

QuickList x



THREDUP

Presented By: Dedan Deus
Emily Bendeck Garay
Esha Malhi
Noelia Cornejo
Qazi Fabia Hoq



- **What is Thredup?**
- **Opportunity**
- **Our Solution**
- **Technical Breakdown**
- **Implementation**
- **Risk Mitigation**
- **Business Value**
- **Conclusion**



Contents



What is ThredUP?

- North America's largest online resale marketplace for second hand apparel, built on managed consignment model.
- Sellers mail clothing:
 - ThredUp handles listing, photography, pricing & fulfillment.
- \$322M annual revenue (2025)



Our Connection

Fabia has worked in marketing, product tagging, and data in apparel retail.

Opportunity



80M

**Active Sellers
in North America**

400M

**USD in GMV potential
at 2% Capture**

Problem: Seller Retention

ThredUp's most profitable inventory is going on other non-consignment platforms.

Pain Point: Listing Friction

5–10 min per item to create a quality listing manually. For sellers with 50–100 items, this becomes an efficiency barrier.

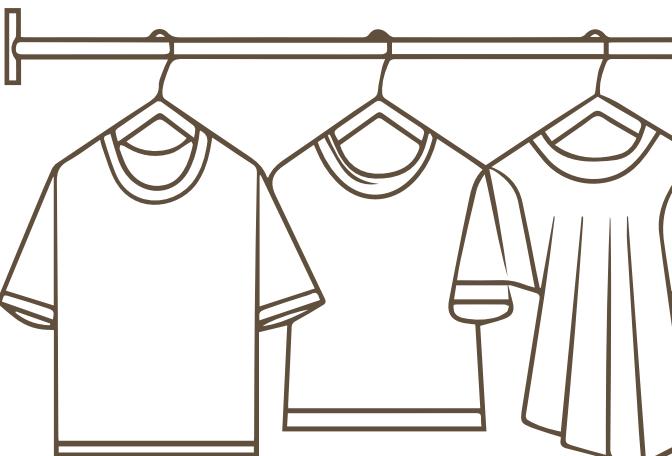
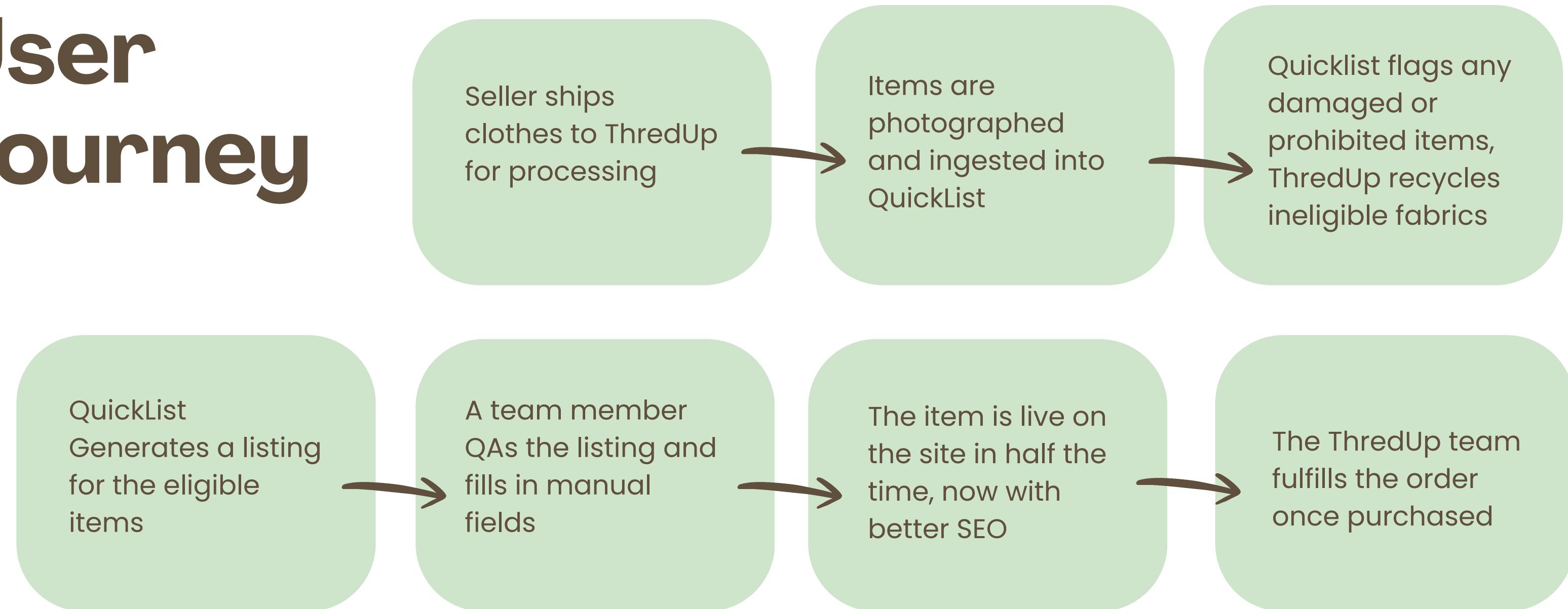
Our Solution?

