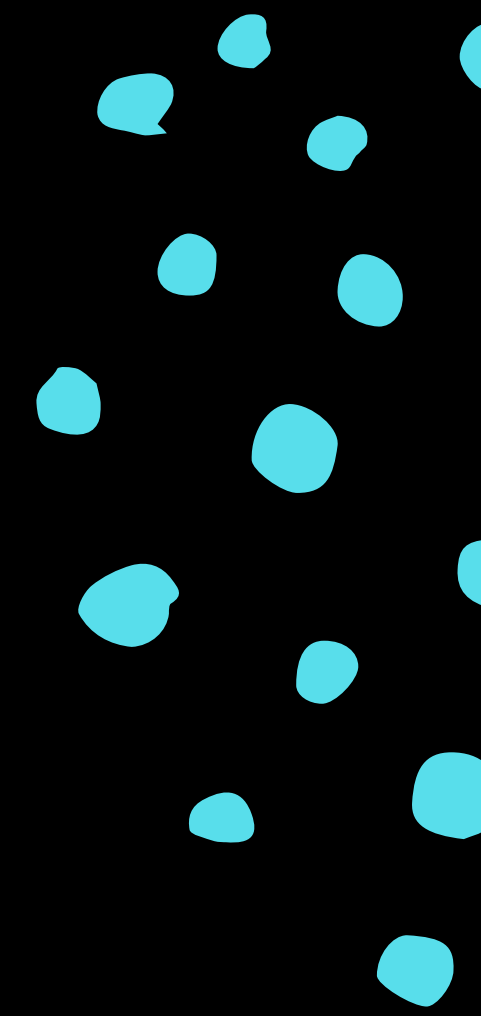


Team Velocity

Fluence



ONLINE SHOPPING MADE SIMPLER

Retail in 2010



IN-STORE BUYING
EXPERIENCE



Retail in 2020

SHOPPING GOES ONLINE

Buying online, we get bombarded with an unending stream of choices



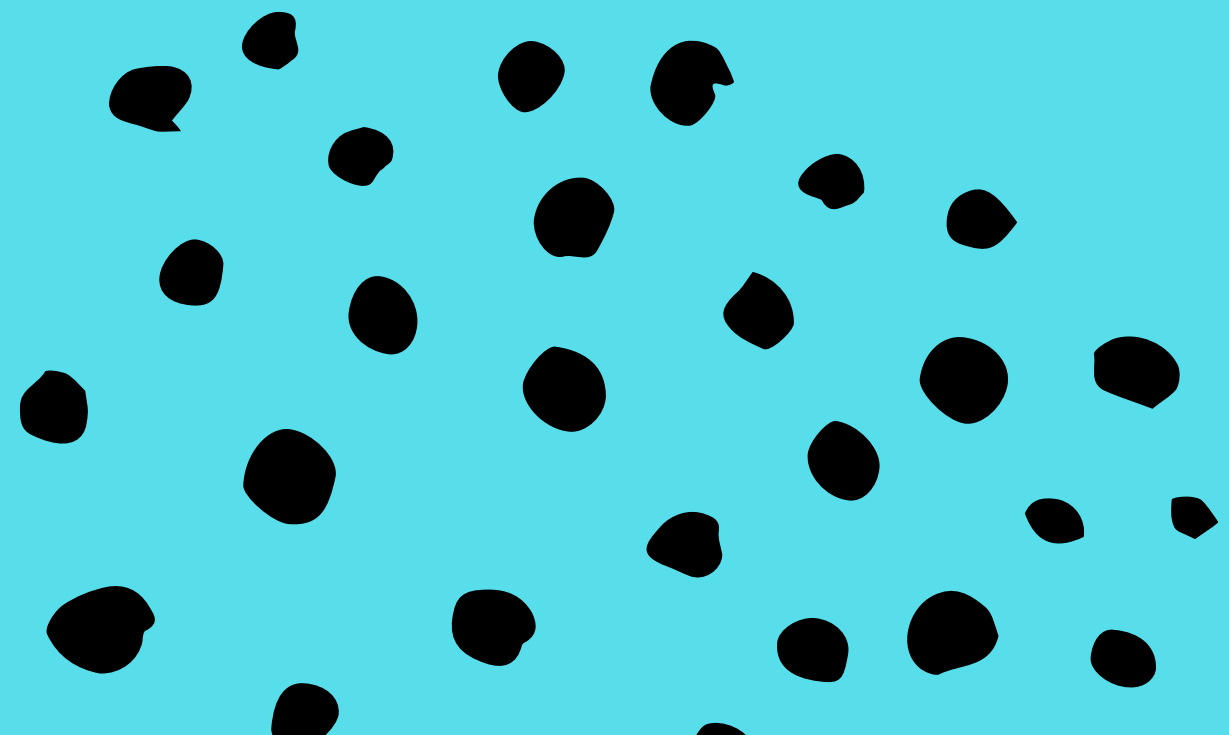
The Problem

PRODUCT DISCOVERY

Navigating big online catalogs to
find the right product

TRUST

Relying on ratings and reviews by
people you don't even know





Our Solution

Cross Platform Product Listings Website

- Recommended by people you know or follow
- Dynamic product comparison metrics
- Only 10 curated products per search

Value Proposition

See only the right options

Catalogs are customized and limited in each category to reduce the clutter for the user

Trust only people you know

Ratings and reviews only from people you know, influencers you follow and domain experts

Compare and choose easily

Easy product comparisons along with context relevant filtering options making choices easier

