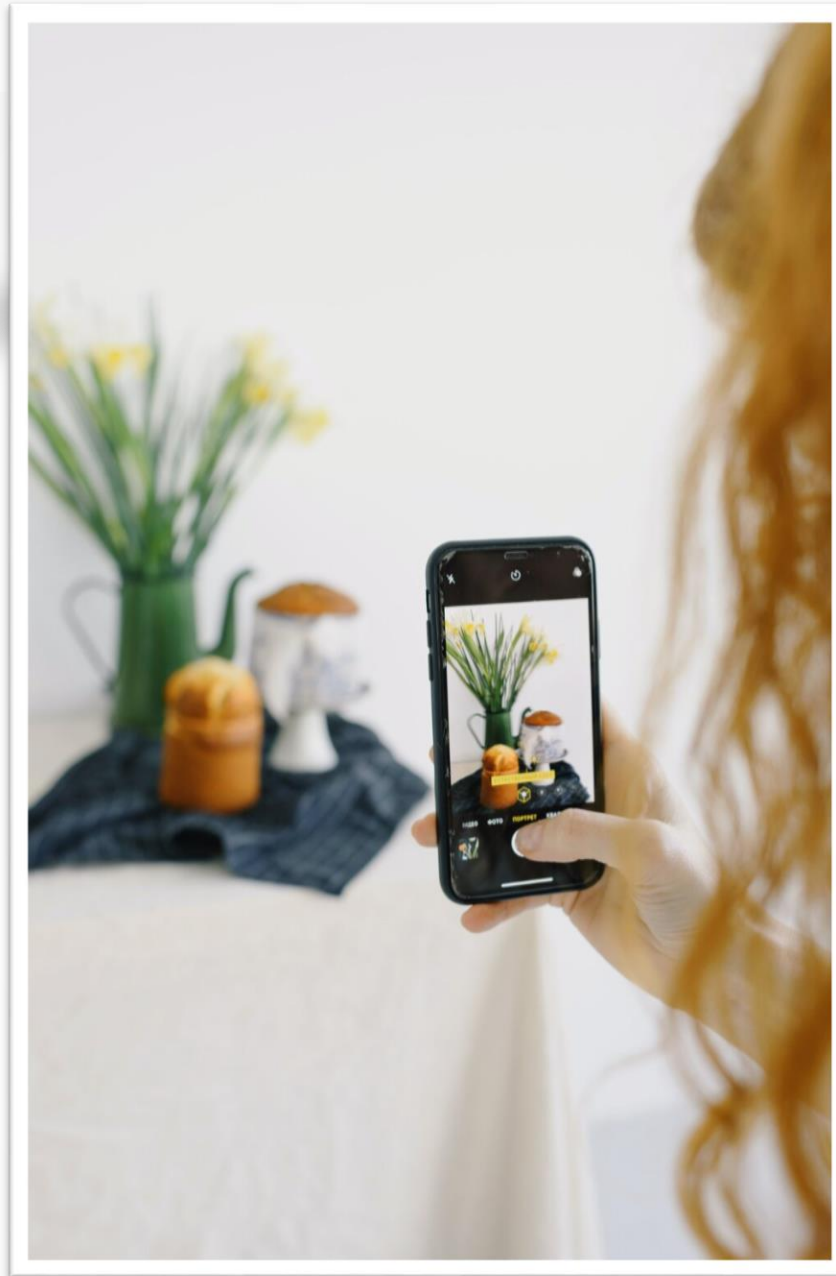




Let's think of ecommerce *differently*



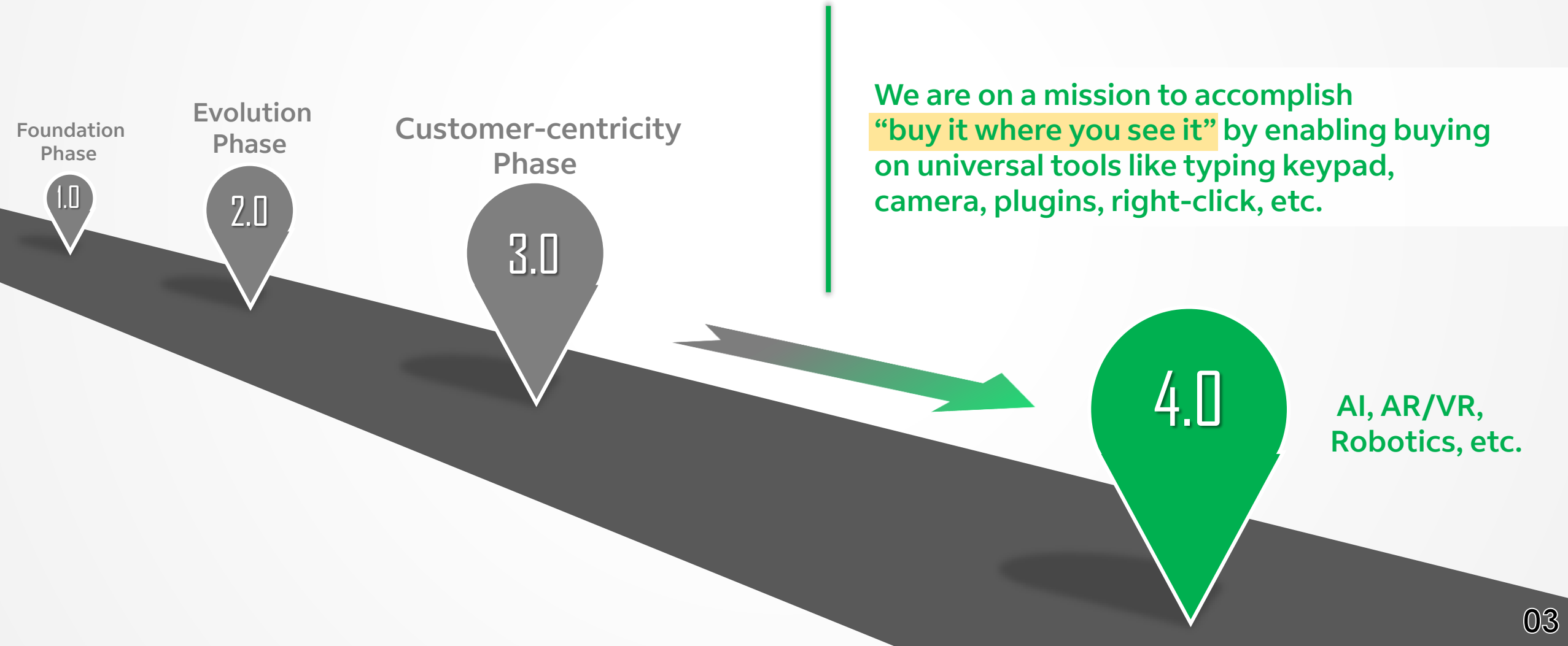
Year: 2024



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



Lets focus on Ecommerce on **Social commerce platforms**

Total user base

3.8 B

Forecasted social media
e-sales by 2023

