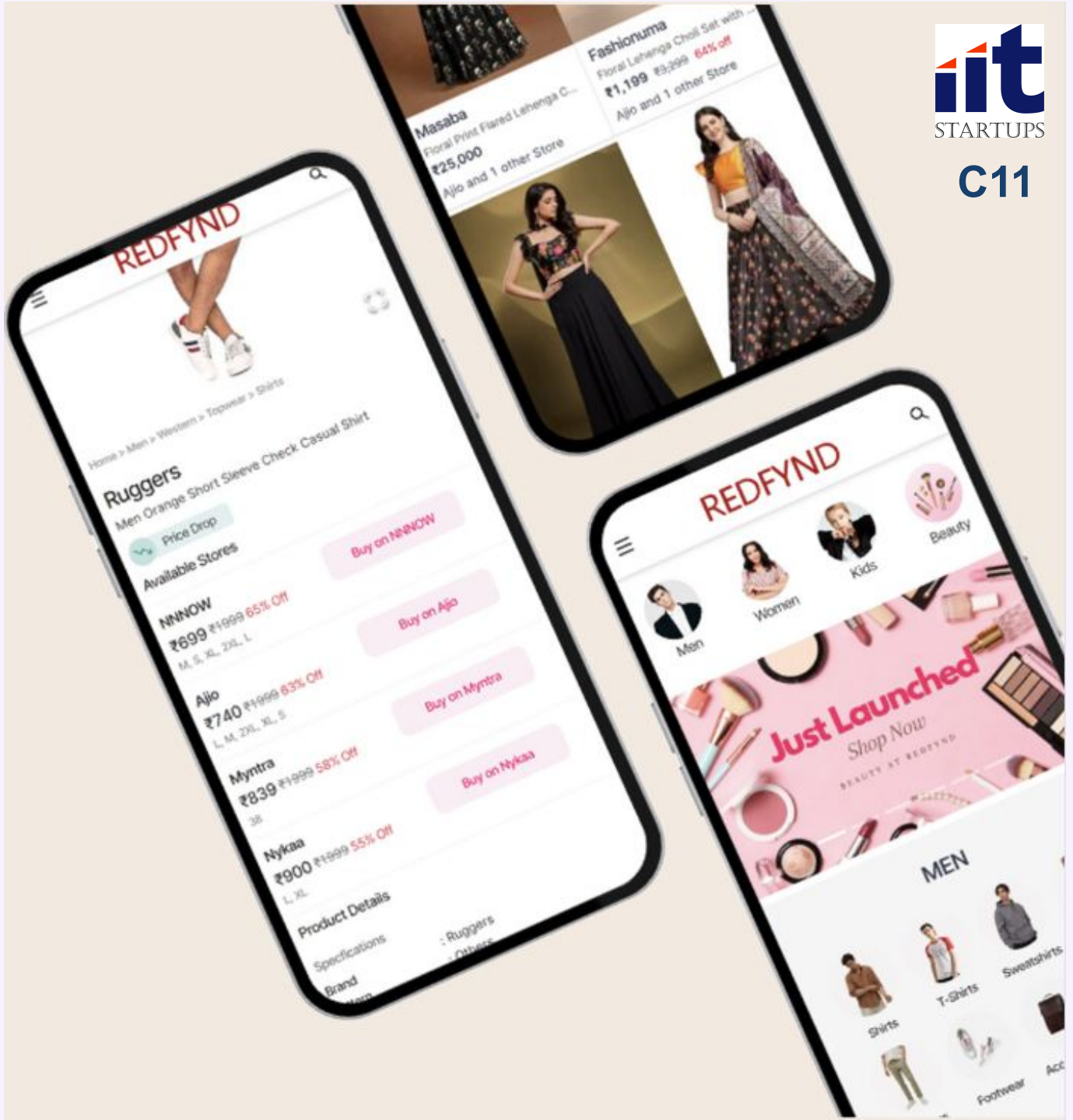
REDFYND

AI Shopping Copilot

Divya Manjari
Kumar Pritam



iit STARTUPS
C11

Online product discovery is changing rapidly



Explosion of Products

Half a million e-commerce sites, 20000 Fashion stores
Multiple Channels for discovery

