

See It Buy It

The First Visual Search Mobile Apparel Marketplace



eCommerce – State of the Union



U.S. Online Retail
Sales Will Soar to
\$500B in 2020 vs.
\$373B in 2016

MediaPost
May 3, 2016, 10:05 AM



4 out of 5
U.S. Shoppers
Frustrated by
Mobile Shopping

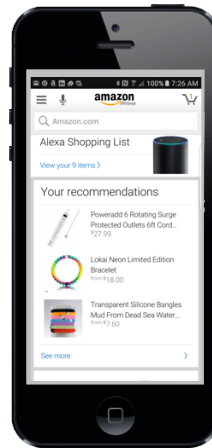
MediaPost
May 3, 2016, 10:05 AM

The Problem

Small Screens

Discovery = Forever²

Hopping from Site to Site
Endless Text Entry



Top Fashion Sites



Limited, Low-Tech Mobile Presence

Shorter Attention Spans



Millennials

\$2.45T Buying Power



Snap



Tweet



Insta



Pin

Big Box Etailers

amazon  Rakuten

Limited Apparel Selections

The Solution - *See It, Buy It*

Visual Shopping
w/Deep Learning

Shop by Photo
([Video Demo](#))

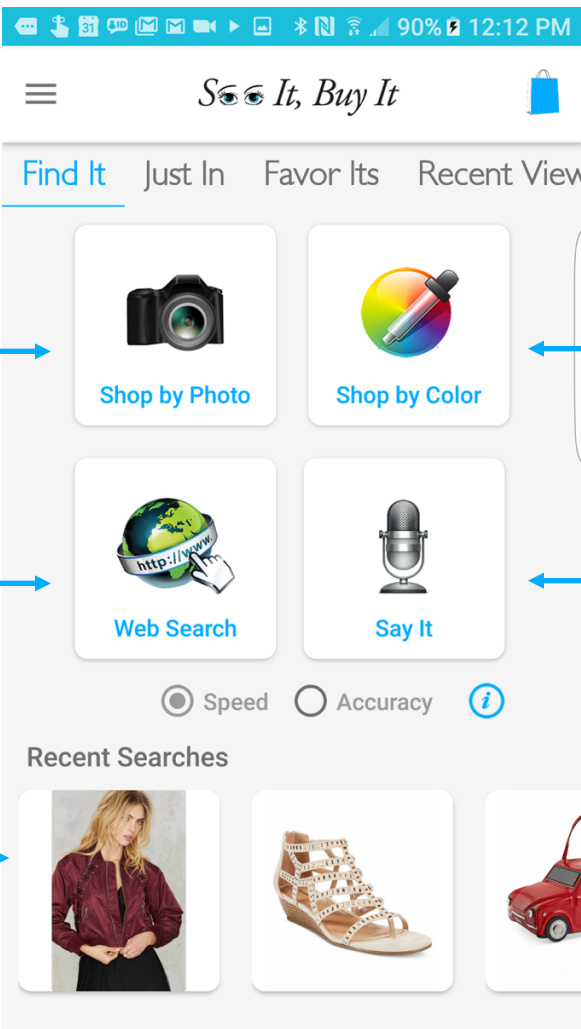
Shop by
Web Image

1,000s of Retailers
1,000,000s of Fashion
Items

Shop by Color
([Video Demo](#))

