



Pikow

Shop from the best independent French boutiques



Pitch Deck

Our Team



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CEO



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The problem

Independent boutiques have not been able to embrace the digitalization of retail due to limited staff resources and a lack of technical expertise.

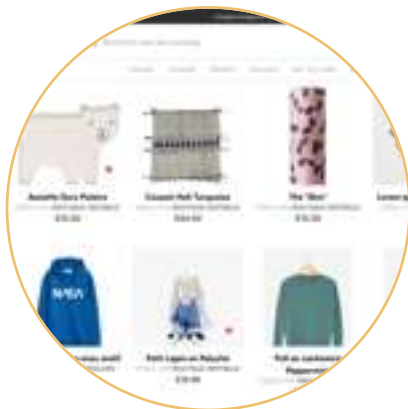
They do not have:

- An e-commerce site
- Digital marketing campaigns
- Professional product photography
- Logistics to manage product delivery/returns
- A user-friendly platform to manage their stock online



The solution

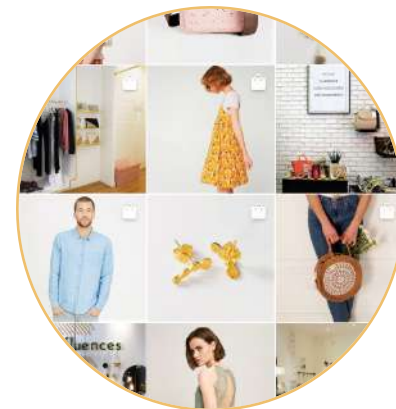
An e-commerce platform where independent boutiques can list their products to shoppers around the world.



Browse products from
different boutiques on
one platform



Shipping, processing,
and return logistics
management



Digital marketing on
behalf of partner
boutiques

Market validation

TROUVA

More than 75,000 products from 450 boutiques in more than 119 towns and cities in the UK.

11 boutiques have each made over £100,000 (\$174,000) in sales through the platform.



La Redoute

Top ranked French site for apparel and home décor

More than 9 million unique visitors each month, a 19.0% increase from the estimated 7.56 million monthly unique visitors it had in 2016.

€750 million (\$1.1 billion) in annual revenues in 2016, expects to hit the €1 billion mark by 2021

Market size

Consumers

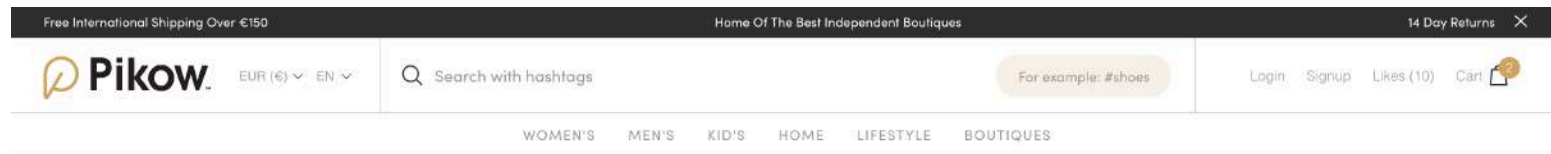
- France represents the 3rd largest e-commerce market in Europe
- 37M French consumers made an purchase online (2017)
- French consumers spent \$126B online (2017)
- 1.2B online transactions carried out (2017)

Boutiques

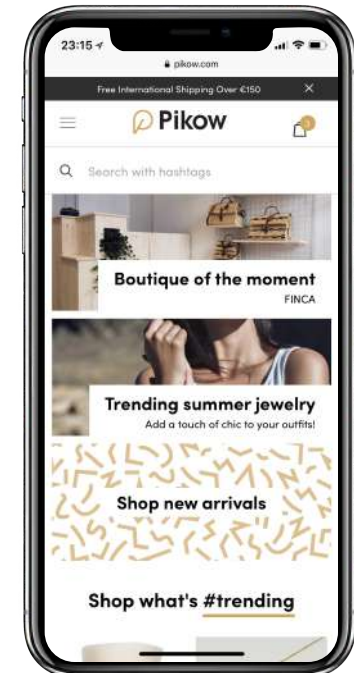
- 1276 boutiques identified for expansion in the 10 largest French cities
- On average, a boutique carries approximately 150 products
- Based on products currently listed, the average price of a product is \$84

