

# Coffy

**Personalized Fashion Shopping**  
with AI

# Team



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CSE@IIIT Nagpur '23  
Ex Founding Engineer at Vandelay  
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Ex Software Engineer at Groww

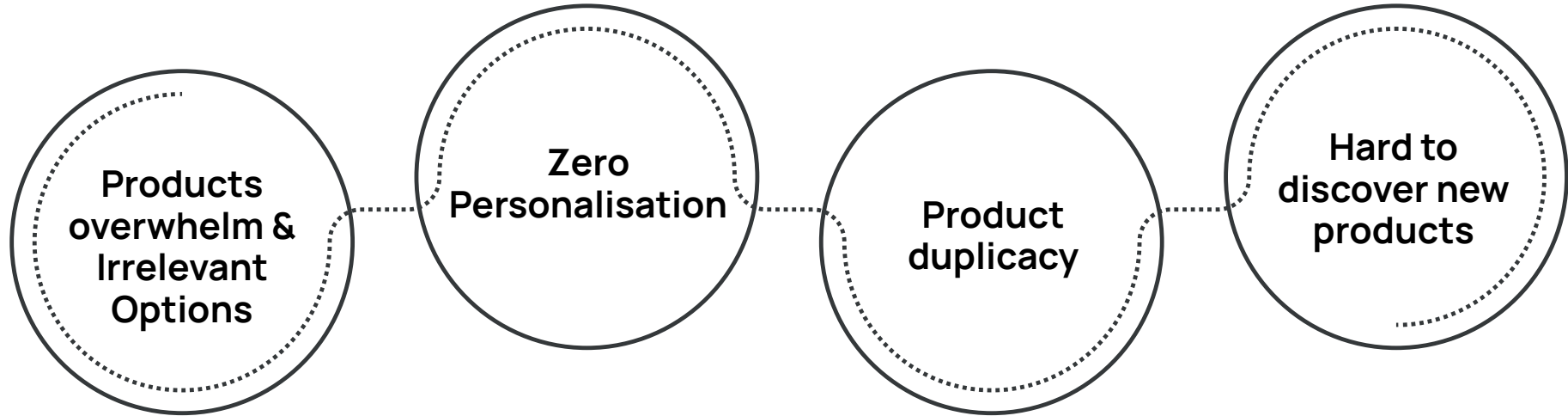


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Ex Software Engineer at Groww  
Research & Development Intern at  
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# Problems

