



Shop from the best independent French boutiques





# Pitch Deck



# Our Team



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CEO



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CTO



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COO



## 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:

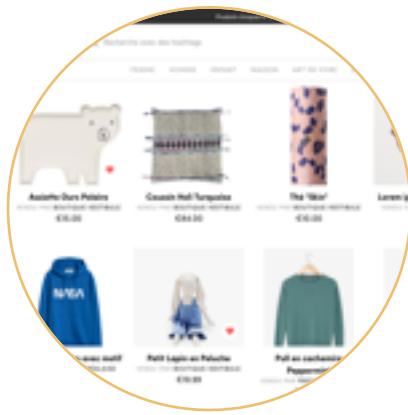
- An e-commerce site
- Digital marketing campaigns
- Professional product photography
- Logistics to manage product delivery/returns
- A user-friendly platform to manage their stock online





## The solution

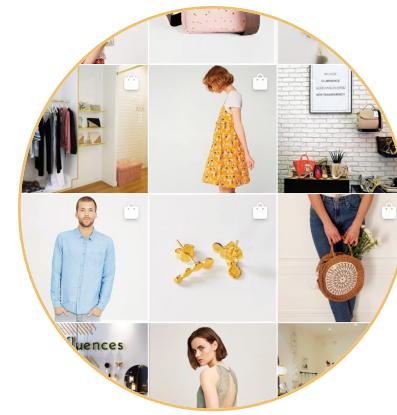
An e-commerce platform where independent boutiques can list their products to shoppers around the world.



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.



1 September 2015

1 September 2016

**4,257**

Number of  
products

**38,713**

### 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

Free International Shipping Over €150

Home Of The Best Independent Boutiques

14 Day Returns X

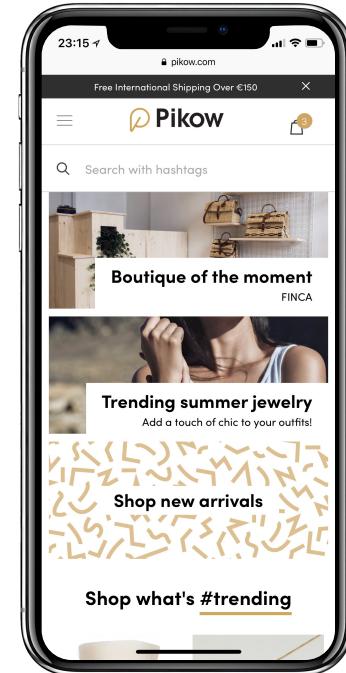
Pikow EUR (€) ▾ EN ▾

Search with hashtags For example: #shoes

Login Signup Likes (10) Cart 2

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

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





# Search for fashion, home or lifestyle products

Free International Shipping Over €150

Home Of The Best Independent Boutiques

14 Day Returns X

Pikow EUR (€) EN ▾ Search with hashtags For example: #shoes Login Signup Likes (12) Cart 0

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

**Scandinavia Form  
Transparent Stem Vase -  
Petit Format**  
SOLD BY HYPPAIRS  
€17.00

**Thomas Eyck Light Grey  
Pigeon - Light Grey**  
SOLD BY HYPPAIRS  
€49.95

**Le Mot White And Red  
"Comme Ci Comme Ça"  
Cotton T-Shirt**  
SOLD BY HYPPAIRS  
€39.00

**Amalthe Rouge Rose Blanc Or  
Hoop Earrings**  
SOLD BY HYPPAIRS  
€49.00

**Samsoe & Samsoe Black Betti  
Swimsuit**

**By May Stockholm Nude,  
Blue, White Lines Geometric**

**Knowledge Cotton Apparel  
Beige Organic Cotton Chino**

**Knowledge Cotton Apparel  
White Organic Cotton Collar**

A screenshot of the Pikow website homepage. The top navigation bar includes links for international shipping, a search bar with a hashtag placeholder, user account options, and a shopping cart. Below the bar are category links for Women's, Men's, Kid's, Home, Lifestyle, and Boutiques. The main content area displays eight product cards arranged in two rows of four. Each card features a small image, the product name, a brief description, and the price. To the right of the website screenshot is a smartphone displaying the mobile version of the same page.



# Discover new and trending boutiques

Free International Shipping Over €150

Home Of The Best Independent Boutiques

14 Day Returns X

Pikow EUR (€) EN

Search with hashtags For example: #shoes

Login Signup Likes (10) Cart 2

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

Alfred et Bluettes LYON, France

YLLE LYON, France

FINCA LYON, FRANCE

Aurélia LYON, France

DIABLE! LYON, France

YGG LYON, France

ALCHIMIES LYON, FRANCE

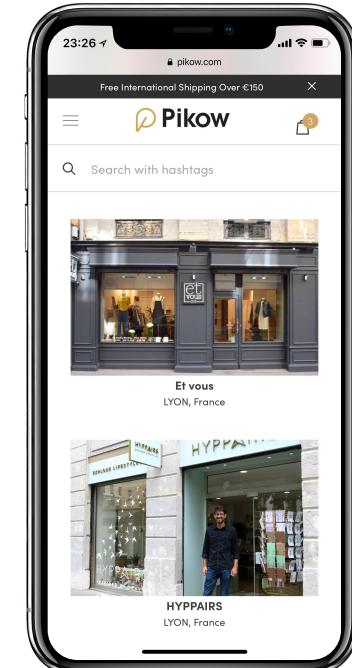
LE LAB Lyon LYON, France

Mademoiselle Major LYON, France

Good Behavior LYON, France

Summertime Shop LYON, France

So Lubie\* LYON, France



# Search for products by boutique

Free International Shipping Over €150

Home Of The Best Independent Boutiques

14 Day Returns X

Pikow EUR (€) EN ▾ Search with hashtags For example: #shoes Login Signup Likes (10) Cart 2

