

# **TalkAndBuy**

Stop searching. Start getting.

**DRIVE YOUR  
OWN ONLINE FASHION  
EXPERIENCE**

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**TalkAndBuy**

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# PROJECT PURPOSE

## **SPECIFIC**

Save people from having to search for apparel and footwear in multiple e-commerce stores each time, like it's the first time, and help them get the perfect outfit directly into their personal online showcase.

## **GLOBAL**

Rethink the concept of online fashion shopping by building TalkAndBuy Universe, that aims to treat your fashion case as the one and only.

## PROBLEMS TO BE SOLVED

**INEFFICIENCY**

**RIGIDITY**

**BANALITY**

**OUT-OF-FOCUS**

**INDIFFERENCE**

**LAXITY**

**IMMOBILITY**

Today, when you need to buy any apparel or footwear, your preferences and features, both physical and stylistic, are your matters.

Because what you see is not your showcase. It's a showcase that this particular online fashion store can offer.

Returning to the same store, you must apply the same filters over and over again.

It's still you who is wasting time and energy searching for fashion items that at least meet your expectations, not even exceed them.

So why not let technology do the work for you?

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# SOLUTION

**EACH CUSTOMER SHOULD GET HIS OWN  
UNIQUE FASHION SHOWCASE**

**SIMILAR TO THE YOUTUBE HOMEPAGE WHICH IS  
COMPLETELY DIFFERENT FOR DIFFERENT USERS**



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## WHY NOW

YouTube delivers video content. Spotify delivers music content. Steam delivers video games. Moving into the future, customers will begin to expect personalization of the same level in the e-commerce fashion industry.

- **New enabling technologies** (AI, ML, DL; AI-powered personalization).
- **Lucky market conditions** — a variety of fashion brands, numerous online customers, lack of tech-savvy solutions.
- **Omnichannel communication opportunities:** web apps, mobile apps, voice apps, chatbots.
- **Infrastructure readiness:** delivery services, customer support tools, payment systems.
- **Hyper-Personalization, Me-Commerce** and **Attention Economy** macro-trends.

	YOUTUBE	NETFLIX	SPOTIFY	PINTEREST	STEAM
MONTHLY ACTIVE USERS	2B	150M	217M	290M	90M
ANNUAL REVENUE	\$14B	\$16B	\$5.9B	\$1.1B	\$4.5B
MARKET VALUE	~\$160B	~\$135B	~\$30B	~\$15B	N/A

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# MARKET\*

## WE ARE SOLVING 15 BLN DOLLAR PROBLEM

**TAM = \$600B**

WORLDWIDE FASHION  
E-COMMERCE MARKET

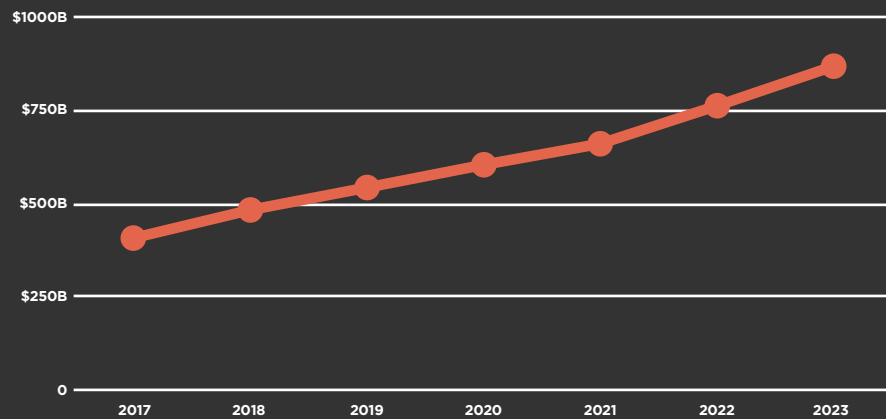
**SAM = \$200B**

US+EU FASHION  
E-COMMERCE MARKET

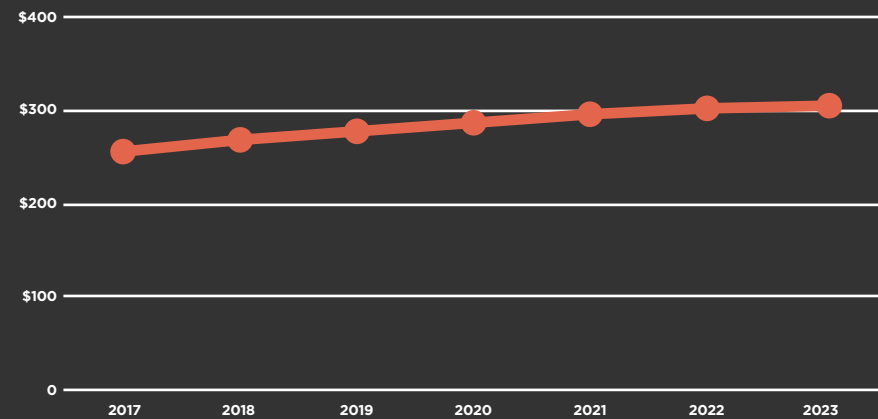
**SOM = \$15B**

AGE / GENDER / INCOME GROUP;  
ARPU \$300; 50M ONLINE CUSTOMERS

WORLDWIDE E-COMMERCE FASHION MARKET, REVENUE IN BILLIONS OF USD  
(ABOUT 30% OF THE TOTAL E-COMMERCE MARKET)



