



I N V Y

DIGITAL INVENTORY FOR
MODERN CONSUMERS



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ABOUT US

INVY simplifies inventory management for consumers by centralizing purchases into a user-friendly dashboard. This enables customers to optimize use of their items, connect with insurance and resale marketplaces, and maximize the resale value of their possessions.

Brands and retailers can also leverage INVY's technology to personalize customer product experiences, and integrate with multiple resale channels effortlessly.

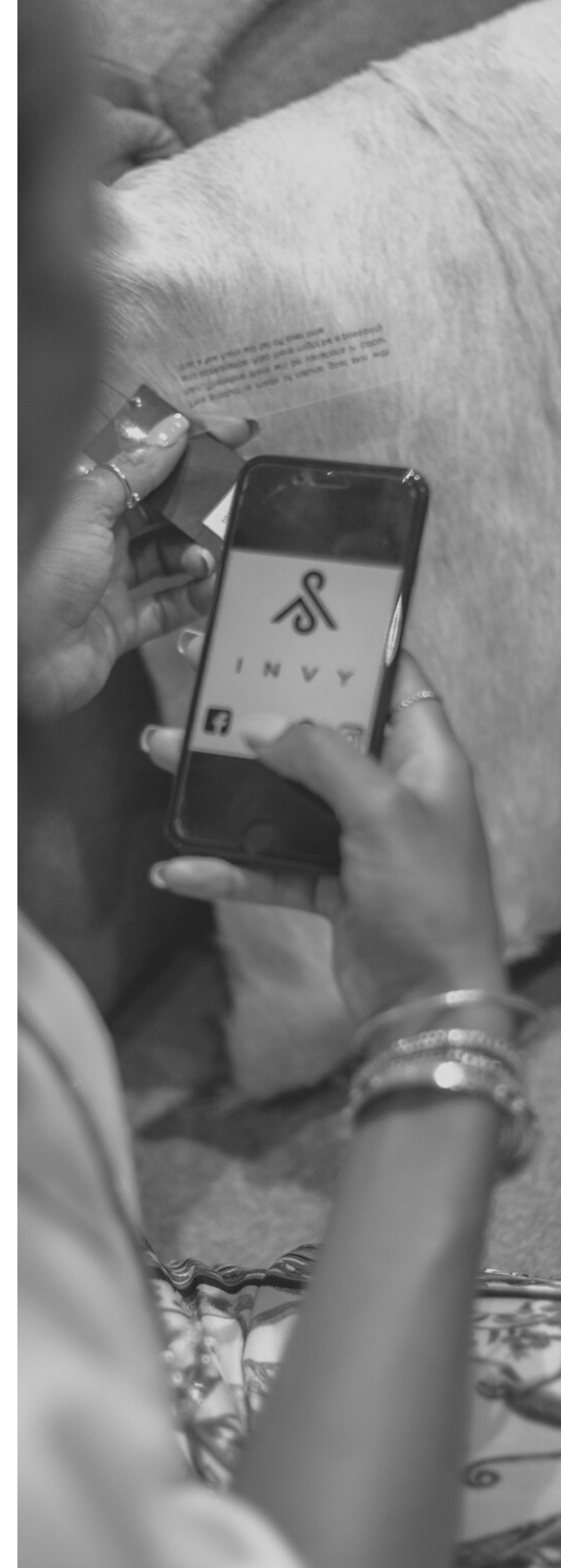
With INVY, resale is made effortless and profitable for everyone.



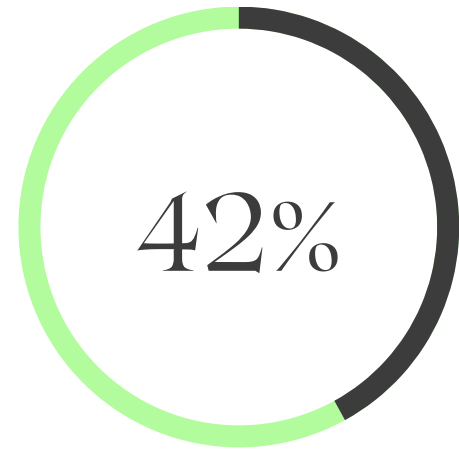
OUR VISION

To bridge the gap between retail and resale, creating a more sustainable post-purchase experience for your customers.