Shop by
Voice Search

Mobile 1st



Millennial by Design

See It Buy It

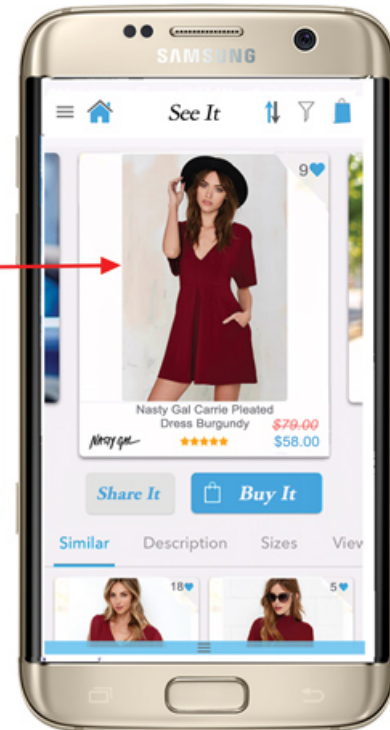
Find It by Photo Example



Shazam...
for Shopping

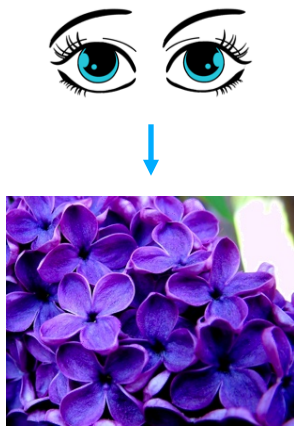
Instant
Product Matches

Discovery in
Seconds

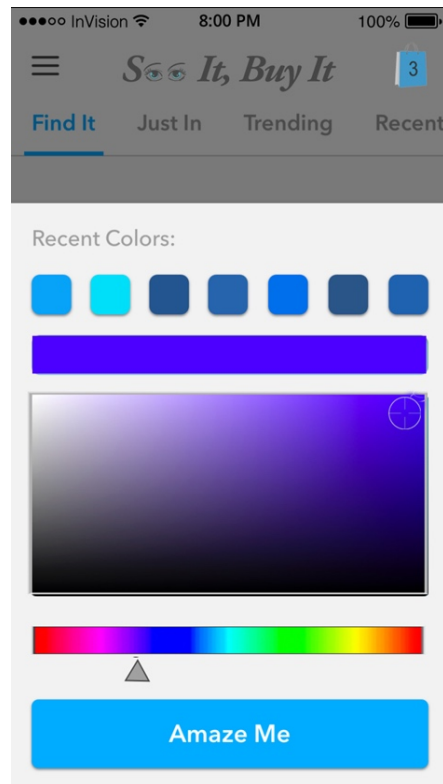


Find It by Color

