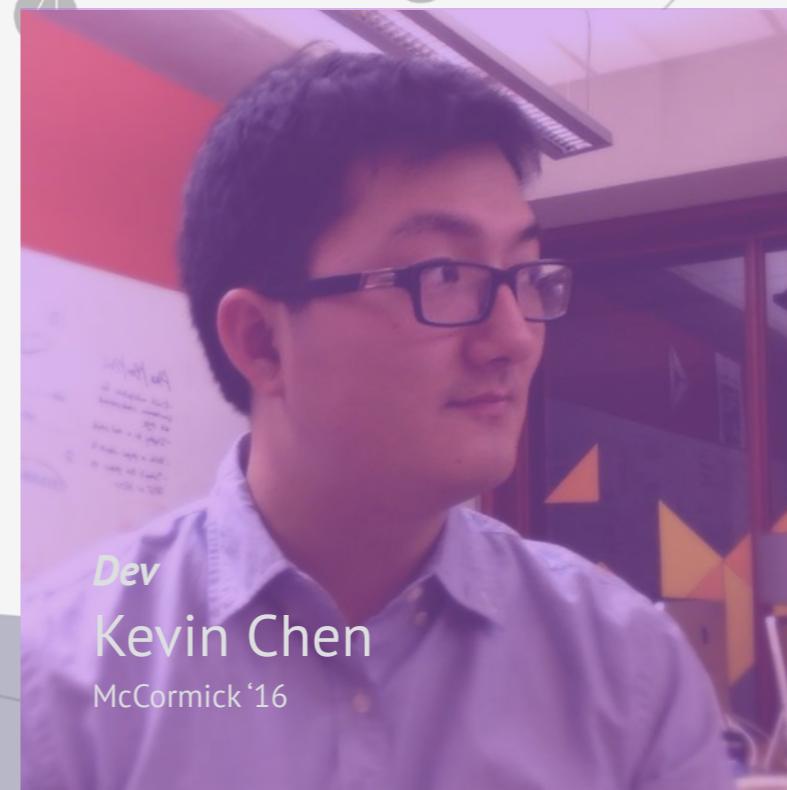
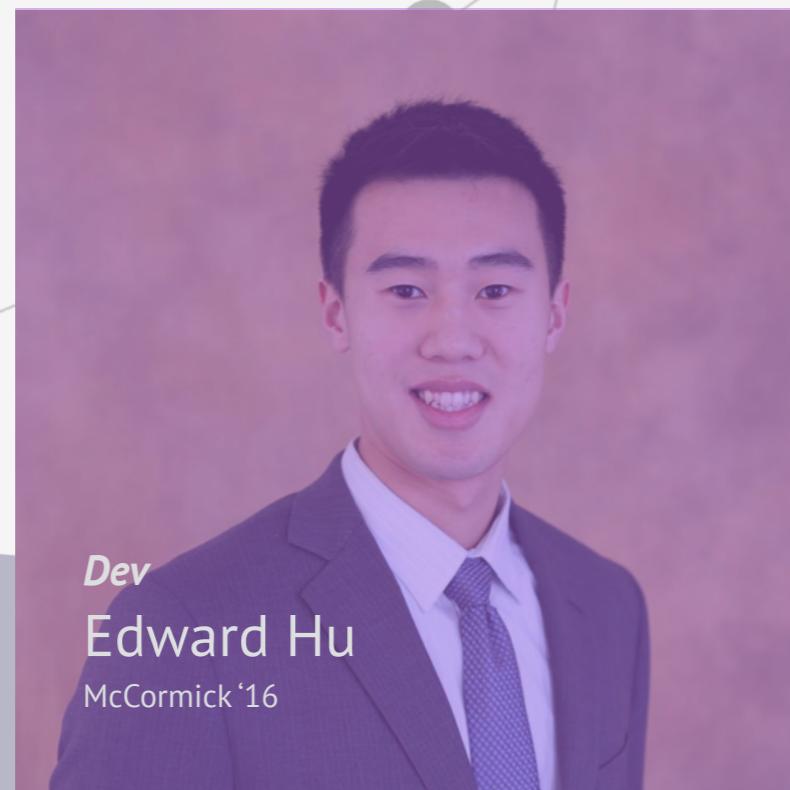
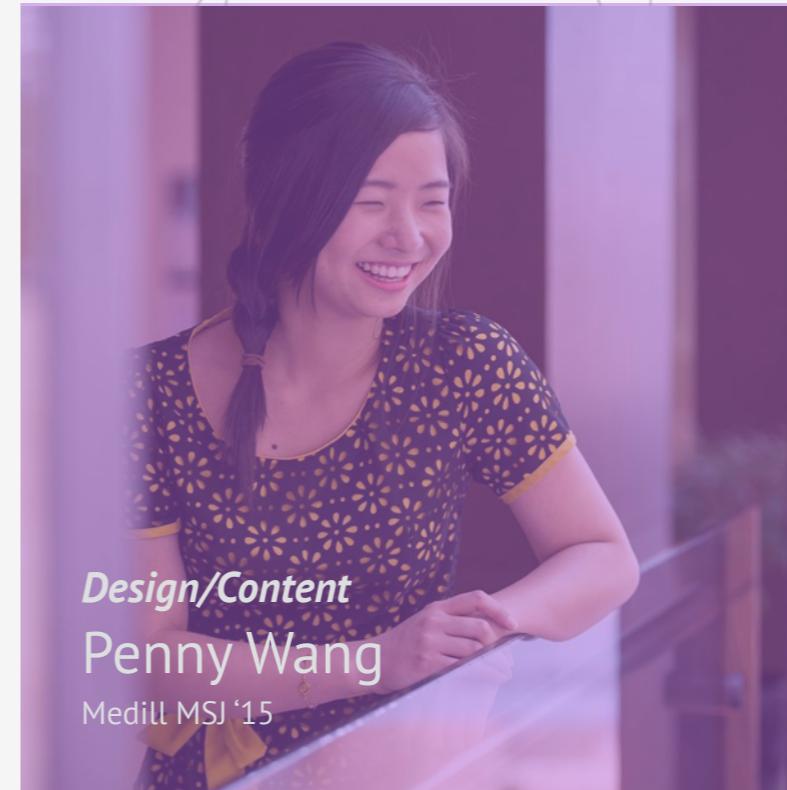


