Outliers

🌐💻 outliers.in

A social product discovery fashion e-commerce platform for men

Increase brand presence | Product reviews | Reduce product returns | Organic Marketing for free

1. Online fashion sales - Issues

2. COVID 19 – Retail Apocalypse

3. Problems Identified

4. Solution Offerings

5. Core Product Components

6. Market Sizing

6. SWOT Analysis

7. Competitor Analysis

8. Team Profile

AGENDA

ONLINE FASHION SALES - ISSUES

LACK OF VISIBILITY ON SEARCH

Brand specific apparel searches on e-com portals are rare; common search shows high selling products – which are either ultra cheap products or large brands

ADS ARE EXPENSIVE

You can create a brand specific ad or a product ad, both require marketing expertise and are active till you are paying for ad campaign

PRODUCT REVIEWS ARE SUBJECTIVE

On average, reviews for apparel are a mix of 1 stars and 5 stars. This is because product expectations are dependent on person's fitting

SLOW RATE OF BRANDING & RISKS

Sales requires time to gain traction for a new brand and is fraught with risk such as penalties, account bans for SLA violations

Selling on big e-commerce portals is tough. Not only are you competing with already established players, but the system itself is designed against new and small brands. The search page is always occupied with well known brands or ultra cheap products, leaving no space for average priced products (>1000 INR, <2000INR). There are a variety of reasons these products occupy the top search result – 'price advantage' or 'high brand value'. Therefore, Brand owners have had to rely on traditional channels, such as exclusive brand outlets for brand presence – offline and online*. But the scenario has changed post COVID. The primary value proposition of retail – "voice" is being dismantled by digital and we are now on the threshold of "feel" also being emulated by digital
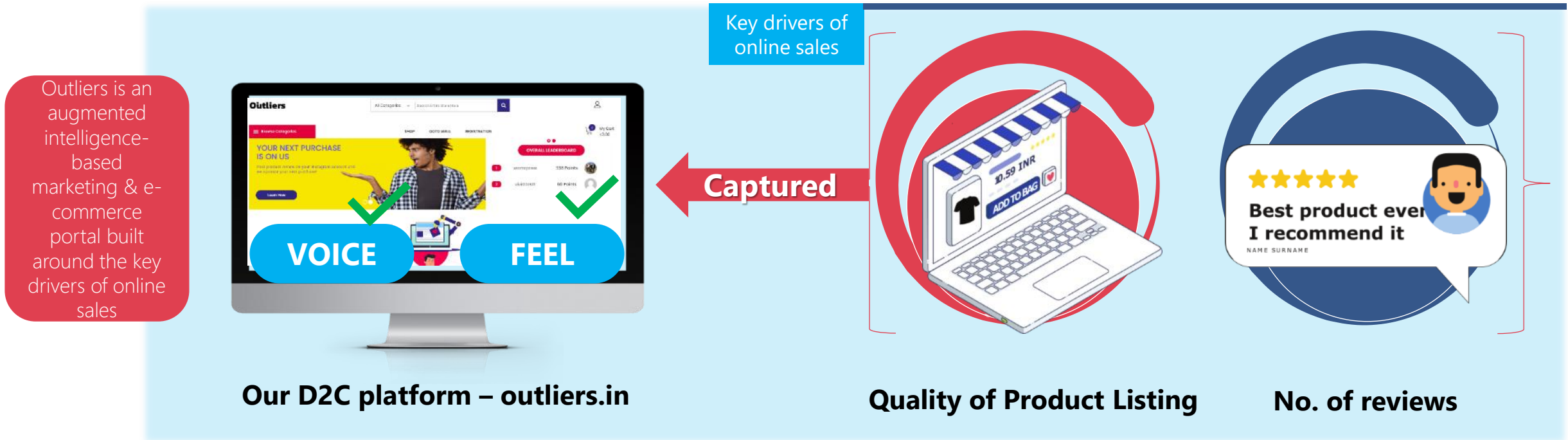
*Source: http://www.technopak.com/Files/the-way-mbos-vs-ebos-in-india-are-faring.pdf

COVID 19 – Retail Apocalypse (US)

2012	2013	2014	2015	2016	2017	2018	2019	2020 YTD

+2395 +1356 +1013 +356 +1367 −2847 −1844 −4691 −3345

KEY

Retail Stores — Fashion retail store net openings & closure status.

