



neev

Next-Gen ecommerce = 'buy it where you see it'

**Year: 2024**



**She is not taking a picture;**

**She is buying the product  
directly on mobile camera**

NexGen ecommerce is **not** possible without innovating existing buying process and therefore



“we are on a mission to accomplish **‘buy it where you see it’** by enabling buying on universal tools like typing keypad, camera, plugins, right-click, etc.”

# Lets focus on Ecommerce on Social media platforms

Total addressable market (2022)

~\$4T

Global e-sales on all social platforms

Target market (2022)

~\$4.25B

Platform - Facebook & Instagram  
Region - North America  
Demography - Gen-Z and Millennials  
Product - Fashion and apparels

Lost sales

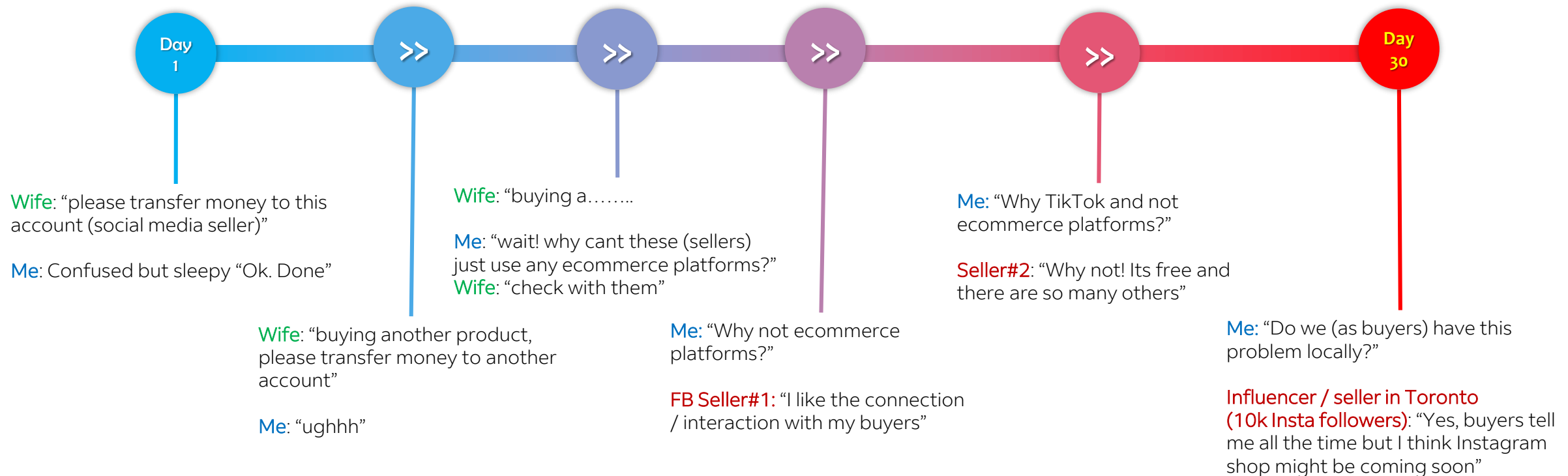
~\$2T

1/3 of the sale is  
lost as buyers  
cannot **'buy it  
where they see it'**

~\$2.1B

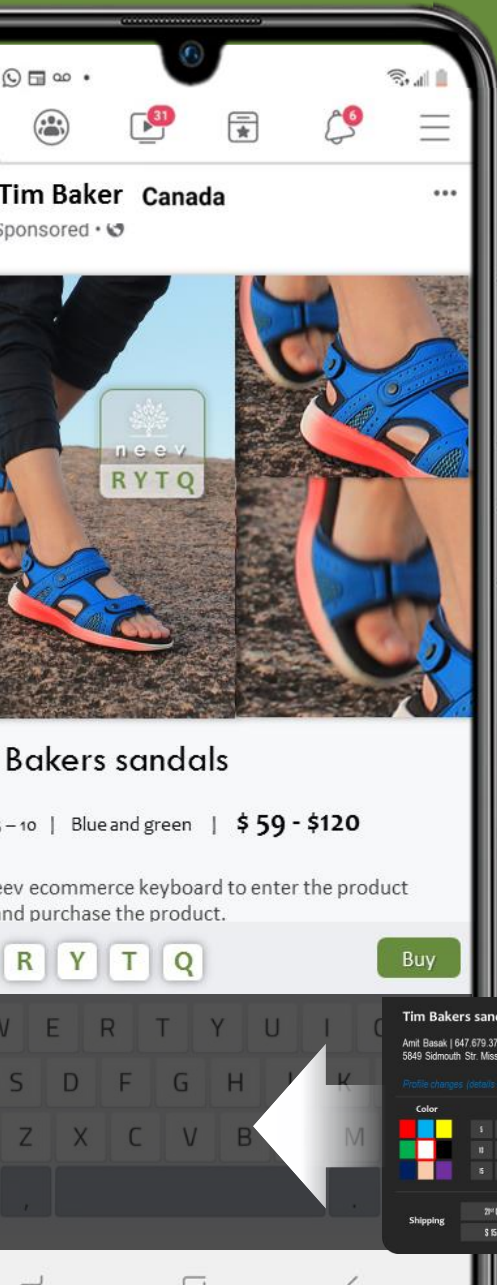
# Social commerce problem and my personal encounter with the **problem**

.... starts with a mid-night call from my wife during her vacation to India



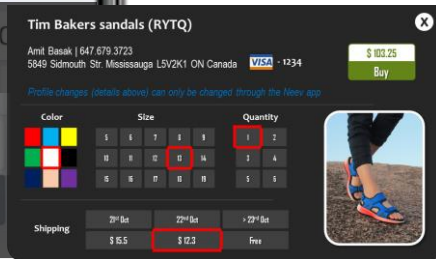
Selling on social media is a thoughtful choice,  
however buying through the fragmented process on multiple platform is due to **lack of alternate solution**

# ...and this is how we consolidate buying experience on all social media platforms



**Purchase via Neev's mobile keypad**

**[provisionally patented with USPTO]**



Accelerates buying process through instant purchase on keypad

A one stop shop for social media ecommerce buying experience

Purchase across any social media platform, without leaving the platform

No distraction; feature hidden on keypad and appears as and when required

**Seller process & how it works in the appendix**

# GTM – strategy and roadmap



# Competitive Landscape

Strategy: *Table stakes traditional ecommerce values but position product distinction*

