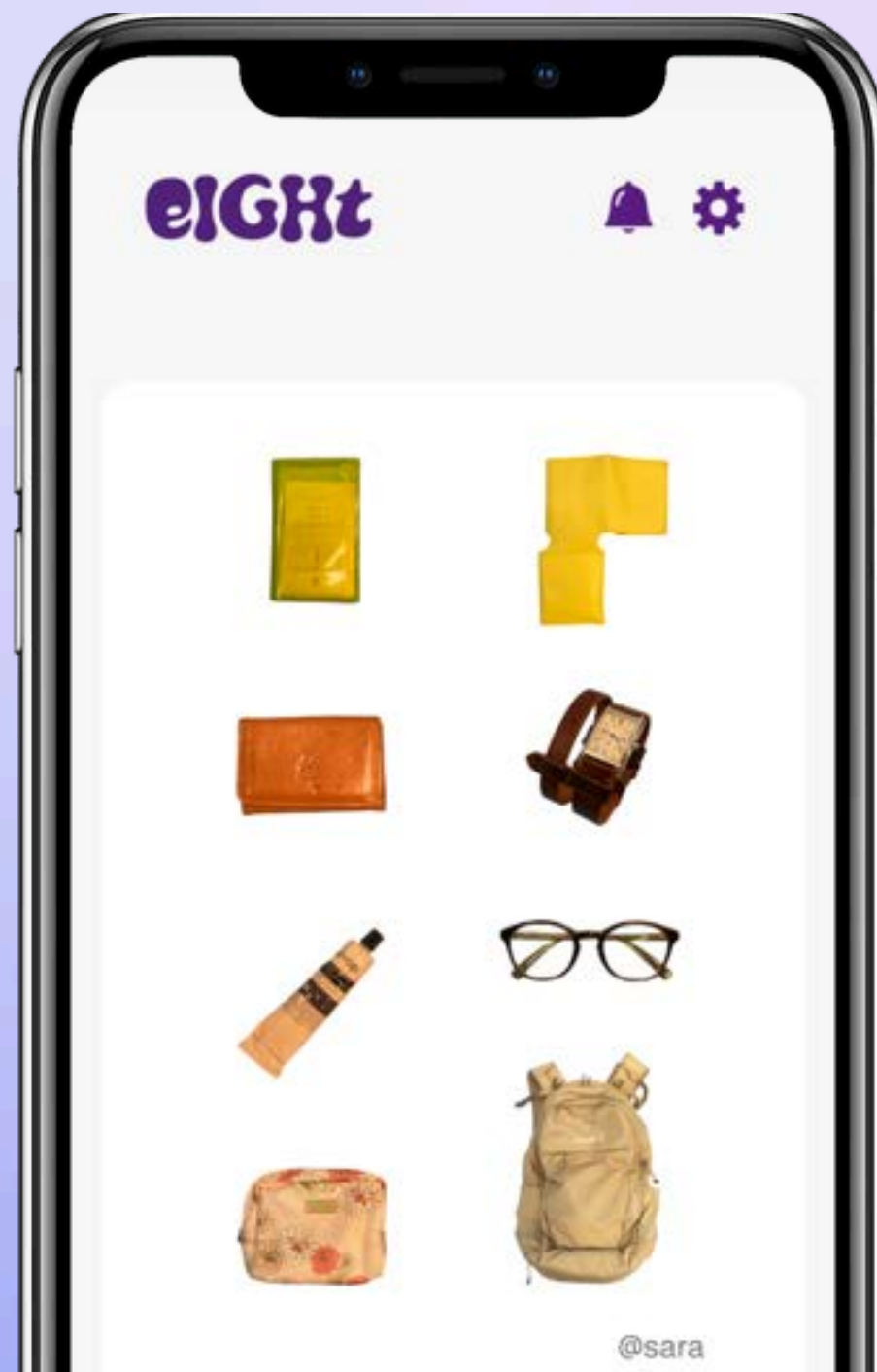
Feel someone's world through their CHARM.



Discover your hidden desires

Refine your taste and find treasures.

Find something you like? Buy it on Mercari with just a tap!