\$735 B

Gen-Z and Millennials'
fashion purchases are
inspired by social media

50%

1/3

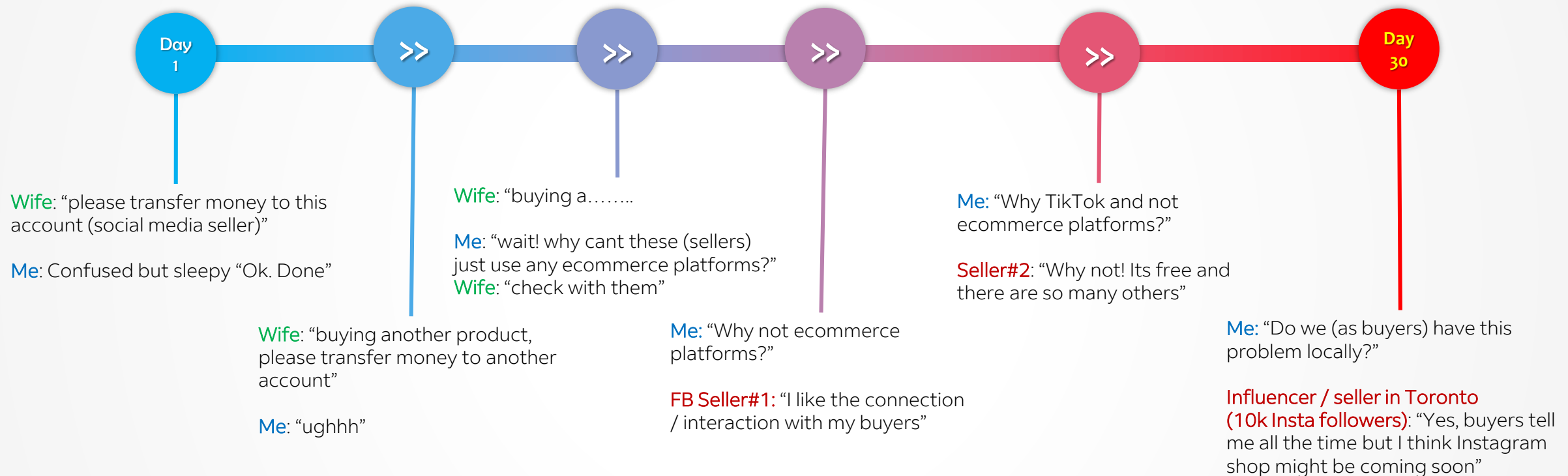
user abandon shopping
due to the need to
create a new account

1/4

user think the checkout
process takes too long or
is too complicated

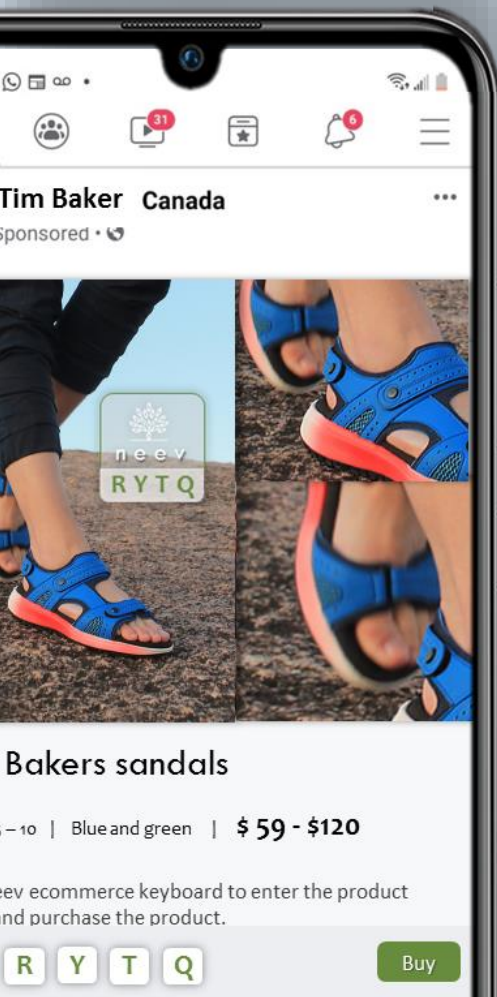
Social commerce problem and my personal encounter with the **problem**

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



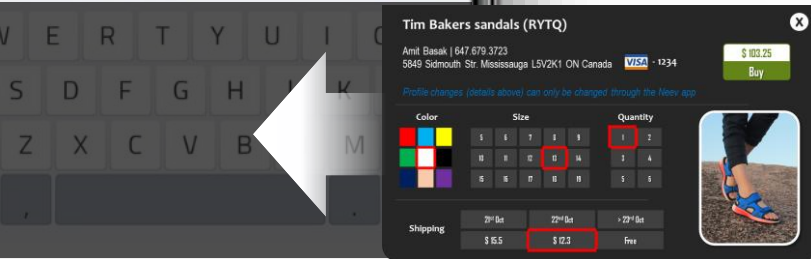
Selling on social media is a thoughtful choice,
however buying through the fragmented process on multiple platform is due to **lack of alternate solution**