Our platform provides a sustainable and efficient digital tool for managing possessions, promoting responsible investments and fostering a circular economy.

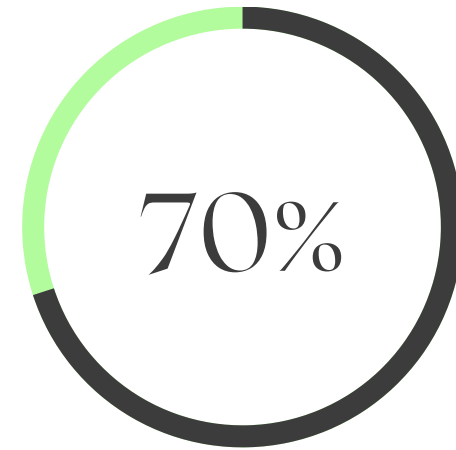


RETAIL IS CHANGING



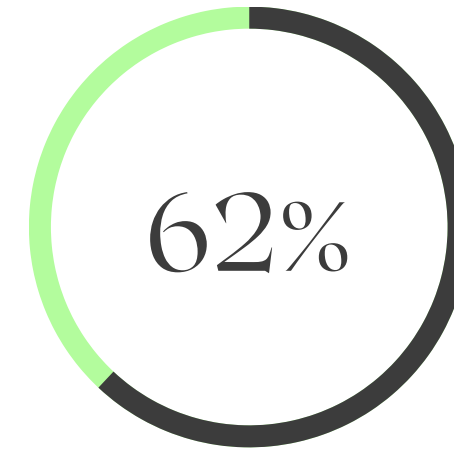
CONSUMERS

42% of all consumers and 53% of millennials and Gen Z will spend more on secondhand in the next 5 years.



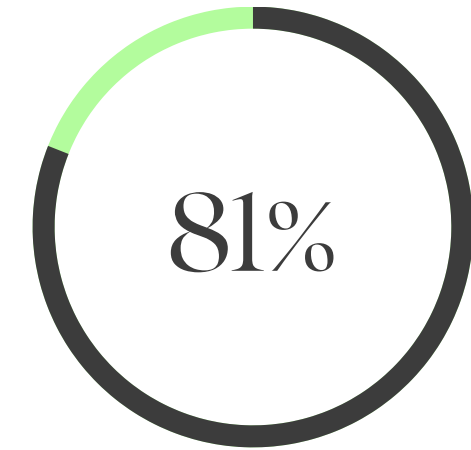
SHOP

70% of consumers say it's easier to shop secondhand than it was 5 years ago, thanks to the emergence of technology and online marketplaces.



SECONDHAND

62% of Gen Z and Millennials say they look for an item secondhand before purchasing it new.



& THRIFT

81% of first-time thrifters plan to spend the same amount or more on secondhand in the next 5 years.

YES, RETAIL IS CHANGING

But it's still not sustainable enough



OF CONSUMER
GOODS ARE RECYCLED

Only 10% of all goods are
recycled or recirculated.
The rest is thrown to
landfill.