Customer Acquisition

- Google SEO
- Youtube/Instagram
Influencers Followers
- Word of mouth

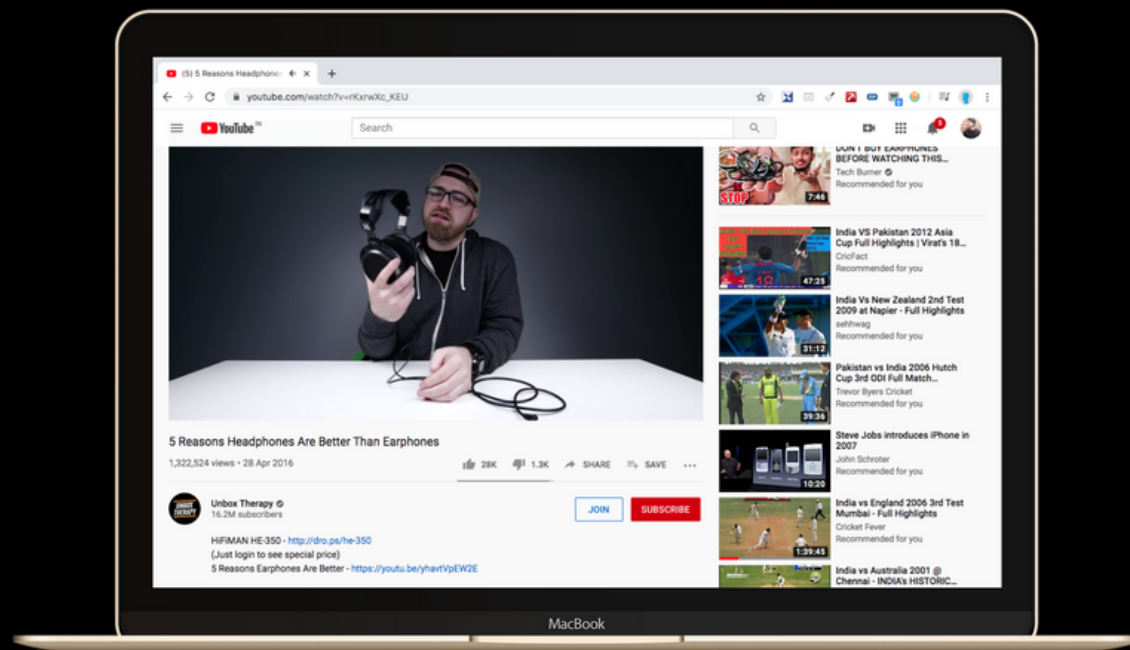
Product Selection

Technology Behind Platform

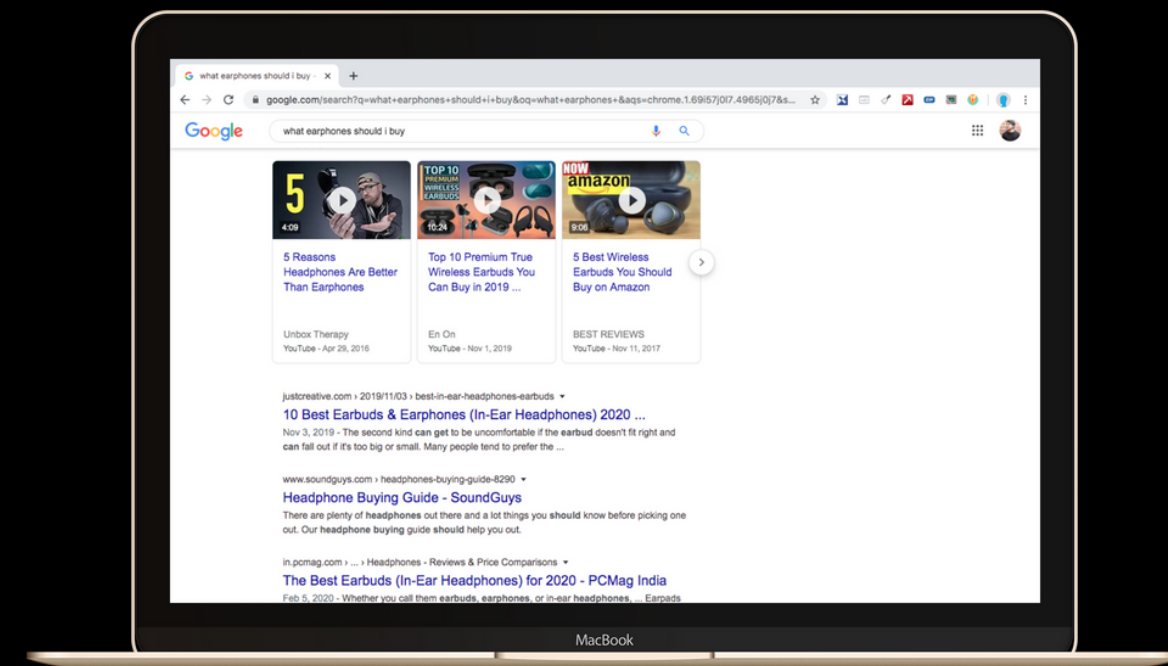
Generate Value for Stakeholders

WHAT WE DO

Customer Funnel



Fluence storefront links
mentioned on relevant
mediums



Google SEO for specific
filtered searches &
influencer endorsed products



Customer Acquisition

Product Selection

- Affiliate Commissions
- Propensity to Influence
- Number of options in category
- Need or Want

