



Social Commerce Canvas



Key Partnerships

Retail

Some platforms partner with top retailers who are looking for innovative new ways to reach younger demographics

Beauty

Some platforms partner with top beauty brands who see 'live commerce' as a massive growth opp.

Bespoke

Some platforms want edgy/exclusive brand partnerships to create that feeling of exclusivity for 'members'



Key Resources

Technology, Brand, Creator Power

- Technology stack must enable 'live commerce' at scale
- Brand can't be stale, must appeal to younger audiences
- Creativity via Creators powers growth



Key Activities

Business Model Inno., Outcompete Comp.

- The business model is still in early stages of dev. and will be refined
- Competition is fierce as the global market goes parabolic; must outcompete rivals



Value Proposition

Bring a dimension of 'live commerce' to the online environment within the structure of a 'social marketplace'

- **Sell Unique Goods & Services** to new audiences
- **Outperform eCommerce** relative to AOV (Average Order Value), Return Rates, and general engagement
- **Connect with Creators** to create a better shopping experience



Customer Relationships

Brands/Creators/Consumers

- Brands pay the fees, must be catered to
- Relationships with Creators must be nurtured
- Consumers must have smooth exp.



Channels

Live Apps, Bundled Products, Social Media

- Core experience happens 'live' in app
- Some products are bundled in with eCommerce software
- Various customers can engage on social media to promote



Customer Segments

Generation Z, Collectors, Retail Segments

- **Young generations** gravitate towards video-centric platforms, very engaged with 'live shopping'
- **Collectors** across industries (music, sports, etc) were one of the early-adopter segments around 'live shopping'
- **Retailers** are increasingly pushing live commerce across their own platforms to consumers



Cost Structure

Platform Development - ongoing platform development/R&D based on improving the live-shopping experience

Buyer/Seller Customer Acquisition - competing against other marketplaces and social media for new brands + consumers

Creator Talent - competing for top influencer/creator talent



Revenue Streams

Transactional Model of Commerce:

Take Rate: ex. 8% Take Rate + payment processing fees

SAAS + Affiliate: ex. monthly platform subscription fee + % of every sale made on the platform (paid by brands)

Revenue Share/Margin: ex. exclusive branded goods, or custom-branded goods sold D2C (direct to consumer)