## Traditional E-commerce



# **Solution** - Branded Fashion Marketplace



Dating  
app-like  
swiping to  
like/ dislike  
products



Easy  
discovery of  
new products  
via a 'for you'  
feed

**We only onboard brands, not sellers(or dropshippers)**

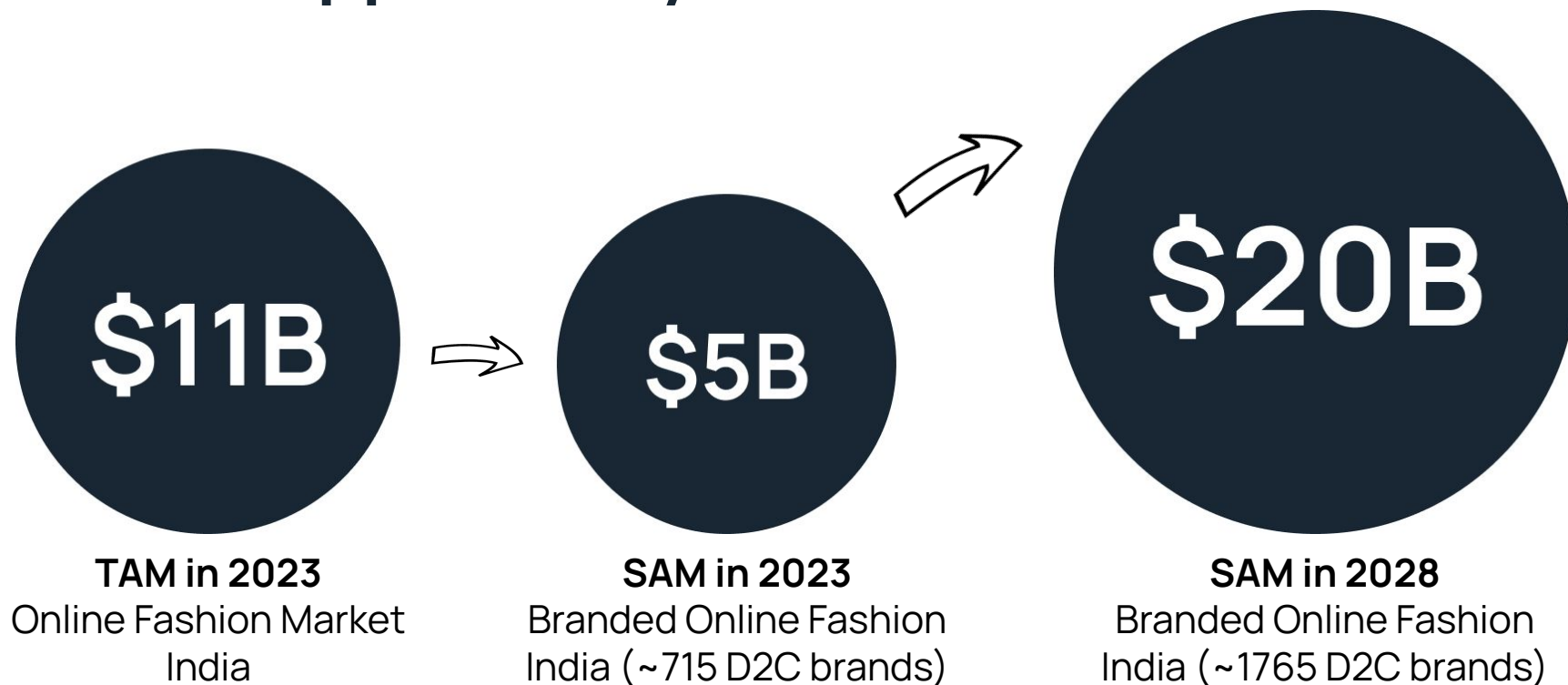
USP

**Serendipitous  
discovery of  
products**

## Business Model

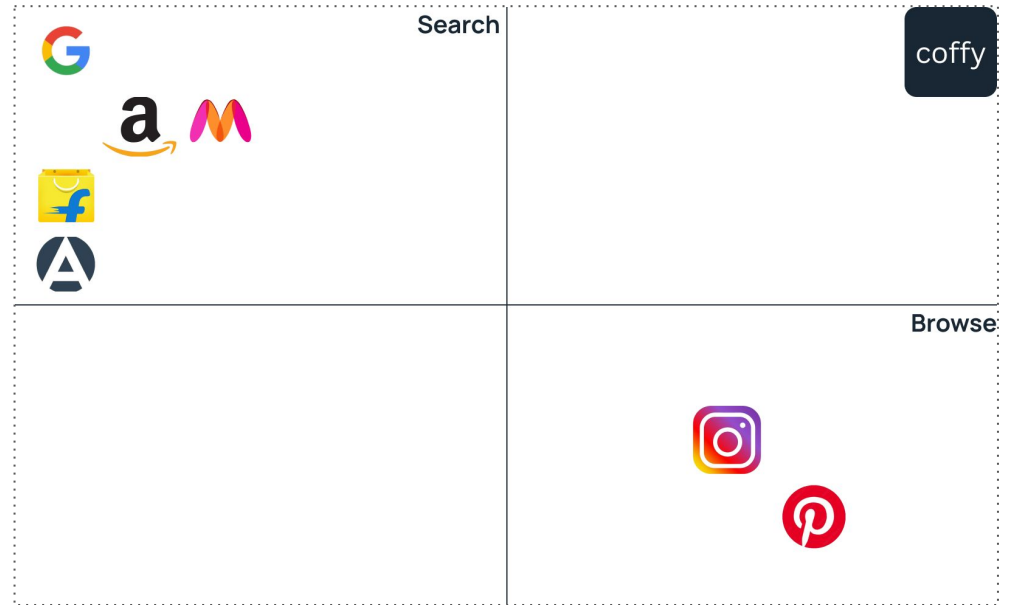
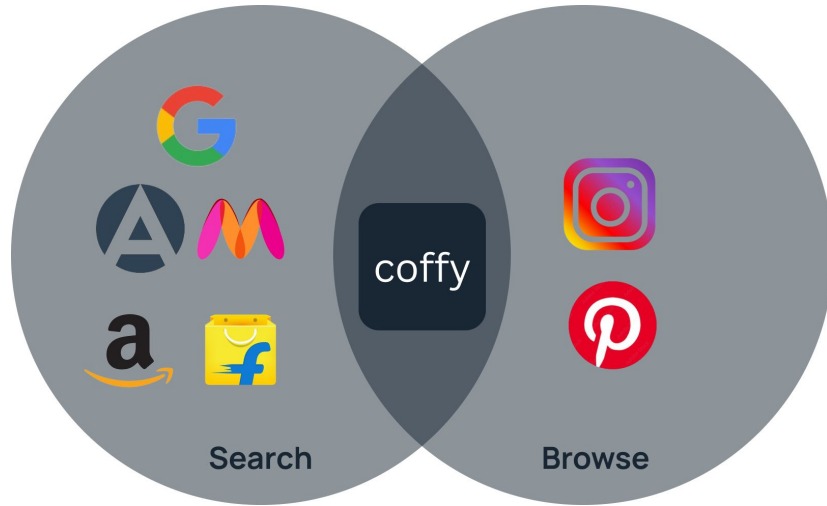
- **Flat Take Rate** for brands (TBD)
- Seller-ads while swiping and search
- **Prime-like subscription** offering shipping cost savings
- Brand of the day promotions and splash screen ads
- Creator storefronts / Social commerce