ARPU

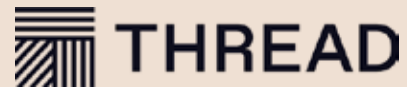


CAGR 2017-2023 IS ABOUT 14%

\* Statista, Shopify, Internet Retailer, Forbes, Nosto, Digital Commerce 360, Accenture, Nielsen

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## COMPETITORS



## TALKANDBUY OFFERS MORE

- We build **a personal fashion showcase** for each customer, where he sees only the fashion items that match his physical and stylistic preferences.
- We provide the ability to manage **multiple customer profiles** under one user account.
- We offer **engaging gamified features** that enable the customer to drive his own online fashion experience.
- We focus on **AI-powered items analysis** in the sake of perfect item-to-customer match.
- We strive for advanced customer service with **a series of chatbots**, each of which, voice or text, acts as a subscription to certain content (hot sales, order updates, customer support, etc.)



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# PRODUCT OVERVIEW

## **FOR PEOPLE**

TalkAndBuy is the most personal fashion marketplace that cares about their preferences and enables them to get perfectly suitable fashion items right in their personal showcases.

## **FOR BRANDS**

TalkAndBuy acts as a dating platform between the customer and the brand, on which all fashion brands not only boost their sales, but also form a pool of loyal customers whose preferences match the brand essence.

# TalkAndBuy

## PRODUCT OVERVIEW

**WELCOME, SOFIA!**  
TELL US YOUR ATTITUDE TO THE FOLLOWING FEATURES:

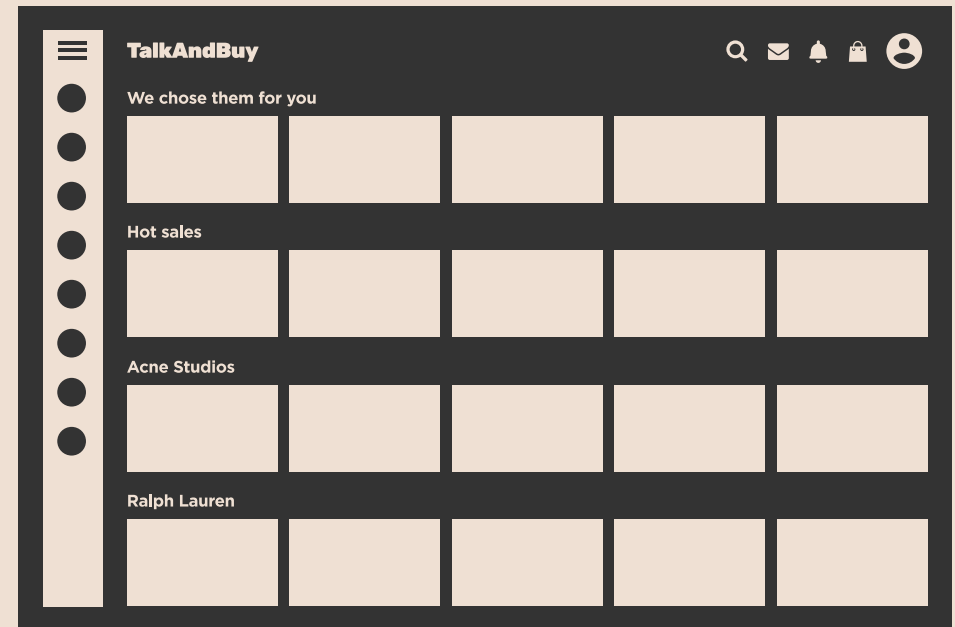
**SPARKLES**  
 HOT  NOT MY STYLE  IT DEPENDS

**LACING**  
 HOT  NOT MY STYLE  IT DEPENDS

**NEXT**

### INTERVIEW

The customer profile is fully based on explicit data.