# BREADCRUMBS/

Your Online Shopping Companion



# Cereal Aisle vs. Online Shopping



*“The real problem is that I am overwhelmed by the options and subsequent fear of missing out on a good deal or a better option.”*

-Sarah Doody, UX blogger



# What is Breadcrumbs/

breadcrumbs is a chrome extension that helps you organize your online shopping research

The screenshot shows a sample dashboard for the Breadcrumbs extension. The interface includes a sidebar with filters for Site (Amazon selected), Brand (Hee Grand selected), and Subcategory (Women selected). The main content area displays a grid of four fashion items:

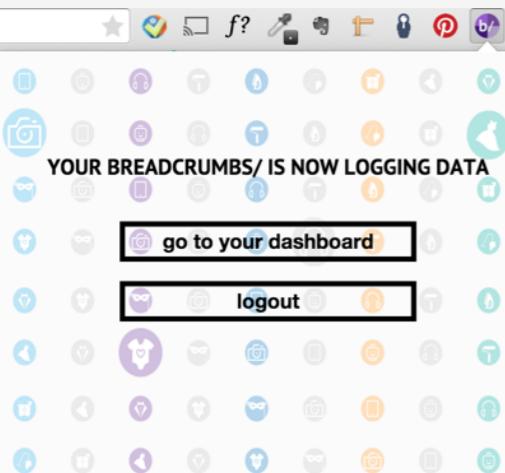
- Hee Grand Sweet Flower Thong Sandal: \$9.49 - \$11.79
- BCBGMAXAZRIA Women's Jazmin Dress: \$178.00
- Lovers+Friends Women's Gardenia Jumpsuit: \$147.00
- Joie Women's Merci Tweed Short: \$148.00

Below the grid, there is a single item listed:

