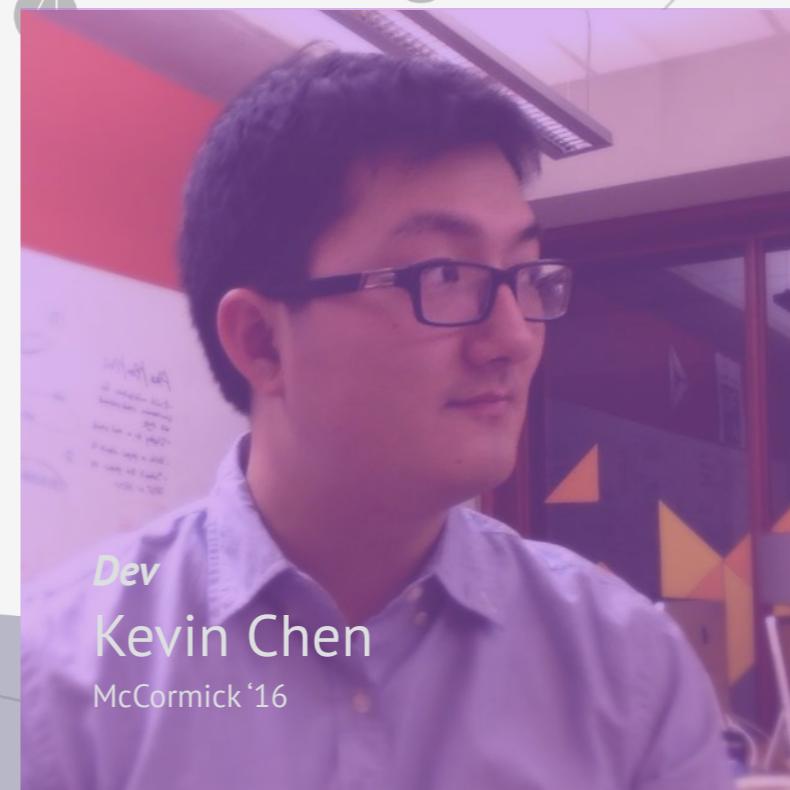
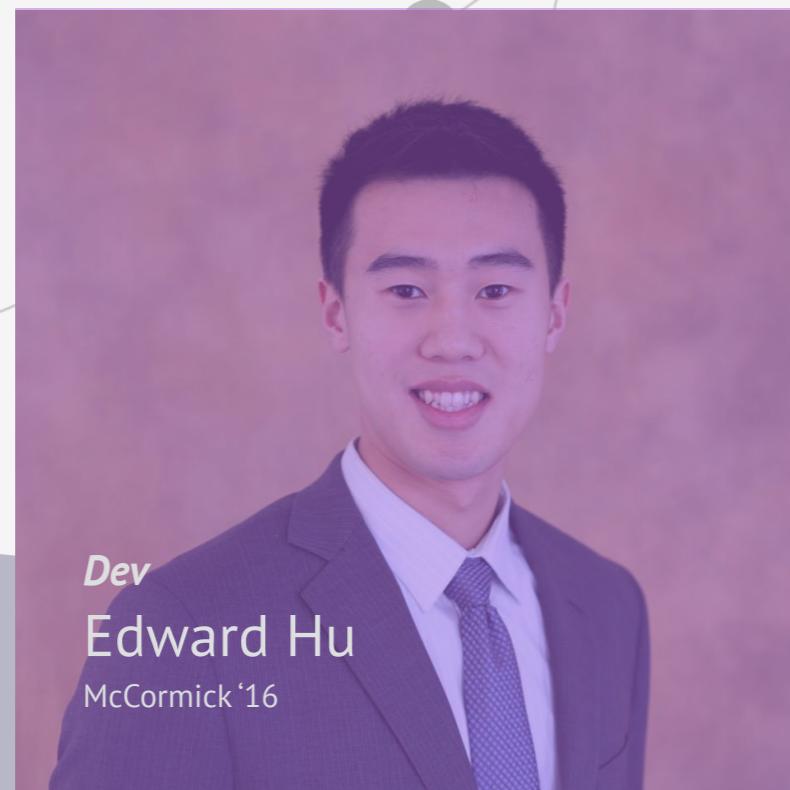
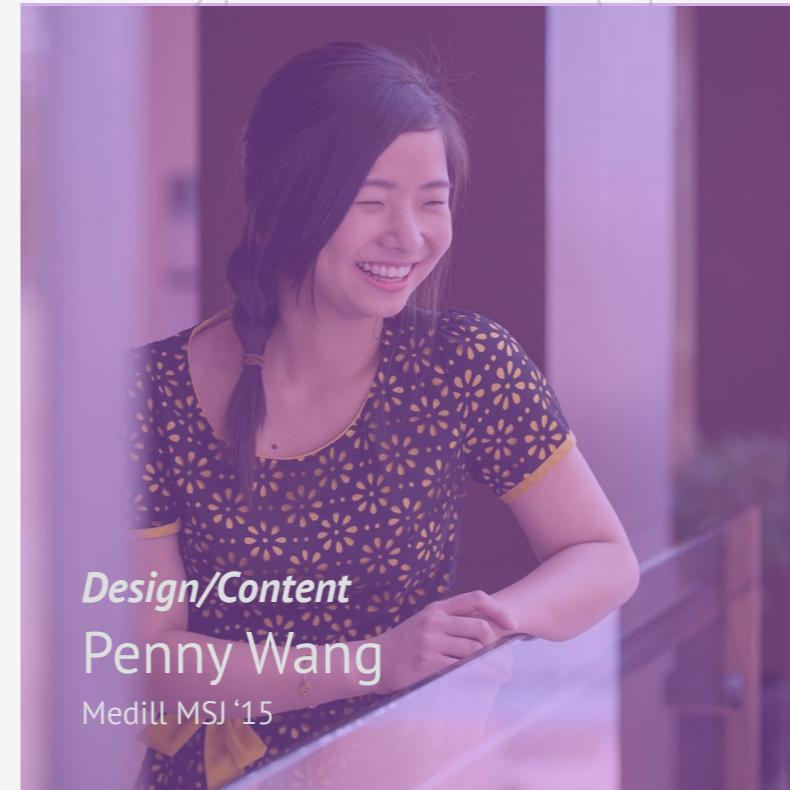


