



I N V Y

DIGITAL INVENTORY FOR MODERN CONSUMERS

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**The average home in
America contains
300,000 items.**

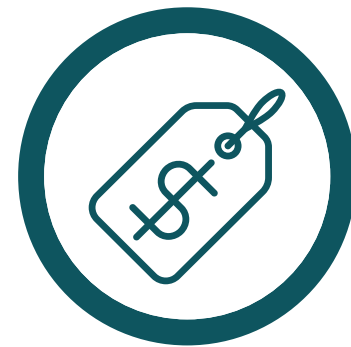
”

84% of Consumers Stress About Managing Belongings



69% of US homes are underinsured

2/3 of homes in America are underinsured.



\$54 Billion items unused & forgotten items in homes

An estimated 9 Billion unused consumer goods sit in homes or storage areas/units.



\$3600 in valuables discarded instead of resold, every year

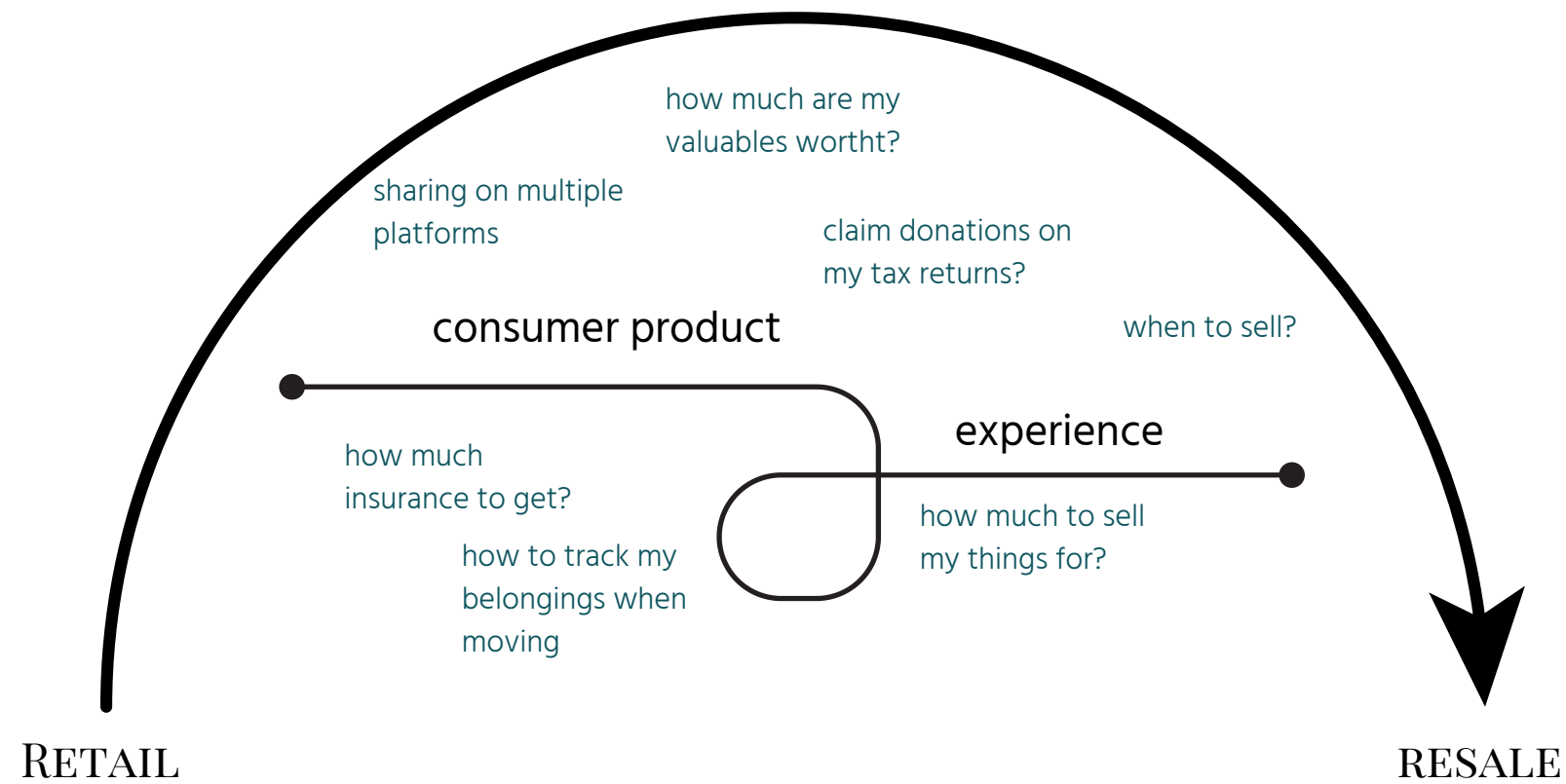
Reselling is too time-consuming, and the average American sends 113 lbs of goods to the landfill.

