



The power of individual targeting—the technology will be so good it will be very hard for people to watch or consume something that has not in some sense been tailored for them.

- Eric Schmidt, CEO, Google Inc (WSJ, August 14, 2010)

Who made Clipr?



Blackstone

Morgan Stanley



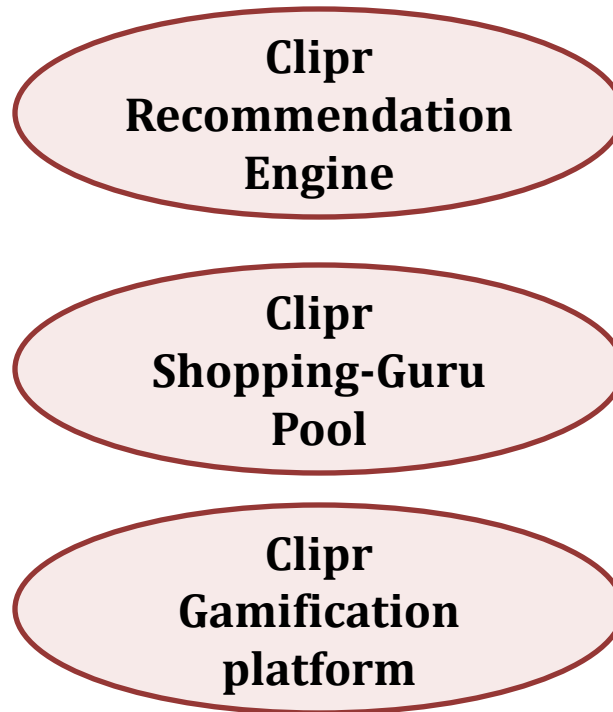
Clipr

B2C E-commerce Aggregator
Social Discovery Platform + Recommendation Engine
(replicating the success of thefancy.com)