- Furla Metropolis Small Shoulder Bag: \$148.00

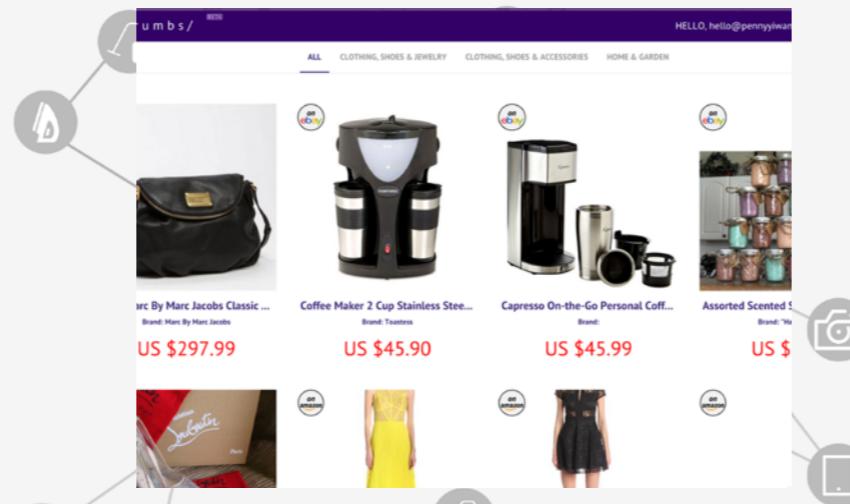
sample dashboard

# Features



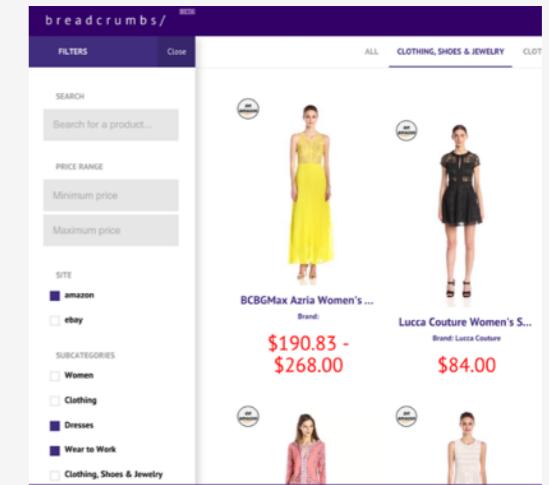
breadcrumbs remembers

Once installed, the extension logs every product viewed without any effort from the user's end.



sorted dashboard

The dashboard displays products by chronology and type of product.



filters & search

To locate the exact item, a user can simply narrow a category down using different filter and search functions.

