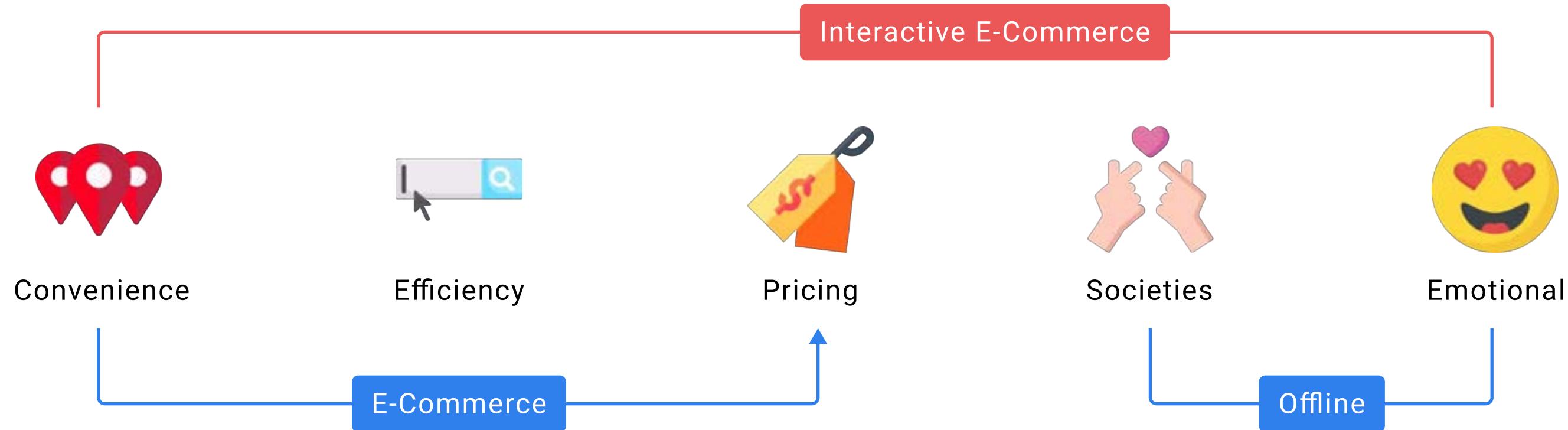


# E-COMMERCE VS. INTERACTIVE E-COMMERCE

# Shoping Online?



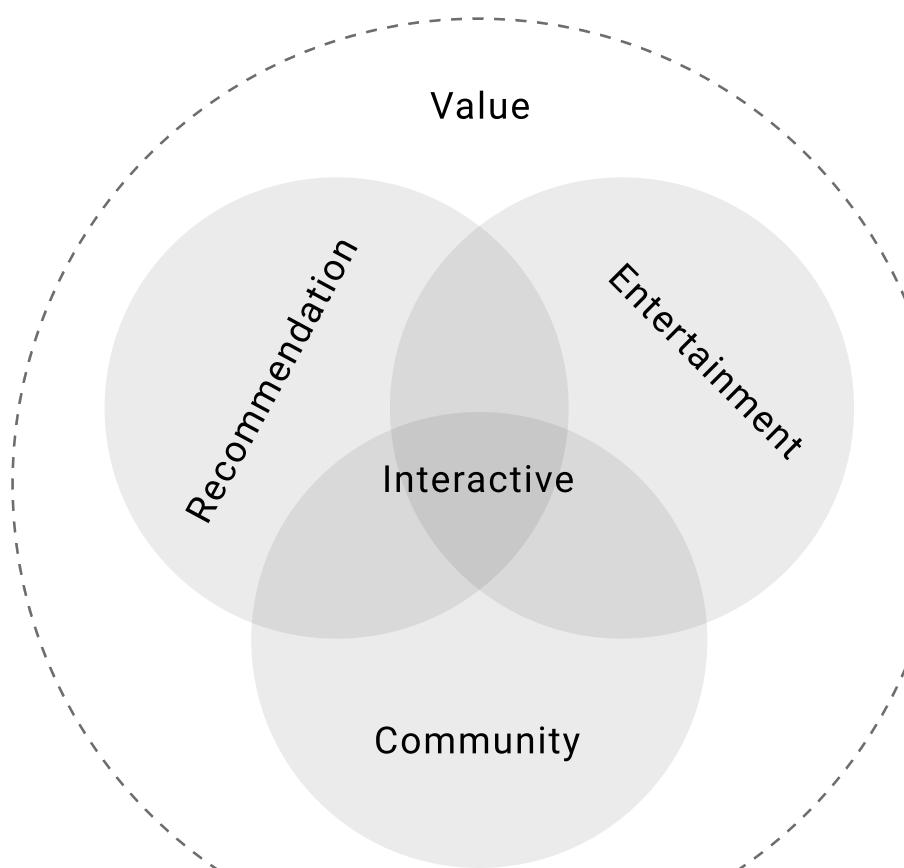
# Shoping Online?



# INTERACTIVE E-COMMERCE

A model that humanizes the online shopping experience, an approach that takes the enjoyable, social, and psychological [experience of shopping in the physical world](#), and applies it [to the digital age](#).