**Technology
Behind Platform**

**Generate Value for
Stakeholders**

WHAT WE DO

Products

WE START WITH THESE
PRODUCT CATEGORIES



Mobile
Accessories

#2

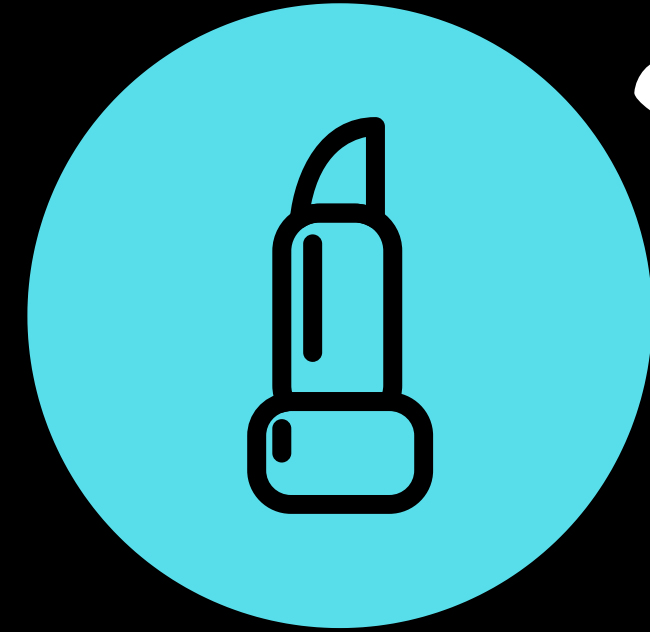
Top-Selling Category

64%

Use YouTube for Reviews

4%

Advertising Fee



Beauty and
Styling

#7

Top-Selling Category

50%

Sponsored posts on Instagram

9%

Advertising Fee



Customer Acquisition

Product Selection

Technology

- Integration with Social media for social commerce
- Machine Learning for Filtering and Recommendations
- Commission Dashboard