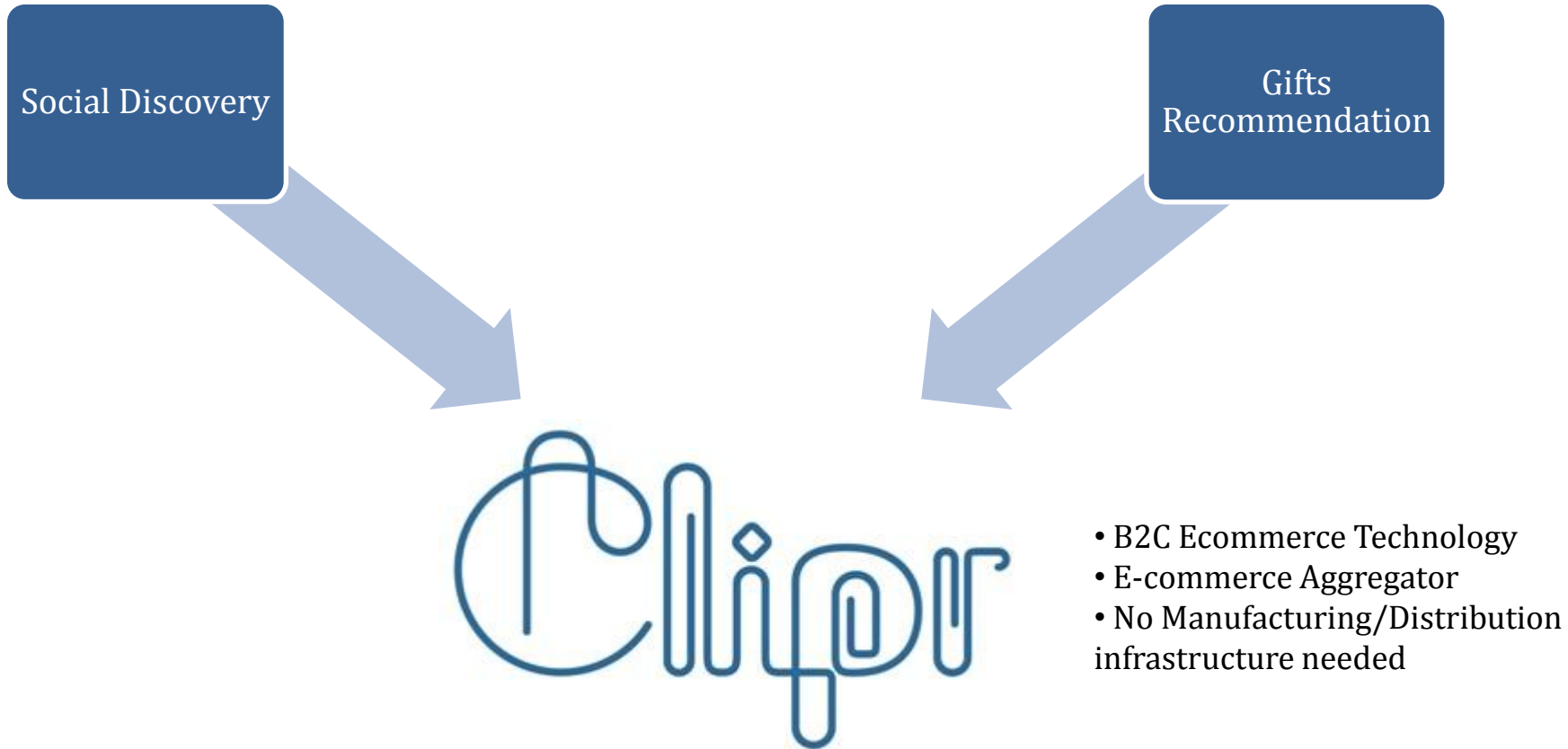
* one line description



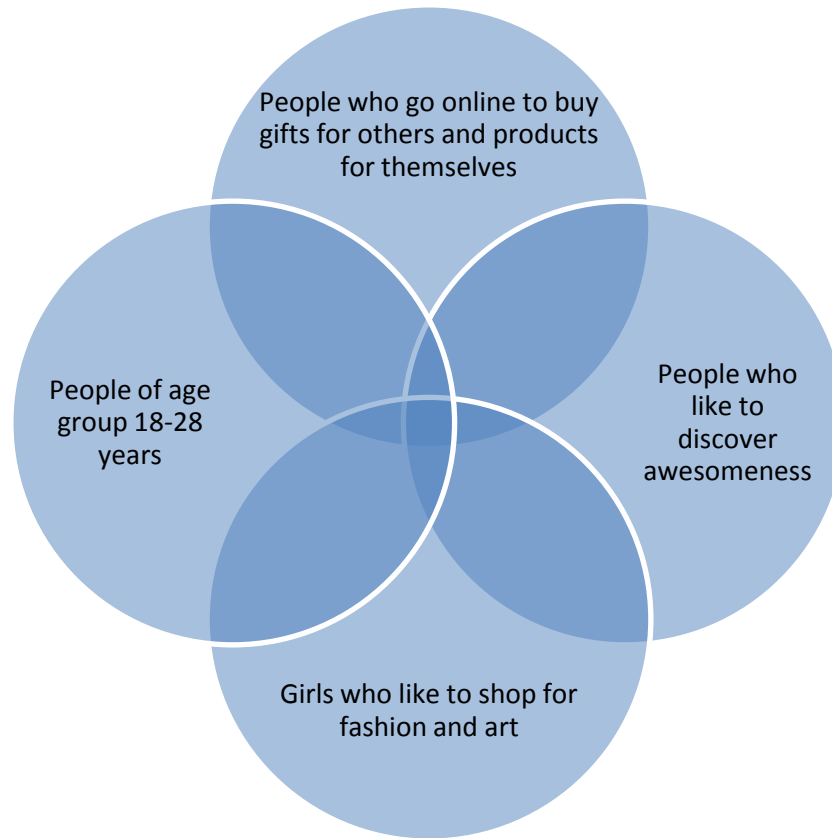
What runs Clipr?



What is Clipr?



Target Audience for Clipr



What is Clip?

Like / Share on social network

Bookmark

Notify a friend/group



Websites on Clipr



BLUESTONE
FINE JEWELLERY & ACCESSORIES

SHAZÉ

FAB
FURNISH

Craftsvilla.com

snapdeal.com

villcart

indiatimes
Shopping



SEVENTYMM
BORN FILMY

JABONG.COM

ZANSAAR
Inspiring Your Modern Home

It's
our
STUDIO.com
products crafted with creativity



ANTI-ESTABLISHED
IN 2003

fetise

healthkart.com

Adventure 18
the outdoor gear store

afday
Art For Everyday

Rangiru

VOUCHERSMART

infi beam.com

RoomStory

GiftPiper

fernsnpetals
Flowers, anywhere, anytime...

