Product & Engineering
blog.gofynd.com

Habit-Forming App With Gamified Features

Mix & Match
India's only algorithmic lock-based shopping app

For You
Personalized products, brands, collections

Gravity View
View products by tilting

Universal Size Guide
Normalized sizes across brands

Flashpay
Industry's fastest 2-step checkout flow

SEO-First Engineered Website

Brand Keyword Optimized

Mobile Friendly

ISP Cached via Akamai
Faster load times, super compressed rich content

Non-Scrappable
Ensures direct traffic and end customer ownership

Launch: June 15, 2018
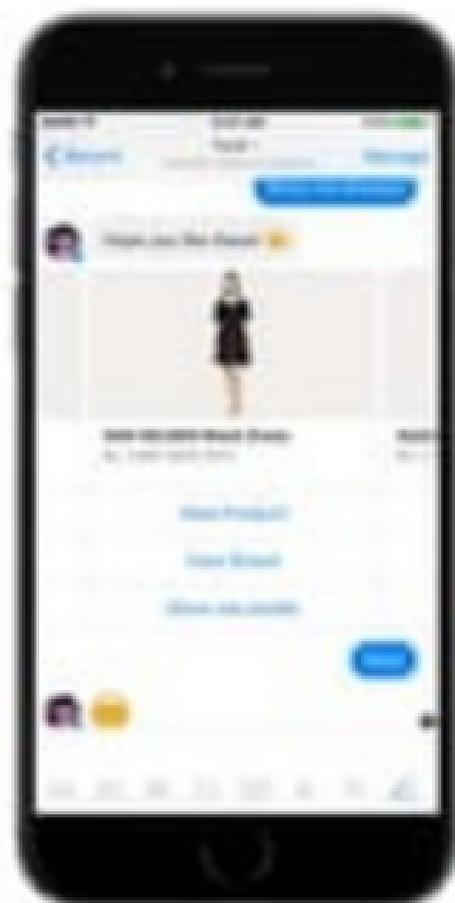
Fify: World's First Fashion Shopping AI Botfriend

http://m.me/gofynd

Conversational Commerce
Beta v0.1 Weak AI Bot. Clear roadmap to become Strong AI Bot

Customer Activation Channel

Long form working paper available on request

Fynd

Building India's Largest Fashion Retailer

Strong Business and Product Team

Farooq Adam | Co-Founder, Product, Engineering & Growth
- 5 years as Big Data Architect at Opera Solutions, New York. Member of world wide Netflix Challenge winning team
- Master and Bachelor in Structural Engineering, IIT Bombay (2008), thesis published as book
- Angel Investor: Bizongo, Frodocam, Saral, Truce, Creatx.io, +2

Harsh Shah | Co-Founder, Operations & Brand Growth
- 3 years as Management Consultant at Opera Solutions, New York
- Bachelor in Materials & Metallurgy Engineering, IIT Bombay (2010). Head of the Entrepreneurship Cell
- Angel Investor: Bizongo, Saral, Truce

Sreeraman MG | Co-Founder, Design & Marketing
- 3 years as Head of Design at Pagalguy.com
- Founder Logoraman and Mgeez.com
- Master in Interaction Design, IIT Bombay (2014)