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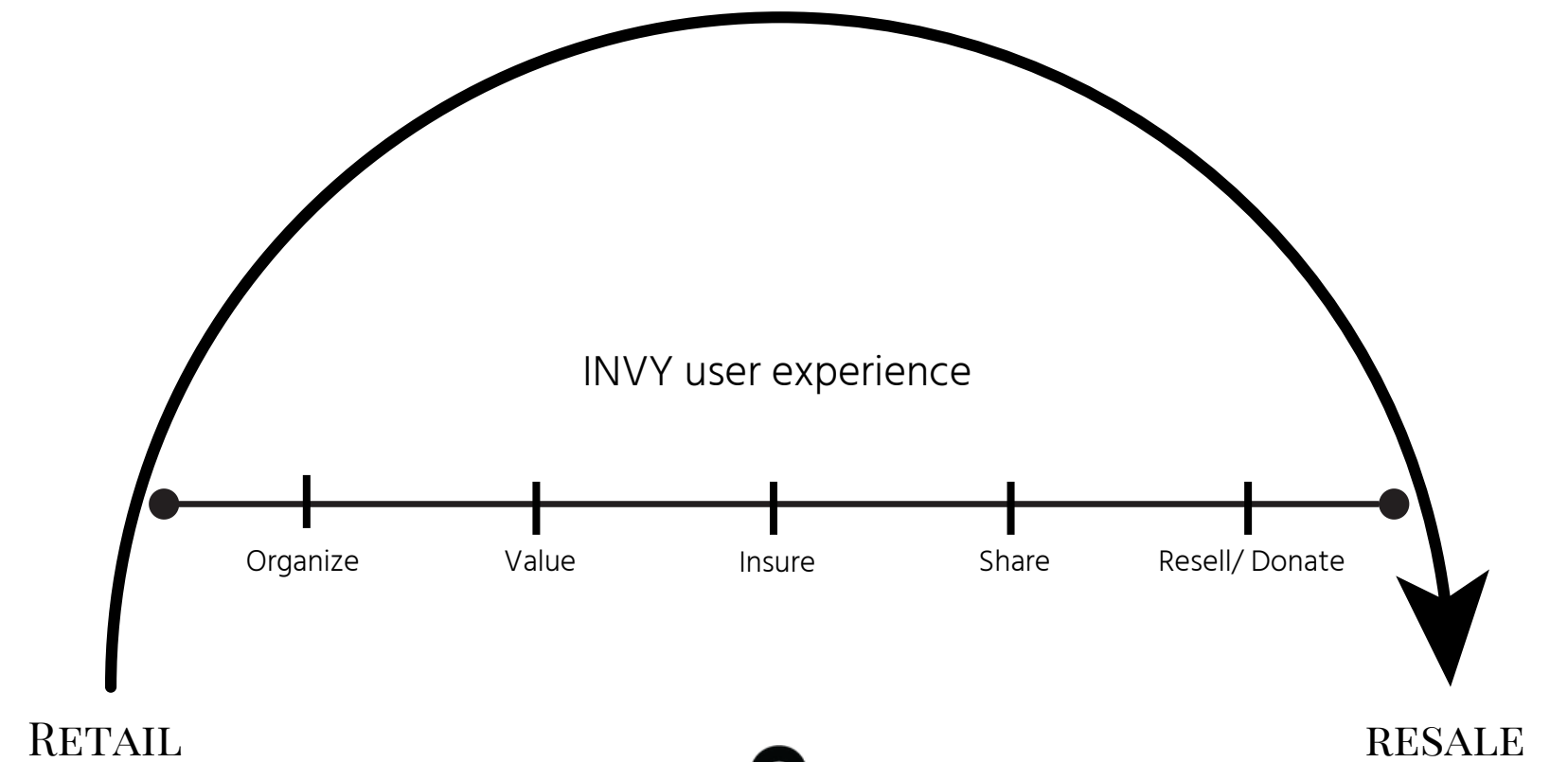
**Retailers have gotten really good
at managing their inventory with
digital solutions,
*consumers have not.***

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INVY streamlines the consumer experience