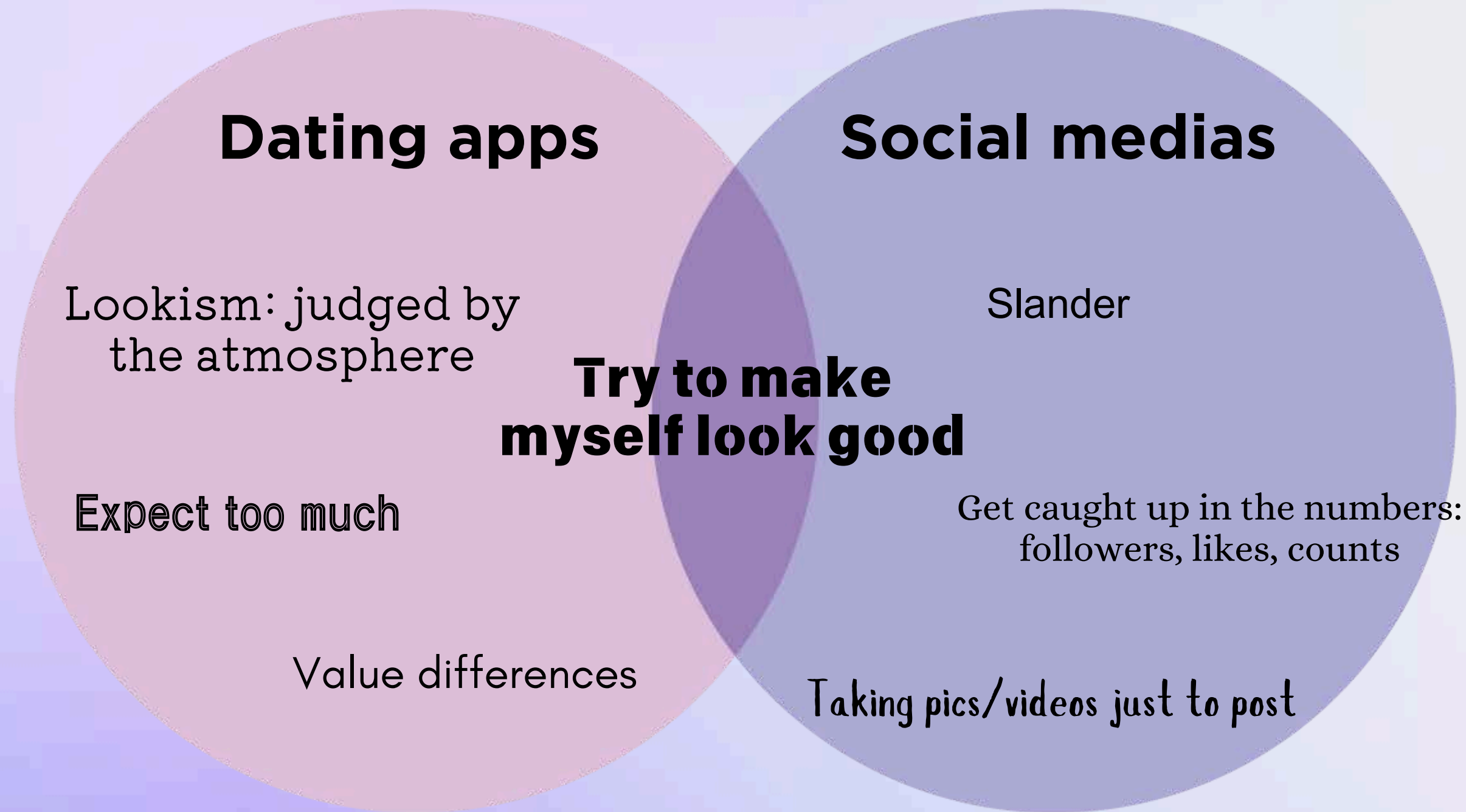
Three values are provided by **eIGHT**

- 1, The “matching” app **eliminating social platform fatigue**
- 2, **Engaging interactions** with items
- 3, Mercari×Eight: **winning together** in the U.S.

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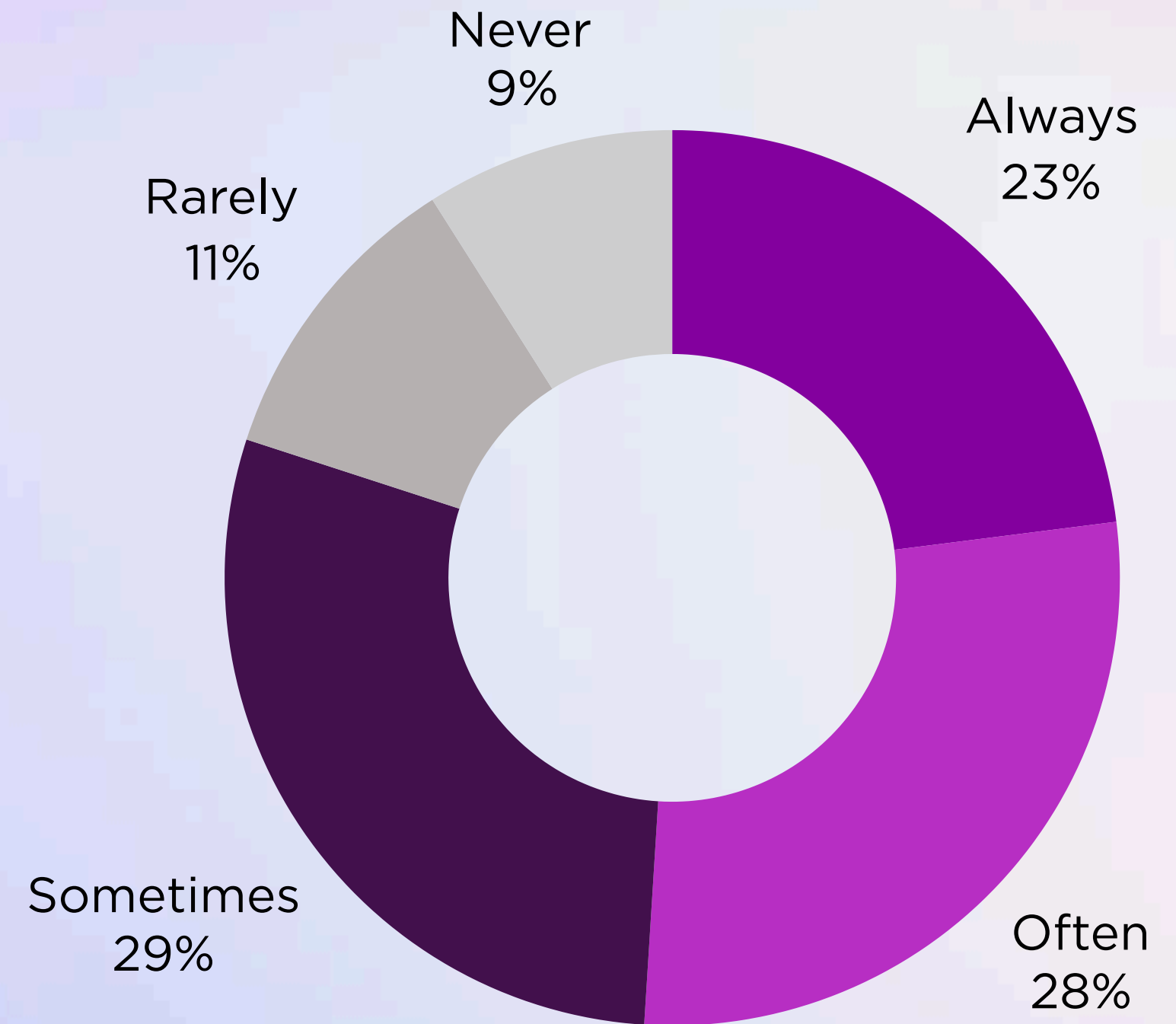
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Gen Z has many complaints about social platform



80% Gen Z are burned out on dating apps

How Often Are Feelings of **Burn Out** Felt on Dating Apps?