# Supported sites

amazon.com®

ebay™

the magic of macy's

bloomingdale's

NORDSTROM



EXPRESS

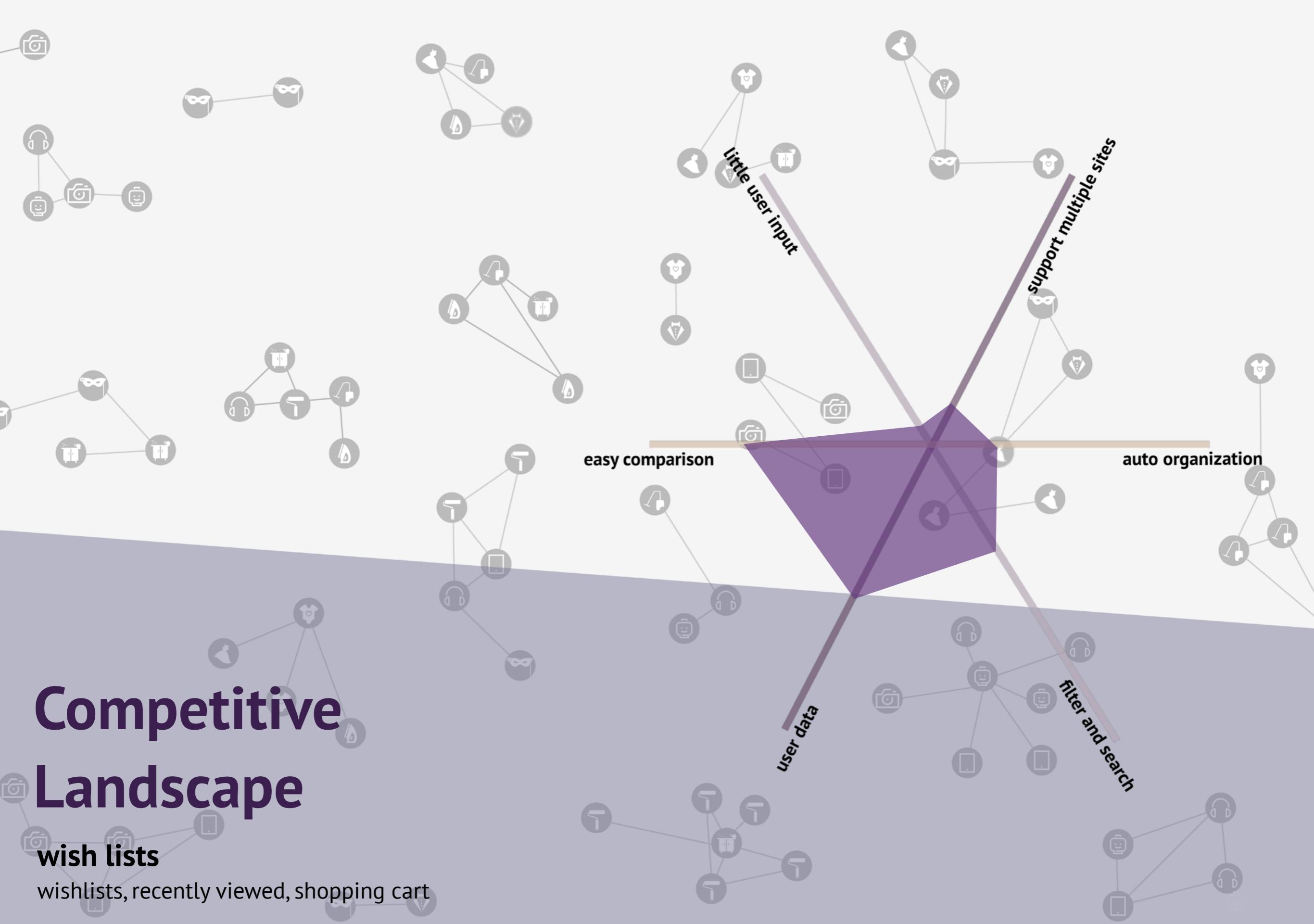
6PM.COM®

