



Back to the Origin:

Navigating the Pivot
from Retailer to Marketplace

Dan Lake
VP of Technology

**NOT ON
THE HIGH ST.**





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THE HIGH ST.**



Summer Shop

Hit play on your best summer ever with help from our curated Summer Shop. It's full of fun and stylish finds to bring joy to sunny season – from alfresco dining to clothes and accessories. Picnic, anyone?



Our top summer finds



Pearl Jewelled Wiggle Ring
£25



Core Modfurn Recycled Fabric Basket Blue Stripe
£21.99



Grapes Personalised Beach Towel
£28



Handmade Oil Ruffle
£15



Personalised Beach Bag
£28

Summer home styling

Al Fresco dining

HIGH STREET RETAILER

- ✓ Curated by experts with controllable quality
- ✗ Selection limited by shop capacity
- ✗ Same shopping experience for all customers
- ✗ Inventory intensive model
- ✗ Slow to react to changing consumer trends
- ✗ Incremental physical store overhead

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*“Bringing the
best of both
worlds together”*

ONLINE MARKETPLACES

- ✗ Lack of curation / variable product quality
- ✓ Expansive virtual inventory model
- ✓ Personalised 1:1 digital shopping journey
- ✓ Negative working capital model
- ✓ Highly responsive to consumer trends
- ✓ Reduced overhead and scalable model



Businesses exist
to generate
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We are a conscious, curated marketplace of
inspirational finds from trusted small brands



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Advocates for purposeful purchasing to have a positive impact on the economy

Considered, meaningful and mindful

Authentic supporters of small businesses

The best of the best, selected by experts

Our seal of approval

Not being everything, to everyone and with a distinct point of view

We are a conscious, curated marketplace of
inspirational finds from trusted small brands

