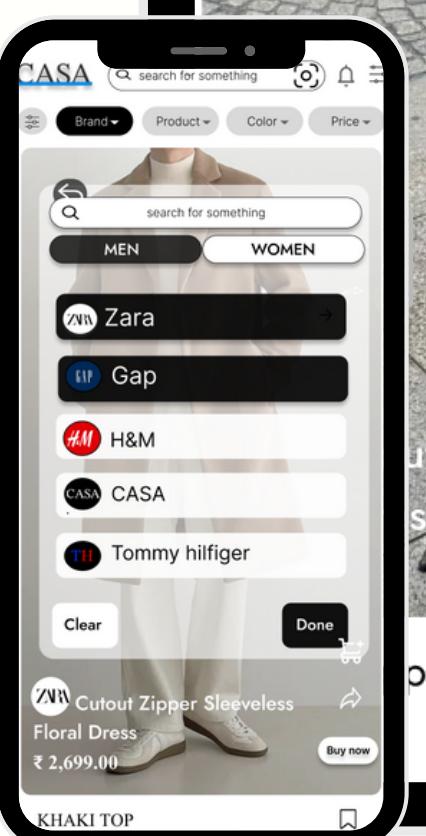
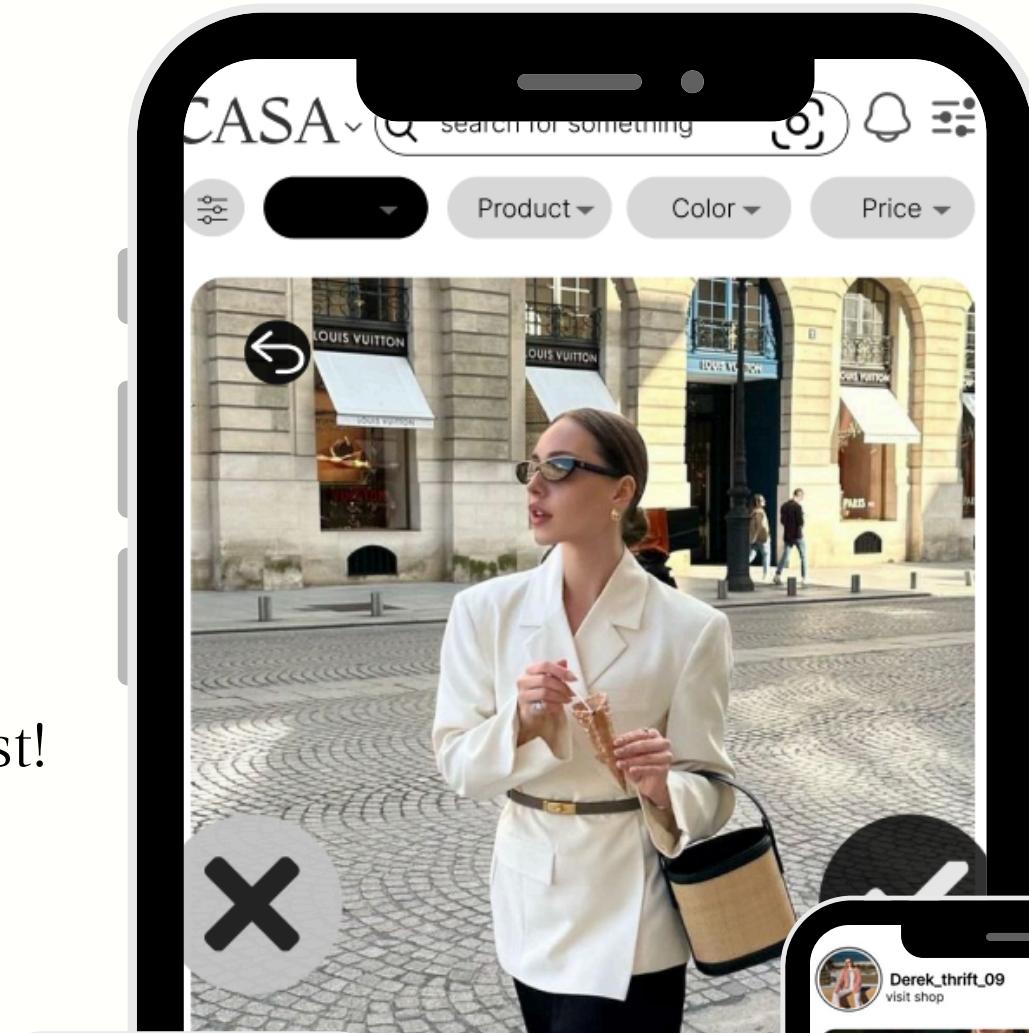


CASA

An application that understands shopping needs to be social and fast!