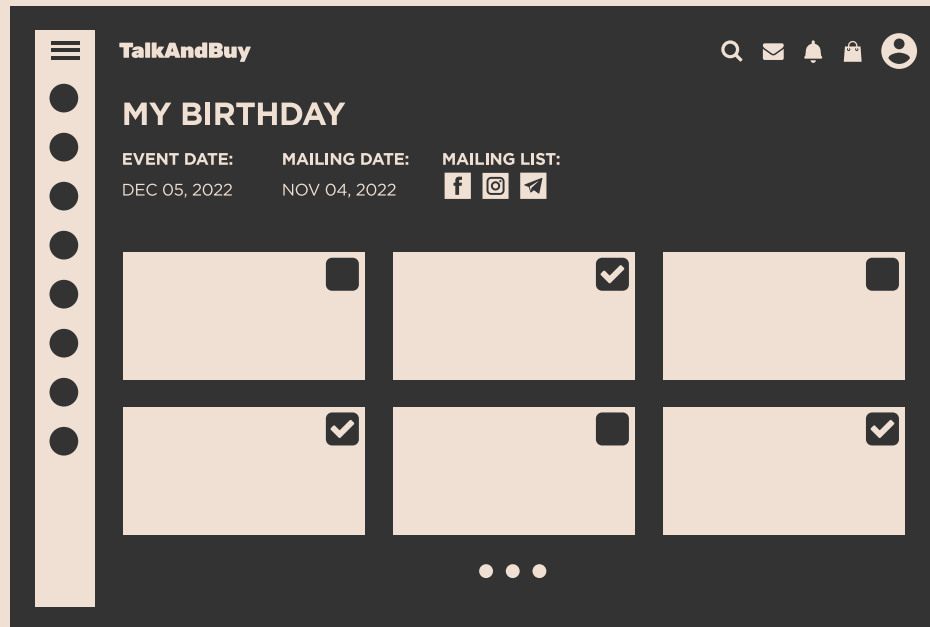


### HOMEPAGE/SHOWCASE

A personal showcase of fashion items for each customer.

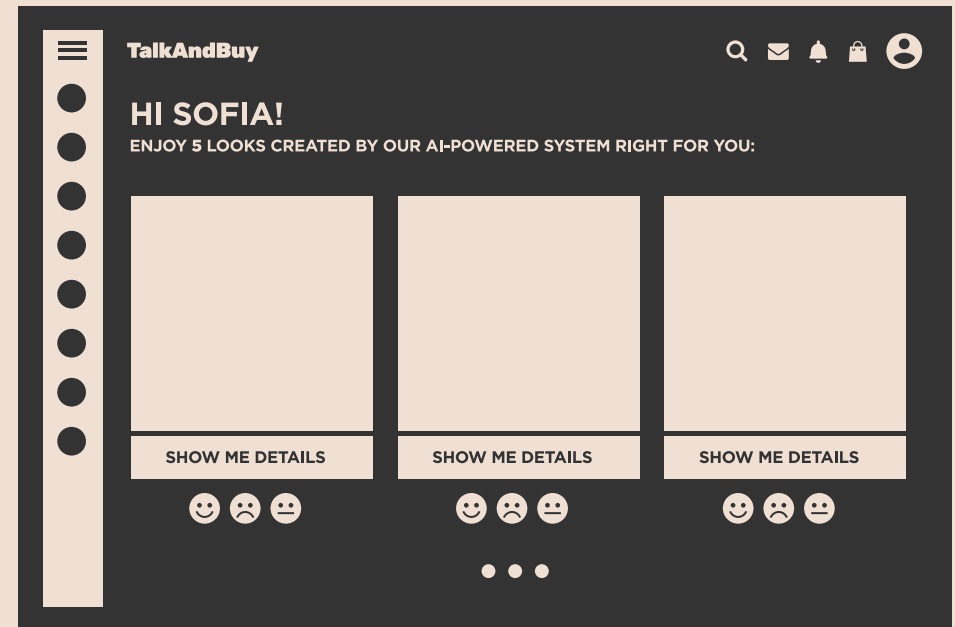
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## PRODUCT OVERVIEW



### TheCase

A special wishlist that can be shared with friends and linked to an event.

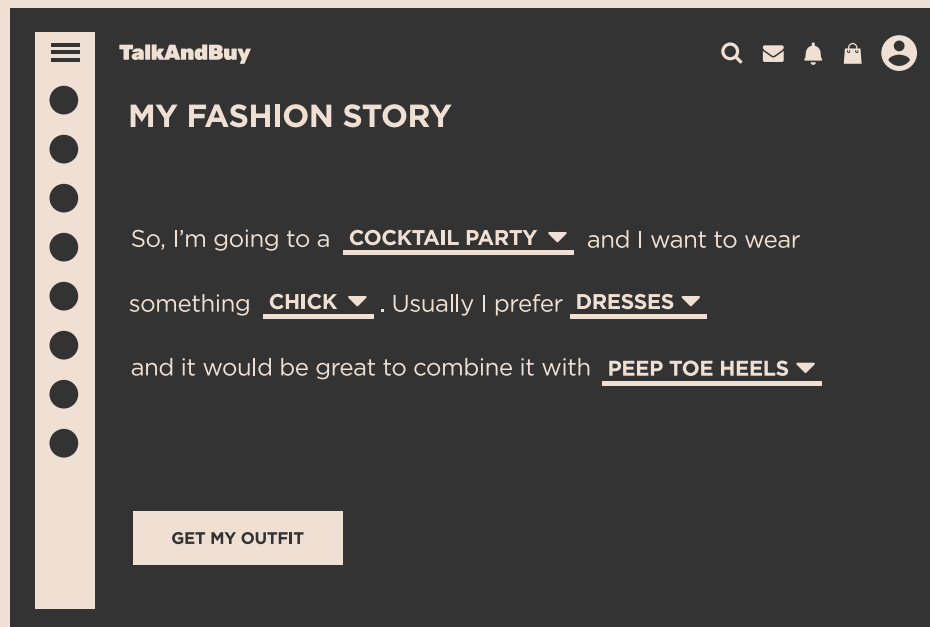


### IBOXES

Five looks created by our AI-powered system monthly for each customer profile.

