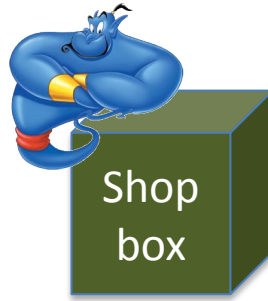


# Shopbox



Finding the perfect products for you ***Fast and Easy***

Team:

East Chao  
Parag Panchal  
Suresh Visvanathan  
Naveed Ansari  
Unni Varriam  
Kai Huang

## Once upon a time not too long ago ...



Joe & Mary were relaxing

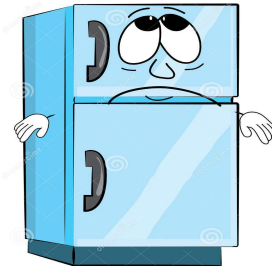


Got the news of parents visiting ...



Filled with Joy !!!

## Trouble took the joy away and made them worried...



Refrigerator BROKE!!!

# SHOPBOX – WHY?

**Started looking for a new refrigerator...**



**Searched Online...**



**Visited multiple Stores...**

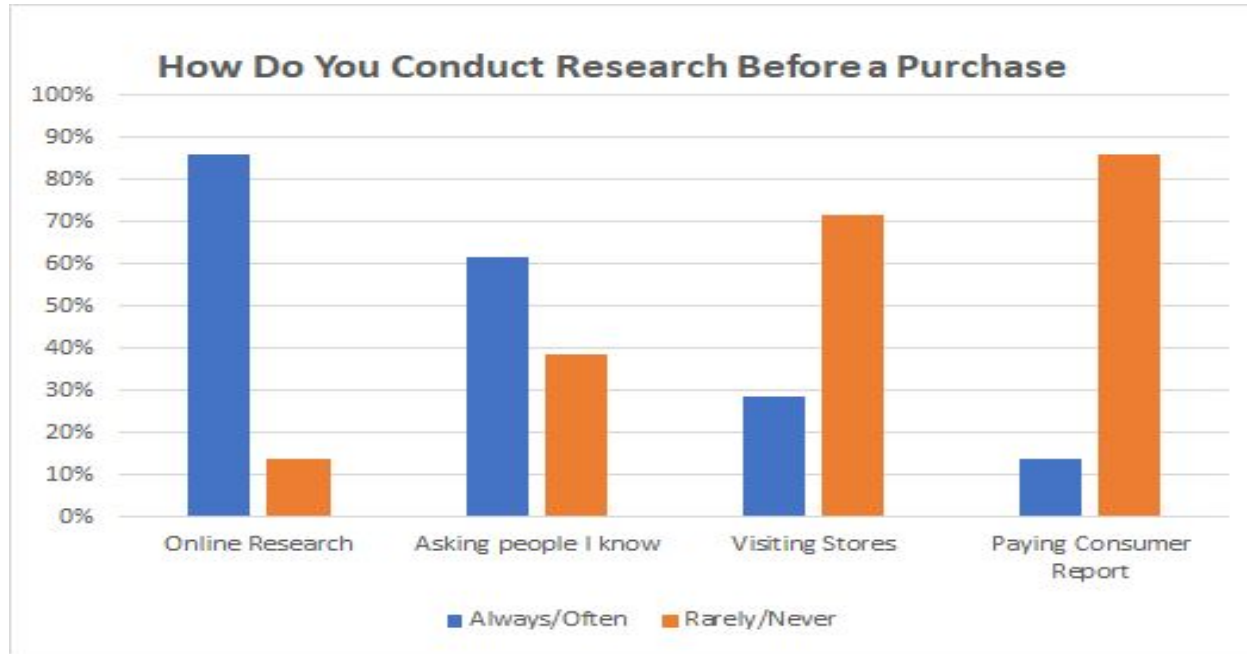


**Read tons of reviews!**



**Consulted with friends**

# MARKET SURVEY - CONSUMER ELECTRONICS SHOPPING BEHAVIOR

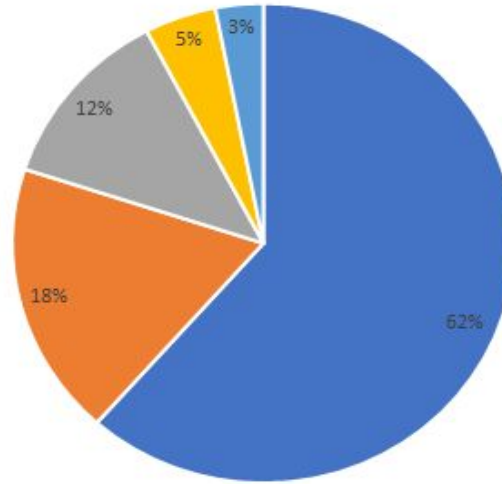


Based on survey data from 70 consumers from 20 - 45yrs age, male/female, different ethnic background, communities etc

