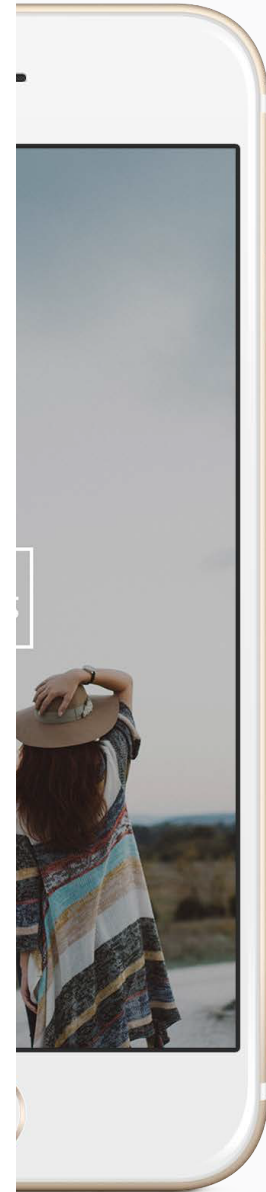




To The Tens

*Next Level
Social Commerce*



To The Tens is on a mission to provide a seamless, social commerce platform that brings brands and customers closer together through mutual inspiration

Brands struggle to survive and few achieve growth, especially in offline marketplaces

Market Challenge

Fashion/beauty brands with large resources face many challenges in marketing themselves and doing business

- 60% of brands are not profitable
- 95% of brands are likely to fail within the first five years

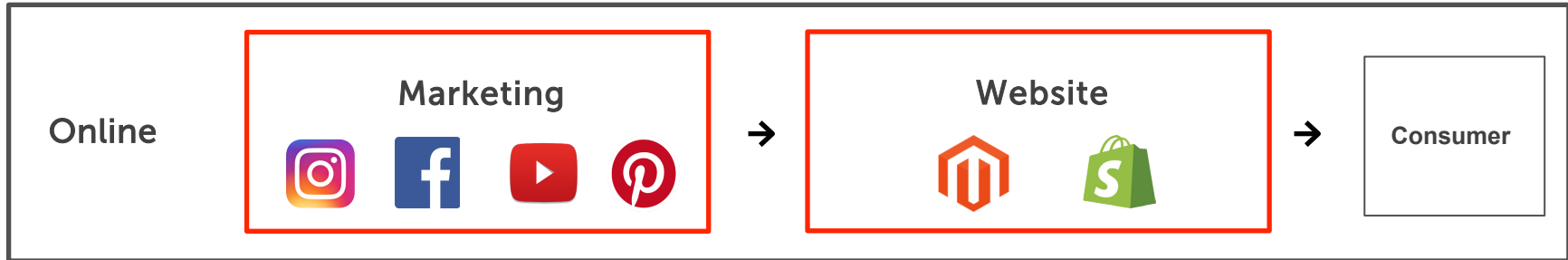
Offline



- Margins are compromised by **high mark-ups from middlemen**
- Gaining exposure to retail buyers is **labor intensive and costly**
- Physical **retail space in established stores is limited**, and product display is not entirely in the brand's control

As a result, brands are investing more heavily than ever in online marketing/sales initiatives

BUT, there also exist many inefficiencies in the current online marketing/sales ecosystem



- 1 High exposure spending on social media
- 2 Dismal sales conversion and low ROI
- 3 Unleveraged user contents on social media
- 4 Technical challenge in building website

Problem 1

It is very expensive for brands just to reach target audiences on existing social media

Example: Website promotion campaign on Facebook/Instagram

The screenshot displays the Facebook 'Promote Website' interface. On the left, the 'AUDIENCE' section is visible, with 'People you choose through targeting' selected. Below this, the 'BUDGET AND DURATION' section is highlighted with a red dashed box. It shows a 'Daily Budget' of \$250.00, with a note that the actual amount spent may vary. The estimated clicks are 203 - 378 per day. The duration is set to 7 days. On the right, a preview of the promoted post is shown, featuring a photo of various shoes on a wooden rack. The post is titled 'Rhea Footwear Non-Slip' and includes a 'Learn More' button. The interface also shows options for 'Like', 'Comment', and 'Share'.