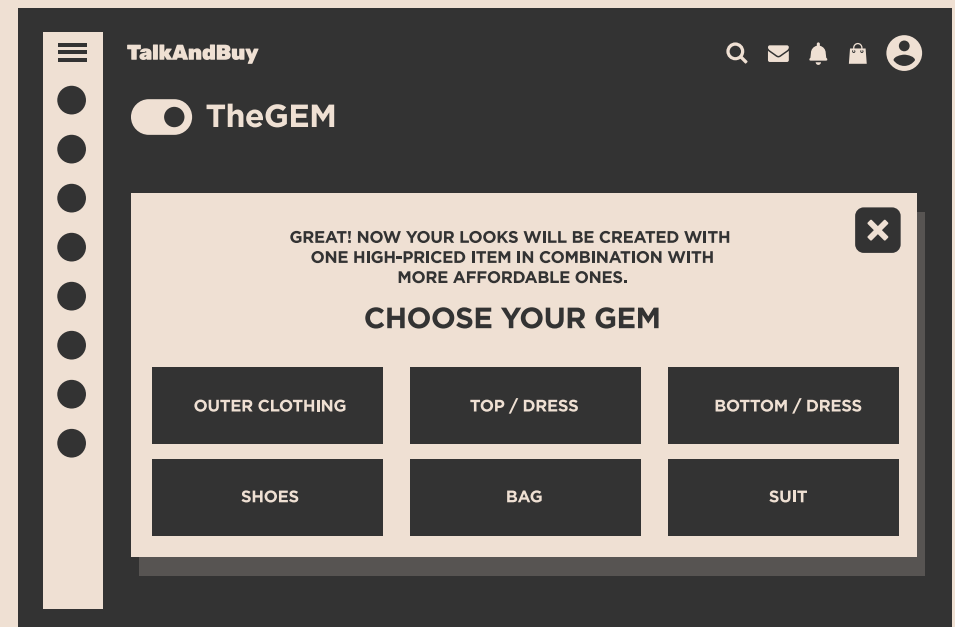
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## PRODUCT OVERVIEW



### STORIES

Fill in the details of your fashion story and get the perfect outfit.

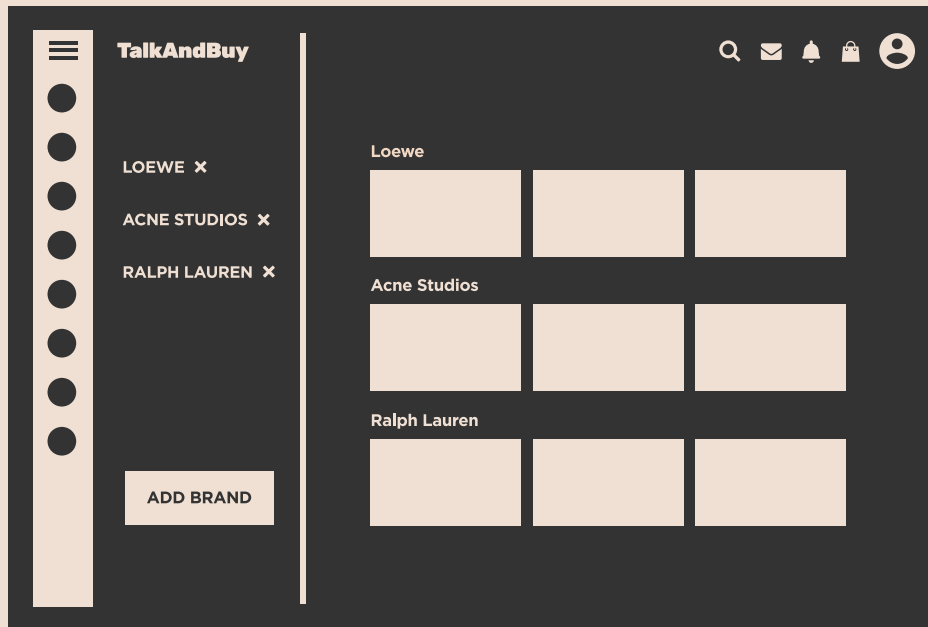


### TheGem

Looks selection system with one high-priced item in combination with more affordable ones.

