易购时尚

egoshishang.com

Problem
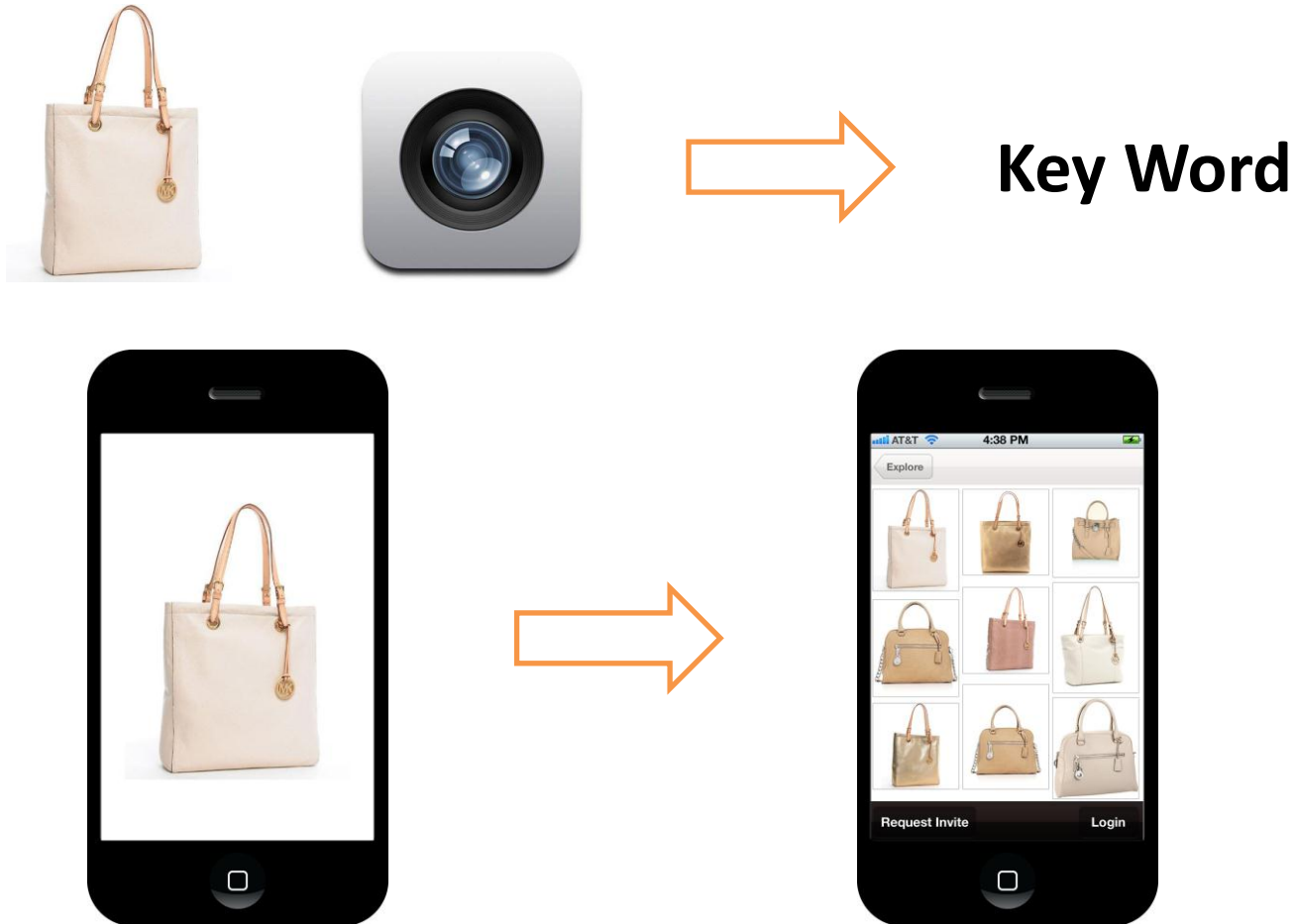

$? $? $?

$499

Problem

Options

- Checking physical stores
  - Time consuming
  - Crowded, inefficient

- Checking online stores
  - Difficult to describe visual appearance using key words
  - Impossible to try it on

Solution

A picture is worth more than one thousand words

Solution: Visual Image Search

- Visual image search is not easy.
  - Shape
  - Pattern
  - Texture
  - Text
  - Material
  - Color

Solution: Image Ranking

- Image ranking is not easy.
  - From hyperlink webs to image webs
  - PageRank

Solution: Fashion Exploration

Our Advantages

They are not originally designed for fashion shopping

Our Leverage

- Image Recognition Techniques
- Location Based Services
- Social Networks
- Recommendation Systems

The Team

- Daniel Zixuan Wang
  - Stanford University, PhD candidate in EE. Image Processing and Computer Vision

- Qi Zhao
  - University of California, Santa Cruz, PhD candidate in CS. Distributed System and Recommendation System.

- Tao Chu
  - Stanford University, PhD candidate in EE. Frontend Development and Fund Raising.

Revenue Realization

- Cost Per Action Advertising Pricing Model
    - Based on customers' fashion interests
- Bidding Rank

Financial Analysis

- 1st Year, expenditures on marketing, servers and manpower.

- 2nd & 3rd Year, generate revenues from advertisements.

- 2nd & 3rd Year, expenditures on upgrading servers, recruitment.

- By the end of 3rd Year, investment returned, net profit make the company sustainable.

Exiting Strategy

- Share profits from business revenues.
- Business acquisition
  - Baidu, Taobao
  - User bases, yearly profit