# BREADCRUMBS/

Your Online Shopping Companion



www1.macys.com/shop/product/calvin-klein-micro-solid-slim-tie?ID=648908&CategoryID=53239#fn=sp%3D1%26spc%3D1355%26ruleId%3D%26slotId%3D18

FREE SHIPPING  FREE RETURNS  
with \$99 purchase. U.S. only, exclusions

sign in  my account  stores  customer service

the magic of **macy's**

Search or enter web ID 

my bag (0) 

HOME BED & BATH WOMEN MEN JUNIORS KIDS BEAUTY SHOES HANDBAGS & ACCESSORIES JEWELRY WATCHES BRANDS

AMERICAN ICONS FATHER'S DAY GIFT GUIDE lists deals & promotions gift cards wedding registry

You are in: Men > Ties & Pocket Squares

## Calvin Klein



LARGER VIEW

### Calvin Klein Micro Solid Slim Tie

★★★★★ 5 reviews

\$65.00

EXTRA 40% OFF Enjoy 40% off select Men's purchase [details](#)

Color: Poppy 

Size: ONE SIZE

Qty: 1 

[ADD TO BAG](#) 

[E-GIFT IT](#) 

What's e-gifting?

[ADD TO LIST](#)

in stock

Check availability in your area

Product Details [Reviews ★★★★☆](#) Product Q&A Shipping & Returns Special Offers

Box yourself in. This tie from Calvin Klein instantly sharpens your dress wardrobe.

Customers Also Shopped



MORE COLORS

Calvin Klein Microsolid Slim... \$65.00 ★★★★☆ (8)



MORE COLORS

Calvin Klein Silver Spun Sol... \$65.00 EXTRA 40% OFF ★★★★☆ (15)





