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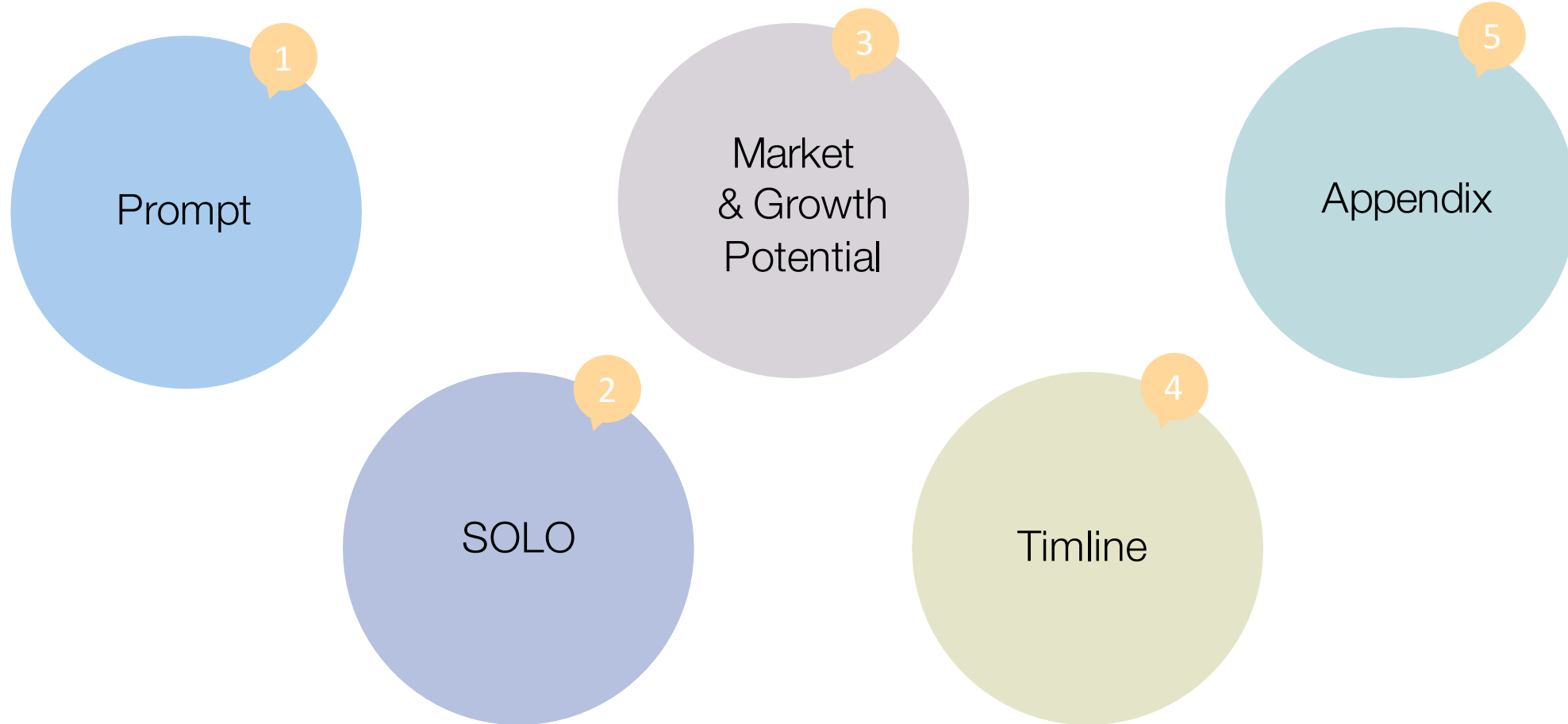
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Come up with a unique fighting solution that allows people to **create gifting & wish list, focusing on Millennials**, that can be implemented before the holiday season this year

Solo is a mobile application that combines an item exploration feature with product feed feature, along with multiple other features that make gifting and window shopping experience delightful.

3 Major Functionalities



Item Exploration

An interactive swiping platform that allows users to swipe left to dismiss the suggest item, swipe right to "like" the item, and swipe up to **place the item into user's wish list**



Activity Feed

Scrolling feed of products that other users (only ones that the user is following) are liking and wish listing **for user to browse.**



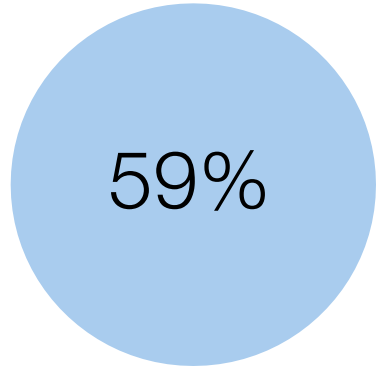
User Profile

Simple and segmented **profile that shows user's wish list, liked items, followers and those following.**

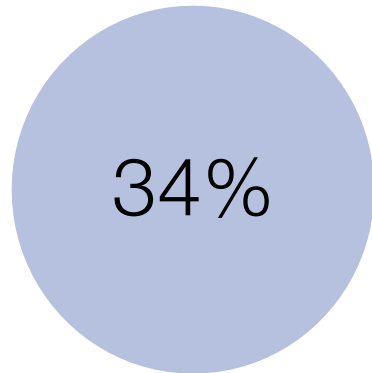
All items on our platform are under \$50
You might say that the prices are “so low”



The only place where users can compile their own & others' **materialistic identities, and purchase products** without cumbersome search queries while **feeling delighted**



¹Millennials get gift inspiration by looking at their social media profiles or wish list