A product range that is elevated from the masses

Often innovative, on-trend, unexpected and not-the-same

Excellent service standards for our customers, delivered by our Partners

Professional business Partners who are genuine, authentic and reliable

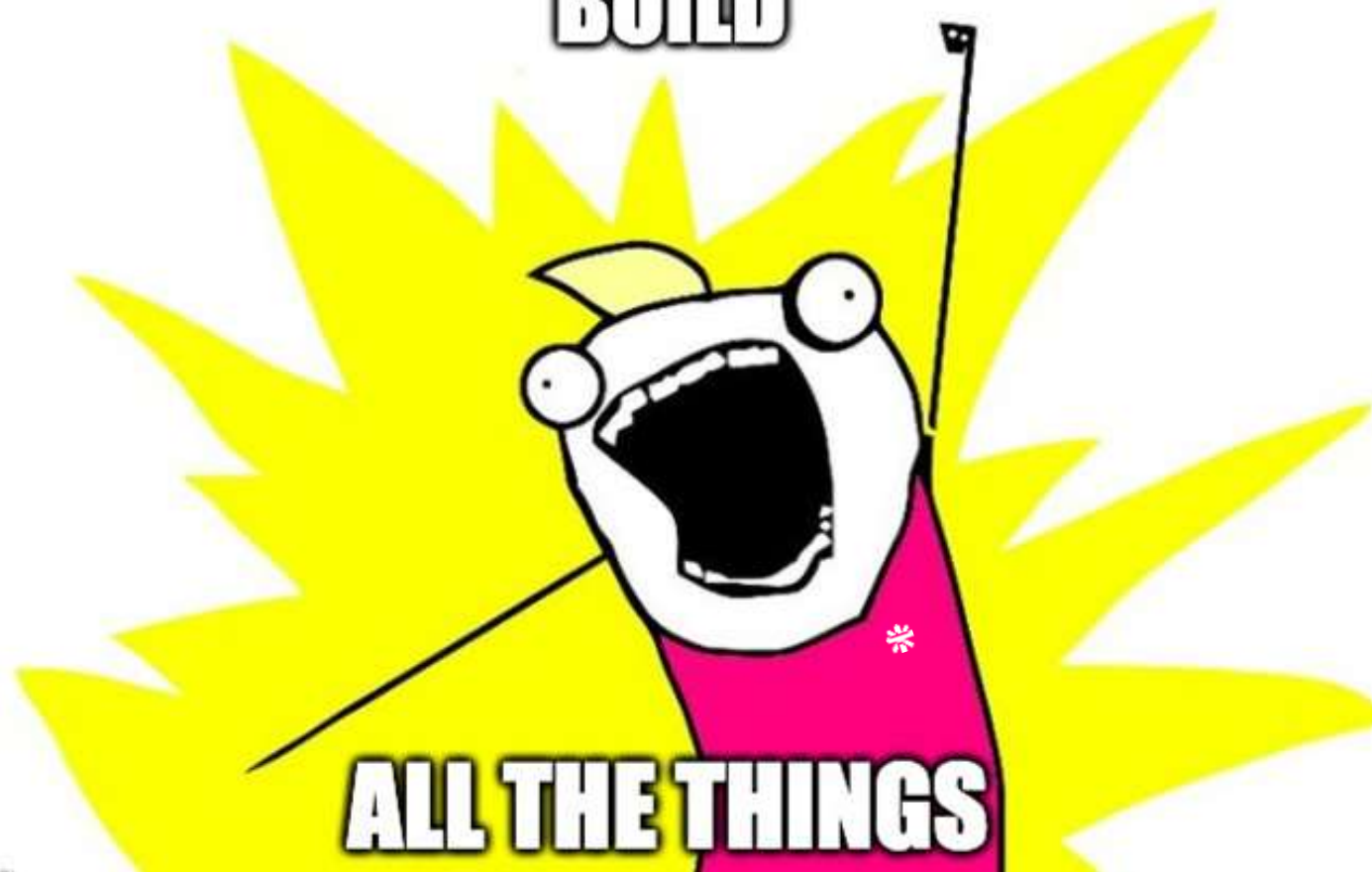




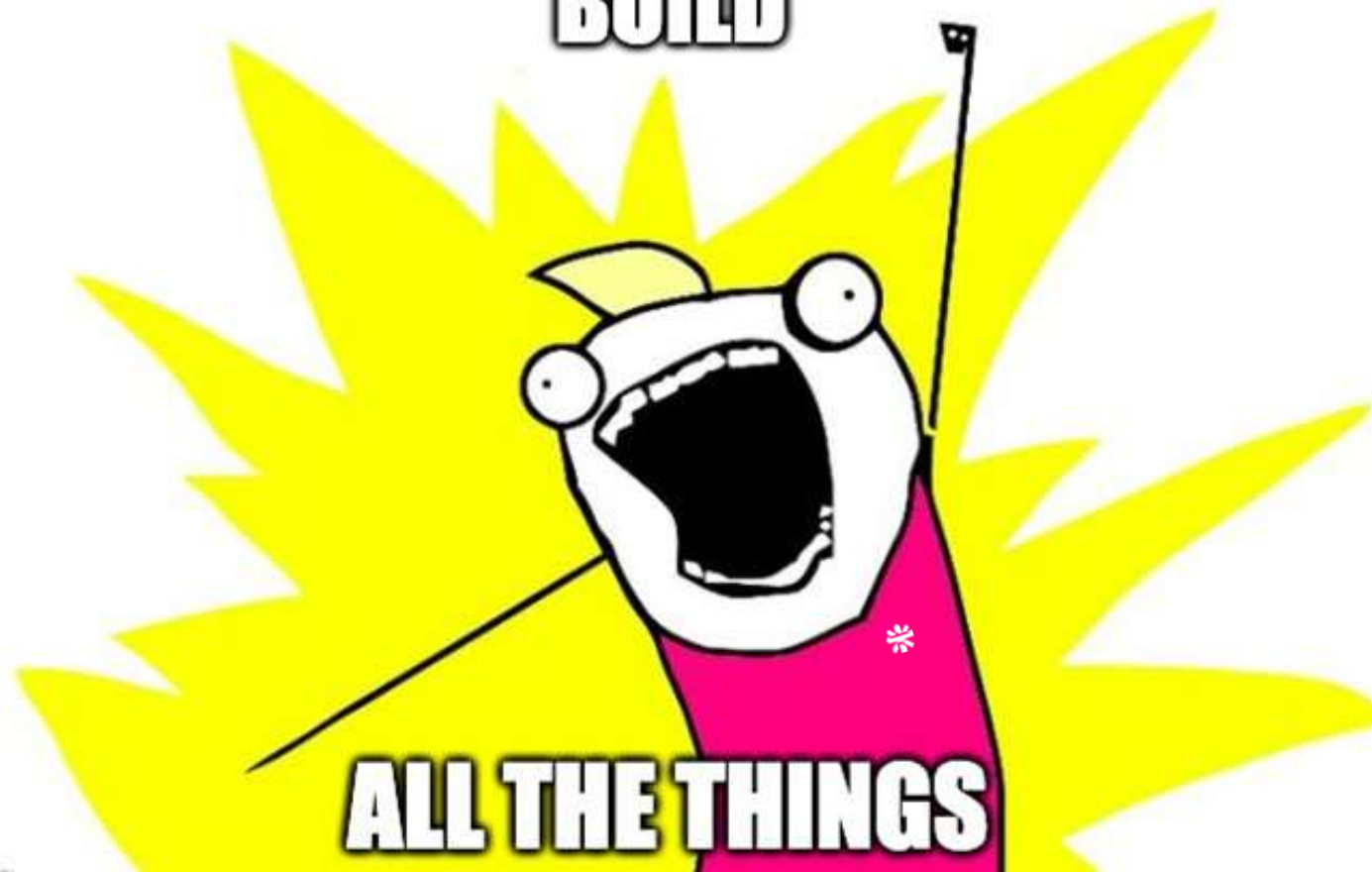
*Actual footage of me from
November 2022*



BUILD



BUILD



Customer

/'kʌs.tə.mər/

Noun

- 1) a person who buys goods or services from a shop or business.
- 2) a person of a specified kind with whom one has to deal.