...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*

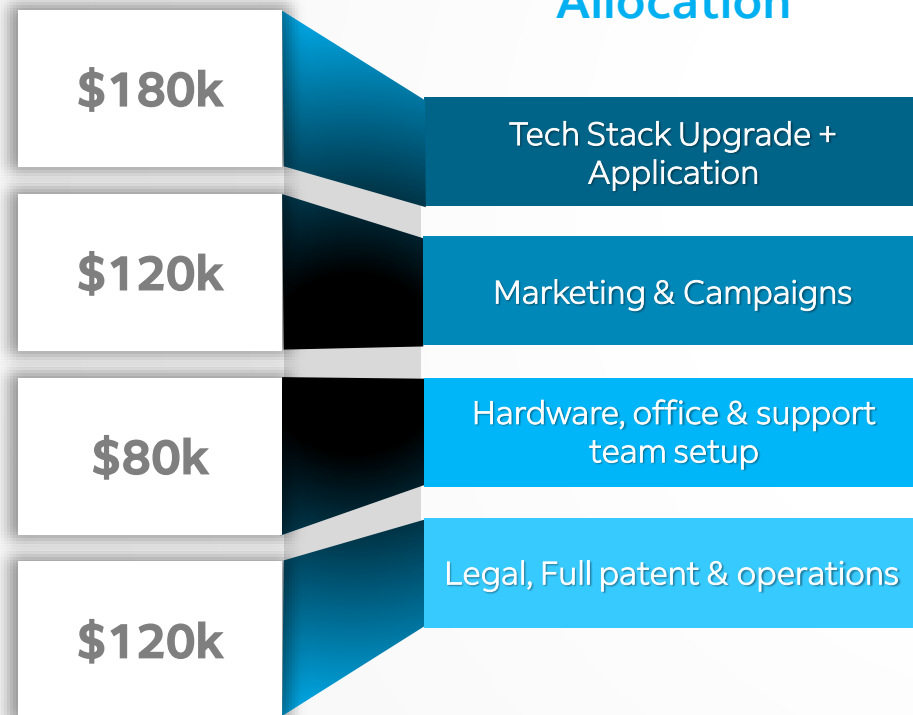
	Traditional ecommerce	Social commerce *	Neev
Inventory and return management	✓	✓	✓
Customer support and analytics	✓	✓	✓
Shipping	✓	✓	✓
Decentralized multi-platform commerce	✗	✗	✓
Freedom of choice [place & time]	✗	✗	✓
Operating cost	High	Unknown	Minimal

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

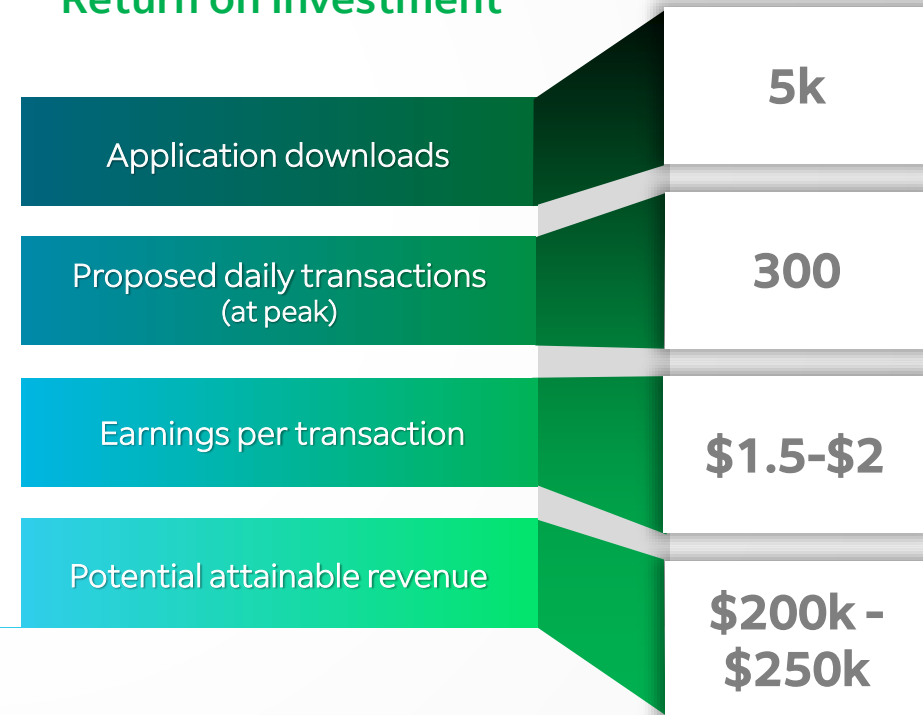
With MVP in place, Neev Inc. is seeking a funding of