Let's Change Shopping Forever



LET'S UNDERSTAND THE INDUSTRY

The Hidden Crisis in Fashion E-Commerce

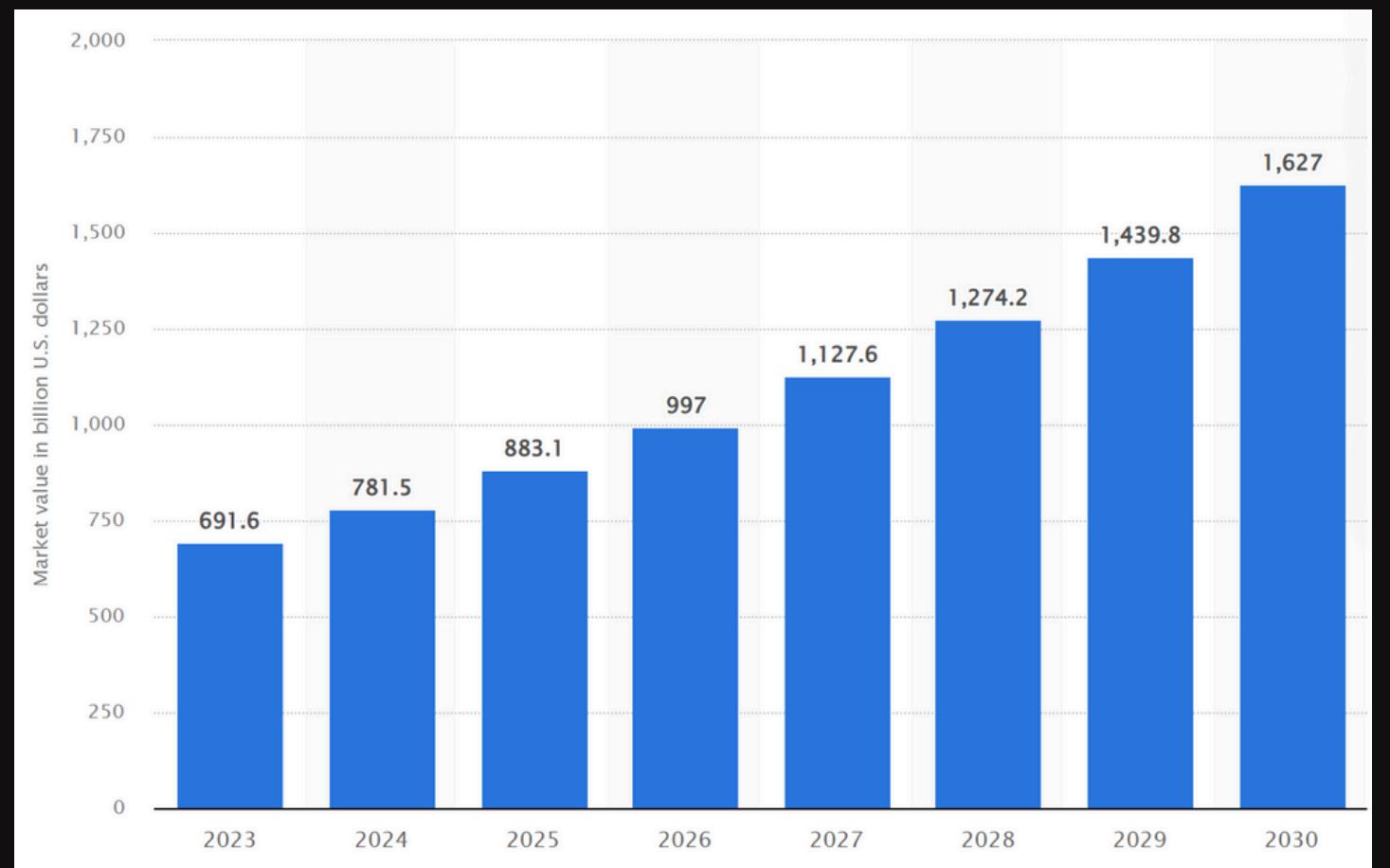
- \$1.6T Market Opportunity—But It's Broken
- The fashion e-commerce market is skyrocketing from \$781.5B (2023) to \$1.6T (2030) (CAGR ~10–14%) 🚀
- Mobile drives 60% of traffic, but consumers face choice paralysis → leading to a 74% cart abandonment rate.
- Returns cost the industry \$600B annually — a hidden profit leak.

⚡Fashion's Ethical Elasticity Problem (Cracking the Value-Values Paradox)

- 49% prioritize price, but 70% demand sustainability.
- 57% of Gen Z still choose fast fashion because ethical choices feel expensive 💰
- Only 35% trust brands' sustainability claims → Greenwashing undermines consumer trust.

The Future of Fashion E-Commerce— Casa's Winning Playbook

- 🎯 Industry Blind Spots = Casa's Opportunity
- 🚀 Micro-Communities = The New Loyalty Model



WHAT IS CASA?

CASA is the “Bumble for Fashion”—swipe left to skip, right to shop, and buy instantly while our AI learns your style.



Social Shopping & Curation

Users can create fashion curations for themselves and others, recommend outfits, and help fellow shoppers discover the best styles.



Affordable & Sustainable Fashion

Casa offers branded clothing, thrift stores, and ethical dupes—providing users with affordable, sustainable options.



Sell Your Own Fashion

Users can set up their own stores and sell their clothes, promoting sustainability and reuse in fashion.



Social Shopping Made Fun

Follow friends, explore their Wishlist, and send them gifts, making shopping a shared experience.

⚠ MARKET PROBLEMS ⚠

Fashion is meant to be fun, social, and exciting—but online shopping today feels the opposite. It's overwhelming, impersonal, and expensive.

Lack of Personalization & Socialization

Online shopping feels like a lonely experience. Generic recommendations don't match personal styles, and there's no way to get real-time feedback from friends or influencers.

Problem 01

Slow Delivery & Logistics Issues

Traditional e-commerce takes forever to deliver. The wait kills the excitement, and inefficient logistics lead to frustrating delays.

Problem 02

Problem 03

No Instant Gratification in Online Shopping

Most online fashion platforms still feel like outdated catalogs—clunky, overwhelming, and boring. There's no excitement, no interaction, and no seamless way to explore styles like you would in a real store or on social media.