Building deeper connections in daily life can be challenging for Gen Z

reason:

Development of digital technology

Decreased communication skills due to pandemic

Busy, time is limited



Increased privacy concerns

Reduced social pressure for romance/marriage

Fear of being “cringy”

High expectations

See the CHARM, let's match!



Reason for limiting of **eIGHT**

- 1, **Easy start, no loss**
- 2, **World in one CHARM**
- 3, **Mystery sparks talks**

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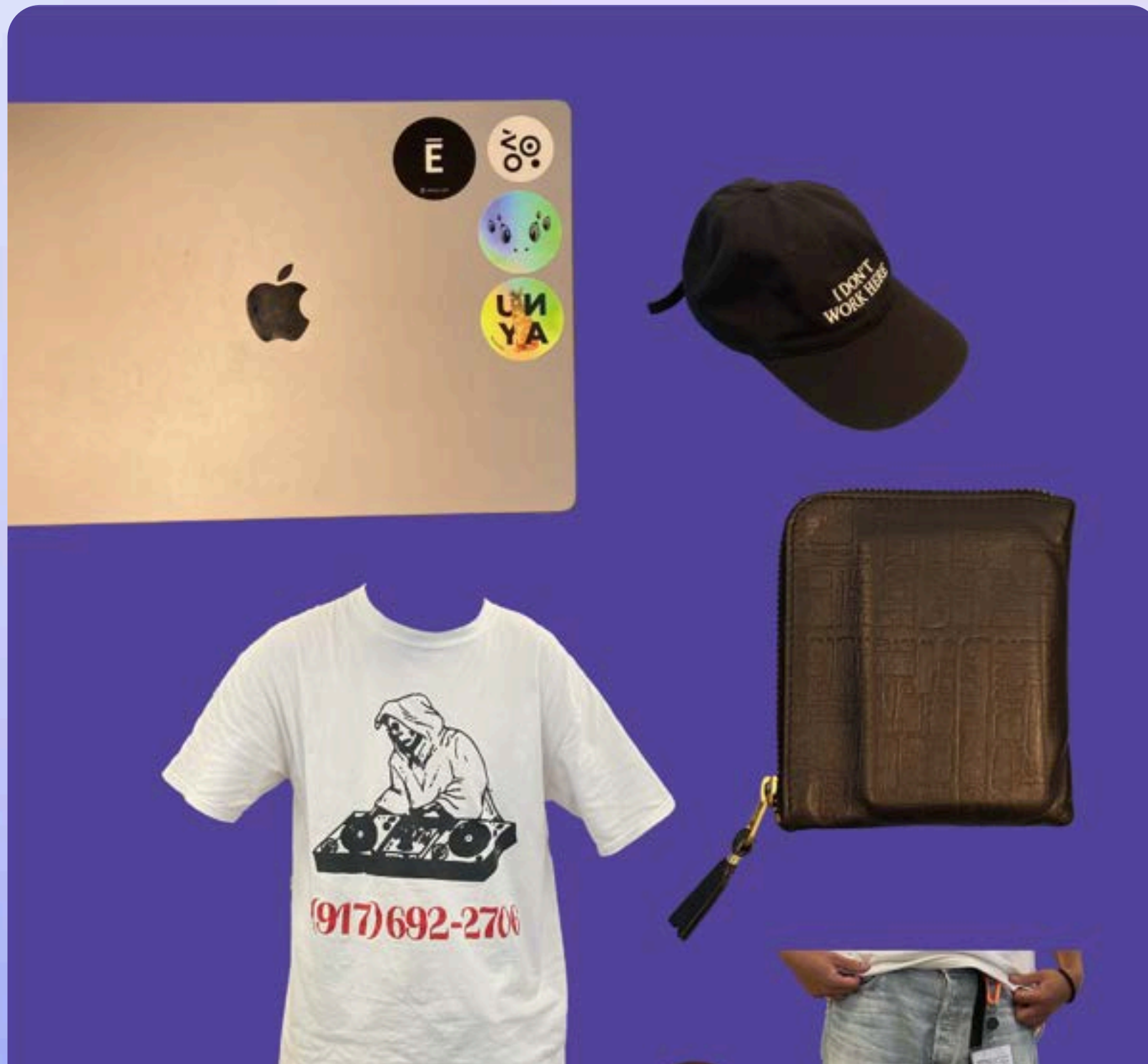
Gen Z discover items through social media, not on search



Q Search for anything



CHARMs reveals your hidden desires



No way, I've wanted that for ages!
Is it available anywhere?