Our products

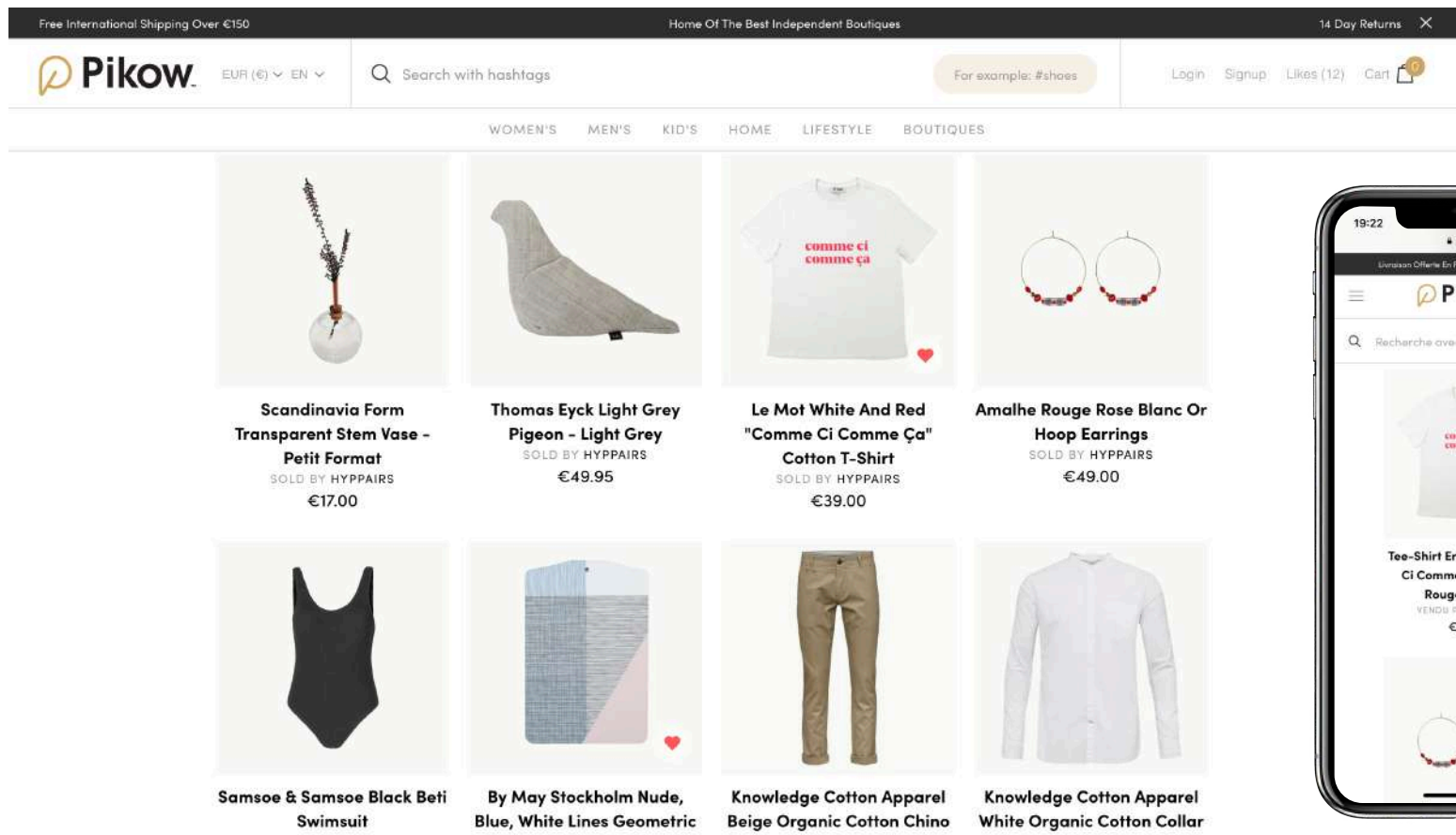
1. www.pikow.com



