



I N V Y

# Product Roadmap



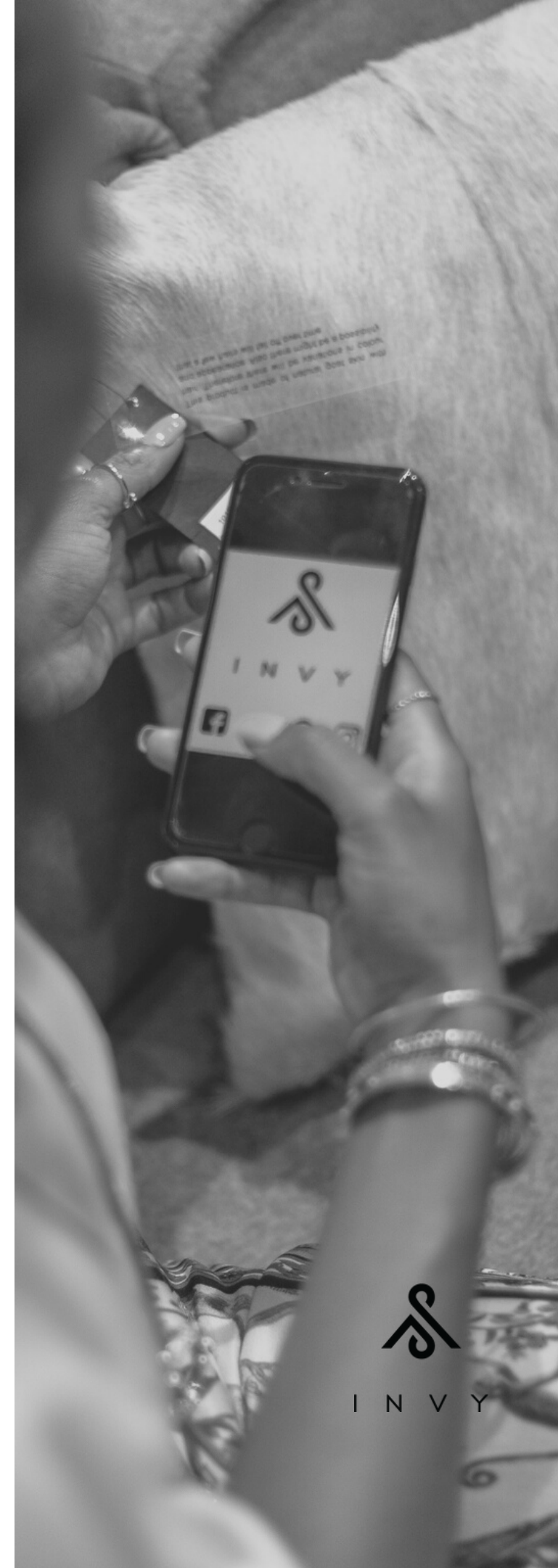


# OUR VISION

To provide a sustainable and efficient digital tool for managing possessions, promoting responsible investments and fostering a circular economy.



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# PRODUCT GOALS

## User-friendly design & functionality

Intuitive interface makes it easy for users to manage their personal inventory. INVY offers a range of features and functionality to help users organize and track their assets.

