

GoshPosh

A simple discovery-based marketplace where anyone can buy and sell fashion merchandise using their mobile phones

Overview for Mayfield Fund
Jan 2011

Unmet Market Needs: Massive Opportunity for New Marketplace

BASIC NEED

PAIN POINT

SELLER

Women have unwanted items in their closet that they would love to sell.

Boutique stores need an online outlet to sell a portion of their inventory

Current marketplaces are hard to SELL from:

the listing process is time consuming and daunting

BUYER

Women need a fashion destination where they can discover and purchase new fashion ideas, style tips, and products.

Current marketplaces are hard to BUY from:

they are built on search while fashion is more suited for a discovery buying process

GoshPosh: A Simple Marketplace for Fashion

1. *The listing process is simple and engaging:*

Users list items using mobile smartphone (iPhone) and convert the photo into a fashion quality image

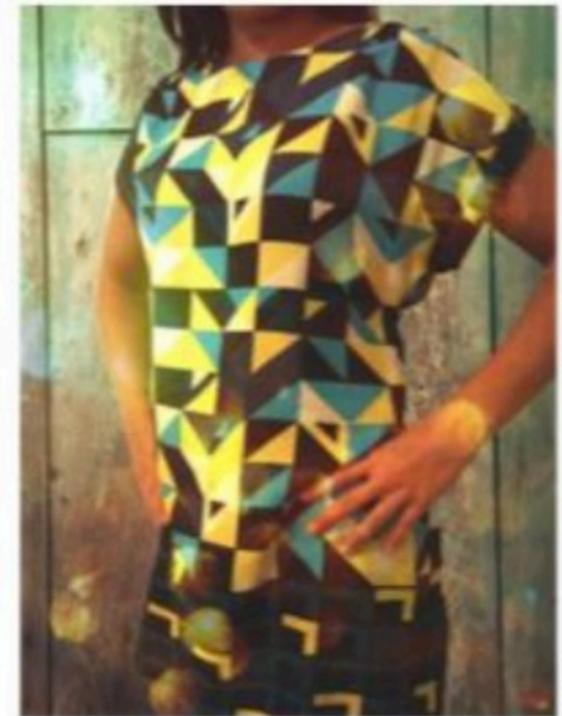
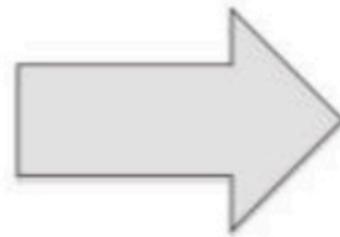
2. *The discovery and browsing process is simple and engaging:*

Users discover products through people

3. *The buying and selling process is simple:*

GoshPosh acts as an intermediary for all transactions

Sellers Create Engaging, Fashion Magazine Quality Images on their Mobile Smartphones



Buyers Discover Products Through People

 **sarahb**
4 MINUTES AGO IN DRESSES



Formal party dress with sequins **\$150**

[Follow Listing](#) [Send Question](#)

DESCRIPTION
This is a dress I bought for a party and only wore once. It is in perfect condition. It is absolutely gorgeous! Sed bibendum rhoncus odio, vel fringilla est porta a. Nam fermentum posuere lacus, id tincidunt tortor hendrerit vitae. Maecenas auctor odio in enim tempor sit amet.

SIZE: 8
COLOR: black
CONDITION: Like New

[Like](#) [Comment](#) [BUY NOW](#)

[MORE PICTURES](#)



COMMENTS

juliet81 Adorable! <3
citychic So cute

Market Opportunity and Size

US Apparel Market Highlights

	2010 Market Size	2010 growth	2015 growth <i>(projected)</i>
eBay Market	\$2B	7%	6%
Online Market	\$27B*	17%*	10%
Overall US Apparel Market	\$200B	3%	2%

* 2009 market size, 2009 growth rate

Market Opportunity and Size

Fashion Resale and Boutique Market Highlights

10M buyers purchased \$2B worth of fashion merchandise on eBay in 2010

13 pieces of clothing, pairs of shoes and accessories are sold every minute through eBay's mobile apps worldwide

Currently there are 2M listings for used fashion merchandise on eBay

Plato's Closet, the largest teen resale retailer in US has 300 stores representing over 1M square feet of retail selling space

There are currently 80,000 independent boutiques in the US generating \$80 billion gross revenue

Market Opportunity and Size

Customer Feedback

"I would love to trim my closet & have an easy way to sell the items."

- User Experience Designer, LA

"Great great idea! I have always wanted something like that! You know that I will for sure use something like that."

- Fashion Designer, NYC

"Yes! Every time I post something on eBay it takes forever to do it and then nothing happens which makes me feel like I'm wasting my time. I've lost faith in the whole eBay thing. I'd totally be up for something easier."

