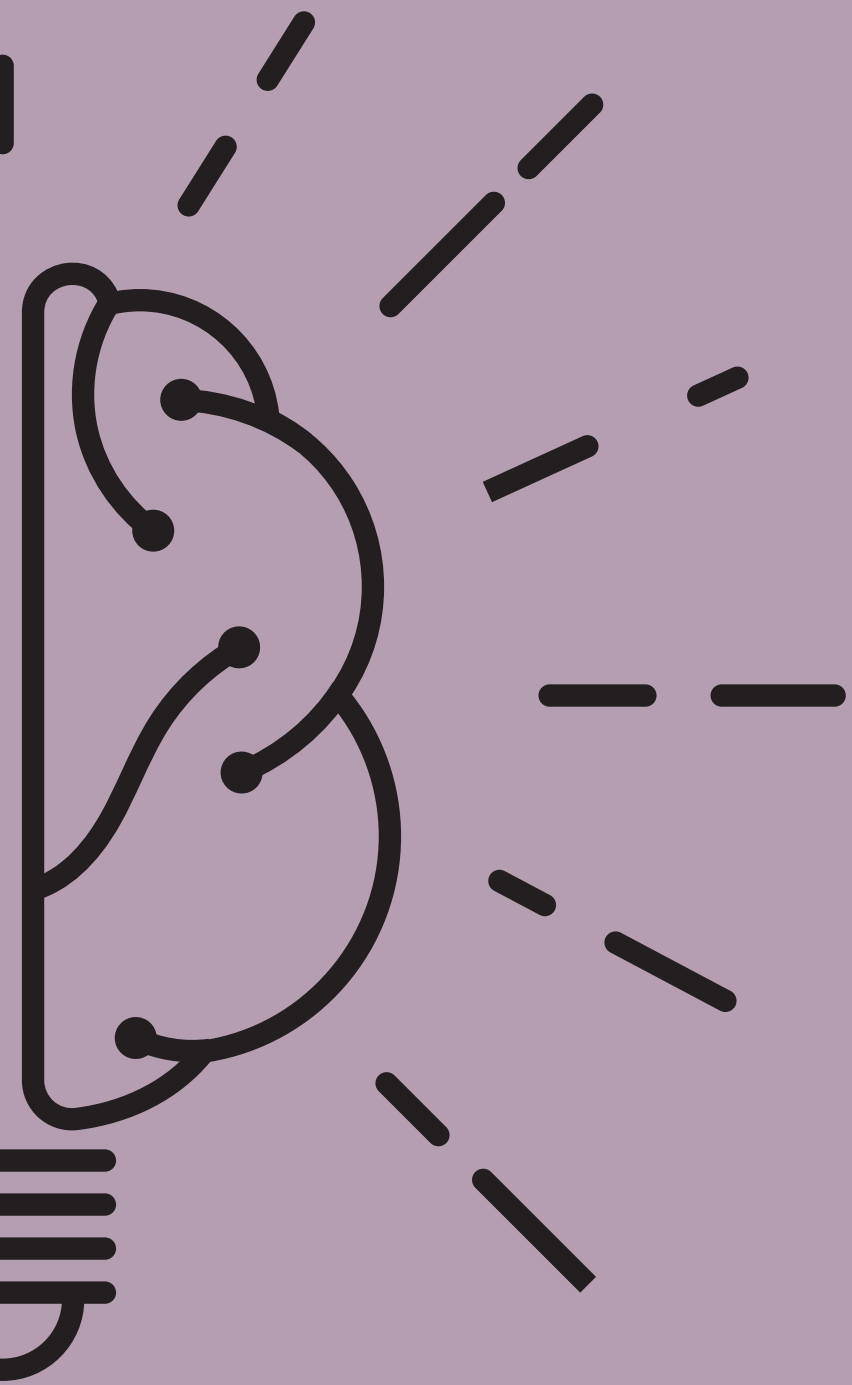# SHOPALIVE

Bringing shopping to life

Balance Team

eCommerce Platform

CONTENT

- Introduction
- The Problem
- Our Solution
- Cost & Revenue
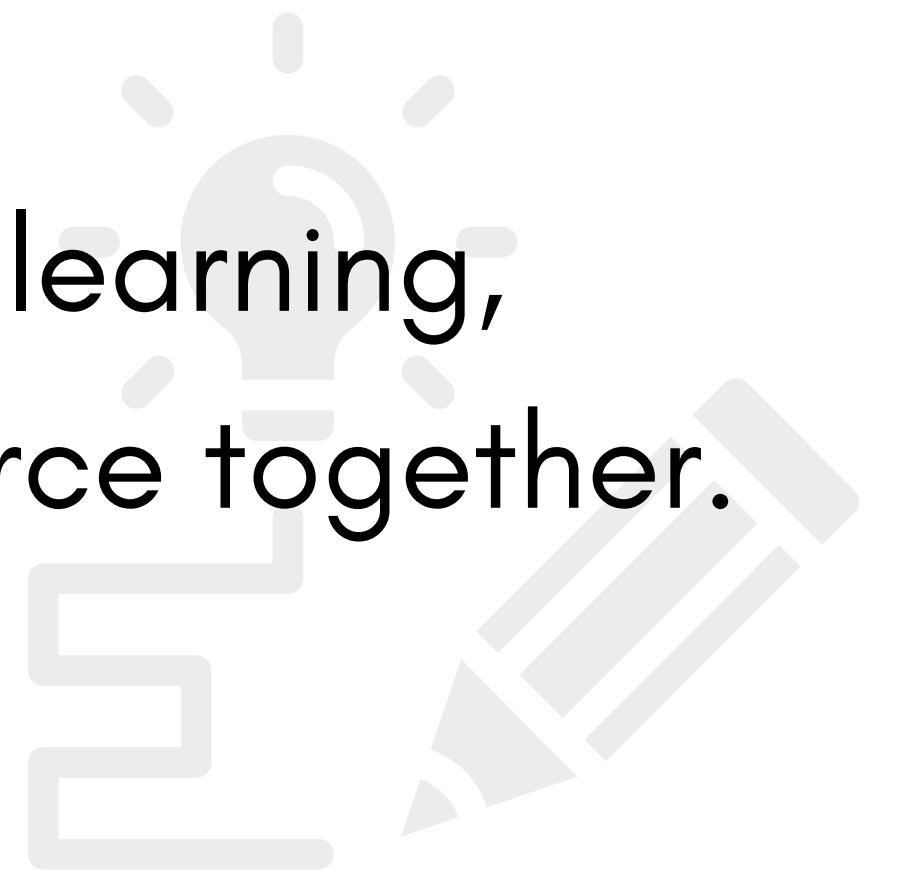- The Future

INTRODUCTION

ABOUT US

Our mission is to empower businesses to offer the best online shopping experience possible, driving increased customer satisfaction and business growth targeting B2B SaaS (Software as a service) platform.

As we move forward, we're excited to continue learning, innovating, and shaping the future of e-commerce together.

OUR TEAM

Business Expertise:
- Alaa Khalil

CEO – Creative Thoery

- Samer Allaf

CFO – Kingdom Hosiptal

- Shahad Tekko

Product Manager – Dal Digital

Technical Expertise:
- Noor Ammar

Masters in Data Science & AI

- Walid Al Sehli

KSU – Software Eng.

