

# Meet Alan!







\$46









\$16









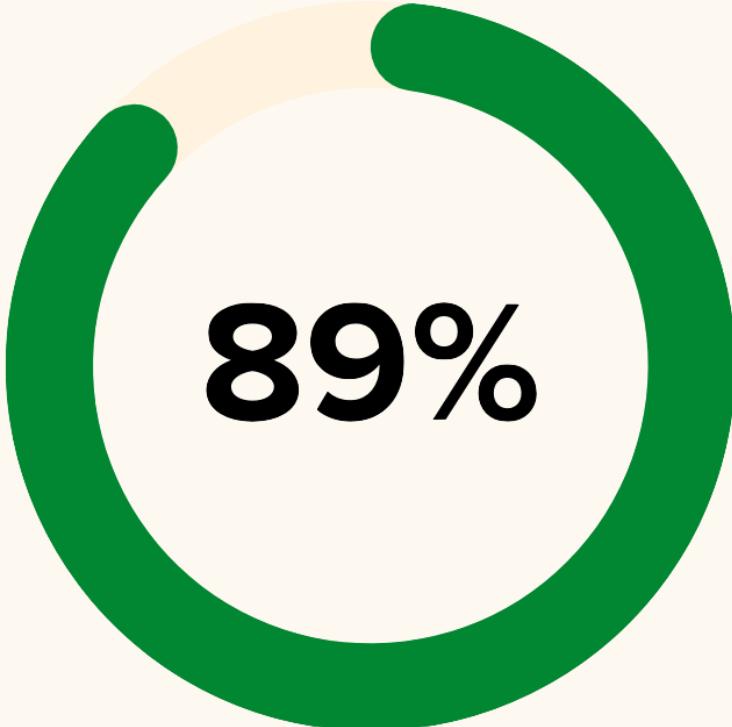


\$29







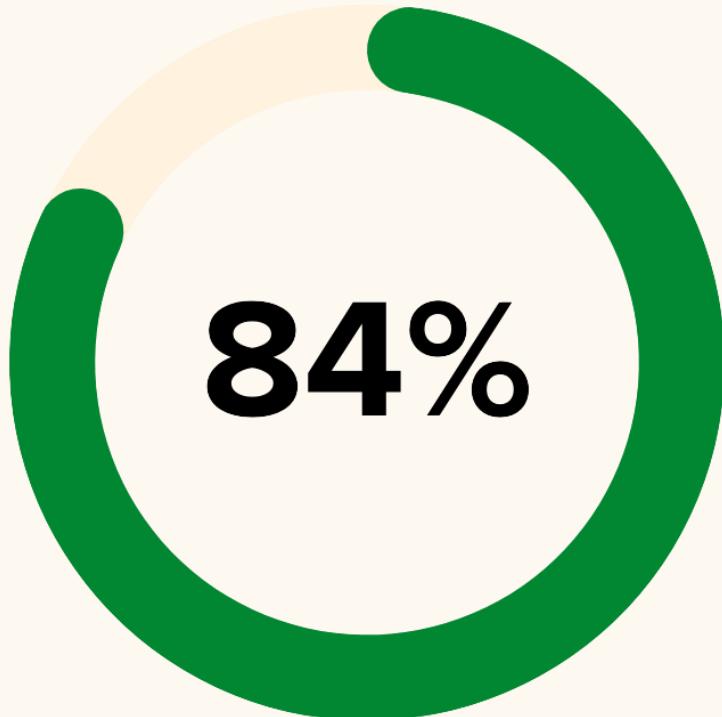


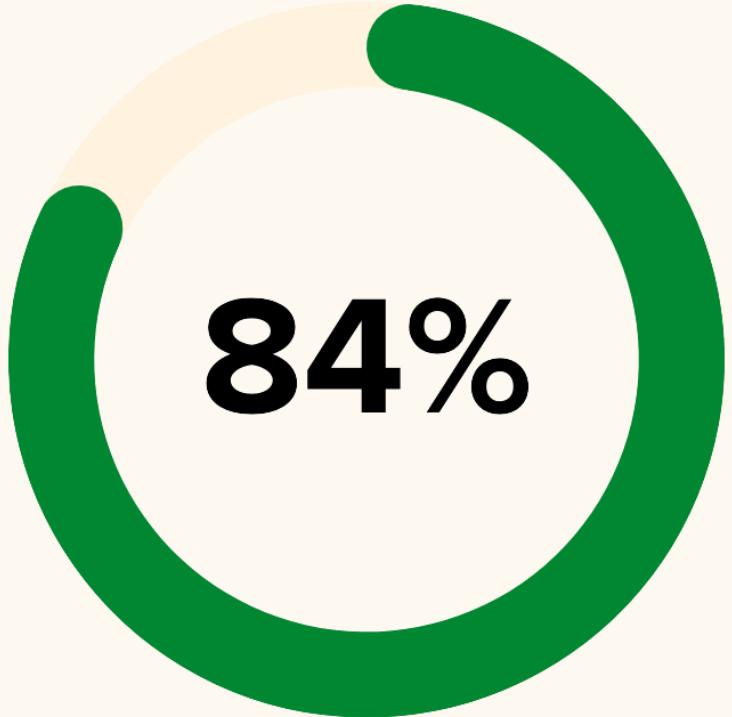


**Added items to their shopping cart just to see shipping and taxes**

**Source:** Kartt's Problem Space Survey (125 Responses)







**Strongly want to see additional costs as they're shopping**

Source: Kartt's Problem Space Survey (125 Responses)



# Airbnb will soon show prices inclusive of all fees in search results

Ivan Mehta

@indianidle / 8:22 AM EST • November 7, 2022



 Image Credits: NurPhoto / Getty Images



Brian Chesky  · Nov 7, 2022

@bchesky · [Follow](#)

Replying to @bchesky

2. We are prioritizing total price (instead of nightly price) in our search ranking algorithm. The highest quality homes with the best total prices will rank higher in search results.



Brian Chesky  · Follow

We started as an affordable alternative to hotels, and affordability is especially important today. During this difficult economic time, we need to help our Hosts provide great value to you.