# Interactive E-Commerce

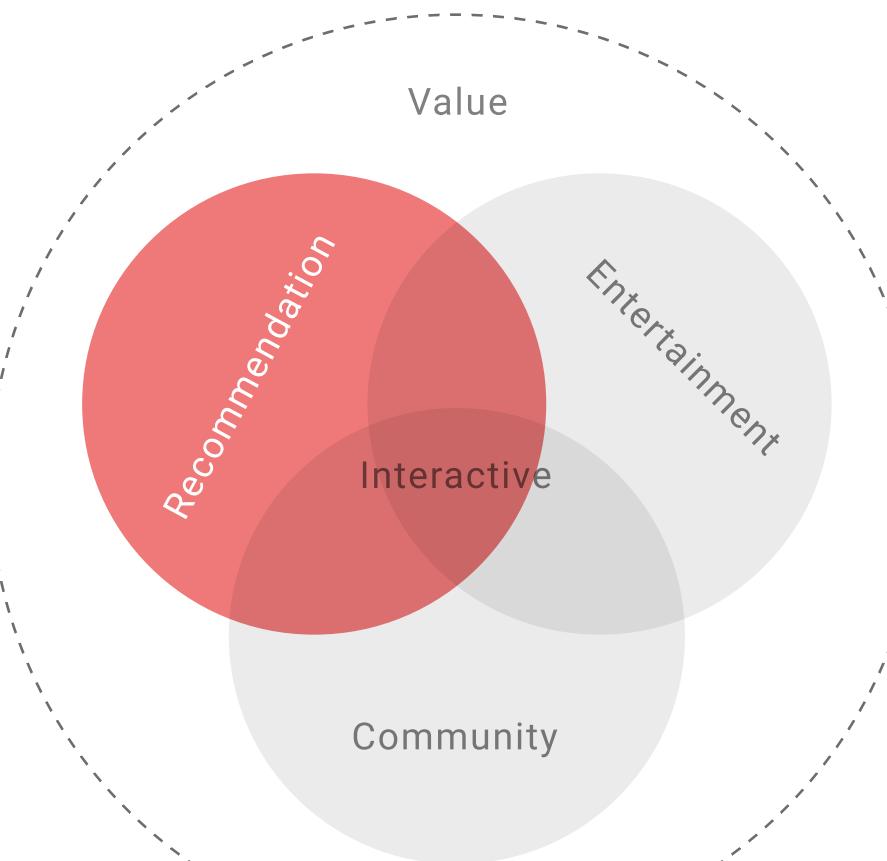


## Interactive E-Commerce > Recommendation

### RESTAURANT MENU

Traditional Search E-commerce

Consider traditional e-commerce to be similar to the experience of ordering from a large, diverse restaurant menu - so much choice, where to begin? The burden is placed upon you, the customer, to read each item and carefully select your dish.



**THE SUSHI TRAIN**  
Interactive E-commerce

Contrast this with the interactive experience of a “conveyor belt” sushi restaurant. You simply sit down and select from the options as they pass you by. Select light, small dishes at your leisure when something grabs your attention. The conveyor belt is fun, and children love it.

## Interactive E-Commerce > Entertainment

### BIG BOX STORE

Traditional Search E-commerce

Consider traditional e-commerce to be similar to visiting the big superstore at the edge of town. A sterile and predictable retail experience awaits - neat aisles of products. It's convenient, it's safe, and it's oh so boring.

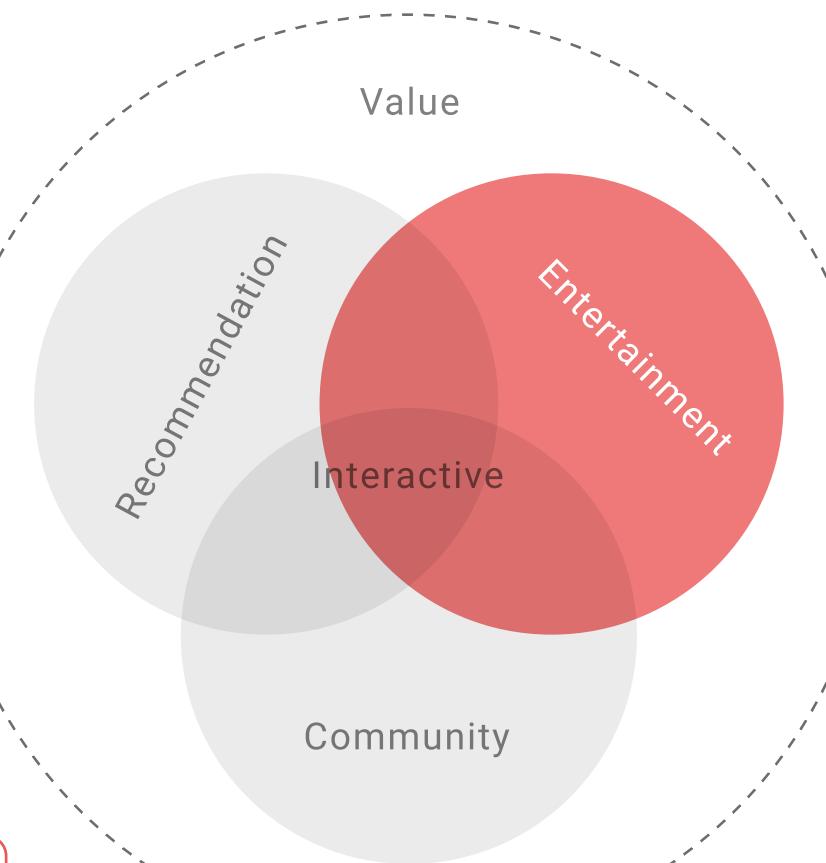


### THE NIGHT MARKET

Interactive E-commerce

Contrast this with the night market. The atmosphere is lively and bustling - music fills the air. A stall owner calls you over to take a closer look; the smell of tasty street snacks makes your stomach rumble. Entertainment is on every corner, such as simple games for young and old. Throw hoops, shoot the balloon, test your strength and strike the bell.

