Product 1 - Clipr

PROBLEM

Unmet demand for quality online shopping magazine for youth

No way to get product recommendations or a discovery platform for products

For smaller e-commerce companies and offline stores, marketing their design products is a big challenge

EXISTING ALTERNATIVES

Facebook pages for shopping and fashion blogs

Pinterest / theFancy.com

SOLUTION

A magazine - offline or online

People sharing e-commerce products on facebook

Social Media Marketing - but not efficient as target audience not identified

KEY METRICS

Number of Visitors/Pageviews

Number of Clips

Number of Products Added

UNIQUE VALUE PROPOSITION

Discover products of your interests as recommended by expert shoppers and your friends (Porn site for shoppers!)

HIGH-LEVEL CONCEPT

Pinterest for Indian E-commerce

Stumble Upon for E-commerce

UNFAIR ADVANTAGE

Traction

Scalable infrastructure to get a new website on in less than 6 hours

CHANNELS

Social Media

Advertisements in colleges

Tie-ups with offline "cool" stores

CUSTOMER SEGMENTS

Age Group: 18-30 years

Predominantly Female

People with disposable income - not necessarily rich - middle class with less liabilities

EARLY ADOPTERS

College Students / <2 years into Job

Well Connected by Social Media

COST STRUCTURE

IT - Development, Design and Hosting

Marketing for users

Marketing for e-commerce companies

REVENUE STREAMS

Affiliate Revenue

Sponsored Searches

Targeted E-commerce deal marketing