



易购时尚

egoshishang.com

Problem



\$?



\$?



\$?



\$499

Problem

 人人网
renren.com

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汤唯  [+ 加为好友](#)

最近有很多新朋友关注了本主页并不断询问电影《晚秋》的消息。现统一回复：据说晚秋明年要在大陆上映（@驻华韩国文化院官方微博消息），所以现在网上一直都没有资源。大家再耐心等等吧。不过大家可以关注12月8号上映的由MM配音得印度电影《三个傻瓜》，和12月28号上映的新电影《极速天使》！ 1天前

公共主页 资料 状态 相册 日志 分享 ▾

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www.67.com

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www.sportsseoul.com

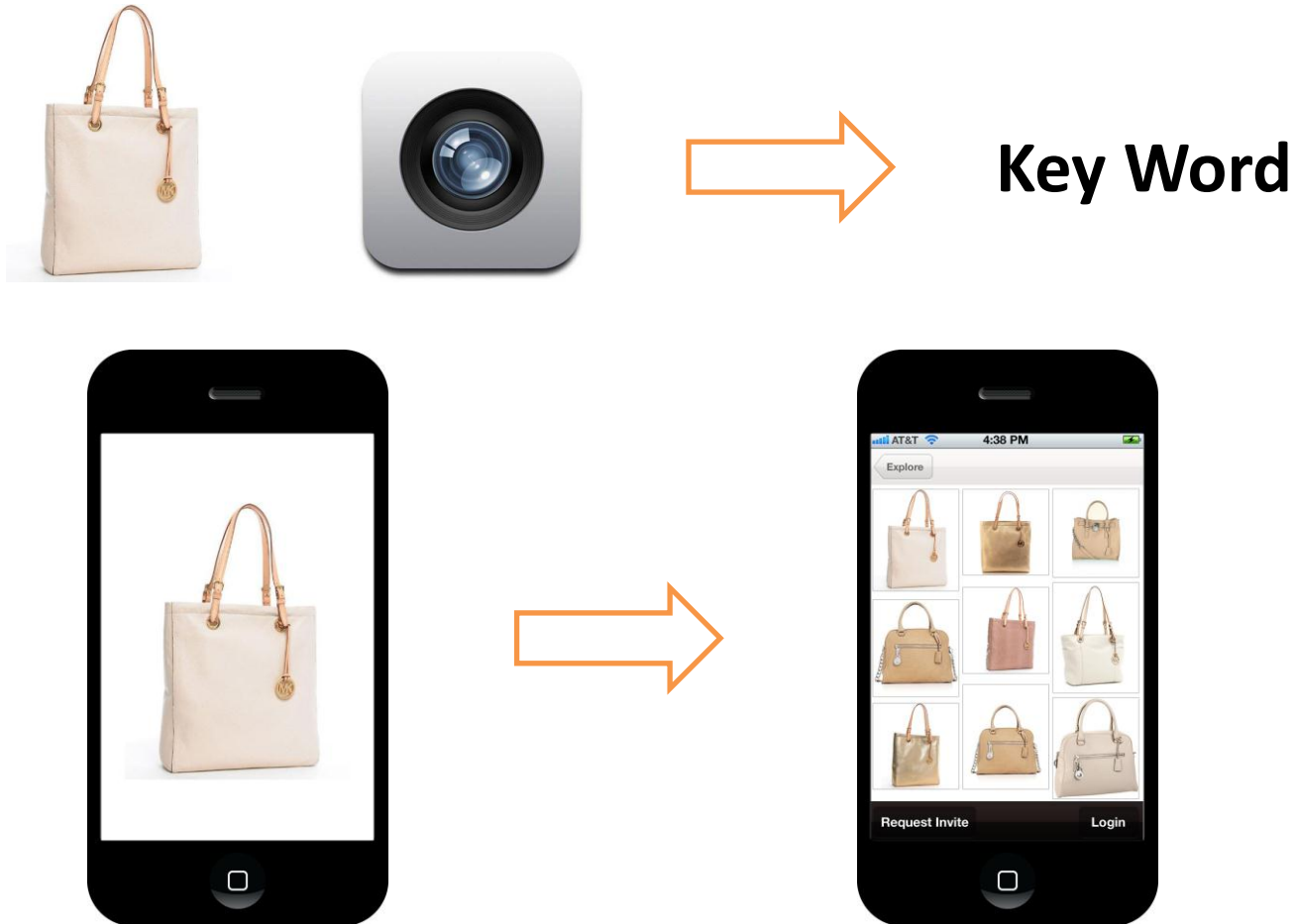
Options

- 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

The logo for Taobao, featuring the Chinese characters "淘宝网" in a bold, orange, stylized font.The logo for Joyo, featuring the word "joyo" in green lowercase letters, followed by the Chinese characters "卓越" (Zhuoyue) and "amazon.cn" in a smaller font with the Amazon smile logo.The logo for Dangdang, featuring the Chinese characters "当当网" in green, with "dangdang.com" in white text on an orange rectangular background.The logo for 360buy, featuring the number "360" in blue, followed by "buy.com" in blue, and the Chinese characters "京东商城" (JD.com) in orange above it.

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