-Executive Assistant & Mom, Fairfield CT

"So, with GoshPosh, could I finally figure out where you bought that leather jacket so I can get one too?"

- HR Professional, Cleveland OH

Seeding the Marketplace Involves Identifying Key Sellers with Influence and/or Inventory



Creating a Virtuous Cycle of Marketplace Growth

RECRUIT SEED USERS

Organic, Direct,
Partner Marketing

RECRUIT NEW USERS



ENGAGE USERS

Recommend users to follow, show new product

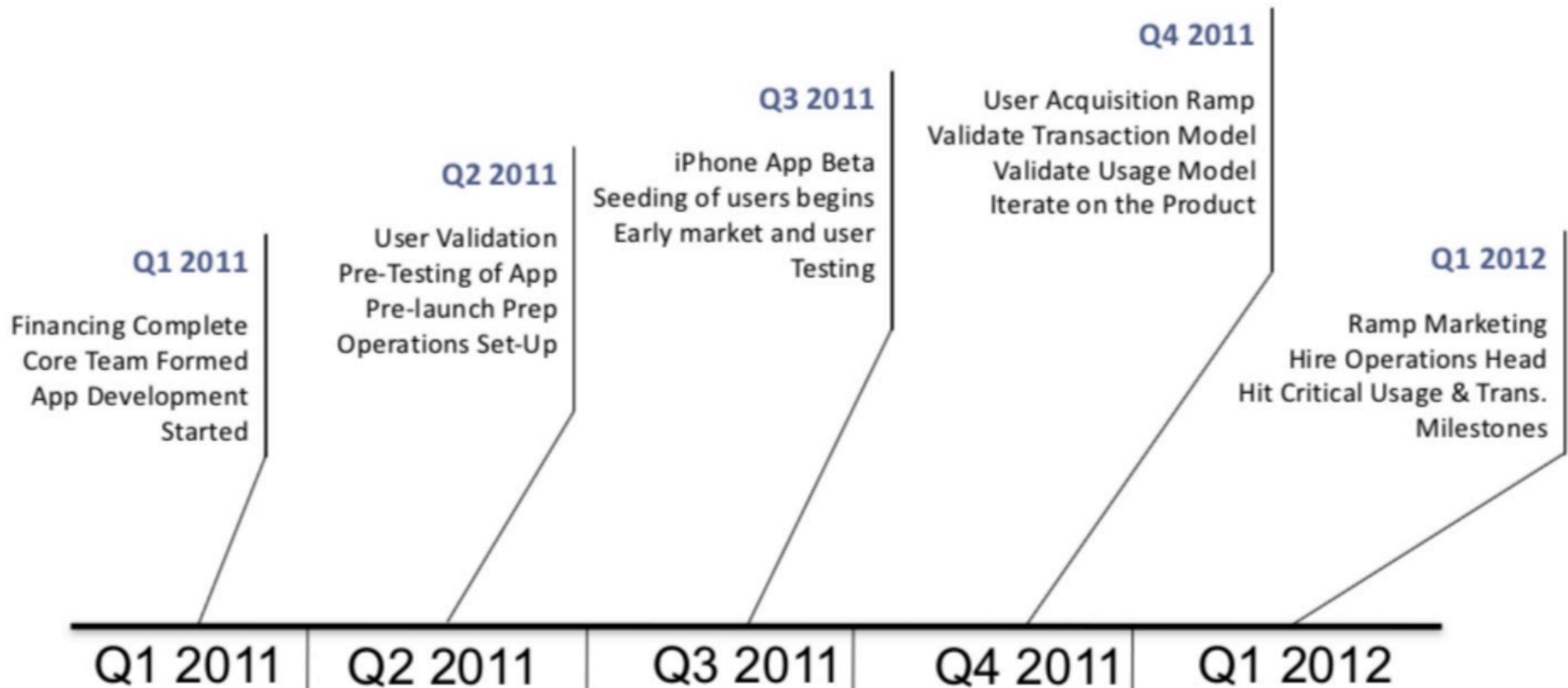
CREATE LISTINGS



SHARE LISTINGS



Key Milestones by Quarter 2011-2012



GoshPosh Acts As Intermediary for All Transactions

Levels of Shipping Intermediation (Examples)	Seller Pain Points			Potential Revenue Stream
	Provide Label	Provide Packaging	Provide Fulfillment & Shipping Services	Centralize Shipping Costs
1. Chegg, Consignment	✓	✓	✓	✓
2. ThredUp, Glyde	✓	✓	-	✓
3. StubHub	✓	-	-	✓
4. eBay, Craigslist	-	-	-	-

GoshPosh will serve as an intermediary for financial transactions, customer service, and dispute resolution