



I N V Y

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Overview

INVY is a personal inventory management app that allows users to keep track of their possessions, including their purchase history and value over time, making it easy to insure, resell or donate items no longer needed. It bridges the gap between retail and resale to centralize the post-purchase experience making it easy for users to manage their belongings from anywhere.

The app utilizes digital product profiles, sourced from API connections to brands and retail, to populate inventory dashboards, which are then used to populate resale marketplaces once items are no longer wanted.

For customers, INVY automatically aggregates every purchase into a centralized dashboard, enabling integration with insurance and resale marketplaces. And for brands, the platform connects them to a consumer's personal product experience, allowing them to participate and earn revenue from secondary transactions like resales and donations.

Mission

Our mission is to close the loop on consumer goods and the supply chain, creating a more circular and sustainable economy.

To do that, we aim to transform the way consumers think of their belongings and reframe their mindset to see products as investable assets that can be insured, maintained, shared and eventually recirculated to recoup or capitalize on their current market value. The platform automates antiquated processes like filing purchase receipts, inventorying belongings, and manually uploading item details and photos to resale marketplaces, by enabling the completion of all these tasks from one single epicenter.

Value Proposition

The connection between resale platforms and retail has the potential to revolutionize the way we approach consumption and sustainability. By creating a middleware platform that links retail to resale marketplaces Consumers will be able to better manage their purchases, and retailers can benefit from a deeper understanding of consumer behavior and product demand, enabling them to make informed decisions and reduce overproduction.

Consumers will also be able to easily post items on resale marketplaces, and have access to a wider variety of gently used and high-quality products, reducing waste and extending the life cycle of these goods.

Additionally, The collaboration between retail, consumers, and resale platforms can create a more circular economy that benefits both businesses and consumers, fostering a more sustainable and equitable future for all.

INVY Status

In October 2021, we released a beta version of INVY on the App Store and have seen organic growth, with over 833 downloads, 293 weekly active returning users, and 12k monthly searches. We are actively seeking partnerships with brands and retailers to enhance our user experience and launch our enterprise business model. The new and improved version 2.0 of INVY will be available this spring 2023.

INVY is a Washington, DC-based Delaware C-Corp.

About the Founder



Shana Vieira, Founder/CEO

Shana has an extensive background in leading and managing high-performance technical teams, with over 15 years of experience in the field. She has a specific expertise in enterprise inventory management software with over 10 years of experience. Shana has a proven track record of launching technologies in challenging markets, having worked with companies such as GE Security, Xbox, and Island Luck. She has also led rebranding and customer retention initiatives for online gaming companies, collaborated with Sony on planning and managing large-scale live productions, and oversaw public communications for a \$2.2B infrastructure development project in Washington, DC. With a passion for environmental stewardship and an industrious approach, Shana is now using her technical expertise to develop clean technology solutions for modern consumers.

Product

INVY bridges the gap between retail and resale to create a truly manageable consumer product experience, addressing latent, yet wide-ranging needs coordinated into 3 key feature categories:

- Personal Organization - Aggregated product information at the time of purchase
- Asset Management - product tracking and verification technology
- and Eco-Responsibility - API connectivity to resale platforms and charitable organizations

INVY automates antiquated processes like filing purchase receipts, inventorying belongings with excel for insurance or estate planning, and manually uploading item details and photos to resale marketplaces. INVY enables the completion of all of these tasks from one single epicenter.

Current Functionality: We utilize computer vision to allow users to take a picture of their belongings to upload them to the dashboard. The software then automatically identifies and categorizes products by type. Users can organize items into rooms, subcategories, or collections, and also share and chat with friends. Users can also mark items for sale and link them to the resale marketplace where it's listed.

Goal: An AI assistant/app that helps consumers manage their purchases throughout the entire product lifecycle and from owner to owner.

Revenue Model

INVY operates on a graduated SaaS model with a free basic plan and monthly subscription options of \$5.99 and \$10.99, along with additional in-app purchases. Subscription users will have the option to purchase homeowners' and renters' insurance coverage that would automatically cover their existing belongings and adjust with new purchases. Additionally, at scale, INVY will charge retailers and reseller marketplaces a 3% commission on sales of products that originated from INVY.