I N V Y

BRIDGES THE GAP BETWEEN RETAIL & RESALE

for a seamless & circular consumer product experience



RETAILER



INVY USER



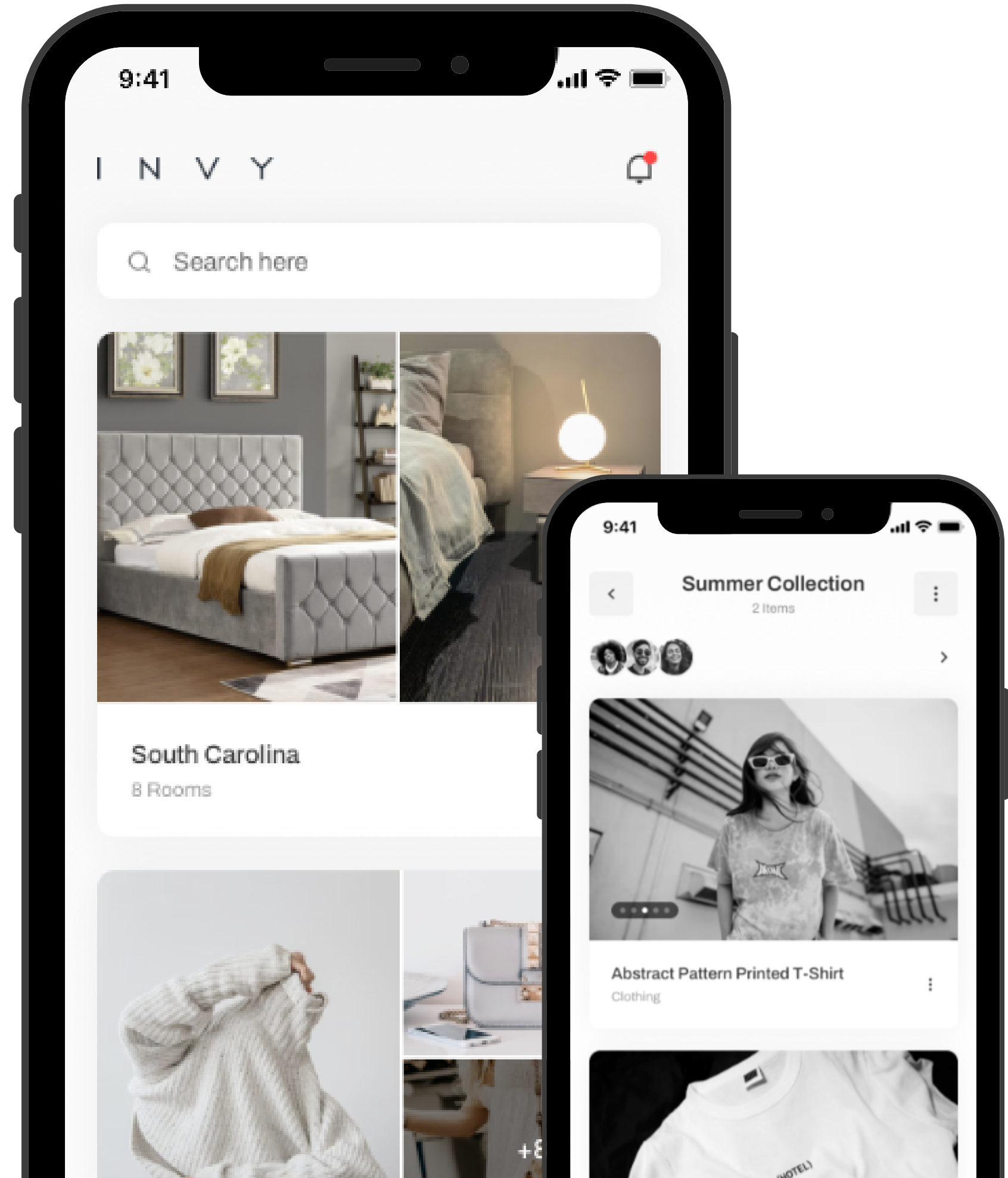
RESALE

INVY THE APP

An integrated consumer experience

We make resale easy and profitable. Our tech-enabled resale service empowers brands & retailers to launch fully integrated resale channels, while increasing brand loyalty and engagement with customers.

We provide the recommerce technology and strategy you need to meaningfully participate in the circular economy.





SEAMLESS INNOVATION

& Easy Integration

Our focus is on designing a superior resale experience for customers that integrate them into a brand's ecosystem.