3:55 AM · Nov 7, 2022



 560

 Reply

 Share

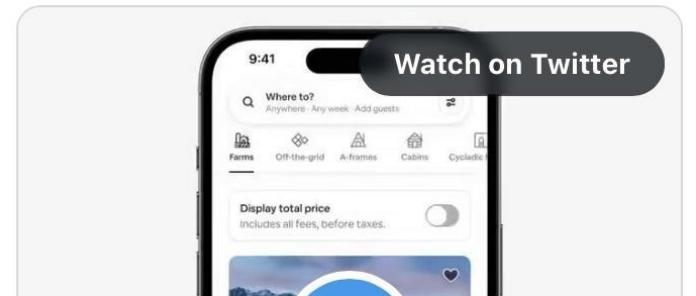


Brian Chesky  · Follow

@bchesky · [Follow](#)

I've heard you loud and clear—you feel like prices aren't transparent and checkout tasks are a pain. That's why we're making 4 changes:

1. Starting next month, you'll be able to see the total price you're paying up front.



“prices aren’t transparent” and “checkout tasks are a pain”



*CEO, Brian Cheskey*



# Kartt

Streamlining the e-commerce experience

✨ Etsy's Pick



\$42<sup>50</sup>



Price	\$25.00
Shipping	\$14.25
Taxes	\$3.25

---

Total Cost \$42.50 ?

✨ Etsy's Pick



\$42<sup>50</sup>



Price	\$25.00
Shipping	\$14.25
Taxes	\$3.25

---

Total Cost \$42.50 ?





Meet the Team!



# See total cost as you shop.

Tired of checking **shipping and taxes** at the end of checkout? Use Kartt for free.

Download Karti



**\$42<sup>50</sup>** 

Price	\$25.00
Shipping	\$14.25
Taxes	\$3.25

Total Cost \$42.50 ?