¹Millennials like brands associated with social media

Benefits for eBay

This application aims to increase engagement with Millennials

Rebrand eBay's "old" and "used item" concept with more fresh and modern design

Revitalize the mobile platform to familiarize users with eBay inventory

Increase eBay users overall due to quick and easy onboarding process

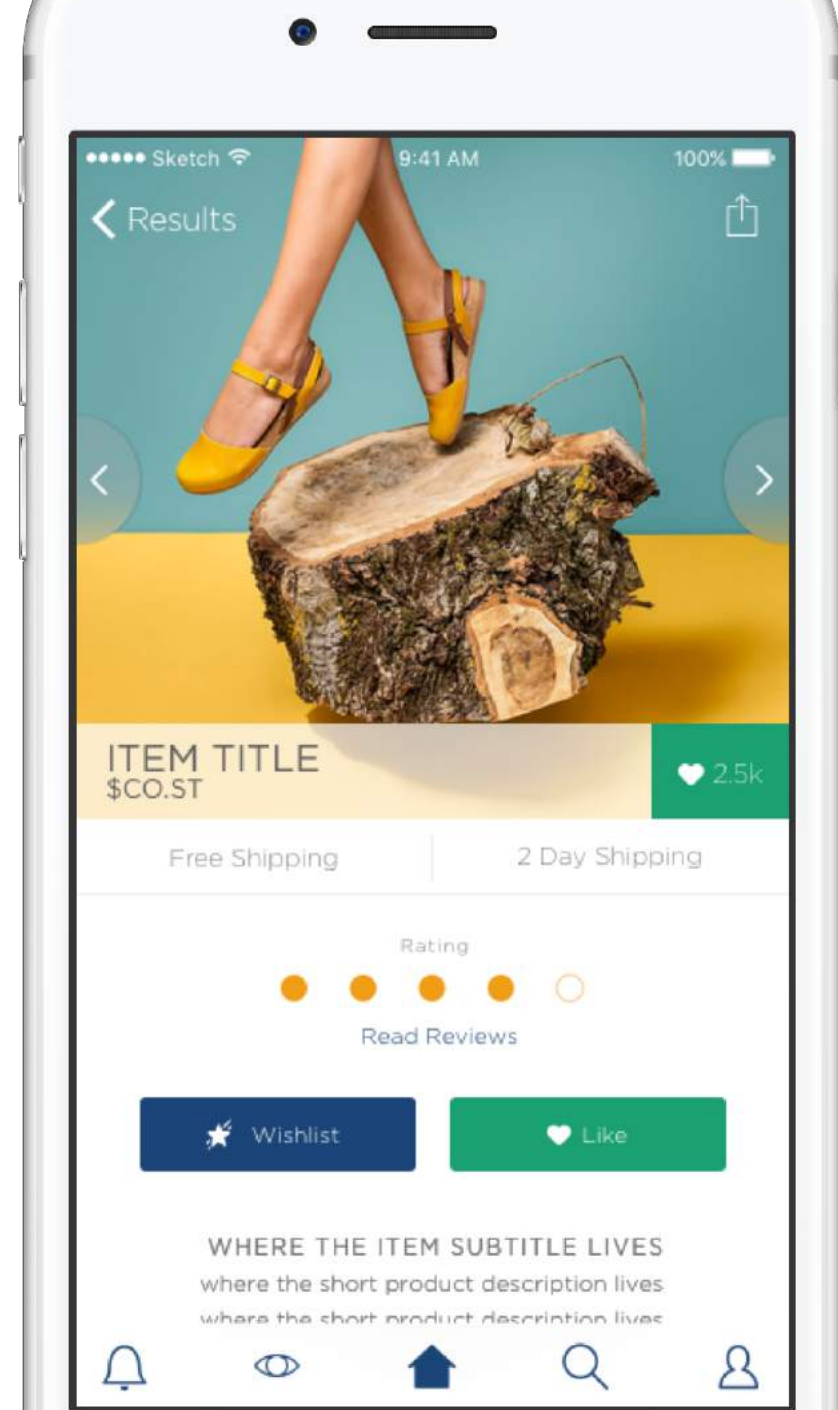
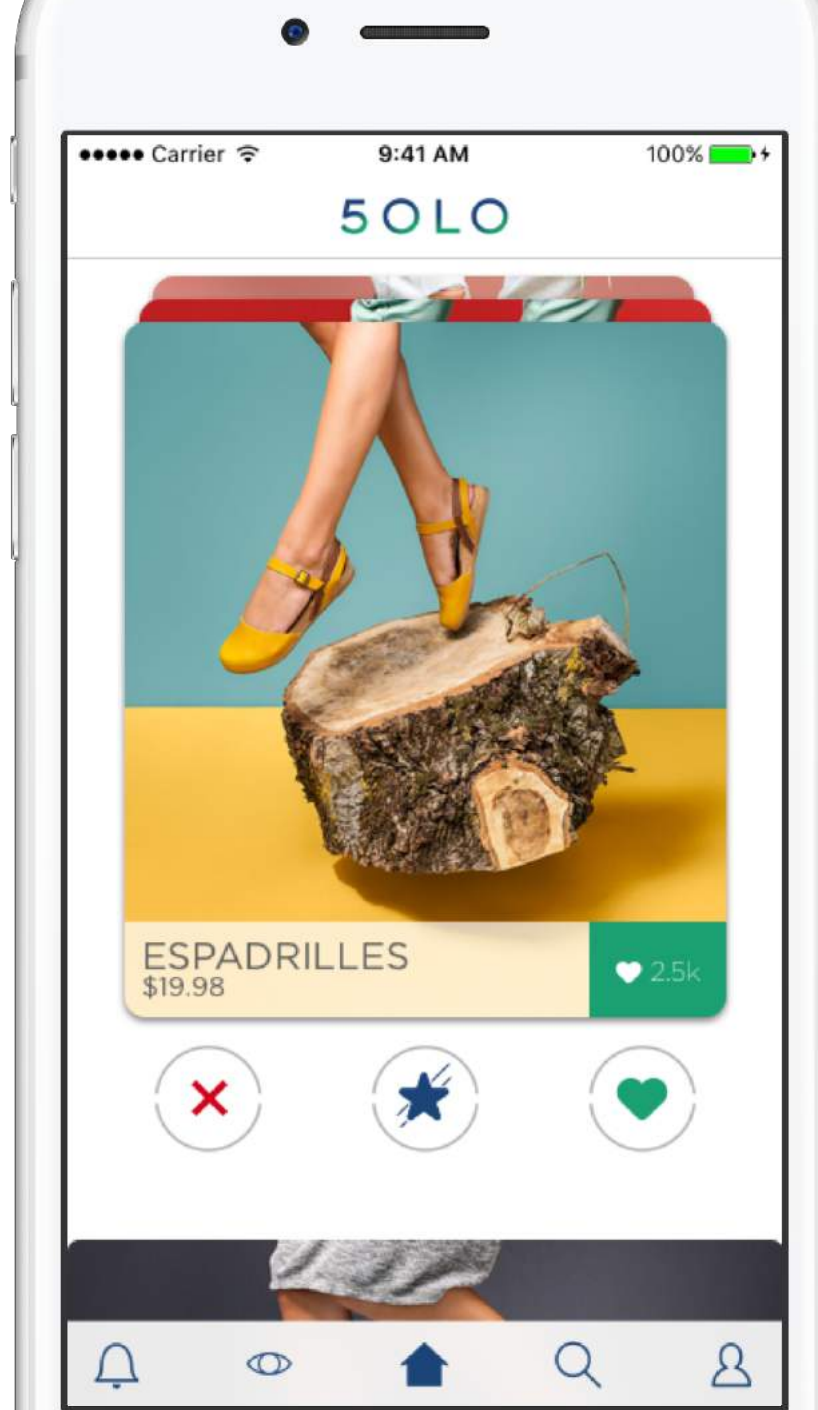
Explore