Subhranath Chunder | VP Engineering
- 4 years as VP Engineering Zopper. Built 90% of the platform and the complete engineering team
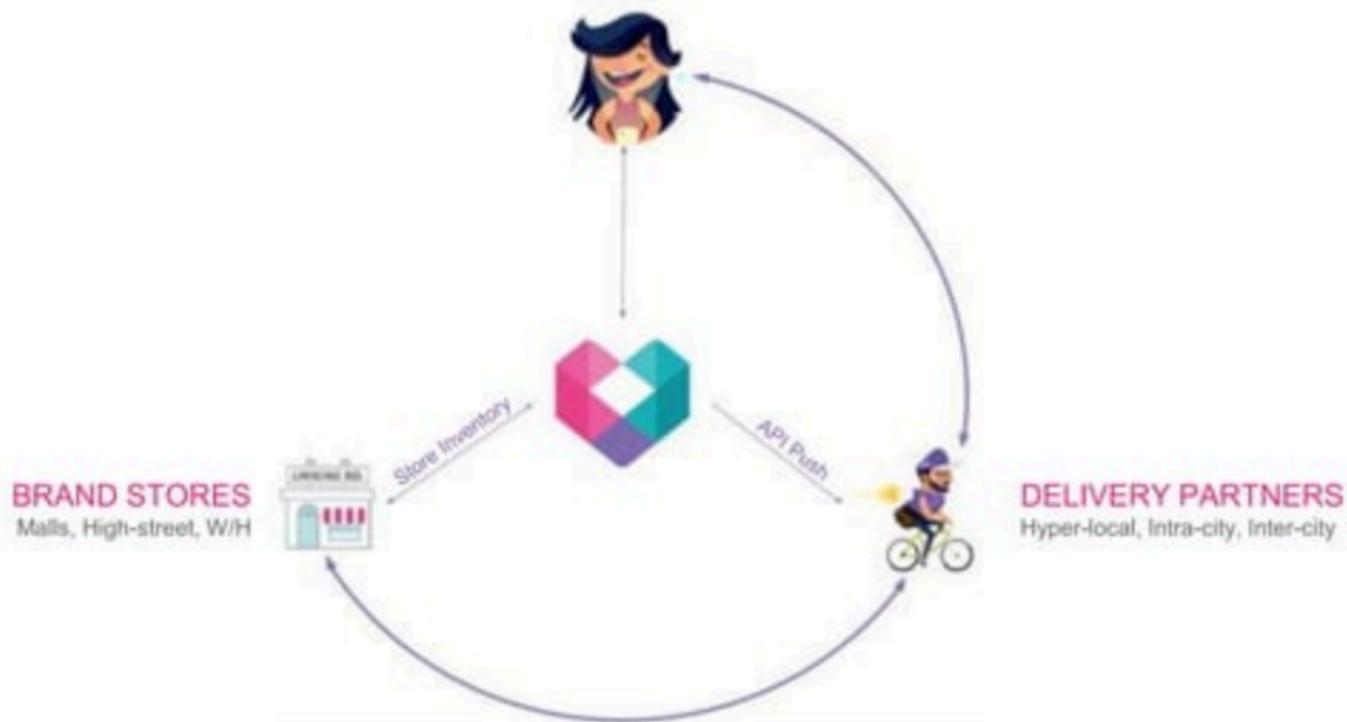- Software Architect with Knowlarity and Shine, HT Media

Sandeep Verghese | VP Brand Growth
- 6 years as Founder at Tulips leading Sales and Operations across the country
- Head of Marketing and Business Development, South India - IBM

Execution focused team with extensive experience in data, internet, and consulting

O2O Information Arbitrage: 3 Sided Marketplace for USD 20BN Fashion Retail

BRAND STORES
Malls, High-street, W/H

Store Inventory

API Push

DELIVERY PARTNERS
Hyper-local, Intra-city, Inter-city

Completely Leveraged - Zero Inventory Cost, No Field Force Operational Cost
20% Transaction Commission, 15% Gross Margin