Daily budget: \$250
Estimated Clicks: 300

Brands have to pay ~\$0.80 for each click on current social media platforms

However, initial engagement in social media leads to dismal sales conversion due to long process

Online customer journey from social media



Cost per click
\$0.80

Sales conversion

Google: 1.7%

Facebook: 1%

Pinterest: 0.4%



Large abandonment due to redirection, search, and browse process

About 1% of the initially engaged audience from social media actually makes purchase

Therefore, brands suffer from an extremely low return on social media marketing investment

Online customer journey from social media



Cost per click
\$0.80

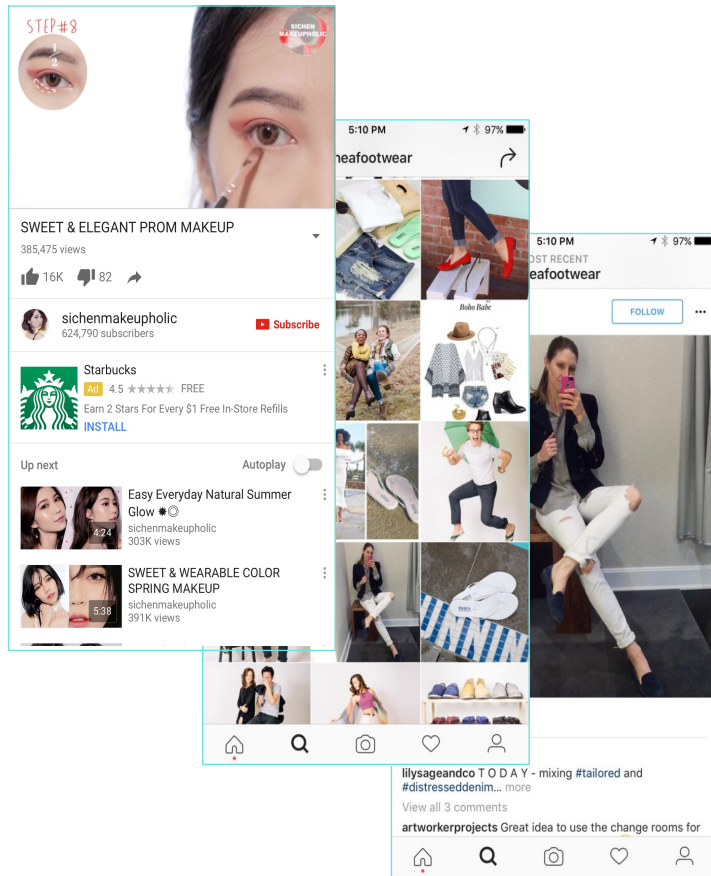
Sales conversion
Google: 1.7%
Facebook: 1%
Pinterest: 0.4%



\$80

is spent on social media marketing to sell one item

Plethora of lifestyle contents are shared online, yet brands have limited ways to leverage them



Facebook

- 350M daily photo uploads
- 100M hours of daily video view

Instagram

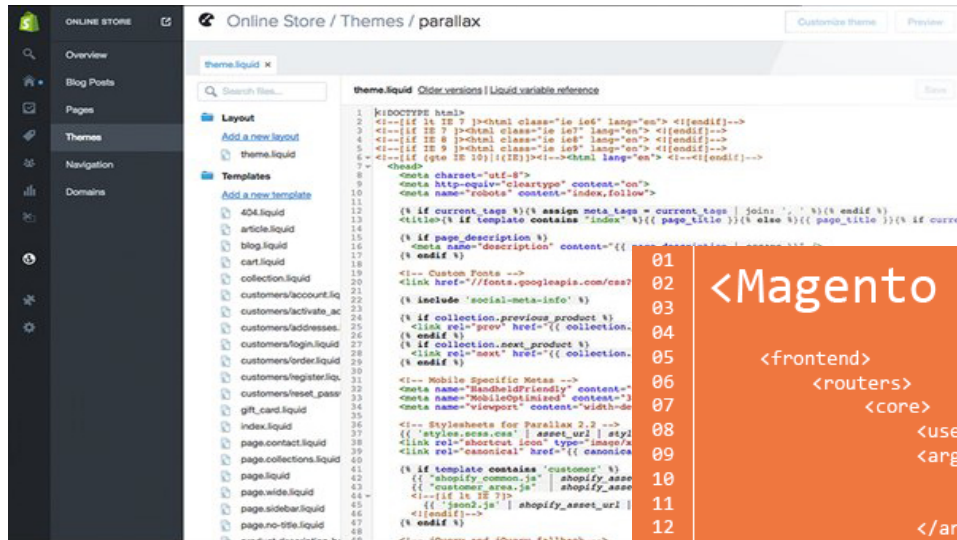
- 80M daily photo uploads
- 40H video upload per minute