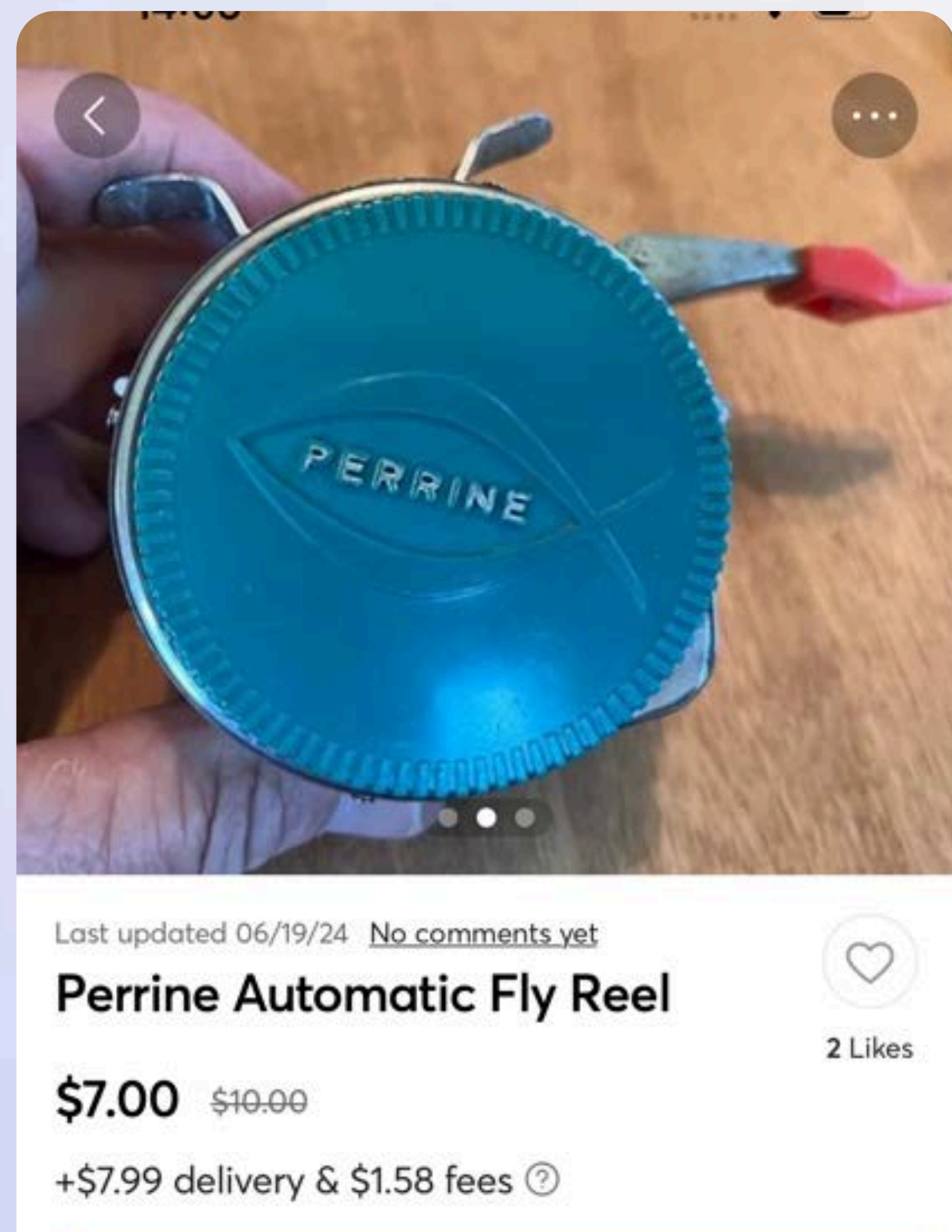


You want it, you got it at **MERCARI**

Let's include at least one MERCARI item!



purchase directly



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EIGHT × Mercari: Value circulation



EIGHT × Mercari: Value circulation



EIGHT to Mercari: User Acquisition



EIGHT × Mercari: Value circulation



New Sales Channel for Mercari Users

As a PR, buy Mercari products from EIGHT to get a discount on sales commissions.