Market & Opportunity

Our primary target market is the 72 million, US based, millennial and Gen Z consumers who are already using digital platforms to list their belongings on resale marketplaces. Among the total US population of millennials and Gen Zs (72 million), it is estimated that they spend around \$36 billion on eCommerce purchases. Of this group, 74% (53 million) are already participating in resale, driving the shift in retail and the consumer product experience. Furthermore, 29 million young women living in urban areas engage in shopping and reselling of secondhand luxury goods.

INVY charges a standard monthly SaaS subscription fee of \$5.99 per month in which we believe that we can capture 26% of the 53 million (13 M) millennials and gen zs using resale. We anticipate generating an annual \$77M SAM, in three years.

Additionally, if the average person makes 7 purchase/sale transactions, at an average cost of \$175 per item, we would receive 3% of that ($\$5.25 \times 7 = 36.75$) → leading us to additional annual revenue of \$477M. Our total SAM \$554M

Go-to-Market Strategy

Our go-to-market strategy is composed of four components: content marketing, customer engagement, product development, and strategic partnerships. We plan to increase brand awareness and attract new prospects through engaging content on social platforms, blogs, and newsletters, and utilizing SEO and product guides and tips.

We will also create experiential exhibits at events such as SxSW, Coachella, Fashion Week, Art Basel, and College Orientation to increase brand awareness, attract new users, and market our brand and app to broader audiences. Targeted marketing campaigns and paid media will also be used to speed up the return on investment.

In terms of product development, we will continuously improve and update our app based on user feedback, traffic, and analysis. We will also include trigger notifications to engage users with reminders, tips, and guides for new features or networking with other users.

Finally, strategic partnerships will provide us with brand credibility and connect us with an already established customer base. Dual-posting on our partners' sites will also increase visibility and engagement.

Financing Milestones

Round	Closing	Runway Through	Amount	Status	Milestones
Family & Friends	Q3 2022	Q2 2023	\$550k	Open	This round supported initial customer discovery, software development, and testing.
Seed	Q2 2023	Q3 2025	\$1.5M	Future	This round will support user growth and retention, product feature development, scaling, and enterprise development.
Series A	Q3 2024	Q4 2025	\$5M	Future	This round will support operations and further software development.

Competition

Snupps: Snupps helps people organize, share and discover the stuff they own and value.

Storey: Storey is a digital wardrobe organization system that will benefit consumers.

ZenOwn: The app that keeps it all in one place, safe, always accessible. Keep track of purchase information, find usage videos, get brand offers, and much more!

Whering: Whering is an app that allows you to digitize your wardrobe, receive styling suggestions and sustainable product recommendations.

Name	Vertical	Founded	Location	Seed	Raised	Valuation	Status
Snupps	Consumer Software	2011	London, UK	\$4.5M	\$9.8M	-	Closed
Storey	E-Commerce / Social Network	2020	San Francisco, California	\$120K	\$120K	\$2M	Active
ZenOwn	Consumer Software	2019	Zug, Switzerland	€1.4M	€1.4M	-	Active
Whering	E-Commerce / Social Network	2020	London, UK	Pre-Seed - Unknown			Active

Additional Remarks

Many consumers have too much clutter, with over 300,000 items in American households, of which 54% are unused, underinsured, and 69% undervalued, and only 10% recycled or recirculated. This is not sustainable. INVY is an inventory app that allows users to easily manage their belongings, organize, track value, share and recirculate them from a central dashboard.

Retailers and brands currently use inventory software to manage their goods, but consumers lack similar solutions to efficiently manage their assets. Many people, including those with high net worth, are often unaware of the true value of their physical assets and what is needed to maintain them, missing out on opportunities to understand, preserve, and grow their wealth.

Modern consumers want more "phydigital" options that enhance their post-purchase experiences. There is a high demand for these solutions with over 200,000 monthly searches for at-home inventory tools and over 55 million consumers using Evernote to document and inventory their belongings. INVY enables consumers to optimize the use of their purchases and easily and sustainably recirculate them through digital connections to other partnering resale platforms.