

ShopMate Team

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What is the problem?

- Difficulty finding the best products and best deals in a crowded online marketplace
- Overwhelming number of products and retailers to choose from, making it hard to find the right product
- Limited time or resources to monitor prices and deals constantly for desired products
- Specific dietary restrictions, allergies, or preferences for certain ingredients or materials that make it challenging to find the right product



ShopMate Solution

- AI technology to help users find the best products and deals quickly and easily
- Chatbot for accessible communication and assistant
- Search based on specific criteria, including ingredients and materials
- Personalized recommendations based on users' shopping habits and preferences
- Tools such as product filtering, search, and comparison to help users find the products they need at the best prices
- Product reviews to help make informed decisions
- Push notifications to stay up-to-date on the latest news and offers
- Shopper tracking to improve personalized recommendations and app features
- Integration with WhatsApp for seamless communication



Business Model

Stage 1 WhatsApp

- **Revenue streams:** affiliate marketing, premium features, subscription fees, exclusive deals.
- **Direct sales:** use AI technology to identify trends and opportunities to offer deals on specific products or categories that are popular among users and partner with retailers to obtain exclusive deals.
- **Affiliate marketing:** earn commission through affiliate marketing when users make purchases from retailers
- **Premium features:** charge users a fee for personalized shopping recommendations, access to exclusive deals, and priority customer service



Business Model

Stage 2 Application

- **Revenue streams:** advertising revenue, affiliate marketing commissions, premium features subscription fees, direct sales of products to users.
- **Direct sales:** use AI technology to identify trends and opportunities to offer deals on specific products or categories that are popular among users, partner with retailers to obtain exclusive deals, or purchase products at a discount and sell them directly to users
- **Advertising:** display ads from advertisers to users, use targeted advertising to show users relevant ads based on their shopping habits and preferences
- **Affiliate marketing:** earn commission through affiliate marketing when users click on ads and make purchases
- **Premium features:** charge users a fee for personalized shopping recommendations, access to exclusive deals, and priority customer service





The vision is to become a one-stop shopping destination for users, offering a wide range of product categories, personalized recommendations, and exclusive deals while prioritizing user privacy and security.

Future Development Steps:

- Expand product categories
- Integration with more social media platforms
- Voice and image search
- Augmented Reality (AR) features
- International expansion
- Personalized marketing campaigns

Future Business steps:

- Become a one-stop shopping destination for users
- Offer a wide range of product categories, personalized recommendations, and exclusive deals
- Use AI technology to improve the user experience and expand its services
- Generate revenue through advertising, affiliate marketing, direct sales, and premium features
- Prioritize user privacy and security
- Provide a seamless and enjoyable shopping experience for users