Youtube

- 300H of video upload per minute


User-provided contents can be valuable resources for brands to interact with and promote to consumers

Existing e-commerce platforms require technical expertise and human resources to use



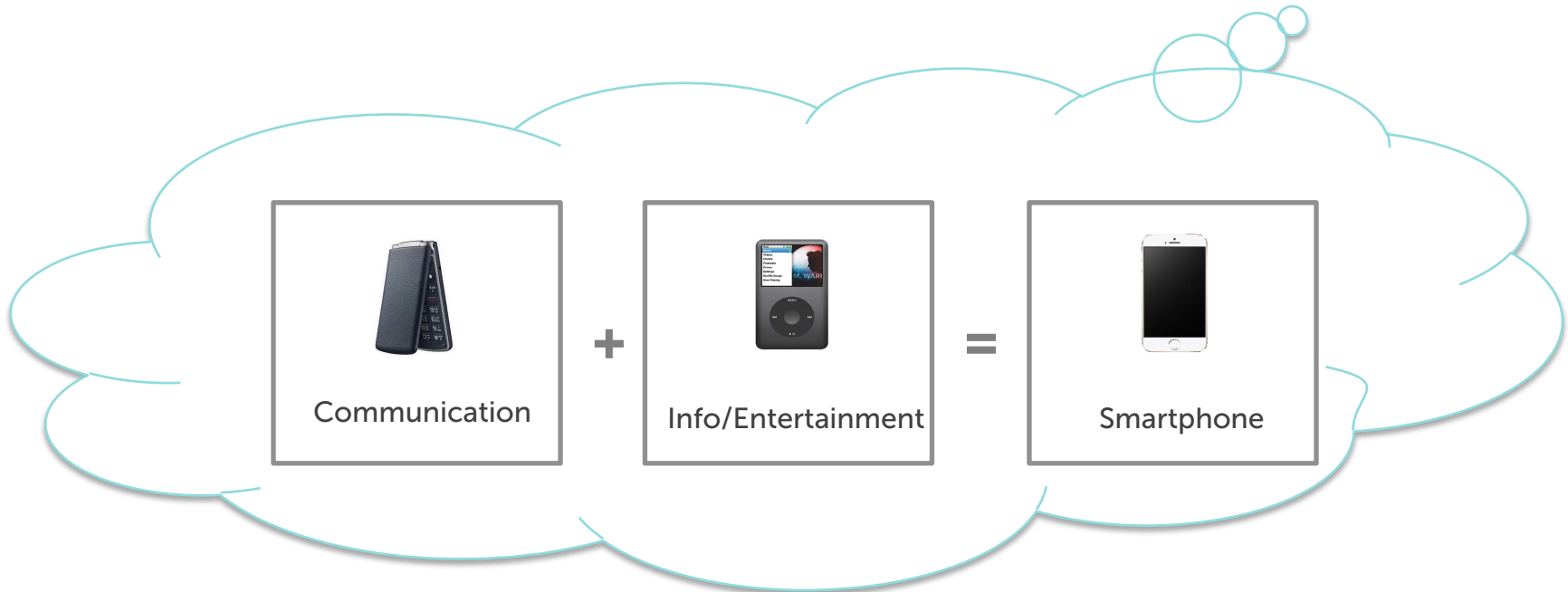
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  </routes>
  <translate>
    <modules>
      <Mage_Core>
        <files>
```



In particular, emerging or start-up brands lack necessary resources to get started

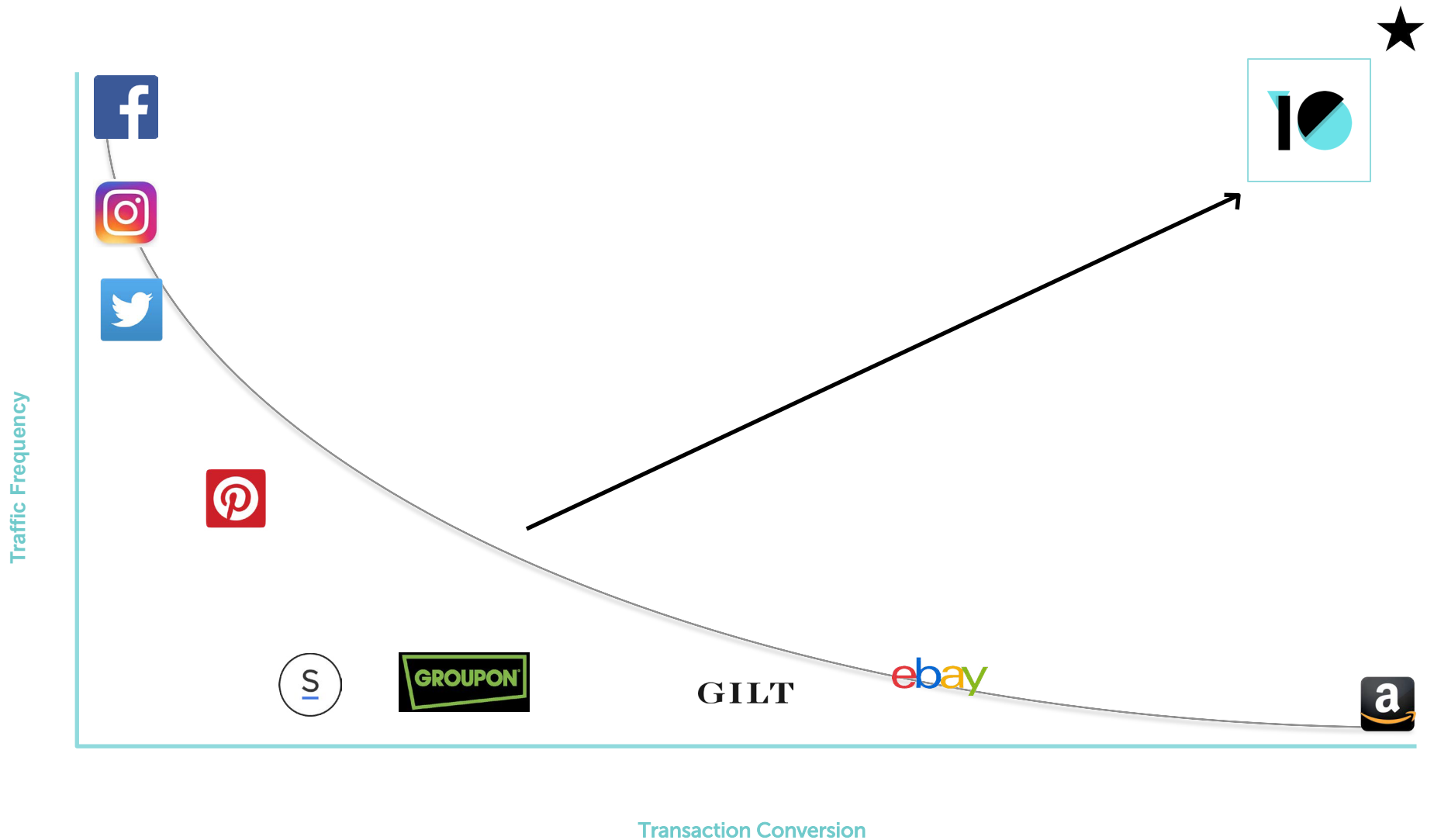
To The Tens built a single platform that fully integrates social media and e-commerce functions



We fuse technologies for an innovative and reasonable solution for brands and consumers

