



**IsThatInStock.com**

# Team



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CEO  
Web Developer



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Vice President  
Founder  
Web Developer



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Web Developer



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Web Developer

# Problem

**Time** wasted by customers having to visit multiple stores for an item that is out of stock at the store you are currently in.

**Money** saved on gas while looking for an item that's out of stock.

**No easy way exists** to check whether items are in-stock in different stores all at once.

# Solution

- A web platform where users share and receive item stock and price reports
- Features include:

## Smart Shopping Lists

Automatically recommends stores to visit based on items in list

## Community Based

Incentive system rewards users for contributing. Honor system rewards users for accurate reports

## Fully Web-Based

No unnecessary app downloads, accessible anywhere, on any web device.

# Market

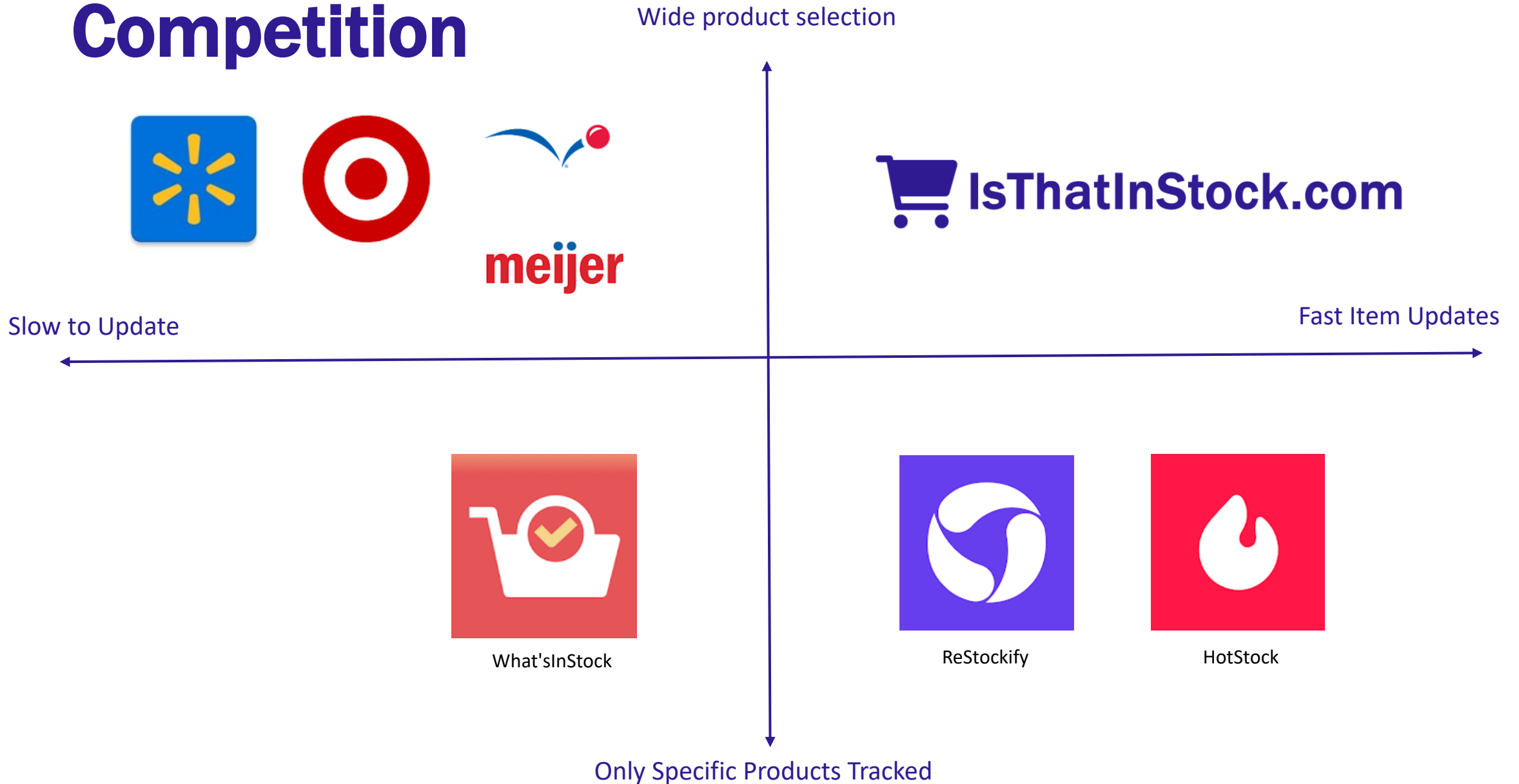
More than **40%** of  
Americans visit more  
than one store to get the  
best deals and the items  
they want

**69%** of women  
and 52% of men use  
shopping lists before  
they go shopping

**75%** of  
shoppers would  
use  
[IsThatInStock.com](https://www.isthatinstock.com)

IsThatInStock.com is targeting shoppers that come prepared before they go shopping.  
Including those who make shopping lists and would rather not visit multiple stores.