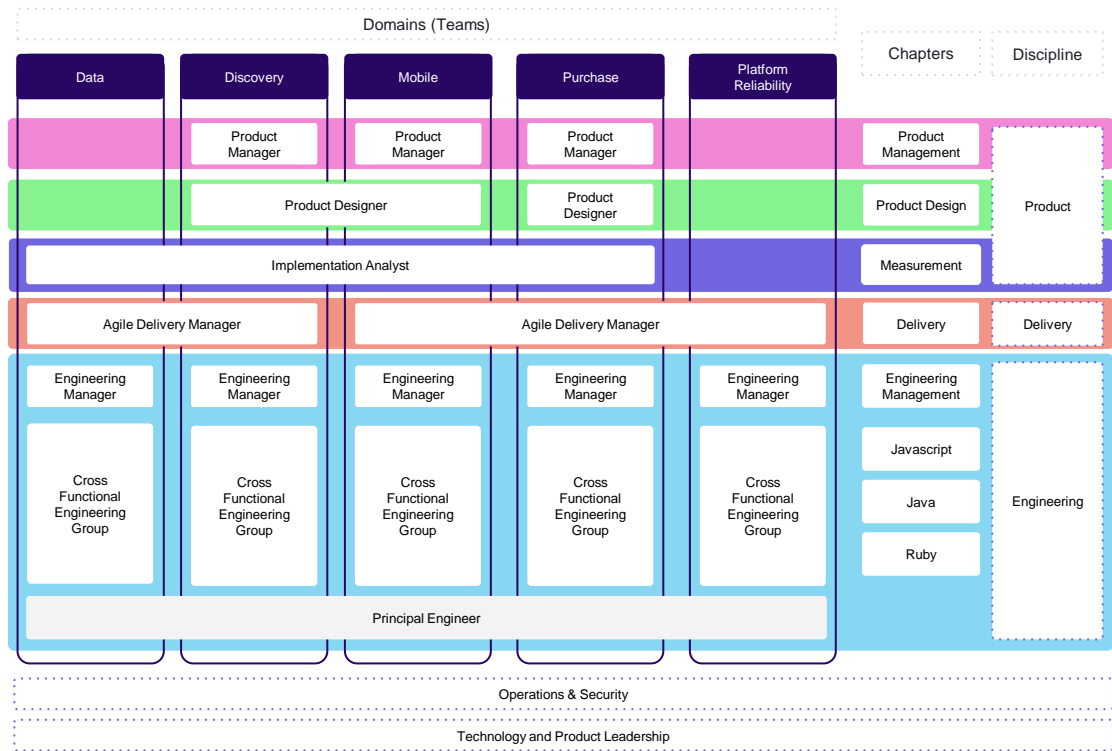
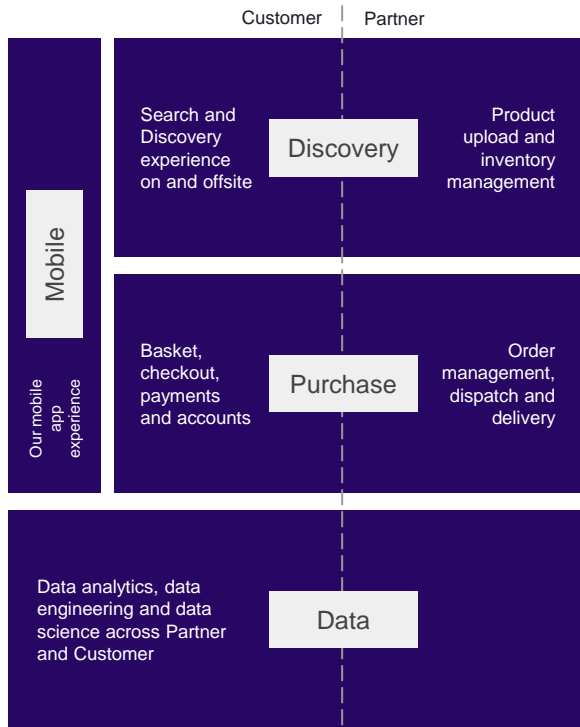
Customer