...and more on the way

# Competitive Landscape

wish lists

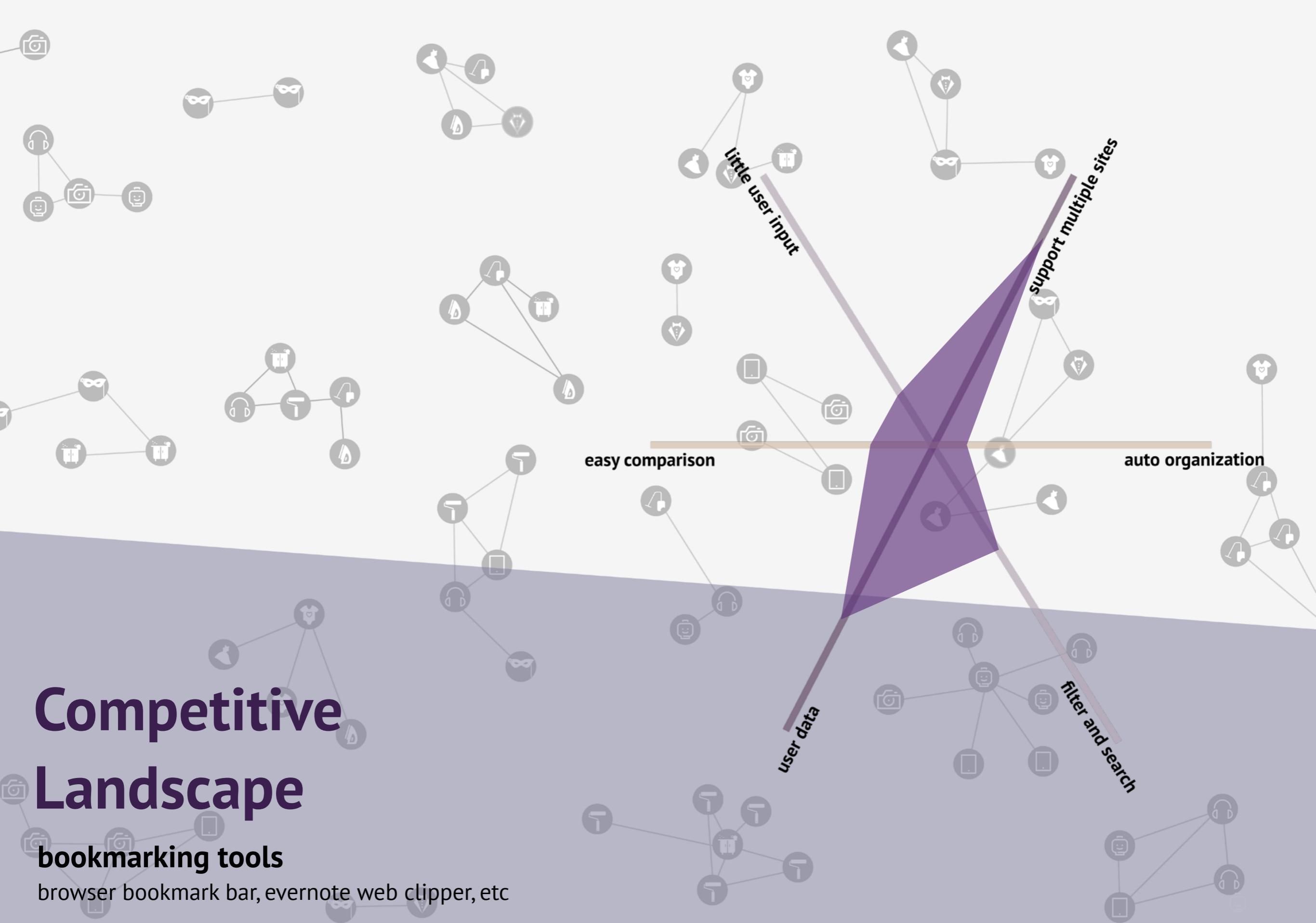
wishlists, recently viewed, shopping cart