Ecommerce 2.0: Customer Promise

Fynd**NOW**

World's Fastest Online Shopping Destination
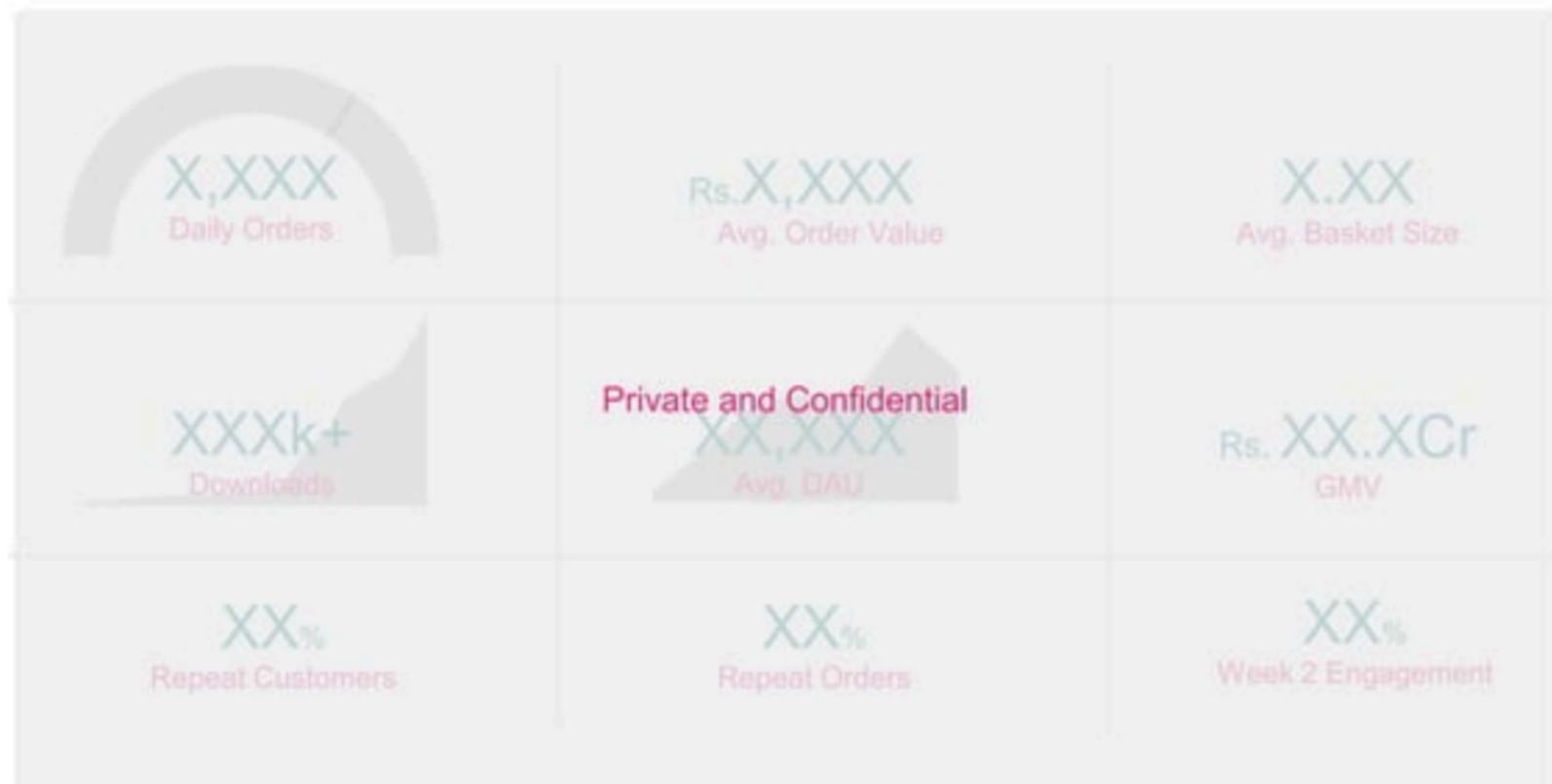
**Fastest
Discovery**

**Fastest
Checkout**

**Fastest
Delivery**
As fast as 2 hours

In a study covering 300+ customers, 83% said the most important reason for shopping with Fynd was **fast delivery**

Independently correlated with high NPS

Traction Summary

X,XXX Daily Orders	Rs.X,XXX Avg. Order Value	X.XX Avg. Basket Size
XXXk+ Downloads	**Private and Confidential** XX,XXX Avg. DAU	Rs. XX.XCr GMV
XX% Repeat Customers	XX% Repeat Orders	XX% Week 2 Engagement

Unit Economics

		ASP	< Rs. 1500	
Order Value		Rs X,XXX	Rs X,XXX	
Fynd Comm.	20%	Rs. XXX	Rs XXX	
Delivery Fee			+Rs. 50	
Payment Fee	2%	-Rs XX	-Rs. XX	
Delivery Cost		-Rs XX	+Rs XX	*Cost reduces at larger volumes*
Packaging		-Rs XX	-Rs XX	
Margin	~15%	+Rs.XXX	+Rs.XXX	

Private and Confidential

Close Looped Digital Habit Strategy

Habit-Forming App
Transaction & Retention Channel

SEO-First Website
Brand Keyword Optimized

Content Commerce
Search Optimized Fashion Articles

THE CLOSET

Catalog Retargeting
Retargeting Channel

Conv. Commerce
Activation Channel

Mobile

Desktop/Search

Messaging

Social Media

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Strong Brand Traction

142(220) Marquee Brands
Brands across the aspiration pyramid

32k(50k) Products
India's largest in-season inventory catalog

8k(12k) Real-time Store Inventory
India's only company with such access at scale

Delivery India-Scale Ready

6k+ Pincodes Serviceable

8+ Delivery Partners
Hyper-local, intra-city, and inter-city

2hrs Fastest Delivery Time

Greedy Order Fulfilment
Algorithmic store-delivery partner assignment optimized for
both time and cost

Same Day Delivery	846
Next Day Delivery	2,124
Two Day Delivery	3,121

India Scale Pincode Distribution

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Deep Real-time Ecosystem Integration