## Integration w/ other platforms

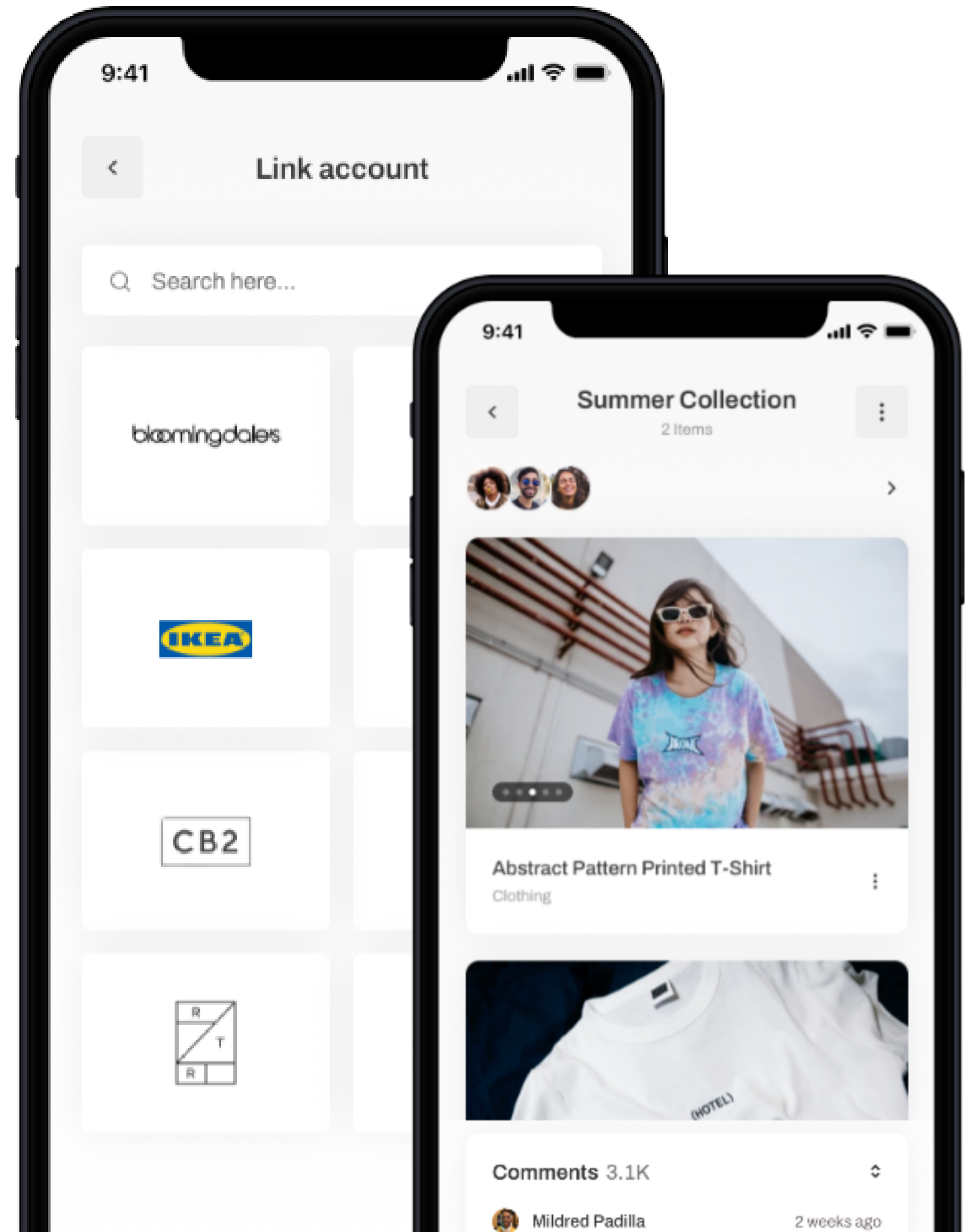
The goal is to integrate with various platforms and services (e-commerce, insurance, resale) to provide a comprehensive asset management solution for users.

## Data security & privacy

We will prioritize the security and privacy of user data and ensure that all sensitive information is securely stored and transmitted. INVY will comply with relevant data protection laws and regulations.



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# STRATEGY

## User engagement and retention

Provide a seamless and personalized experience. Including activities such as customer support, in-app messaging, community building, gamification, supporting content, and regular updates.

## Data analytics and insights

The app generates a large amount of data that can be used to gain insights into consumer behavior and preferences. This data is analyzed to identify areas for improvement and to develop new features and enhancements to improve the overall user experience.

## Monetization

We'll monetized by offering premium features and services to users, such as premium support, advanced analytics, and integration with third-party services. Additionally, we'll explore strategies such as advertising, referral marketing, and white labeling.

## Expansion & Partnerships

Expand into new markets and partnerships established with new companies and organizations to increase visibility, credibility, and reach. This includes integrations with e-commerce platforms, insurance companies, and resale platforms.

