Presentation script

Slide 1 – Penny

“Good afternoon! We are breadcrumbs. “

Slide 2 – Penny. Intro team

“First I’d like to introduce the team…”

Slide 3 – Penny. Talking about online shopping pain

Slide 4 – Ed. Elevator pitch.

Our chrome extension collects every product a user looks on supported shopping sites at and organizes all items into categories regardless their sources. Our cereal aisle like dashboard is a solution to many people’s problem with disorganized product information.

Slide 5 – Ed. Functions.

We have three main functions. First, the extension collects information without users actively engaging with it. Based on our research, requiring manual input is why a lot of our users choose not to use tools like bookmarks and web clipper. Moreover, Breacrumbs/ organizes content automatically. The last feature is filter and search. This is also a popular demand from our users to help them locate items they were looking at.

Slide 6 – Ed. Supported sites.

We have expanded our support from just Amazon and eBay to include a few more sites. These are most popular shopping sites in the U.S. and popular brands among our users.

Slide – Ed. Customer segment.

In order to scale down to a specific target segment to start our marketing efforts, we’ve decided to focus on young professional women. The main reason behind it is that our interviewees usually suggest female shoppers they know to us if they don’t shop online themselves. Another factor is because we see more social media activities coming from young female online shoppers.

Slide 7 – Penny. Competitive landscape.

Many of you might wonder why you have to have breadcrumbs not other tools to help you research online. For example, wish lists or shopping cart functions built into shopping sites. They do not work with other sites. Bookmarking tools are cumbersome to organize and barely anyone go back to it for shopping purposes. Price comparison tools don’t work well with users who have heavy shopping habit. Breadcrumbs/ combines these desired functions for such a tool to be useful.

Slide 8 – Nacho. Opportunities.

Now let’s switch to the business side. We see huge growth potential in online retail. Data from the past decade or so shows exponential growth in revenue. In 2014, online sales almost reached $400 billion. Yet only 10% of overall transactions are online. This is before Walmart, Amazon and other big players to move day to day shopping to the Internet. And exactly because there are so many players in this field, we see a unique market for us to bring information together for consumers to look at instead of being caught in between a battle between advertisers.

Slide 9 – Penny. Customer acquisition.

At this stage we employ four main strategies to grow our customer base. First, through our own personal network, we have been able to secure more customers than the faculty members required earlier in this course. To expand on this much dramatically, we plan on doubling our effort on social media and really utilize marketing tools on social media platforms to reach at least 10 times more potential users. At the same time, we create original content based on our research and data to show our expertise in this field for more coverage. Lastly, we hope to be picked up by major influencers in technology and retail sales. We have already been published on a blog targeting female readers even before we start reaching out to more influencers.

Slide 10 – Nacho. Revenue stream.

We envision three main channels of revenues for breadcrumbs. The first stream of revenue comes from affiliate programs offered by sites we support. When we have significantly more users, we will be able to aggregate important macro data about online shopping industry. This could be another valuable product we could monetize. (…) ad revenue.

Slide 11 – Nacho. Next steps.

In the coming months, we are planning on implementing revenue generating APIs from affiliate programs to test out how well it works with the system. At the same time, we hope to support more sites. With the recent trend in mobile commerce, we will explore opportunities in this area as well.