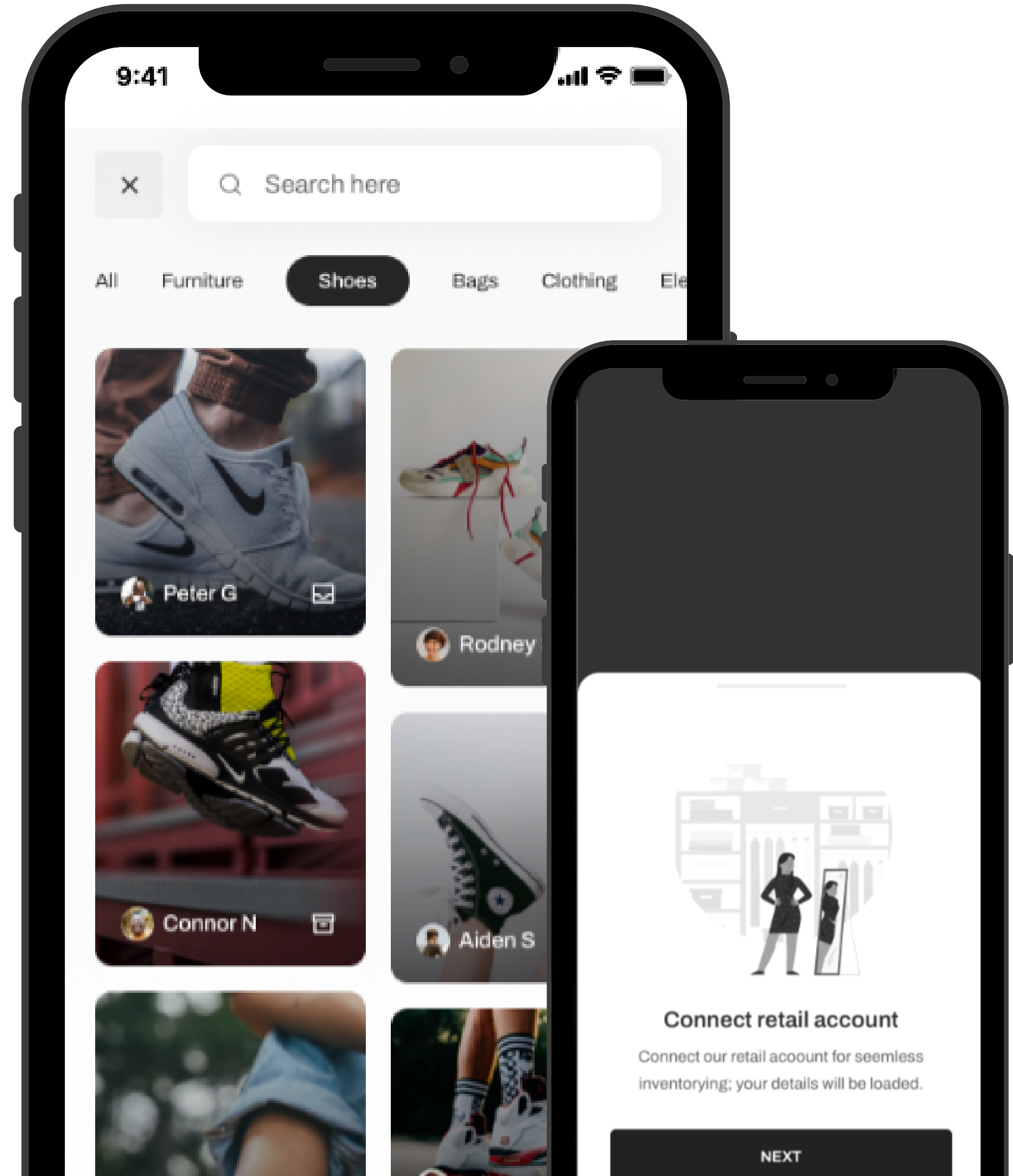
Our technology integrates with all ecommerce backends, and we work with each brand to get the look, feel, and functionality just right.

We offer both front and backend development to enhance your brand's experience with additional data insights.