Branding drivers lost

VOICE ✗ FEEL ✗

COVID-19 has accelerated store closures and demand for fashion Multi Brand Outlets & fashion Large Format Stores, stores which were already on a declining trend. This resulted in an overall drop of ~10.5% revenue for fast fashion retail outlets pre-COVID 2020. For small and emerging brands post COVID, getting a foothold in Indian market without help of legacy retail sales channels will be difficult. **Retail outlets allowed customers to be recommended different brands by store executives – "voice", and the fitment check, quality of product – "feel" for themselves**

Source: Coresight

Solution offering - D2C micro influencer marketing portal

Key drivers of online sales

Outliers is an augmented intelligence-based marketing & e-commerce portal built around the key drivers of online sales

Outliers

YOUR NEXT PURCHASE IS ON US

OVERALL LEADERBOARD

VOICE   **FEEL**

Captured

10.59 INR

ADD TO BAG

★★★★★
Best product ever
I recommend it
NAME SURNAME

Our D2C platform – outliers.in

Quality of Product Listing

No. of reviews

Deploys fast; Delivers faster

Augmented Intelligence assisted shopping

Personalized Product Discovery

Able to rapidly scale up sales irrespective of brand position

Social media integration

Gamification to drive reviews

PROBLEMS IDENTIFIED

Building an online direct to consumer fashion apparel brand has always required presence in physical brand outlets if the brand must quickly scale brand presence. This is due to each brand, building customer loyalty through unique size charts, making it difficult for customers to switch from brand to brand. Online marketplaces suffer due to this behavior since customers lack faith in listed product as they are unsure of the sizing chart for unknown brands. The product ratings are also a mixed bag as quality of product is subjective on personal choices & fit of the product

Slow & expensive growth curve for premium D2C brands

Visibility on online marketplaces

Lack of product ratings on fashion apparel

Top rated products are occupied by either branded or cheap products

Building online brand equity

Online marketing is expensive

Requires online e-com portal & strategy

Unreliable product ratings as quality is subjective

Lack of faith in listed photos

Lack of faith in size charts

Weak online buy proposition

Offline retail post COVID-19 in a slump

Requires operational oversight

Building offline brand equity

CORE PRODUCT COMPONENTS

Personalized Product Discovery

When users create an account, they fill out a survey which captures their size and clothing preferences. The system understands the preferences and recommends them entire wardrobes that not only suit their tastes but also checks for fit

Supercharged listing & feedback

When customers purchase products, they can use the website tools to give in-depth feedback on the products. The system analyzes this data and optimizes product fit recommendation and improves the product page by making review images part of product listing

Gamified reviews and social commerce

The product uses gamification to drive behavior of leaving product reviews. Customers are given free samples & discounts depending on the reception of their reviews. These product reviews are categorized as per the body types understood by the system, thus eliminating the subjectivity of traditional review system