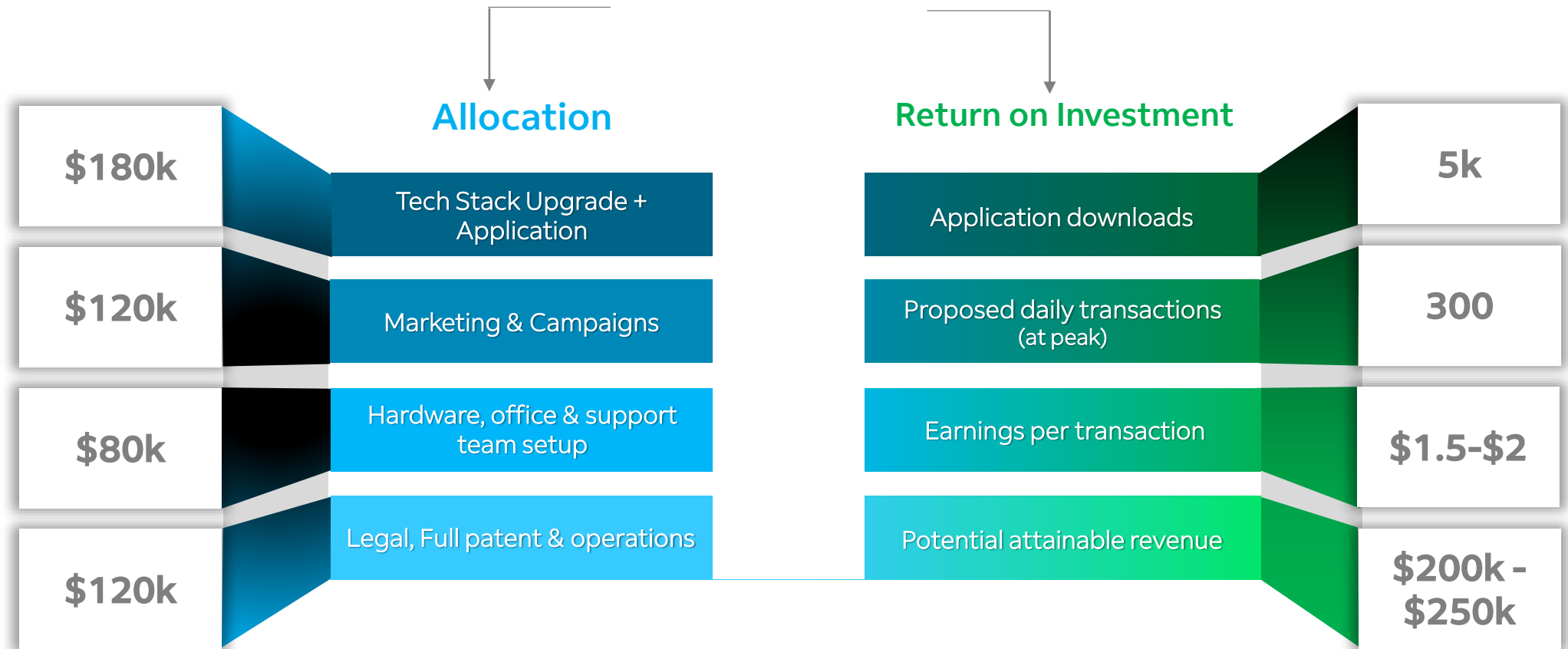
	Traditional ecommerce	Social commerce *	Neev
Inventory and return management	✓	✓	✓
Customer support and analytics	✓	✓	✓
Shipping	✓	✓	✓
Decentralized multi-platform commerce	✗	✗	✓
Freedom of choice [place & time]	✗	✗	✓
Operating cost	High	Unknown	Minimal

\* [ Social commerce includes existing social commerce platforms and upcoming platforms from social media giants like Facebook, Pinterest, etc. ]



# With MVP in place, Neev Inc. is seeking a funding of

## US \$500k @ 20% Equity



Monetization on next slide

Data based on first 18 months of operations

# Value creation

&

# Monetization

## Innovative product

[Solves buying problem on social platforms]



## Promotes social commerce

[Built for people who love commerce while socializing]



## Saves time and money

[Every seller and buyers demand]



## Pay per transaction (sellers)

[Pay as you go, win-win-win – seller, buyer and Neev]



## Shipping markups

[With new shipping options we monetize the shipping experience e.g. same day delivery]



## Patent monetization

[Use our IP to check competition and monetize our rights]



\* not projected in potential attainable revenue

## Our key to Success

Understand how, what and where social users buy products and leverage our data mining experience with AI expertise to bring innovative features / products to our users; redefining next-gen commerce

# Neev Team

(Toronto)



Amit Basak  
Founder & CEO  
[www.amitbasak.com](http://www.amitbasak.com)

Ecommerce & Logistics lead

[ Determined founder with an insatiable curiosity towards technology. Brings 15+ years of expertise from e-commerce, logistics, marketing, and finance background to create and offer Neev - a next-gen ecommerce model ]



Nikeshh Vijayabaskaran  
Co-founder & CTO  
[www.nikeshh.com](http://www.nikeshh.com)

Full stack developer & Tech lead

[ A hardcore engineer with extensive knowledge on most platforms including AI and block-chain. Multiple products deployed with large corporations and startups with most notable been R-Trix - India's first future e-bikes. ]