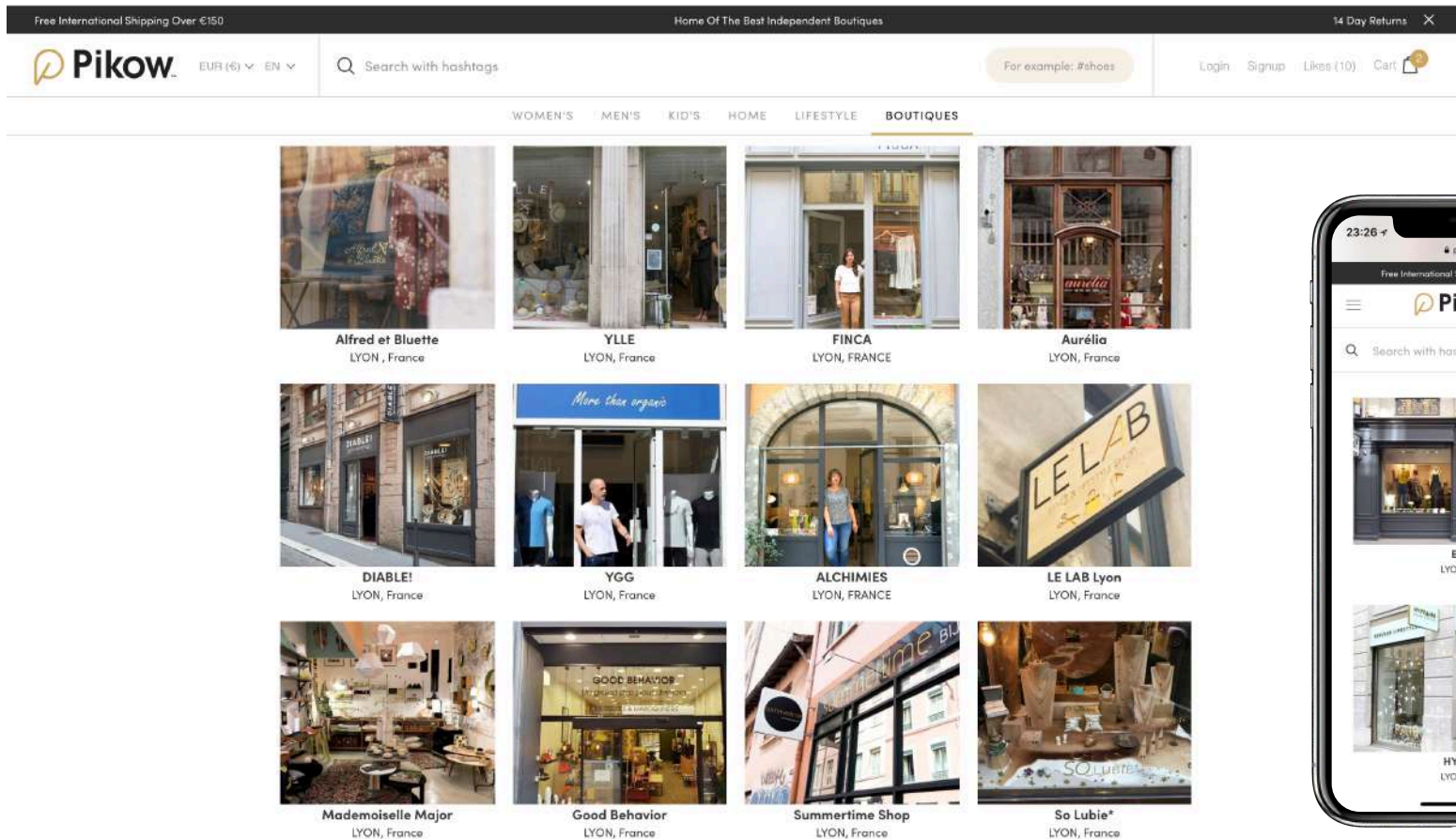
Shop unique, high-quality goods from the best independent boutiques