HOW IT WORKS

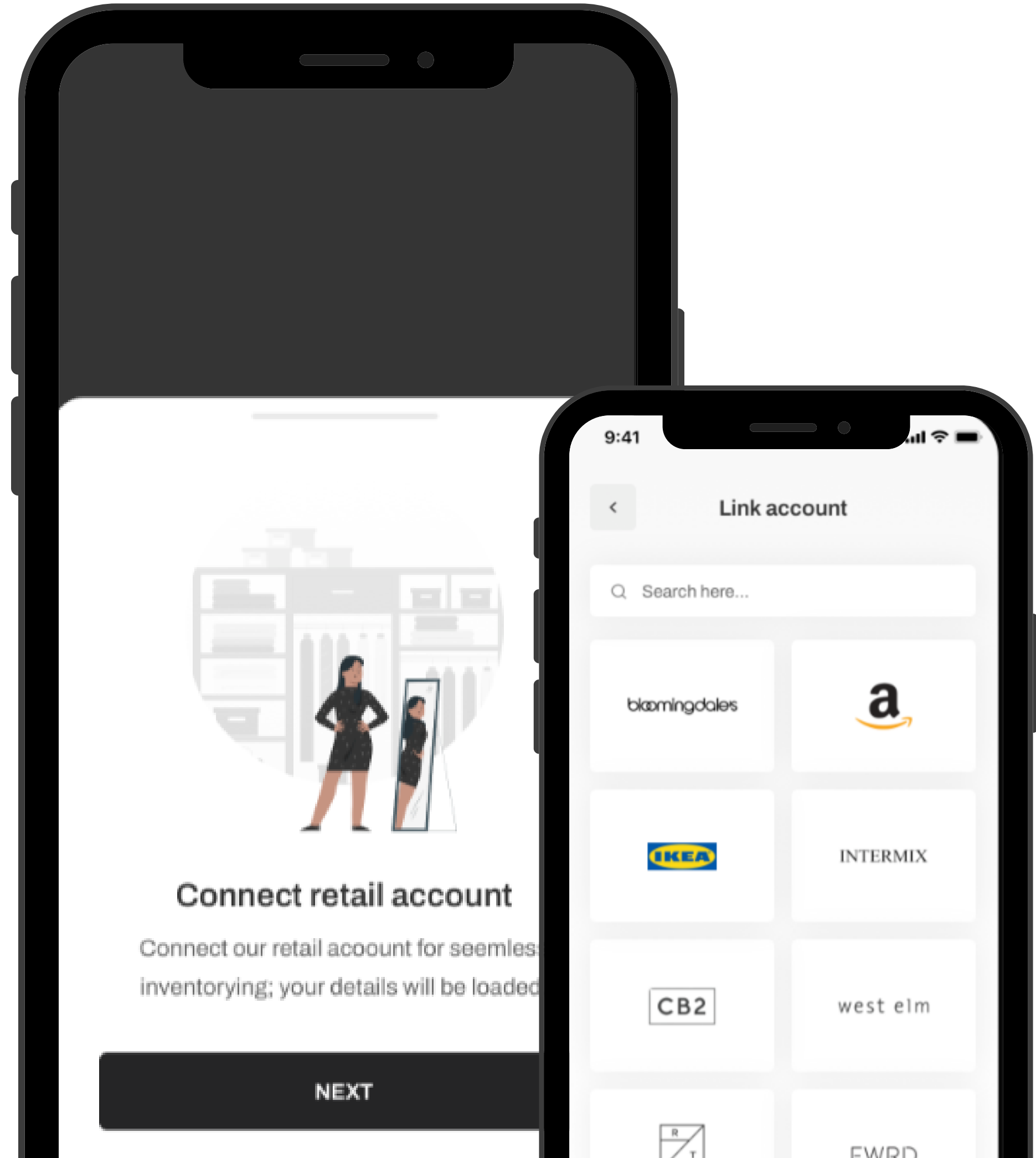
For customers, digital inventory helps them to manage their purchases, by organizing them into a centralized dashboard. This allows customers to easily integrate their purchases with insurance and resale marketplaces, making it easier to manage possessions and maximize their value.