All of eBay Listings

- **Swipe through a selection** of eBay's listings with a like, dislike or wish list

Customization

- Each swipe will build your **unique style** and **personalize current trends**



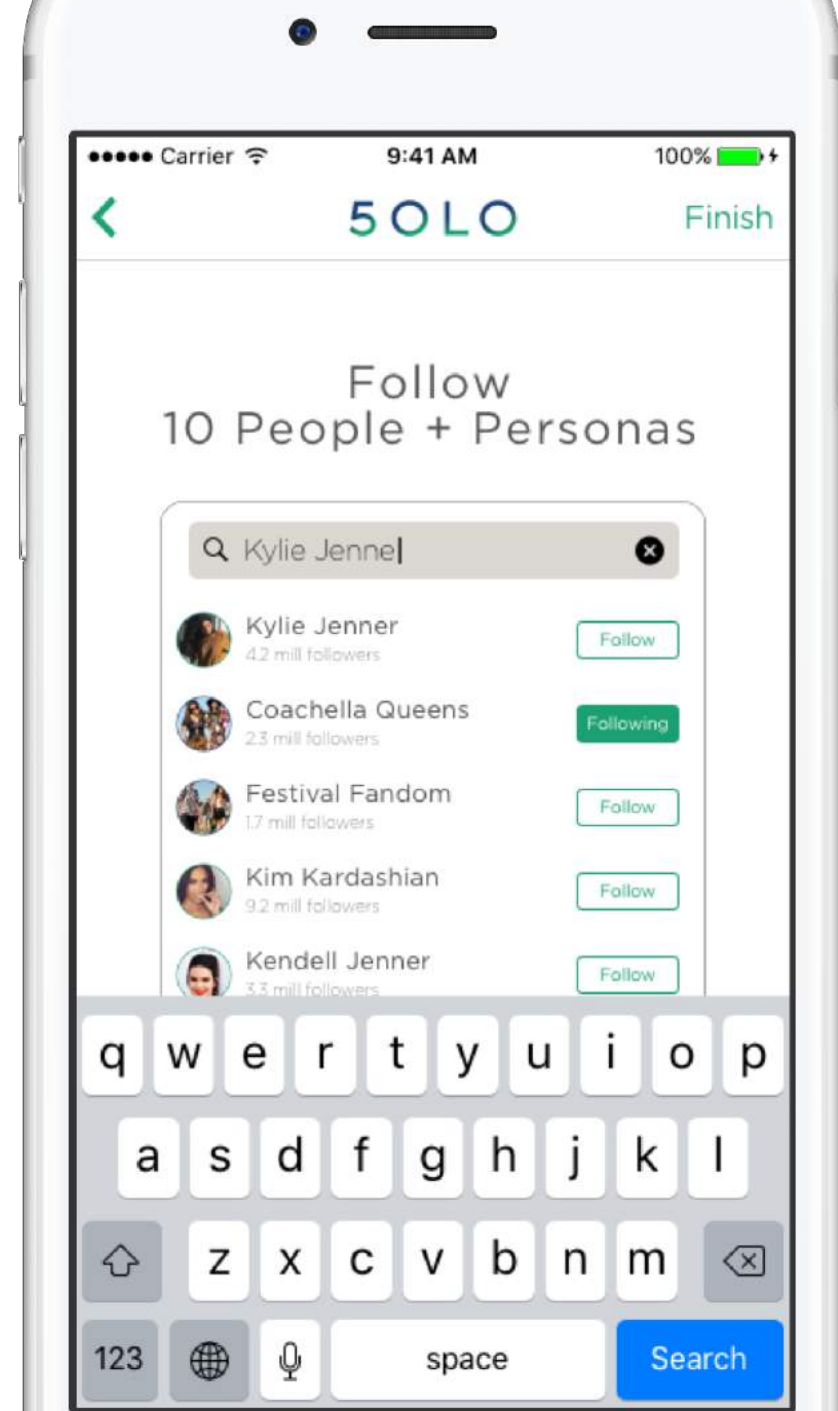
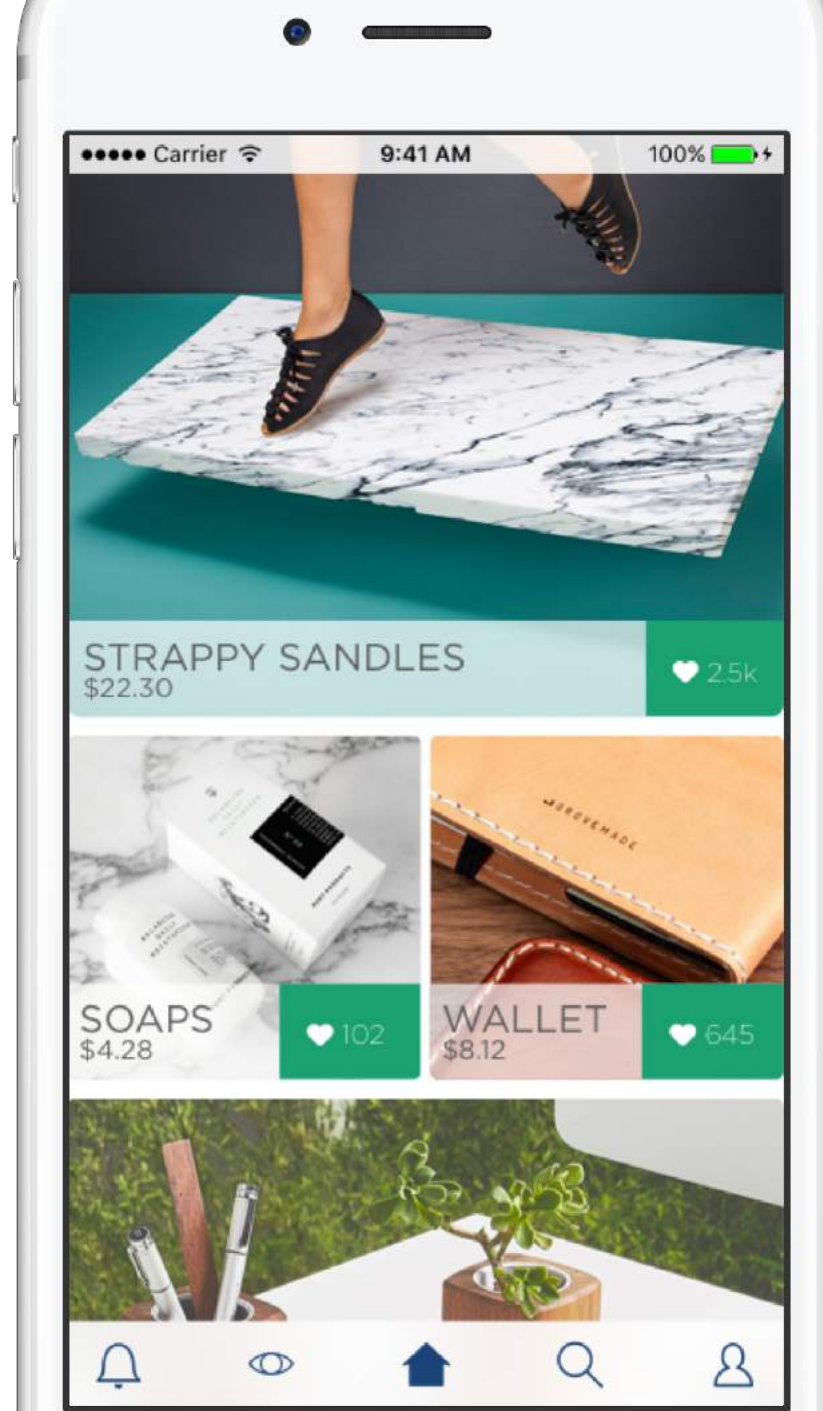
Activity Feed