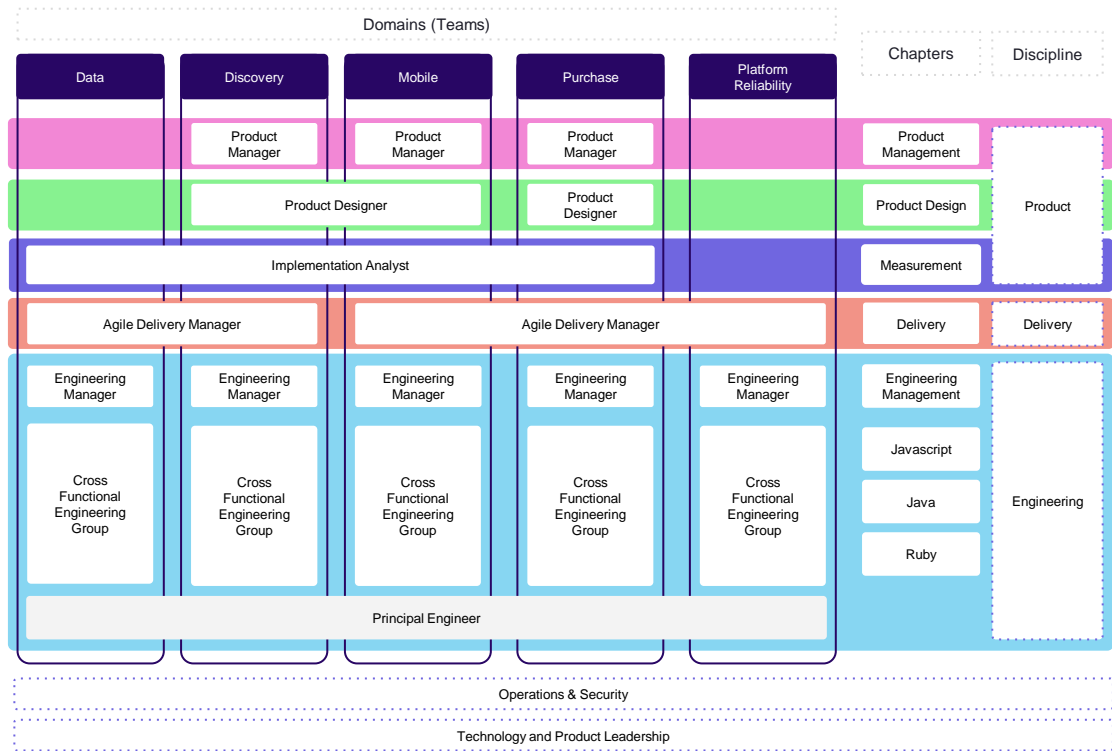
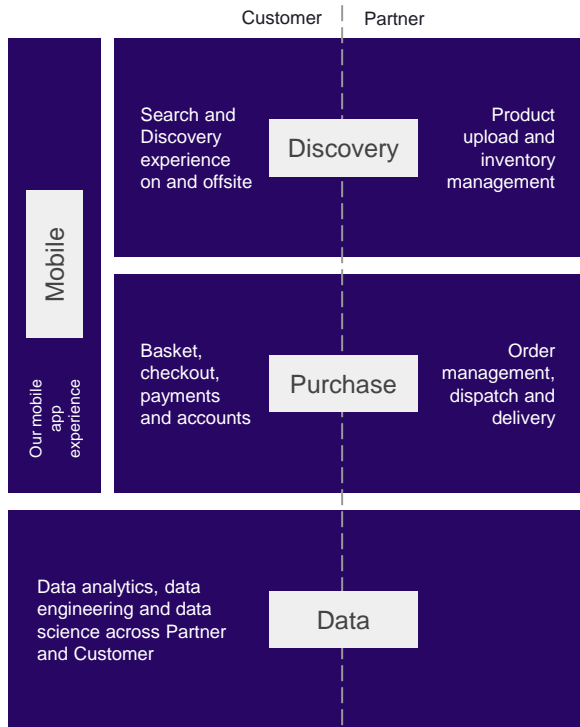
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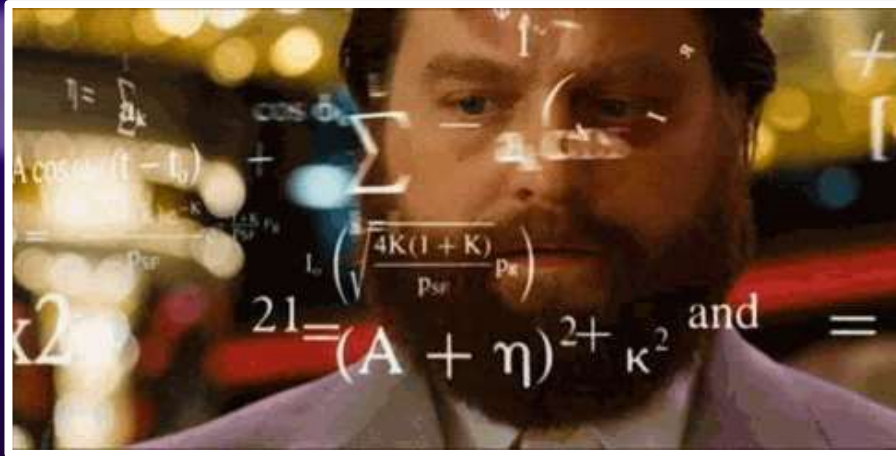
- 1) people who buy products from NOTHS
- 2) people who sell products on NOTHS







PMs trying to build a roadmap of priorities, with a new mission and set of priorities, on top of engineering priorities and the list of other priorities from the business.



