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Tech2etc Ecommerce Tutorial

Welcome to our platform, where we showcase the unique clothing designs from various states of India. Each piece tells a story of the diverse culture of its origin. Browse our selection and support local vendors today!

This is a platform that celebrates the diverse cultures of India through clothing and it aims to showcase the unique weaving and embroidery styles of each state while empowering local artisans.

Local Clothing Vendors of India

Bringing the Best of India's Fashion to Your Doorstep. Connecting artisans and consumers globally through an authentic digital marketplace.



The Team

Khushi Tolani

- **Role:** Co-founder & CEO Responsibilities: Leading strategic direction and partnerships, ensuring the company's vision is realized through impactful collaborations and innovative strategies.
- **Equity:** 50%
- **Background:** Khushi is a final year B.Tech student in Computer Science at VIT. With a strong interest in entrepreneurship and a passion for Indian culture, Khushi has led various student projects and initiatives, gaining valuable leadership and project management skills.

Amisha Tripathi

- **Role:** Co-founder & CTO Responsibilities: Spearheading technology development, ensuring a seamless and scalable platform architecture.
- **Equity:** 50%
- **Background:** Amisha is a final year B.Tech student in Computer Science at VIT. Specializing in software development, Amisha has hands-on experience with building web applications and has participated in numerous coding competitions and hackathons, showcasing a strong technical aptitude.

The Issue



1 Limited Reach

Local artisans lack digital presence to reach broader audiences.

2 Unfair Pricing

Small vendors are forced to compromise due to the domination of brand names and their pricing.

3 Cultural Dilution

The culture and tradition behind each clothing item is lost due to the mass production and westernization of fashion.

Product Overview

Empowering Small Businesses

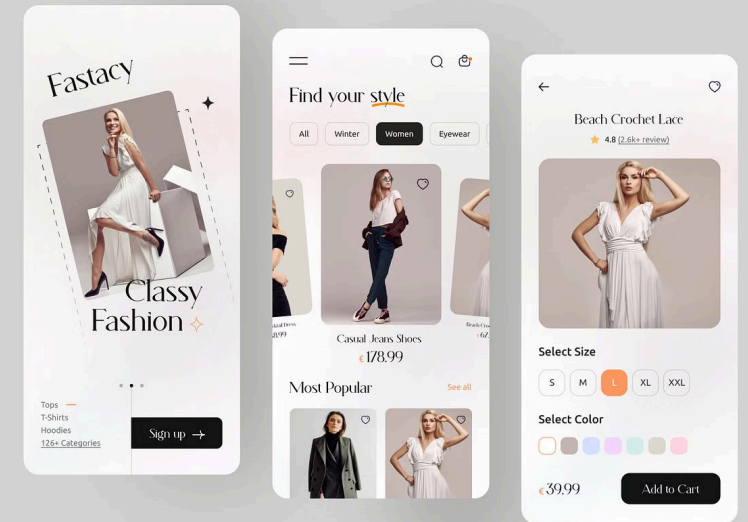
This platform gives exposure and recognition to small vendors, helping them connect to a wider audience and expand their businesses.

Empowerment of Artisans and building communities

Direct connection to consumers, ensuring fair compensation and creating a community where diverse cultures and traditions come together, celebrating the unique beauty of India's fashion.

Reviving Heritage

By highlighting the significance and history of each clothing item, we aim to preserve and promote India's rich cultural heritage.



Technology Overview

Vendor Registration

An easy to use portal for vendors to register, upload product pictures, and set prices.