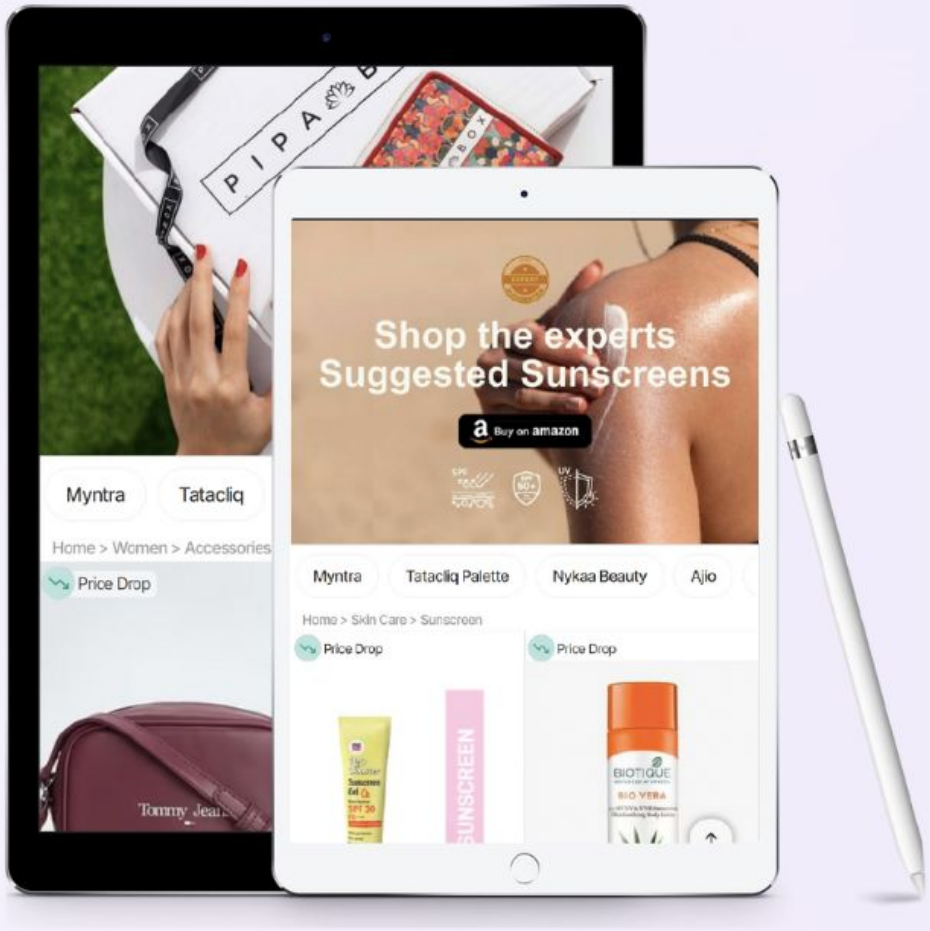
Customers

find it hard to discover products

Brands & platforms

struggle to be visible to users

Reimagining shopping experience with AI





AI

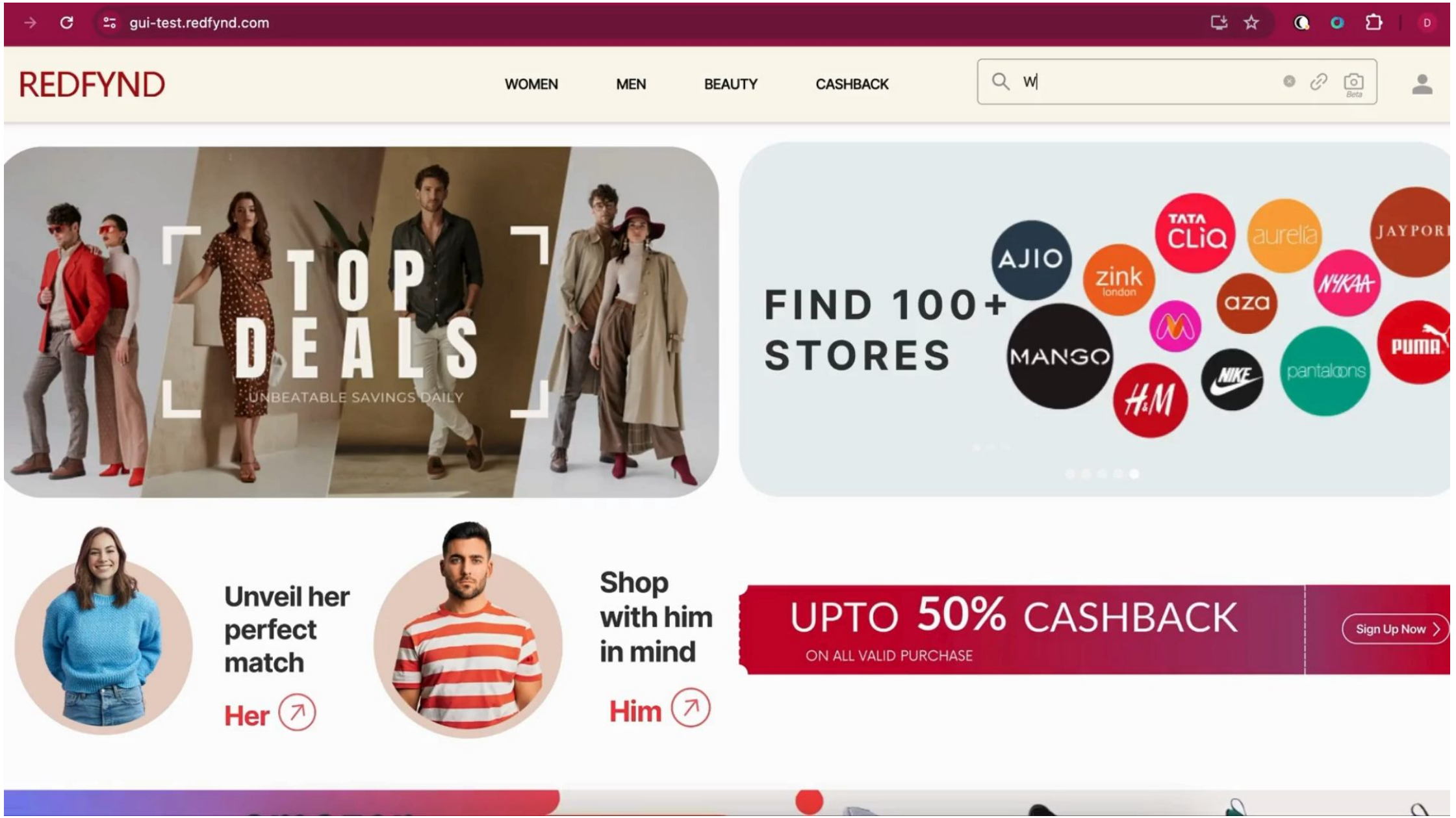


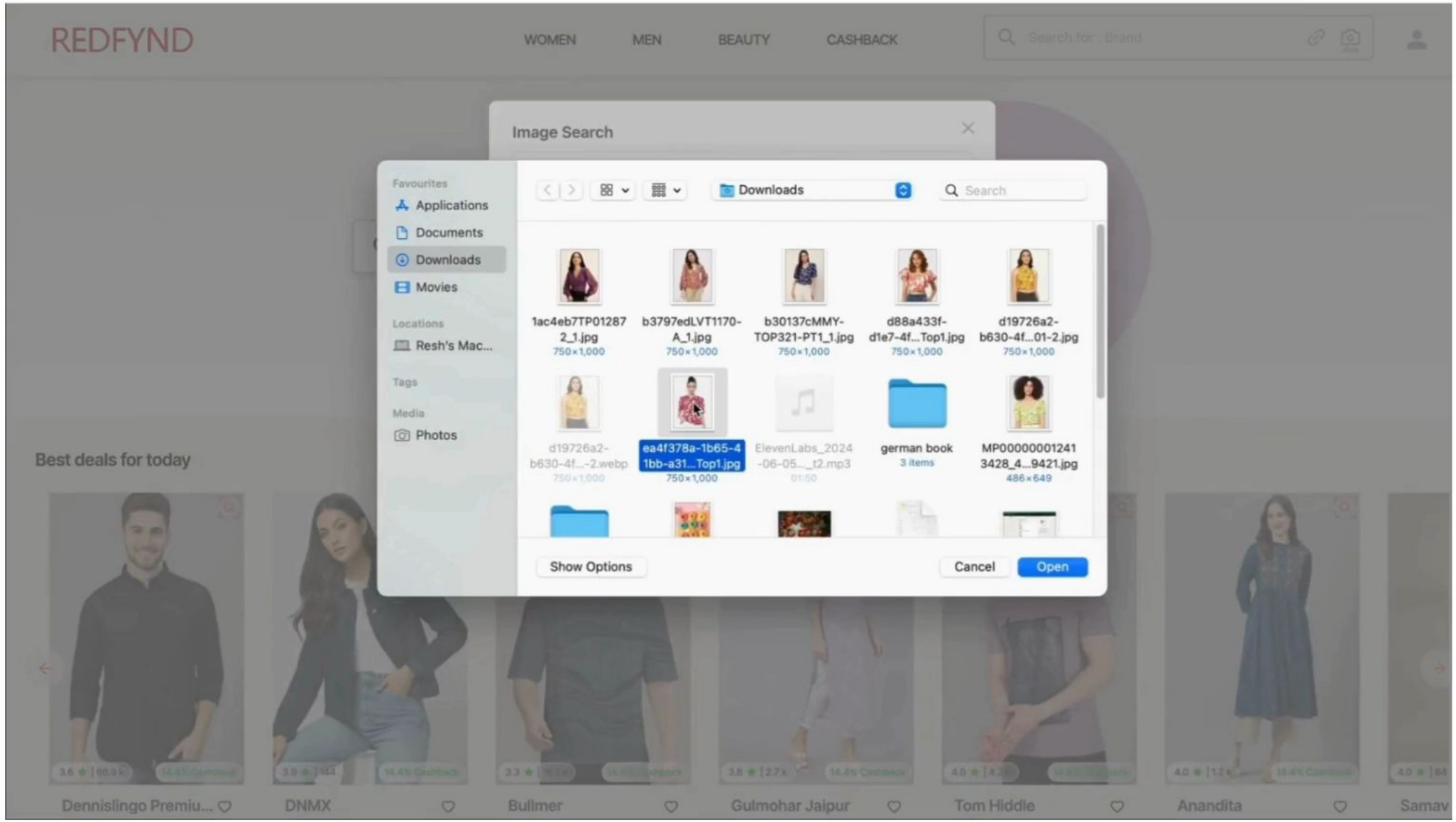
SEARCH INTENT



RELEVANCE

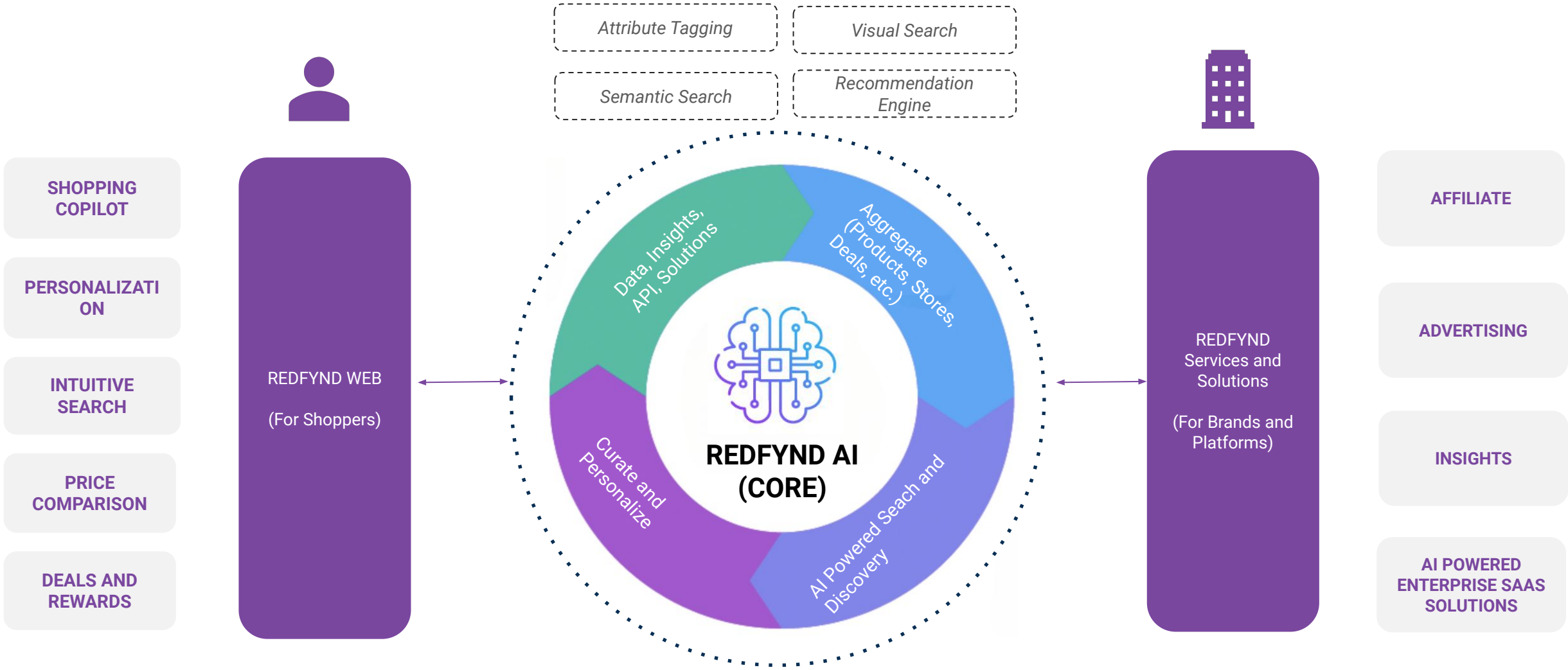
At REDFYND, we leverage **AI** to offer Shopping Co-Pilot, redefine online shopping, **and deliver personalized product discoveries for customers** and **strategic visibility** for brands in **one seamless platform.**


gui-test.redfynd.com
REDFYND
WOMEN
MEN
BEAUTY
CASHBACK
W
Beta
TOP DEALS
UNBEATABLE SAVINGS DAILY
FIND 100+ STORES
AJIO
TATA CLiQ
aurelia
zink london
aza
NYKAA
MANGO
H&M
NIKE
pantaloons
PUMA
Unveil her perfect match
Her
Shop with him in mind
Him
UPTO 50% CASHBACK
ON ALL VALID PURCHASE
Sign Up Now