Feed Personalization

- You can follow up to 10 **trending personas**, and unlimited number of other users to **customize your feed**.

Diversity of Products

- Your Activity Feed will show all the **top liked products** from users you are following, along with number of likes and price.



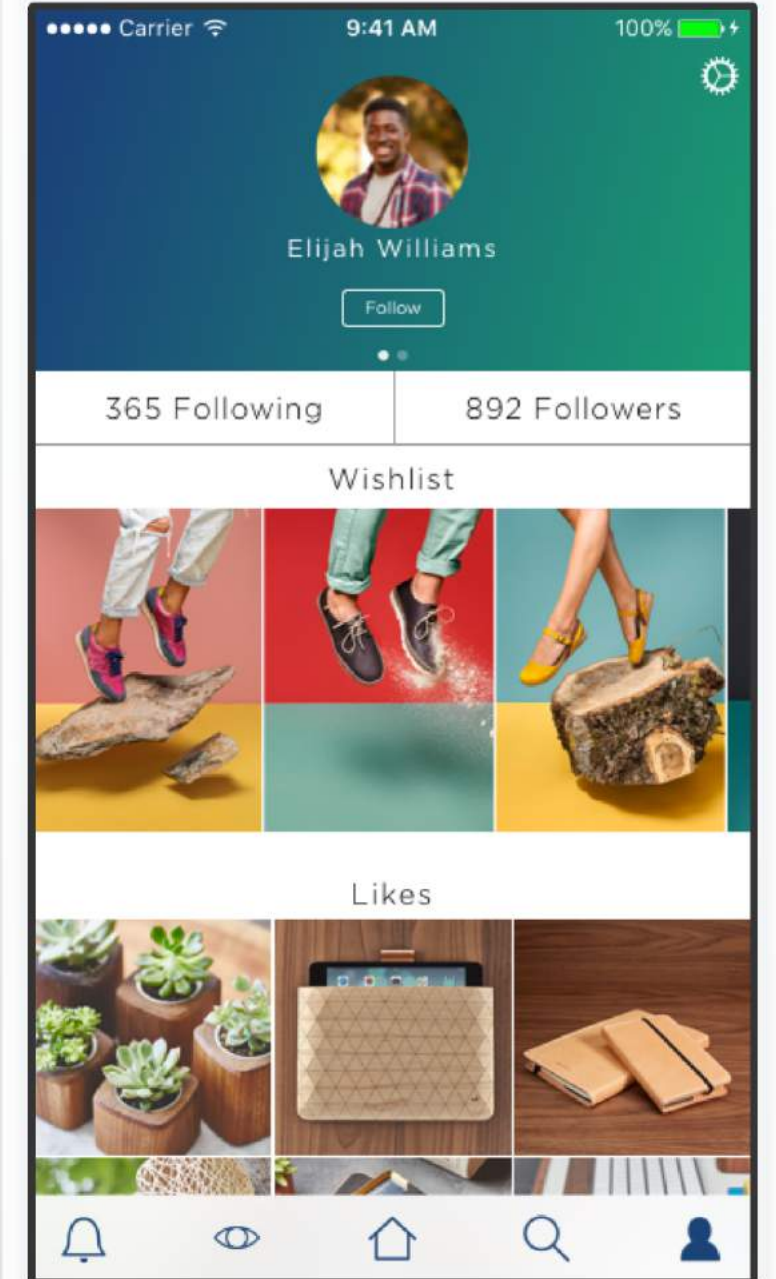
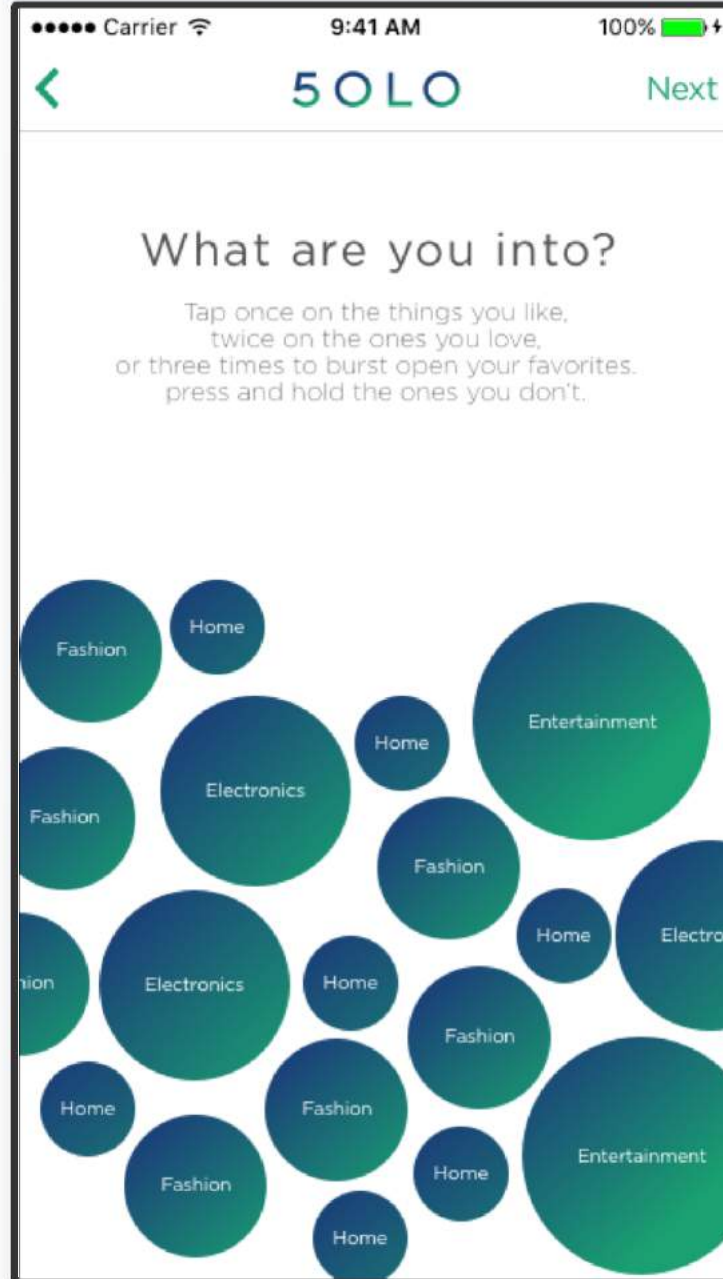
User Profile