- 1** We help brands reach the right audience in an economical and organic way
 - There are **no upfront costs or selling fees** to promote your brands
 - Brands can provide contents and reach out to the targeted audience through **My Magazine, which is a personalized feed system**
- 2** We enable brands to sell items directly out of socially shared contents
 - Items can be linked to lifestyle photos/videos uploaded by users through our **product search and tag engine**
 - **In-app cart system** allows users to purchase tagged items directly out of lifestyle contents
- 3** Brands can fully utilize user contents for promotion under their own discretion and save resources to generate photo/video assets for promotion
 - Brands can review and formally endorse lifestyle contents uploaded and tagged by users to promote themselves
 - Users are incentivized to provide quality contents by **sales reward program**, where they get rewarded certain percentage of sales made through their contents
- 4** We provide a completely free and easy e-commerce platforms for brands to run business
 - **Complete e-commerce engine** allows brands to set up and sell products within 30 minutes
 - The engine is compatible with existing e-commerce platforms through **importer function**

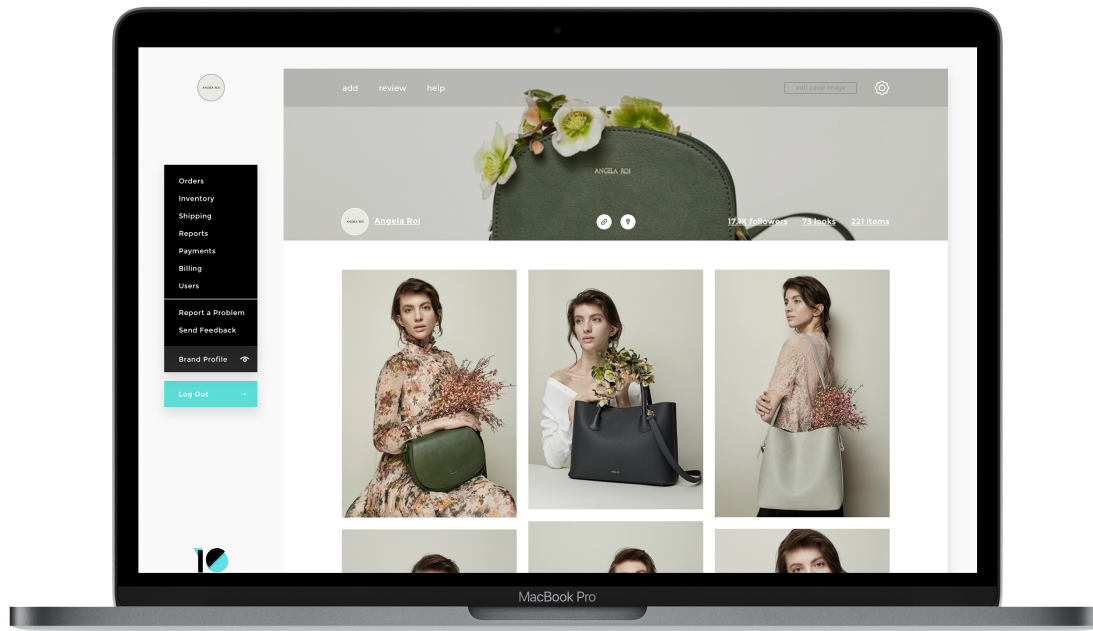
We move toward an un-pioneered domain that combines traffic frequency and sales conversion



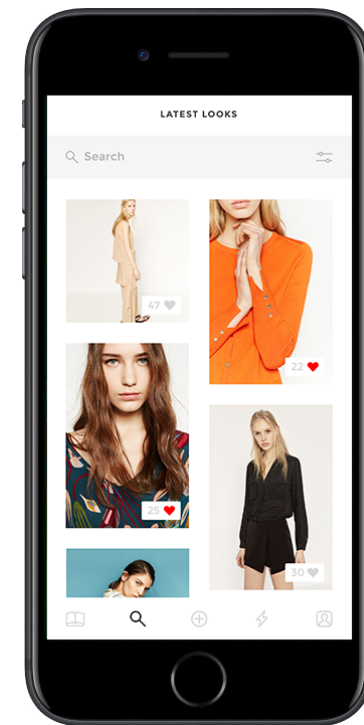