REDFYND
WOMEN
MEN
BEAUTY
CASHBACK
Search for : Brand
Image Search
Favourites
Applications
Documents
Downloads
Movies
Locations
Resh's Mac...
Tags
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Show Options
Cancel
Open
Best deals for today
Dennislingo Premiu...
DNMX
Bullmer
Gulmohar Jaipur
Tom Hiddle
Anandita
Samav

Solution: REDFYND Platform

To enhance both the shopping experience for consumers and the performance of brands and platforms



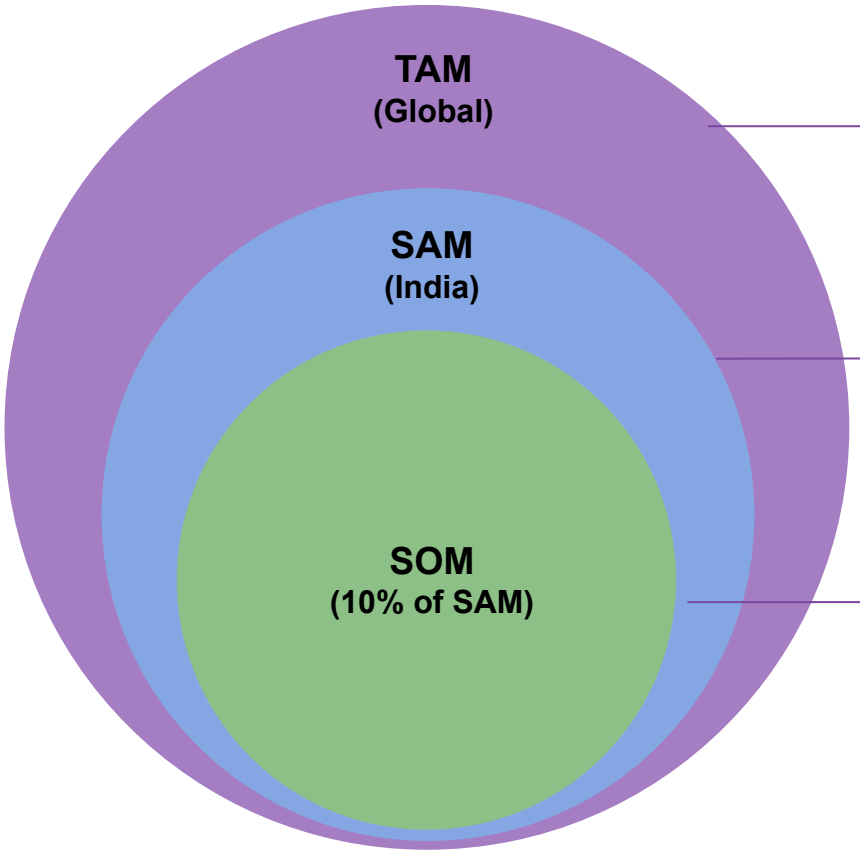
Online Product Discovery is a massive opportunity

Starting with Fashion in India

- Expand to US, Europe & other Asian countries over next 3 years
- Category expansion to kids, home & other lifestyle categories over next 5 years

Our ideal user

- Tech savvy, Bargain hunter, Online shoppers
- Visibility for emerging brands and platforms



	Fashion	E-Commerce
TAM (Global)	$246B	$4.77T
SAM (India)	$3.3B	$29B
SOM (10% of SAM)	$330M	$2.9B

Competitive Landscape

STARTUPS

C11

Search and Discovery

- *Generic Platform*
- *No India Presence*
- *Limited to their catalogue*
- *Lacks purchase Intent*

Google LYST

Shopping Copilot

- *No Competition*
- *We have first-mover advantage*

Analytics and Insights

- *Hefty Competition*
- *Surging Demand*

AI based SAAS Solutions

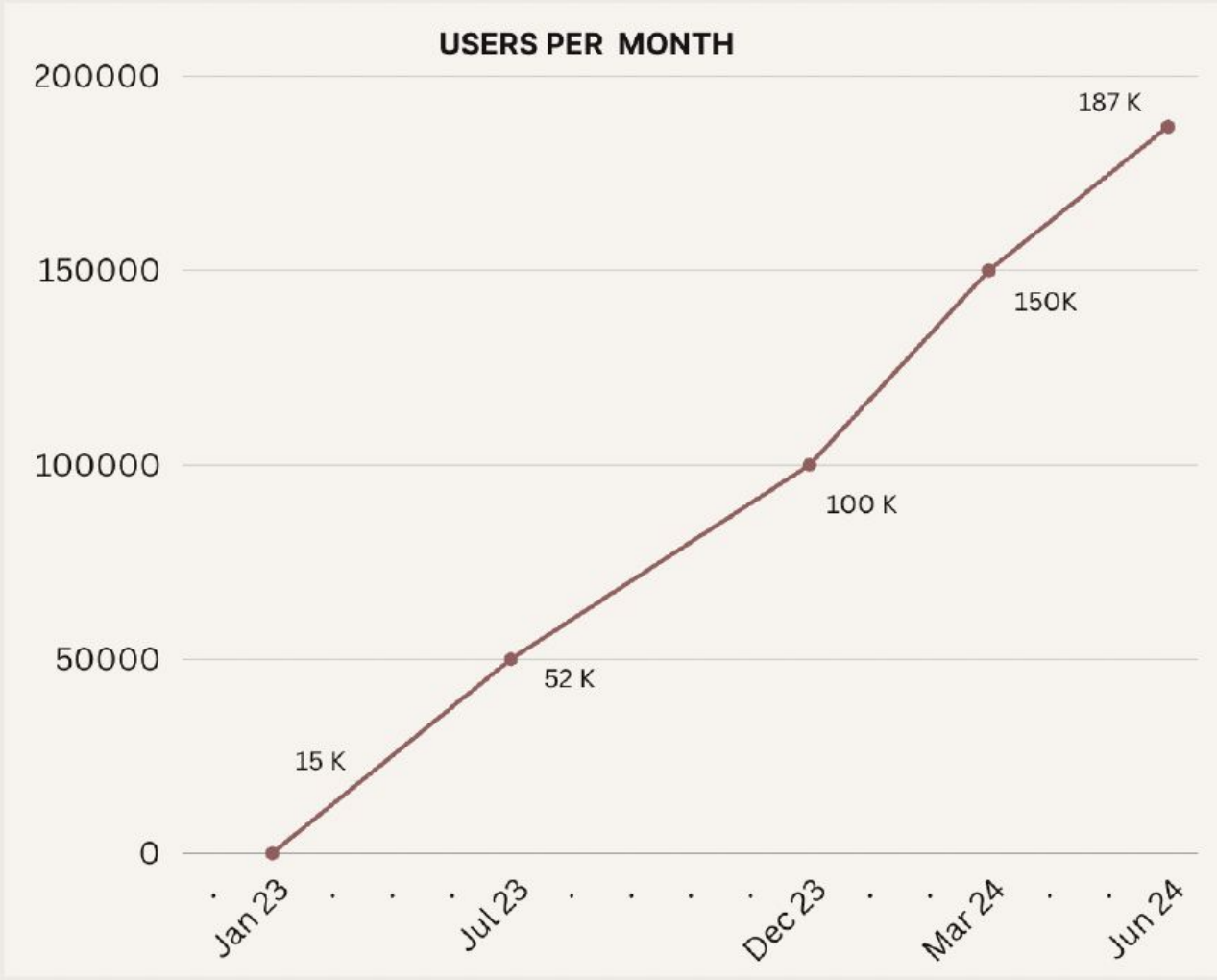
- *Limited Competition*
- *Emerging Demand*