Interactivity meets you everywhere



## Interactive E-Commerce > Community

### ROUTINE WEEKLY SHOP

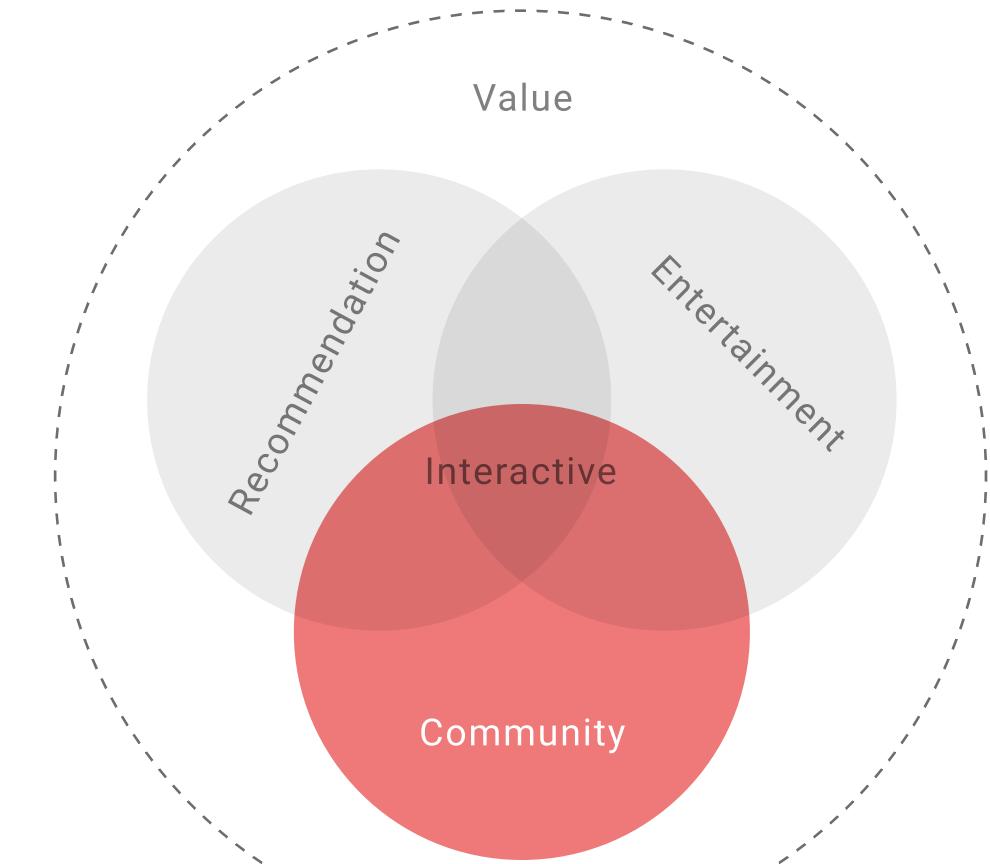
Traditional Search E-commerce

Consider traditional e-commerce to be similar to a parent's weekly grocery shop. It's Tuesday and the kids are dropped off to school. Dutiful mom or dad makes their way over to the supermarket, mechanically crossing off items from the list as they are dropped off in the cart. Alone and tired, their mind wanders elsewhere. These chores never seem to end.

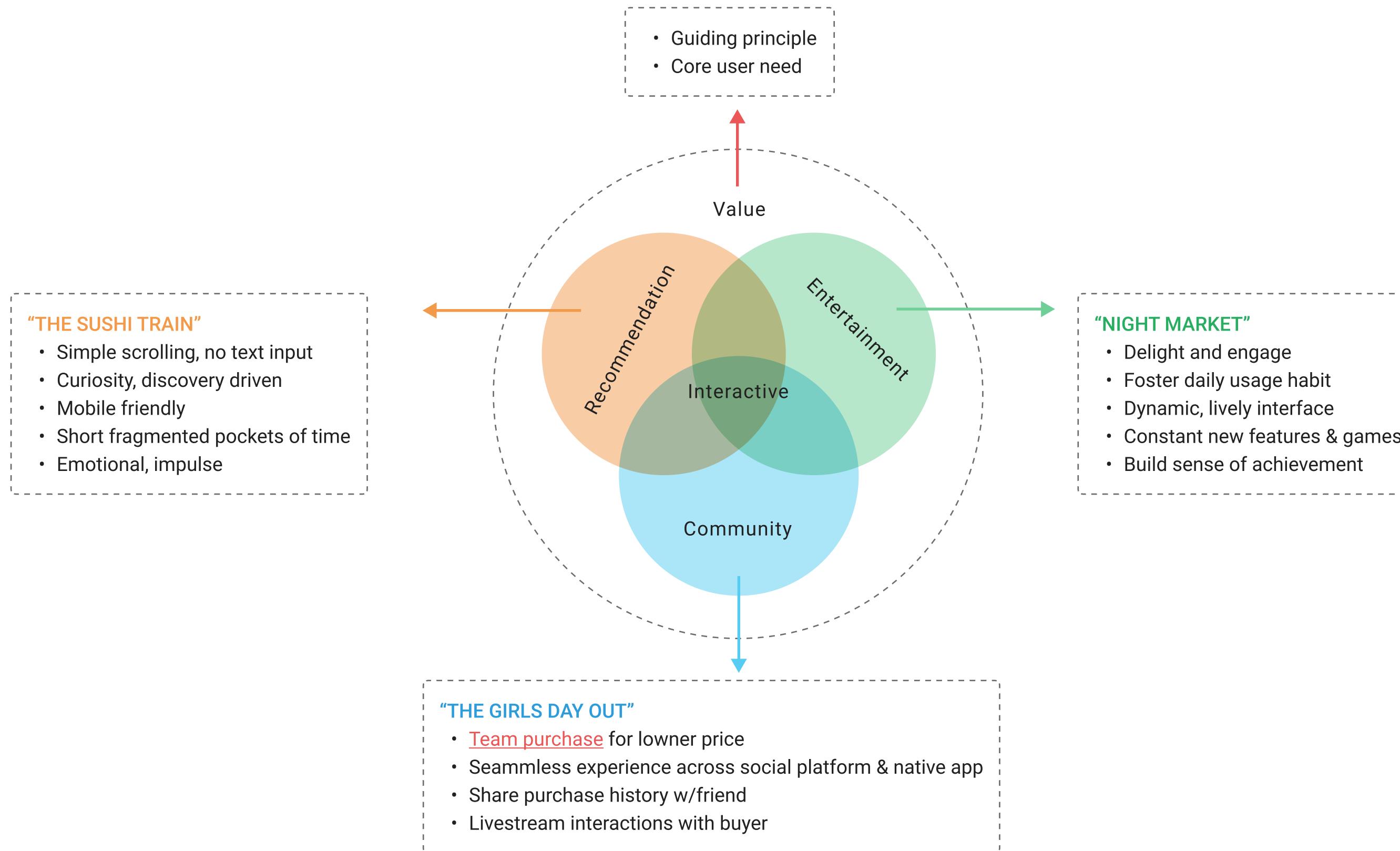


**THE GIRL'S DAY OUT**  
Interactive E-commerce

Contrast this with the girls' day out shopping. "Oh my. You guys, come over. Look at this!" Susan had discovered the perfect gift for Karen's upcoming birthday. Loud squeals and a group hug followed. The best friends were not even mid-way through their shopping spree and the bags were already piling up.



# Interactive E-Commerce



# HOW MUCH TOMATO COST?

Team Purchase

## Traditional Retail

FARMER



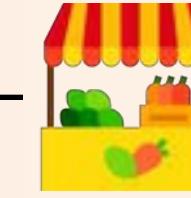
7.000 đ/kg

DISTRIBUTOR & CHANNEL

Trader



Wholesale Market



+ 33.000 đ/kg

Retail Outlet



CUSTOMER



40.000 đ/kg

## Traditional Retail

FARMER



7.000 ₩/kg

DISTRIBUTOR & CHANNEL

?

CUSTOMER



40.000 ₩/kg  
**14.000 ₩/kg**

## Consumer To Manufacturer

FARMER



7.000 ₩/kg

GROUP-BUY LEADING



Transparent? Truth? Logistics? SKU? Scale? ...

CUSTOMER



14.000 ₩/kg ???