EIGHT × Mercari: Value circulation

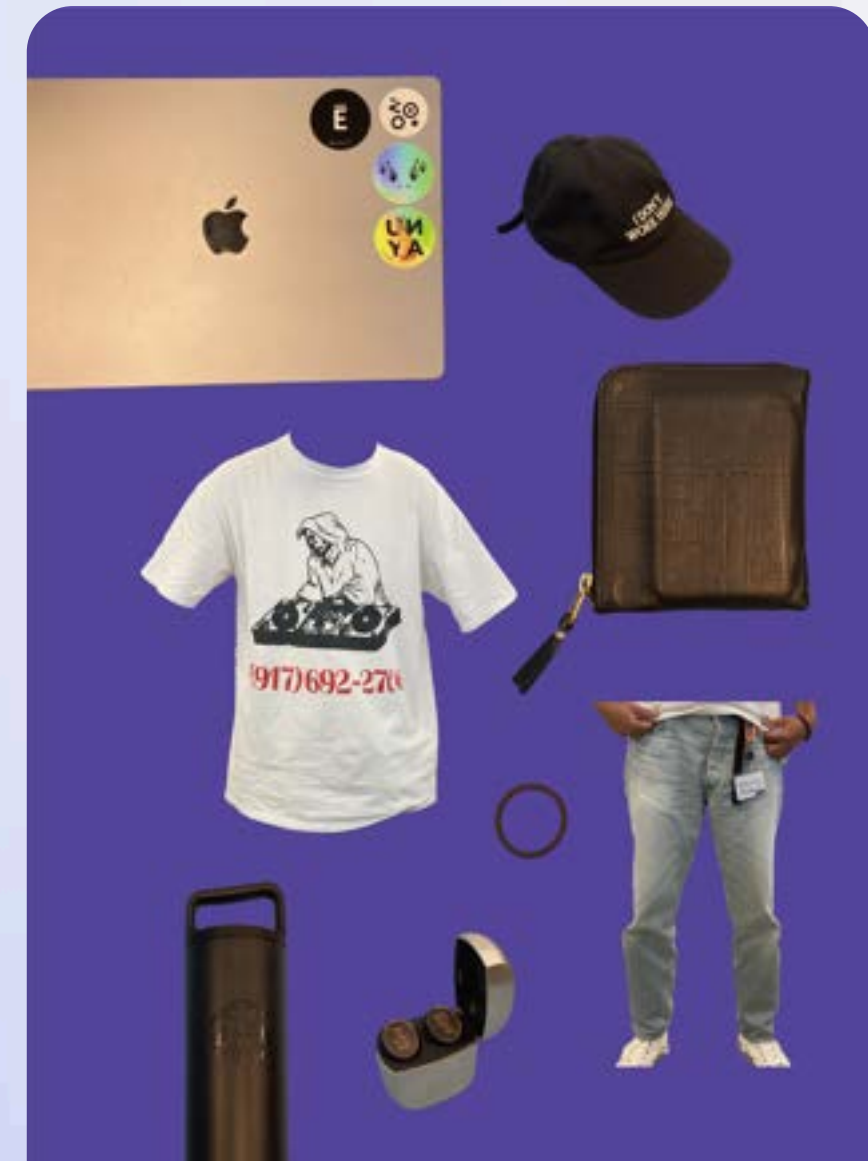


Collab with Brands/Celebrities: Recurring Ad Income

collab with bag a bag brand
'Whats in my bag week'



Celebrities, influencers
and CEO's favorite

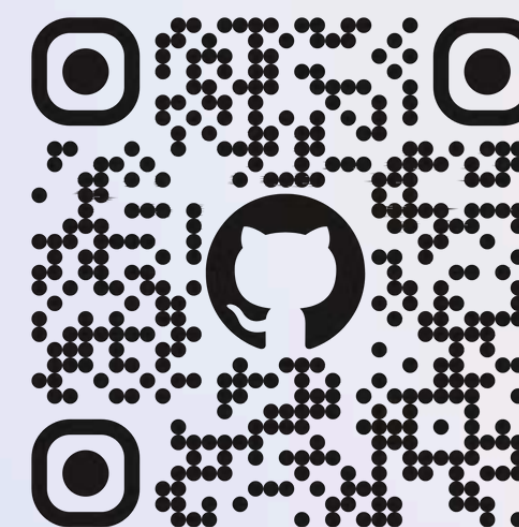




eIght, connecting by your CHARM



LET'S EIGHT!!!!



GitHub

Thank You!