# Competitive Landscape

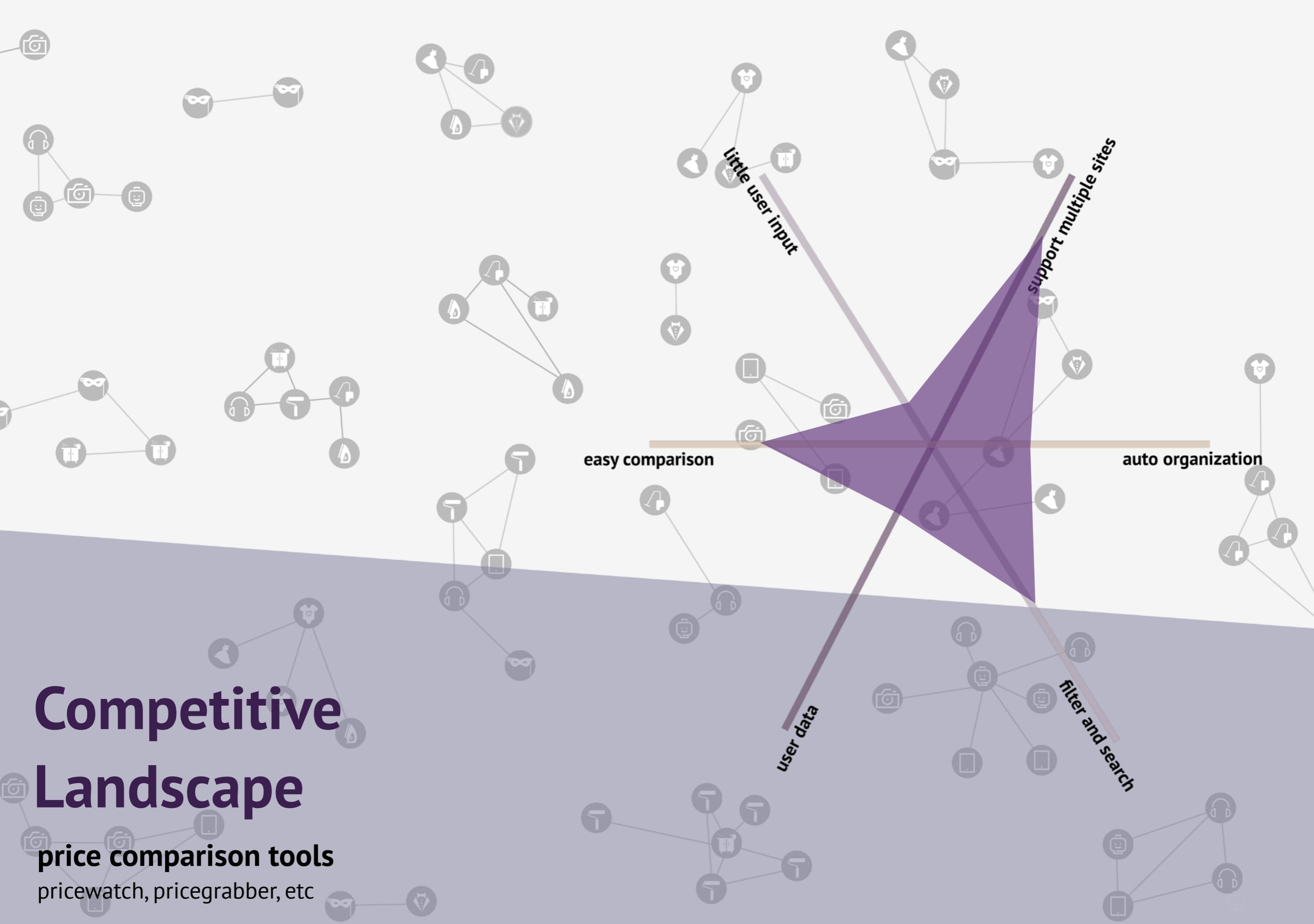
**bookmarking tools**

browser bookmark bar, evernote web clipper, etc



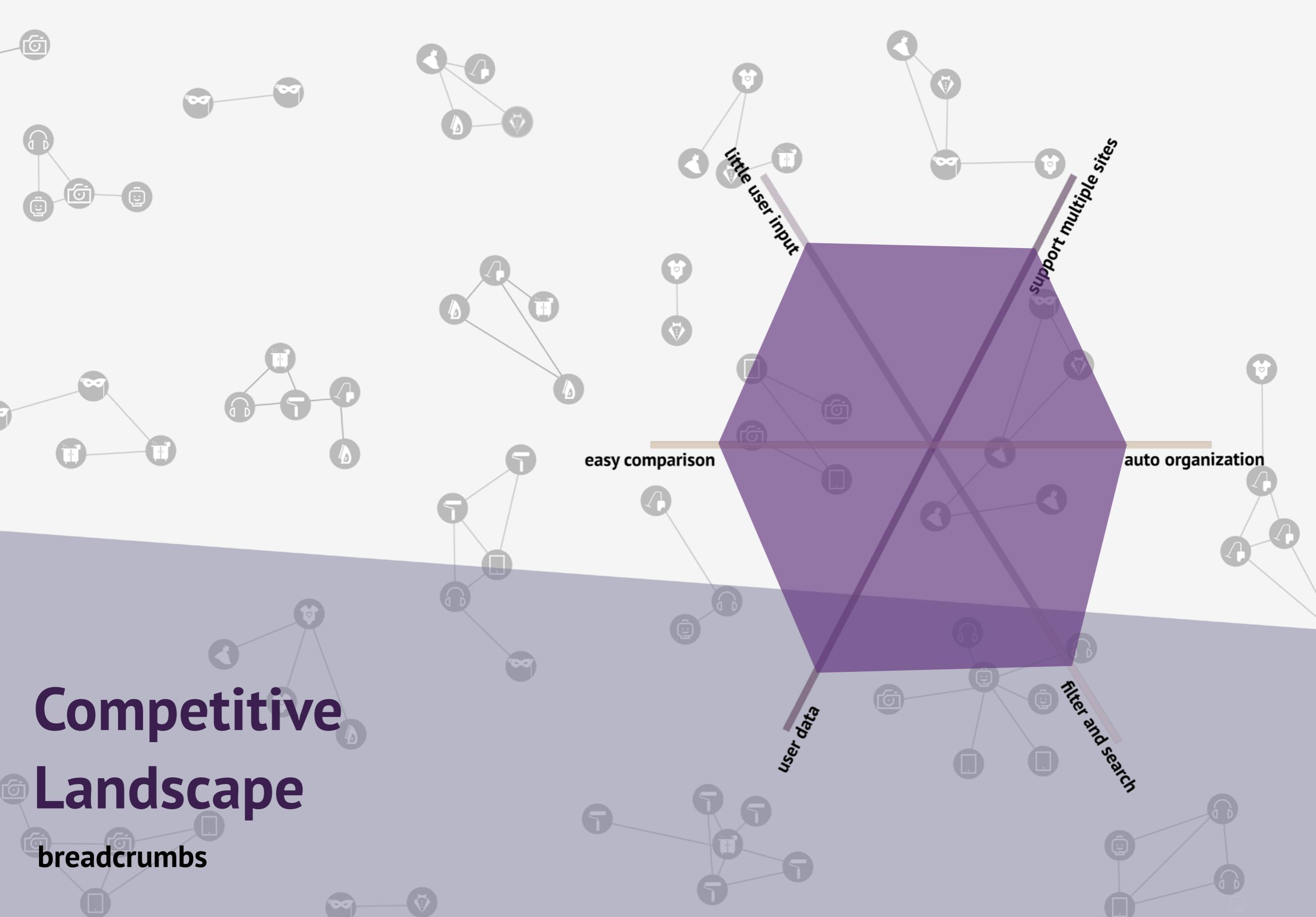
# Competitive Landscape

**price comparison tools**  
pricewatch, pricegrabber, etc