Etsy

Search for anything



Sign in



Home Favourites

Jewellery & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

← Back to search results

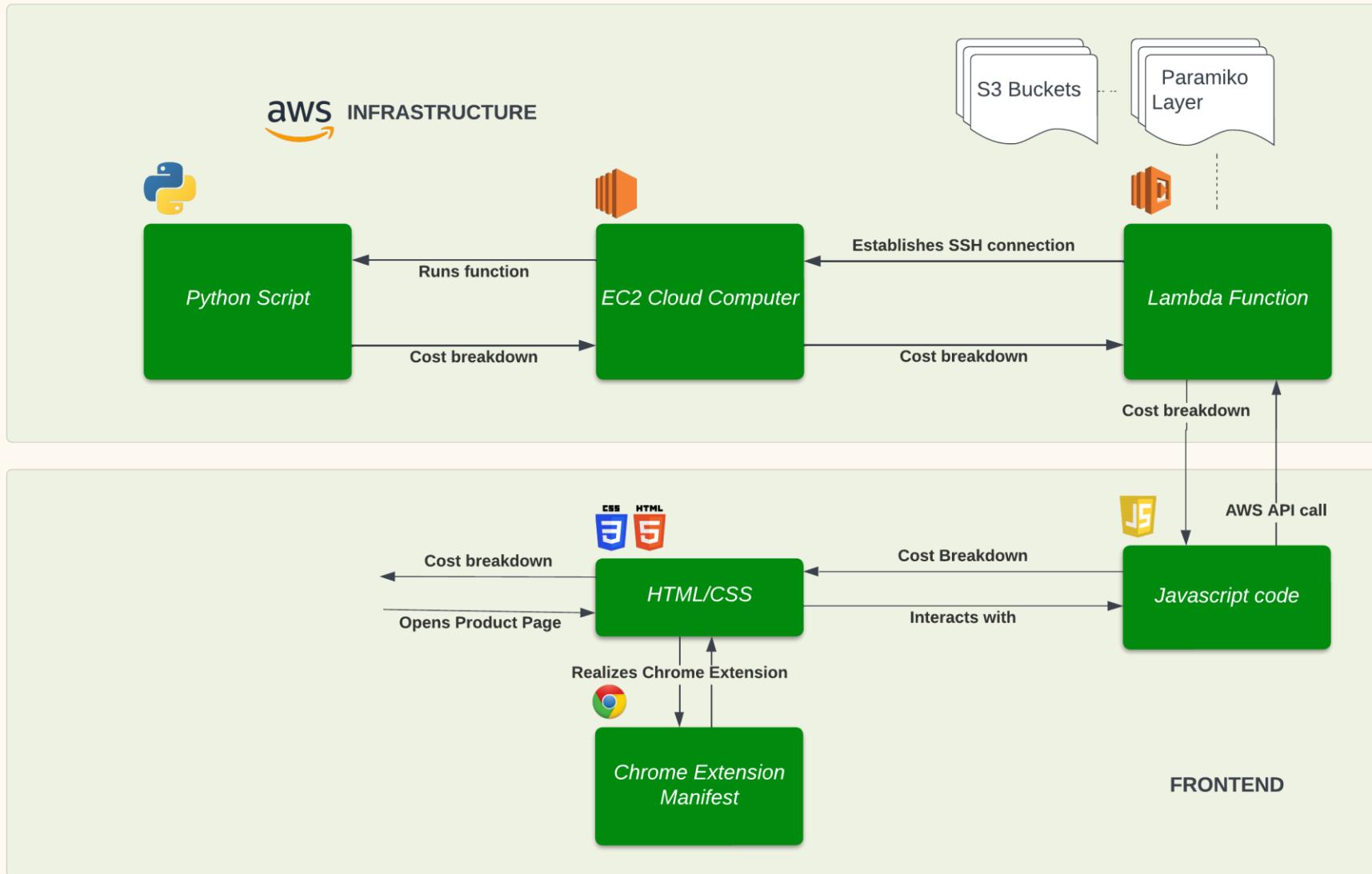
In 20+ carts

\$15<sup>62</sup>



Price	\$5.77
Shipping	\$9.10
Taxes	\$0.75
<b>Total Cost</b>	<b>\$15.62</b>

# Technology Diagram



# Monetization Stack



# User Donations

Simple implementation  
allowing for focus on MVP



Donation button in extension  
& follow-up emails for users

Examples of use-cases:



AdBlock



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# Affiliate Marketing

Making the most  
of user growth



Advertising partners' cost  
transparency on our website

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Examples of use-cases:


# Monetization

Leveraging Kartt's inter-website  
data on product trends

Partnering with data brokers  
who prioritize security

Example of use-case:



524

524



524 Users on Waitlist



# Feedback Loop: What Users are Saying So Far

Replied to your story



wait wtf this is so cool

im always like adding too much  
to cart and realizing its wayy  
more than i originally thought

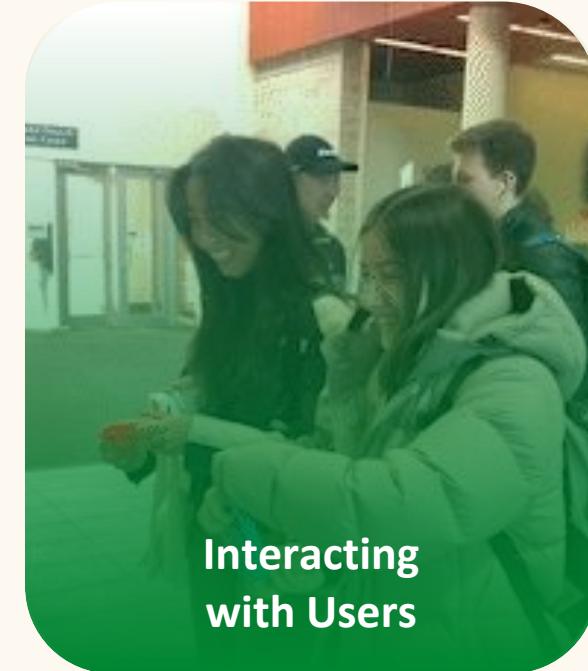
No cause this is so useful cause I  
hate having to go to cart and enter  
my address for shipping estimations

Replied to your story



Wait why is actually something  
I actually need

Yooo this is sick. I'm definitely  
gonna use this



Interacting  
with Users

Developing with transparency to meet user needs

# User Growth and Scaling



## INCUBATE 500 users

- ✓ Staggered email marketing
- ✓ Language market fit research
- ✓ Gather feedback from initial product iterations
- ✓ Invest in infrastructure upgrades