Organic brand outreach

The system integrates with Instagram. Customers are incentivized to leave product feedback on their social media profiles. The system automatically picks up this data and feeds into the product recommendation engine to recommend customers products on the basis of fit and taste
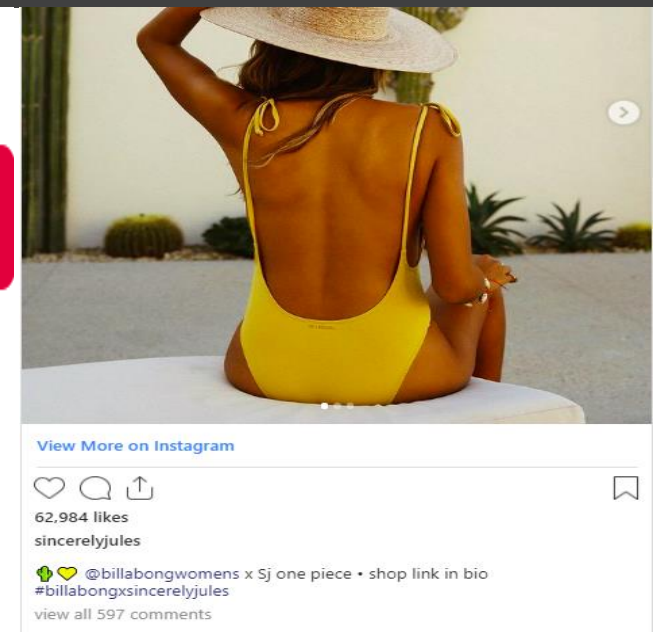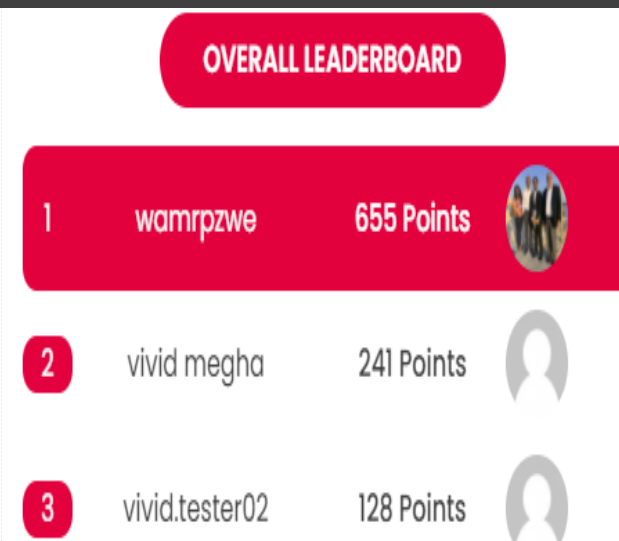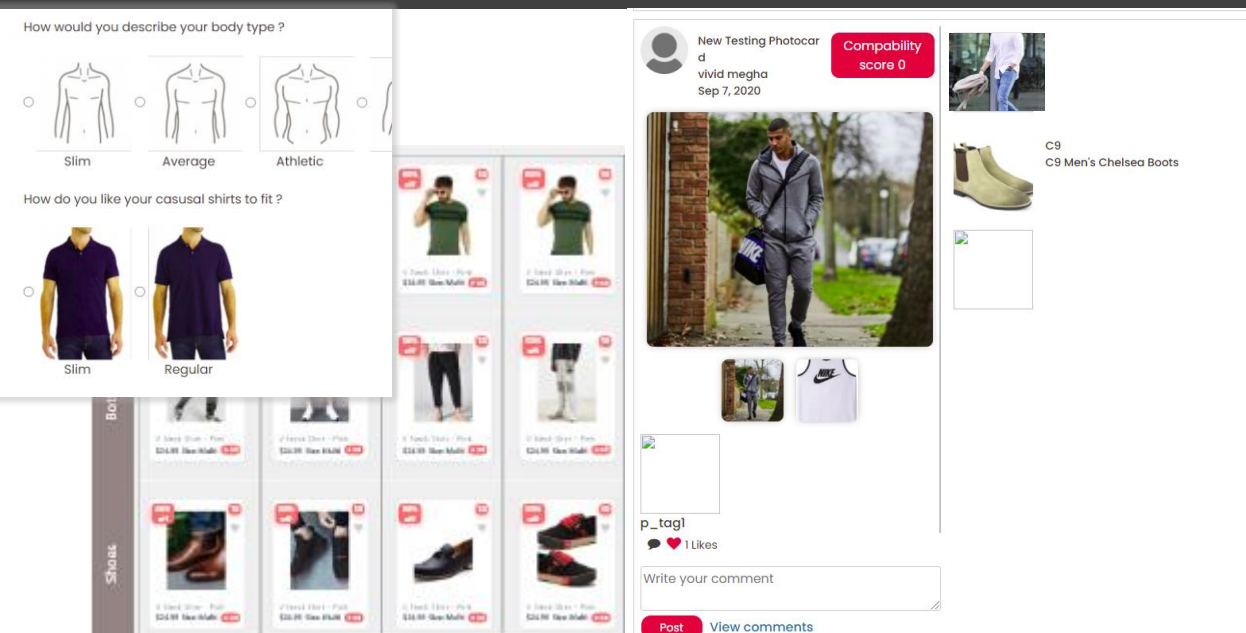
Market Sizing