# Competition



# Business Model

- Ad Based Revenue Model:

By using the website, money will be earned through ads displayed to the customers.

\$2 per 1000 ad views generates an average income of \$100 per day for 10,000 users a day assuming 5 ads are played during the visit.

- Collaboration with Supermarkets:

We sell our data to shops to manage their inventory when things go out of stock.

Walmart pays \$ 15 per hour for someone to check out of stock items. If we partner with them to automate that process instantly. Updating by our app takes 2 minutes and we give incentives worth \$ 0.25 per update. So, you can update 30 items per hour that costs \$ 7.5.

Software subscription model that can reduce their cost up to 50%. 3000\$ per month per store generates 3 million dollars per 1000 store.



# Sales and Marketing



Facebook Ads



Google Ads



Word of Mouth

We will start with Regional Ads and diversify ourselves later in the journey.



# Milestones

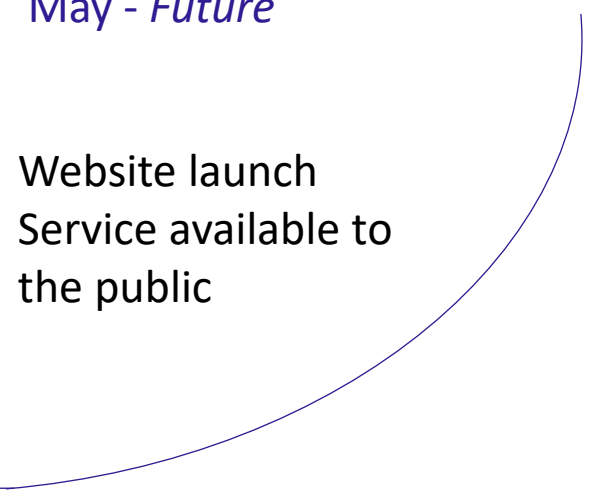
## January-February

- Company foundations and name established
- Market Validated

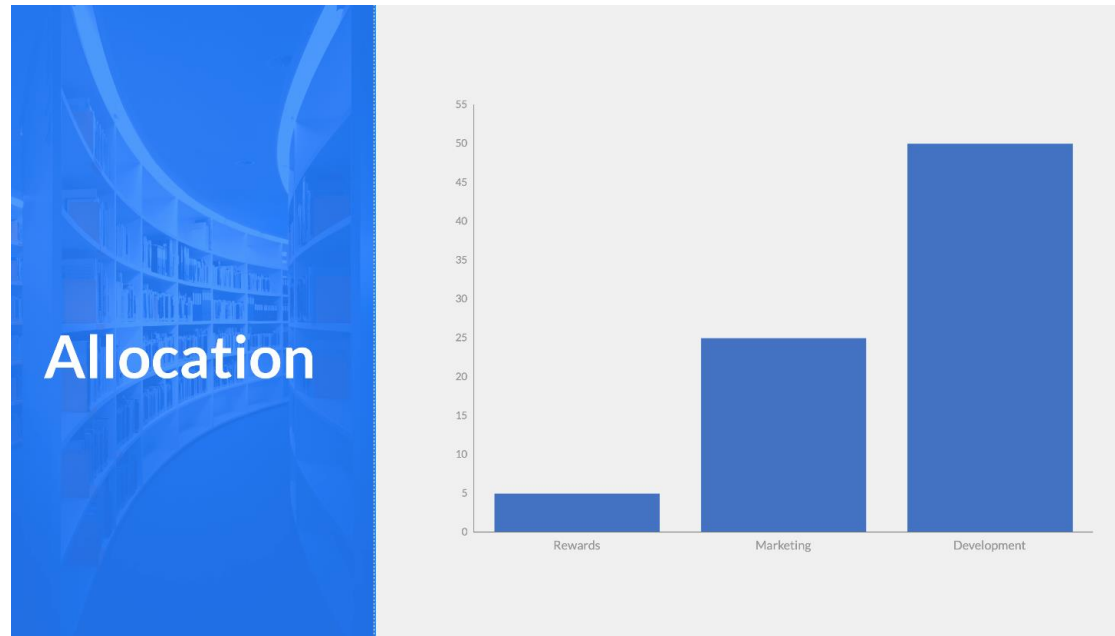
## March-April

- Website created
- Customer demonstrations
- Market Research

## May - *Future*

- Website launch
  - Service available to the public
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# Ask and Funds



Asking \$70k for 10% Equity

Allocation	Use of Funds	Milestones hit
\$40k	Building more efficient website	Functional MVP for user testing
\$25k	Marketing campaigns	Gaining 10000 users
5k	Bonus and Rewards	20000 out of stock items updates