## Consumer To Manufacturer

FARMER



7.000 ₩/kg

GROUP-BUY LEADING



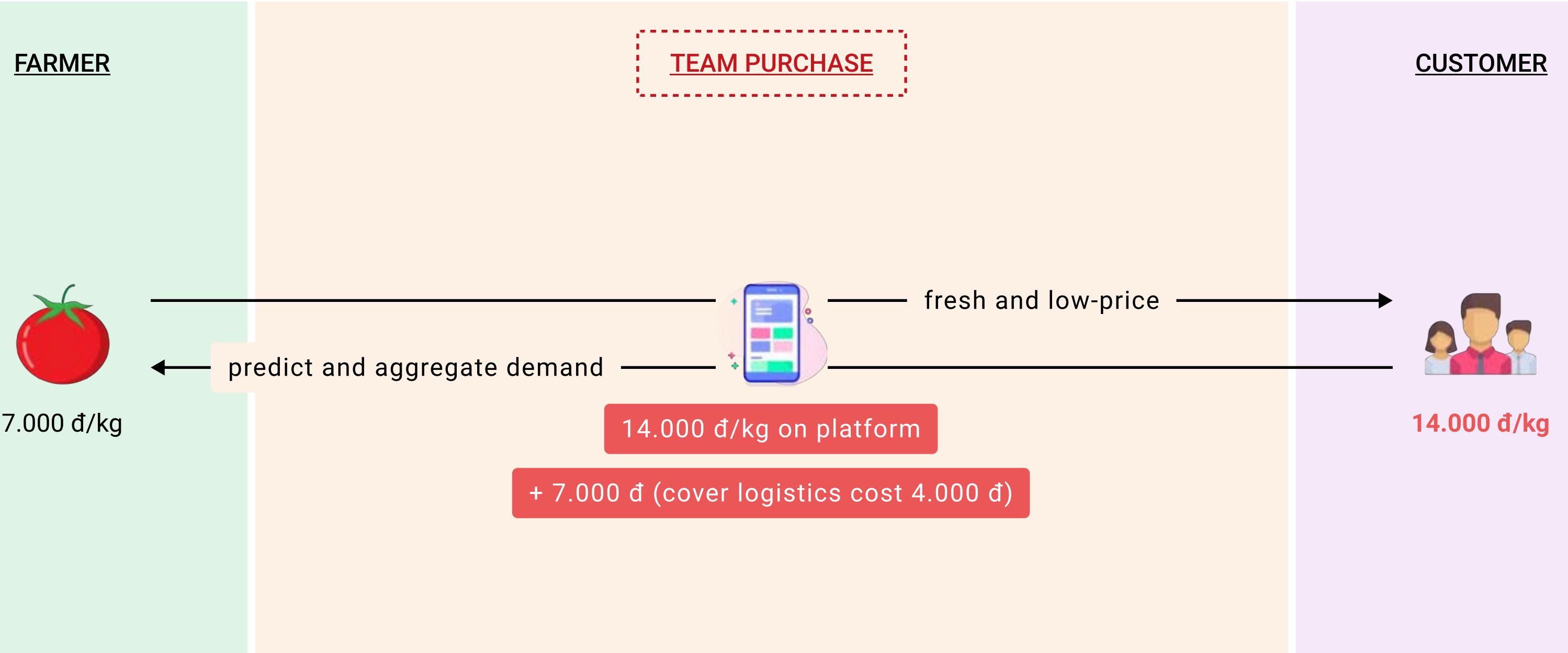
Transparent? Truth? Logistics?  
SKU? Scale? ...

CUSTOMER

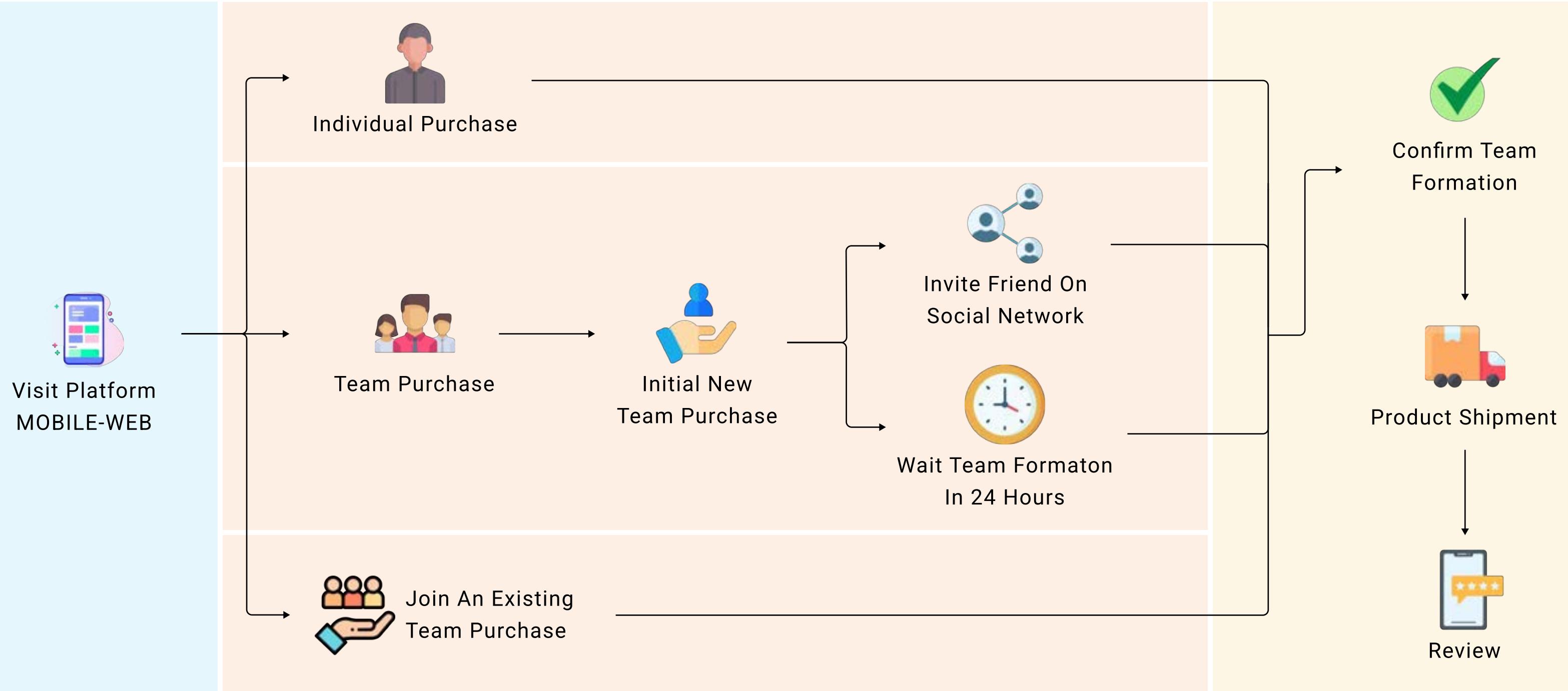


14.000 ₩/kg ???