Outliers provides marketing services for Indian men's D2C brands
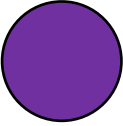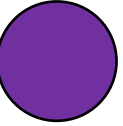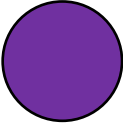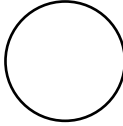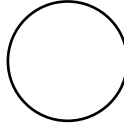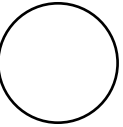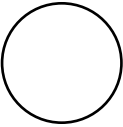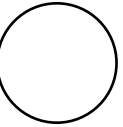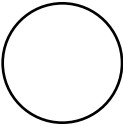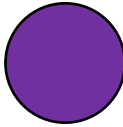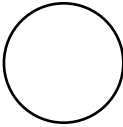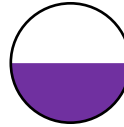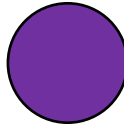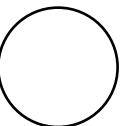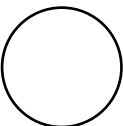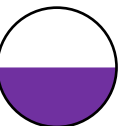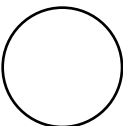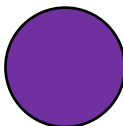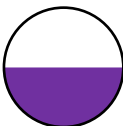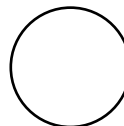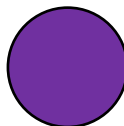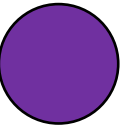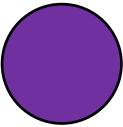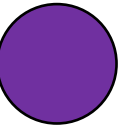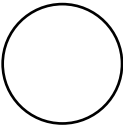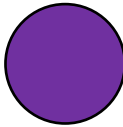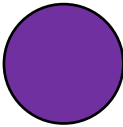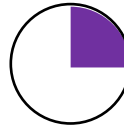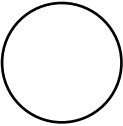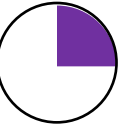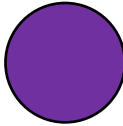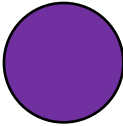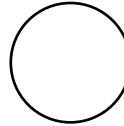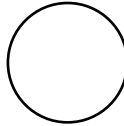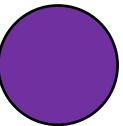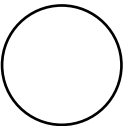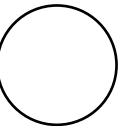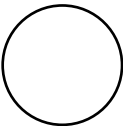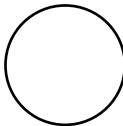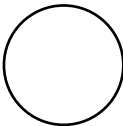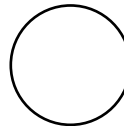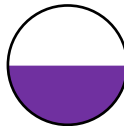
Which taps into revenue streams by charging brand owners optional marketing services fees & charges commissions on product sales on the platform