INCUBATE  
Spring 2023



MATURITY  
Spring 2026

SCALE  
Spring 2024

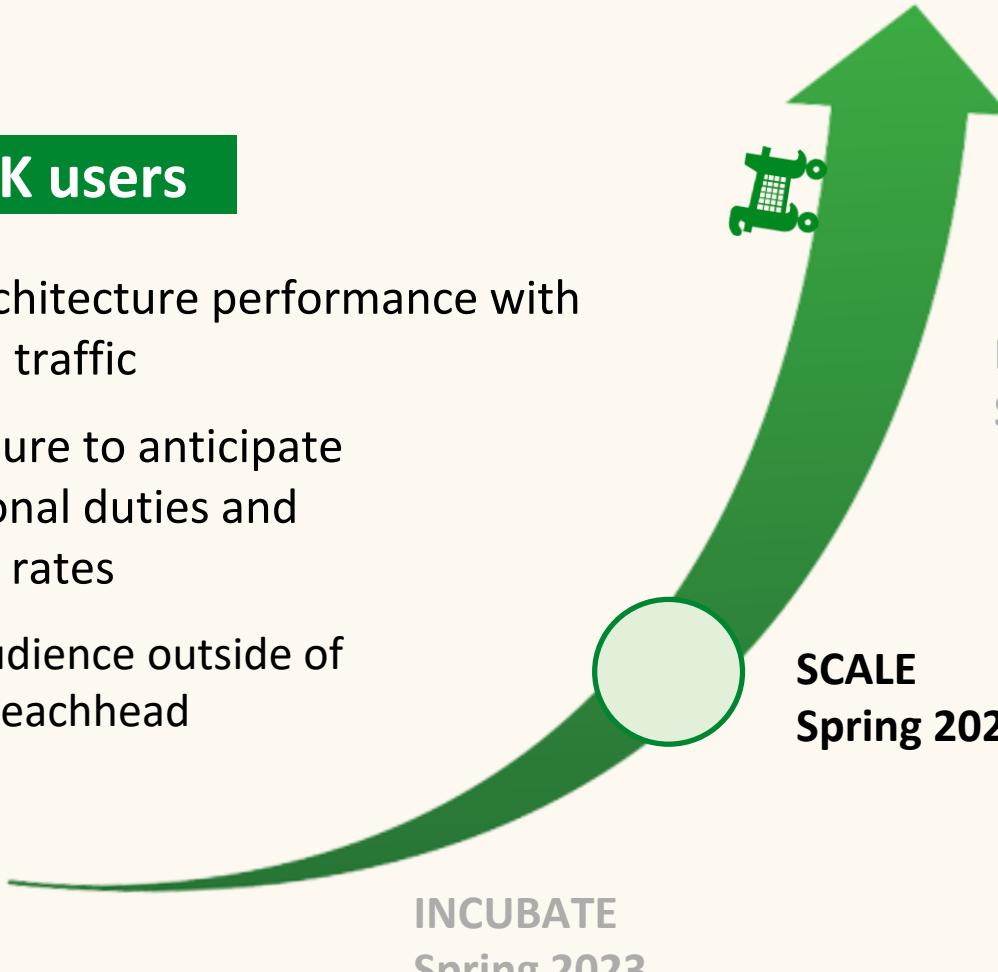
# User Growth and Scaling



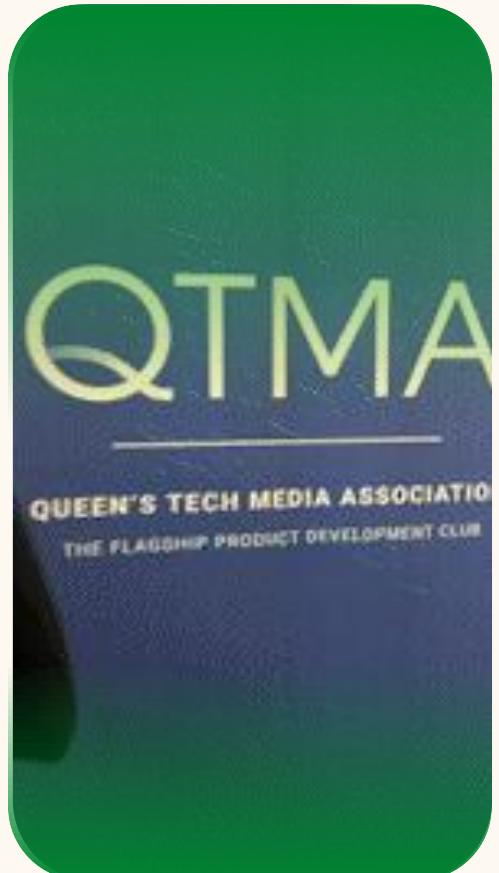
## SCALE

**5K to 10K users**

- ✓ Gauge architecture performance with increased traffic
- ✓ Build feature to anticipate international duties and exchange rates
- ✓ Expand audience outside of Queen's beachhead