Limited Access to Thrifted & Affordable Fashion

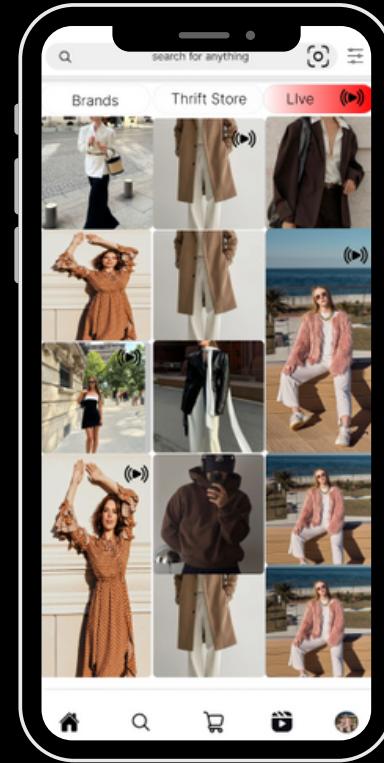
Social media thrift sellers and small brands struggle to grow beyond their follower base. Without costly ads, they can't easily reach new customers.

Problem 04

THE SOLUTION



We set out to create an app that seamlessly blends content and shopping. After extensive market research, we curated the best features from multiple apps to build a unique, all-in-one experience.



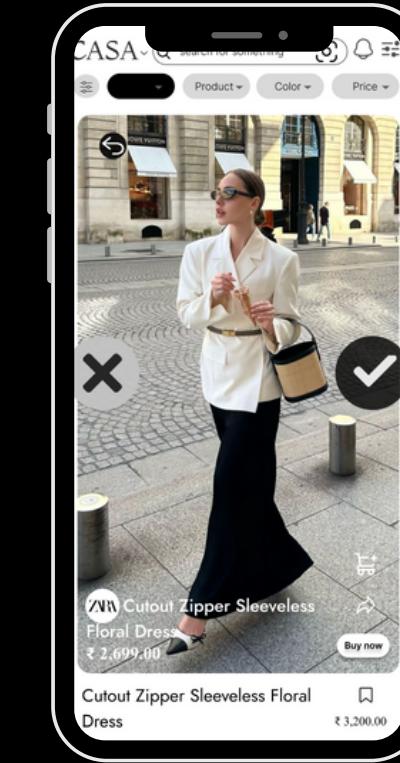
Explore page

We developed an Explore page with AI-generated recommendations that truly understand user preferences.



Instant delivery

Quick delivery is a must these days, so we figured out a way to offer instant delivery without the need for dark stores.



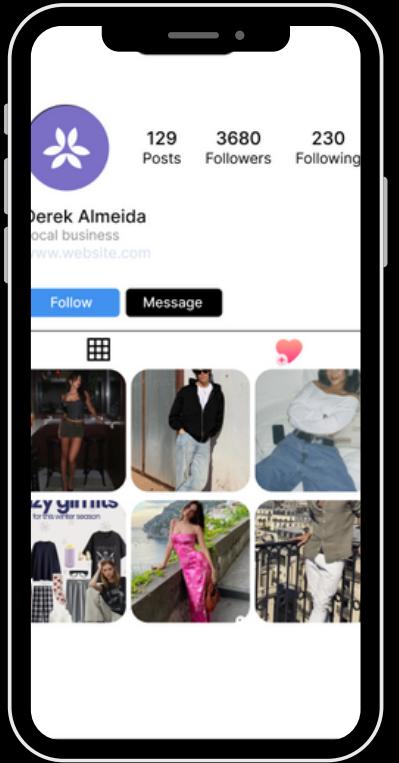
Home page

We created a unique and fun interface where users can swipe left to dislike or swipe right to like the clothes they're interested in.



Infinity Scroll

We wanted Casa to be a little addictive, encouraging users to spend more time shopping as they scroll. So, we introduced infinity scroll, which opens up multiple possibilities for Casa's future.



Feed

Casa had to be social, so we added an option where users can upload their own content and even monetize it by starting their Brand/Thrift Store.

PS: You can also gift your friends directly from here!

We just made shopping fun and personal

WHY NOW ?

The fashion e-commerce market has reached critical mass, surpassing \$781 billion in 2024 and is projected to hit \$1.6 trillion by 2030, growing at a robust 13.3% CAGR.

Social Commerce is Booming

Shopping has become interactive, driven by peer recommendations, influencers, and communities.

Growing market

The global social commerce market was valued at \$913.4 billion in 2023 and is projected to reach \$6.24 trillion by 2030.

Rise of AI & Personalization

Consumers are increasingly seeking personalized shopping experiences, with AI-driven discovery being the future of fashion retail.