Outliers targets men's western wear D2C private label brands which are online first

Indian internet users

450	729	
60	120	
18	36	
INTERNET USER BASE (MILLIONS)	ONLINE FASHION SHOPPERS (MILLIONS)	TOP 24 CITIES ONLINE FASHION SHOPPERS (MILLIONS)

Legend: ■ 2018 ■ 2020

2020 Aprox.
USD200 M
D2C online fashion sales revenue

2020
USD14 B
Online Fashion Sales revenue
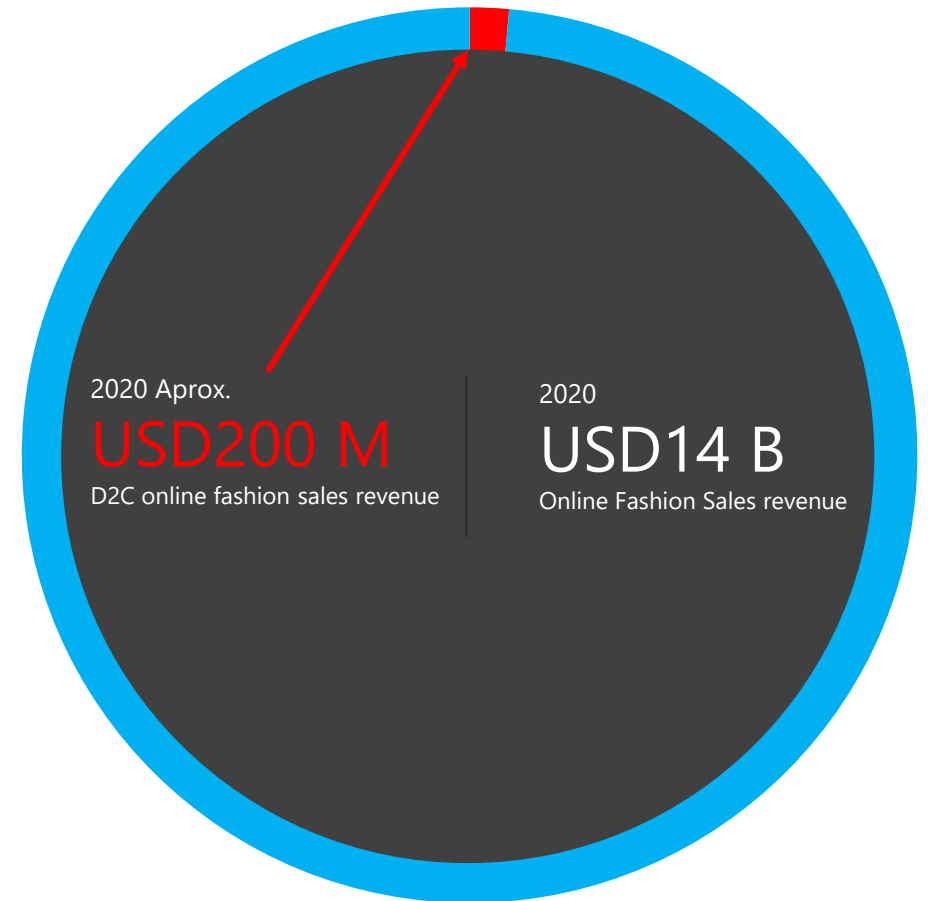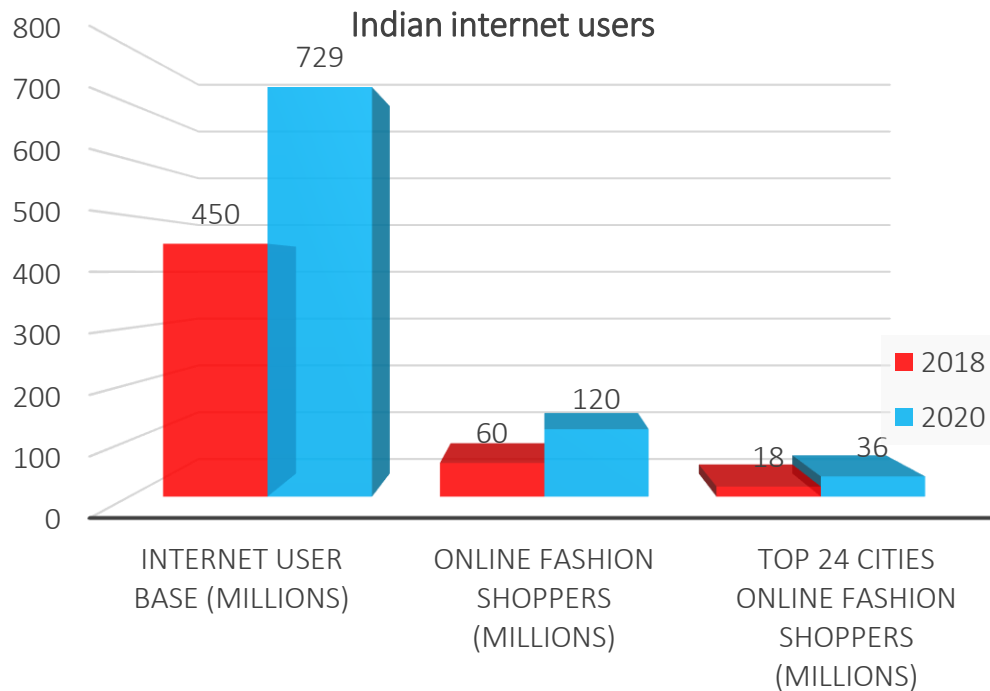
Considering Outliers is a e-commerce marketplace with a commissions-based incentive model along with an optional marketing services fees, if commissions are tagged at 10% of item price, the potential market size would be USD 20M.