BEWAHOOF.COM

HitPlay™

URBAN TOUCH.COM



Products on Clipr



What do you clip?



Why will you Clip?

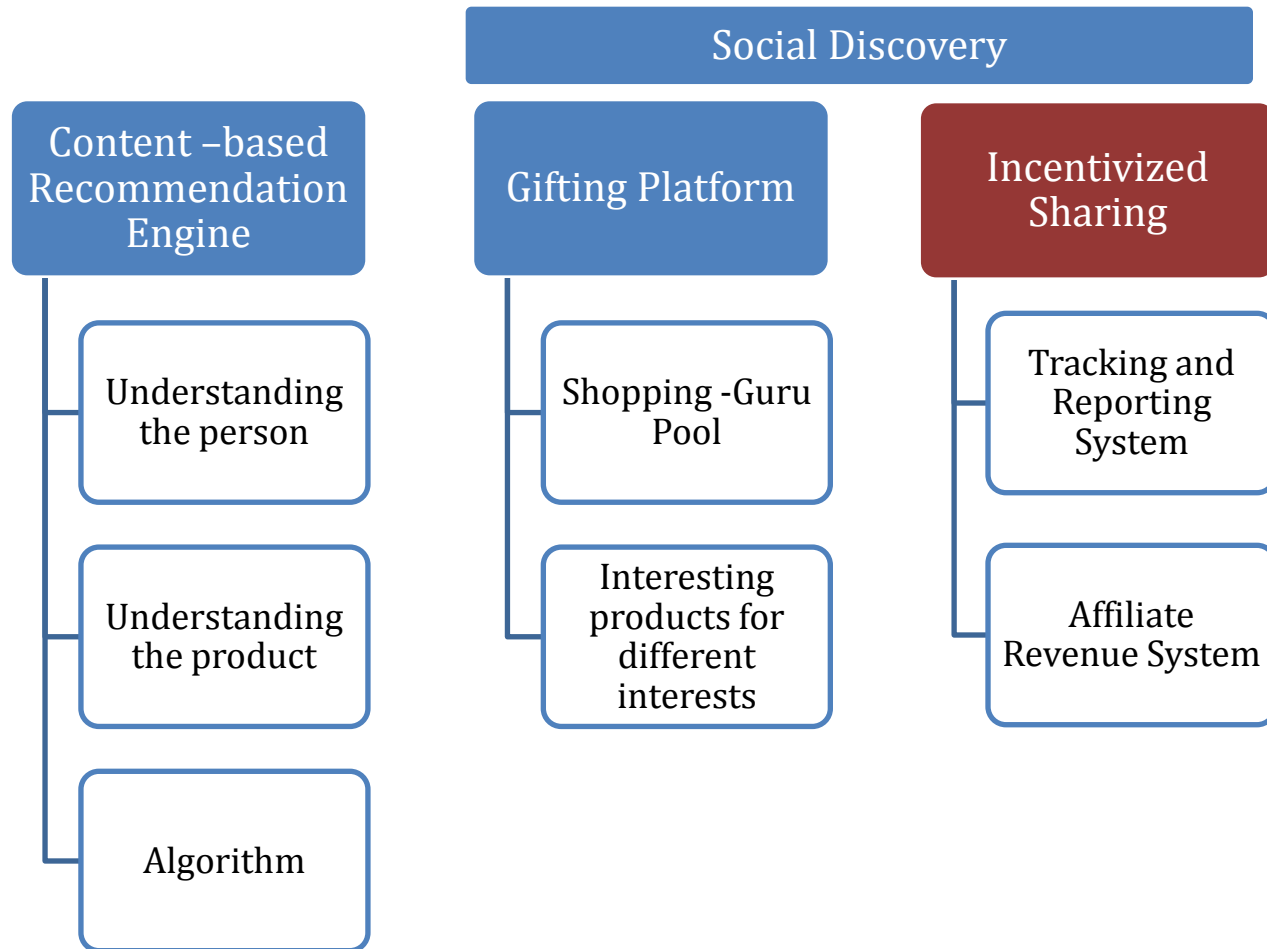
Sharing is sexy!