Generate Value for Stakeholders

WHAT WE DO

Technology



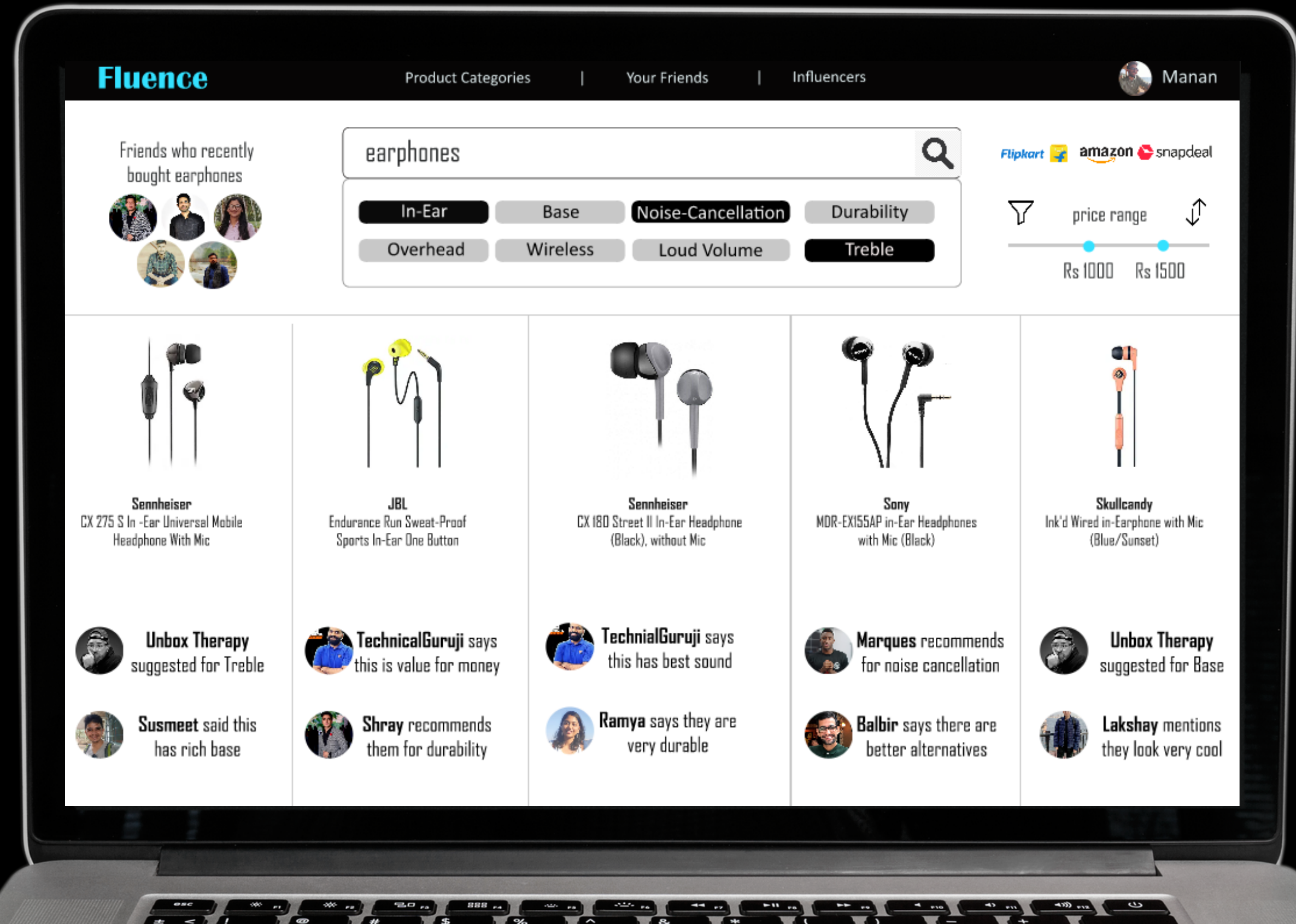
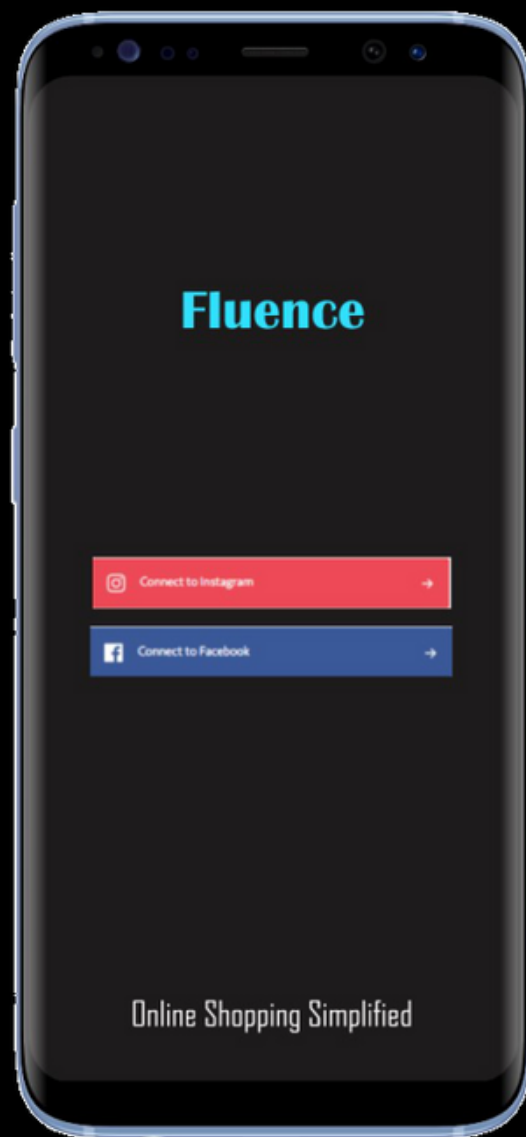
Social Media Integration
YouTube & Instagram