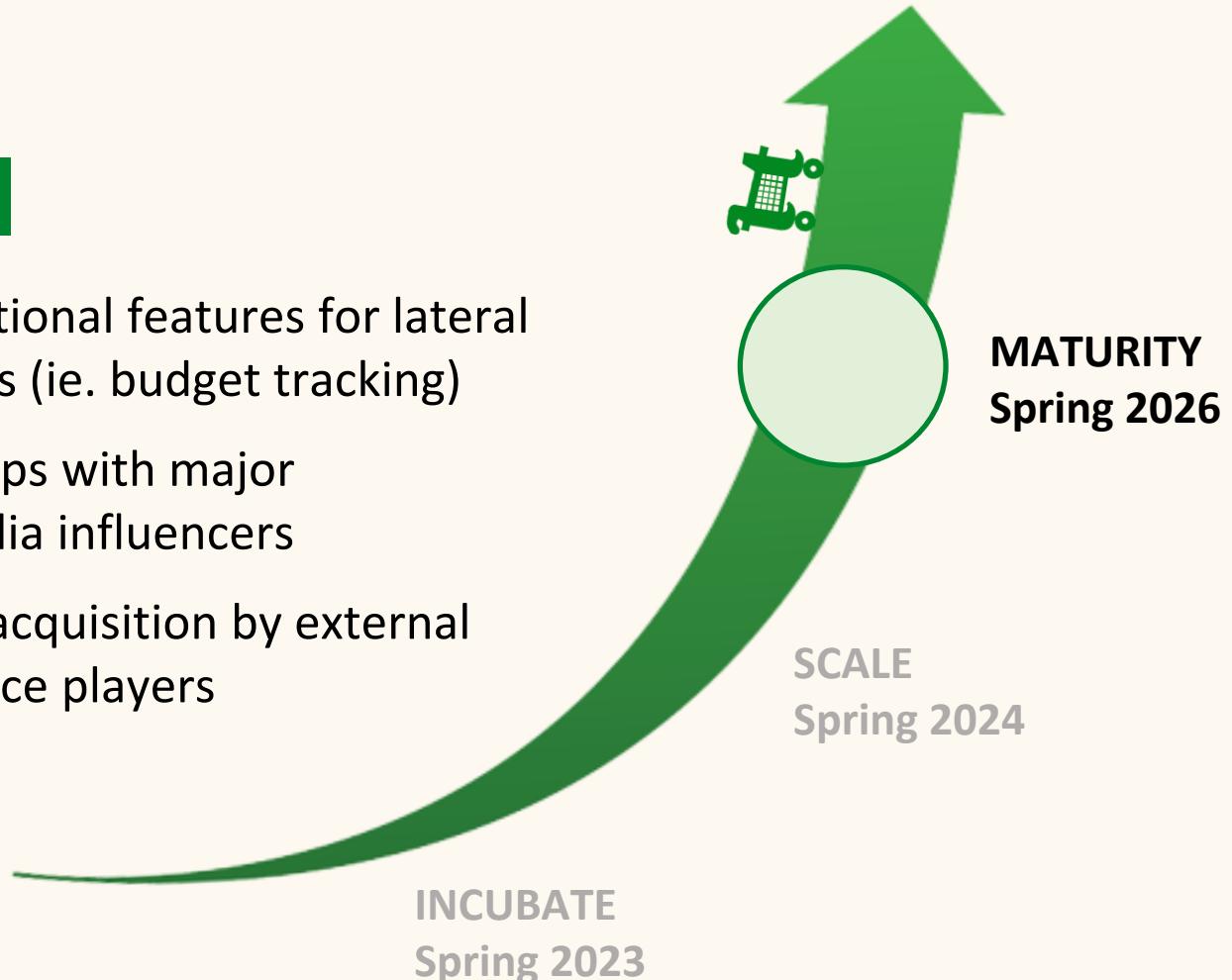


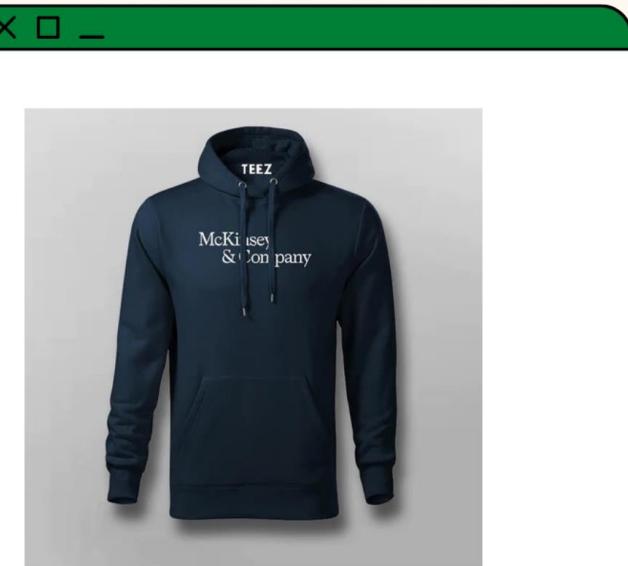
# User Growth and Scaling



## MATURITY 1M users

- ✓ Build additional features for lateral pain points (ie. budget tracking)
- ✓ Partnerships with major social media influencers
- ✓ Potential acquisition by external e-commerce players