* To The Tens has the capability of collaborating with existing platforms to accelerate growth

To The Tens product consists of a web portal for brand management and mobile apps for users

To The Tens Brand Web Portal



To The Tens User App



Users can tag items in lifestyle contents they upload through our search/tag engine

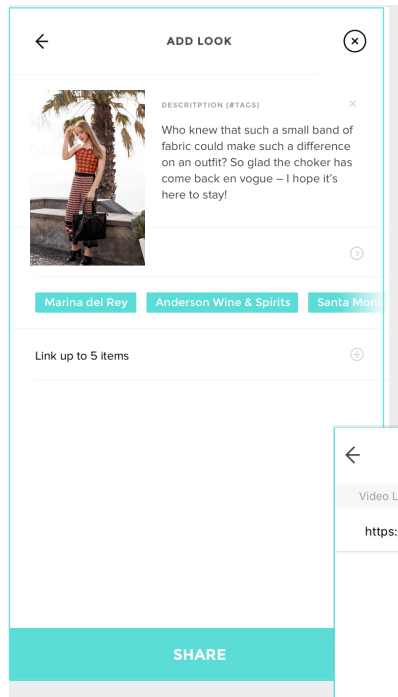
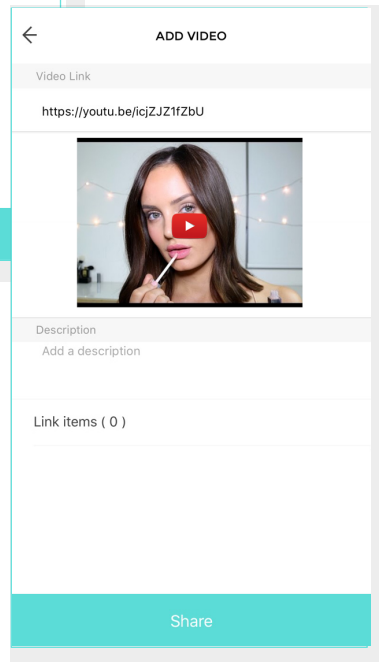
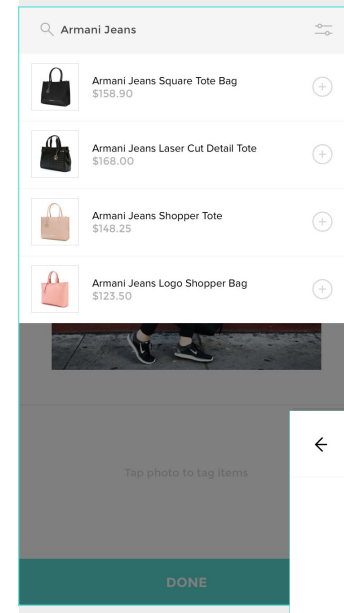


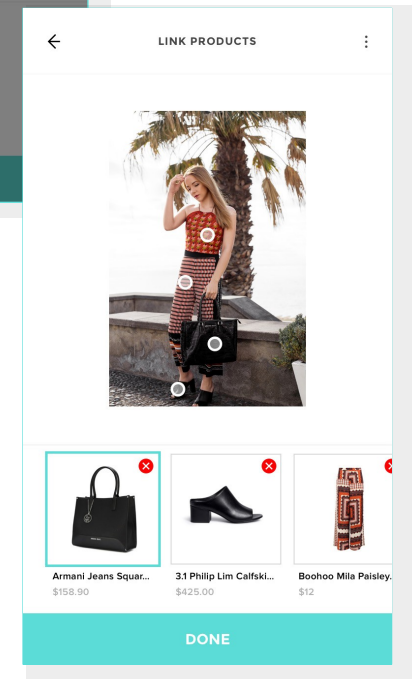
Photo upload



Video link



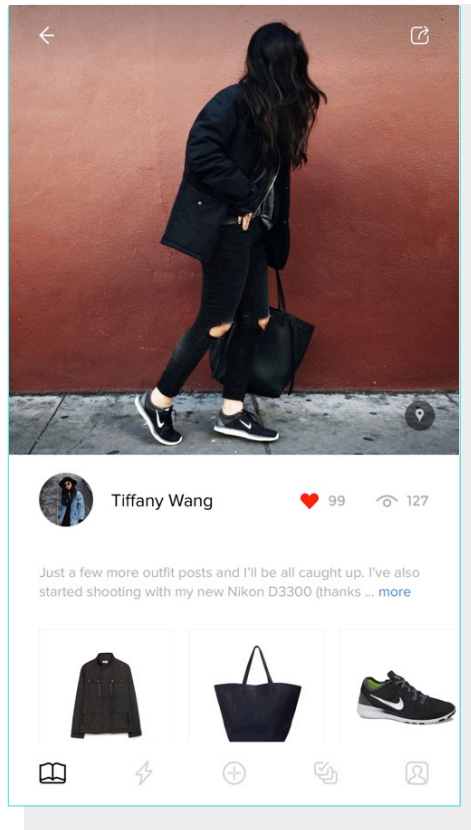
Search or request items



Tag items

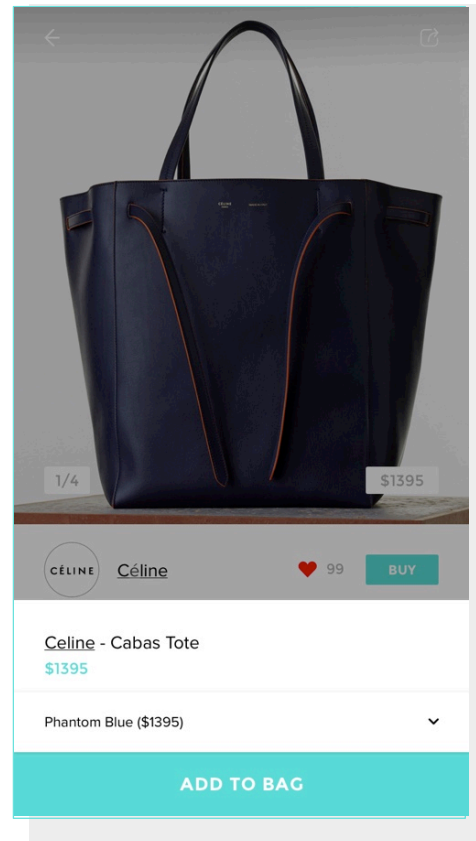
Users can shop directly out of shared contents through our global cart system