The screenshot shows the thredUP QuickList interface. At the top, the thredUP logo is displayed above the word "QUICKLIST". Below this, the tagline "Where Fashion Meets Sustainability" is shown. A sub-tagline "AI-powered product listing generation" is also present. On the left side, there's a sidebar with sections for "About QuickList" (describing it as a professional AI-powered product listing tool for thredUP), "Features" (listing AI-analyzed product attributes, professional SEO descriptions, optimized keywords & tags, and ready-to-use listings), "Process" (a 4-step workflow: upload product photo, AI analyzes attributes, generate professional listing, download & publish, with a note that typical completion is 30 seconds), and "Internal Tool" (thredUP Product Tagging). The main area features three thumbnail images of fashion items: a blue handbag, a woman in a white dress, and a woman in a white blouse. Below these thumbnails are social media sharing icons for LinkedIn and YouTube.

QuickList: AI-Assisted Listing Creation

- AI generates complete product listings from photos in seconds
- Produces SEO-optimized titles, descriptions, tags, and pricing
- Reduces listing time while maintaining quality and consistency
- Designed as a human-in-the-loop workflow

User Journey



Technical Breakdown

1. Computer Vision

- CLIP
- Fine-tuned on ThredUp products
- Extracts: style, patterns, occasions, silhouettes
- OCR verifies the size

2. Content Generation

- RAG: Searches database for similar sold listings
- LLM
- Creates: SEO titles, Descriptions, Search tags

3. Pricing Model

- XGBoost
- Trained on sales data and past listing prices, retrains weekly
- Pricing recommendations reviewed by humans
- Rule-Based Validation

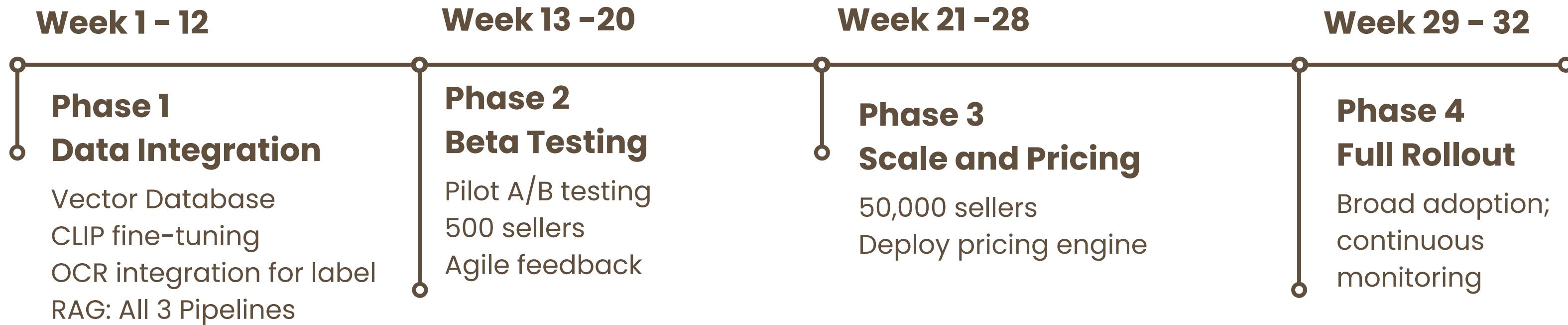
4. Validation Layer

- Price range & required-field checks
- Content quality & compliance scanning
- Flags damaged items for human review