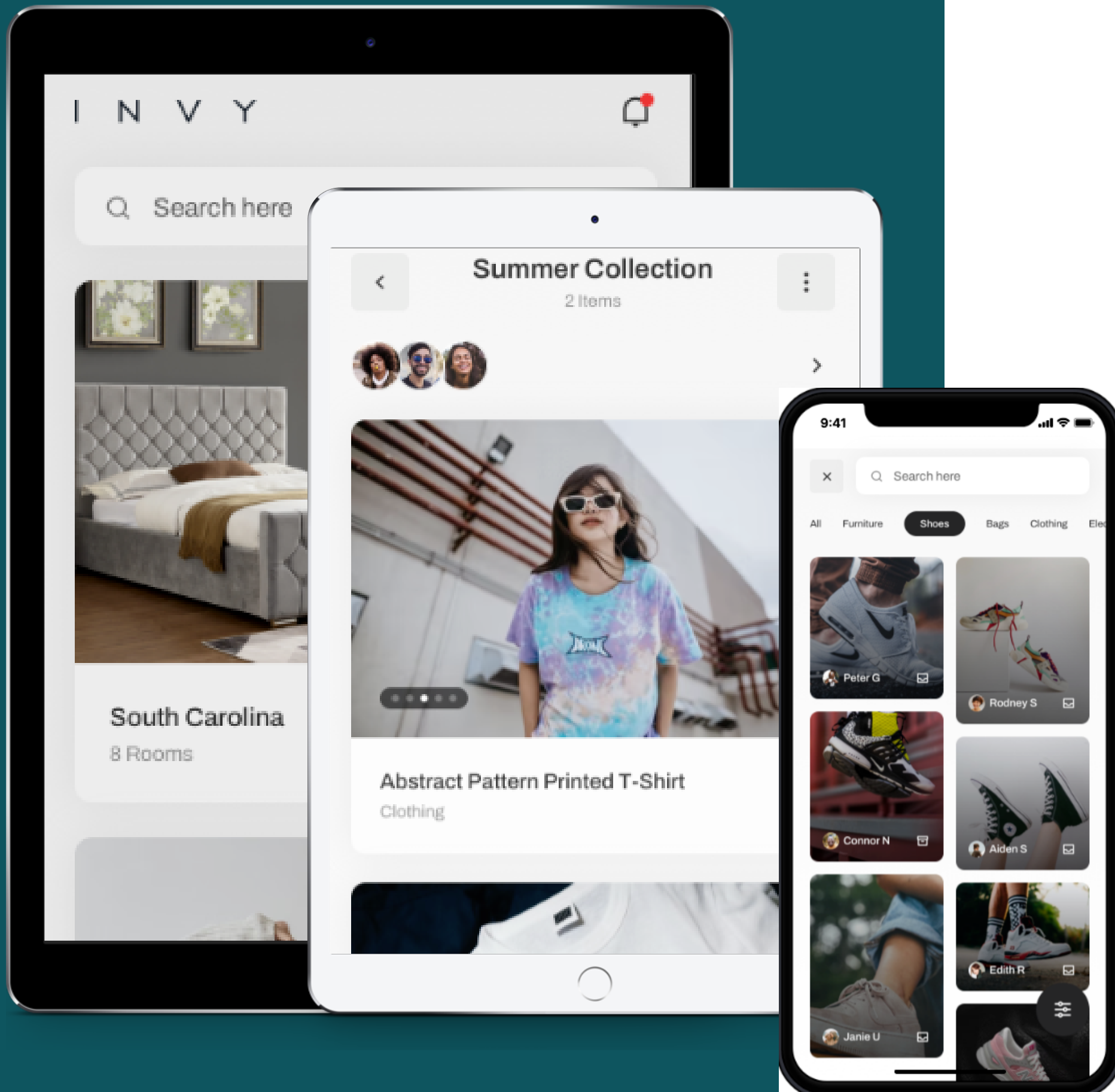
Current consumer experience



All your valuables in one place



ORGANIZE. SHARE. RESELL



ORGANIZE & DOCUMENT

Keep track of purchases, organize items by location, and subcategorize them into rooms or types.

ESTIMATE VALUE & INSURE

Track and insure the value of your purchases over time.