85% of people always or often conduct online research  
60% of people always or often consult with friends

# MARKET SURVEY - CONSUMER ELECTRONICS SHOPPING BEHAVIOR

When conducting online research, how much time does it typically take you for Electronic/Home Appliance product?

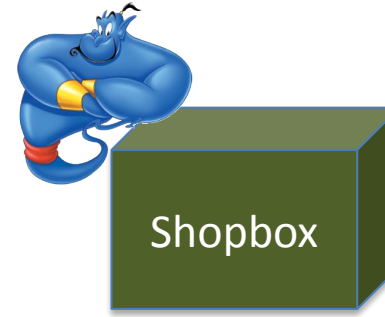


■ 1 - 4 hours ■ 5 - 10 hours ■ 1 - 3 days ■ 2+ weeks ■ Don't do online research

Based on survey data from 70 consumers from 20 - 45yrs age, male/female, different ethnic background, communities etc

35% of people spend 5 hrs ~ 2 weeks conducting online research  
62% of people spend 1 - 4 hours conducting online research

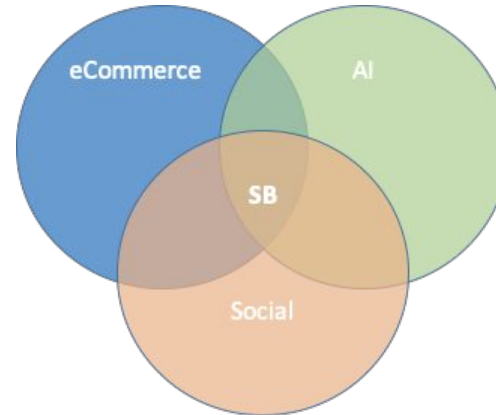
Problem leads to opportunity



Technology brings solution

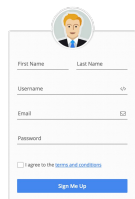
Intersection of:

- eCommerce
- AI
- Social

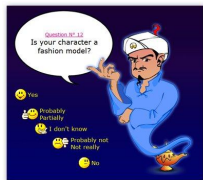


Initial Focus on **Consumer Electronics** Market Segment

# INTRODUCING - SHOPBox



Registration form fields: First Name, Last Name, Username, Email, Password, and a checkbox for agreeing to terms and conditions.



Learns Users and Sellers

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8



Asks targeted questions for specific needs



BoxScore!!!



Forms Friend/Social Circle

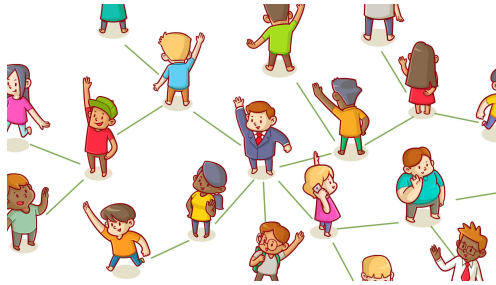


Reads/digests/filters reviews

--> Sentiment Analysis

# SHOPBOX – CONSUMER BENEFITS!

## BoxScore - User's Trust/Expertise Index



**Connect to Friends OR  
Shopbox recommended connections**

USERNAME	NAME	COMMENTS	POSTS CREATED	LAST SEEN	DATE REGISTERED
greenlion929	Jared Duncan	6	16	20 hours ago	September 24, 2015
ticklishlion246	Myrtle Fowler	9	12	1 day ago	August 23, 2015
lazybear543	Kaylee Garcia	12	12	2 days ago	October 3, 2015
redfish135	Salvador Bryant	8	10	2 days ago	September 18, 2015
bigbird752	Ruveyda Ten cate	9	13	2 days ago	August 13, 2015
lazyduck350	Luck Bischof	6	11	3 days ago	August 27, 2015
whitebird125	Rianna Budel	7	13	3 days ago	August 29, 2015
brownbear112	Angela Hunter	6	14	3 days ago	September 21, 2015