REDFYND

✔ *A Shopping Co-Pilot, Curated choices aggregated products and deals across stores, curated products and personalized experience powered by AI*

✔ *Value add for brands with relevant customers, deep Analytics Insights and AI powered Solutions*

Our Journey and Current Traction



2 Lac
Monthly Active Users

Rs 10 Lacs
Affiliate sales/month

60-70%
Organic traffic Organic

10 Brands
Advertising on the platform

6 Million
Products

2-3 X
website traffic increase in < 6 months

100
Stores

Business Model



CUSTOMERS

- ✔ Convenience
- ✔ Wider Options
- ✔ Savings

BRANDS AND PLATFORMS

- ✔ New user Acquisition
- ✔ Brand Promotion
- ✔ AI Powered customer experience

2025

- **Affiliate Commission**
- **Advertising & Promotion**

  [CPM, CPC]

2026

- **Analytics & Insights**
  - Pricing Intelligence
  - Assortment intelligence
  - Customer profiling

2028

- **Enterprise Solutions**
  - Shopping copilot
  - Visual Search
  - Semantic Search
- **Premium Membership**

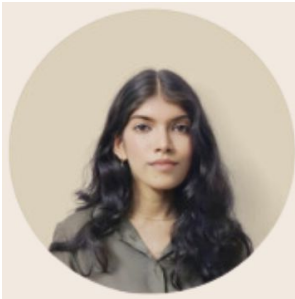
Founding Team with deep Retail/Tech experience



Divya Manjari
Co-founder & CEO

20+ years in Retail/E-commerce/Tech

IIT KGP | ISB



Jesna Johny
Product

Ex fashion AI tech



Sachin Kahandal
Engineering

Founding Engineer
Full stack developer



Kumar Pritam
Co-founder & Sales head

16+ years in Retail, digital marketing & sales

IIM K



Mithun Dasgupta (AI Advisor)

Computer Vision PhD and researcher. 27 patents and several publications in leading AI conferences. Applied researcher @ Microsoft

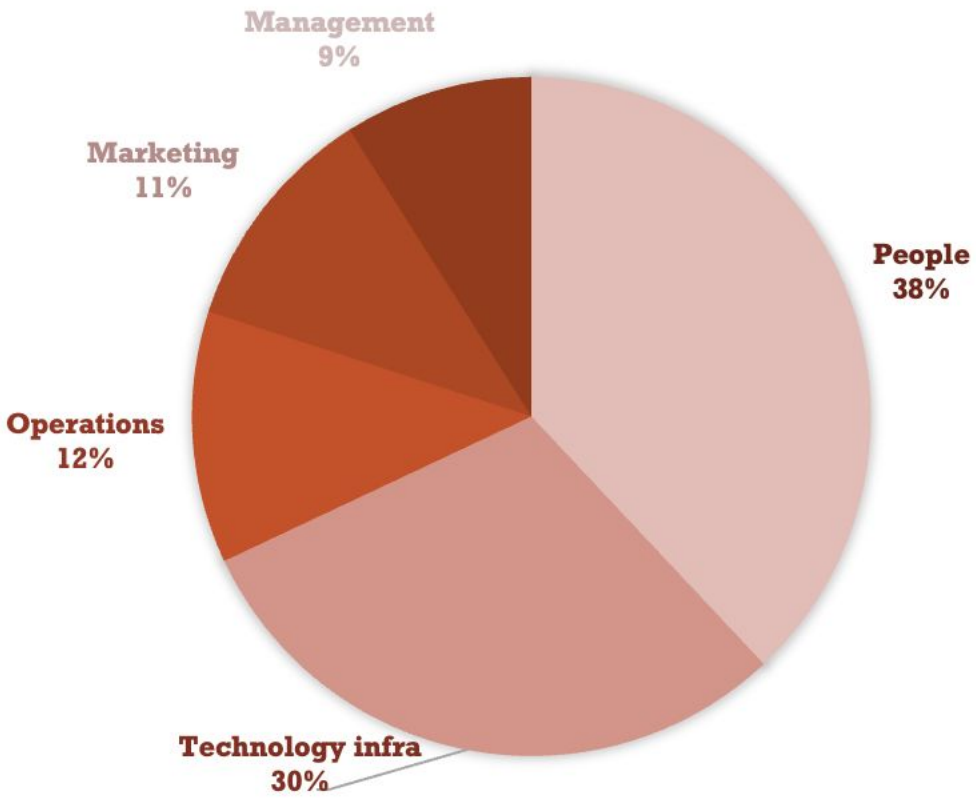
IIT KGP, UIUC(PhD)

We need seed investment of $1 Million

IIT STARTUPS
C11

This capital will enable us to refine our proprietary algorithms, grow user base and onboard major brands.