SHARE & CONNECT

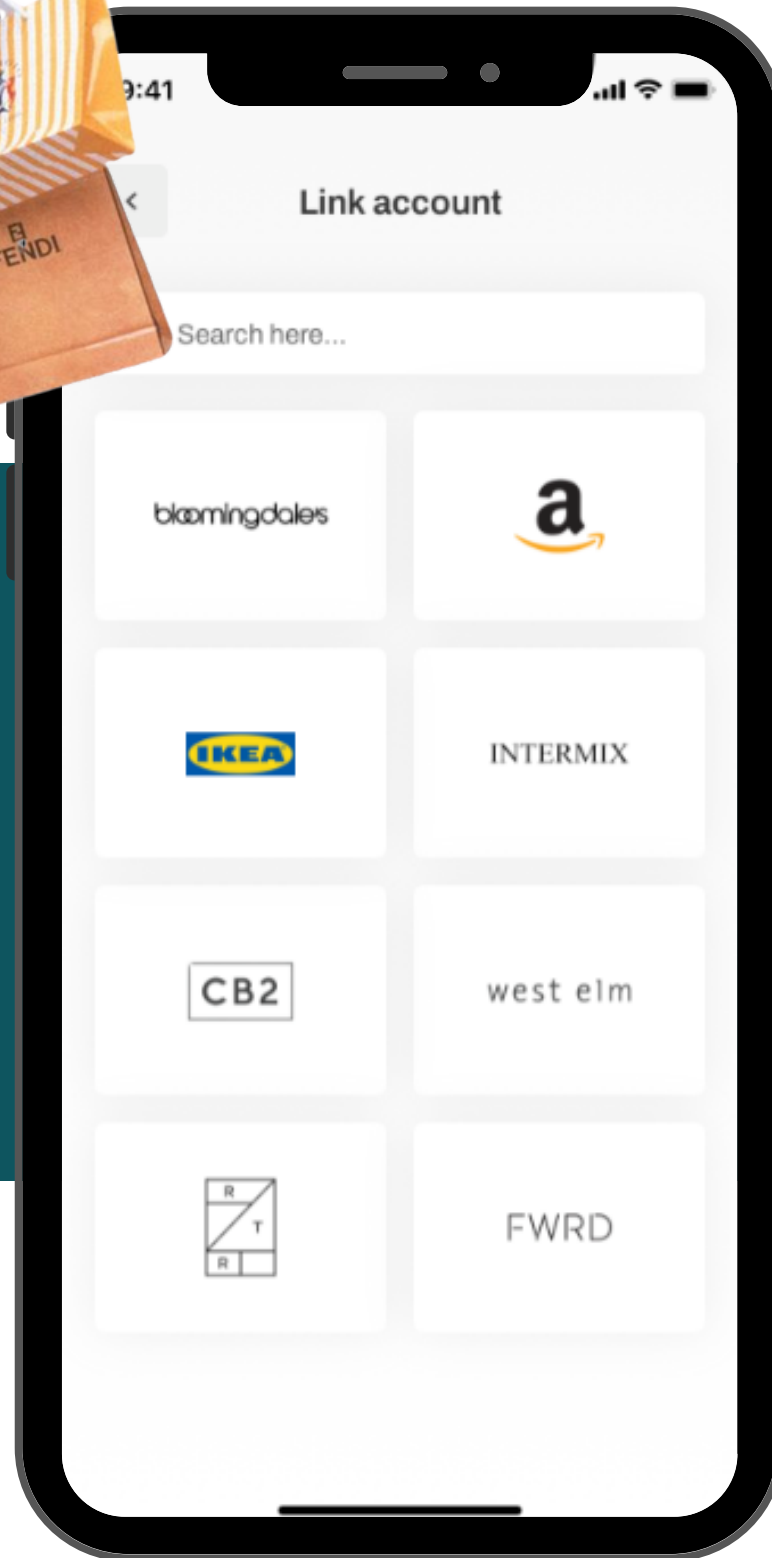
Share new purchases and existing items with friends, community groups and vendors.

RECYCLE & RECIRCULATE

Connect easily to resale or donation platforms.

INVY DIGITIZES PURCHASES

AT THE POINT OF SALE



INSURE VALUABLES

AIG GEICO Lemonade



SHARE WITH NETWORK & COMMUNITY



RECIRCULATE

Vestiaire Collective 1stDIBS POSHMARK

INVY

Bridges the gap between retail brands & resale marketplaces

connecting brands directly to their customer's product experiences and the resale market



RETAILER



INVY USER



RESALE

WHO'S ENVY FOR?