## Innovation and differentiation

Innovate and differentiate the app from competitors by incorporating new and cutting-edge technologies, such as artificial intelligence, machine learning, and NFC capabilities.

## Customer success

The ultimate goal is to provide a valuable and impactful solution that promotes sustainable consumption. We will work closely with customers to ensure their success and satisfaction with the app and provide regular updates and support to help them get the most out of the platform.





# POSITIONING



## Digital Lifestyle

A Personal Concierge, digital inventory helps users keep track of what they own and make better decisions on purchases, insurance, and reselling or donating items. It facilitates peer-to-peer sharing, loaning, and sales and makes them more accessible.



## Retail to Resale

INVY tracks the full lifecycle of every product from purchase to resale. It provides a detailed understanding of the customer post-purchase experience and allows us to be apart of every transaction throughout the product lifecycle.



## Financially Savvy

A Financial Planning Tool - Keep track of all your assets, monitor their value over time, and stay informed about their current resale market value. Treat your assets as investments and make informed decisions about purchases and resales



## Environmentally Friendly

INVY extends the lifecycle of consumer purchases providing users with easy one-click solutions for creating a circular consumption, which helps create a more sustainable circular economy and closes the loop on the supply chain.

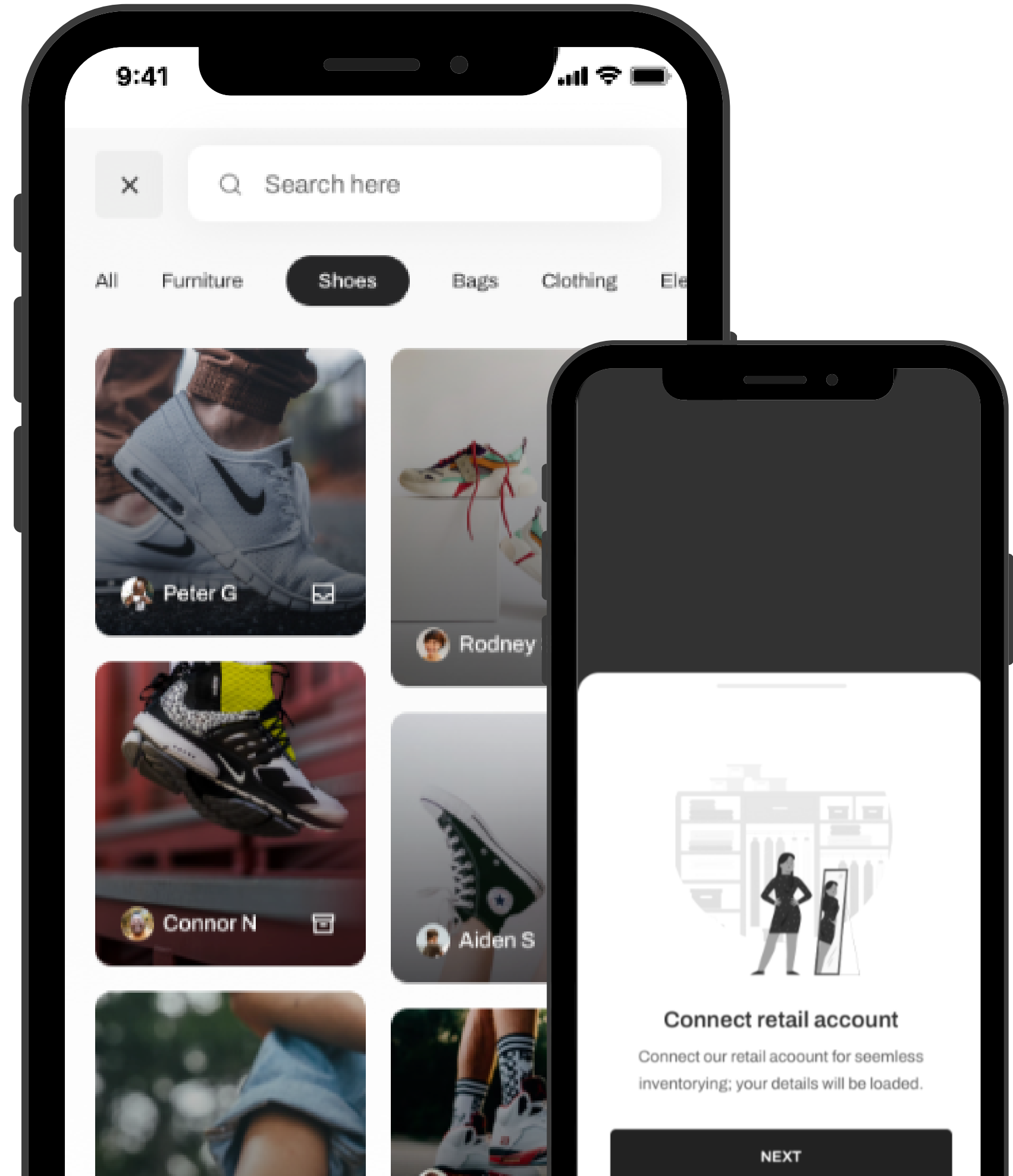
# HOW IT WORKS

For customers, digital inventory helps them to manage their purchases, by organizing them into a centralized dashboard. This allows customers to easily integrate their purchases with insurance and resale marketplaces, making it easier to manage possessions and maximize their value.

For brands, INVY helps increase revenue by connecting to customers' product experiences, and facilitating secondary transactions, such as resales. It also allows brands to rent out products from imperfect products and returns, generating even more revenue.



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# INVY CUSTOMER JOURNEY



Jordyn's home feels **cluttered**



Frustrated, she decides to **inventory her belongings** and get rid of things that no longer bring her joy.



She opens up INVY, and uses the camera to input her inventory, **without ever needing to enter any details.**



When Jordyn goes shopping new products from **INVY-authenticated stores**, anything she buys is **automatically loaded into her personal inventory**. All without Jordyn lifting a finger.



Next time Jordyn travels she can have peace of mind knowing that her **INVY account is connected with her renters' or homeowners' insurance, and all her belongings are protected.**