# Market Opportunity - ([source](#))



**GenZ and Millennials** will contribute **\$15B in 2028**, from \$3.5B in 2023, to online branded fashion shopping

# Competitive Analysis - Positioning

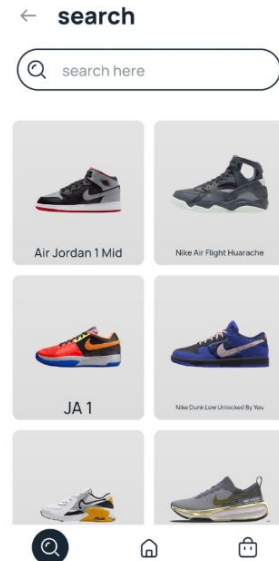
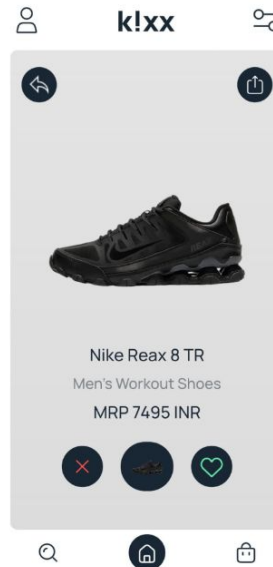
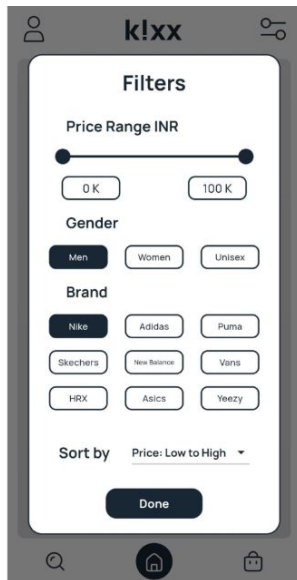
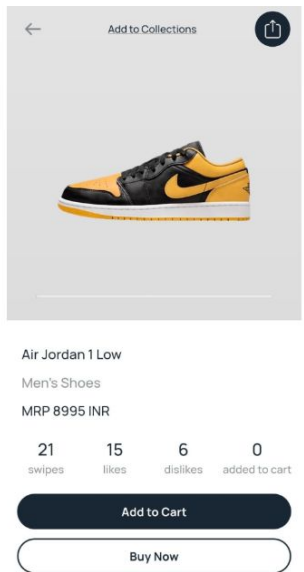
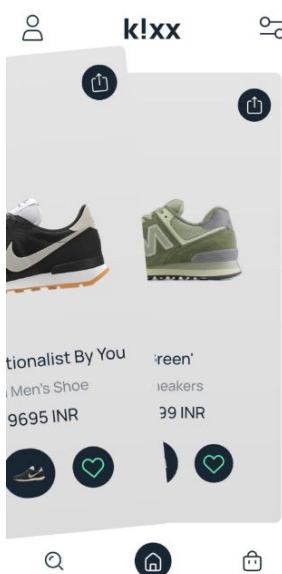