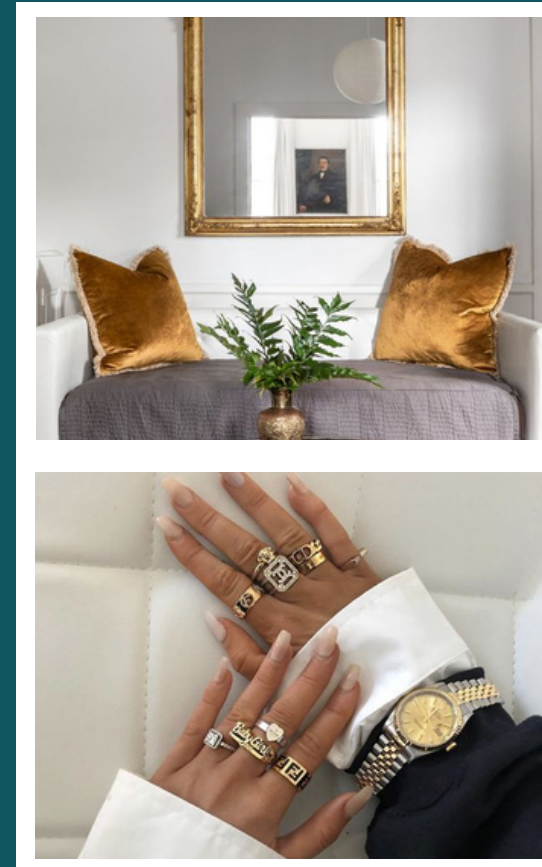
LUXURY BUYERS

29 Million urban fashionista investing in luxury goods (HENRY's)



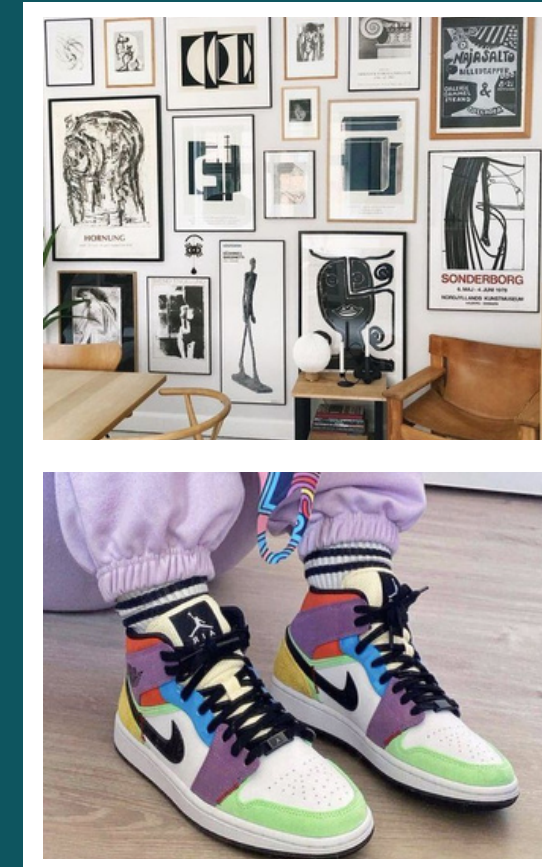
YOUNG PROFESSIONALS

17.2 million professionals on the go (28 percent of the professional workforce)