Pre-Seed : $200 K (F&F)



1 Year

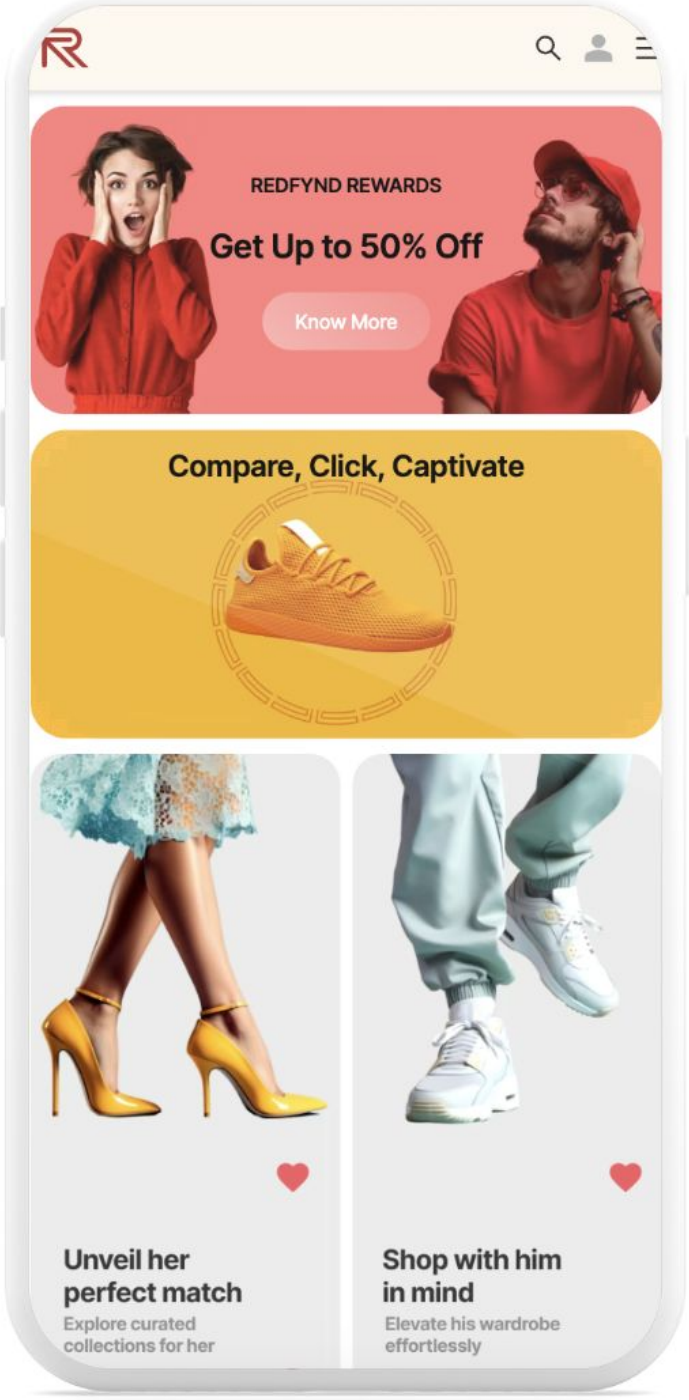
1 Million
Monthly Active Users

$800 K
Revenue

5 Year

60 Million
Monthly Active Users

$ 320 Million
Revenue



REDFYND

Thank You

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www.redfynd.com

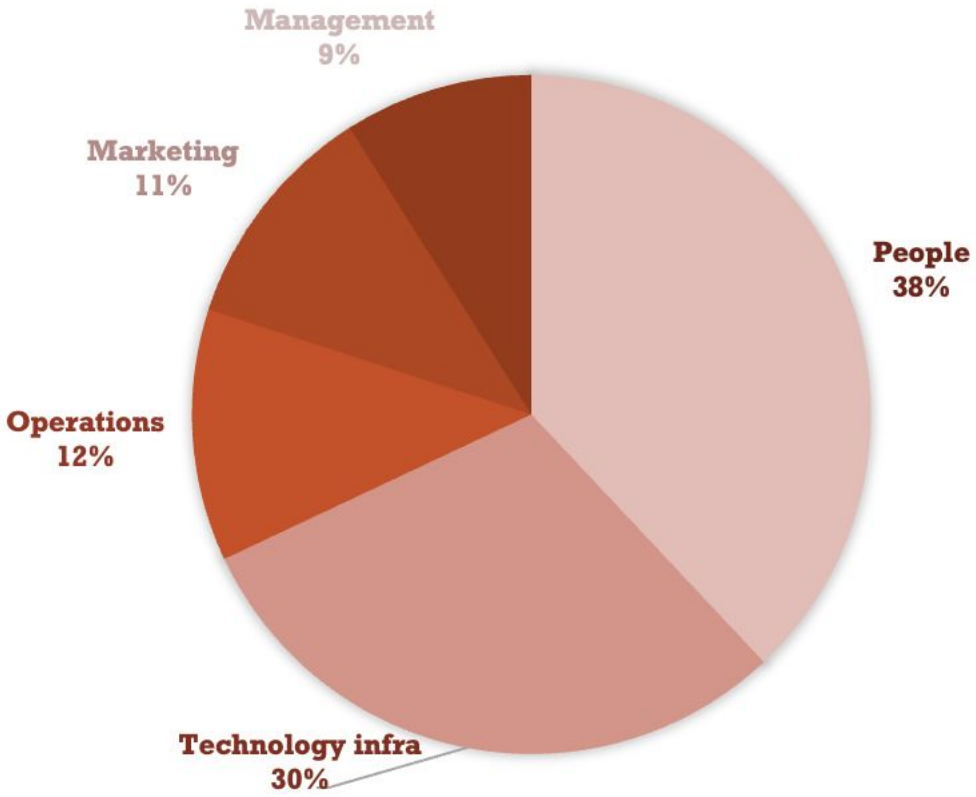
We need seed investment of $2 Million

STARTUPS

C11

This capital will enable us to refine our proprietary algorithms, grow user base and onboard major brands.

