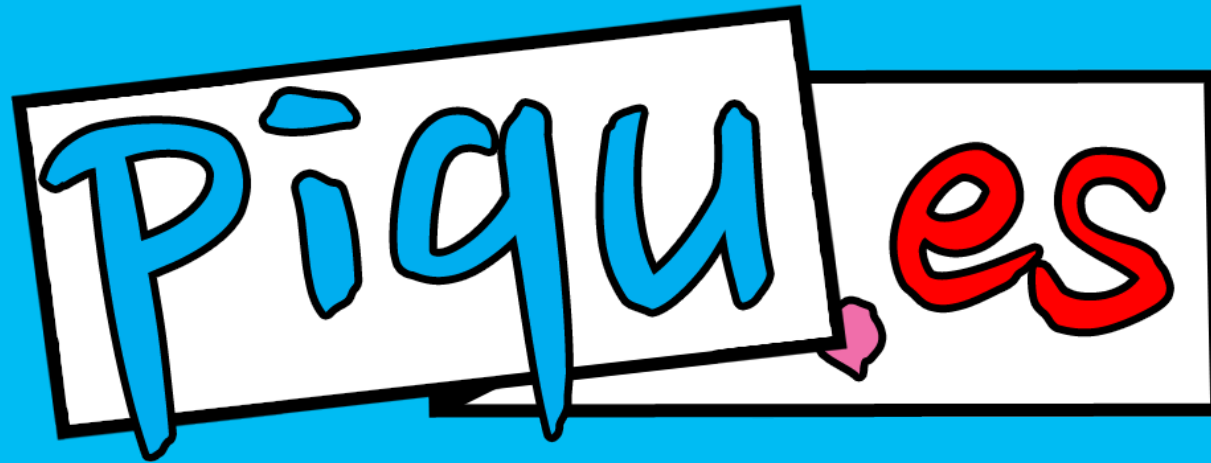




Powered by Team Pleb - Stanley Chiang,  
Jordan Francis, Jordan Lewis, Brendan Isham, Shivani  
Negi, Peter Park, Neil Sethi and Calvin Truong

November 23 2013





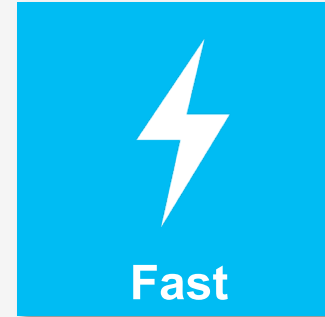
Mobile window shopping at the speed of swipe.



# Why?



Using your Amazon purchase history, **Piques** will suggest products that you will love. If you're shopping for someone else, use their Amazon wish list to find the ideal gift.



Swipe through hundreds of recommended products in seconds, and either save or buy in just one motion. Never drag yourself through five confirmation pages again



Shopping online has never been more fun! No searching necessary – we bring the latest and greatest right to you. If you don't like a product, just swipe left and we'll suggest another.



# Demo



Piqués



RIGHT = BUY  
LEFT = SAVE  
TOP = MORE INFO  
DOWN = SAVE



Price: \$29.99



Price: \$29.99



Piqués



Price 9.99



Piques



Price: \$29.99





Piqués



Price 1.99







## Discovery

- Research conducted (n=66) on mobile shopping preferences
- Core user: Young millennials, student, shoppers, middle/upper income



## Acquisition

- Media channels (Facebook)
- Promotions



## Engagement

- Social element – sharing wishlists, gifts, trending most piqued
- Happy hour – drive frequency