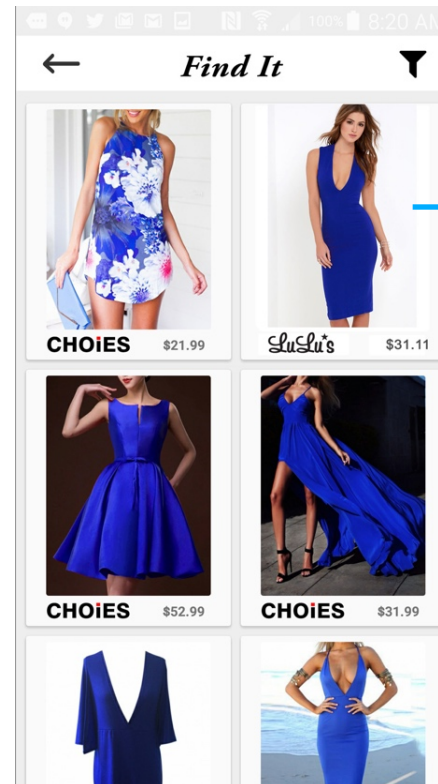
Target Color Selector



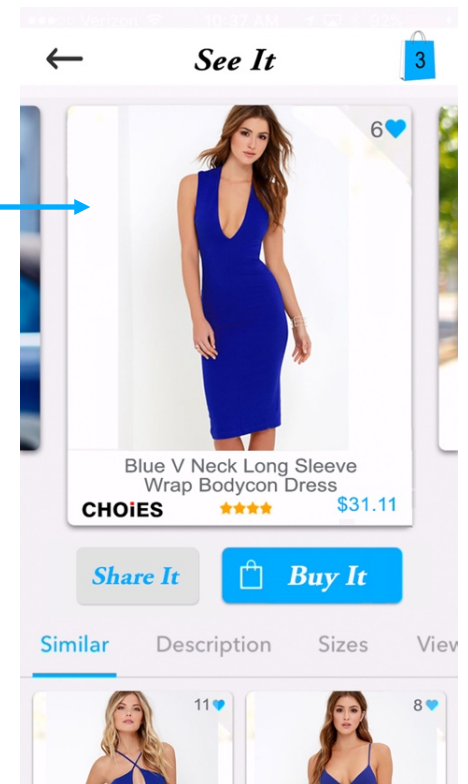
Favorite Color



Product/Color Matches



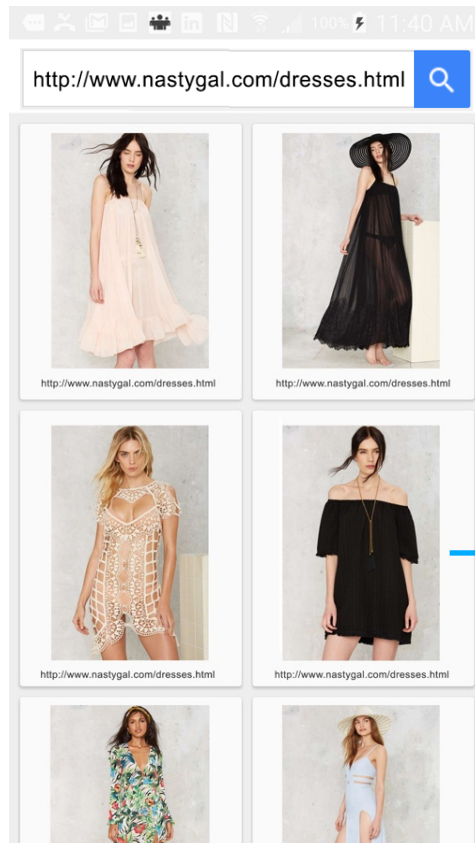
Selected Product Details



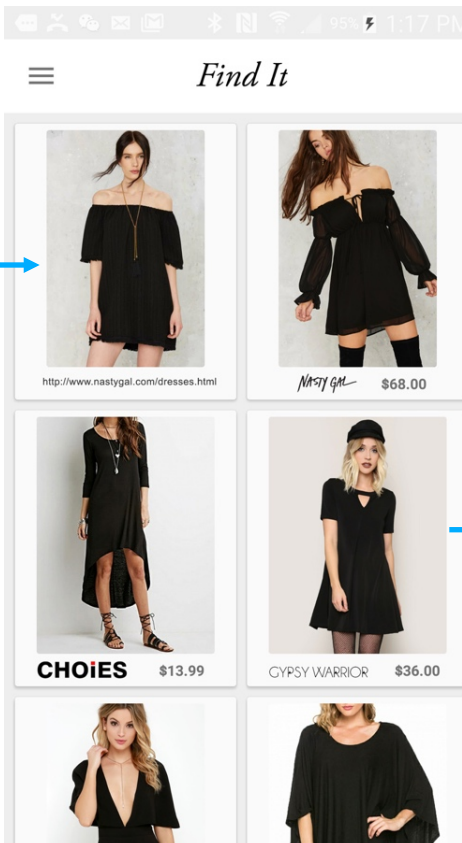
Use case: find endless selection of clothing items in **exact** favorite colors