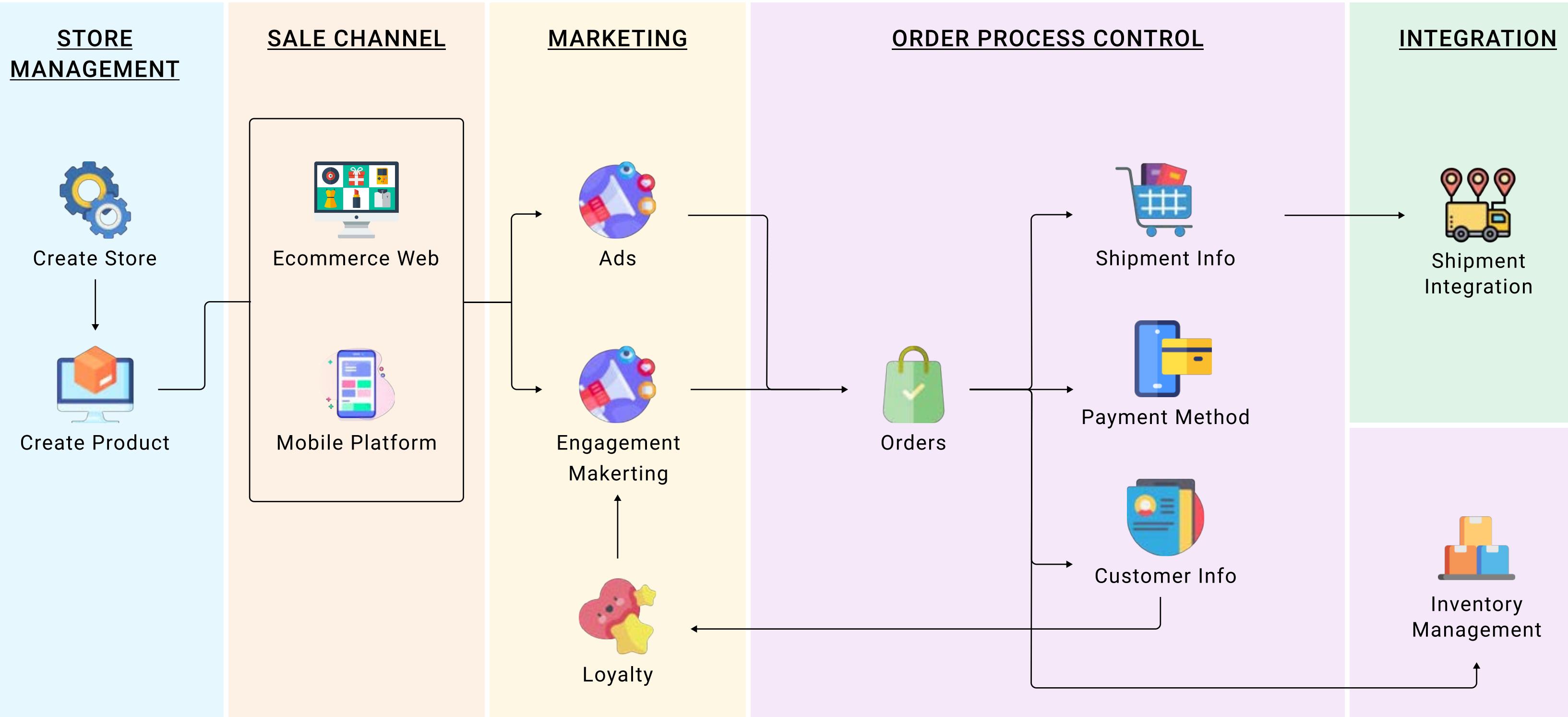
## Consumer To Manufacturer



# Team Purchase



# Operation



# Order Fulfillment Processing



Visit Platform



Team Purchase



Payment Success



Wait Team Formation



Confirm Team Formation



Confirm Export



Pick & Pack



Instock



Inventory Check



Farmer Garden



Transport Transfer



Onpoint Warehouse/  
3PLs Warehouse



Shipper Delivery



Shopper



Integration



Order Complete



Notify User  
& Farmer

# PEOPLE LOOKING FOR PRODUCTS VS. PRODUCTS LOOKING FOR PEOPLE

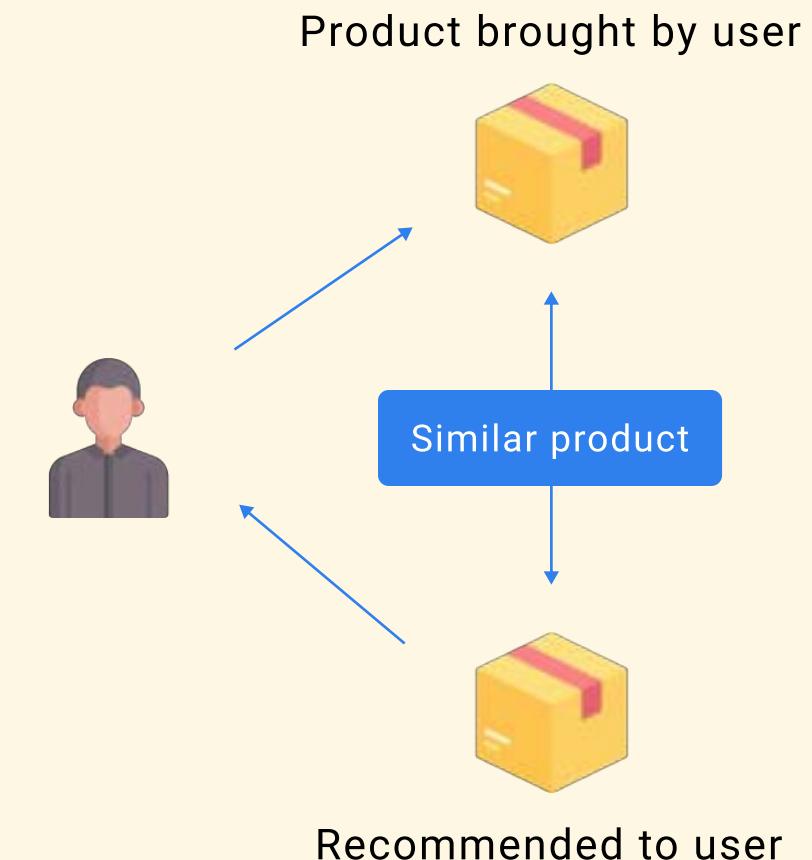
Recommendation

# Recomendation

An item to item filtering system will recommend products to a user similar to that which they already like to purchase. If the user buys dog food and has been tagged as 'dog owner', then the system will recommend more dog related items.