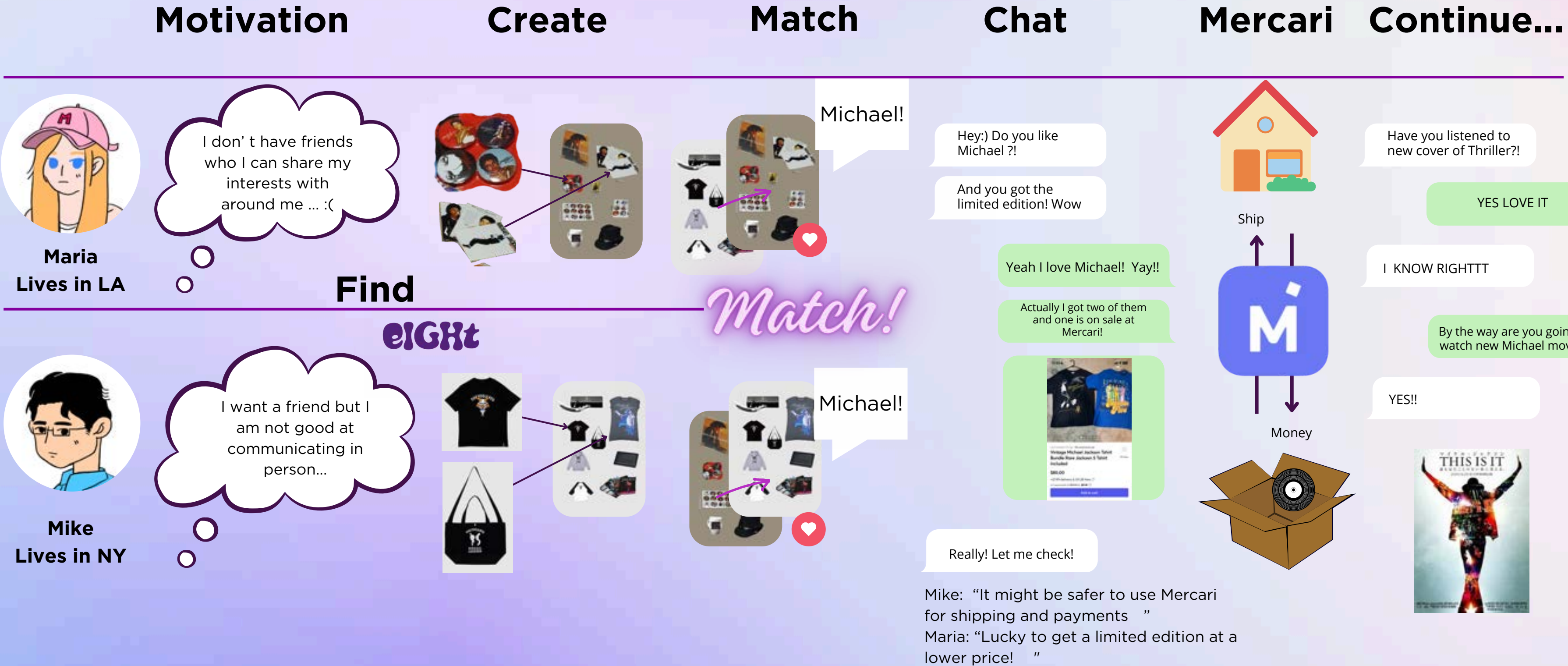
Appendix

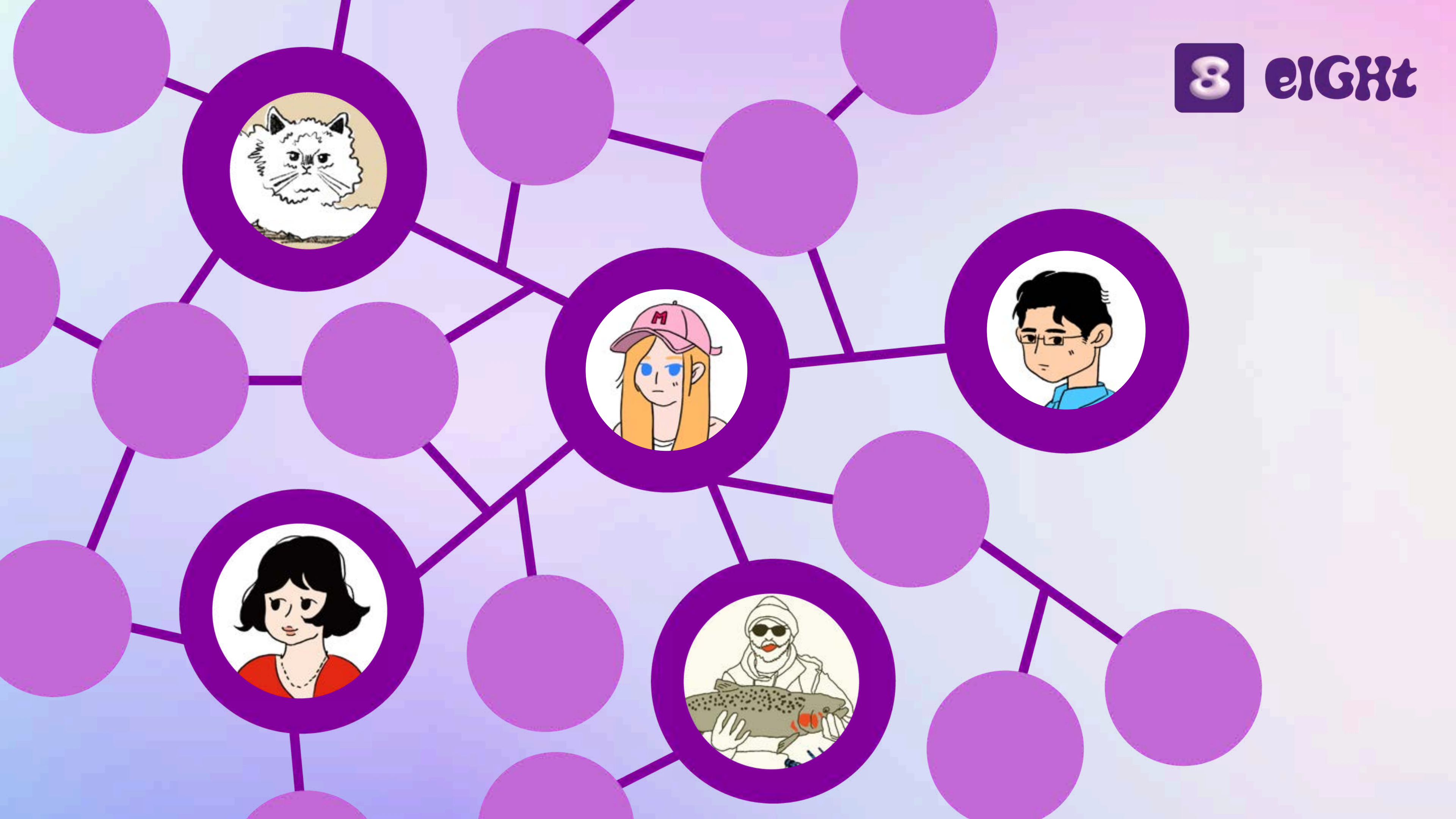


User Journey

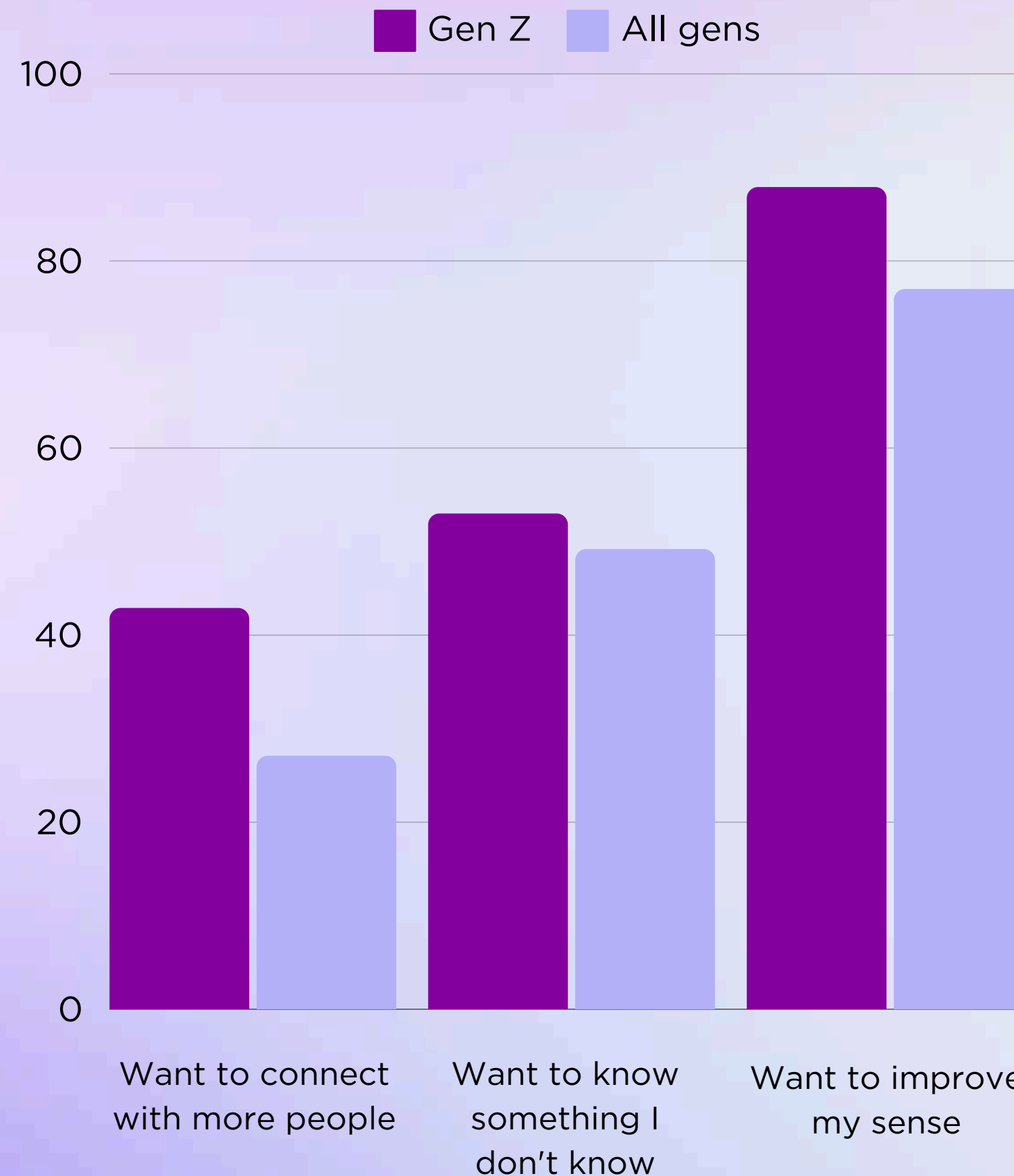


-The story of Maria & Mike Who both like Michael Jackson-





Gen Z want to explore more



Size of the **Gen Z** Market



TAM

Total Addressable Market

\$3.5B

SAM

Serviceable Available Market

\$1.0B

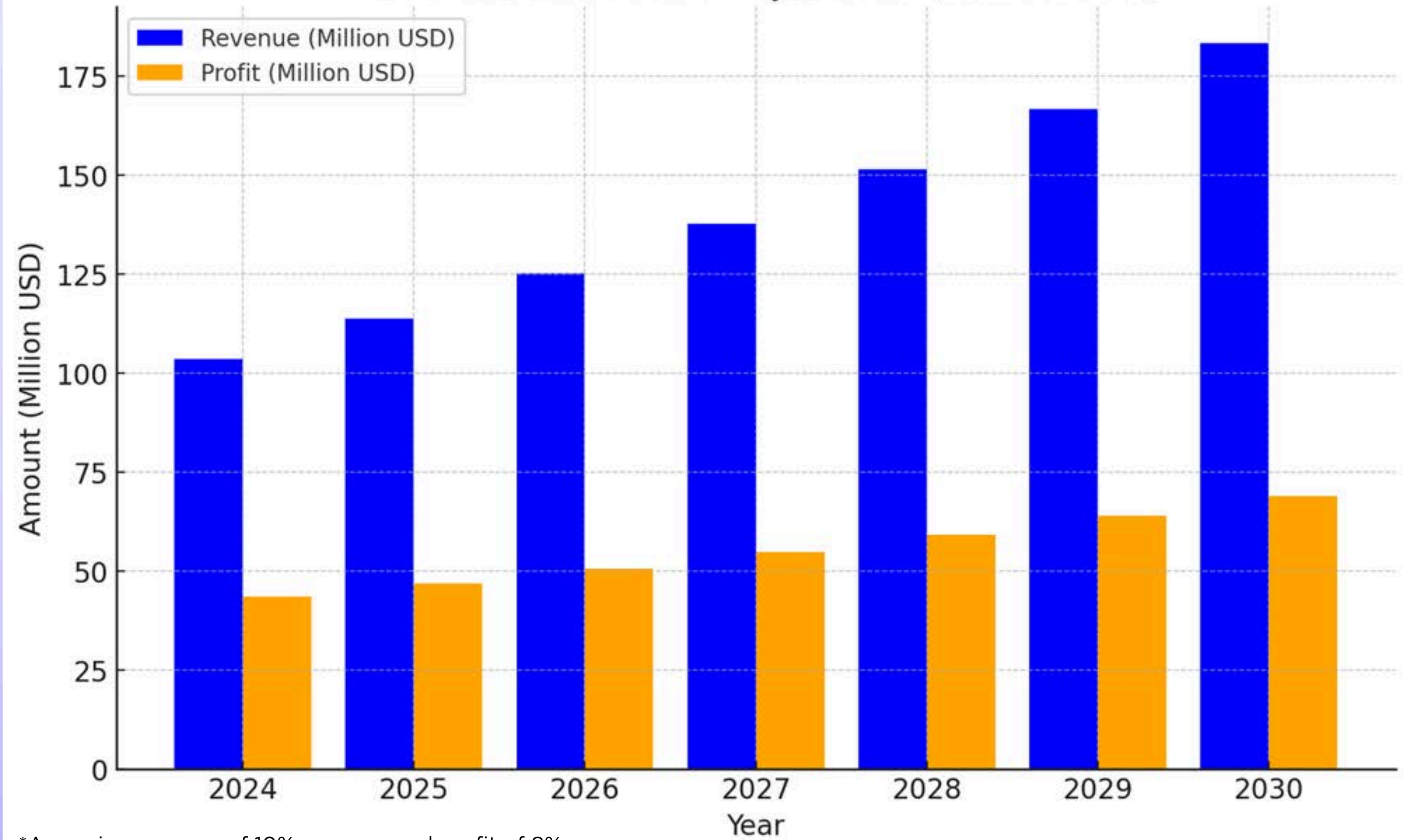
SOM

Serviceable Obtainable Market