Find It by Web URL

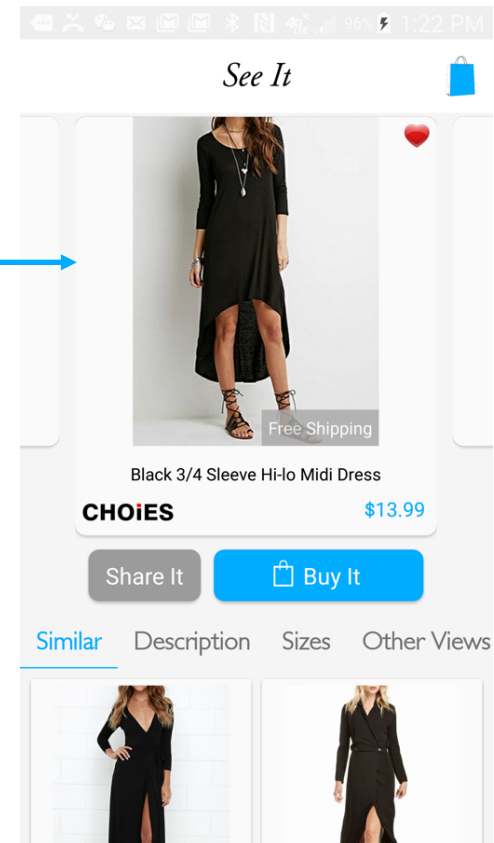
Web Page Images



Target with Matches



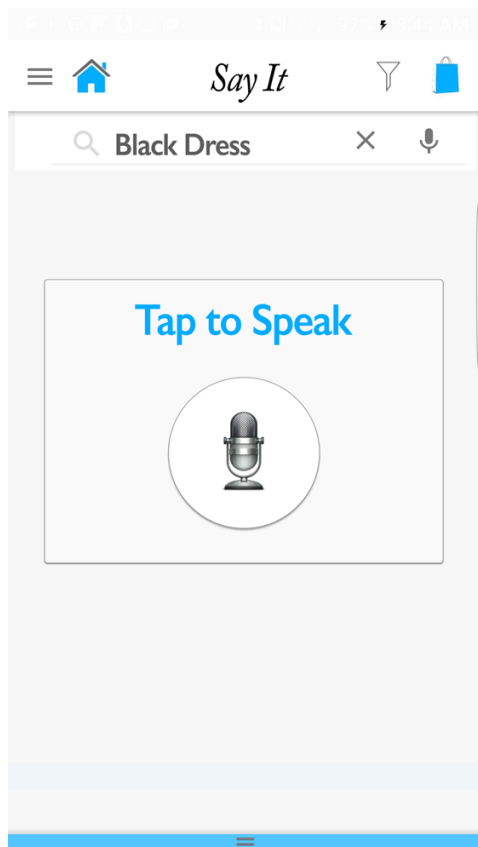
Selected Product Details



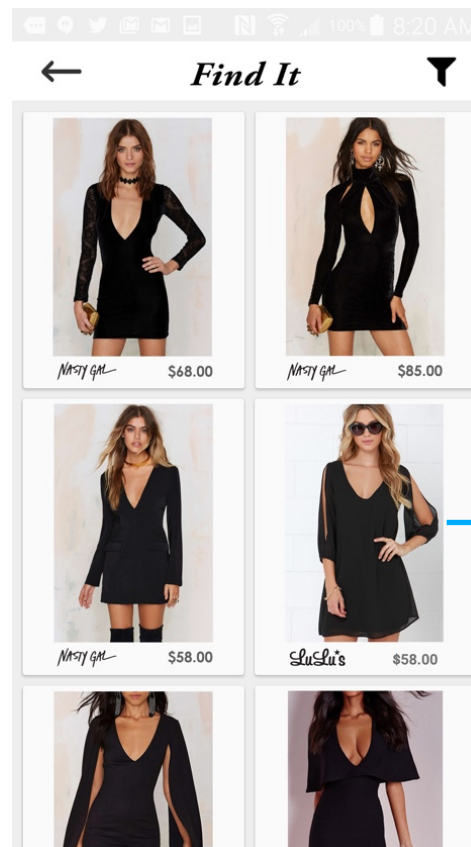
Use case: find clothing matches from any web page