## McKinsey Sweater

Brand: Kartt



\$30<sup>50</sup> 

Price	\$15.00
Shipping	\$13.55
Taxes	\$1.95
<b>Total Cost</b>	<b>\$30.50</b>



Shop smart with



# Kartt

A screenshot of a mobile application interface showing a product listing. The product is a dark blue hoodie with "McKinsey & Company" printed on the front. The title is "McKinsey Sweater". It is labeled as "Brand: Kartt" with a 5-star rating. The price is \$30.50, with breakdowns for Price (\$15.00), Shipping (\$13.55), and Taxes (\$1.95). The total cost is \$30.50. A green shopping cart icon is visible next to the price.

Price	\$15.00
Shipping	\$13.55
Taxes	\$1.95
<b>Total Cost</b>	<b>\$30.50</b>



Shop smart with



Kartt

Shop smart with



Kartt

# Appendix



# Appendix

- Risks and mitigations
- User profile exemplar
- Market research (primary, secondary)
- User alternatives
- Indirect competitor analysis: brand positioning



# Risks and Mitigations



# User Profile: Meet Alan



Alan is a digitally savvy and financially-conscious university student who enjoys online shopping

***Identifiers:***

- Frustration in being over budget
- Frequent e-commerce cart abandonment

***Needs:***

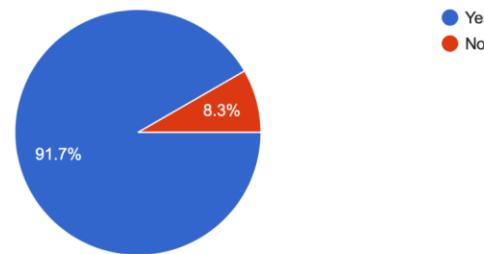
- Shop online more consciously



# Market Research: Primary

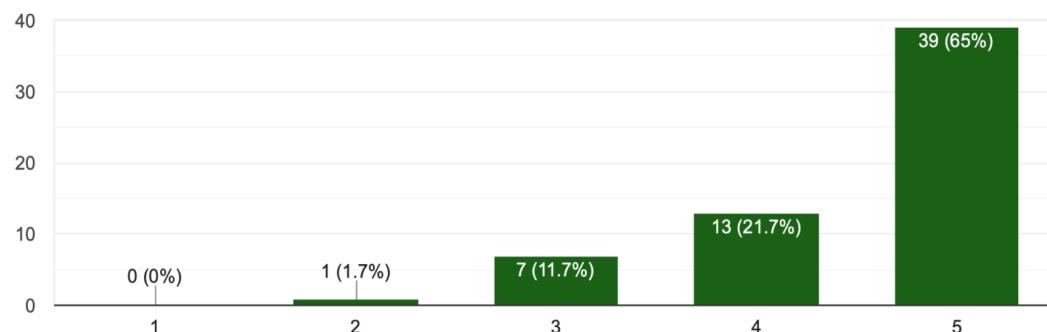
Have you ever added items to a shopping cart without intending to buy it just to see total cost after shipping and taxes?

60 responses



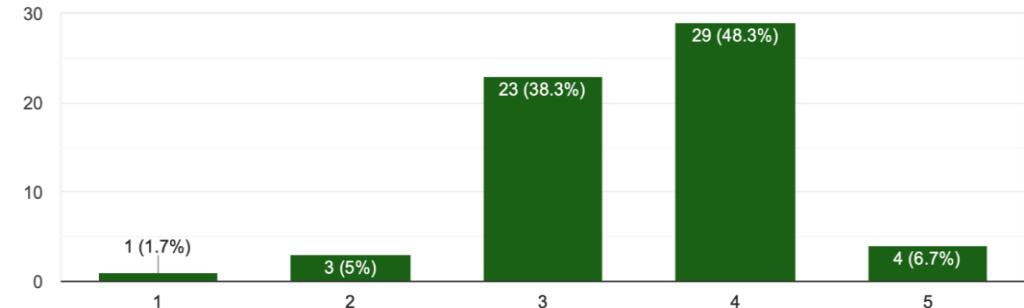
Do you wish you could see all the additional costs (taxes, shipping, etc.) as you are shopping?