# Online Shopping vs. Cereal Shopping

# What is Breadcrumbs/

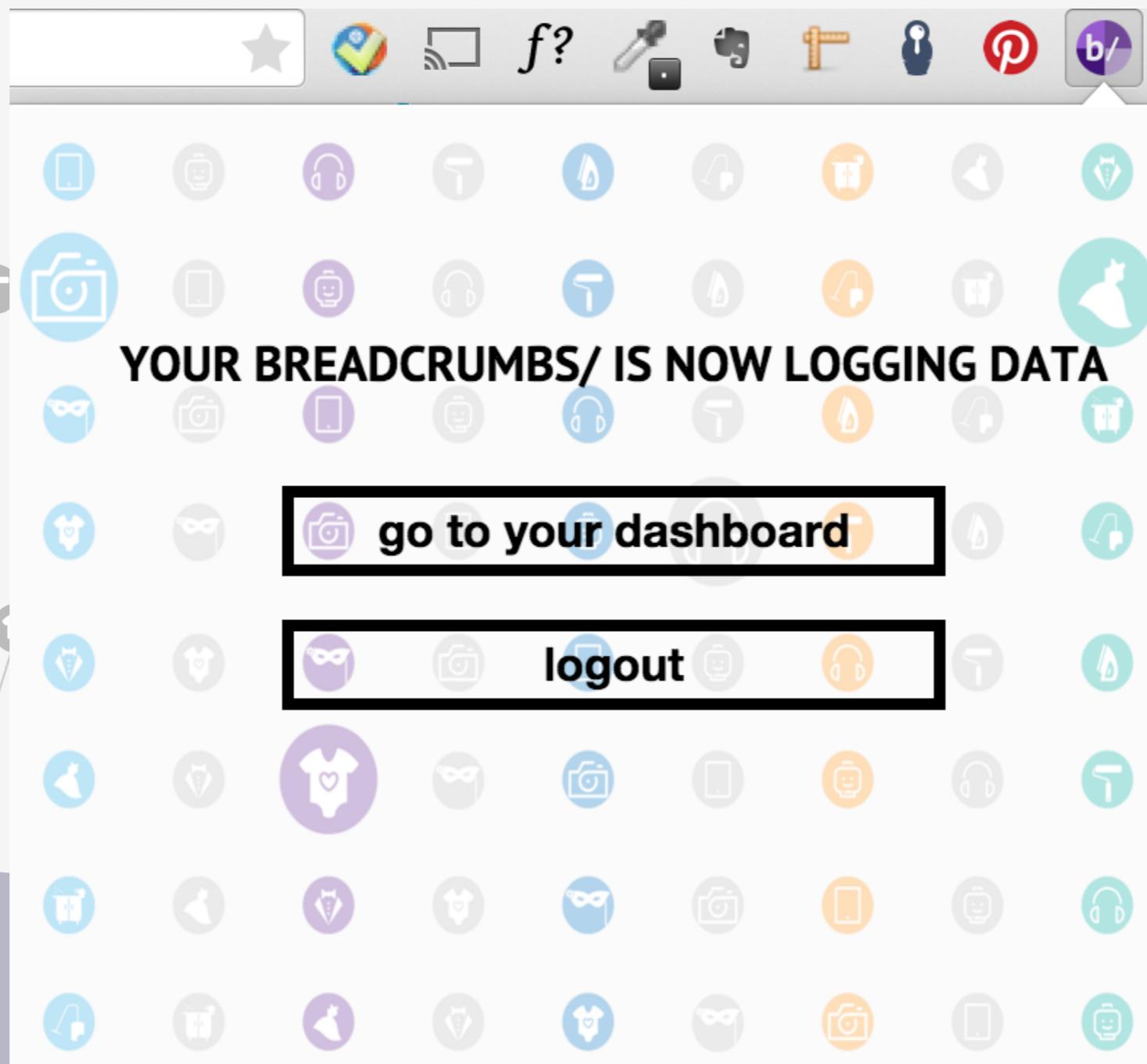
breadcrumbs is a chrome extension that helps you organize your online shopping research

The screenshot shows a sample dashboard for the Breadcrumbs extension. The interface includes a top navigation bar with categories like ALL, CLOTHING, SHOES & JEWELRY, CLOTHING, SHOES & ACCESSORIES, HOME & GARDEN, BABY, HOME & KITCHEN, PATIO, LAWN & GARDEN, ELECTRONICS, and GROCERY & GOURMET FOOD. A user profile 'HELLO, hello@pennyiwang.com' and a 'Logout' button are visible. On the left, a 'FILTERS' sidebar lists 'SITE' (Amazon checked, eBay), 'BRANDS' (Deer Mum, Steve Madden, Lucca Couture, Finejo, celebritystyle, Modern Kiwi, Sheinside, VfEmage, FURLA, Lovers+Friends, Hee Grand), and 'SUBCATEGORIES' (Women checked, Girls, Spring-Time Espadrilles, Woven Handbags). The main content area displays five products:

- Hee Grand Sweet Flower Thong Sandal: \$9.49 - \$11.79
- BCBGMAXAZRIA Women's Jazmin Dress: \$178.00
- Lovers+Friends Women's Gardeni... Jumpsuit: \$147.00
- Joie Women's Merci Tweed Short: \$148.00
- Furla Metropolis Small Shoulder Bag: \$148.00

sample dashboard

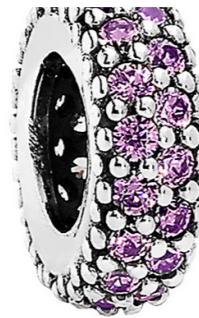
# breadcrumbs remembers



# sorted dashboard

ALL CLOTHES & ACCESSORIES FOOD & HEALTH HOME & OFFICE OTHER SPORTS & OUTDOORS

on  
NORDSTROM



'Inspiration Within' Spacer Charm

Brand: PANDORA

\$30.00

on  
NORDSTROM



Graduated Beaded Leather Wrap ...