Implementation

Phased Plan for RAG



Risks & Mitigation

✓ Technology Accuracy

- Transparency with confidence scores and thresholds
- Human review
- Validation rules
- Continuous model improvement through active learning

✓ Peer 2 Peer

- QuickList would need to finetune further if Thredup decides to move to a Peer 2 Peer model

✓ User Acceptance

- Opt-out model for sellers, no forced adoption
- Transparent confidence scores shown to sellers
- Extensive beta testing

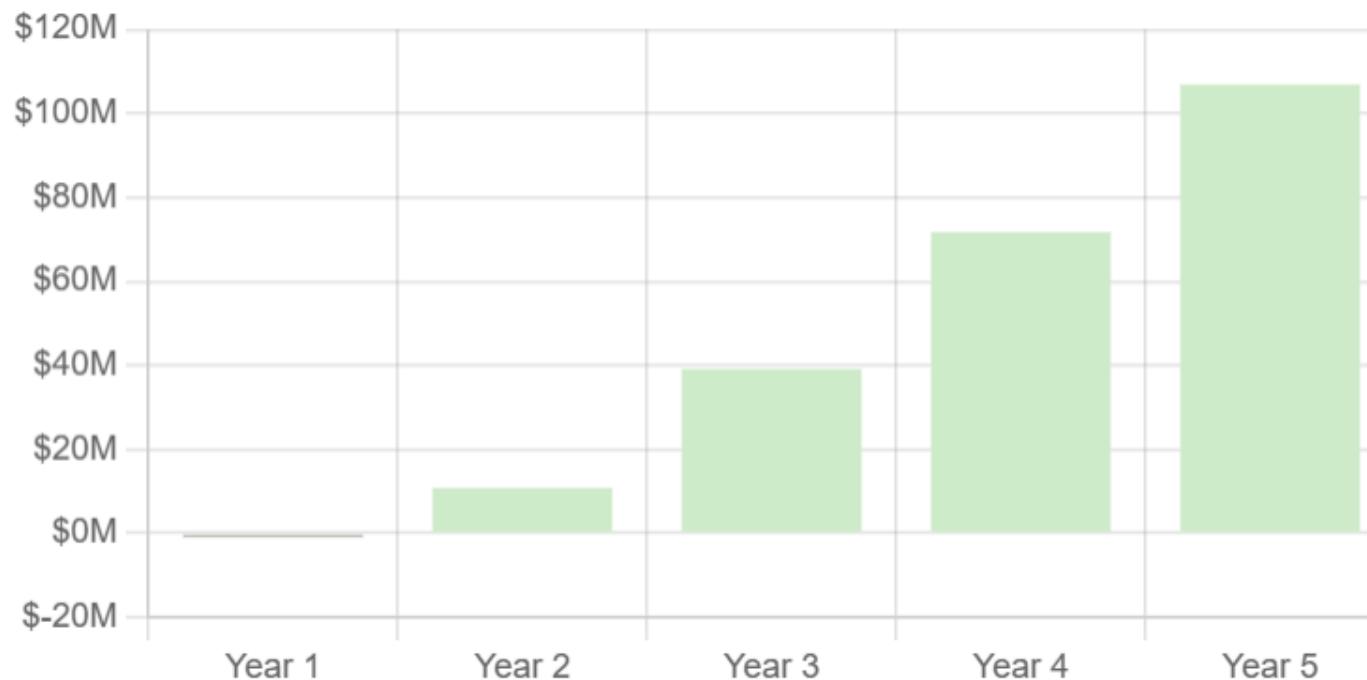
✓ Competitive Response

- Proprietary datasets
- Patent protection
- QuickList as part of larger anti-churn strategy