Find It by Voice Search

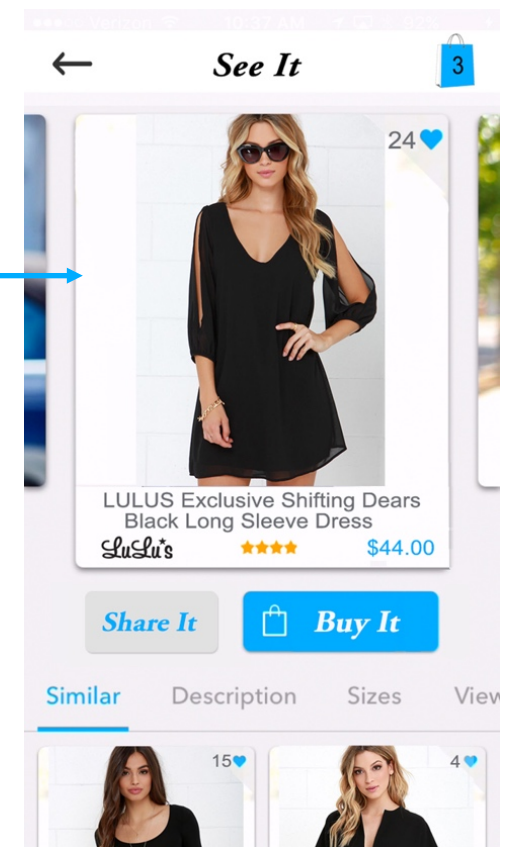
Say What You Seek



Product Matches



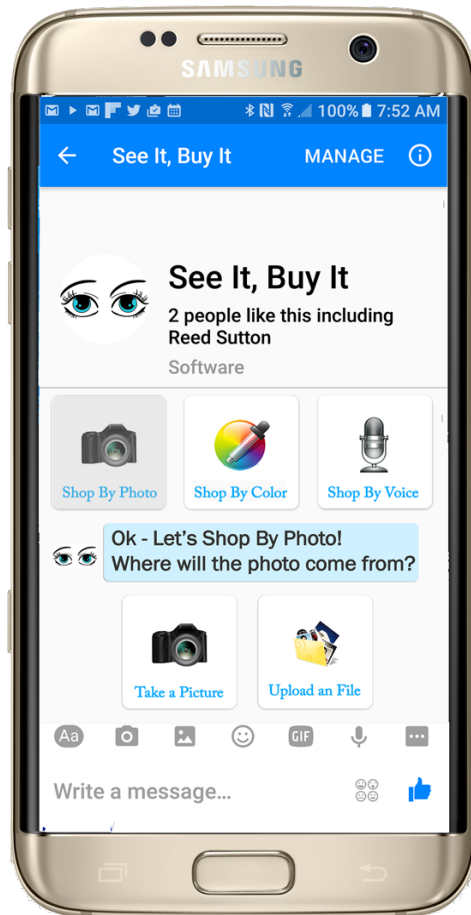
Selected Product Details



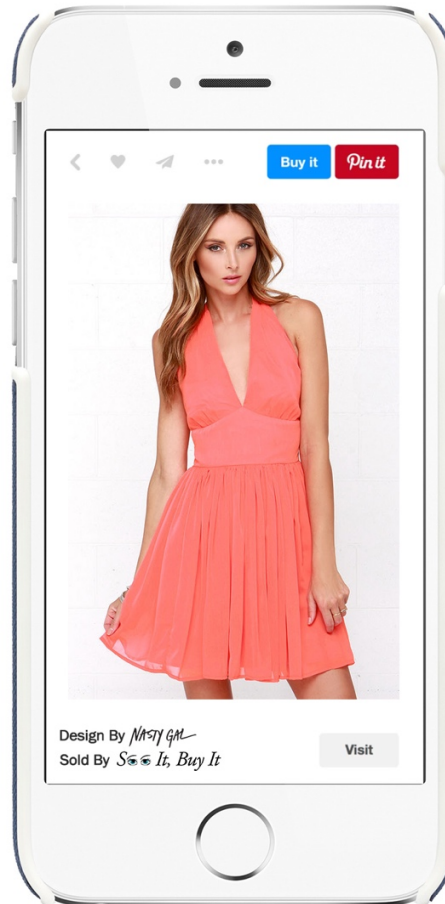
Once the initial voice search is started, the See It, Buy It visual funneling process kicks in

Social Integrations

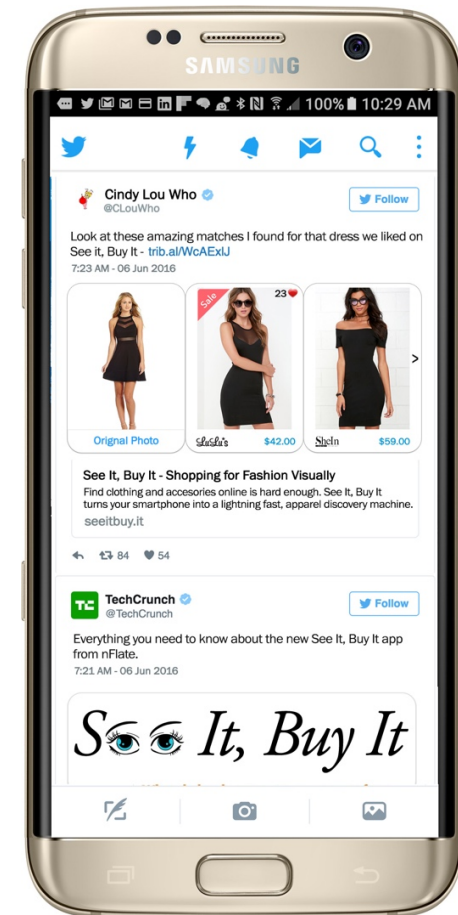
Facebook
Messenger Chatbot



Pinterest
Buyable Pins



Twitter Posts



The Team

Joe Monastiero

Founder/CEO, 6 startups,
Intervideo-WinDVD (IPO, 500M copies sold)
appMobi (Intel Acquisition)

[LinkedIn Profile](#)



Petar Bojinov

Web Architect
UC Santa Cruz

[LinkedIn Profile](#)



Ashwin Patti

Cloud Architect
SUNY Stony Brook

[LinkedIn Profile](#)



Venu Tangirala

Ph.D. Data Scientist
Northwestern Polytechnic

[LinkedIn Profile](#)



+ 6 Additional Team Members

Notable Investors



Joe Abrams

Investor

Founder – MySpace,
Founder - Software Toolworks
Over \$1B in M&A exits

[LinkedIn Profile](#)



Kathy Thomson

Investor

CMO- Sirius/XM

[LinkedIn Profile](#)