Trend Selection

- You can **select different interests and trends** to populate your activity feed with

Central Hub

- Your user profile is a **centralized platform to keep track** of your wish lists, likes, and followers.



Under 50 dollars

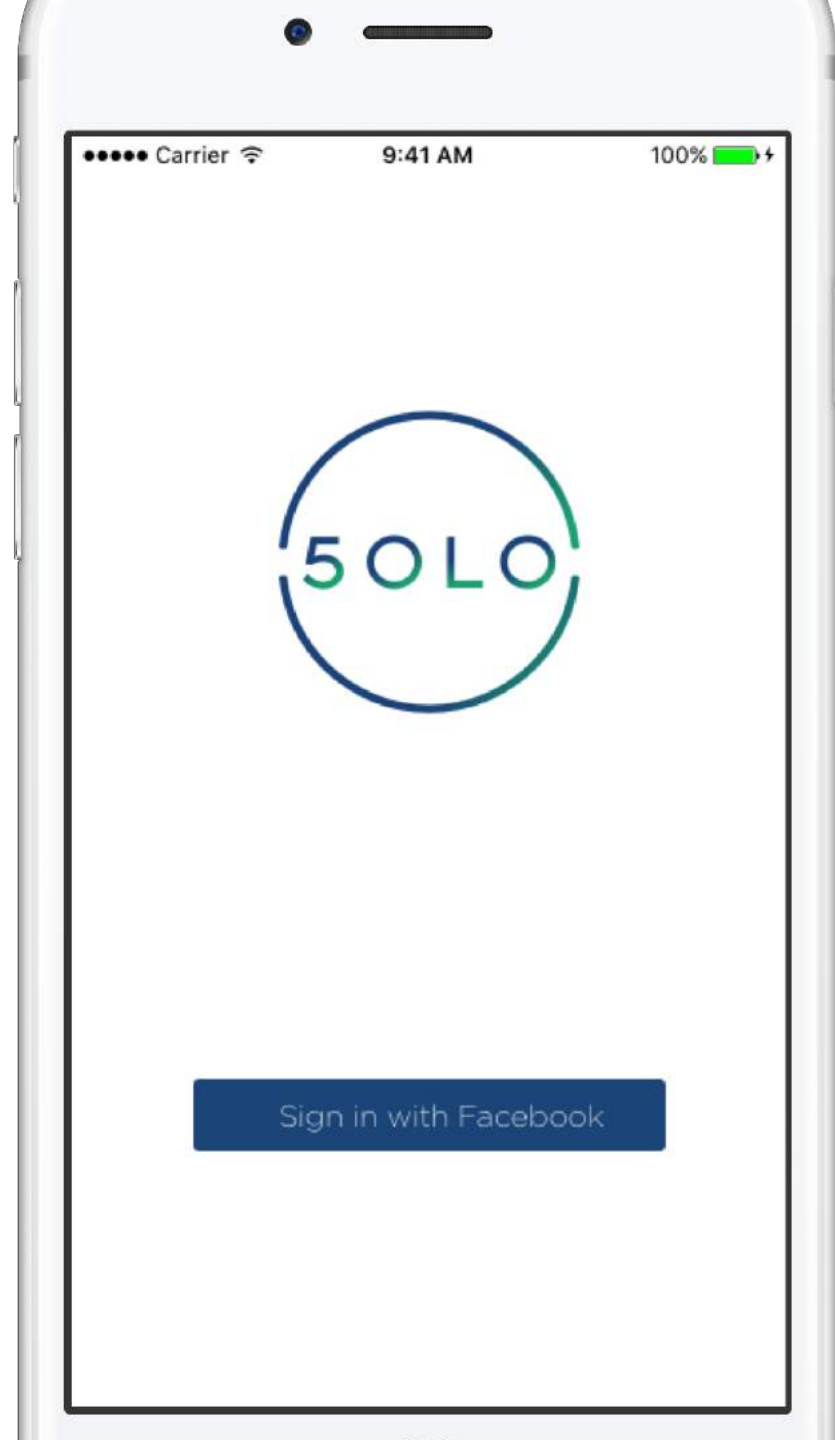
Everything in Solo is under \$50 in order to narrow the scope of products and cater towards Millennials