Recommending products to friends
increases your clout

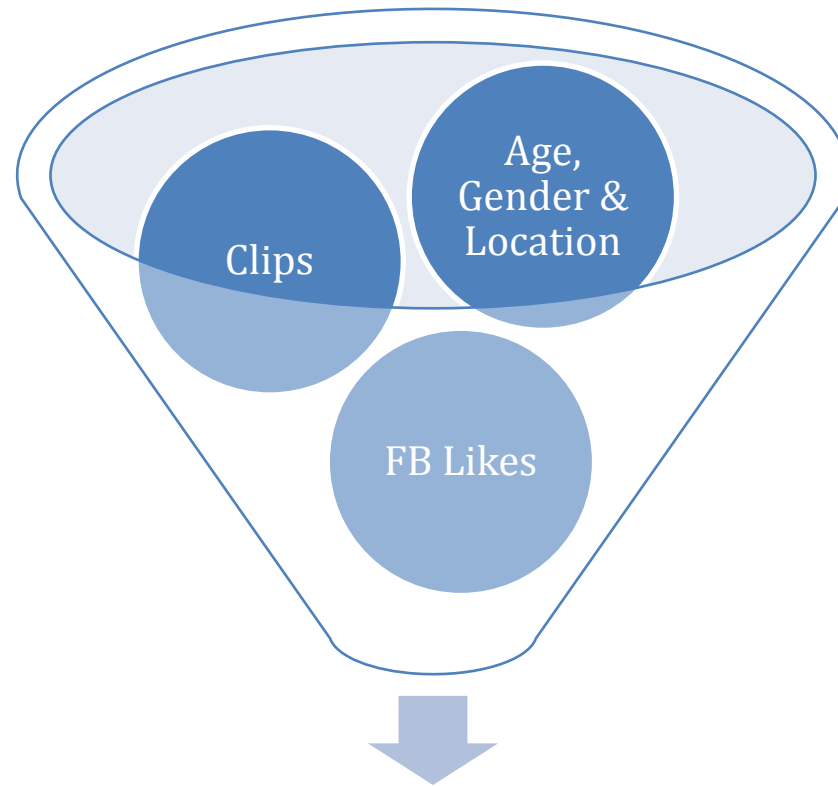
You earn credits – which can be redeemed
by discounts on the products you clipped