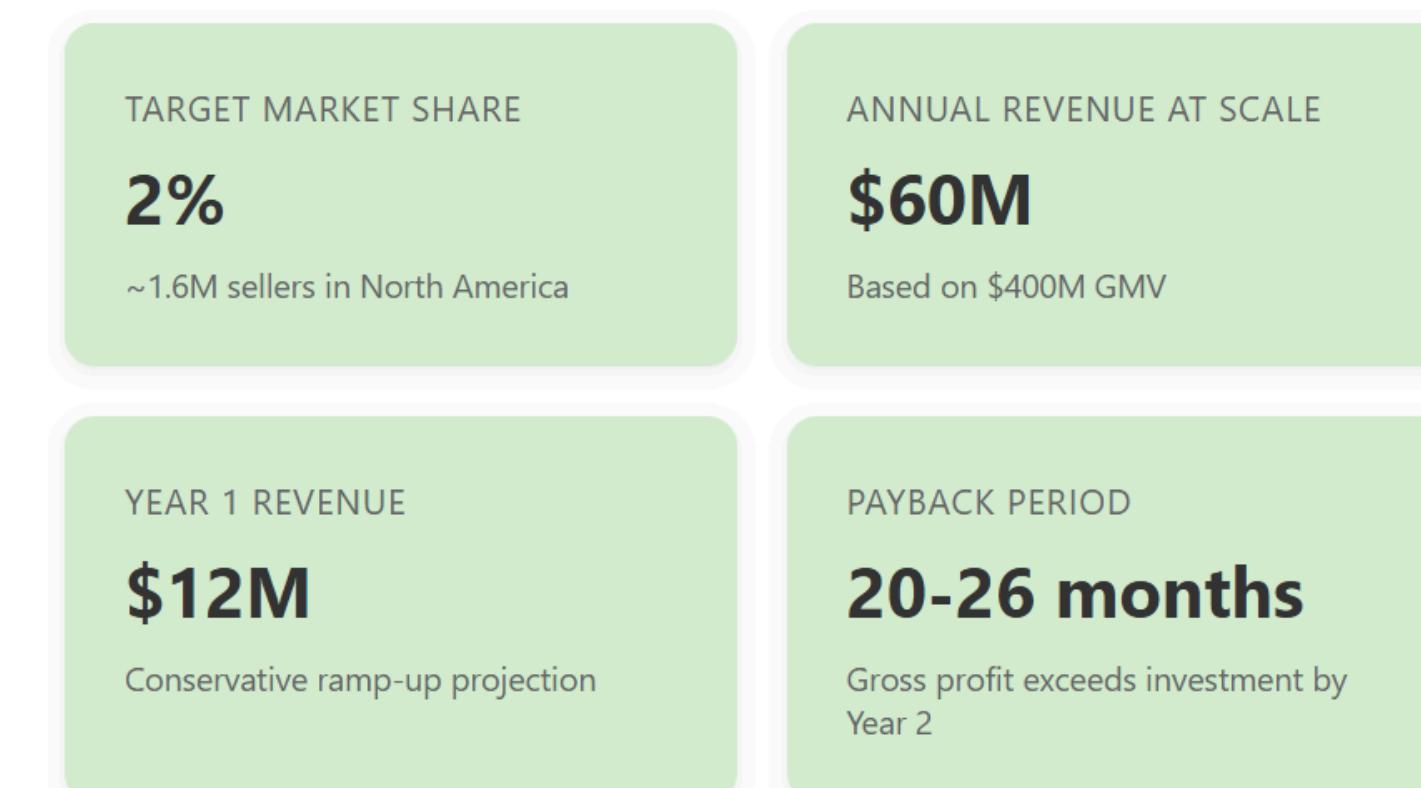


Business Value

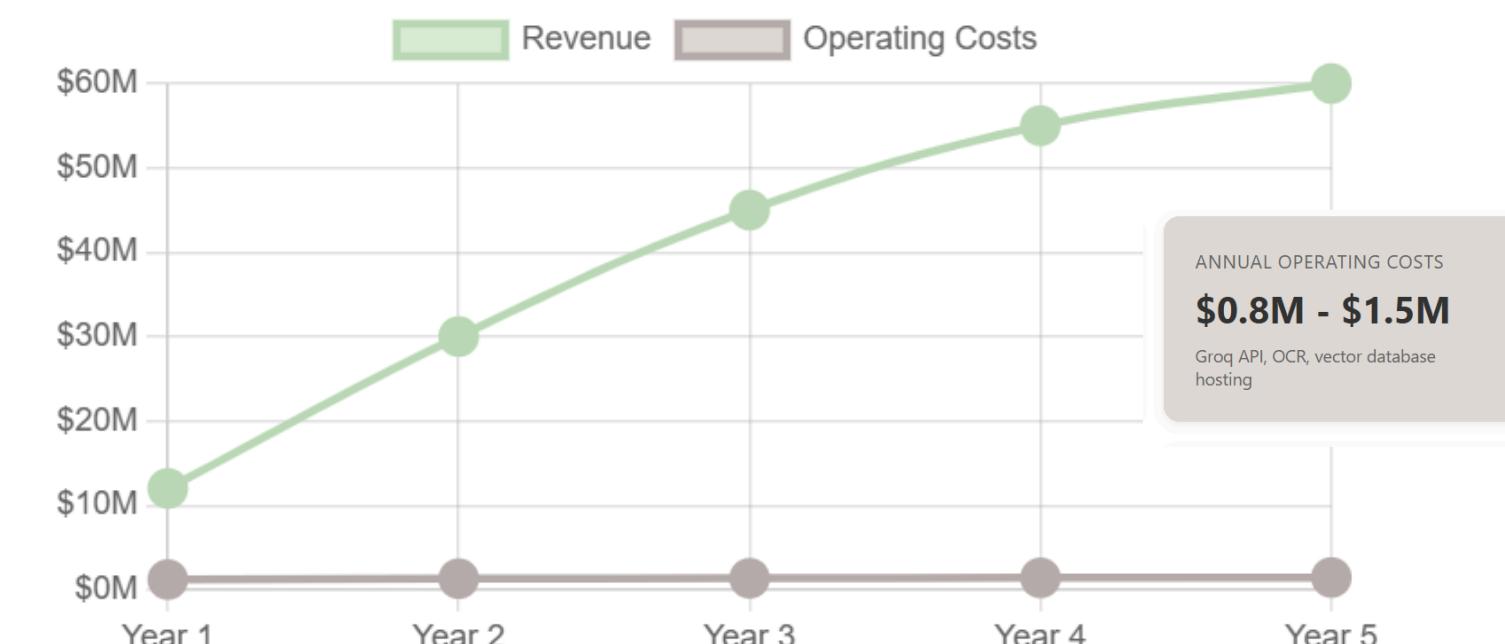
Cumulative ROI Analysis



Investment Breakdown



5-Year Revenue Projection