Shift to Sustainability

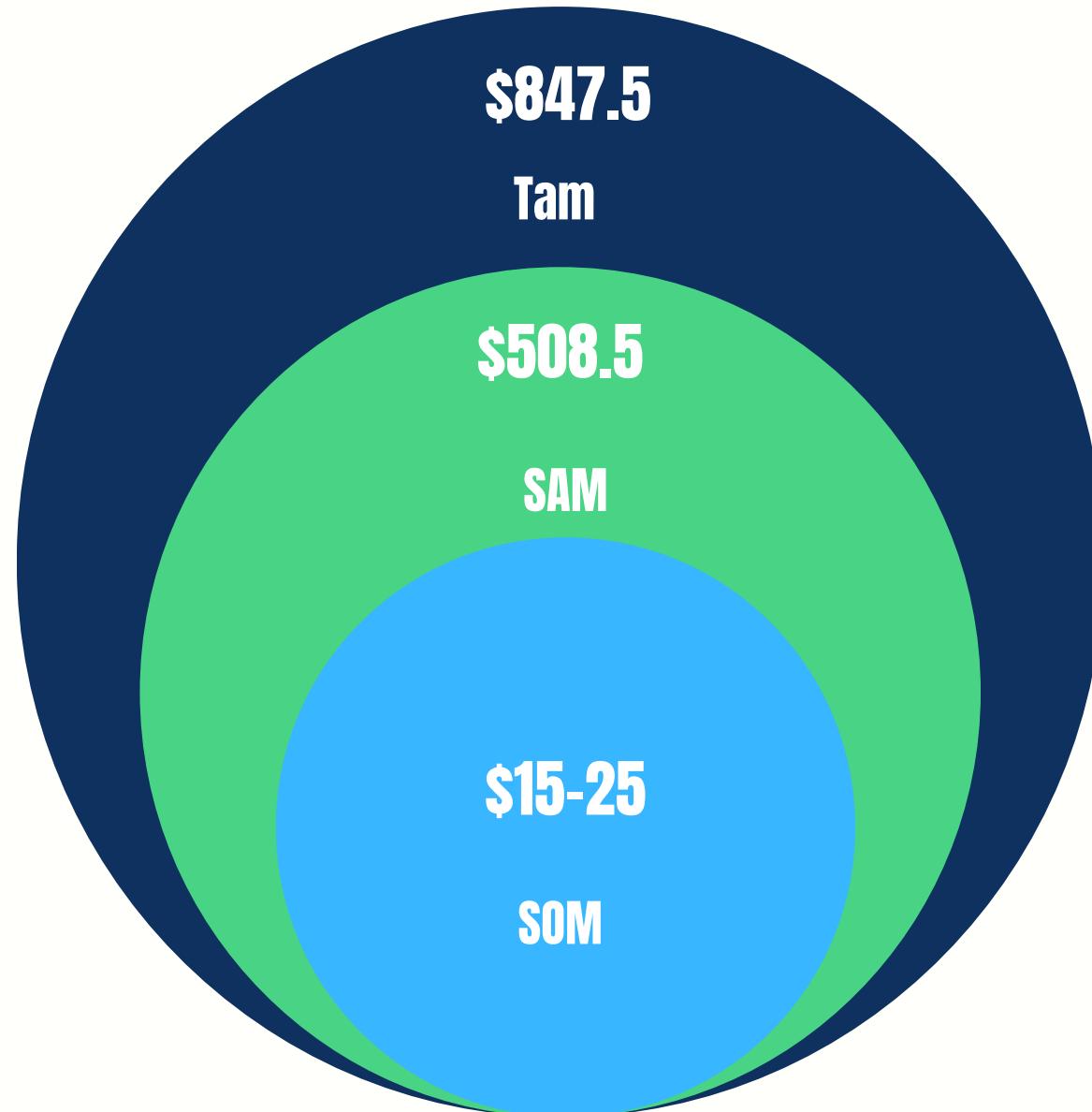
Gen Z and Millennials are drawn to curated, affordable, and sustainable secondhand fashion, but existing platforms fall short.

Demand for Speed & Convenience

Instant gratification is key. Consumers demand fast fashion delivery—quick commerce is the future.

My tech team, backed by experienced developers, has built an almost-ready app. Our marketing team is prepared with an international strategy, and our operations team is based in India and Canada. Additionally, our distribution channels are fully in place.

Market Size: Unlocking CASA's Opportunity



Top-Down Approach!

- The global online fashion market is valued at \$870 billion in 2025 and is expected to reach \$1.5 trillion by 2029.
- CAGR: 11.5%

CASA targets 16–28-year-olds, who account for ~60% of online fashion spending.

Understanding TAM via Value Perception

- 110M+ shoppers
- India: 100M+ buyers interested in thrift and emerging D2C brands
- Canada: 10M+ potential buyers

By combining social commerce, resale, brand-new fashion, ads, and gifting, CASA's Total Addressable Market (TAM) expands by approximately 1.3x compared to a traditional bottom-up estimation.

COMPETITION

Strength - Opportunities

- Social + Shopping Fusion — Unlike traditional e-commerce platforms (e.g., Myntra, Ajio, Shein), CASA blends social engagement with shopping, making the experience more interactive and fun.
- Personalized Discovery — Our AI-driven recommendation system ensures users find clothes that match their style, unlike competitors that rely on generic suggestions.
- Thrift & New in One Place — CASA combines thrifted and brand-new fashion in a single app, offering affordability and sustainability—something most competitors don't provide.
- Instant Gratification — With instant delivery options, we solve the long wait times that frustrate online shoppers.
- Untapped Social Commerce Space — The intersection of social media and e-commerce is rapidly growing, and CASA is positioned to lead in this emerging category.
- Influencer-Driven Growth — By integrating influencers and user-generated content, we can organically drive engagement and trust, unlike platforms that rely purely on ads.
- Global Expansion Potential — Starting with India and Canada, CASA has the infrastructure to scale into other markets, capitalizing on social-driven shopping trends.
- Creator Monetization — Unlike competitors, CASA empowers fashion creators and influencers to sell directly on the platform, opening up new revenue streams.



AJIO

asos

styl.