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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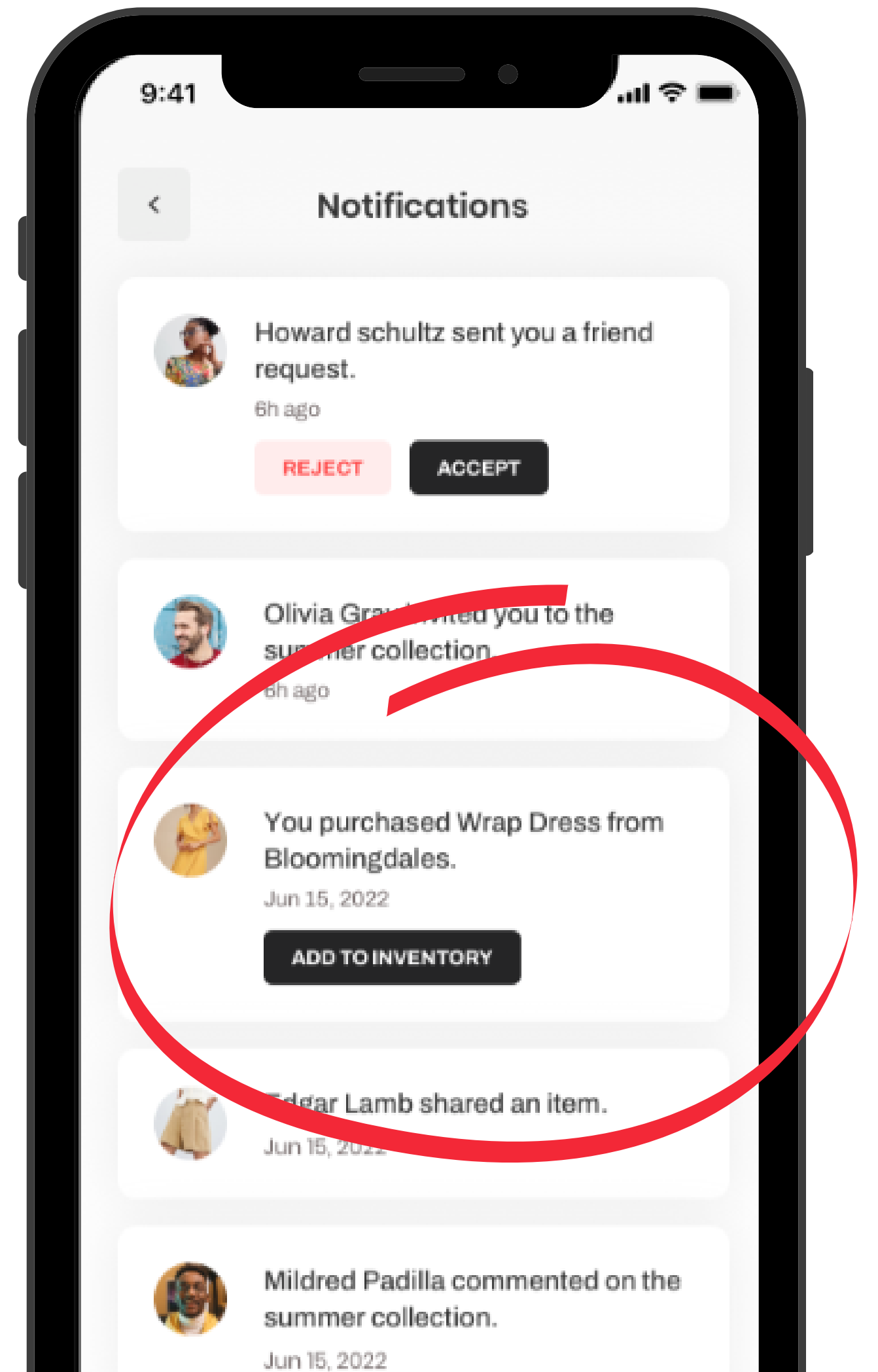
USERS CONNECT
TO FAVORITE
RETAIL ACCOUNTS
DURING
ONBOARDING



USERS ARE NOTIFIED OF PURCHASE

Customers are notified that their purchases have been verified and are ready to be added to their inventory.