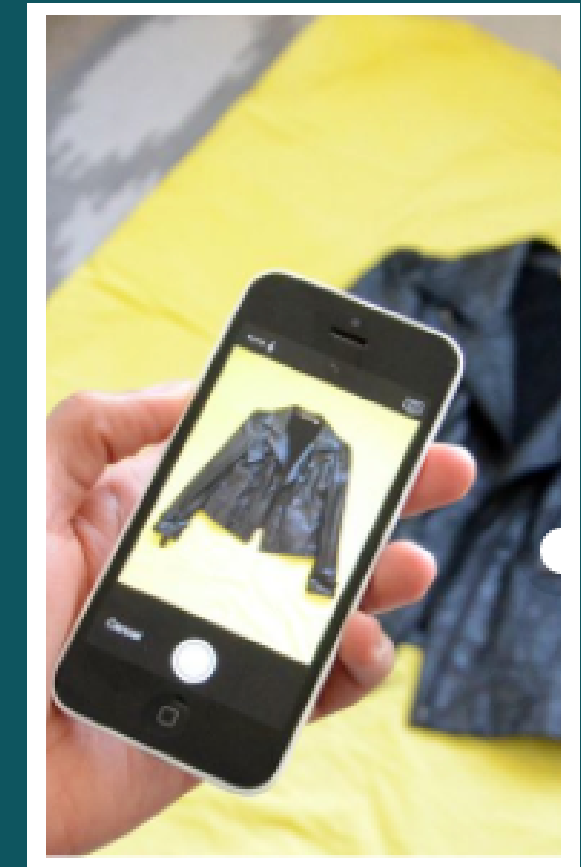
INSURED

Only 41% of consumers insure & 55M use Evernote to inventory valuables



COLLECTORS

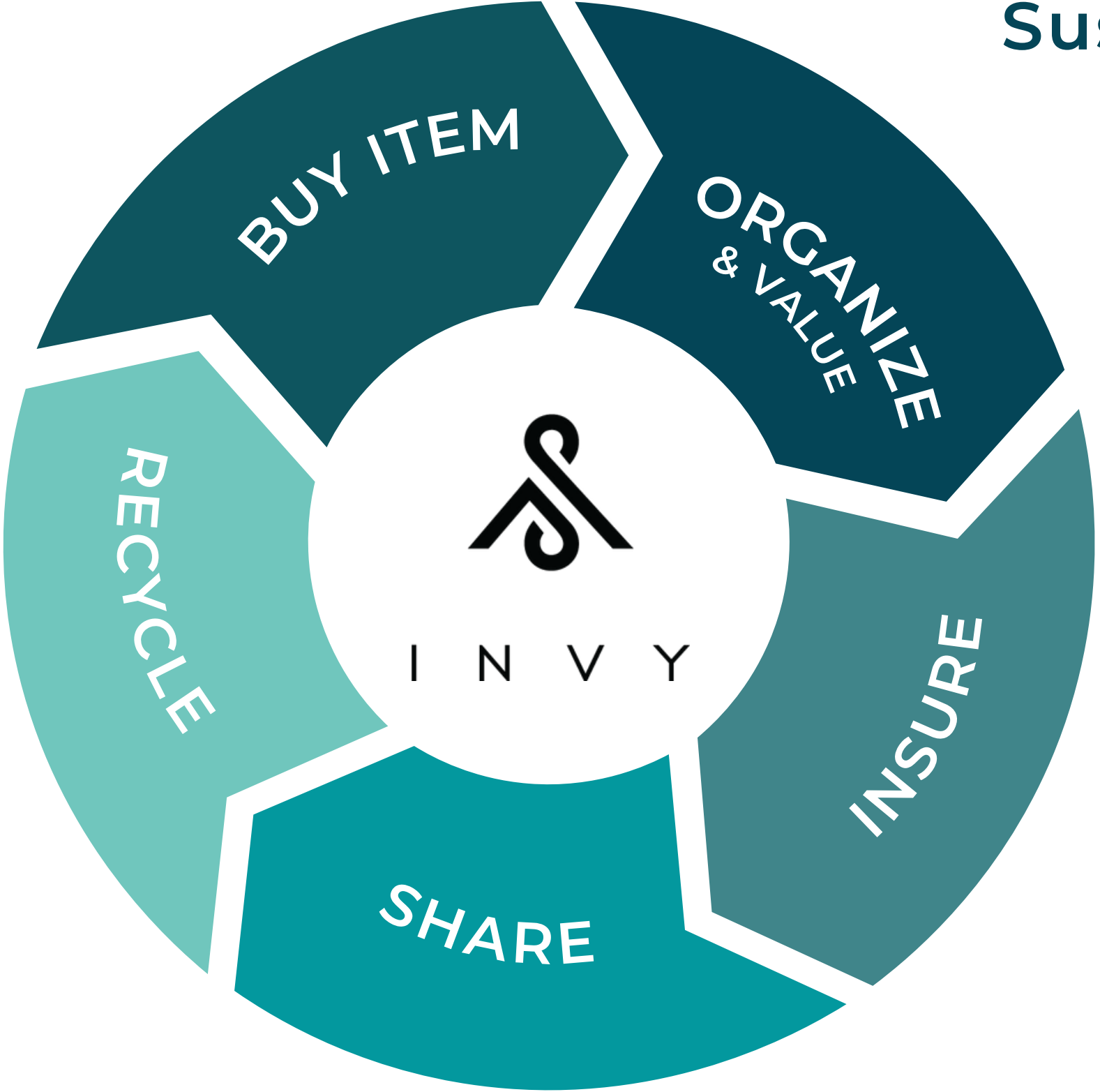
\$30% of millennial collectors have spent over \$1 million on art, with an average spend of \$228,000.



RESELLERS

Secondhand is becoming a global phenomenon, Expected To Grow 127% by 2026. The Clean Out trend accelerated during the pandemic.

