



# SmartShop: Simplifying Shared Shopping

SmartShop is designed to streamline the shopping experience for families and roommates, ensuring no items are forgotten and costs are split fairly. Join us as we transform shared shopping into a seamless, collaborative process.

# The Problem: Disorganized Shared Shopping

## Common Pain Points

- Forgetting essential items
- Inaccurate cost splitting
- Time wasted on coordination
- Frustration among shoppers



Shopping with others can be challenging. SmartShop eliminates these hurdles with real-time syncing and automatic cost division.



# SmartShop: The Solution



## Real-Time Sync

Keep lists updated across all devices instantly.



## Automated Cost Split

Divides expenses fairly and accurately.



## Item Tracking

Ensures nothing is missed during shopping trips.

Our innovative shopping list tool addresses the core issues of shared shopping. SmartShop helps you do away with the inefficiencies, making shopping a seamless experience for everyone involved.



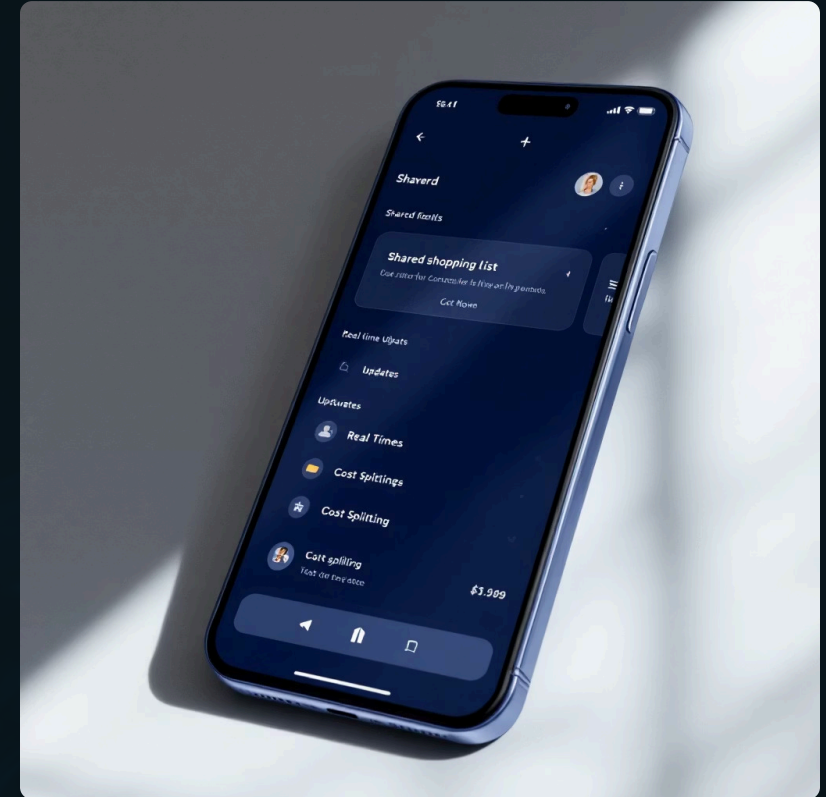
# Target Market

- Families sharing household expenses
- Roommates in shared living spaces
- Individuals managing multiple shopping lists

Our target market includes anyone seeking to streamline shared shopping and manage expenses effectively. We're focused on families, roommates, and individuals needing better organization.

# Key Features

- **Shared Shopping Lists:** Create and manage lists accessible to all household members.
- **Real-Time Synchronization:** Updates reflect instantly on all connected devices.
- **Automatic Cost Splitting:** Calculates and divides costs based on user-defined rules.
- **Integration with Online Stores:** Direct purchasing from within the app.
- **User-Friendly Interface:** Easy navigation for all users.



SmartShop offers a range of features designed to make shared shopping efficient and stress-free, catering to the needs of modern households.

# Monetization Strategy

## Subscription Model

KES 100/month per household for full access.

## Online Store Integrations

Partnerships with retailers for commission on purchases.

SmartShop's monetization strategy ensures a sustainable revenue stream while providing value to our users. The subscription model offers affordable access, and integrations open new income avenues.