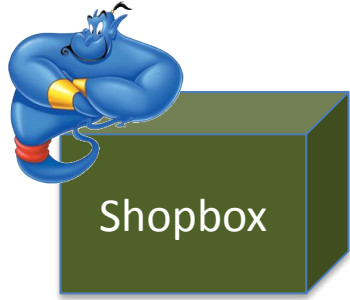
**Most trusted Friend gets boost in BoxScore**

**Shopping Feeds  
- Popular Options in Friend/Social circle**

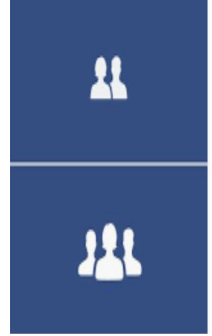
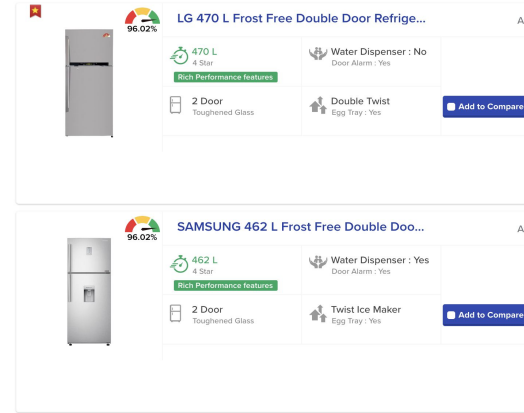
**BoxScore gives Shopping Incentives!**