Conclusion

The measurable business impact through

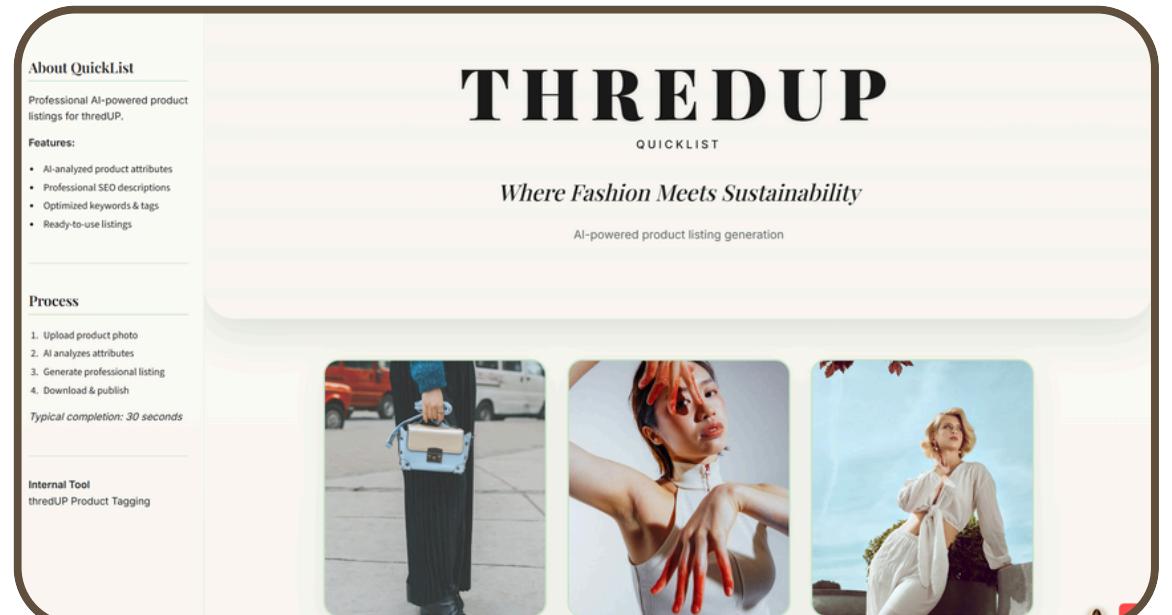
- improved sell-through rates,
- reduced time-to-sale
- seller retention