ERP: Global Inventory

SAP · ORACLE · MySQL · browntape · Uniocommerce · martjack

Point of Sale: Store Inventory

shoper · ETP retailone · GINESYS · Microsoft Dynamics · NAVISION *The Way to Grow*

Delivery Integration

Delhivery · gojavas · Ecom Express · holisol · LOGINEXT · gopigeon

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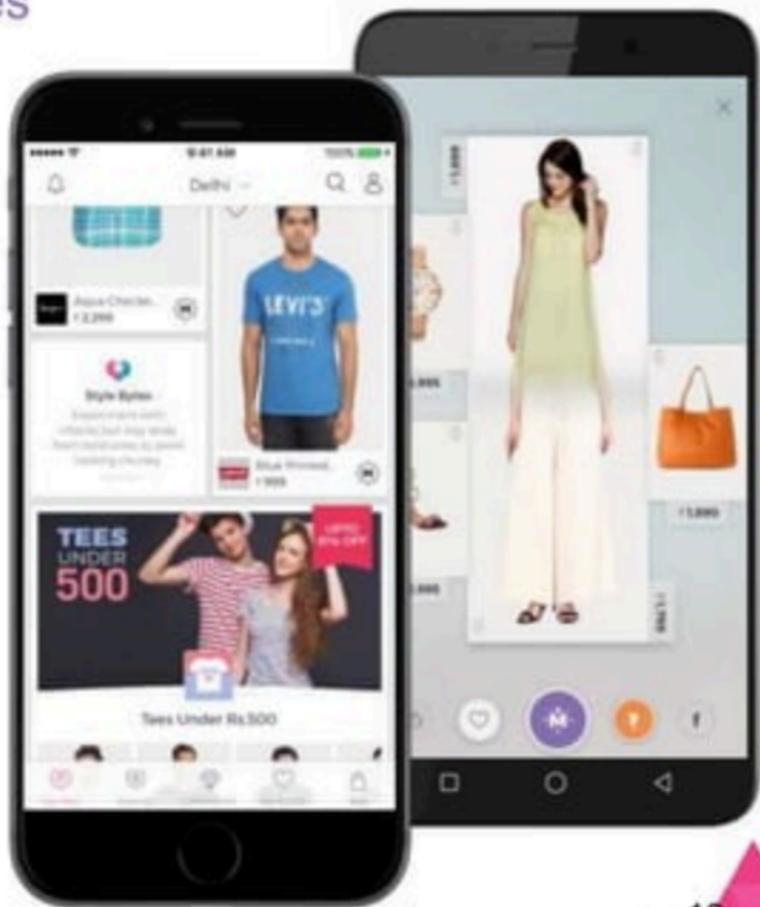
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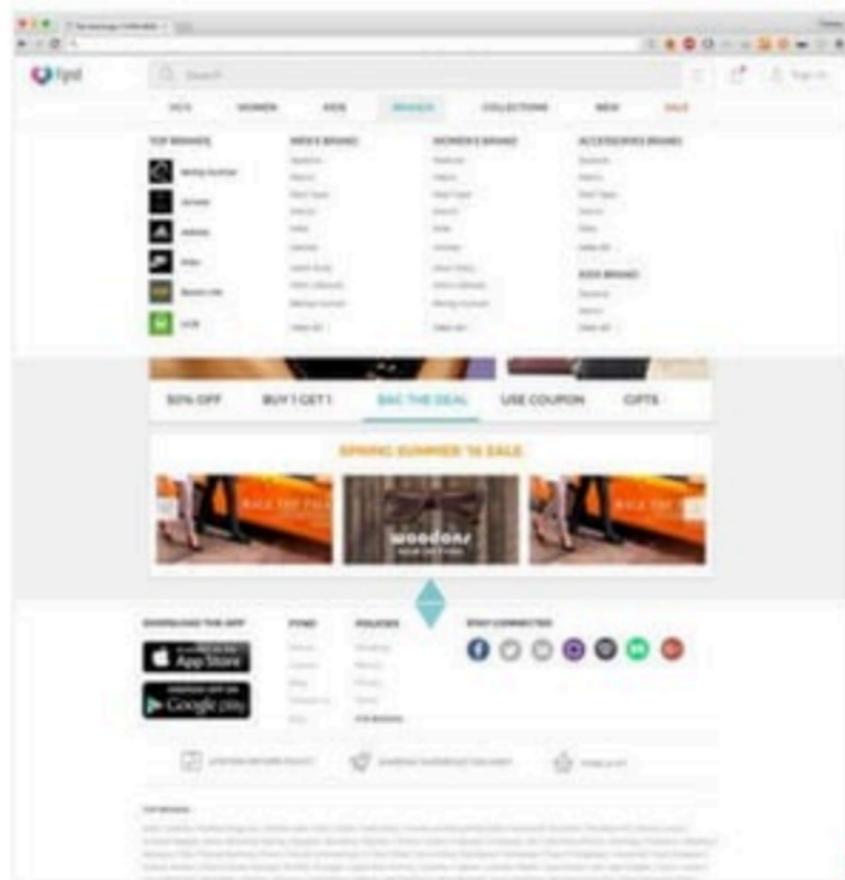
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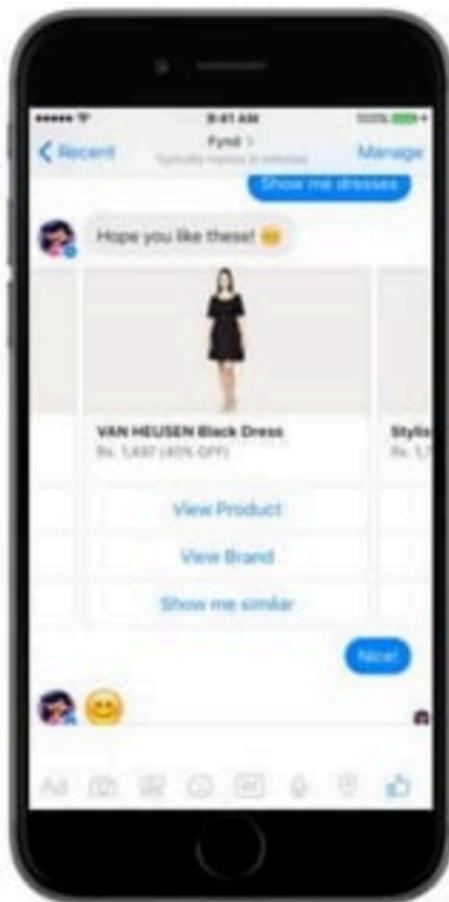