Pre-Seed : $200 K (F&F)



Business Targets (Next 5 Years)

	Current	Year1	Year2	Year3	Year4	Year5
MAU	200K	1M	5M	10M	25M	60M
Paying Partners: Brands and Platforms	10	200	400	1000	2000	5000

Financial Targets (Next 5 Years)

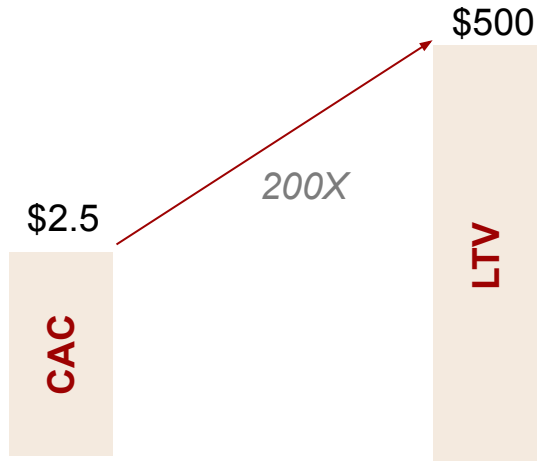
	Current	Year1	Year2	Year3	Year4	Year5
Revenue	40K	800k	26M	61M	132M	320M
EBITDA	-Ve	-Ve	4M	25M	89M	240M

Marketing and Sales

C11

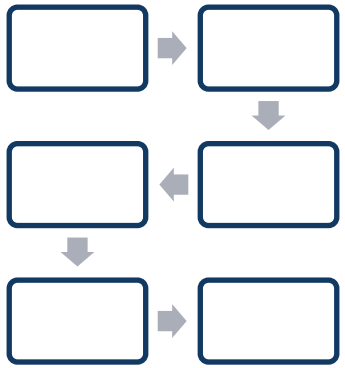
B2C END USERS

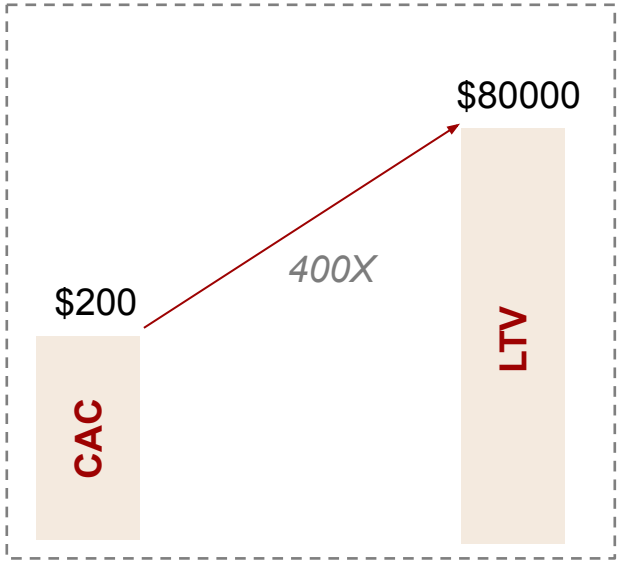
	Instagram	Facebook	Search	Paid Ads	Telegram	Email	Upcoming Channels
Acquisition							Influencer, FM, etc.
Engagement							
Conversion							
Retention and Loyalty							



B2B BRANDS

- *LinkedIn*
- *Facebook Ads*
- *Enquiry on site or via email*





Start Here

	ASP	ACV	TCV
Listing and Ads	$87.50	$1,075.00	$1,075.00
Reports and Insights	$200.00	$200.00	$200.00
Solutions (Image Search, Attribute Enrichment, etc.)	$5,000.00	$5,000.00	$5,000.00