Jordyn can now choose to **re-sell or donate** the things she doesn't want.



# ROADMAP

& growth potential

## Phase I - Inventory Capabilities

INVY dashboard summarizes a users' overall assets, provides an average value of their property, and displays the current resale market rate.



13,963 users

## Phase II - Marketplace & Community Development

Users have flexibility to chat and share their belongings or to the wider community in the marketplace.



38,000 users



138,638 users

## Phase III - Automated Input

Integration with retail streamlines the digitization of users' purchased items from retailers and brands seamlessly into their digital dashboard and provides early verification of authenticity.



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461,855 users

### Phase IV - Resale Connectivity

INVY eliminates the need for time-consuming posting on multiple secondhand sites. by providing users with a centralized and convenient location to connect and control their listings.

1,113,697 users



### Phase V - Insurance & Vendors

Linking insurance to INVY offers simplified claims process, and improved accuracy in asset valuations. Additional connections to vendors allows users to share selected items or collections for maintenance, moving, interior design, and more.

# DEVELOPMENT TIMELINE

& growth potential

## Phase I

Enhance UX/UI with interactive designer recommended changes.

User categorizations by place and room. Provide sample sets

Enhance A.I based automations.

Develop in-app content and guides

Develop notification system to further engage user.

## Phase II

Marketplace to post resale items and navigate to partner site.

Further develop 'Collections' feature to include community groups

Host marketing events to further showcase app and build community.

Implement in-app payment system

## Phase III

Develop retail API components to automate uploading.

Build enterprise dashboard, metrics, and analysis

Work to establish data flow and brand representation on partner sites.

## Phase IV

Establish work flow for insurance partnership

Build backend two-way structure

Develop 'Vendor' portal, client access, and shared collections



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# OUR MISSION

Our goal is to ensure that every product sold is recirculated to maximize its value and to convert "waste" into a resource for upcycling materials into new goods.

We strive to contribute to more efficient management of the world's natural resources and support the UN Sustainable Development Goals by promoting circular and sustainable consumption.

We hope that you'll join our movement towards a greener future with INVY.



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THANK YOU

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ORGANIZE. SHARE.  
RESELL