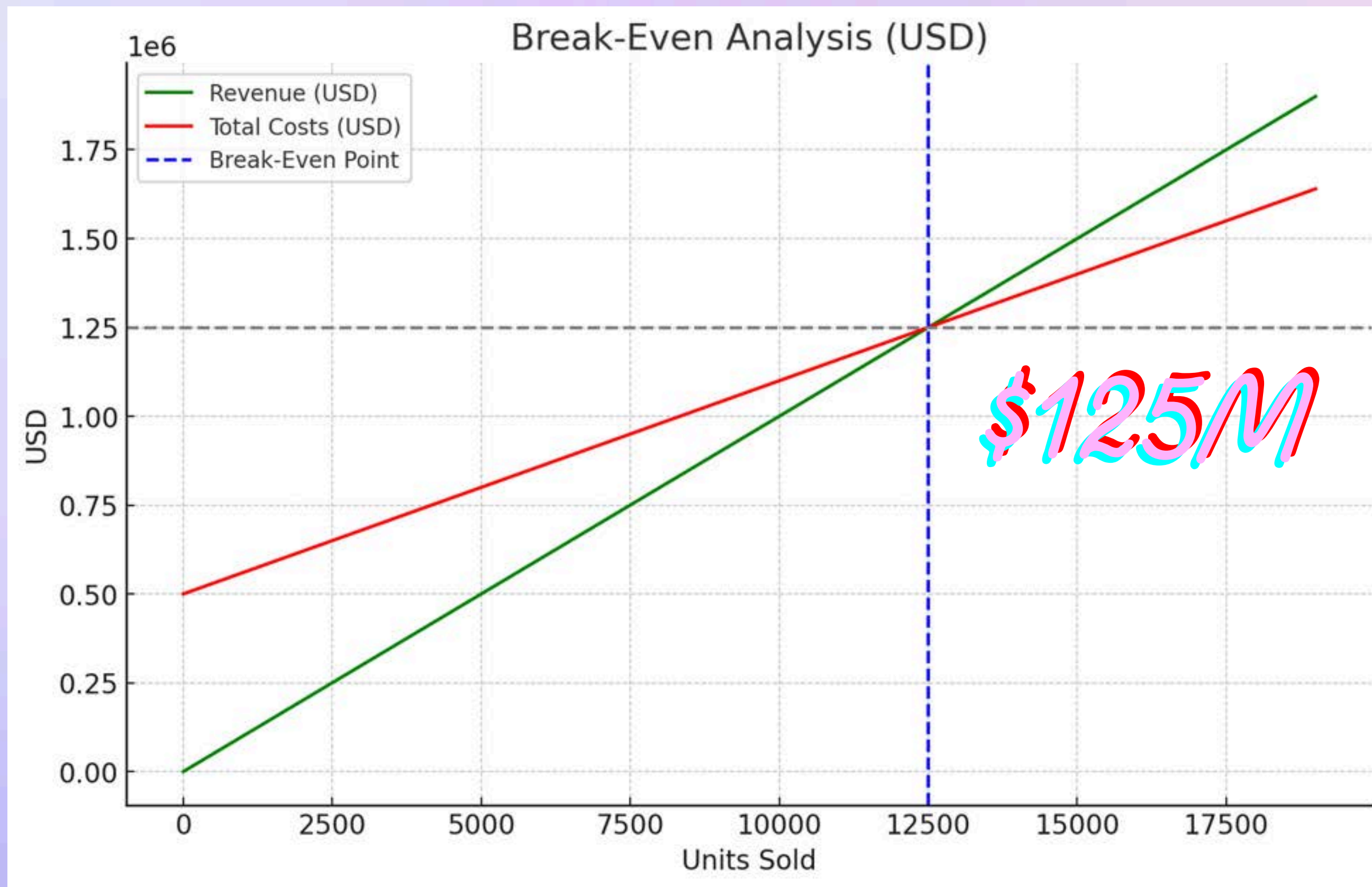
\$103M

*Assuming a Gen Z population of 69M, with 30% being users of dating apps (as comparable data), an ARPU of \$50, and a market share of 10% in SOM

Revenue and Profit Projections (2024-2030)



*Assuming revenue of 10% per year and profit of 8% per year



Additional resources

Presentation

<https://www.canva.com/design/DAGO7azNyZU/2uWxww9JYTioddJm1VDyag/edit>



Figma

<https://www.figma.com/design/WRUUK764n5IhtdYHguBxkV/MercariBOLD?node-id=12-7&node-type=FRAME&t=gqpzYOp8AHVnDitA-0>

<https://www.figma.com/board/U6GthCGdcAU1NM10oL4IJo/MercariBOLD?node-id=0-1>

Github

<https://github.com/norma2627/eight>

App feature summary

<https://docs.google.com/document/d/1Gecxz4aKPR48wj9urPTz12xtUqQE9sdaqmZ9HzOnspY/edit#heading=h.7j19qzp2qcnk>

Finance document

https://docs.google.com/document/d/liSse-sIOsr_SithN-hoNQpB4gwP3NGpIDX3tFg5uNqA/edit