# Competitive Analysis - Features & Business

|  | Amazon   | Flipkart | Myntra   | Ajio | Coffy |
|--|----------|----------|----------|------|-------|
| AI-personalization                       | Somewhat | Somewhat | Somewhat | No   | Yes   |
| Pre-purchase product feedback for brands | No       | No       | No       | No   | Yes   |
| Organic Product Discovery                | No       | No       | No       | No   | Yes   |
| Irrelevant product options               | Yes      | Yes      | Yes      | Yes  | No    |

# MVP Snapshots / Journey so far



## MVP Status

250+ user interviews.

~40% users have asked us to allow them to buy directly from us.

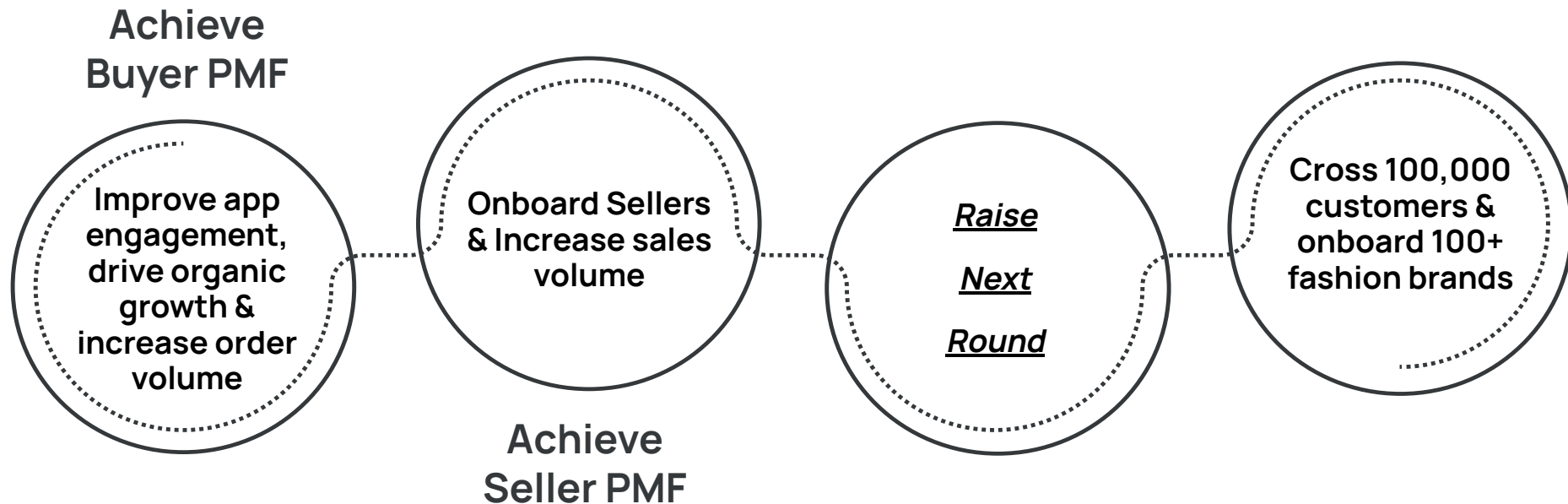
# Proofs and Validation

The YES fashion app (in the USA) acquired by Pinterest for \$90M

TIRA by Reliance is personalizing BPC, we'll do fashion.

Google has introduced dating app-like swiping on clothes in the USA

# Milestones



# Thank You

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