Engagement

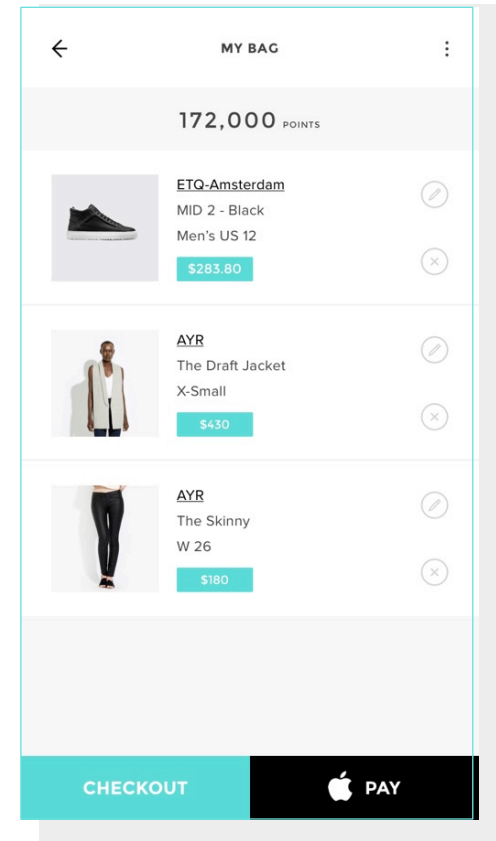


User finds a product of interest

Direct Purchase



Users add products to in-app cart

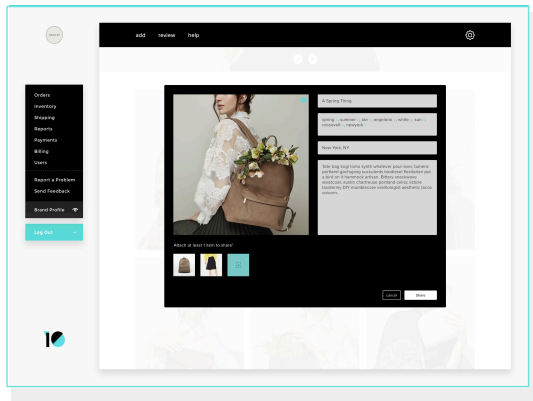


Users check out through global cart system

* Users can be redirected to other e-commerce sites for products that are not yet on To The Tens

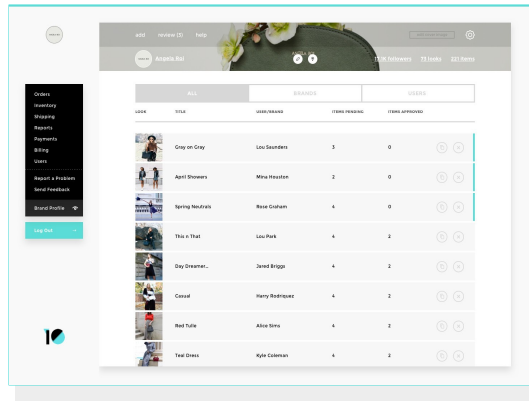
Brands have a management tool where they can feed and selectively utilize user contents

Contents Upload



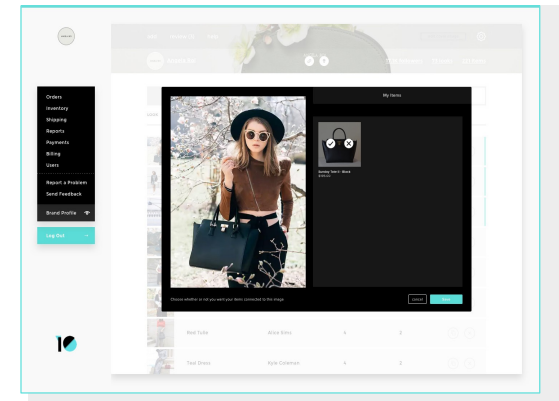
- Brands can upload their own contents to feed
- Brands can tag items featured in the contents

Contents Review



- Brands are notified when users or other brands tag their products