# Unit Economics



Swipe > Buy Conversion Rate

3%



Average Purchase

\$40



Piques' Referral Fee

6%



Lifetime Value of Customer

\$120



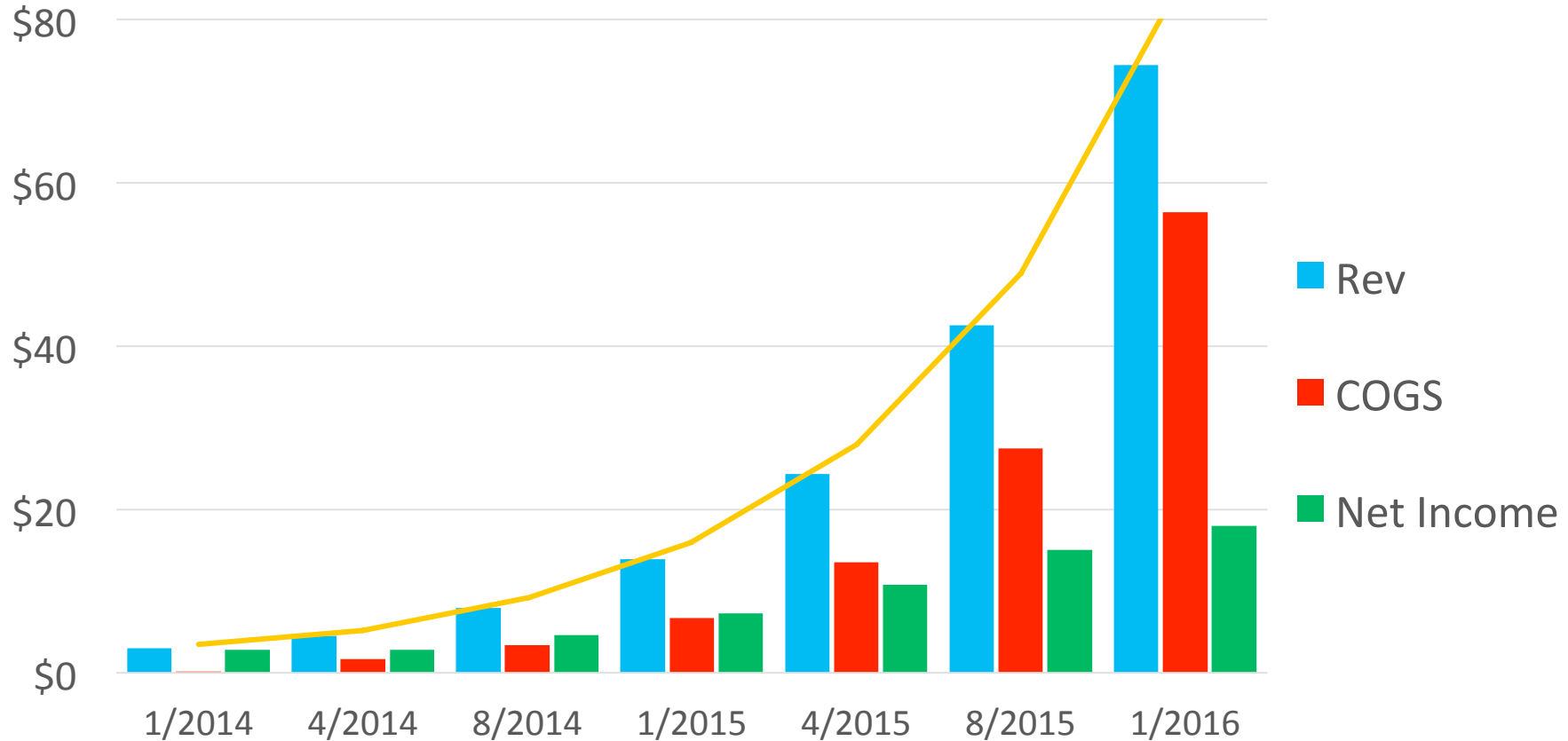
Customer Acquisition Cost

\$10

# Financial Projections



Piques' 2Y Financials (in 000's)



## Assumptions

Swipe Conversion Rate	3%
New Customers / Mo.	1300

## Milestones

Y1	Seed Funding
Y2	\$70K Monthly Run Rate



# Questions?



# Appendix A: Key Assumption

<u>Key Assumptions</u>		<u>Source</u>								
Conversion Rt on Swipes	3%	Based on 0.2% - 10% range for Referral Bloggers								
Average Purchase	40	Conservative est. based on \$35 - \$50 target price range								
Pique Referral Fee	6%	AMZN Associates Program								
Lifetime Value of Customer	\$120	Survey: (\$100 per month) * (6% margin) / (5% monthly churn rate)								
Customer Acquisition Cost	\$10	Estimate using Facebook advertising								
Initial Base of Customers	500	Survey								
--Monthly Growth Rt	0.2	Analog mobile app user growth rate								
--Monthly Churn Rt	0.05	Analog mobile app user churn rate								
Avg Swipes per Customer*	83	Survey								