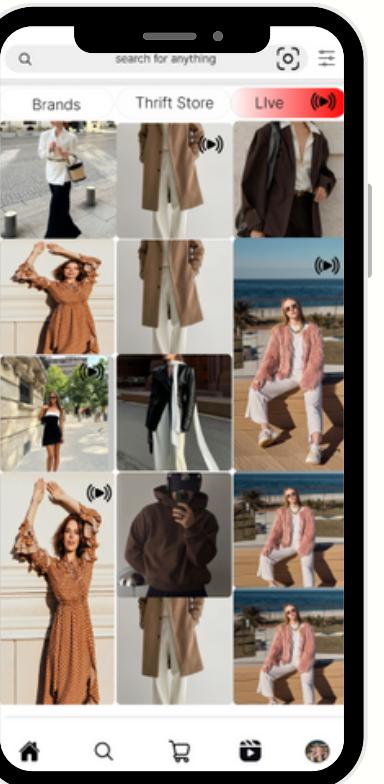
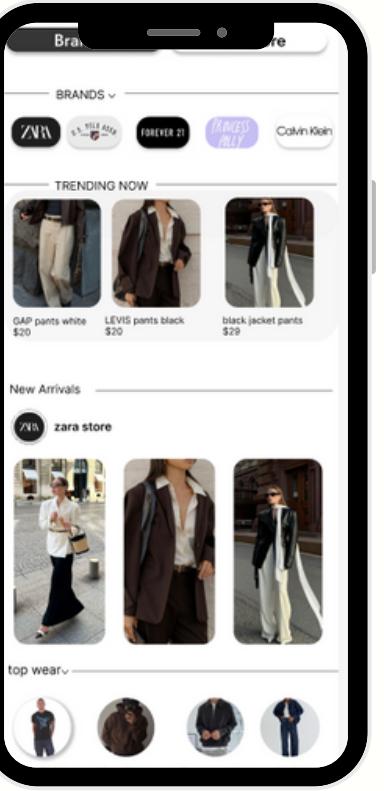
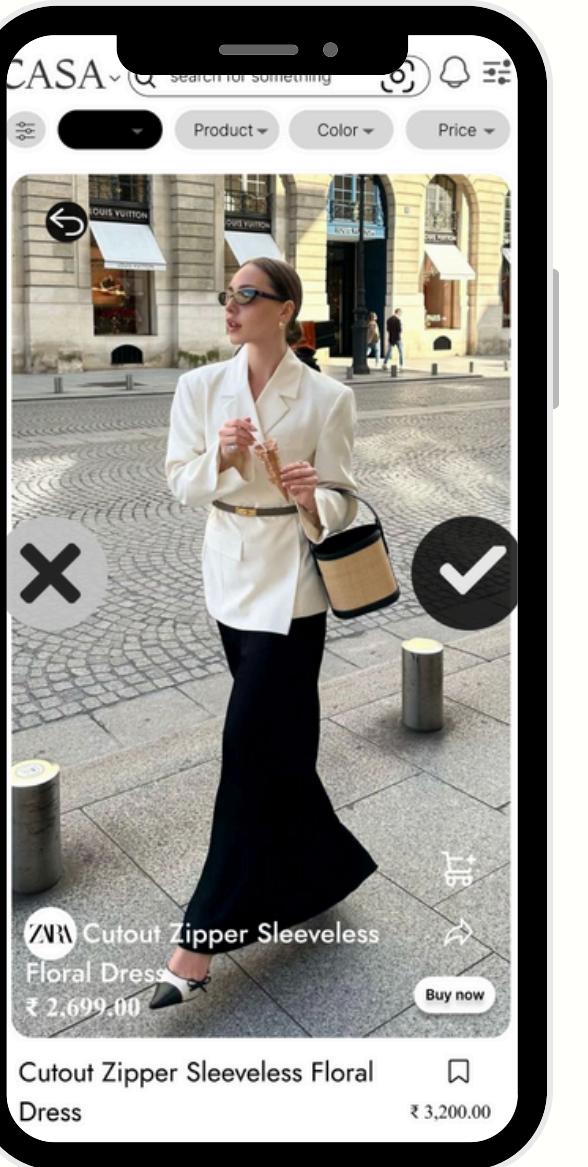
depop

SHEIN

Platform	AI-Powered Search	Instant Delivery	Social Shopping	New and Thrifted Items	Target Demographic	Region	Valuation	Share (%)	(Years)
CASA	Yes (Visual Search)	Yes	Yes	Yes	16–28-year-olds	Global			
ASOS	No	No	Some social media integration	New only	16–34-year-olds	Global	\$450 million	0.53%	25 years (2000–2025)
Shein	No	Fast delivery	Some social media presence	New only	Young adults	Global	\$70–80 billion	4.72%	15–17 years (2008–2025)
Depop	No	No	Yes	Thrifted only	16–28-year-olds	Global	\$2–3 billion	0.01%	14 years (2011–2025)
Amazon Fashion	Some AI recommendations	Fast delivery	No	New only	Broad	Global	NA	3.54%	15–20 years (2000s–2025)
Zalando	Some AI recommendations	No	Limited social features	New only	Young adults	Europe	\$6.3 billion	1.30%	16–17 years (2008–2025)
Mynt	Yes (Visual Search)	No	Some social media integration	New only	Young adults	India	\$2–3 billion	0.21%	16–18 years (2007–2025)
Poshmark	No	No	Yes	Thrifted only	16–28-year-olds	US	\$1.5–2 billion	0.05%	14 years (2011–2025)
Vinted	No	No	Yes	Thrifted only	Young adults	Europe	\$5–6 billion	0.06%	16–17 years (2008–2025)
Ajio	No	No	No	New only	Young adults	India	\$1–3 billion	0.14%	8–9 years (2016–2025)