Search for fashion, home or lifestyle products



Discover new and trending boutiques



Search for products by boutique

Free International Shipping Over €150

Home Of The Best Independent Boutiques

14 Day Returns

EUR (€)

EN

Q

Search with hashtags

For example: #shoes

Login

Signup

Likes (10)

Cart

WOMEN'S

MEN'S

KID'S

HOME

LIFESTYLE

BOUTIQUES

Follow Store

Contact info

ABOUT

FINCA is a Mediterranean inspired shop that offers a fine selection of essentials for everyday life. It is a showcase for brands and products "coup de coeur". The selection is deliberately limited and scrupulously chosen: ready to wear feminine, natural cosmetics, brushes and brushes, ceramics, fine stationery, city guides, etc... Brands such as ...

[Read more](#)

Products

All

Women

Men

Home

Lurex Small Summer Fine Mesh Sweater

Blazer Stripes

SOLD BY FINCA

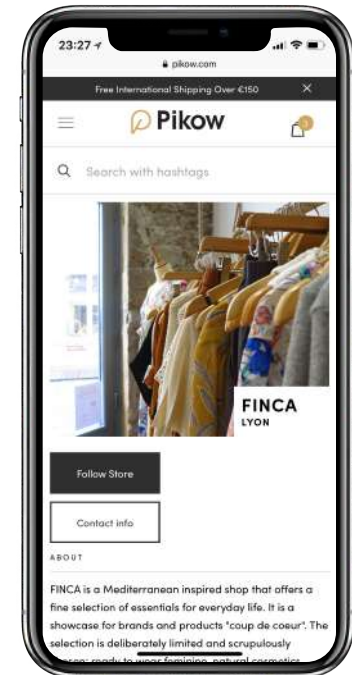
Pants - Canyon Pink

SOLD BY FINCA

Out of stock

Light Scarf - Geometric Print

SOLD BY FINCA




Find the perfect product

Free International Shipping Over €150

Home Of The Best Independent Boutiques

14 Day Returns



 EUR (€) EN

Search with hashtags

For example: #shoes

Login Signup Likes (10) Cart

WOMEN'S MEN'S KID'S HOME LIFESTYLE BOUTIQUES



Bi-Color Blue Hooded Zipper

100% Organic Cotton, Vegan And Fair Trade

SOLD BY YGG

Zipped cardigan with hood, 2 zipped pockets. Sustainable production in Portugal with GOTS certification.

[Read less](#)

€109.95

S

Add to cart

✓ FREE INTERNATIONAL SHIPPING OVER €150

✓ 14 DAY RETURNS

✓ SECURE PAYMENT PROCESSING VIA STRIPE

Hashtags #zipper #YGG #was #cotton #colombia #ethics #lyon #france #fashion #trend #streetwear #fair #ecological #blue #sky #man #summer #reculation #vest #cardigan #zipped #turquoise

Product Details

Color

Bi-color blue and navy

Fit

-


Care Instructions

30°C

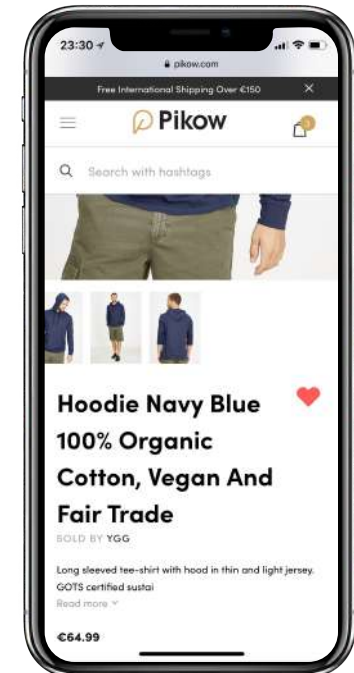
Material

100% organic cotton

About this boutique



YGG
YGG 'More than Organic', a concept shop: ready-to-wear for responsible men, certifications guaranteeing sustainable deve...