Brand: Chan Luu

\$170.00

on  
NORDSTROM



Stone Stretch Bracelets (Set of 3)

Brand: Sequin

\$48.00

on  
macy's



Lacoste Macy's Exclusive Ribbed ...

Brand: Macys

\$59.99

on  
macy's



Material Girl Swan Flat Thong Sa...

Brand: Macys

on  
ebay



6mm Thick Yoga Mat Pad Non-Sli...

Brand:

on  
ebay



Black NBR Yoga Mat Extra Thick ...

Brand: Yes4All

on  
ebay



6/8/10mm Thick Durable Yoga M...

Brand: Unbrand

# filter and search

breadcrumbs / BETA

HELLO, hello@pennyyiwang.com | Logout

**FILTERS** Close

ALL CLOTHES & ACCESSORIES **FOOD & HEALTH** HOME & OFFICE OTHER SPORTS & OUTDOORS

**SEARCH**  
Search for a product...

**SUBCATEGORIES**

- Packaged Meals & Side Dishes
- Coffee, Tea & Beverages
- Gourmet Gifts

**BRANDS**

**PRICE RANGE**

Minimum price

Maximum price

**SITE**

- Amazon
- ebay



Vita Coco Kids Coconut... Brand: Vita Coco \$19.33

Vita Coco Coconut Wat... Brand: Vita Coco \$13.79

Taste of the South Sam... Brand: pork \$49.75

Nongshim Kimchi Ram... Brand: Nongshim \$17.17



# Supported sites

amazon.com®

ebay™

the magic of macy's

bloomingdale's

NORDSTROM

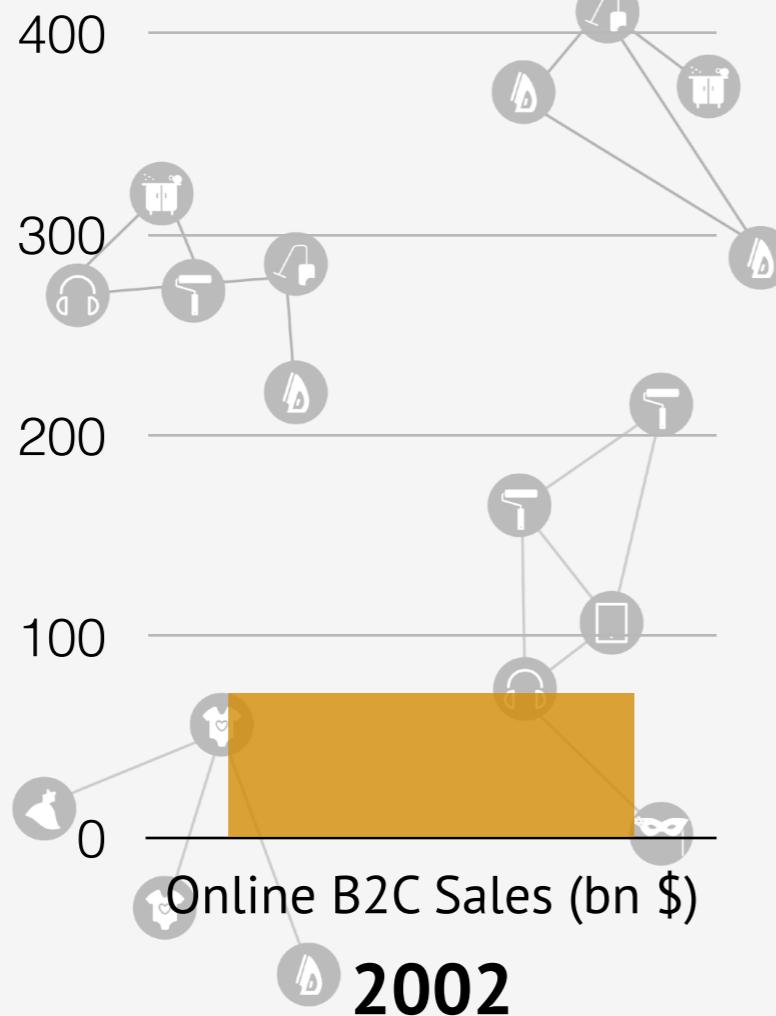
UNI  
QLO

EXPRESS

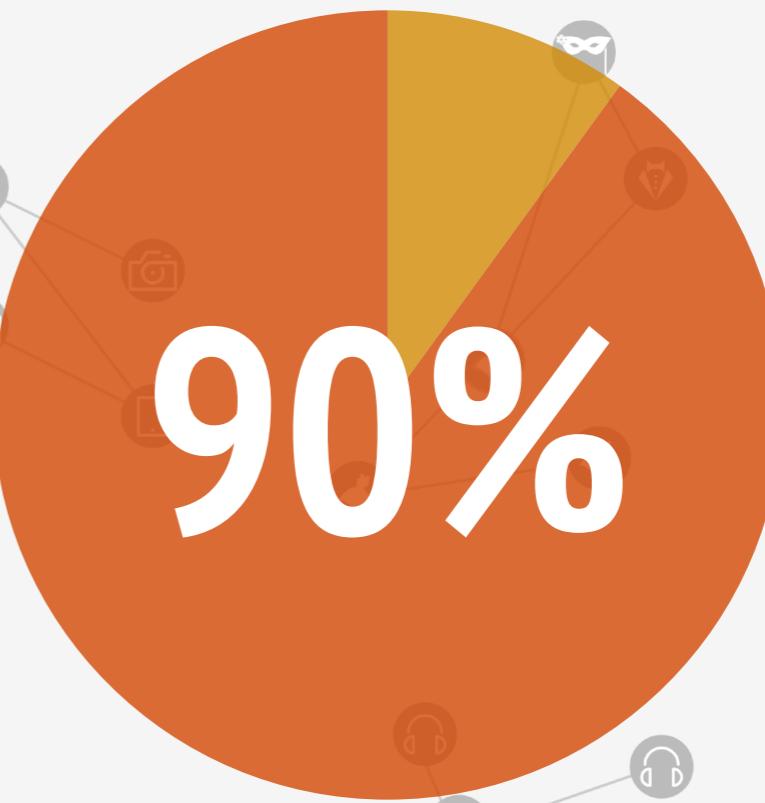


& MORE

# Market Opportunities



(Source: Statista)



**transactions still offline**

# Target Segment

21-to-45-year old online shoppers  
esp. female shoppers

- ▶ Compare across sites
- ▶ Active online (social media)