# SHOPBox – MAGIC!



Blends all together

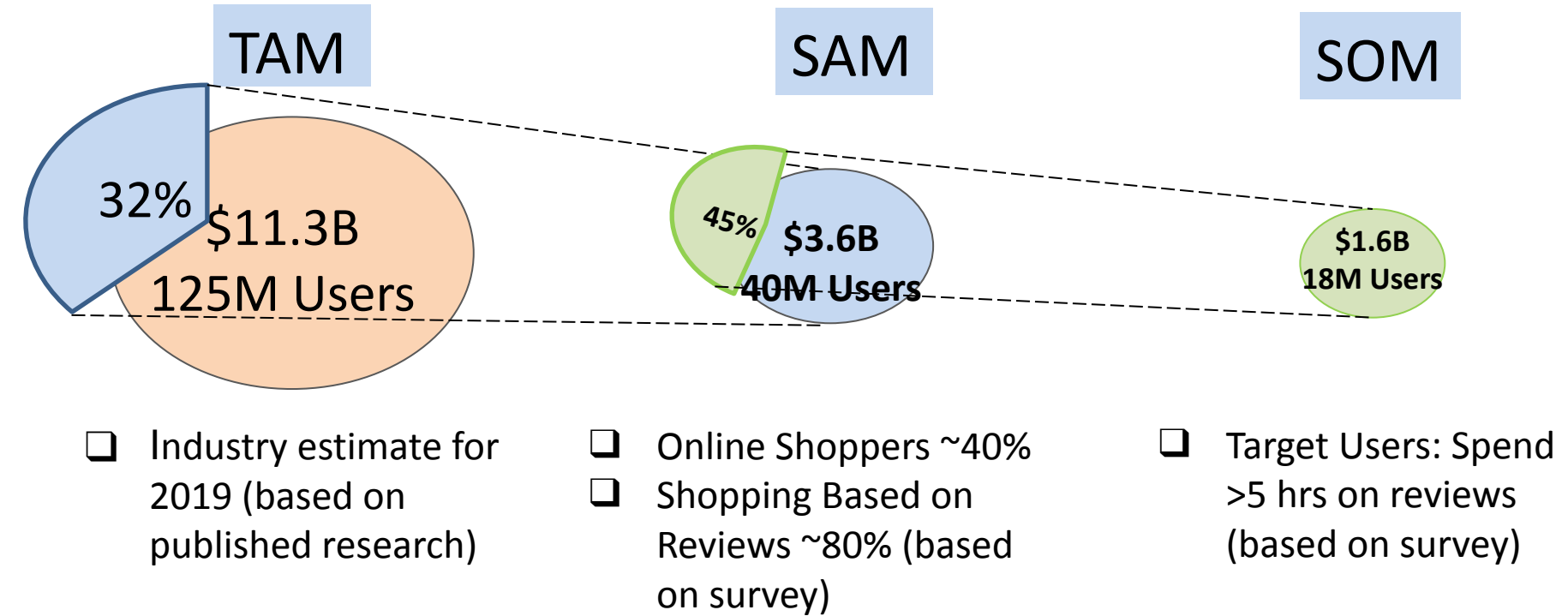


Comes back with **BinGO!!!** refrigerator options



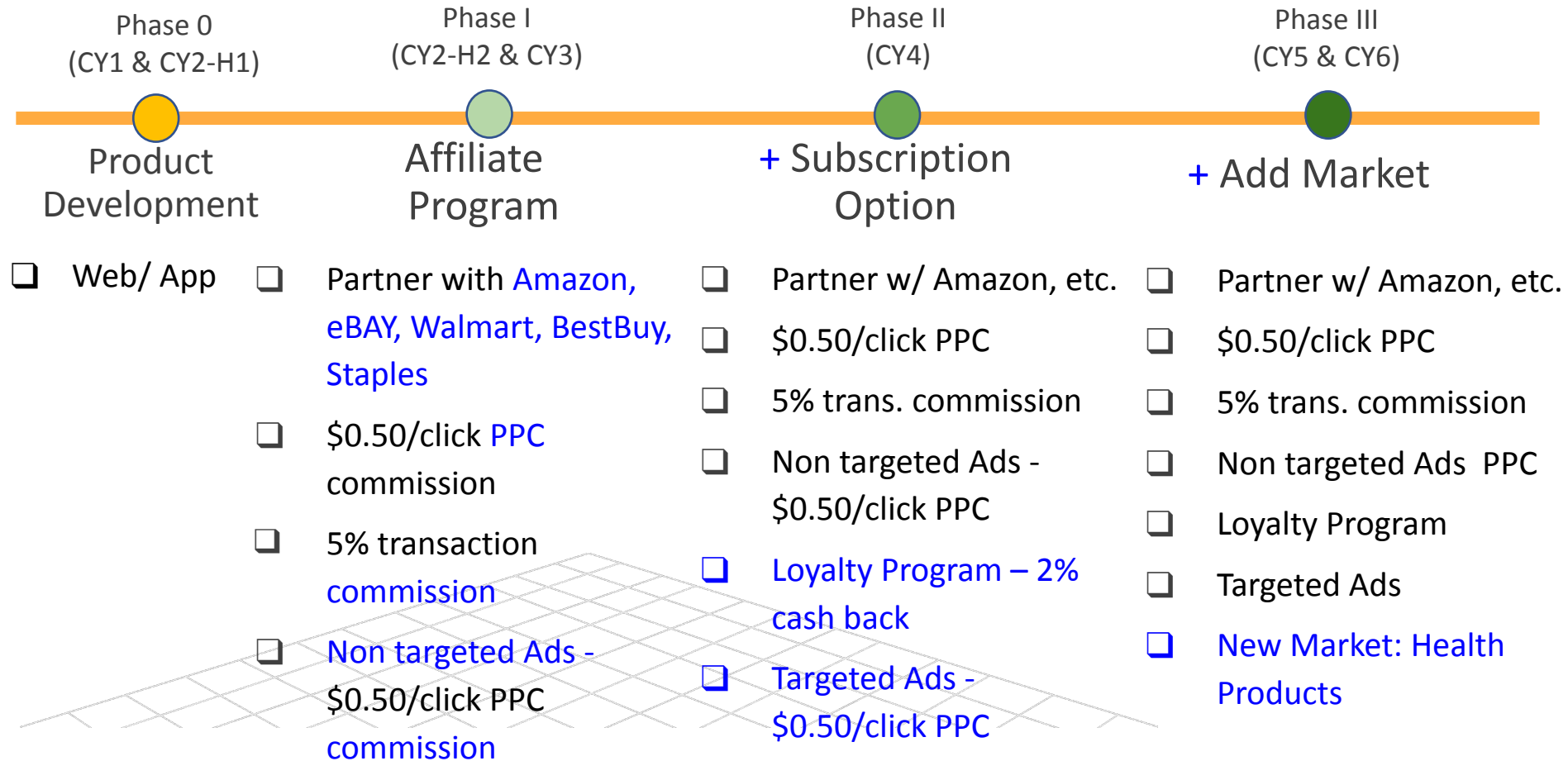
Joe & Mary make the purchase and go back to rejoicing!!!