US \$500k

Allocation



Return on Investment



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]



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

* not projected in potential attainable revenue

Neev Team

(Toronto)



Amit Basak (Founder)
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
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.]



Sohumi Patel

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

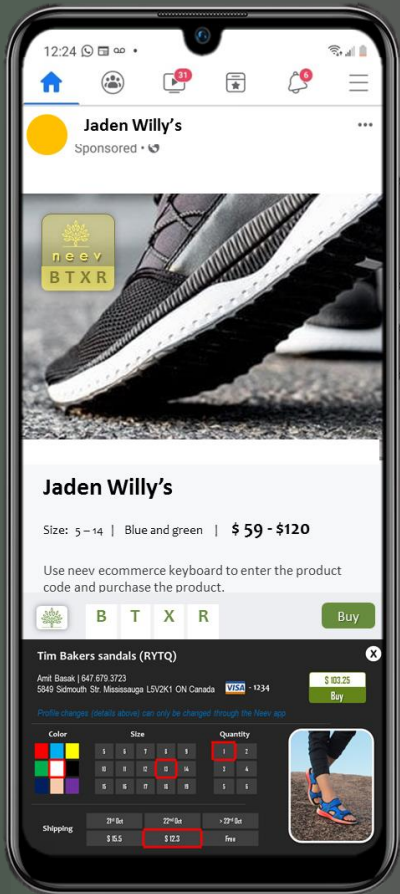
WhatsApp, Telegram, SMS, etc.

Other free content websites

Blogging, Portfolio site, etc.



External platforms



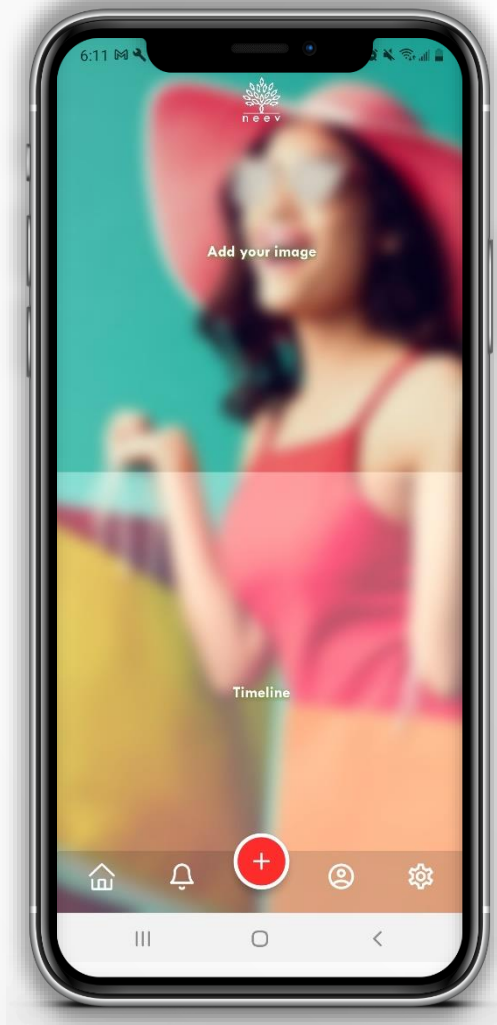
3 Buyer discover these product and buy it instantly on their **messaging keypad**

Neev



Mobile application (Screen recording)

<https://youtu.be/iLYaLw8PgfU>



Web application

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