# Appendix B: Revenue Model

**\$18K/mo**

Customer Growth Assumptions	M1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Customers w/o Churn	500	600	720	864	1,037	1,244	1,493	1,792	2,150	2,580	3,096	3,715	4,458	5,352	6,420	7,704	9,244	11,093	13,312	15,974	19,169	23,003	27,603	33,124
--New Cust Added each Mo.	0	100	120	144	173	207	249	299	358	430	516	619	743	892	1,070	1,284	1,541	1,849	2,219	2,662	3,195	3,834	4,601	5,521
Customers w/ Churn - real count	500	575	661	760	875	1,006	1,157	1,330	1,530	1,759	2,023	2,326	2,675	3,076	3,538	4,069	4,679	5,381	6,188	7,116	8,183	9,411	10,822	12,446
Avg Concurrent, Live Users**	5	6	7	8	9	10	12	13	15	18	20	23	27	31	35	41	47	54	62	71	82	94	108	124
Revenue Model (in 000s)	M1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Swipes	42	48	55	63	73	83	96	110	127	146	168	193	222	255	294	338	388	447	514	591	679	781	898	1,033
Conversions	1.2	1.4	1.6	1.9	2.2	2.5	2.9	3.3	3.8	4.4	5.0	5.8	6.7	7.7	8.8	10.1	11.7	13.4	15.4	17.7	20.4	23.4	26.9	31.0
<b>TOTAL REVENUE</b>	<b>\$3</b>	<b>\$3</b>	<b>\$4</b>	<b>\$5</b>	<b>\$5</b>	<b>\$6</b>	<b>\$7</b>	<b>\$8</b>	<b>\$9</b>	<b>\$11</b>	<b>\$12</b>	<b>\$14</b>	<b>\$16</b>	<b>\$18</b>	<b>\$21</b>	<b>\$24</b>	<b>\$28</b>	<b>\$32</b>	<b>\$37</b>	<b>\$43</b>	<b>\$49</b>	<b>\$56</b>	<b>\$65</b>	<b>\$74</b>
Acquisition Cost (in 000s)	M1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Acquisition Cost (in 000s)	\$0.0	\$1	\$1	\$1	\$2	\$2	\$2	\$3	\$4	\$4	\$5	\$6	\$7	\$9	\$11	\$13	\$15	\$18	\$22	\$27	\$32	\$38	\$46	\$55
Hosting & Network Ops (in 000s)	\$0.2	\$0.2	\$0.2	\$0.3	\$0.3	\$0.3	\$0.3	\$0.4	\$0.4	\$0.4	\$0.4	\$0.5	\$0.5	\$0.6	\$0.6	\$0.7	\$0.7	\$0.8	\$0.8	\$0.9	\$1.0	\$1.0	\$1.1	\$1.2
<b>TOTAL COST</b>	<b>\$0</b>	<b>\$1</b>	<b>\$1</b>	<b>\$2</b>	<b>\$2</b>	<b>\$2</b>	<b>\$3</b>	<b>\$3</b>	<b>\$4</b>	<b>\$5</b>	<b>\$6</b>	<b>\$7</b>	<b>\$8</b>	<b>\$9</b>	<b>\$11</b>	<b>\$13</b>	<b>\$16</b>	<b>\$19</b>	<b>\$23</b>	<b>\$28</b>	<b>\$33</b>	<b>\$39</b>	<b>\$47</b>	<b>\$56</b>
<b>NET INCOME</b>	<b>\$3</b>	<b>\$2</b>	<b>\$3</b>	<b>\$3</b>	<b>\$3</b>	<b>\$4</b>	<b>\$4</b>	<b>\$5</b>	<b>\$5</b>	<b>\$6</b>	<b>\$6</b>	<b>\$7</b>	<b>\$8</b>	<b>\$9</b>	<b>\$10</b>	<b>\$11</b>	<b>\$12</b>	<b>\$13</b>	<b>\$14</b>	<b>\$15</b>	<b>\$16</b>	<b>\$17</b>	<b>\$18</b>	<b>\$18</b>



# Appendix C: Shopping Habits vs. Impulse Categories

		Which of the following best describes you?			Total
		I tend to buy exactly what I planned to buy when visiting an e-commerce site.	I plan what I need to buy, but sometimes like to browse other products	I enjoy shopping, and tend to buy things that are not what I originally planned to purchased.	
Which of the following product categories would you be most likely to buy on an impulse, using an ap...	Toiletries (toothpaste, toilet paper, mouthwash, shampoo, etc.)	2	2	0	4
	Office supplies (paper, pens, notebooks, staplers, etc.)	2	4	0	6
	Books	6	6	1	13
	Software	3	5	1	9
	Hardware	6	8	1	15
	Hardware >\$100 (laptops, phones, gaming consoles, etc.)	0	1	1	2
	Apparel (shoes, shirts, pants, etc.)	8	21	2	31
	None of the above	7	2	0	9
	Total	22	25	3	50

# Appendix C: Shopping Habits vs. Impulse Categories