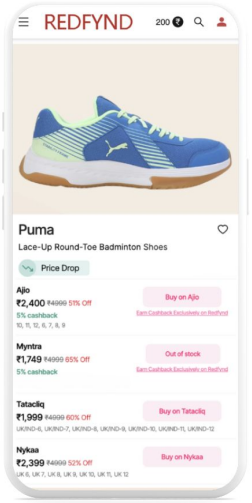
Reimagining shopping experience with AI

IIT STARTUPS

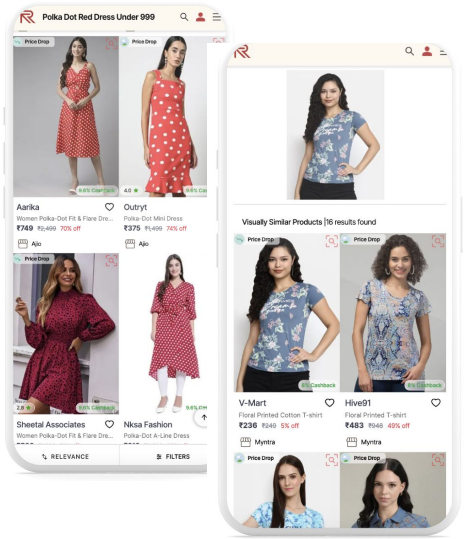
C11

Connecting users to most relevant products & brands

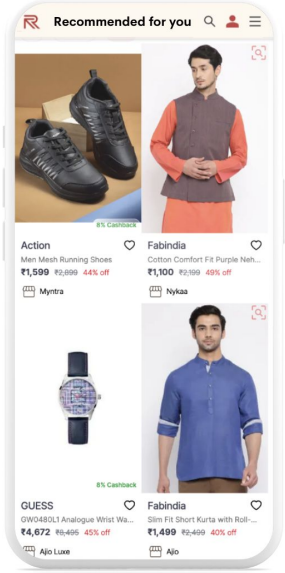
Unified view



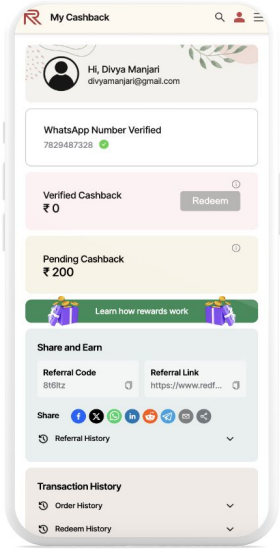
Intuitive & sophisticated Search



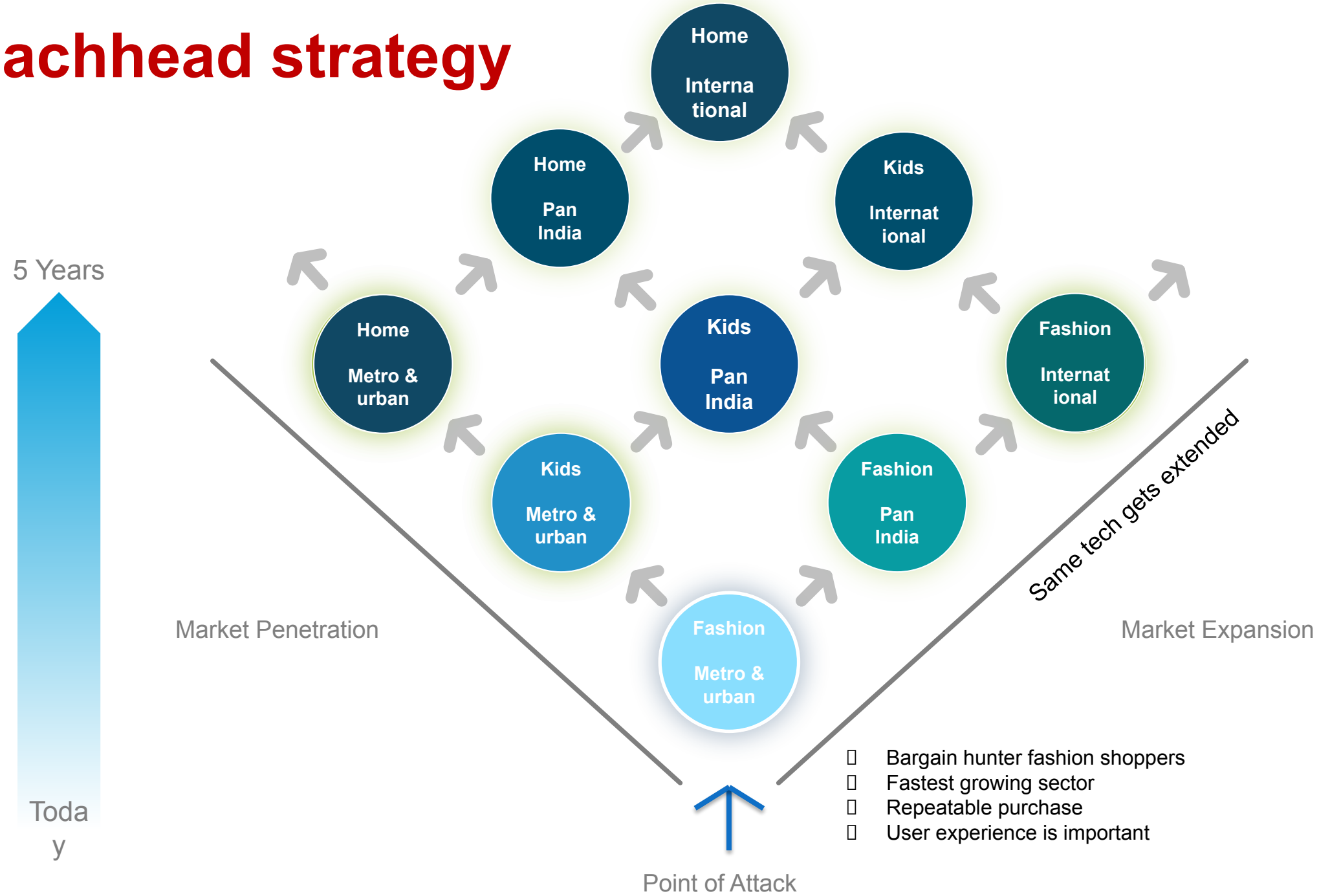
Personalized recommendations



Alerts & Rewards



Beachhead strategy



- Bargain hunter fashion shoppers
- Fastest growing sector
- Repeatable purchase
- User experience is important

GTM Strategy

IIT STARTUPS C11

Customer

Partner Stores

Growth

Target- tech savvy bargain hunters

- Cashback Rewards & referral
- Deal broadcast on social media
- Personalized marketing

Scale

Target – all online shoppers

- Brand awareness to convey value
- Digital ads
- Influencer marketing
- SEO & content marketing

Growth

Target – Small to mid size stores looking to increase website visitors

- Insta/FB ads & outreach
- Partnership with marketing agencies
- Partnership with E-commerce enablers

Scale

Target – Large companies & marketplaces aiming to increase new users & conversion

- Outbound sales
- Linkedin ads/outreach
- Community outreach

Business Model Canvas

STARTUPS

C11

Value Propositions	Customer Relationships	Customer Segments
- Saving time for users through search tech, aggregation & personalization - Easy price comparison - Deal discovery to save money - Cashback to earn rewards	- Redfynd rewards & referral program - Email & Whatsapp notifications - Email support for query resolution	- Convenience & value seeker individuals looking for an easy way to shop - Users who are looking for the best deals and compare prices across different stores - Tech savvy users who are comfortable using a new kind of platform - Young working professionals
	Channels	
	- Redfynd website - Social media & Whatsapp channels - Email newsletters: Regular updates about new features, deals, and tips.	
	Revenue Streams / Model	
	- **Commission from sales:** Earnings from partner brands when purchases are made through Redfynd. - **Advertising:** Income from displaying ads on the platform. - **Analytics services:** Selling data reports and analytics to other businesses. - **Solution as a Service**: Selling advanced technology solutions for e-commerce experience	

The Moat

- **SaaS Solutions** will ensure deeper bonding with brands and online platforms
- **Powerful AI in this space.** E.g., High accuracy visual search technology powering duplicate product detection
- Solid technical infrastructure built for **super quick onboarding** and scale
- **First mover advantage** - Personalization requires user volume and engagement on the platform for effectiveness