Quick and secure checkout



Free International Shipping Over €150

Home Of The Best Independent Boutiques

14 Day Returns X

EUR (€) EN

Q Search with hashtags

For example: #shoes

Login Signup Likes (10) Cart 2

WOMEN'S

MEN'S

KID'S

HOME

LIFESTYLE

BOUTIQUES

Secure Checkout

Address Payment Confirmation

Full Name

Enter full name

Phone Number

Enter phone number

Address

Enter first line

Enter second line (optional)

City

Enter city

Region

Enter region (optional)

Postal code

Enter postal code

Country

Enter Country

ORDER SUMMARY	
Subtotal	€159.00
Shipping	€0.00
Total	€159.00

Continue

Powered by stripe



RETURN POLICY

Returning an item is easy with Pikow - simply follow the link provided in your order confirmation email (also accessible in your Account setting) and begin the process. All orders are eligible for returns, provided they have been purchased in the past 14 days and adhere to the [Terms and conditions](#).

23:31

pikow.com

Free International Shipping Over €150 X

Q Search with hashtags

Secure Checkout

Address Payment Confirmation

Full Name

Enter full name

Phone Number

Enter phone number

Address

Enter first line

Enter second line (optional)

City

Enter city


Region


Enter region (optional)

Postal code

Enter postal code

2. www.joinpikow.com



Bonjour, Test Boutique 

- Inventaire
- Ajouter Produits
- Commandes
- Retours
- Paiements
- Paramètres du compte

Vous partez en vacances?
Mettre la boutique hors-ligne

Besoin d'aide?
support@pikow.com

Ajouter un nouvel article

Général

NOM DU PRODUIT

Merci de ne pas inclure le nom de la marque dans le nom du produit ?

UGS

Votre UGS est destiné à l'inventaire interne et ne sera pas rendu public ?

CATÉGORIE

Hashtags

HASHTAGS

Par exemple: #rouge #été #robe

Les hashtags aident les utilisateurs à trouver vos produits. Indiquez les mots que vous pourriez utiliser pour trouver votre produit. Ajoutez des hashtags qui décrivent (couleur, style, matière, fonction, etc.). Les hashtags doivent être séparés par des espaces et être limités à 500 caractères. ?

Caractéristiques

COULEUR

COMPOSITION

VARIATION DE L'ARTICLE SUR LA PHOTO

PRIX DE VENTE

PRIX SOLDÉ

MARQUE

WEIGHT (KG)

Le prix de vente doit être identique au prix indiqué en magasin ?

Le poids approximatif de l'article ?


COUPE

COLLECTION

INSTRUCTIONS D'ENTRETIEN

18:55

joinpikow.com



Ajouter un nouvel article

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CATÉGORIE

Hashtags

HASHTAGS

Competitor Analysis (French market)

Competitor	Strengths	Weaknesses
	<ul style="list-style-type: none"> Secured seed funding in France User-friendly website 	<ul style="list-style-type: none"> Primarily focused on independent Parisian designers Focused exclusively on boutiques and designers in Paris Subscription based model
	<ul style="list-style-type: none"> No tangible strengths 	<ul style="list-style-type: none"> Primarily focused on independent designers Low number of boutiques signed up since launching in 2017 Subscription based model

Competitor Analysis (International)

Competitor	Principal Market	Launched	Boutiques	Revenue (CAD)
TROUVA	United Kingdom	2015	450	\$7 million
SHOPTIQUES	United States	2011	900	\$10 million
FARFETCH	Global - luxury	2007	500	\$237 million

Business model + revenue strategy

20% commission on each transaction

100

Orders a day

1 order every
3 days per boutique

\$23

Average fee

Average sale is \$115
1.4 items per sale

\$840k

Revenue
projected by 2020

1 year financial needs