Recommendations for
limited product display

Text-mined custom filters
for each product category

Dashboard to manage
commission for all

Prototypes





Customer Acquisition

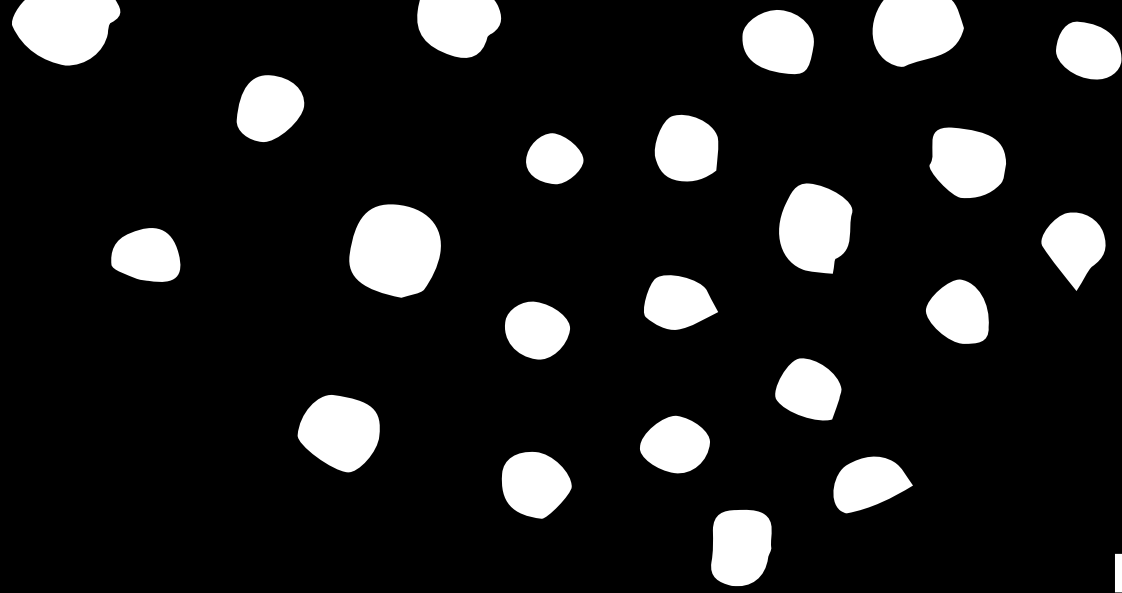