Competitor Analysis

	Social Recommendation	Wardrobe recommendation	Personalized Review	Algorithmic product fit	Video review	Influencer Marketing	Product discovery	Affliate Marketing
Outliers	◕	●	●	●	○	●	●	○
MensXP	○	○	○	○	●	○	◒	●
LBB	○	○	◒	○	●	◒	○	●
Marsplay	●	●	●	○	●	●	◔	○
Tagmango	◕	○	◔	○	●	●	○	○
Meesho	●	○	○	○	○	○	○	◒

SWOT Analysis

Weaknesses
System Is heavily dependent on customer discounts to power its functions

Outliers system is heavily dependent on its gamification systems

Strengths
Unique product discovery system which substitutes the missing parameters of voice and feel which are core strengths of physical outlets.

System also creates a network effect through gamification & social to lock in customer loyalty

Difficult to copy system as it requires time to scale

Opportunities
The system can be developed and modified as a plugin for WordPress & Shopify platforms

Threats
Large e-commerce portals can attract customers by offering comparable discounts

Products listed on platform have consistent bad reviews

W

S

O

T

Contact Us

Sneh Chandel / Founder

- Management consultant specializing in business process & sales ops optimization
- Building on e-commerce as a passion, enabled online sales channel enablement for a major mobile accessory distributor
- Delivered strategic HRBP projects for domestic and international clients like ICICI Bank, Tata Motors, Qatar Gas Transport Company
- Specialized in enterprise gamification projects

Urvashi Sharma / Account Management

- B2B Sales & Marketing background with a Master of Business Administration (MBA) focused in Marketing from IBS Hyderabad
- Managed Insurance teams for maximising general insurance business at Tata AIG
- Global experience and strong track record of designing change in large multinationals

| Ahmedabad | Mumbai |

+91 9972173300

relations@outliers.in

Outliers.in

2/2/2021