60 responses



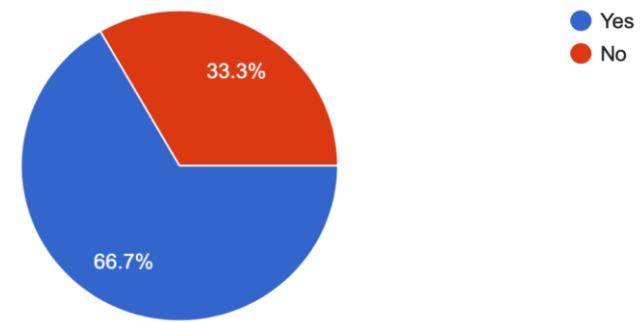
How often have you abandoned an online shopping cart after seeing the added taxes/shipping cost?

60 responses



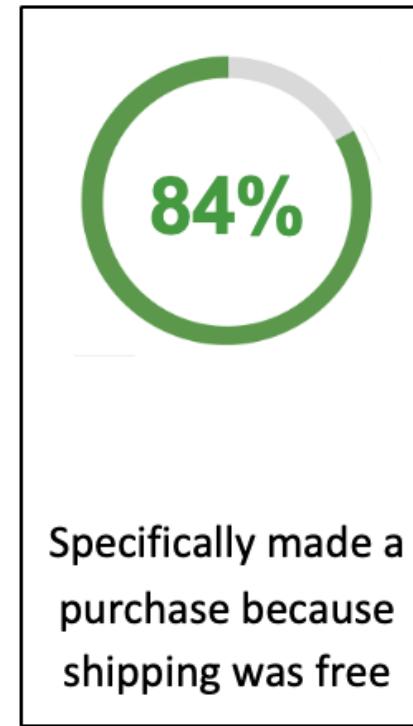
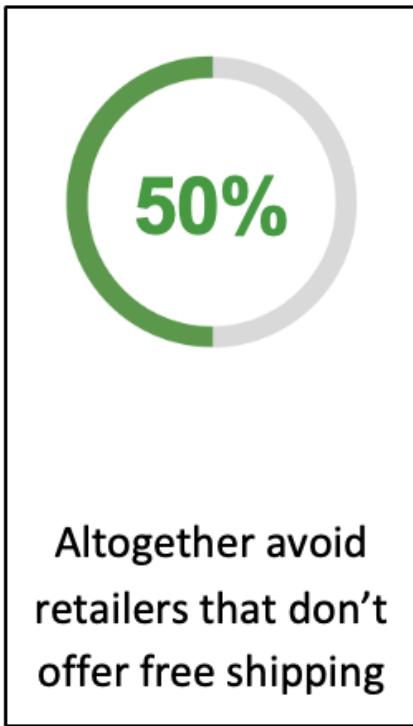
Would you like to be a paid beta user for our chrome extension?

60 responses



# Market Research: Secondary

According to a survey to 3,000 customers (*Forbes, 2019*)<sup>1</sup>



# User Alternatives

	No add-on solution	Store premiums (ex. Amazon Prime)	Kart <small>Cart</small>
Shows <b>total cart</b> cost while shopping			
Shows <b>shipping</b> costs			
Shows <b>tax</b> costs			
<b>Available</b> on all e-commerce sites			
<b>Free</b> for users			
Currently shows foreign taxes			



# User Alternatives

	No add-on solution	Store premiums (ex. Amazon Prime)	Kart <small>cart</small>
Shows total cart cost while shopping			
Shows shipping costs			
Shows tax costs			
Available on all e-commerce sites			
Free for users			
Currently shows foreign taxes			



# Indirect Competition: Brand Positioning