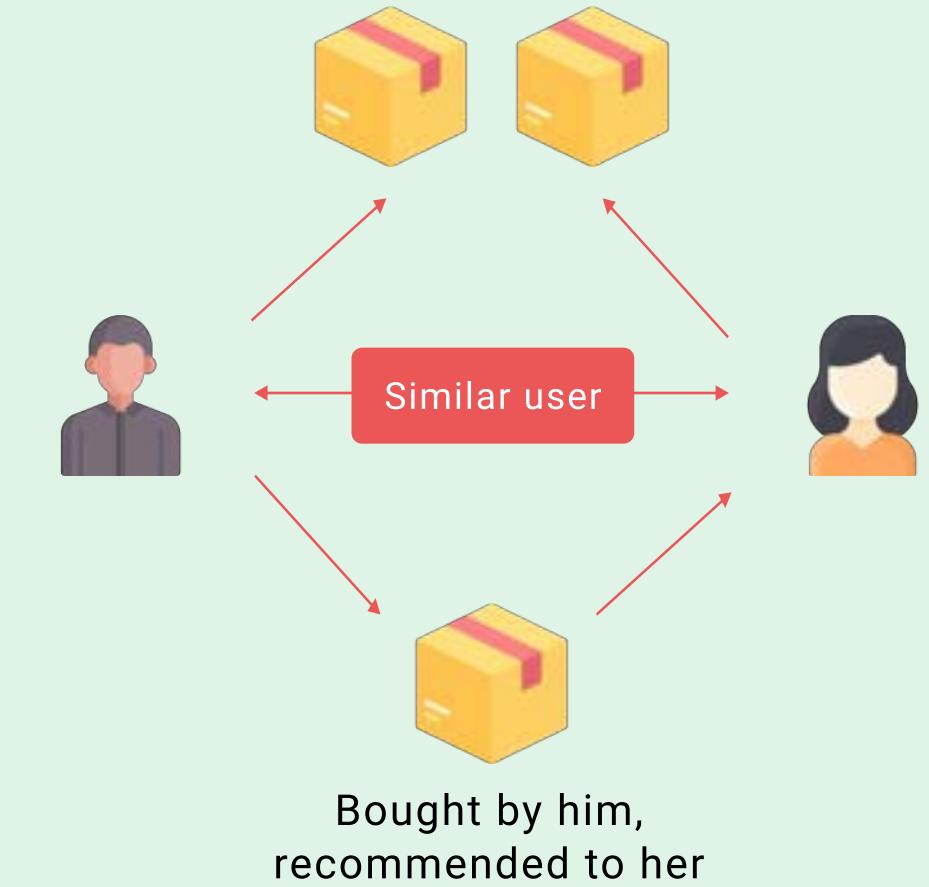
A collaborative filtering system will base their recommendations on finding groups of users who enjoy similar products. Say Jane and Tracey do not know each other but their interests are highly correlated. If Jane purchases a certain new type of cosmetics, then the system will also recommend those cosmetics to Tracey.

## ITEM TO ITEM FILTERING



## COLLABORATIVE FILTERING

Product brought by both user



# **DIGITAL CARNIVAL: MAKE SHOPPING FUN AGAIN**

Entertainment, leisure, and gamification

## Entertainment

**Gamification**, through playing, users could feel rewarded, incentivizing them to return to the platform and reinforcing the virtuous cycle that propels platform's success.

**Live stream** is about enabling a direct connection between merchants and buyers, recreating the two-way communication present with physical shopping.



# Gamification

Daily Check-In

Reward: Cash/Coin

The image displays three screenshots of a mobile application interface, likely from a Chinese e-commerce platform, demonstrating various gamification features.

**Screenshot 1: Daily Check-In**

This screenshot shows the home screen of the app. At the top, there is a search bar with the placeholder "车厘子水果" (Cherries Fruits) and a camera icon. Below the search bar is a navigation bar with categories: 热门 (Hot), 女装 (Women's), 食品 (Food), 水果 (Fruit), 内衣 (Intimate Apparel), 鞋包 (Shoes & Bags), and 手机 (Mobile). A large promotional banner for "生鲜大放价 抢20元券" (Fresh Produce Big Sale, Grab a 20 RMB Voucher) is prominently displayed. Below the banner are several icons for different features: 拼小圈 (Pinduoduo), 查看好友动态 (View friend's activity), 即时秒杀 (Instant Flash Sale), 新搞得合 (New Deal), 新衣馆 (New Clothing), 多多果园 (Duo Duo Fruit Garden), 9块9特卖 (9.9 Special Sale), 充值中心 (Top-up Center), 品牌特卖 (Brand Special Sale), 现金签到 (Cash Check-in), 多多赚钱 (Duo Duo Make Money), and 电商城 (E-commerce City). A "百亿补贴" (Billions of Yuan Subsidy) section shows items like a bottle of oil, a box, a purple item, and a shoe with their respective补贴价 (Subsidized Price). At the bottom, there is a navigation bar with icons for 首页 (Home), 关注 (Follow), 分类 (Category), 购物车 (Cart), and 个人中心 (Personal Center).

**User interaction:** User clicks on the daily check-in icon to begin accumulating rewards.

**Screenshot 2: Reward: Cash/Coin**

This screenshot shows the "提现专区" (Withdrawal Zone) after a user has checked in. It displays a "签到金余额: 26.61元" (Check-in Gold Balance: 26.61 RMB). Below this are sections for "提现明细" (Withdrawal Details) showing history of 30, 50, 100, and 200 RMB withdrawals. It also shows "签到金免费兑好货" (Check-in Gold Free Exchange for Good Goods) where users can exchange their balance for items like a non-stick cookware set or cotton towels.

**User interaction:** User is granted a small reward for checking in. In this example, the user has 26 RMB. This can be redeemed at any time.

**Screenshot 3: Cash Out**

This screenshot shows another view of the withdrawal zone. It displays a "提现明细" section with history of 30, 50, 100, and 200 RMB withdrawals. It also shows "签到金免费兑好货" (Check-in Gold Free Exchange for Good Goods) where users can exchange their balance for items like a non-stick cookware set or cotton towels.

**User interaction:** To cash out in the form of a no minimum spend voucher, the user has to reach certain minimum dollar values e.g RMB 30.