Product Listings

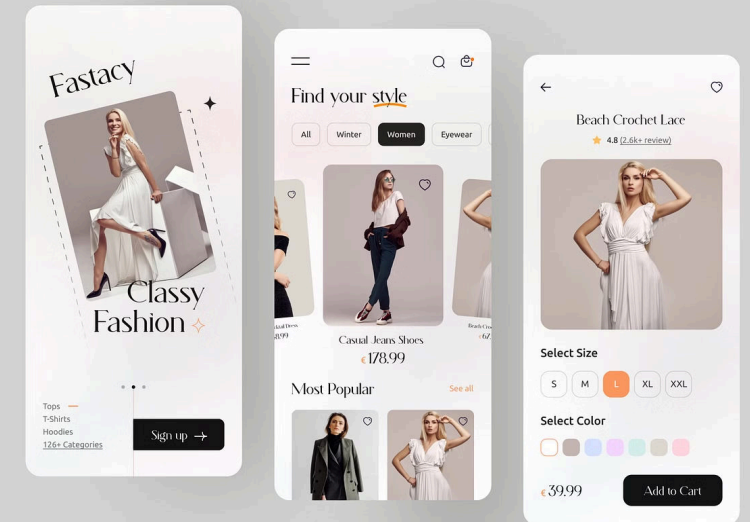
Search and view products by state, style, and occasion. Detailed product descriptions and shipping information.

Logistical Support

Partnering with logistics companies to ensure timely and reliable delivery of products across the globe..

Payment Processing and Secure Transactions

A secure payment processing system that accepts multiple payment methods and takes online safety seriously.



Business Model



Revenue Streams

- **Commission:** 10% on each sale.
- **Vendor Subscription:** Monthly fees for premium features and marketing support.



Pricing Strategy

- Vendors set competitive prices; platform earns through transaction-based fees.



Target Audience

- Fashion enthusiasts, culture admirers, and global customers interested in unique Indian fashion.



Market Opportunity

1

Indian Market:

- Over 50 million potential customers interested in ethnic and cultural fashion.
- Average spend of ₹2,000 per year per customer.
- Total potential market: ₹100 billion annually.

2

Global Expansion:

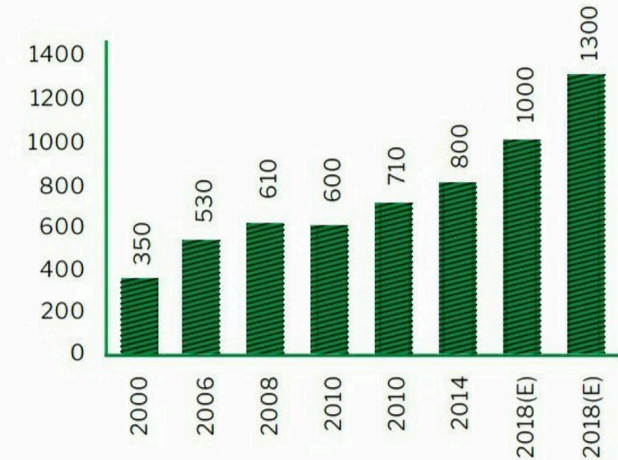
- Target markets: US, Canada, UK.
- Estimated market size: ₹500 billion annually, considering cultural fashion interest.

3

Market Analysis

The Indian online fashion market is expected to grow at a CAGR of 29.3% between 2020-2025, reaching a market size of US \$ 16.8 billion by 2025.

Global Textile & Apparel Trade (US\$ bn)



Current Traction

1 MVP Development:

- Successfully developed a Minimum Viable Product (MVP) for the Local Vendors of India platform, demonstrating the core functionalities and user interface.
- MVP includes basic features such as vendor registration, product listings, and secure payment processing.