validates QuickList as essential investment for ThredUp's competitive survival and long-term market position.

QuickList represents ThredUp's optimal path to **stopping seller churn** caused by **listing friction** and **poor discoverability**.

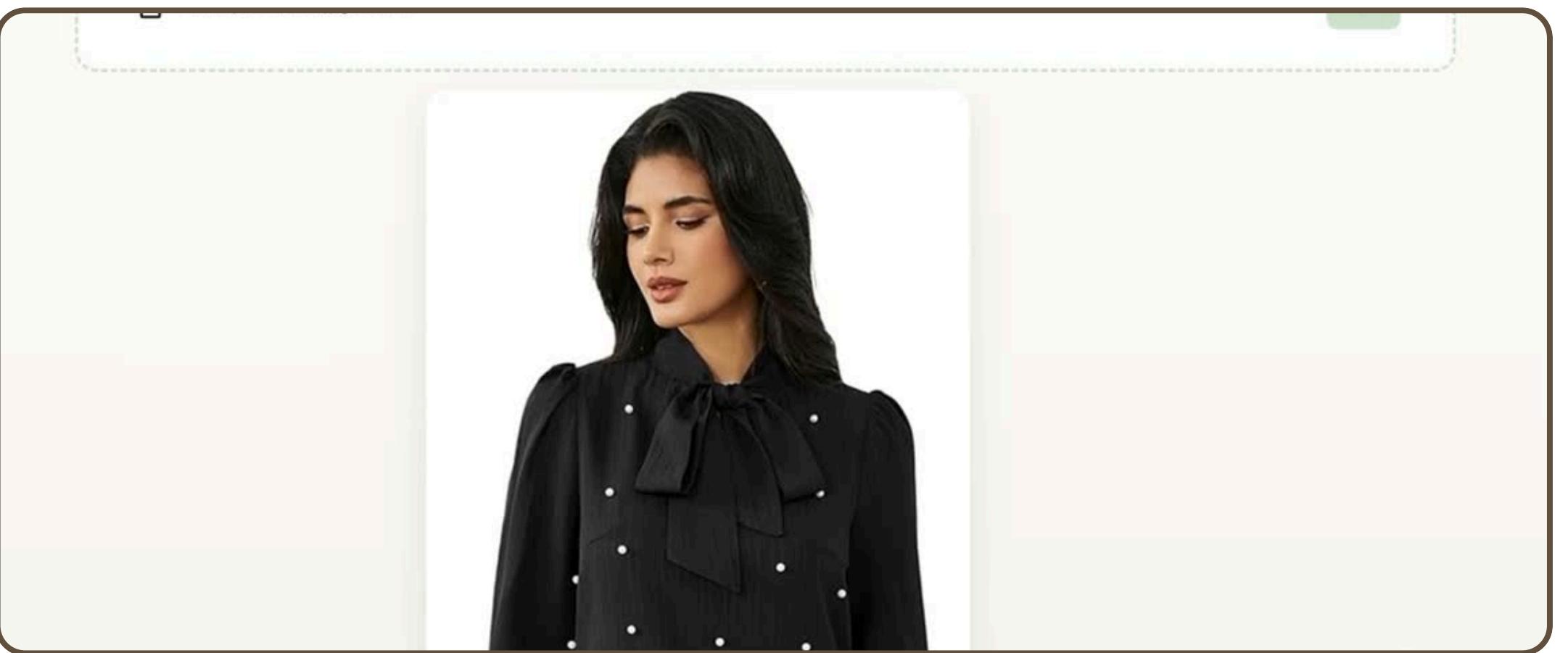


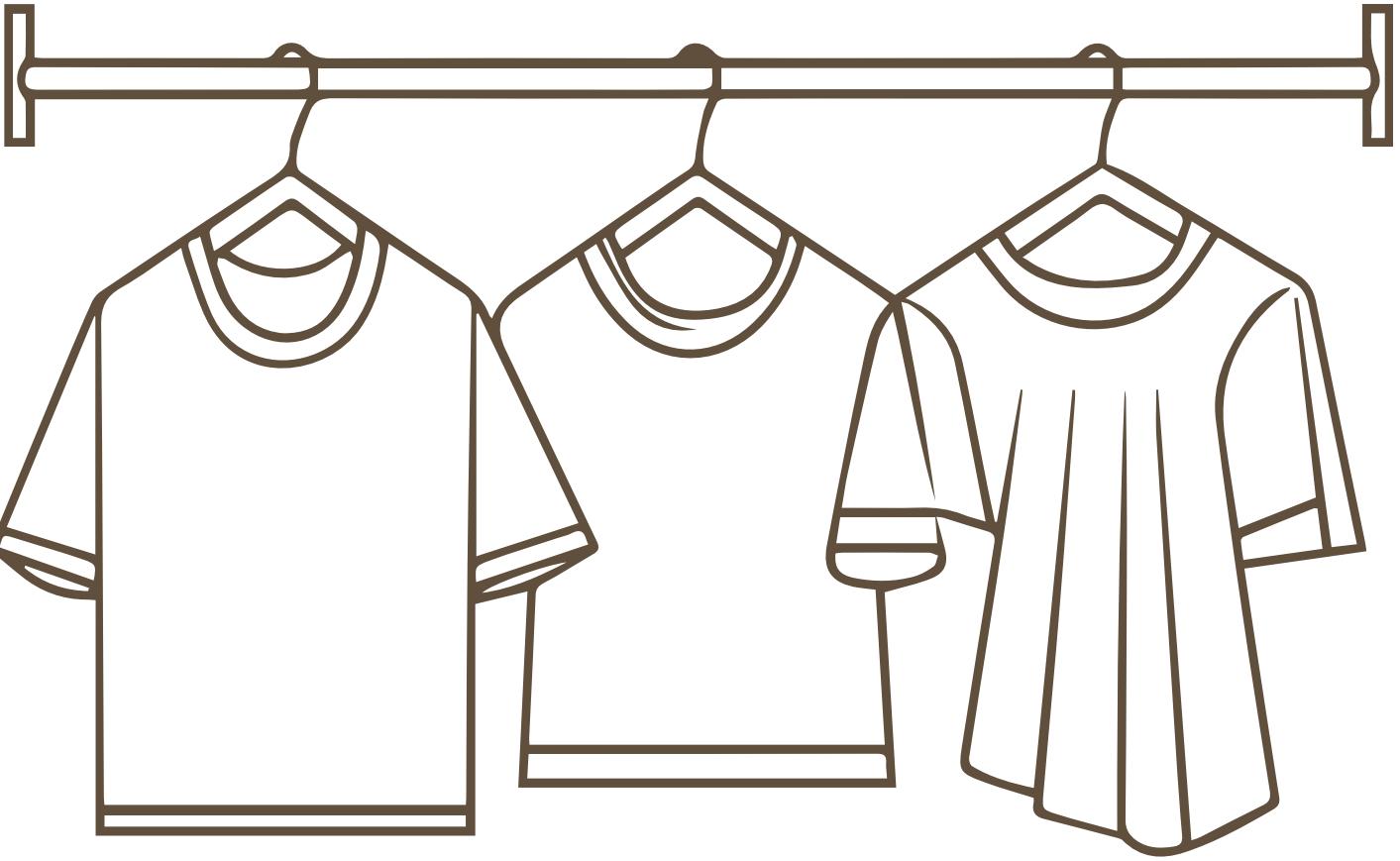
Check Out our Demo Site:



<https://quicklist.streamlit.app>

Check Out our Demo Video:





**Thank
You!**