¹ Millennials will not spend more than \$50 on a common gift



¹ Millennials believe Price is most important shopping factor



Share with Friends

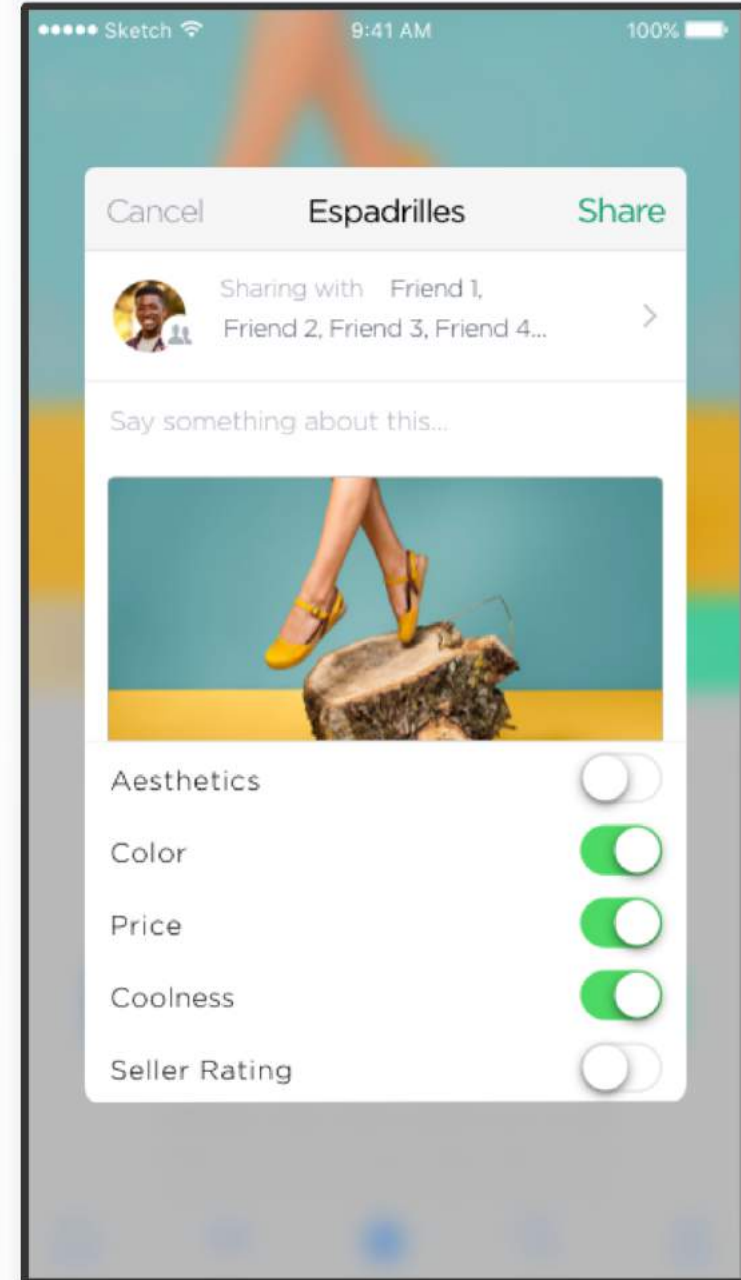
You can easily share any product with your friends via social media, and you can also ask for specific categories (price, color, etc) and have them be recorded in the application.