- Mohammad Noor

Highschool – FullStack Web Developer

THE PROBLEMS

1. Limited technical expertise and resources

2. Inaccuracy of product images and description after deliver which cause a high rate of returns

3. Higher logistic costs by e-shops for returned items

OUR SOLUTION

We're developing a platform that integrates AI, AR, and NLP technologies to transform how businesses interact with their customers online. From virtual try-on features for clothing, makeup, and more commodities to enhancing SEO using AI-based text generator, and automated photo editing, we aim to streamline the shopping process and make it more engaging and personalized.
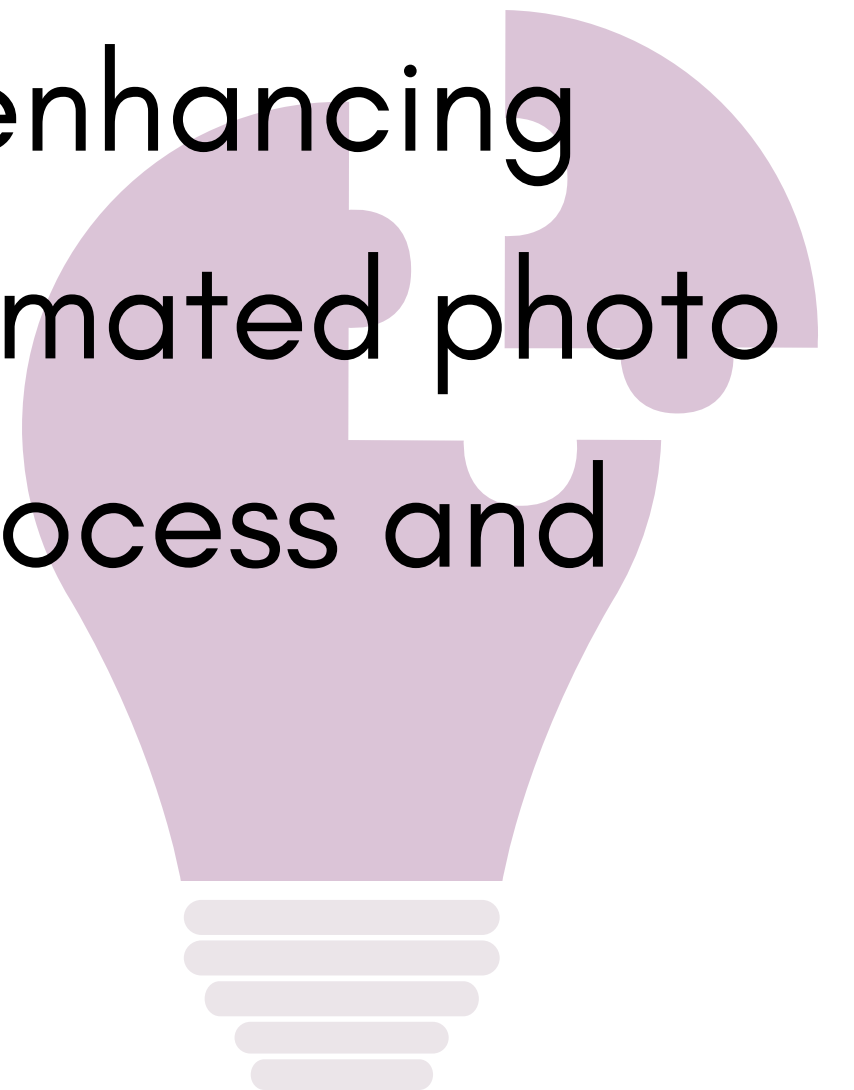
COST VS. REVENUE

- Infrastructure Costs

- Development and Customization

- Payment Gateway Fees

- Platform Maintenance and Updates

- Customer Support

- Marketing and Advertising

- Inventory Management

- Analytics and Reporting

- Security and Fraud Prevention

HOW WILL SHOPALIVE MAKE MONEY?

- Subscription Model:

Charge businesses a monthly or annual fee for platform usage with different plans and features.

- Premium Features:

Offer advanced analytics, templates, AI/AR/NLP features for an additional fee.

- Ads and Promotions:

Provide paid promotional opportunities like featuring products on the platform's main page.

HOW WILL SHOPALIVE MAKE MONEY?

- Partnerships:

Form partnerships with shipping companies, payment processors, or marketing services, earning integration fees or commissions.

- Onboarding and Setup Assistance:

Charge for professional assistance with store setup, product catalog import, and SEO optimization.
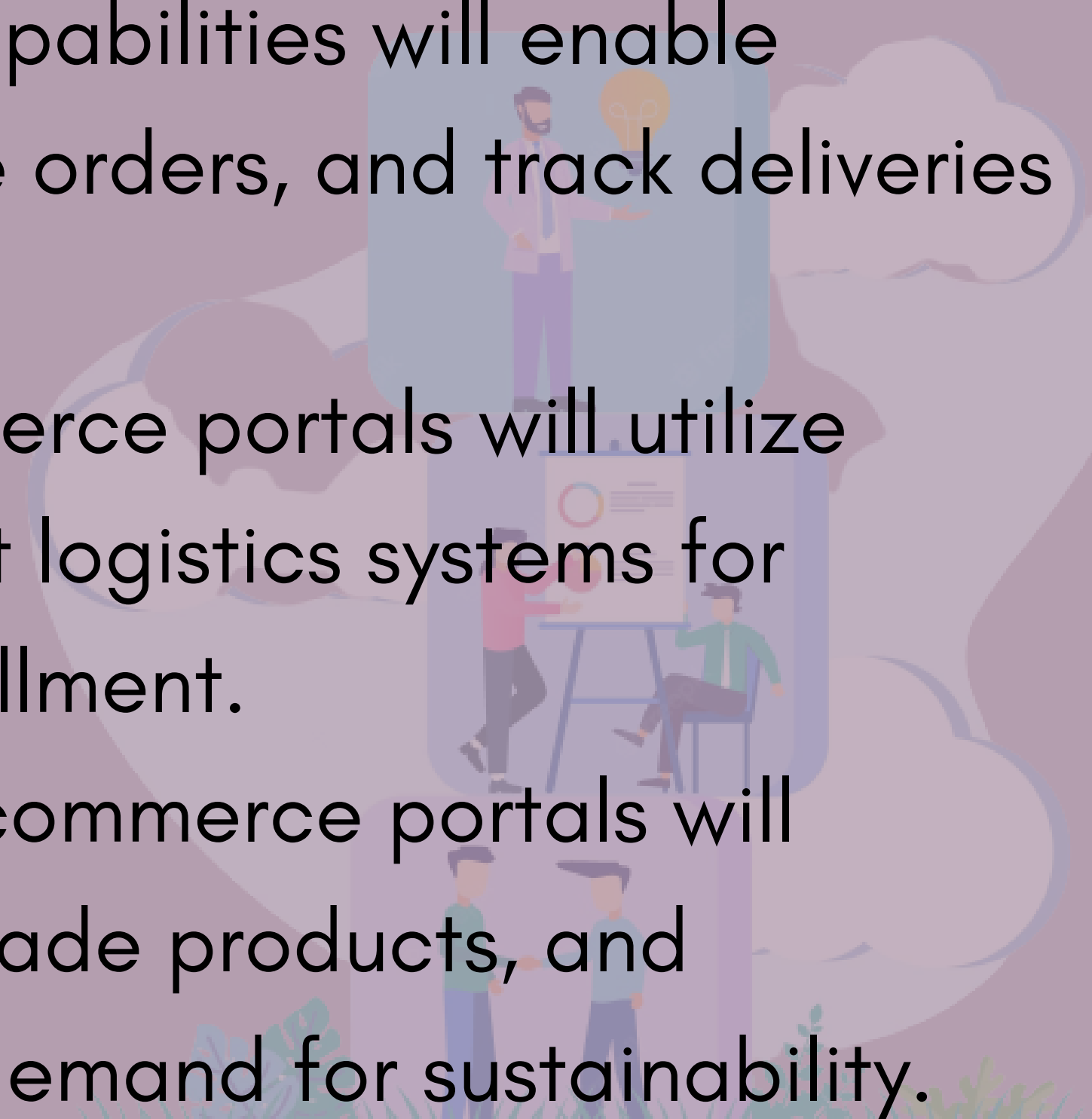
- Training and Education:

Generate revenue by offering paid training sessions, webinars, or educational content.

WHAT IS THE FUTURE OF SHOPALIVE ?

- Mobile Commerce Dominance: E-commerce portals will prioritize mobile optimization for seamless shopping experiences on smartphones and tablets.

- Personalized Shopping Experience: AI and machine learning will enable portals to offer tailored product recommendations and targeted marketing campaigns.

- Augmented Reality (AR) and Virtual Reality (VR): AR and VR technologies will enhance online shopping by allowing customers to virtually try on products and visualize them in real-world settings.

WHAT IS THE FUTURE OF SHOPALIVE ?

- Voice Commerce: Voice recognition capabilities will enable customers to search for products, place orders, and track deliveries using voice commands.

- Faster Delivery and Fulfillment: E-commerce portals will utilize autonomous vehicles, drones, and smart logistics systems for quicker delivery and efficient order fulfillment.

- Sustainability and Ethical Practices: E-commerce portals will prioritize eco-friendly packaging, fair trade products, and transparent supply chains to meet the demand for sustainability.

SHOPALIVE
Bringing shopping to life

THANK YOU