# Gamification

Price Chop  
Reward: Product



Pick the product you want to get at a discounted price



You can ask your friends to help your “bargain”



When friends click, the price decreases until 0

# Gamification

Orchard  
Reward: Fruit



# **PIRATE METRICS FOR STARTUP GROWTH**

# Pirate Metrics

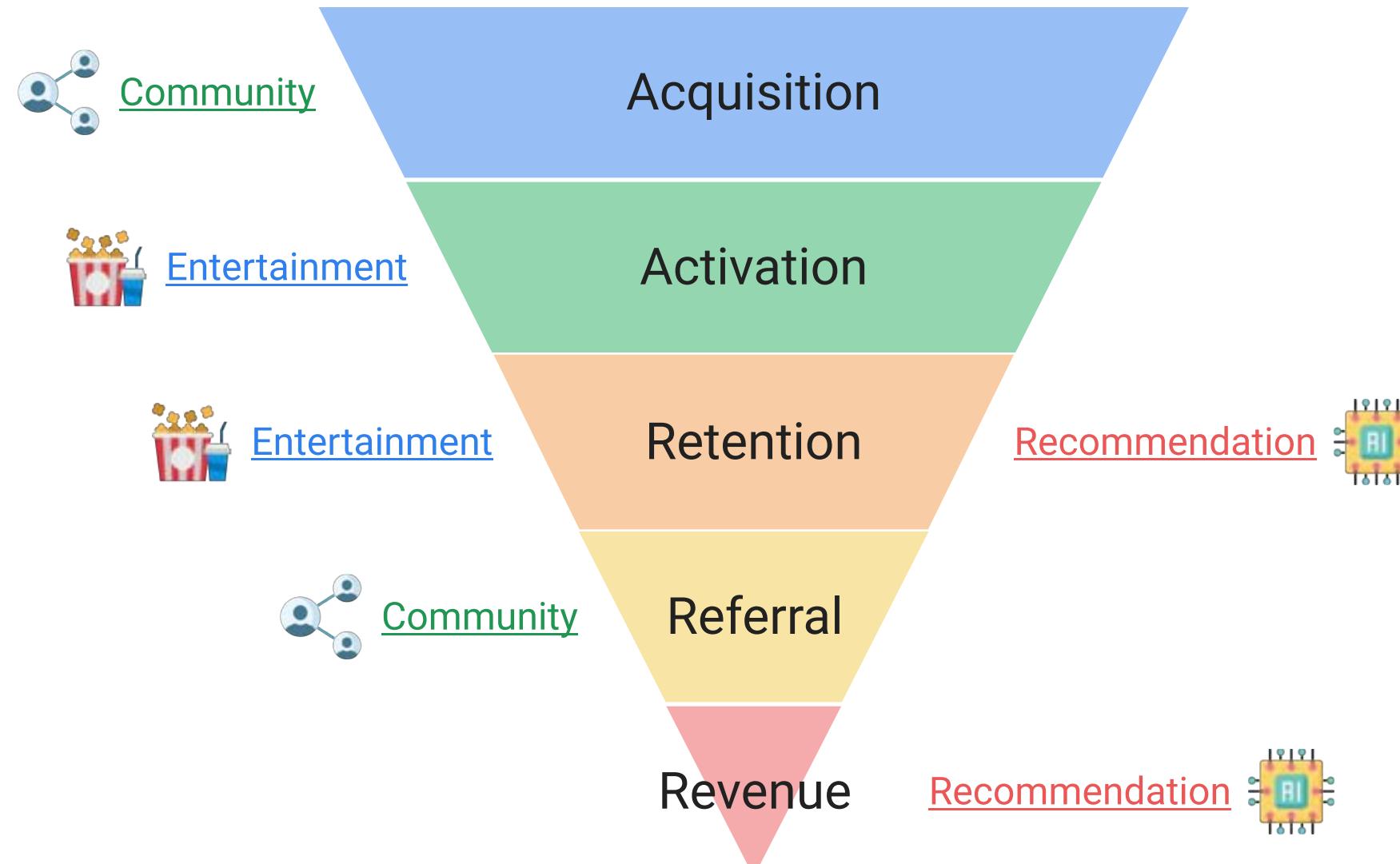
**Acquisition:** The transition when a “person” becomes a “user,” engaging with the platform or business for the first time, registering, or downloading an app.

**Activation:** The “AHA” point at which a customer goes from simply trying a product to regularly using and enjoying the product.

**Retention:** Ensuring that a customer continues to use the platform or product regularly and frequently.

**Referral:** Leveraging the social networks of users for low-cost, potentially exponential growth of user acquisition.

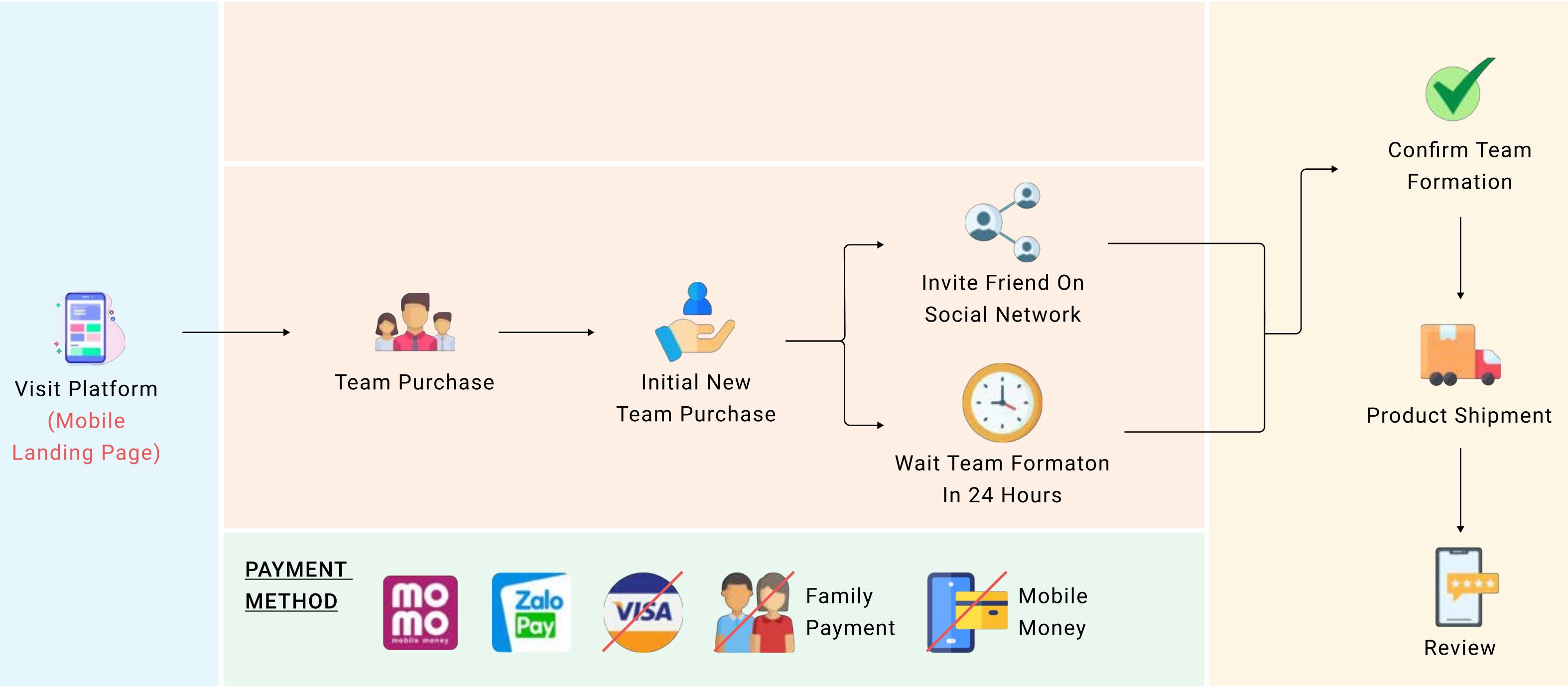
**Revenue:** Monetizing the value of users to bring revenue into the business.