76%

¹Millennials ask friends for opinion before making a purchase

71%

²Shoppers say friends and family exert a great deal of influence in buying decisions

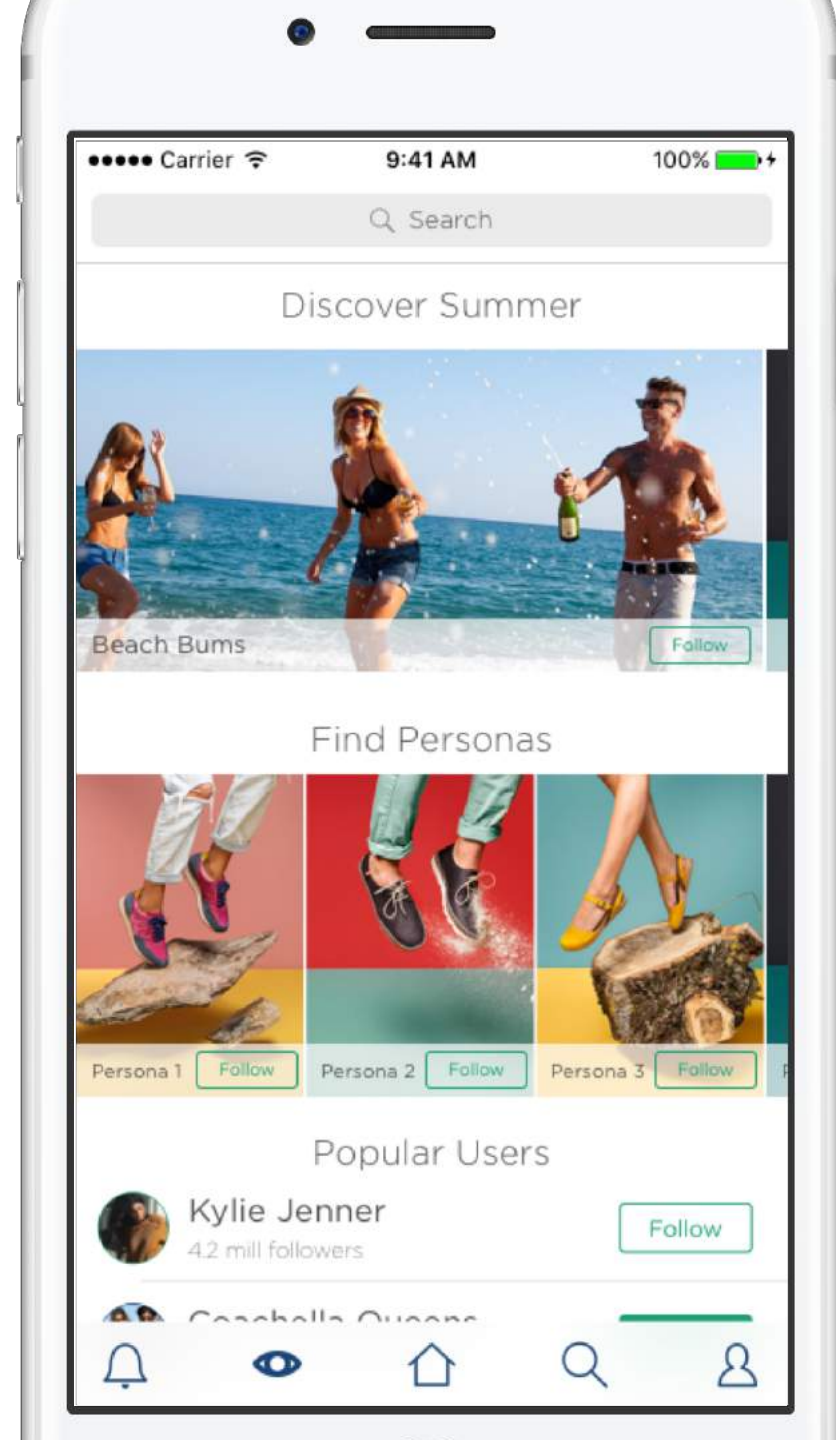


Discover

You can discover multiple different trends, personas and popular users based on products you've liked or wish listed before.

35%

³ Suggestions lead to sales conversions



Engagement Features

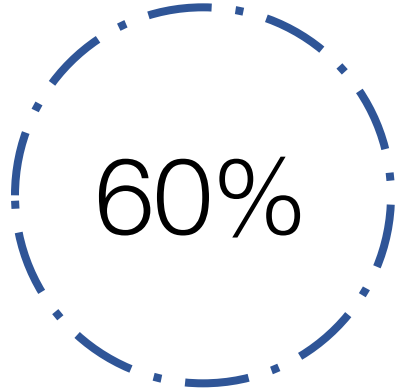
Advanced Reminders

Receive notification in advance for important events such as friends' birthdays, graduation, anniversaries, etc

This allows users to purchase gifts on time

Wish & Share

Share your wish list with your friends before holiday seasons or birthdays to let them know the products you like