Product Selection

**Technology
Behind Platform**

**Generate Value for
Stakeholders**

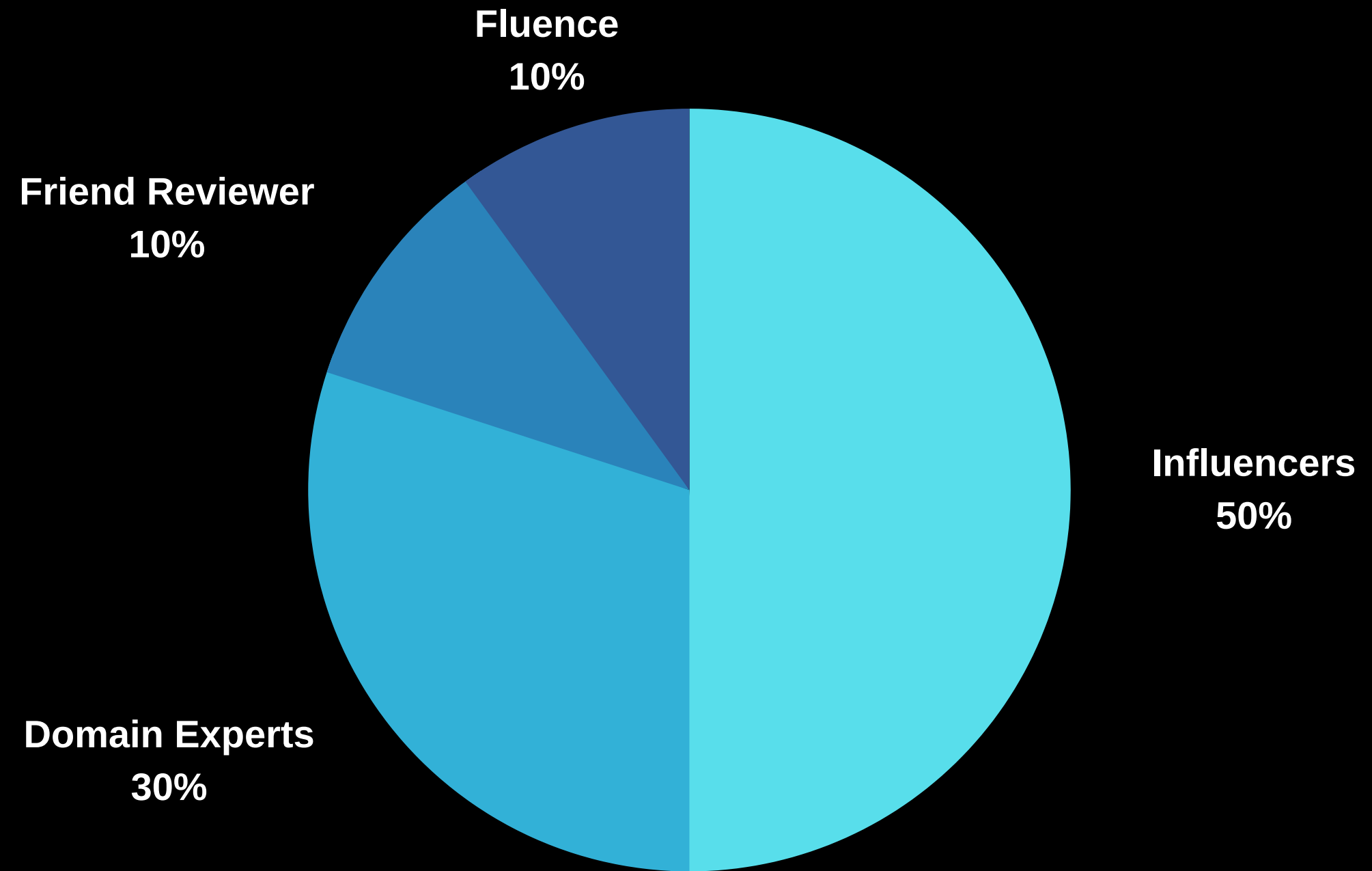
- Drive sales volumes for influencers & experts
- Incentivize users to post reviews for their friends