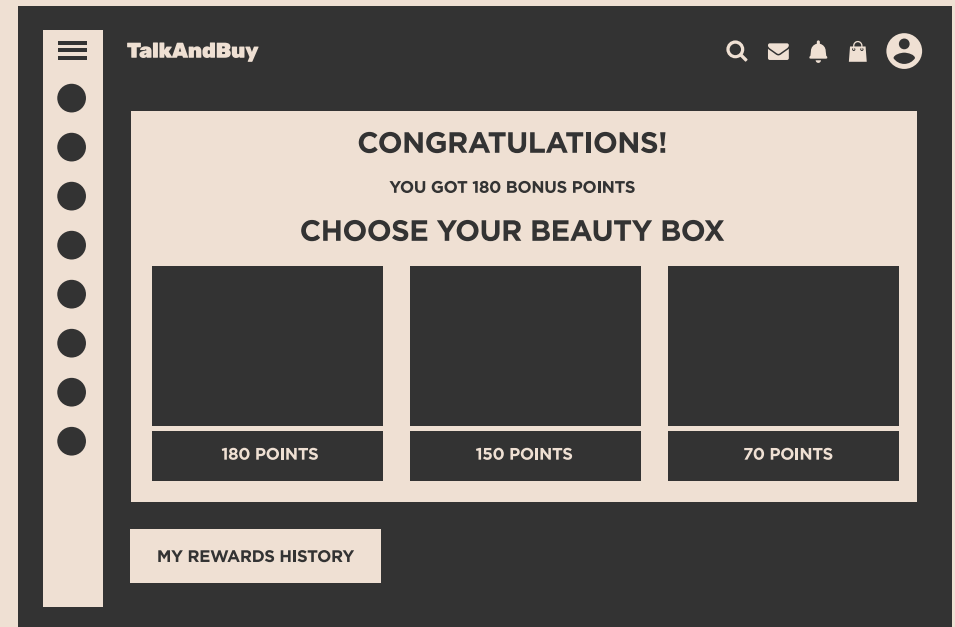
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## PRODUCT OVERVIEW



### SHORTLISTED BRANDS

The customer can specify favorite brands to see them highlighted in the showcase.

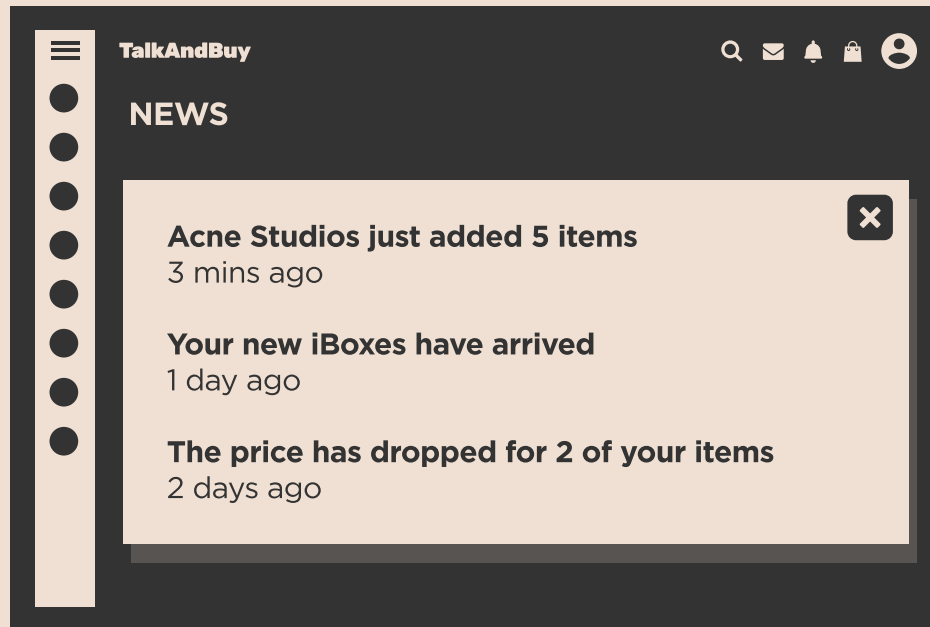


### MY REWARDS

Each customer gets bonus points depending on his activity.

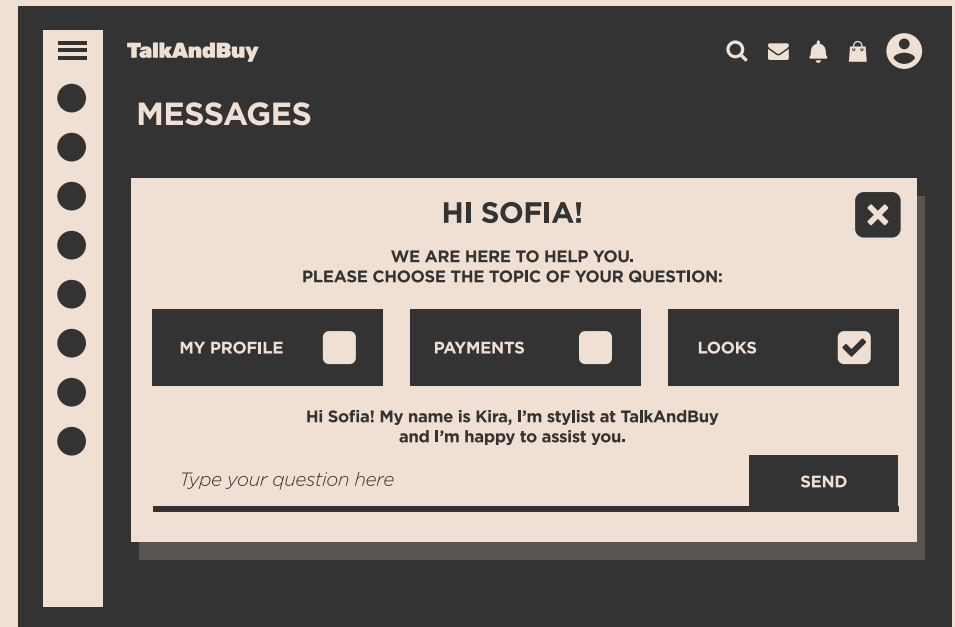
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## PRODUCT OVERVIEW