# What are some alternatives?



## wish lists

wish lists, recently viewed, shopping cart built into shopping sites



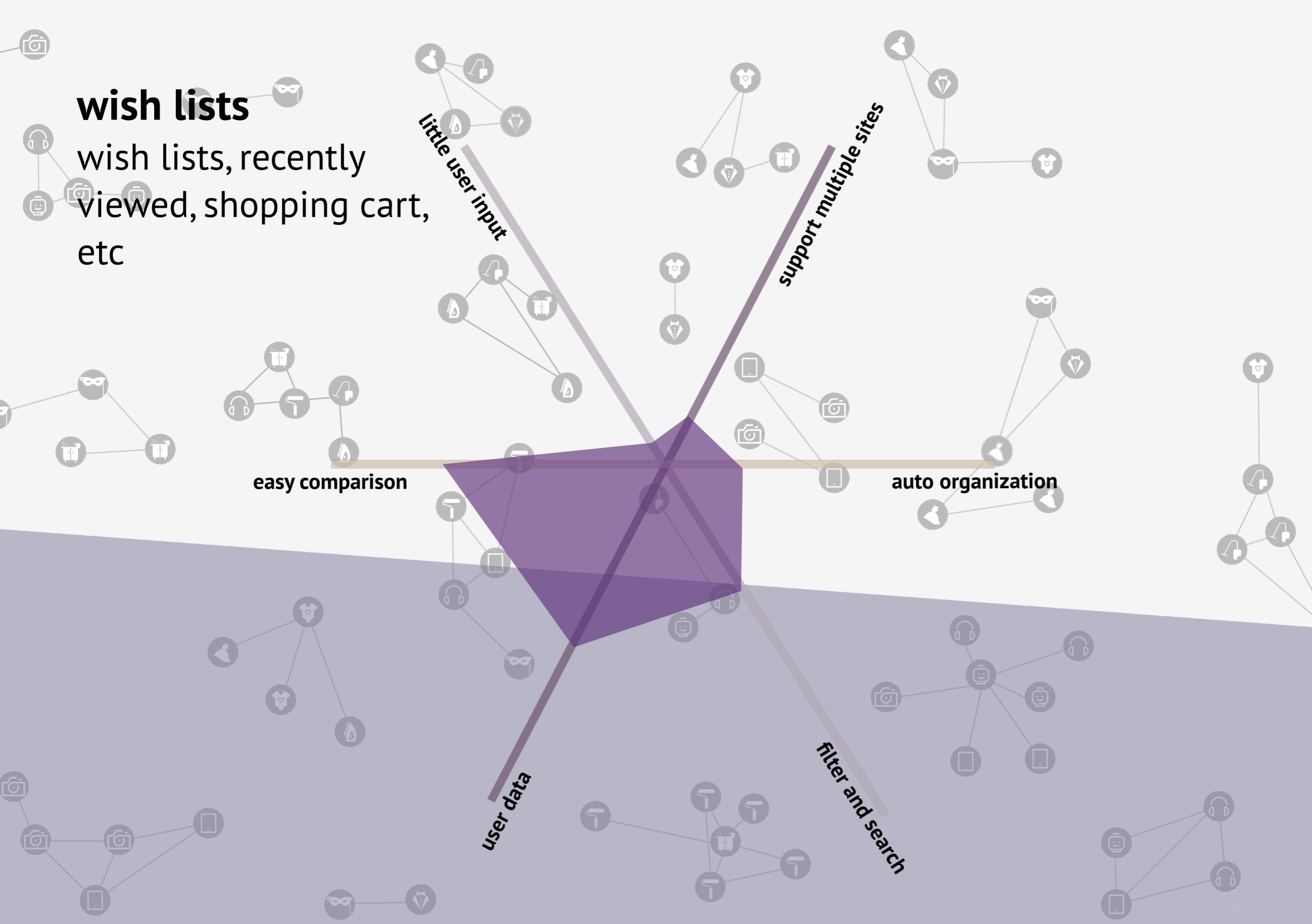
## bookmarking tools

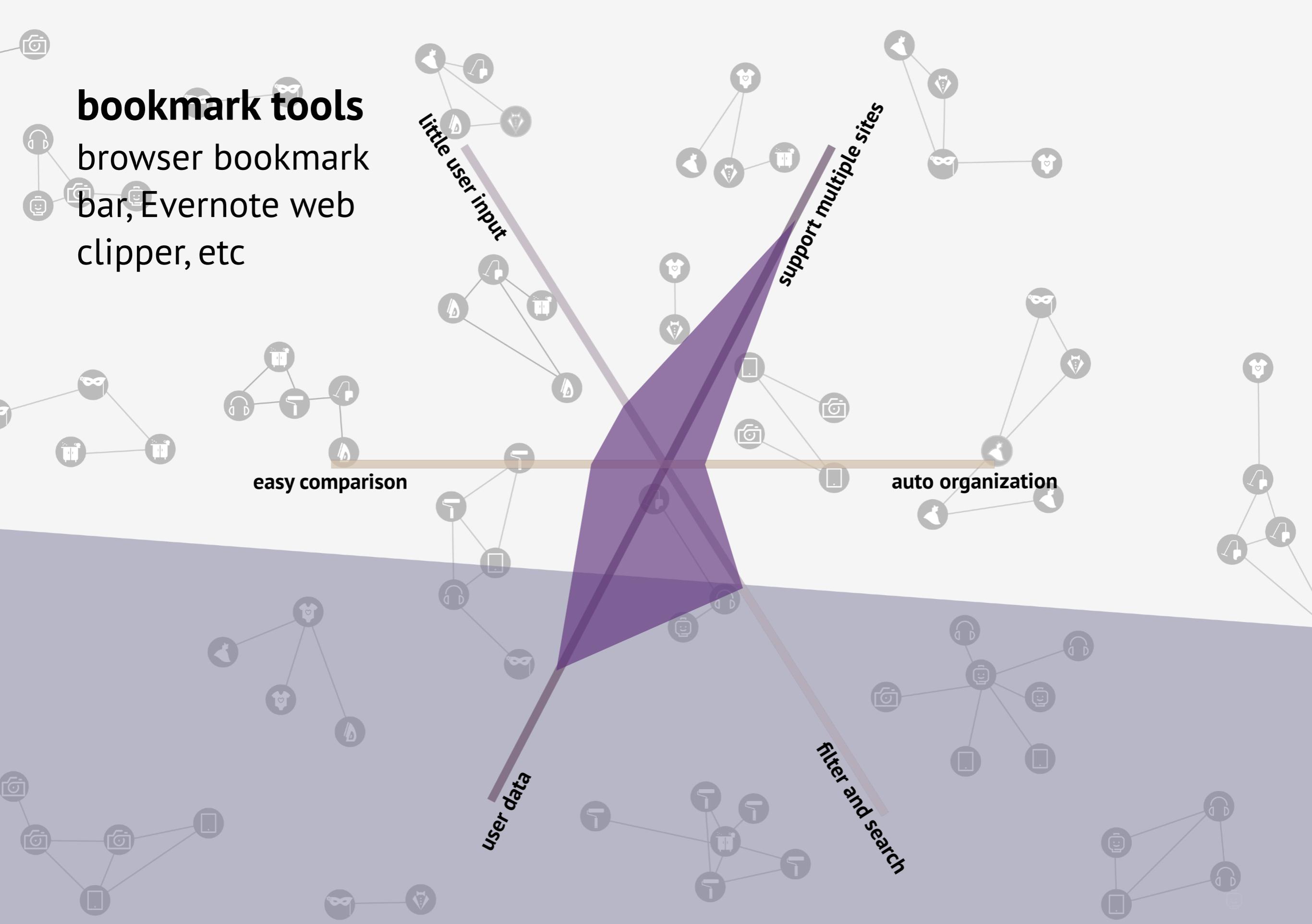
browser bookmark bar, Evernote web clipper, etc