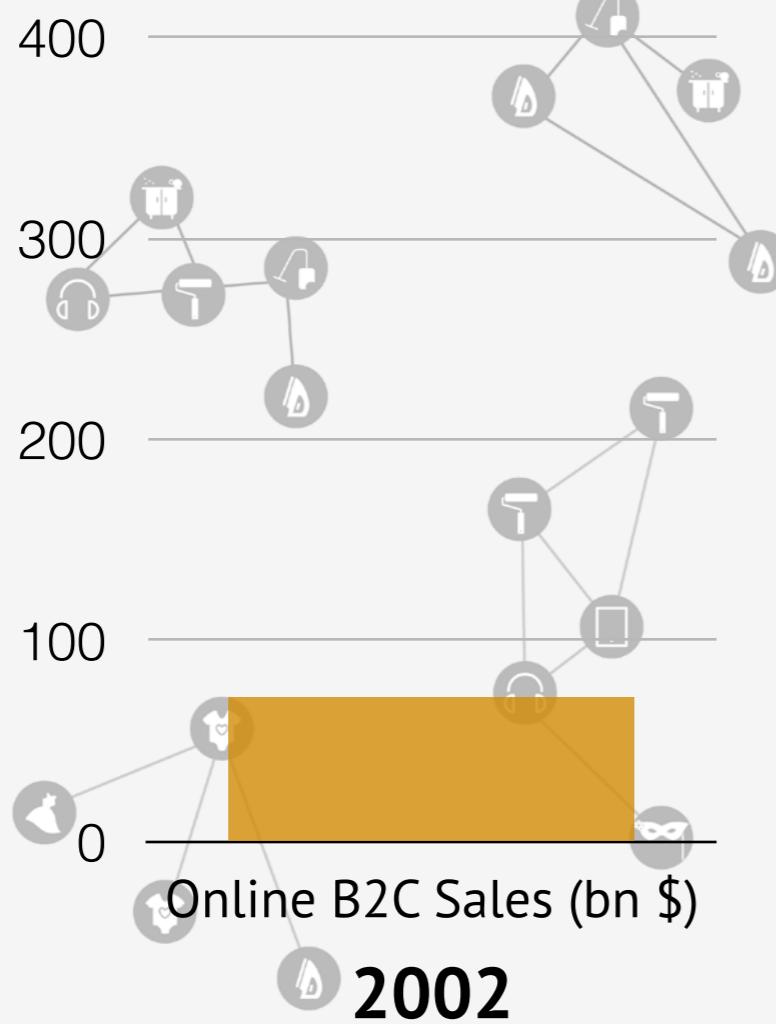


# Competitive Landscape

# breadcrumbs



# Market Opportunities



90%

transactions still offline

# Target Segment

young professional women

Zoe  
@Zoee\_Torress

Follow

I spend too much time online shopping. . .