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



**ABOUT**

Follow Store

Contact info

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 cœur". 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



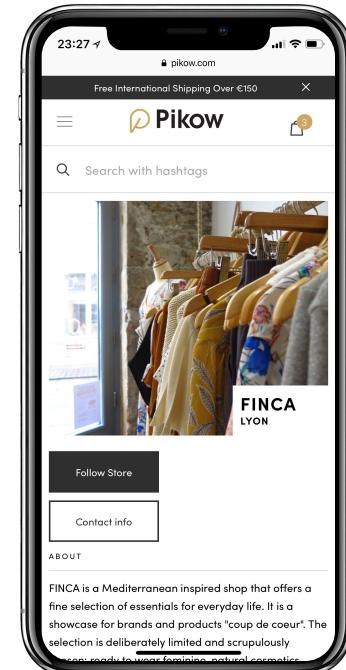
Lurex Small Summer Fine Mesh Sweater

Blazer Stripes SOLD BY FINCA

Pants - Canyon Pink SOLD BY FINCA

Light Scarf - Geometric Print SOLD BY FINCA

Out of stock



# Find the perfect product

Free International Shipping Over €150

Home Of The Best Independent Boutiques

14 Day Returns X

Pikow EUR (€) EN

Search with hashtags For example: #shoes

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



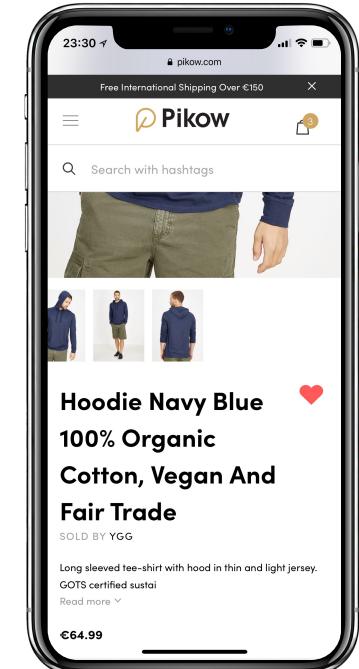
Hashtags #zipper #YGG #was #cotton #cotonbio #ethics #lyon #france #fashion #trend #streetwear #fair #ecological #blue #sky  
#man #summer #revolution #vest #cardigan #zipped #turquoise

**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

Pikow EUR (€) ▾ EN ▾      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

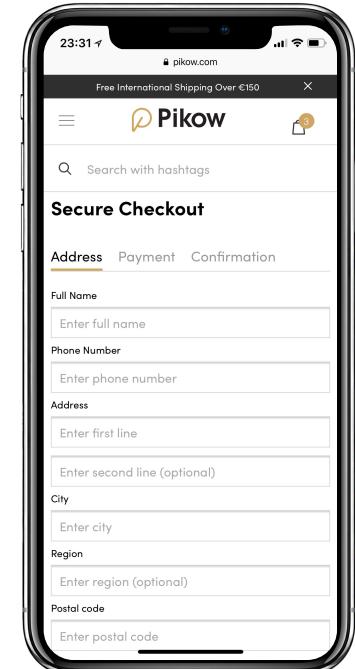
Continue

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](#)



## 2. www.joinpikow.com

**Pikow**

Rechercher produits / UGS ...

Bonjour, Test Boutique

**Ajouter un nouvel article**

**Général**

**NOM DU PRODUIT**  
Entrez le nom du produit (150 caractère max)

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

**UGS**  
Entrez UGS (facultatif) (120 caractère max)

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

**CATÉGORIE**  
Choisir une catégorie  
Sous-catégorie      Sous-sous-catégorie

**Caractéristiques**

**COULEUR**  
Entrez la couleur du produit (70 caractère max)

**COMPOSITION**  
Exemple : 90% coton; 10% polyester (120 caractère max)

**VARIATION DE L'ARTICLE SUR LA PHOTO**  
Taille de l'article sur la photo (facultatif) (120 caractère max)

**PRIX DE VENTE**  
€ 0.00

**PRIX SOLDÉ**  
€ 0.00

**MARQUE**  
Entrez la marque (facultatif) (120 caractère max)

**WEIGHT (KG)**  
0

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

**COUPE**

**COLLECTION**

**INSTRUCTIONS D'ENTRETIEN**

**Hashtags**

**HASHTAGS**  
#rouge #été #robe (500 caractère max)

Par exemple: #rouge #été #robe

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

18:55 joinpikow.com

**Pikow**

**Ajouter un nouvel article**

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**COLLECTION**

**INSTRUCTIONS D'ENTRETIEN**

**Hashtags**

**HASHTAGS**

Soumettre

# Competitor Analysis (French market)

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

## 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



1 order every  
3 days per boutique



Average sale is \$115  
1.4 items per sale



Revenue  
projected by 2020

# 1 year financial needs