The Balancing Act

Customer Value

Features and functionality that directly benefit the end-user.

Debt Management

Addressing shortcuts and improving maintainability to avoid future issues.

**TRIANGLE OF
THINGS TECH GIVE
A SHIT ABOUT**
(working title)

Engineering Health

Team well-being and code quality, ensuring sustainable development.



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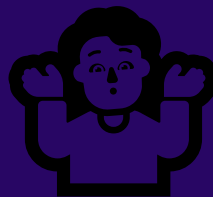


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Improving Things

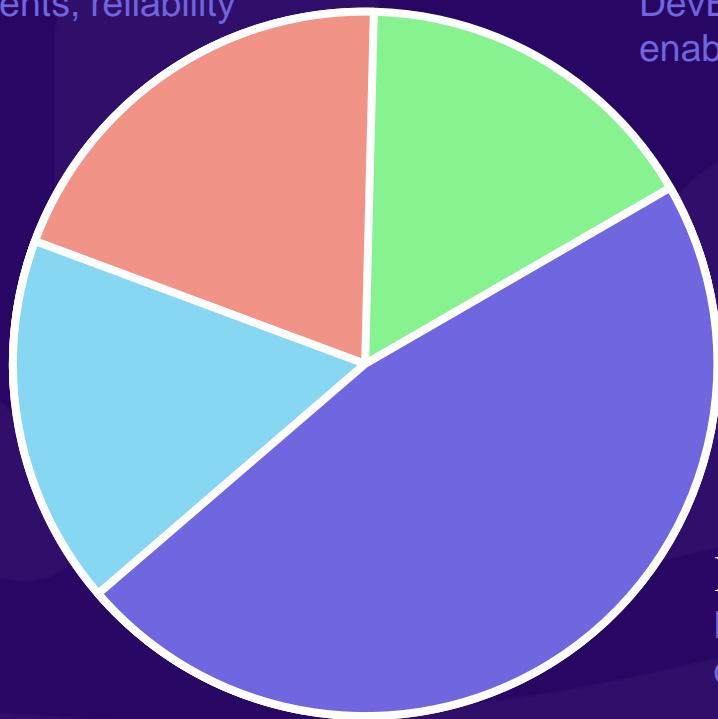
Requests, performance
improvements, reliability