2 Initial Research and Validation:

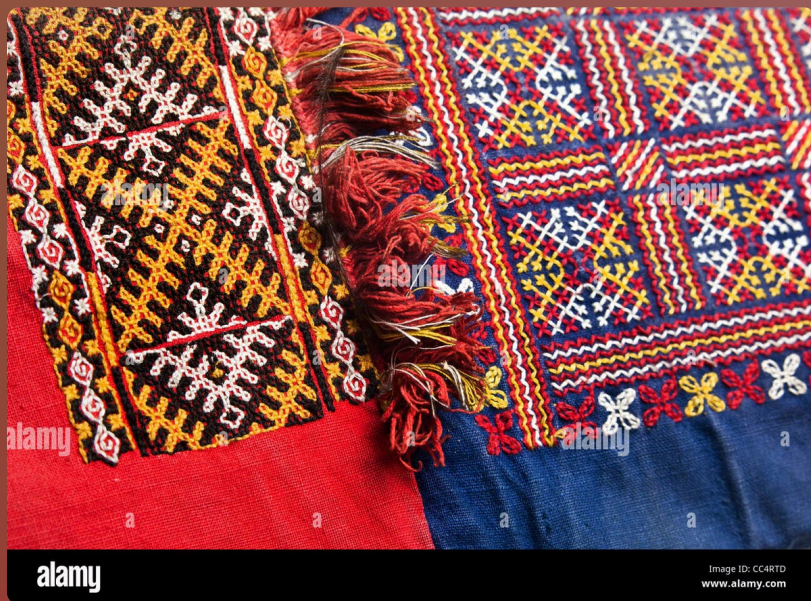
- Conducted initial market research to validate the concept with over 100 potential users and local artisans.
- Received encouraging feedback, indicating a strong interest in authentic, region-specific Indian fashion.

3 Platform Features Tested:

- Vendor Registration: Simple and intuitive process for artisans to sign up and list their products.
- Product Listings: Functional product pages with descriptions, images, and pricing details.
- Payment Processing: Secure and reliable payment gateway integrated into the MVP.

4 Next Steps:

- Plan to refine and enhance the MVP based on user feedback and further testing.
- Aim to officially launch the platform within the next six months, with a target of onboarding 50+ artisans and reaching 1,000+ registered users in the first three months post-launch.
- Continue building partnerships with logistics providers and cultural organizations to support seamless operations and marketing efforts.



alamy

Image ID: CC4RTD
www.alamy.com

Competitive Landscape

Competitors

- **Regional Clothing Stores:** Limited reach, local markets.
- **National Retailers (Myntra, Flipkart):** Broad range, lack artisan focus.
- **Specialized E-commerce (Utsav Fashion):** High prices, less direct artisan engagement.
- **International Brands (Zara, H&M):** Limited ethnic collections, mass-produced.

Our Edge

- **Authenticity & Direct Artisan Connections:** Ensuring genuine, culturally significant items, fair pricing, and recognition for artisans.
- **Cultural Diversity & Preservation:** Curated collections from various states with rich cultural stories.
- **Empowerment & Fair Trade:** Fair compensation and support for artisans, promoting ethical fashion.
- **Sustainable Fashion:** Eco-friendly, unique, handcrafted products.
- **User Experience & Innovation:** Intuitive platform, advanced features, secure payments.
- **Community Building:** Celebrating cultural heritage, exclusive offers, and loyalty programs.

Financials Current and Projections

Current Financials:

- **Stage:** Planning and development
- **Developments:** Basic MVP created
- **Current Investment:** Self-funded with minimal expenditure on prototype development

Year 1 Projections:

- **Revenue:** ₹0.5 million
- **Expenses:** ₹1 million
 - **Technology Development:** ₹0.4 million
 - **Marketing & Customer Acquisition:** ₹0.3 million
 - **Operations & Logistics:** ₹0.2 million
 - **Vendor Support & Training:** ₹0.1 million

Year 2 Projections:

- **Revenue:** ₹3 million
- **Expenses:** ₹2 million
 - **Technology Enhancements:** ₹0.5 million
 - **Marketing Expansion:** ₹0.7 million
 - **Operations & Logistics:** ₹0.5 million
 - **Vendor Support & Training:** ₹0.3 million

Year 3 Projections:

- **Revenue:** ₹8 million
- **Expenses:** ₹5 million
 - **Platform Scaling:** ₹1 million
 - **International Marketing:** ₹2 million
 - **Operations & Logistics:** ₹1.5 million
 - **Vendor Support & Training:** ₹0.5 million

Unit Economics:

- **Average Revenue per Transaction:** ₹1,000
- **Cost per Transaction:** ₹200
- **Gross Margin per Transaction:** ₹800