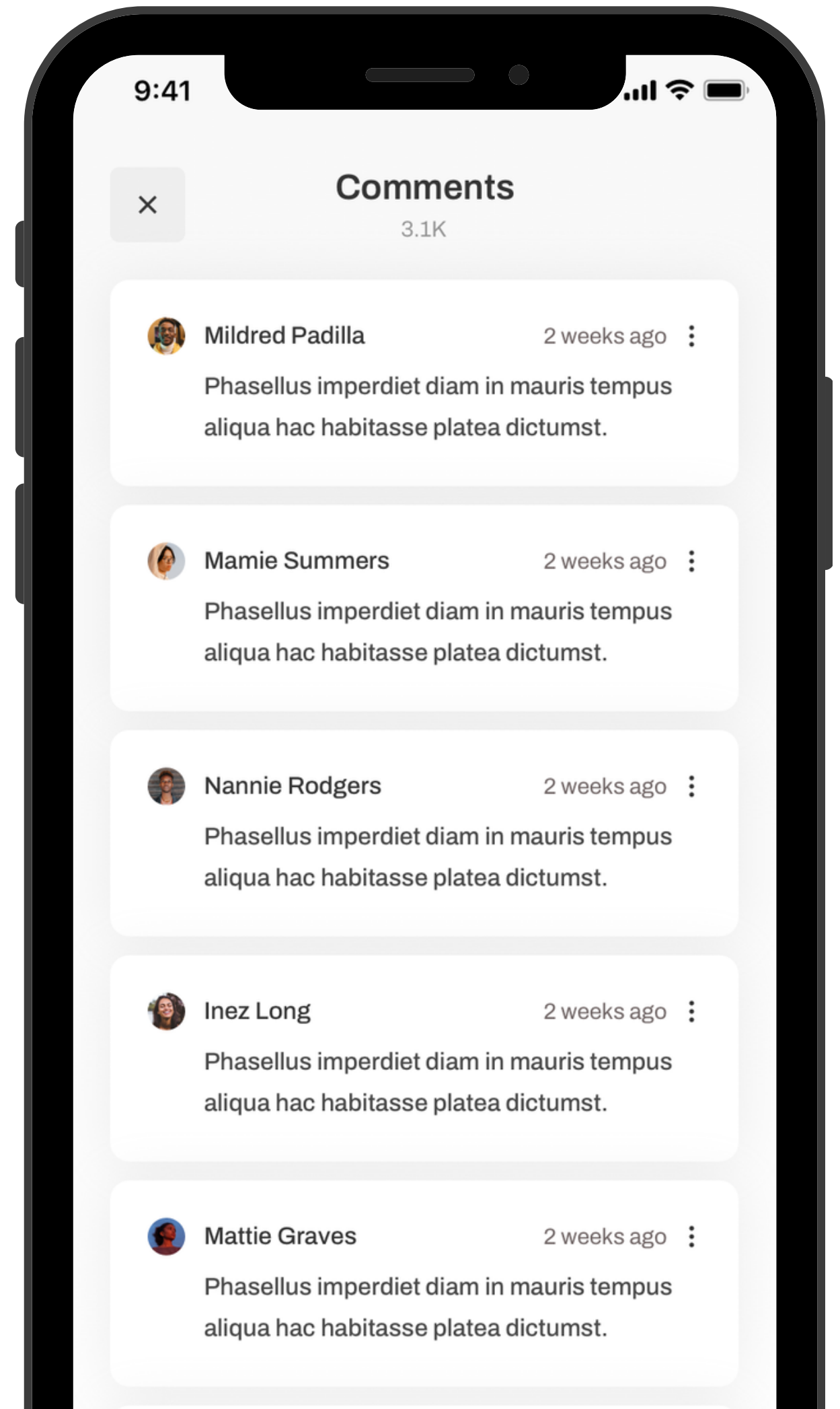
This verification process also increases the likelihood of secondary product resales.