Sohum Patel  
COO

Data scientist & Go-to-Market lead

[ Experienced data-focused campaigner known to bring optimum yield results. Used geo-location data in Canada to run internal marketing campaign leading to \$20M (per annum) revenue without additional cost to the business ]



15+ years of ecommerce and logistics industry know-how



5+ years of software product development with multiple deployments



Multiple start-up experience



Advanced hardcore development expertise (AI & Block chain)



Proven revenue generation record

# Appendix

- How it works?
- Application links

# How it works

**1** Sellers update product images and inventory on Neev and Neev assigns a unique 4 digit code, embedded on the product images



Neev

**2** Sellers share these images, products details on their favorite platforms directly through Neev

## Social media

Facebook, Twitter, Instagram, Pinterest, etc.

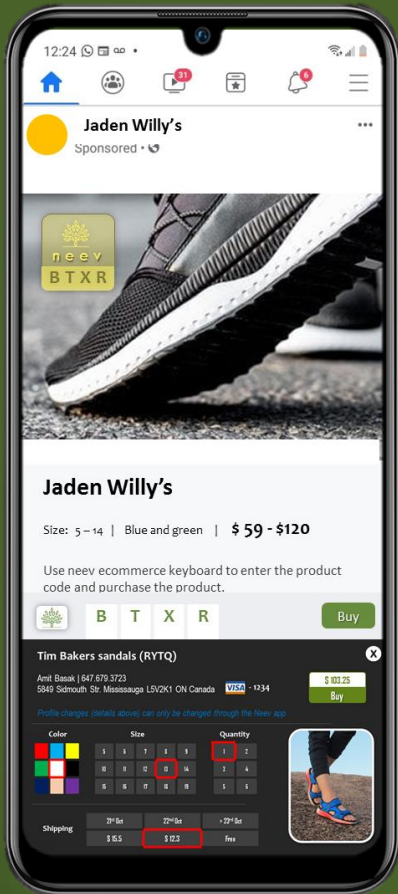
## Messaging

WhatsApp, Telegram, SMS, etc.

## Other free content websites

Bloggng, Portfolio site, etc.

External platforms

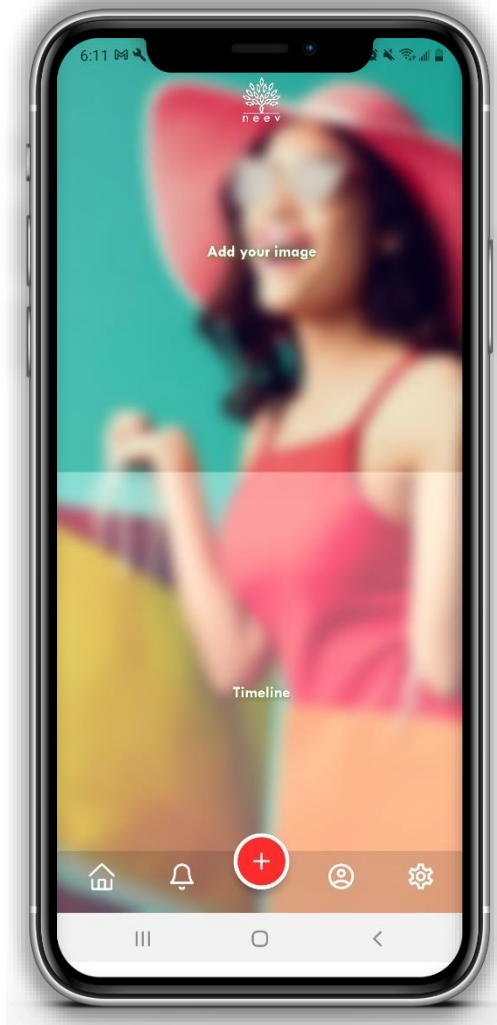


**3** Buyer discover these product and buy it instantly on their **messaging keypad**

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## Mobile application (Screen recording)

<https://youtu.be/iLYaLw8PgfU>



## Web application

<https://www.myneev.co/>