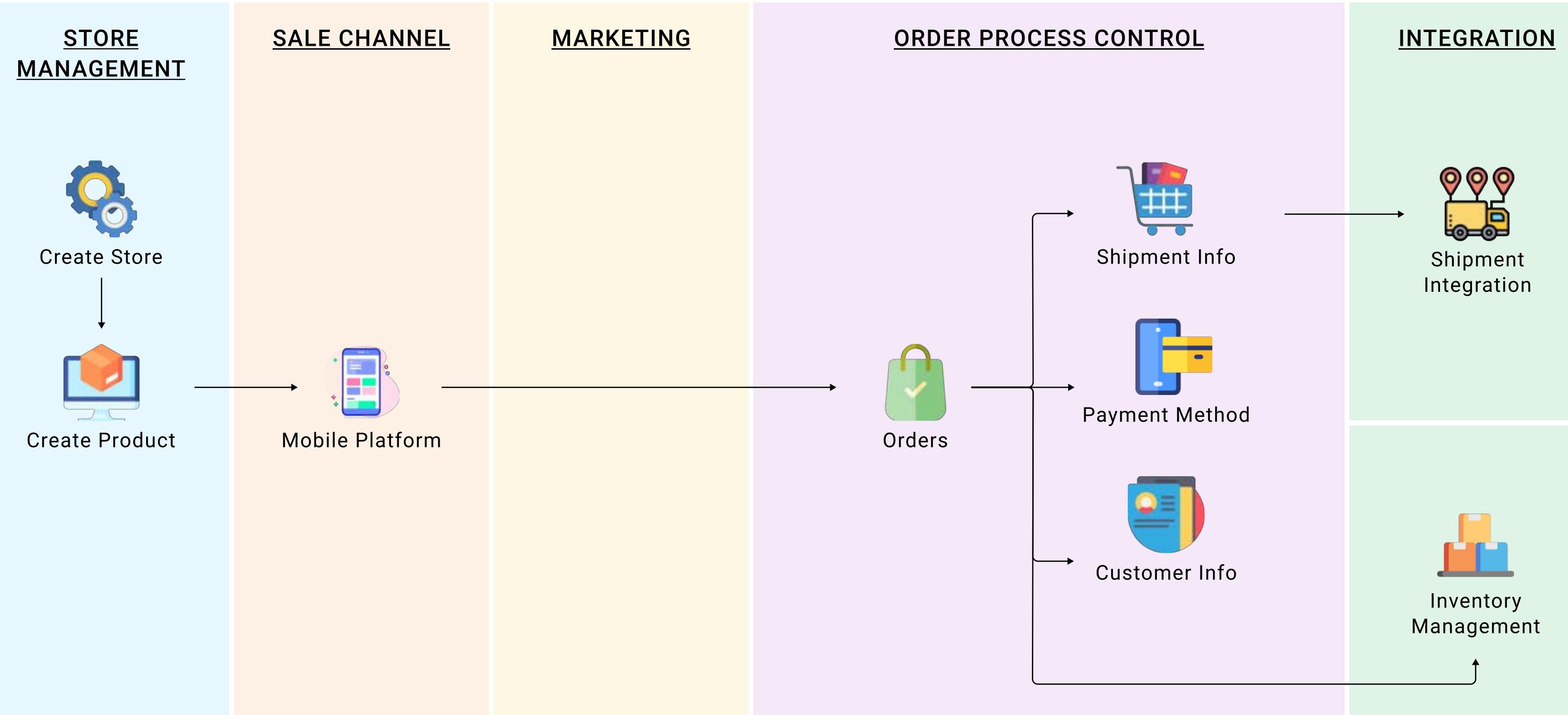


# **MINIMUM VIABLE PRODUCT**

# MVP Team Purchase



# MVP Operation



# MVP Workflow

## 1. Visit our platform



## 2.1 Initiate a new team purchase



## 3.1 Invite friend and family on social network



## 2.2 Join an existing team purchase



## 3.2 Wait for team formation in the next 24 hours



## 4. Confirm team formation

### Đặt hàng thành công

Mã đơn hàng của bạn là: HANNAH-R44WMC7W21. Đơn hàng của bạn đang Chờ xử lý

## 5. Product shipment



# Order Fulfillment Processing



Visit Platform



Team Purchase



Payment Success



Wait Team Formation



Confirm Team Formation



Confirm Export



Farmer Garden



Transport Pickup



Instock



Inventory Check



Transport Transfer



Onpoint Warehouse/  
3PLs Warehouse



Shipper Delivery



Shopper



Intergration



Order Complete



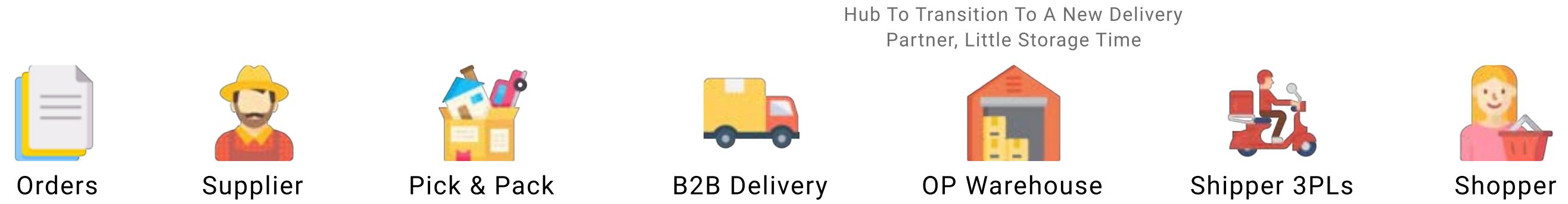
Opollo

# Logistic Model

## DROP SHIPPING



## CROSS DOCKING



## FULFILMENT BY OP