WHAT WE DO

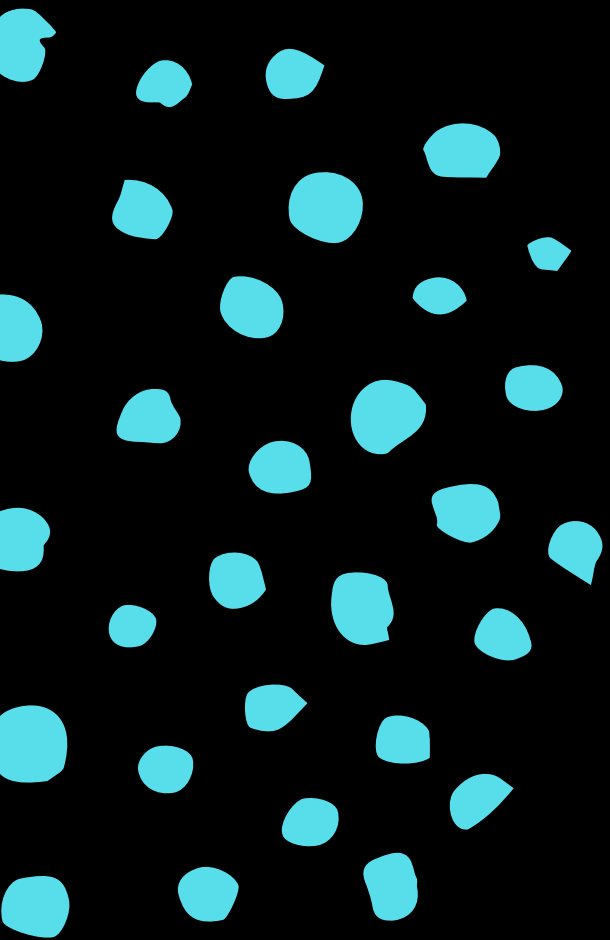


Incentives for Stakeholders

- Sharing Payoffs
- Exclusive online storefront for influencers



Competition



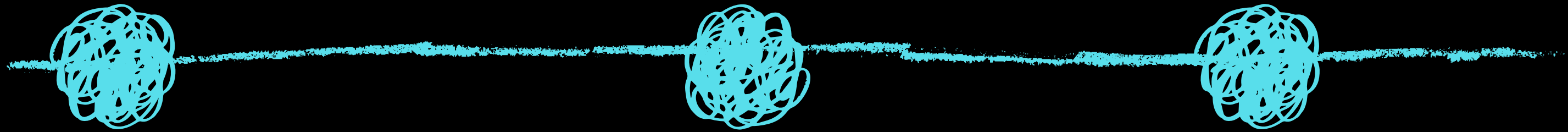
	Curated Products	Influencer Recos	Trusted Reviews	Social Media Integration	Target Market	Target Audience
BulBul	—	+	—	—	Tier 2,3	Household Women
SimSim	—	+	—	—	Tier 2,3	Household Women
Fluence	+	+	+	+	Tier 1	Millennials