The Benchmark

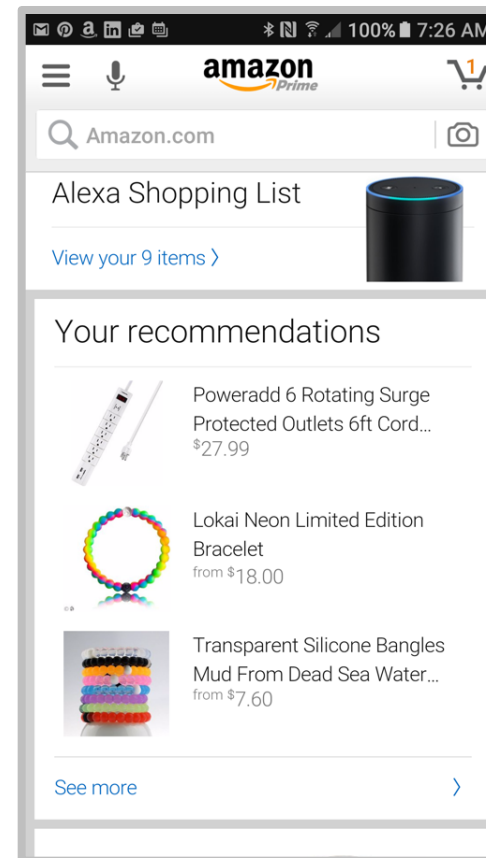
amazon

\$5.6B

2015 Revenue From
Affiliate Marketplace

@15% Commission per Order

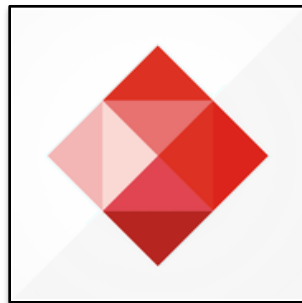
Apparel Now #1 Category



The Competition

Apparel-Focused Mobile Apps
None Use Deep Learning

SHOPSTYLE



The Hunt



The Business Model

Merchant Onboarding



Sales Channel

350k Merchants

Channel Partnership

Affiliate Commission



15% Paid by
Shopify

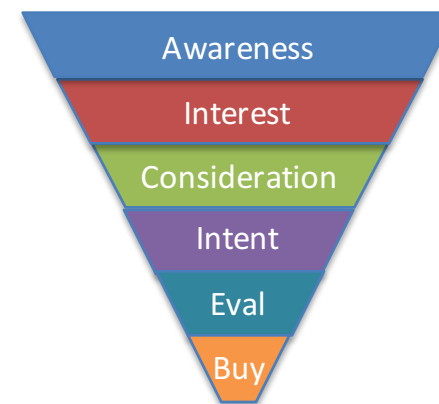
Industry Standard

Shipping and Returns



Merchants Manage

Marketing



nFlate Manages

Timeline

- [Shopify merchant onboarding app](#)
 - Launched 10/16
 - 1,000 installs thru 12/31, 125k products
- [Android See It Buy It](#)
 - Launched 12/16
 - 10k downloads
 - 4.5/5 rating
- [Upcoming Milestones](#)
 - iOS See It Buy It alpha 2/16
 - [Web Store](#) launch 4/17
 - New website launch 1/17
 - Facebook Chatbot launch 4/17

Fundraising

Bootstrapped by CEO

Raised \$500k 2H16 from outside investors

Use of New Funding (\$500k):

- User acquisition, marketing, human resources & operations

Exit Comparables:

- WalmartLabs acquires Luvocracy
- eBay acquires Hunch (\$80M)
- Snapdeal acquired Wishpicker
- Rakuten acquires Deep Forest
- Facebook acquires The Find
- Pinterest acquires The Hunt

S  *It Buy It*

Additional Information

The Technology

Deep Learning Info

VentureBeat:

[Deep Learning will be huge – and here's who will dominate it](#)
by [Amit Karp, Bessemer Venture Partners](#) April 2, 2016

MarTech Advisor:

[What Deep Learning has to Offer to the Future of Online Personalization](#)
by [Huba Gaspar](#) Mar 23, 2016

Business Insider:

[Google's Eric Schmidt: Machine learning will cause 'every successful huge IPO win in 5 years'](#)
By [Julie Bort](#), March 23, 2016

Forbes:

[What Is Deep Learning And How Is It Useful?](#)
by [Kevin Murnane](#) Apr 1, 2016