## price comparison tools

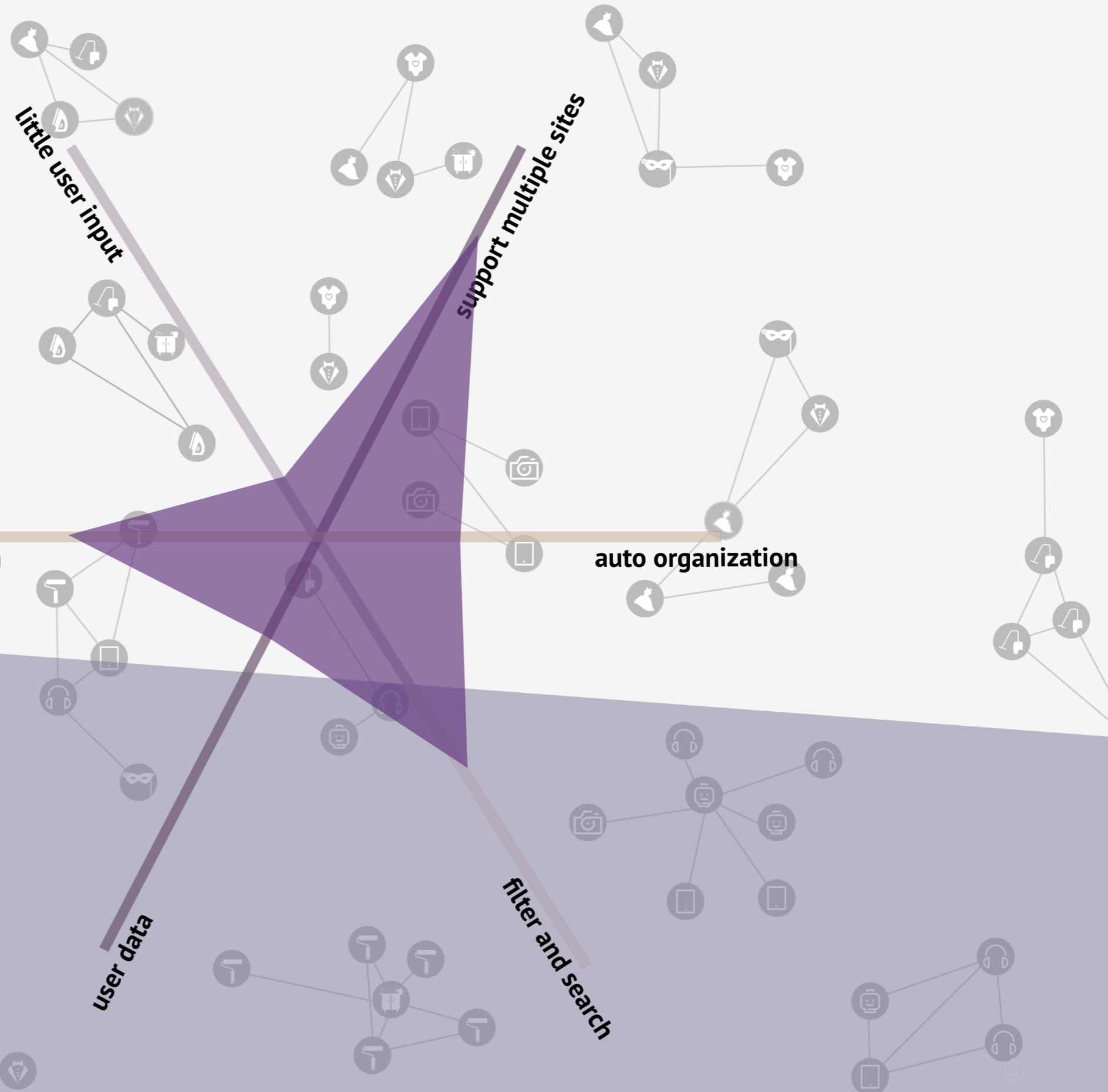
Pricewatch, Pricegrabber, etc



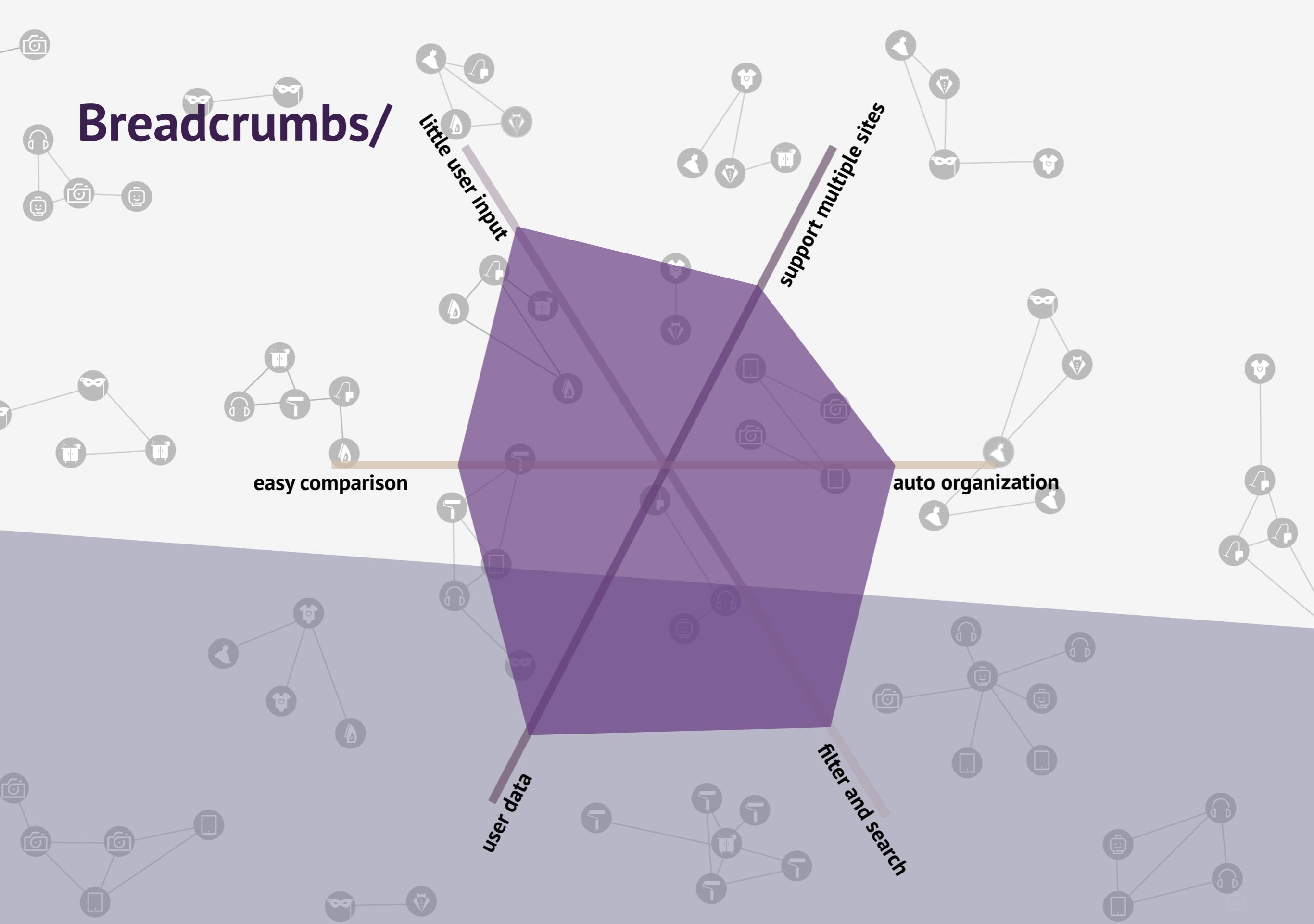


# price comparison

pricewatch,  
pricegrabber, etc



# Breadcrumbs/



# Revenue Streams

## Affiliate Programs

(at 5% rebate)

est. revenue

\$57,000/quarter

## Online Shopping Data

N/A

## Advertisement

\$35,000/quarter

► All numbers are for after two years of operation

# Next Steps

Acquire customers

Integrate more sites

Add affiliate programs

Explore m-commerce opportunities

# Thank you!

Questions?

# Appendix 1: Timeline



# Appendix 2: 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	35 active users	5.5k impressions/mo	2 posts	1 guest blog post

# Appendix 3: Revenue Streams



- ▶ 201M US online shoppers
- ▶ penetration 0.08%
- ▶ 10% of user base is active
- ▶ 10% of active users' transactions
- ▶ 5% average rebate from store

- ▶ \$2.5 per active user per quarter
- ▶ Using Facebook as comparable