Circular & Sustainable



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Traction

833 Downloads

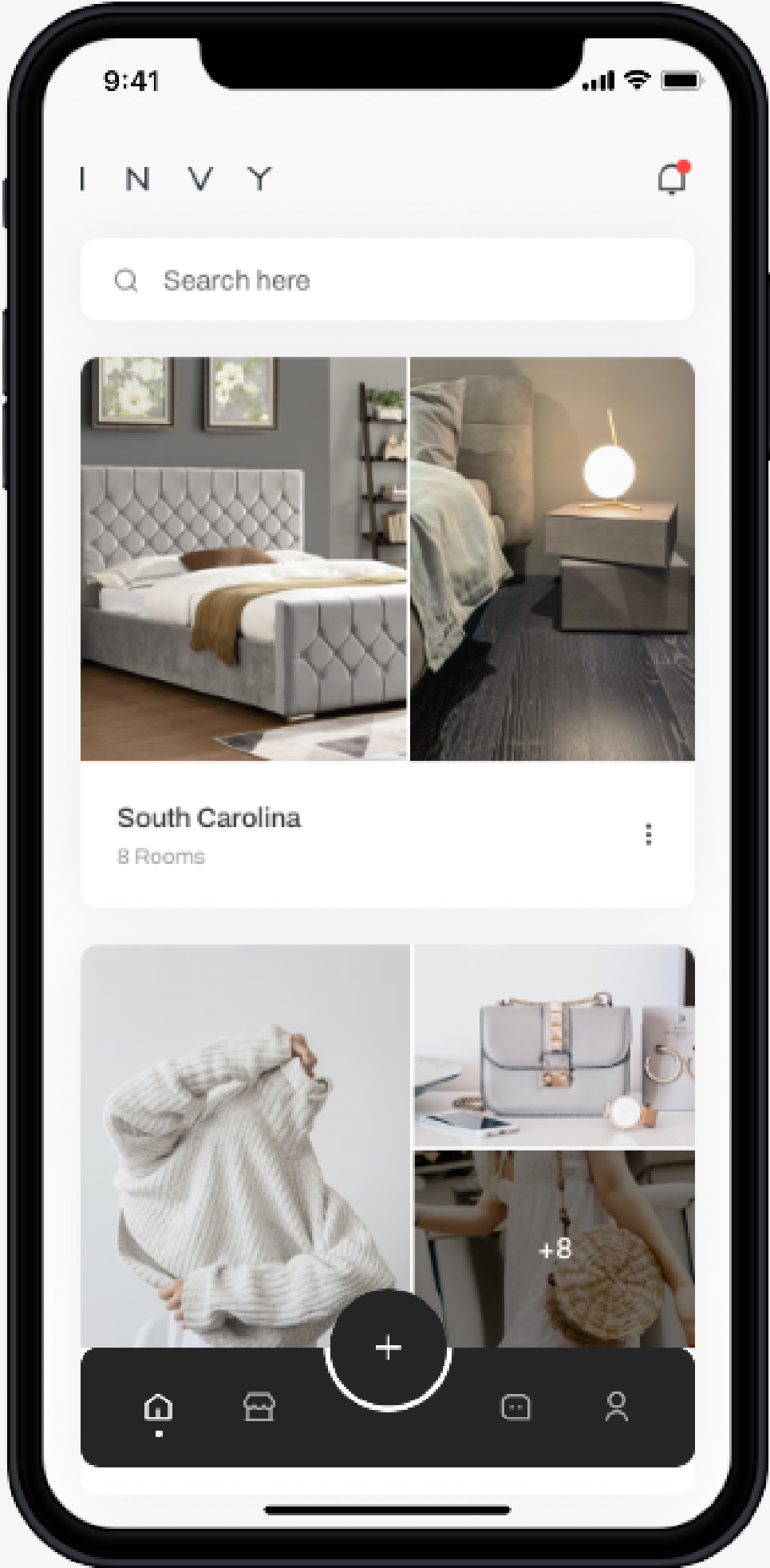
194 Returning Active Users

70% Willing to pay a premium for added features

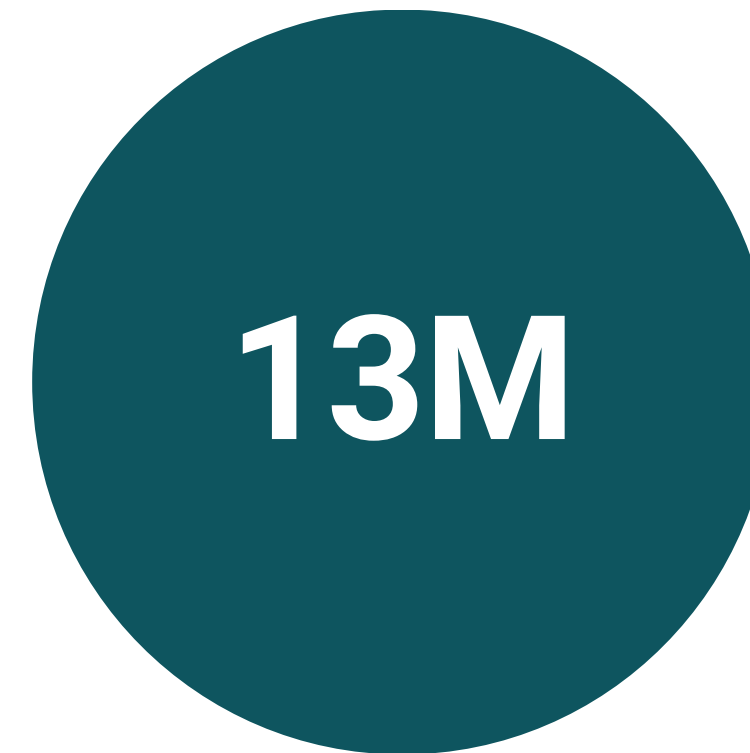
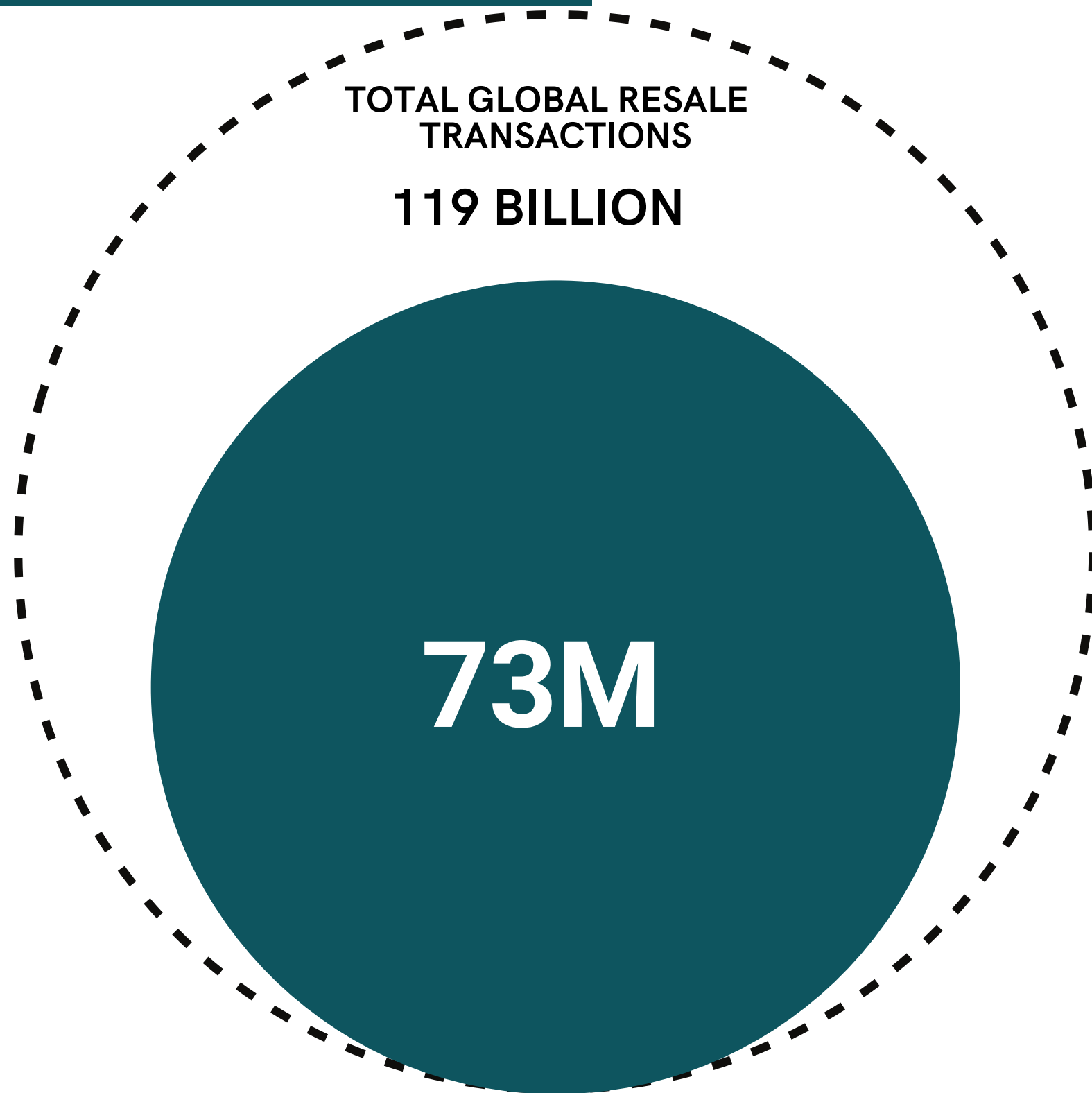
25+

Retailers

Want to connect directly with customers



INITIAL TARGET MARKET



INVY Growth Potential

The 5 Phases of Development



BETA
(CURRENTLY IN
APP STORE

Current capabilities:
A.I based automation &
Machine Learning
Catalog items
Chat and share w/ friends
Post items to marketplace



IN-APP NETWORK
& MARKETPLACE
(SPRING 2023)



RETAIL
(SUMMER 2023)



RESALE
(SUMMER 2023)



INSURANCE
(FALL 2023)



I N V Y



Shana Vieira,
Founder & CEO

—
10+ years of inventory & project management. Shana Vieira, Founder/CEO - Shana has 15+ years of experience building and managing high-performance technical teams. Shana has helped to launch technologies in burgeoning and politically charged markets for GE Security, Xbox, and Island Luck.



Nataliya Karktova
CTO

—
Worked for 10+ years at various startups as a Frontend and Fullstack Engineer building products for e-commerce, SaaS, and fintech industries. She has also contributed to the tech community through public talks and open source.



Terrance Lovelady,
COO

—
Investment Banking Associate at Barclays Investment Bank, Industrials Coverage Group. Leverages financial analytics to understand market trends.



Samar Sheikh,
Full Stack Developer

—
Graduate degree in computer science and engineering. With experience in cyber security, SaaS, marketplaces, and automation.

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