Productivity

DevEx, Tooling,
enabling growth

New Things

New products,
features, work towards
company strategy



KTLO

Keeping everything
operational



The Balancing Act

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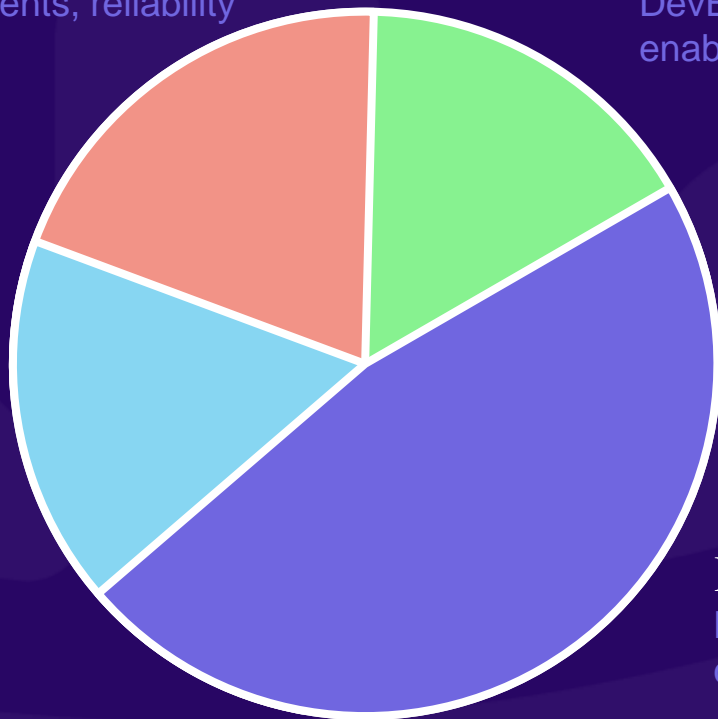
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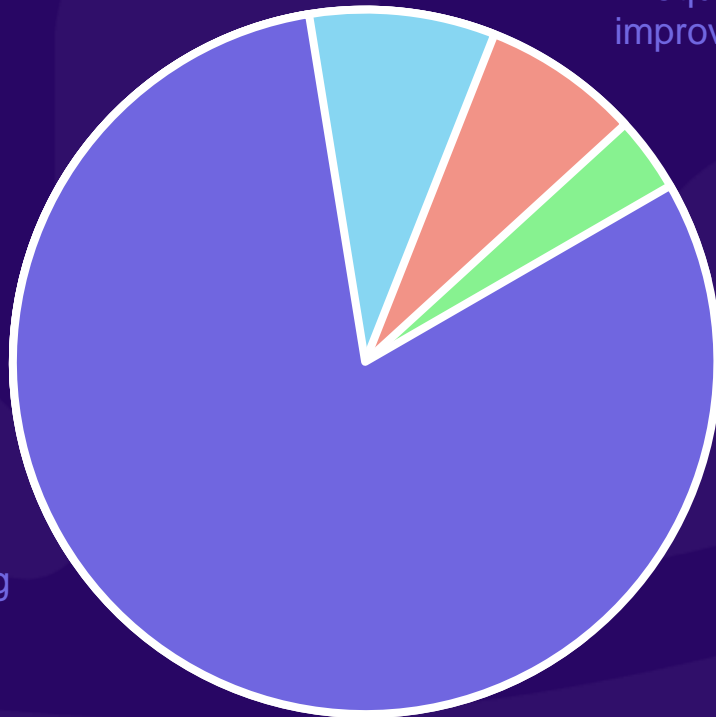
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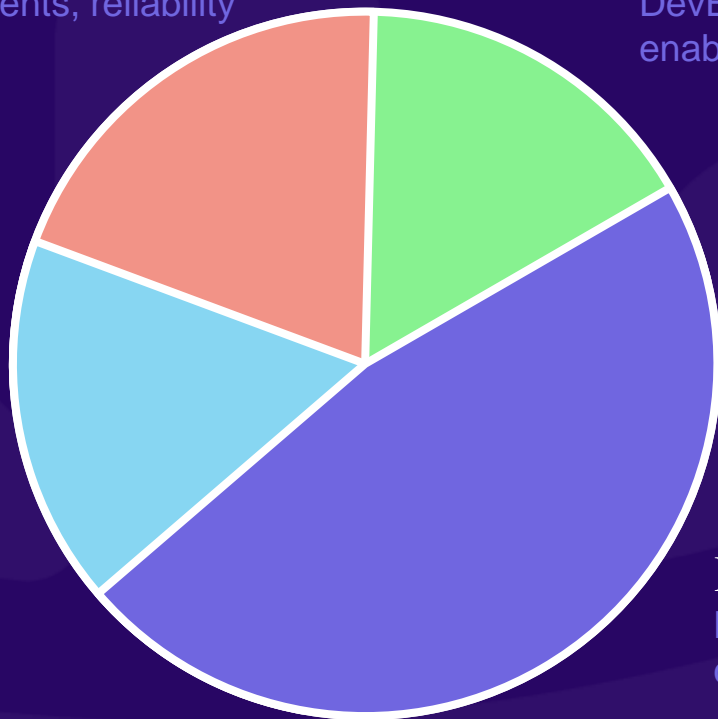
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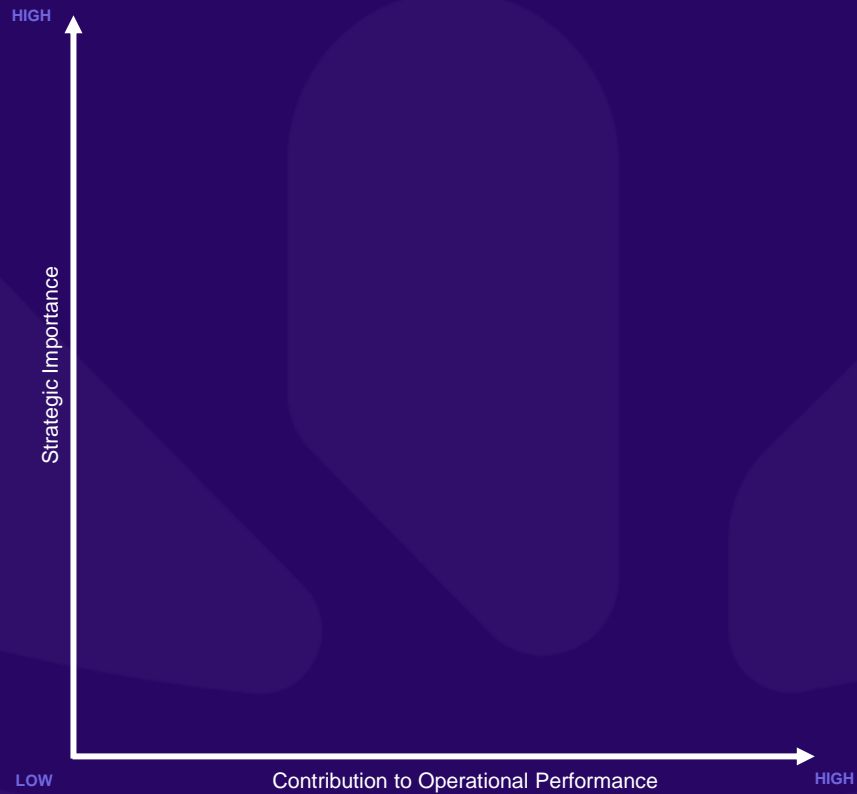