Funding Requirements:

- **Initial Funding Needed:** ₹5 million
 - **Use of Funds:**
 - **Technology Development:** 30%
 - **Marketing & Customer Acquisition:** 40%
 - **Operations & Logistics:** 20%
 - **Vendor Support & Training:** 10%

Investor Dashboard					
Assumptions					
Annual Website Visitors	2020	2021	2022	2023	2024
End of Year	14,821	109,374	202,511	418,209	688,421
Annual Visitors in Current Model	80,000	120,000	250,000	450,000	1,000,000
Year Prediction					
Customer Purchases					
From Current Model					
% of Visitors who make a purchase	5%	7%	8%	9%	10%
Annual Growth Rate	20%	25%	30%	35%	40%
Year Predictions					
Year	2020	2021	2022	2023	2024
Revenue	22.0%	2.6%	5.5%	1.2%	0.3%
COGS	8.0%	2.4%	2.3%	2.8%	2.3%
Other Operating Expenses	4.2%	1.4%	0.7%	0.3%	0.3%
Net	41.6%	19.9%	14.7%	7.3%	3.3%
Salaries	0.8%	0.2%	0.1%	0.0%	0.0%
Legal Expenses	0.6%	0.2%	0.1%	0.0%	0.0%
Depreciation and Amortization	1%	10%	15%	17%	18%
Income Tax					
Modified Income					
For the Year Ended December 31,	2020	2021	2022	2023	
Sales	118,611	305,293	960,896	2,460,508	
Online Consumer Sales Revenue	148,706	513,215	977,221	1,533,458	
Wholesale Revenue	\$267,317	\$818,508	\$1,938,116	\$3,993,965	
Total Sales					
Cost of Goods Sold	61,588	159,825	345,918	732,337	
COGS	\$61,588	\$159,825	\$345,918	\$732,337	
Cost of Goods Sold					
Gross Margin	\$205,729	\$658,584	\$1,592,198	\$3,261,629	
	77%	80%	82%	82%	
Net Profit	\$12,047	\$399,394	\$1,181,231	\$2,798,513	
Income Tax	2,409	79,941	281,589	671,107	
Net Income	\$9,540	\$319,453	\$899,642	\$2,127,406	
EBITDA	\$15,108	\$402,344	\$1,184,199	\$2,801,262	
Original Income					
For the Year Ended December 31,	2020	2021	2022	2023	
Sales	118,611	305,293	960,896	2,460,508	
Online Consumer Sales Revenue	148,706	513,215	977,221	1,533,458	
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Funding Needs



1

₹20M Funding

40% Tech, 30% Marketing, 20% Operations, 10% Vendor Support

2

₹100M Valuation

Targeting 50,000+ customers, ₹30M revenue in 18 months

3

Series A ₹50M

For international expansion after initial 18 months

Current Equity Structure, Fundraising History, and Investors

Current Equity Structure:

- **Founders: 100%**
 - Khushi Tolani (Co-founder & CEO): 50%
 - Amisha Tripathi (Co-founder & CTO): 50%

Fundraising History:

- **Pre-seed Round:** No external investment or personal funds invested yet. Currently in the planning and MVP development phase.

Investors:

- **Currently Seeking:** ₹5 million in seed funding to complete platform development, initiate marketing efforts, and launch the platform.

Exit Options

Potential Exits:

- **Acquisition:** Larger e-commerce platforms or fashion retail companies may acquire us to expand their offerings in traditional and sustainable fashion.
- **Strategic Partnerships:** Collaboration with major retail brands or international marketplaces looking to diversify their portfolio with authentic Indian fashion.
- **Initial Public Offering (IPO):** Potential IPO in 5-7 years as the brand grows and gains significant market traction.

Comparable Examples:

- **Craftsvilla:** Acquired by a larger player in the ethnic fashion market, showcasing successful exit through acquisition.
- **Fabindia:** Continues to grow with strategic partnerships and expansion, demonstrating a pathway to successful scaling and potential IPO.