CASA

THE PRODUCT



CASA

MARKET VALIDATION



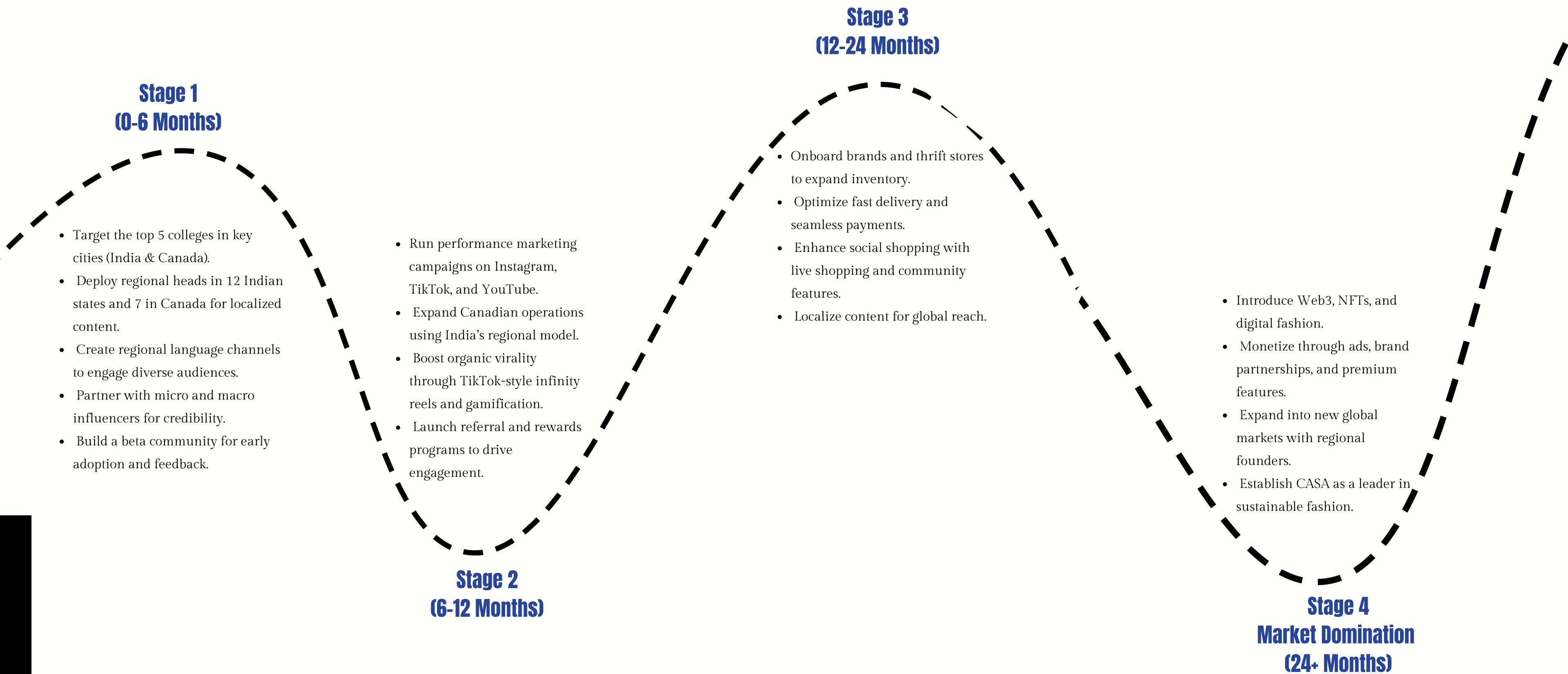
To ensure CASA aligns with market demand, we conducted extensive primary research across top colleges in Mumbai and Calgary. Through interviews and surveys, we gathered insights from Gen Z shoppers—our primary audience—confirming a strong interest in CASA's unique blend of social shopping, personalization, and affordability.

- ✓ Booming Social Commerce — The global social commerce market is projected to reach \$2.9 trillion by 2026, with Gen Z leading the adoption.
- ✓ Personalization is Key — 71% of consumers expect personalized shopping experiences, and AI-driven recommendations are proven to increase conversion rates.
- ✓ Thrifting on the Rise — The secondhand fashion market is set to double by 2027, driven by budget-conscious and sustainability-focused shoppers.
- ✓ Faster, More Engaging Shopping — With swipe-based discovery and instant gratification, CASA taps into the growing demand for speed and engagement in e-commerce.

The growth of Depop, Poshmark, and Vinted further validates the popularity of social-driven fashion marketplaces.

CASA is not just another marketplace—it blends thrift, brands, and social shopping, creating an engaging and scalable model.

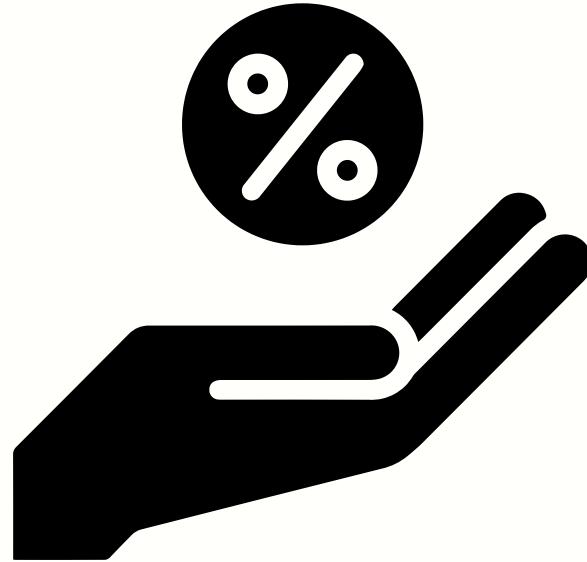
Go-To-Market Strategy



Business Model

We follow a marketplace model

Commission on Sales (Marketplace Model)



Advertising and Sponsored Listings



Revenue Model

We will operate as a marketplace with a mix of social media. Our revenue will be generated through advertisements, subscriptions, commissions, and delivery fees.