60%

¹Millennials are more likely to purchase a gift when reminded in advance

Market & Growth Potential



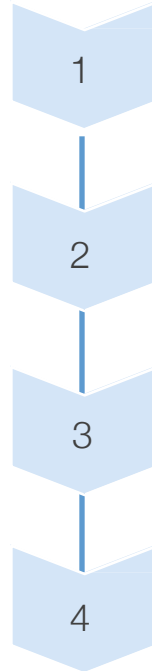
United States

75.4 Million
Millennials in the US

64.8 Million (86%)
Millennials with smartphones

41.6 Million (64.2%)
Purchased on eCommerce website

832,000 (2%)
Estimated users in our first year



West Europe

88 Million
Millennials in West Europe

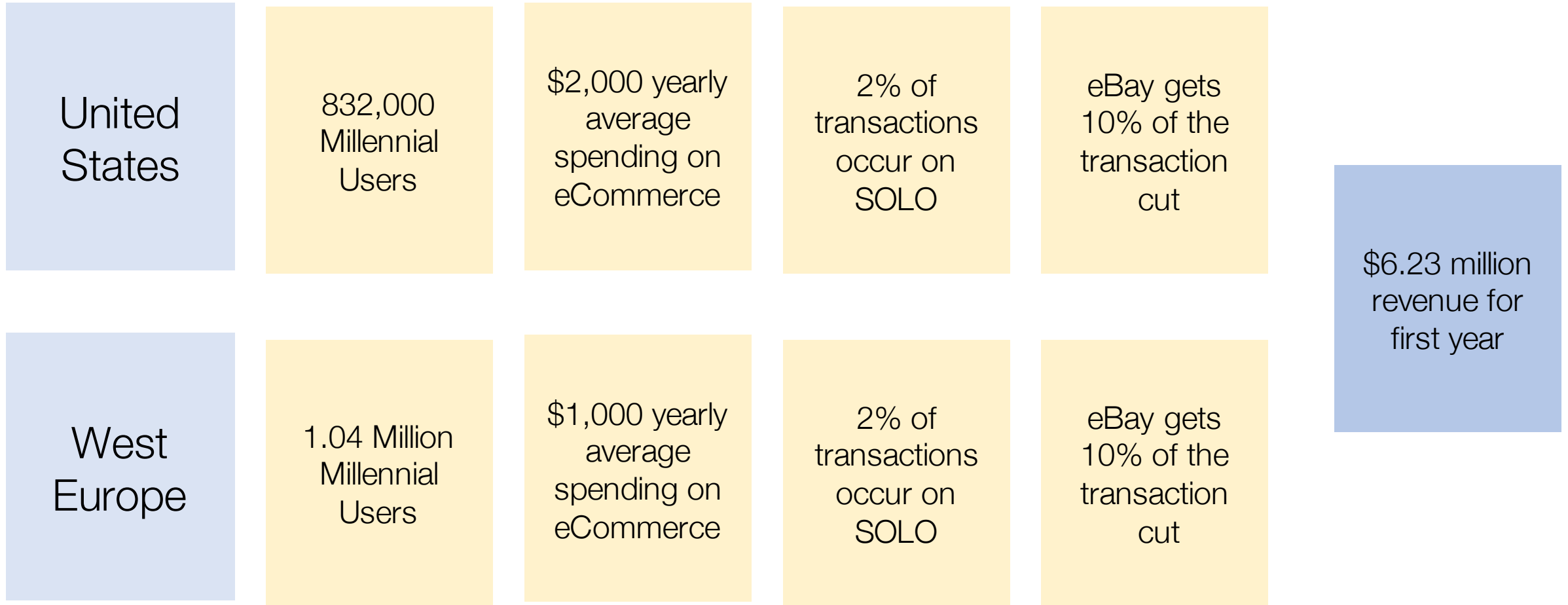
76.6 Million (86%)
With smartphone

52 Million (68%)
Made purchase with eCommerce website

1.04 Million (2%)
Estimated users in our first year

By leveraging eBay's existing user base, Solo can expect to see an exponential growth in the realm of Millennials using this new social media application

Revenue Potential



Monetization Strategy



Commission

Base fees for listing on eBay as well as the 10% **commission fee when an item sells**

Partnerships

Featuring specific trends, products or sales as **relevant advertisements for users**

Data Analytics

Sell the **data analytics collected from the user interactions** to companies

Personas

- SOLO will feature **pre-defined personas** (Surfer Dudes, Festival Lovers, etc) for users to follow
- Personas will **embody certain archetypes** to find gifts for friends that identify with that persona

Trendsetters

- Trendsetters with high number of likes will be **featured on the Discover Page**

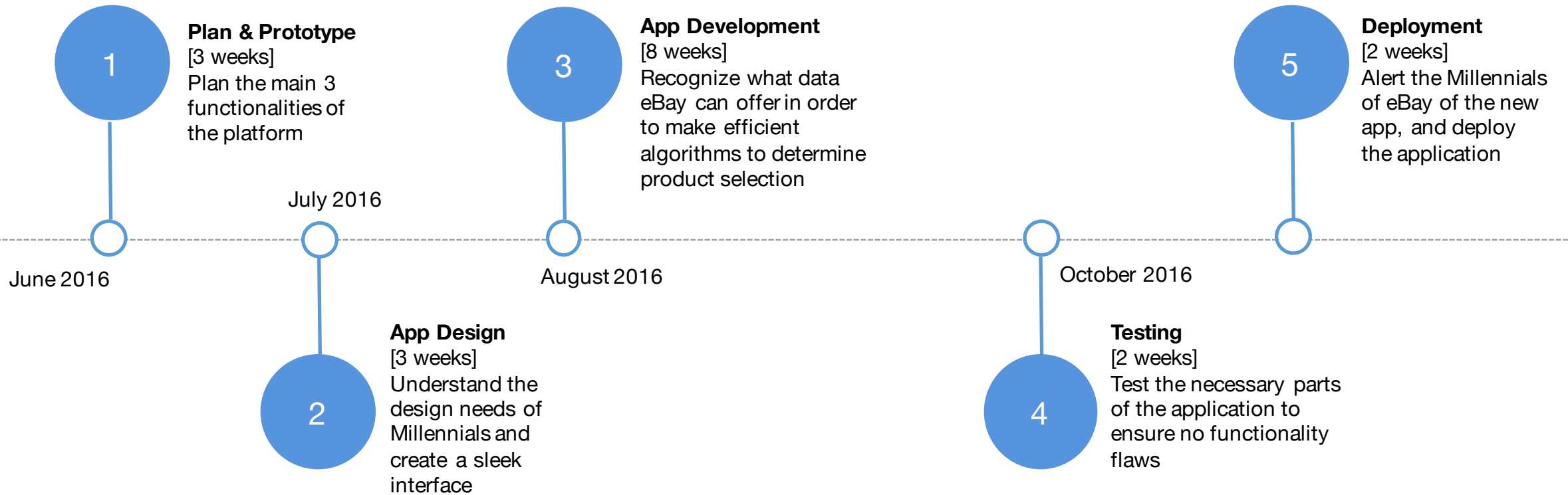
Community

- Users can utilize the “likes” to **determine the popularity of a product**
- Users can share with users outside of this application **to gain opinions**

Implementation Timeline



App Cycle: June 2016 – November 2016



1: We conducted a survey of 150 Millennials to examine their shopping behaviors

<https://docs.google.com/forms/d/1a9gFQNmMvj9NE7LhAsfHI9otjSDEhoml1Cnkb95e494/edit?usp=sharing>

2: <http://www.socialmediatoday.com/marketing/masroor/2015-05-28/social-media-biggest-influencer-buying-decisions>

3: <http://venturebeat.com/2006/12/10/aggregate-knowledge-raises-5m-from-kleiner-on-a-roll/>