# Meet the Team

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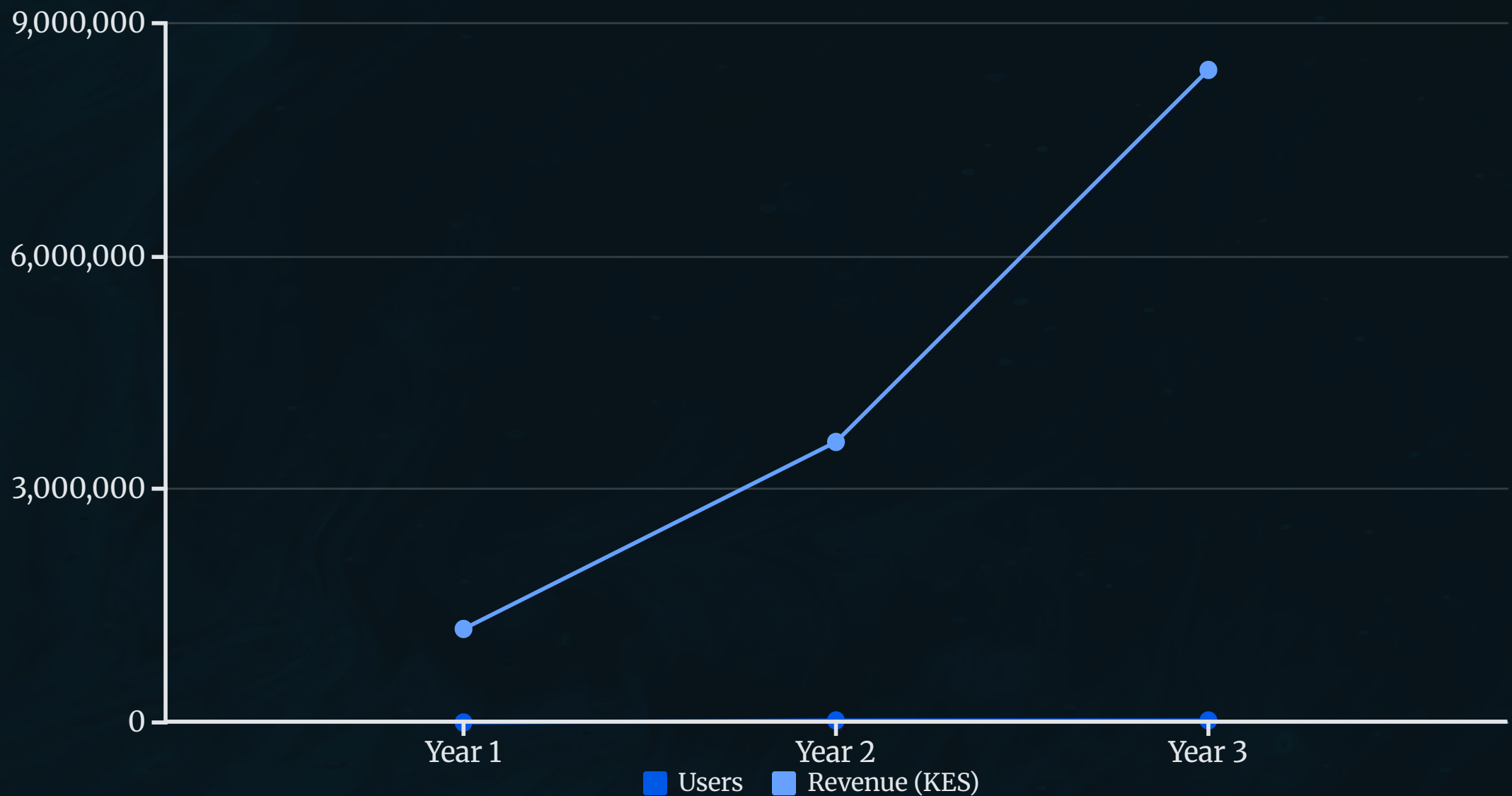
Financial Officer

Joseph Alex

Product Manager

Our team consists of experienced professionals dedicated to delivering innovative solutions. Together, we bring a diverse set of skills to ensure SmartShop's success.

# Financial Projections



Based on our projections, SmartShop is poised for significant growth. We aim to reach 7000 users by year 3, generating substantial revenue through subscriptions.



# Key Takeaways

- SmartShop solves a common problem: disorganized shared shopping.
- Our solution offers real-time syncing and automated cost splitting.
- We have a clear monetization strategy and a strong team.

## Next Steps

- Secure seed funding for development and marketing.
- Finalize app design and initiate beta testing.
- Launch SmartShop in the Kenyan market.

Join us in making shared shopping easier and more efficient. Together, we can transform the way households manage their shopping experience.