Affiliate Marketing & Partnerships



Delivery Charges



Casa has to make money in any way possible while keeping the business creative

Team

CEO



Derek Almeida

Analyst at Venture wolf | Research analyst
at Nexty | EX Founder of Backit up |
Founder of The bommber | Ecommerce
management

COO



Steve Vora

BMS : Don Bosco | Previous Founder :
Speed it | Ecommerce management

CTO



Vamsi Talasila

CTO :RESET TECH
CTO | Gen AI | Healthcare |
Edutech | Martech | AI
Consultant | Ex-Group CTO -
(Nazara Games)
20+ Years of experience

CFO



Abhinav Jain Ranka

Investor, Writer & Business
Enthusiast | SVP (Finance)
@CoinDCX | Ex CFO-PharmEasy |
Capsugel | CA Business Leader
40Under40 | BW Finance
40under40 | CFO100 & FE'22
Finance Power List

Tech Team

Backend



Arbaaz Ansari

8+ years of experience |
Full stack developer |
Senior Backend Engineer
@ Omniex

Tech lead



Sandip Shirvan

19+ years of experience |
Full stack developer |
Flutter developer

Front end



Rahul Gajbhiye

5+ Years of
experience |
Full Stack
developer |
Senior Analyst
@HCL Tech

Backend Team

- 1) Rupak - Exp 8 years
- 2) Kiraj - Exp 4 years
- 3) Kartik - Exp 4 years

Flutter Team

- 1) Daksh - Exp 2 years
- 2) Tilak - Exp 2 years
- 3) Parth (Intern) - Exp 2 years
- 4) Ashwin - Exp 4 years

Front-End Team

- 1) Puneet - Exp 2 years

Strategy/Growth Team

Strategy

Mohit Srivastava

Google | Ex Meesho | Ex Bain | IIM
Mumba

5+ years exp in the industry

Marketing & Distribution

NInad (founderss office)

Handeling city heads in 12 cities
consisting of IIM ,IIT ,BITS

Nikhil Maheshwari'

Marketplace & Quick Commerce Head @ Setu
Nutrition | Ex- Amazon, Shopee, Mensa Brand, The Man
Company | 10+ Years of Scaling E-commerce Brands
with Data-Driven Insights

Manager

Anand Abhishek

PM | IIM-Ahmedabad Alumnus |
Investment Banking Expertise |
Passionate about Sports and
Blockchain |

We had to assemble a team that understands the market
and has prior experience.