Work - Bird's eye view



Work - Understanding the person



Knowledge about Person

Work - Understanding the product



Product
Description

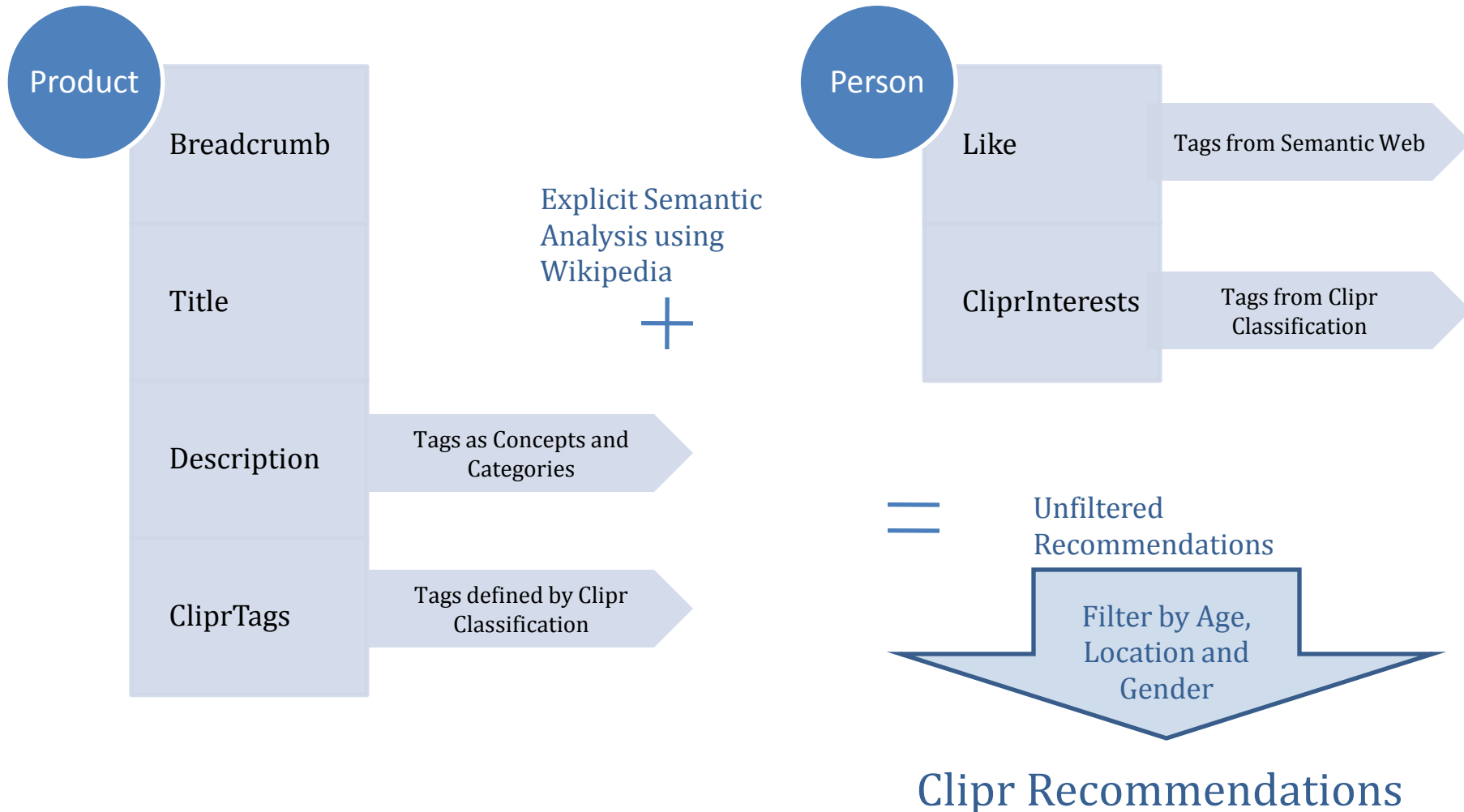
Adult Humor

Bollywood

Men Clothing

Analysis of
Clips

Work - Algorithm



Work – Shopping Guru Pool



Work - Affiliate Revenue tracking & reporting system



What is the revenue model?

Affiliate Revenue

Sponsored Product Search Results

Personalized Targeted Deals



Affiliate Marketing Partners

Flipkart, Healthkart, etc

Ogmpm (jabong), Trootr



What are the challenges?

Robust suggestion algorithm

Product Tagging

Person Tagging

Getting initial clip base/curators



Long Term Vision ??



Vision :

To lead the growth of e-commerce industry by providing the missing ingredients for its success

Potential of Social commerce



Why Social commerce failed in US?

Failure: Offline business turned online. - Lesson: Think actionable

- Whole Foods Market advertises its weekly Friday deal on its national and local store Facebook pages. Instead of just announcing the special, wouldn't it be more empowering to allow fans to buy the special directly within Facebook via a voucher to be redeemed in store or if fans could purchase that same voucher for their friends and deliver the deal via Facebook?
- Such a transaction provides two ways for recipients to engage with the retailer

Failure: Gift – cards. - Lesson: Think tangible

- Cold Stone Creamery became the first merchant to launch a gifting program which allows fans to buy an actual ice cream treat (versus a gift card, which is just money to buy a treat) and send the e-gift instantly to a friend or loved one's Facebook or email account.
- Linking the online transaction to a specific, SKU-level item makes the transaction more tangible and personal.

Failure: Sharing painful. - Lesson: Make it a group effort

- Group gifting is an extremely social purchase behavior in which friends and family combine forces to buy gifts.
- With group gifting, people can create a gifting occasion online (or within Facebook) and invite others to participate in the group. Everyone contributes his or her portion electronically and a simple-to-redeem group gift is ready to share with the lucky recipient.



Story of theFancy.com



How is Clipr different?



Plan of Expenditure



In News Recently