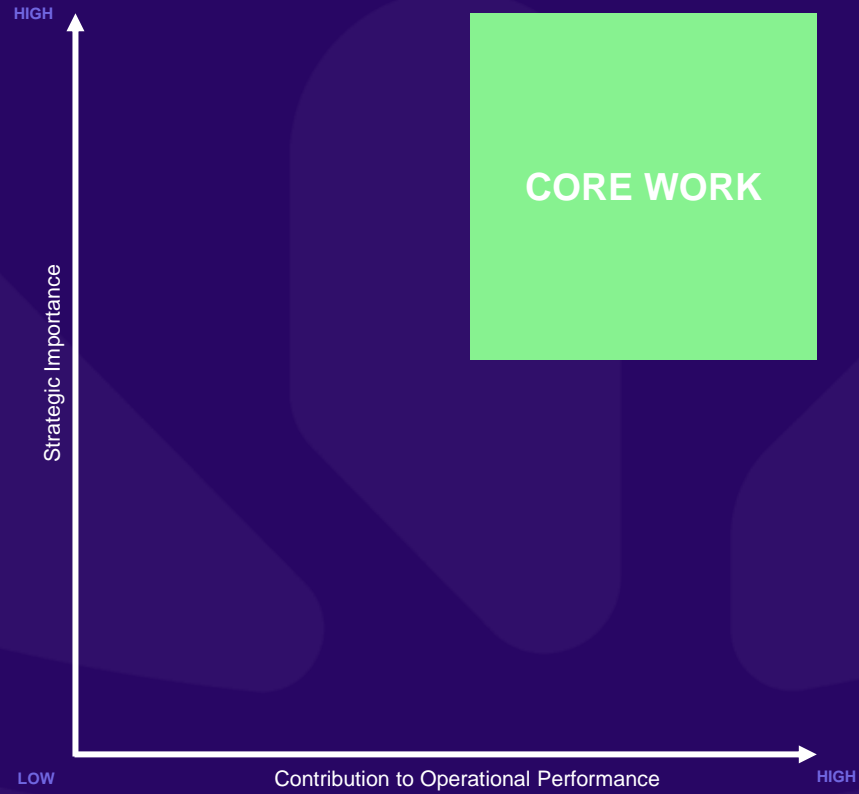
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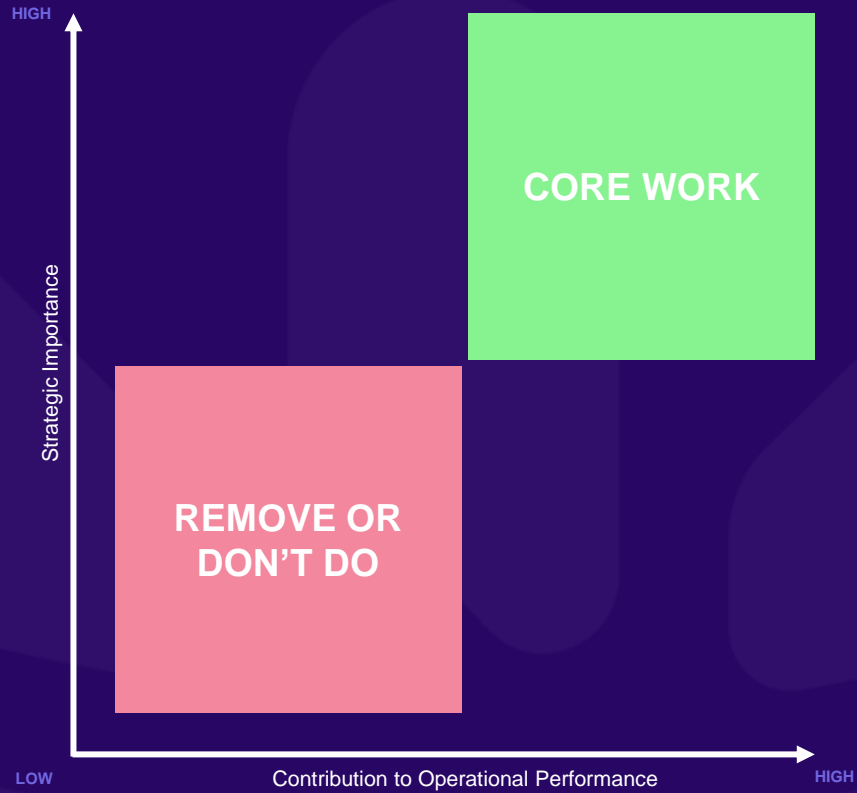
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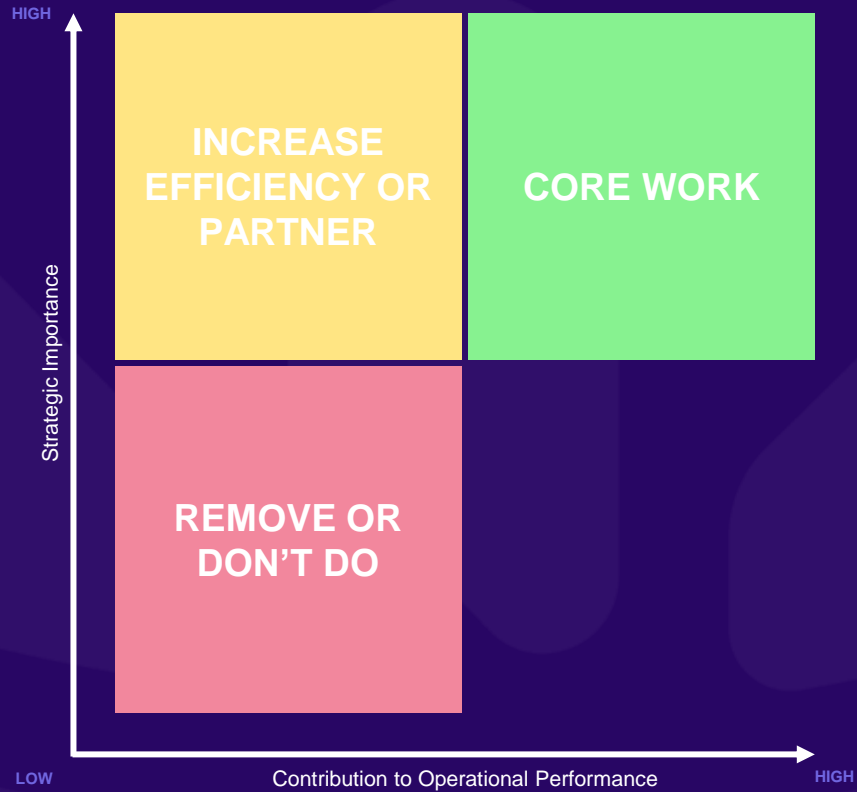


