

PrycePick

PRODUCT PRICE COMPARISON IS INEFFICIENT

46%

Of online shoppers want more product comparisons from ecommerce sites



Current solutions **only compare similar products**



Comparison methods are **time consuming**



Limits consumers ability to get the best price



THE PRYCEPICK SOLUTION

Platform to compare the pricing of identical products

KEY FEATURES

- ✓ **Clear Side by Side** Comparison Across Vendors
- ✓ Compare vendor **reliability, price changes, reviews, warranty** etc.

- ✓ Individual retailers **adding their own products**
- ✓ **Save Products and Search History** to your account

COMPETITION

ScanLife

Google Shopping

bizrate

shopzilla

shopsavvy

camelcamelcamel

COMPETITIVE EDGE



Compare the **same product across vendors**



Top Global E-merchants & Local Retailers



Easy to Use and Clean User Experience

REVENUE MODEL

Affiliate Model:

Fee: 4% of sale revenue

Ad Revenue

\$.23 in revenue per ad

\$4.89 trillion

2020 Ecommerce Market Value

\$6.38 trillion

2024 projected worldwide retail ecommerce sales

\$29.34 billion

Total Addressable Market

GO-TO-MARKET STRATEGY



AFFILIATE PROGRAMS

With the retailers with an online presence



MVP LAUNCH

Followed by further feature rollouts



SUPPLIER EXPANDING

To boutique localized retailers

COMPETITIVE EDGE

Pre-Seed



R&D



- UX & UI definition

Seed

Pre-Launch



- Seek out enrol in affiliate programs agreements with 5-7 of the biggest online vendors in the US and beyond

Launch



- Initial Launch in the US
- Acquisition of seed users
- Roll out of half of additional features



- Second round of investment
- Rollout of remaining features
- Affiliate programs with localized retailers

Expansion



- Go-to-market & expansion across the UK