### NEWS

This is a news feed that shows various updates related to customer choices.

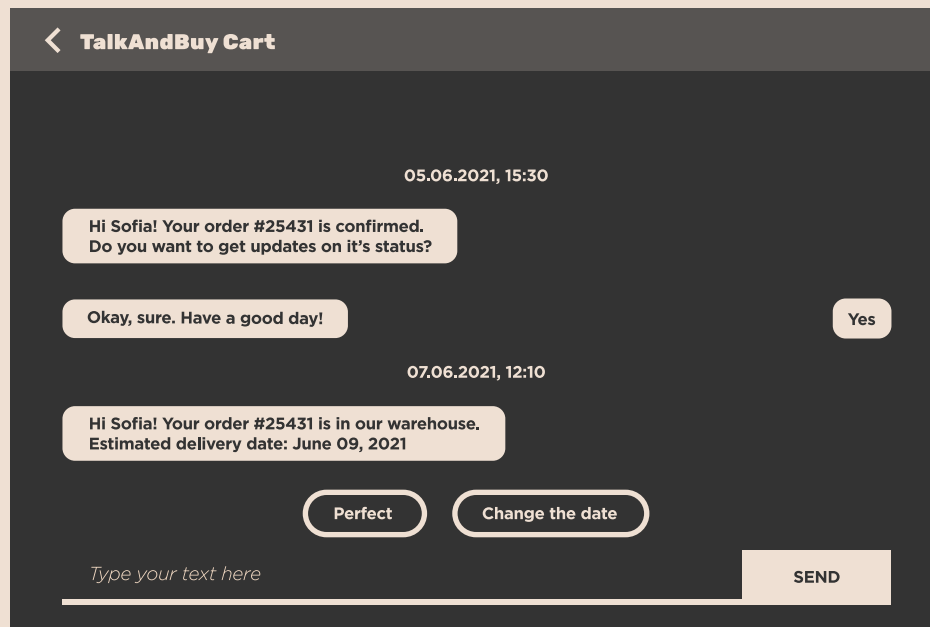


### MESSAGES

The customer has two channels for communication — Stylists and Tech Support.

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# PRODUCT OVERVIEW



**THINK OF YOUTUBE  
FOR FASHION E-COMMERCE  
THAT SPEAKS TO YOU  
PERSONALLY**

## CHATBOTS

Several chatbots act as a subscription to certain content for the customer.

# TARGET CUSTOMERS



## **BUSINESS WOMAN**

She is tired of wasting time searching for her perfect outfit for different events on multiple e-commerce stores and wants to have one individual space for online fashion shopping with personal attitude, where she is known and treated respectfully.



## **FASHIONISTA**

She appreciates personal touch and loves browsing collections, tailored specifically for her.



## **FAMILY WOMAN**

She cares of dressing the whole family, and can do this easily by managing multiple customer profiles under her one user account.



## **FASHION STYLIST**

She dresses several clients and she is happy to be able to manage each client profile under the single user account, while taking advantage of stylistic recommendations from TalkAndBuy.



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# VALIDATION

**100 WOMEN INTERVIEWED**

**IN 4 COUNTRIES (US, UK, ISRAEL, UKRAINE)**

**WILLINGNESS TO BECOME USERS OF TALKANDBUY FROM THE DAY ONE IS CONFIRMED.  
FEW FEATURES ADDED BASED ON THESE INTERVIEWS.**



## PRODUCT ROADMAP

1

The recognition / accounting algorithm for the basic item characteristics.  
Filling the product database by scanning selected fashion retailers and brands.  
Simplified interviews with early customers and further creating their customer profiles and building personal showcases.

2

Improving the recognition / accounting algorithm of item characteristics.  
Online integration with fashion brands and their representation based on agency agreement.  
More detailed customer interviews, customer profiles and building more complete personal showcases.  
Features available: Shortlisted brands, Wishlist, News, Messages, Rewards.

3

Further development of the algorithm and customer interviews improvement.  
Expanding the list of fashion brands and retailers represented on the TalkAndBuy platform.  
Porting a web application to other communication channels.  
Features available: TheCase, TheGem, Stories, iBoxes.