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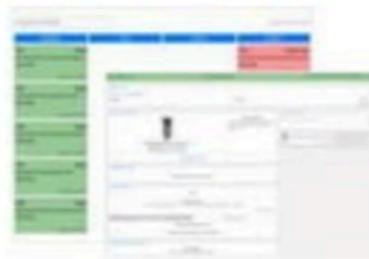
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Product Centric and Extreme Automated Organization

Fynd CC
Suite of products to manage every aspect of the app and transaction - cataloging, customer support, promotions etc.

Custom Growth Stack
Mix of SaaS and home-grown tools ensure every byte is tracked in real-time

Bot Alerts
Comprehensive Slack alerts for every external dependency - inventory syncs, payment failure, gateway

Fynd Vision(R&D)
Using deep neural networks to automate product classification from images

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Growth Targets

Featured by the App Store on the homescreen **17**

Growth Targets: July 1 - Aug 15

GMV: USD X.X MM

Deliveries: XXXk+

Peak Daily Orders: XXk+ **Private and Confidential**

Customer Satisfaction: X+

The
Grand
Brand Sale

Upto 80% Off

Future of Fynd

Model is exponential scale ready

First port of call for fashion discovery and transaction

Global Expansion
Store model easily replicable in mall friendly geographies - MEA, SEA

Largest Retail Information Exchange
New avenues of monetization

Team and Key People

26	3	3	8	15	11	3	3
Engineering	Design	Growth	Brand	Catalog	Operations	Finance	HR + IT

Subhranath Chunder
VP - Engg
Zopper
Knowlarity

Mukul Sharma
Lead - Interface
Fractal Analytics
Tech Mahindra

Rajni Kant Sinha
Sr. Product Manager
Shoptosurprise (Founder)

Ronak Modi
Product Growth Manager
Disney

Sandeep Verghese
VP - Brand Growth
Tulips Furnishings (Founder)
IBM

Darshana Gajare
Editor - The Closet
Reliance Brands, Chemistry, NIFT
3 Other Things (Founder)

Joshua Finny
Lead - Catalog
Amazon
Media2Win

Ruchir Bhomawat
VP - Operations
Greenlight Energy
ZS Associates

Pratik Salia
Lead - Delights
Pepperfry.com

Jai Sangoi
VP - Finance
Hopscotch.in