Our Contact



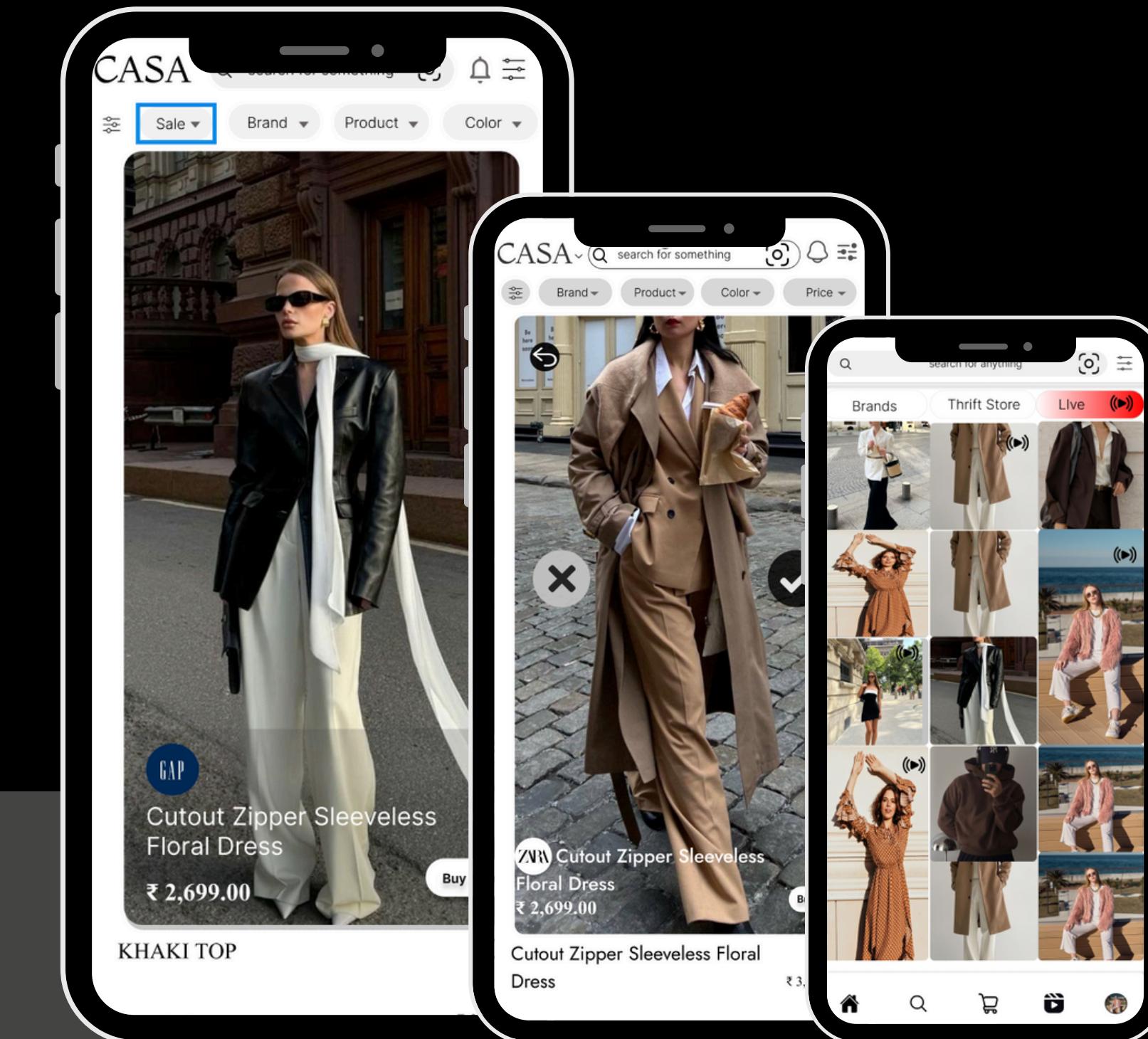
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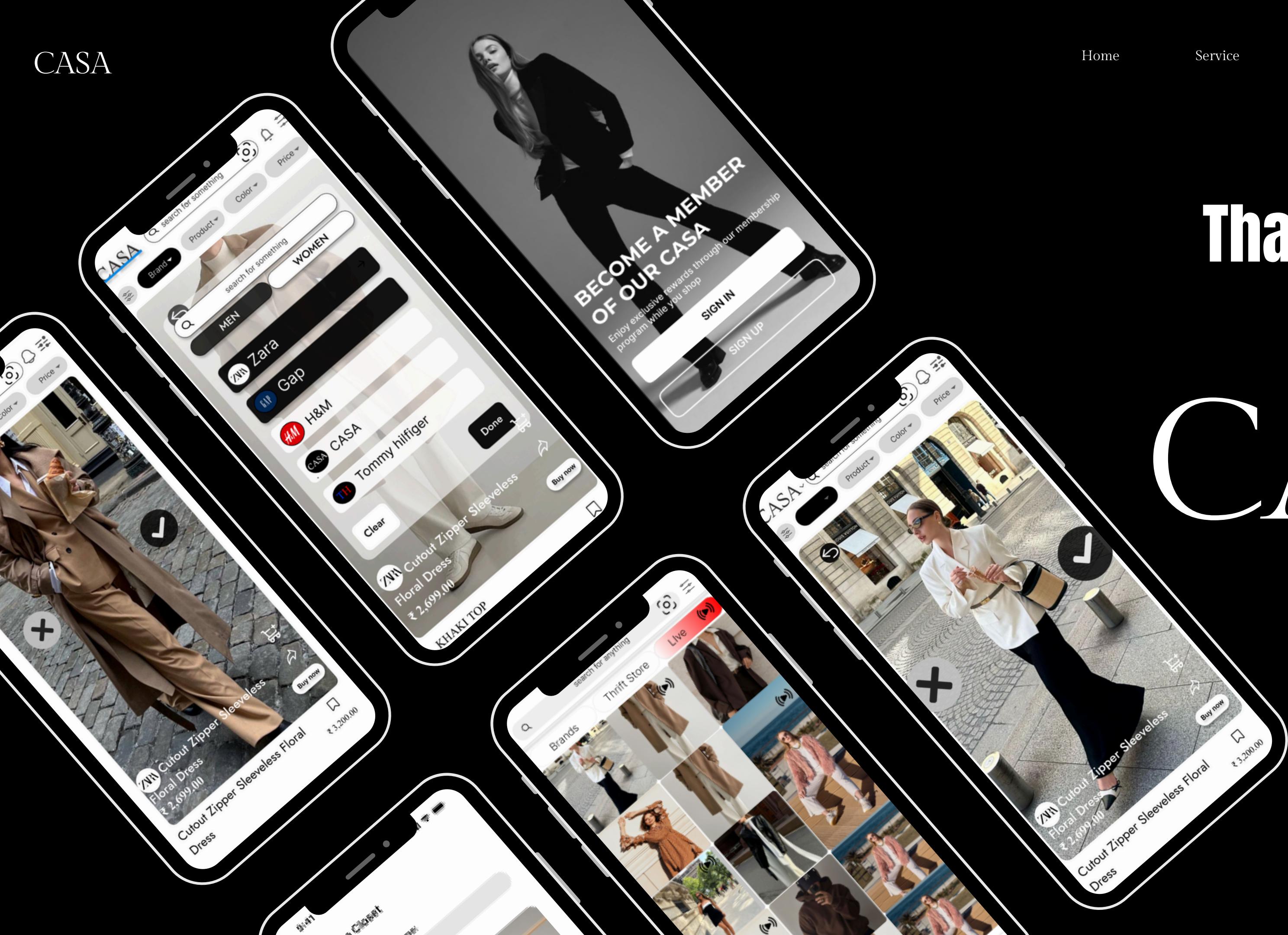


admin.casashop.in
casa.derekalmeida.com



Mumbai , Maharashtra , India





Thank You

CASA

Bumble for clothes!