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# MILESTONES

**MONTH 1**

INVOLVEMENT OF THE CTO AND DEVELOPMENT TEAM

**MONTH 4**

MVP DEVELOPMENT

**MONTH 6**

FASHION PARTNERS ACQUISITION

**MONTH 8**

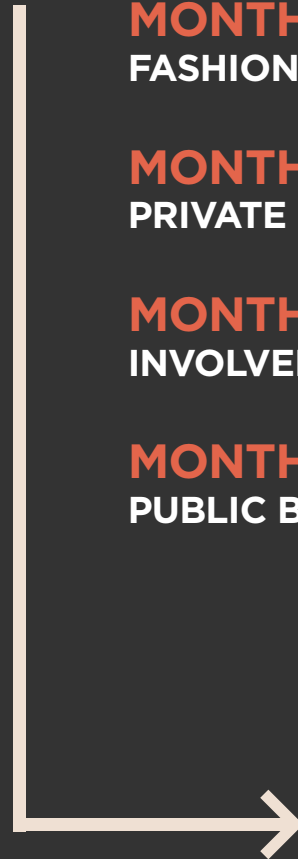
PRIVATE BETA LAUNCH

**MONTH 9**

INVOLVEMENT OF THE CMO AND MARKETING TEAM

**MONTH 12**

PUBLIC BETA LAUNCH

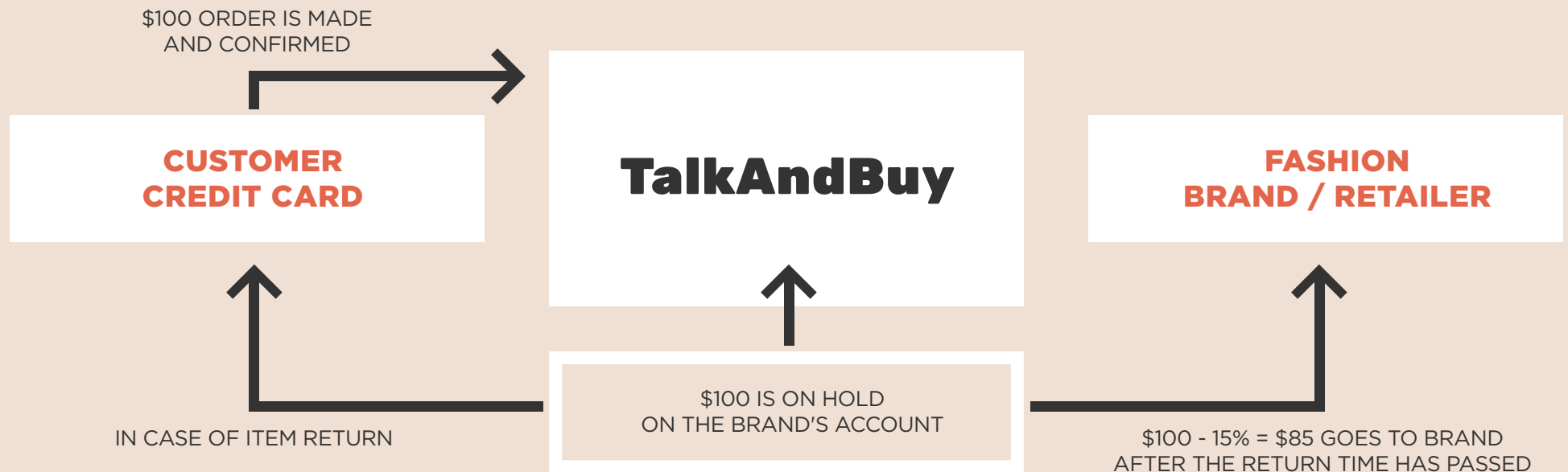


**ESTABLISHING  
PRODUCT/MARKET FIT  
ONBOARDING  
THE EARLY CUSTOMERS**

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## BUSINESS MODEL TRANSACTIONAL

A transaction fee of 15%, including shipping costs, will be charged when the item is purchased from our showcase and the return time has passed. In the future, we can offer just putting a certain amount on a deposit, calculated based on the average return rate and average order value for this brand.