◀ ▶ ⭐ ...

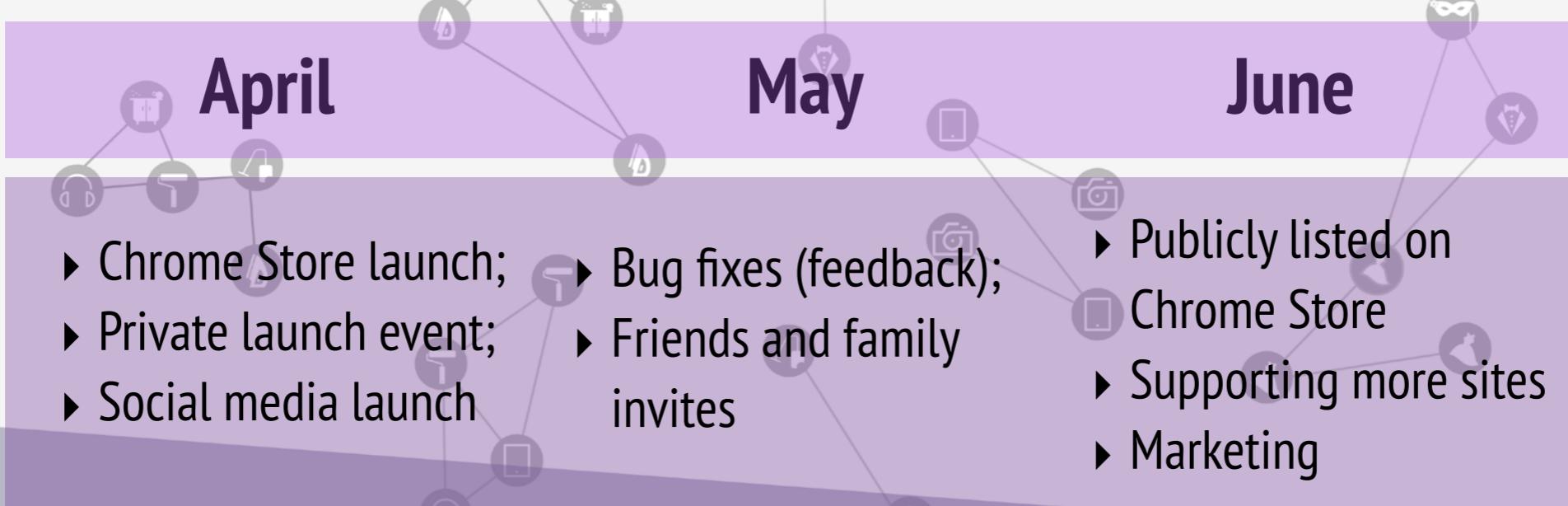
FAVORITE

1



6:20 PM - 25 May 2015

# Market Traction



35

registered users

27

weekly users

5000+

social media  
impressions

# Customer Acquisition

	Personal Network	Social Media	Online Publishing Platforms	ProductHunt/ Bloggers
cost	\$0	CPC \$3	\$0	\$0
feasibility	very feasible	feasible	feasible	less feasible
scalability	not scalable	2x to 10x		
progress	27 active users	5k impressions/mo	2 posts	1 blogger

# Revenue Streams

## Affiliate Programs

## Online Shopping Data

## Advertisement

est. revenue

est. revenue

est. revenue

est. revenue

feasibility

feasibility

feasibility

feasibility

scalability

scalability

scalability

scalability

# Next Steps

Add affiliate programs

Integrate more sites

Explore M-Commerce opportunities

# Thank you!

Questions?

# Appendix 1