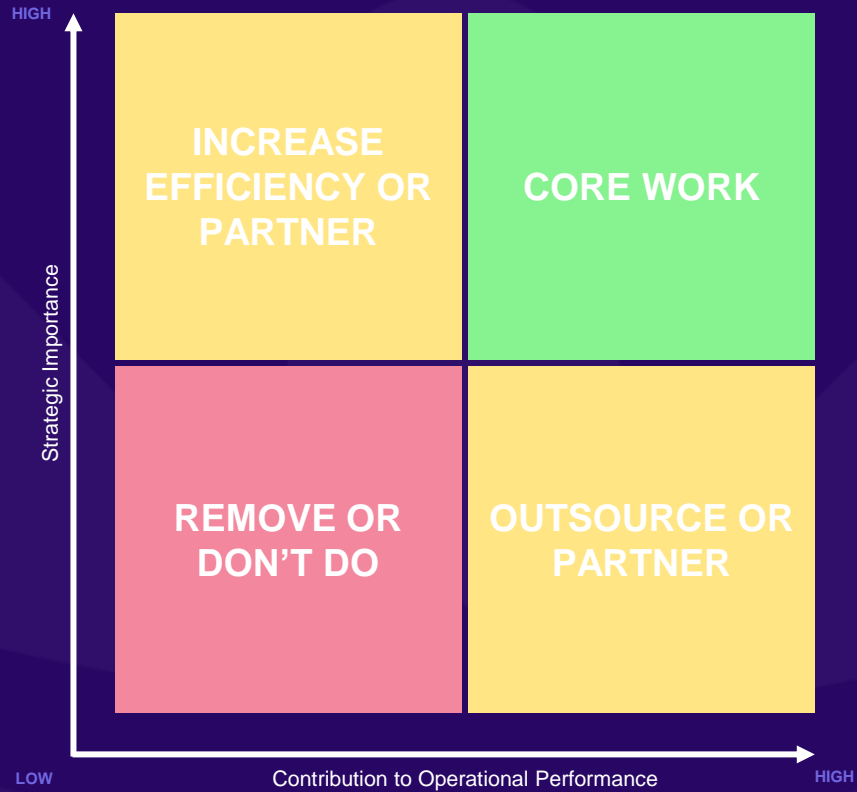
















Thanks!

The Balance Framework:

- **A framework for balancing and budgeting engineering resourcing**
<https://tinyurl.com/3svs2t4r>
- **How to balance engineering investments - and not just keep the lights on?**
<https://tinyurl.com/y5zz94wv>

Not on the High Street, Business Reporter Article

- **Not On The High Street: bringing diversity to British retail**
<https://tinyurl.com/2axu6dsr>

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LinkedIn