COMMUNICATE DIRECTLY WITH YOUR CUSTOMERS

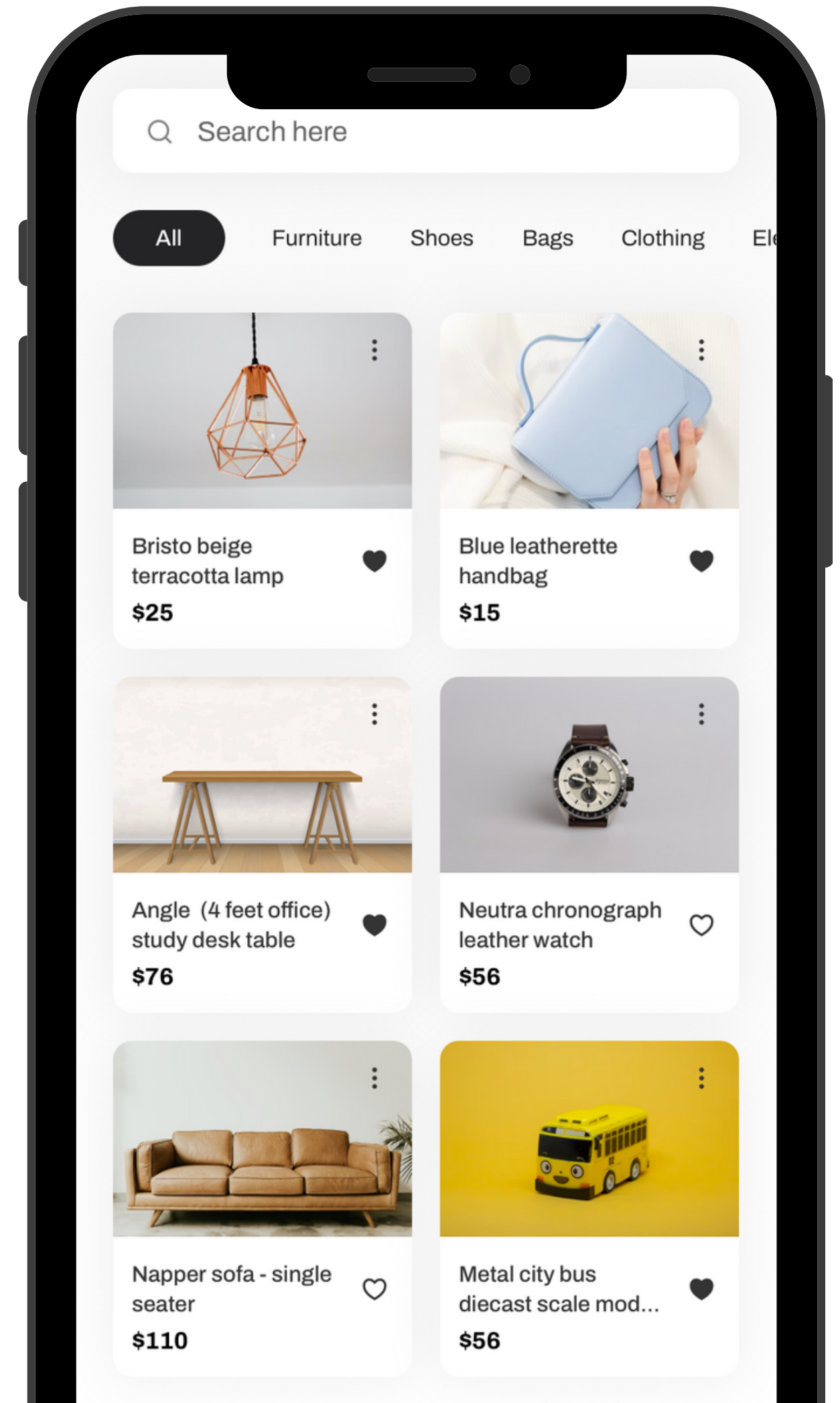
Customers can communicate directly with brands & retailers about items purchased. INVY can link this to your existing chat bot.





PARTICIPATE IN SECONDARY RESALE TRANSACTIONS

INVY helps brands earn commission from customers who resell their purchased items through our platform. This allows brands to make more money from the secondary market and encourages responsible consumption.



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.





BETTER FOR THE
PLANET.

BETTER FOR
BRANDS.

BETTER FOR
CONSUMERS.

After 10+ years working at the intersection of civil infrastructure and sustainability, INVY's founder saw huge potential for brands to take part in resale, an industry growing exponentially faster than traditional retail.

This could greatly reduce environmental impact for brands, but the technology was missing to make resale easy and profitable.

INVY was founded in 2019 to make resale easier for brands and customers.

CIRCULAR & SUSTAINABLE



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SHANA VIEIRA

founder & ceo

Shana is committed to creating a cleaner and more sustainable environment for everyone, especially the communities she grew up in.

After 10+ years working with inventory software platforms in various industries, Shana saw an opportunity to apply the traditionally enterprise facing software to the consumer market. The goal is to help consumers digitally organize their belongings, reduce stress and waste, and make a positive impact on the environment.

By using digital inventory, we can create responsible consumers and retailers that work together for a circular economy and a better, more sustainable future.

OUR MISSION

To ensure that every product sold is recirculated to maximize its value, and to recapture “waste” as a resource to upcycle materials into new goods.

We aim to contribute to a more efficient management of the worlds natural resources and aid the UN Sustainable Development Goals by making consumption more circular and sustainable.



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THANK YOU