Business Model

**Commission on
Affiliate product sales**

**Own products
Greater Margins**

Product Roadmap



Current Year

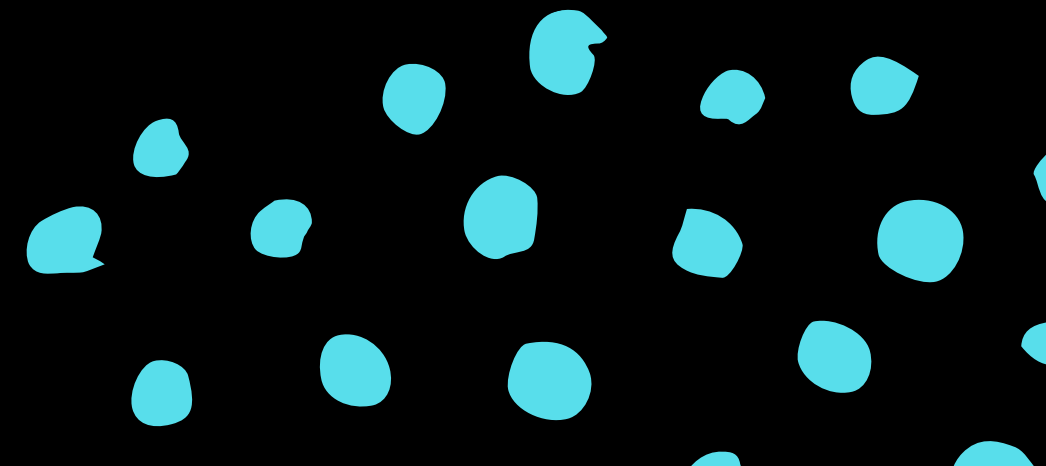
Get 1 million daily active users & earn through affiliate advert fee.

Year 1

Partner with brands to get their product endorsed by Influencers and experts and build brand campaigns.

Year 2

Build our own market place for better margins on each product sold.



Projections

Year Quarter	2020 Q2 Phase 1	2021 Q2 Phase 1	2022 Q2 Phase 2	2023 Q2 Phase 3
# of influencers	<50	<1000	>30,000	>2,00,000
# of monthly active users	>50,000	>10,00,000	>10 Mil	> 50 Mil
Revenue Source	Affiliate commission share	Affiliate commission share	Brand Collab with in-app influencers	Product selling/buying in-site as an end-to-end shopping destination
Annual Gross Revenue	0.1 Mil	1.9 Mil	120.6 Mil	600 Mil
Sales & Marketing	1.2 Mil	5 Mil	10 Mil	20 Mil
G & A	0.5 Mil	1.5 Mil	4 Mil	17 Mil
Fixed Costs	0.3 Mil	0.3 Mil	0.8 Mil	2 Mil
Gross Profit	-ve profit (11 month burn rate)	Breakeven with 2% commission per product transaction (\$0.4 for cart value of 20)	30% margin per product,(\$6 for cart value of 20)	45% margin per product (\$9for cart value of 20)

About The Company

FOUNDING TEAM



Manan

Strategist

Assoc Consultant
IQVIA



Shray

Technology

Ex-Mckinsey
Founder, NeX



Ojasvi

Finance

Startup Consultant,
IKP Eden



Susmeet

Marketing

Digital Nomad
Data Sc & Design



Ramya

Machine Learning

Ex-Adobe
AI Researcher

Our Ask

Year 1 Work

- MVP Development
- Influencer Onboarding
- Customer Acquisition
- ML Engine Development and Refinement

₹ 25L

Seed Round



Fluence

Thanks!

Let's make online shopping easier.

Appendix

Technology



Integration with Social
Media platforms –
Instagram & YouTube

Text mining and
processing on posts
and reviews

Auto generated keywords
for dynamic filtering while
searching for products

Powerful personal
recommendations
engine for limited
products display

Secure affiliate links for
efficiently tracking all
sales channels

Simple dashboard to
manage commission
calculations for all

Product Selection

$$\text{Revenue} = \text{Commission Rate} * \text{Number of buys} * \text{Average Order Value}$$

Factors

1. Need/Want product
2. Life time value
3. Propensity to Influence
4. Number of SKUs
5. Stickiness to the SKU

Choosing a Category

X people searched for products on Google



10 % of X: Impressions of our links



5% CTR: Influencer names & tags in title



2 % Conversion Rate of Users landing on the website



Average ticket size of order: Rs. 1000
Average Affiliate Rate: 8%
Average Commission Fluence makes on an affialiate buy: 10%