# TalkAndBuy

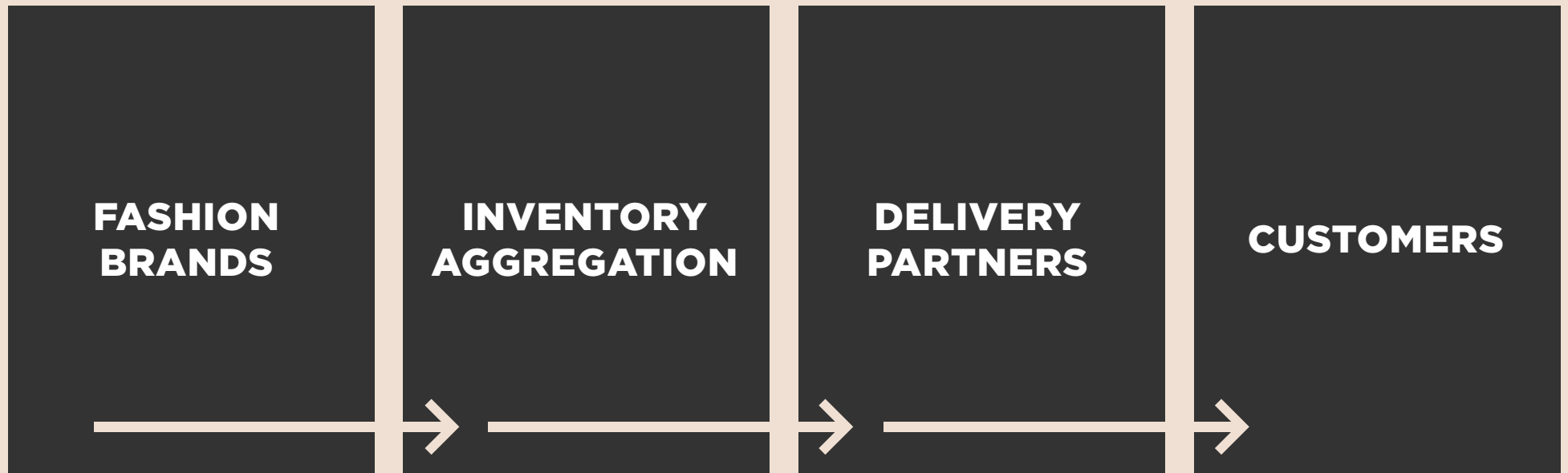
## BUSINESS MODEL ADVERTISING AS CONTENT

As a part of the Interview, we ask our customers if they are interested to see personalized offers from our lifestyle partners.



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# SUPPLY CHAIN



TalkAndBuy acts on behalf of its customer, but to the fashion brands and retailers TalkAndBuy itself is the end client, without disclosing personal customer data.

However, brands have access to analytical reports with aggregated customer data.

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# SUSTAINABILITY

When fashion brands receive more accurate data on what their customers need, the production of unclaimed goods and the number of returns will be significantly reduced.

Brands will be able to build smart manufacturing to replace what can now be called a glut or overproduction.

This entails an increase in the efficiency of delivery services, which means a literal reduction in air emissions and other negative environmental impacts.

TalkAndBuy will particularly promote sustainable fashion brands as part of the sustainability agenda in the fashion industry.

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# USER ACQUISITION EARLY SELLING POINTS



## **FEEL LIKE A HOLLYWOOD STAR**

Interview — tell us about yourself and get perfect outfits for your personal showcase.  
Each customer is worth to be treated individually.



## **GET REWARDS FOR BEING FRIENDLY**

We provide the first 100 bonus points for each new friend who signs up using the personal link.



## **GET INVOLVED — FASHION SHOPPING IS A PLEASURE**

Promoting features such as TheCase, TheGem, Stories, iBoxes.



## **SAVE YOUR TIME AND PRIVACY**

No more empty searches, as well as mindless absorption of customer data.



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# USER ACQUISITION TRACTION CHANNELS

- Targeted opt-in email lists;
- Friends from shared wishlists are invited to sign up;
- Participation in fashion events;
- Building network via social accounts;
- SEO/SMM — organic search, optimized page markup;
- Fashion brands and their social impact;
- PR — Press/Media;
- Highly Targeted Online Advertising;
- Referral Program;
- Word of Mouth.

**The more time customer spends with us, the more perfect his personal showcase and less reasons to go out of the TalkAndBuy Universe and get non-personalized offers from other online stores that meet him every time like it is the first time.**

## WAYS TO GROW

1

### **CATEGORY EXTENSION**

In future we can sell everything related to the customer's lifestyle.

2

### **ASSORTMENT EXPANSION**

We can include items for kids and men, which is especially important in terms of family profile.

3

### **RETURNS OPTIMIZATION**

For an additional fee, we can offer brands a service of 'non-return sales' by accumulating items that are returned by customers in our warehouse, and reselling them by ourselves (i.e. Optoro). Also, it will reduce environmental costs of returns and the amount of unallocated clothes.

4

### **FAMILY PROFILE**

The customer is able to create several customer profiles (for partners and kids) with their own showcases under one user account/login. It can also be a helpful tool for stylists who are responsible for dressing multiple clients.

5

### **INTERVIEW WIDGET**

Provide the interview feature as SaaS for other online retailers and their e-commerce websites.

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# CEO & FOUNDER



**Mila Kosa**  
[mila@talkandbuy.me](mailto:mila@talkandbuy.me)

**10 years** of experience in Team Management  
**10 years** of experience in Project Management  
**1000+** successful digital design projects

# INVESTMENT GOALS

- 1 Involvement of the CTO and development team to create MVP.
- 2 Involvement of the CMO and marketing team for Public Beta Launch.
- 3 Establishing Product/Market Fit and onboarding the early customers.

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