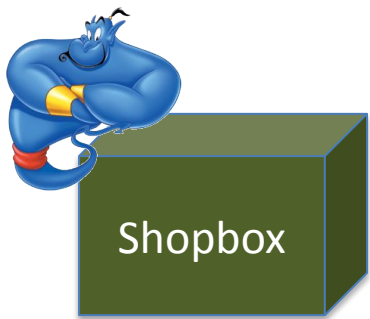
# SHOPBOX: TARGET MARKET ASSESSMENT



**Target Market:** Online Reviewers, Consumer Electronics, US - \$1.6B, 18M Users

# SHOPBOX: BUSINESS MODEL





**Website & App**

## **Partner with Big Retailers**

- Amazon, Walmart, BestBuy, Staples, eBay

## **Advertise**

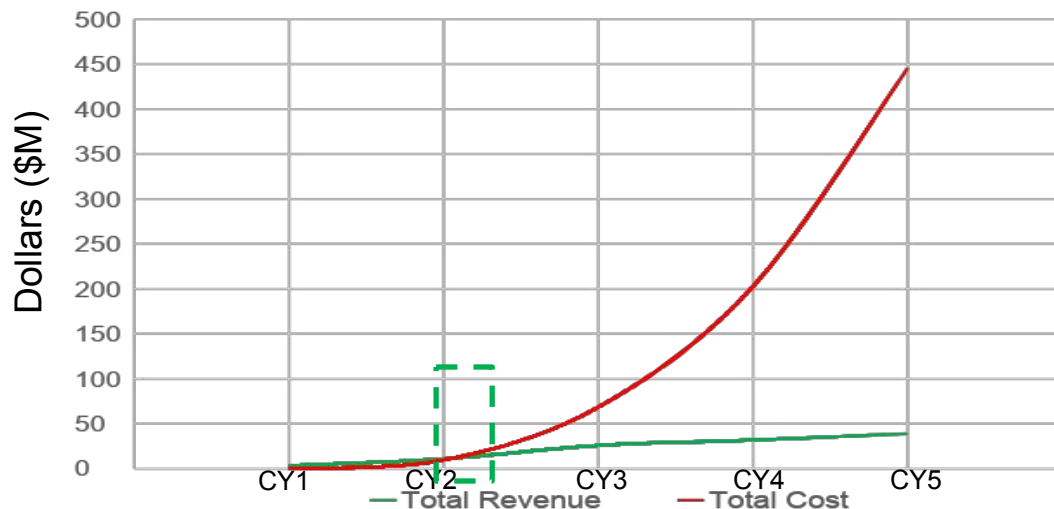
- Amazon, Walmart, BestBuy, Staples, eBay sites
- Electronic Product Review Sites
- Facebook, etc.
- Featured Apps

## **User Incentive**

- Friend Circle
- Social Circle
- Gamify

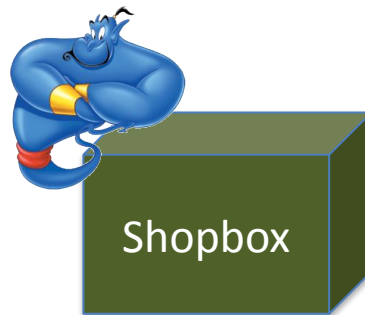
# SHOPBOX: FINANCIAL PROJECTIONS

	CY1	CY2	CY3	CY4	CY5
<b>Users</b>		0.5M	3.6M	6.3M	8.6M
Revenue	\$0M	\$9.5M	\$68.4M	\$202.5M	\$445.5M
Operating Ex.	\$2.5M	\$9M	\$19M	\$21M	\$25M
<b>Gross Profit</b>	-\$2.5M	\$0.5M	\$49.4M	\$181.5M	\$420.5M
Fixed Cost	\$0.6M	\$1.8M	\$6.8M	\$10.7M	\$13.8
<b>Net Profit</b>	-\$3.1M	-\$1.3M	\$42.6M	\$170.8M	\$406.7M



□ Break even at between CY2 and CY3

**Seed funding of \$5M for 3 years to cover  
Development, Marketing and Expansion Costs**



## Net Profit

CY3 \$42.6M

CY4 \$170.8M

**CY5 \$406.7M**



Finding the perfect products for you  
***Fast and Easy***



**Parag Panchal**



**Naveed Ansari**



**Suresh Visvanathan**



**Unni Varriam**



**East Chao**



**Kai Huang**

# Thank You!