



Shoppycat

Pitch Deck





The problem



- ▶ Finding the exact items you want that you've seen whilst browsing is time consuming
- ▶ Finding the right retailer at your price point can be very difficult
- ▶ Finding a local alternative can be near enough impossible
- ▶ Local retailers are struggling to compete with online shopping and connect to consumers

Our solution

- ▶ **State of the art AI** to find an item based on the pictures you provide
- ▶ Pictures can be taken from your phone, or popular social media (i.e. Instagram, Facebook, Pinterest)
- ▶ ShoppyCat will match you to the exact item, or the most similar
- ▶ ShoppyCat will match to products which are local to the user
- ▶ Demo of ShoppyCat can be [found here.](#)



Our advantages



Customer

- ▶ Aggregation of shopping results – saves the user from site hopping
- ▶ Connecting local retailers to the local consumer
- ▶ Remove friction for the consumer by taking in picture input
- ▶ Integration to popular browsing social media (i.e. Instagram and Pinterest) to enhance the user experience

Retailer

- ▶ Data on the most searched for items and styles
- ▶ Access to several customers who might not have considered that retailer
- ▶ Target specific customer profiles via social media campaigns



Competition



- ▶ Google Lens – general search of any items, not specific to a particular industry and tied to Google Shopping.
- ▶ Screenshop – owned by Kim Kardashian and focused on providing celebrity style.
- ▶ LykDat – web browser based and isn't integrated to social media
- ▶ Native application (ASOS, H&M) have similar technology but don't offer the aggregation and local aspect that ShoppyCat offers

The market

- ▶ £393bn retail industry
- ▶ The High Street is on a decline, whilst online shopping is rising
- ▶ The UK is one of the world's largest eCommerce markets, with a value of approximately £170 billion, making it one well worth targeting.
- ▶ A high percentage of retailer spend is on Advertising & Marketing – ShoppyCat provides an additional form of reaching customers