- Brands can review the contents

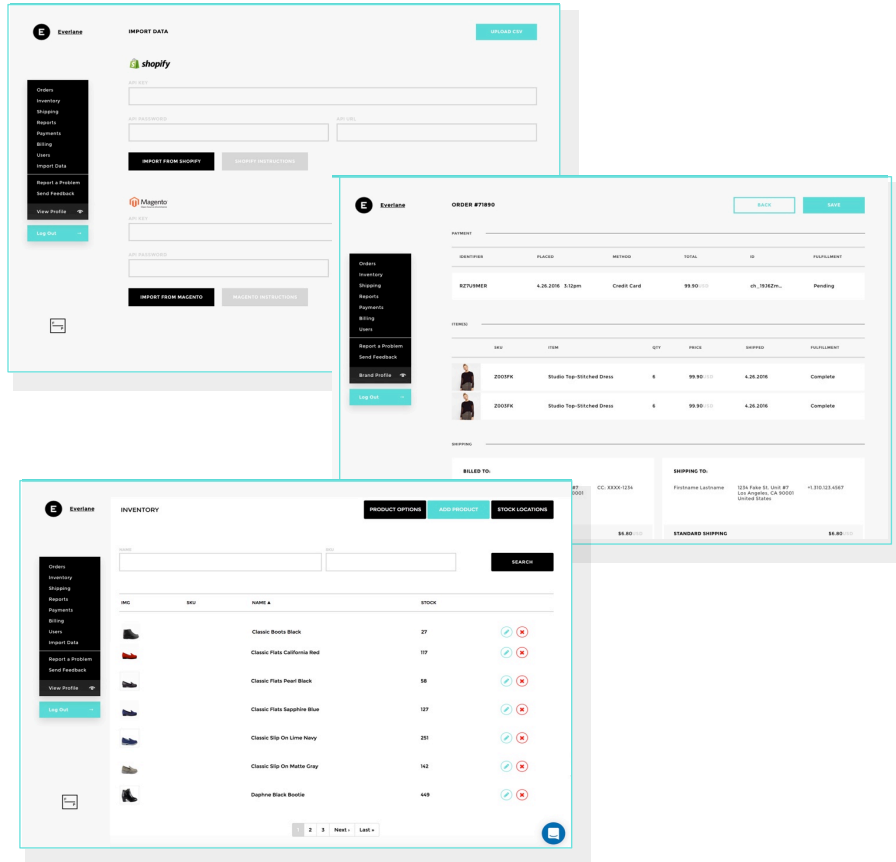
Contents Utilization



- Brands can approve certain contents to be exposed to their audience
- Brands can disapprove contents to not share with their followers

Brands are given opportunities to fully utilize contents from others for organic promotion

Brands have a management tool where they can feed and selectively utilize user contents



Importer

- Brands easily import their inventory data from other e-commerce platforms
- E.g. Shopify, Squarespace, Magento, and more

Inventory Management

- Brands manage product variants, quantity, and locations

Orders

- Brands track orders submitted by users

Payment

- Brands securely capture payment via Stripe

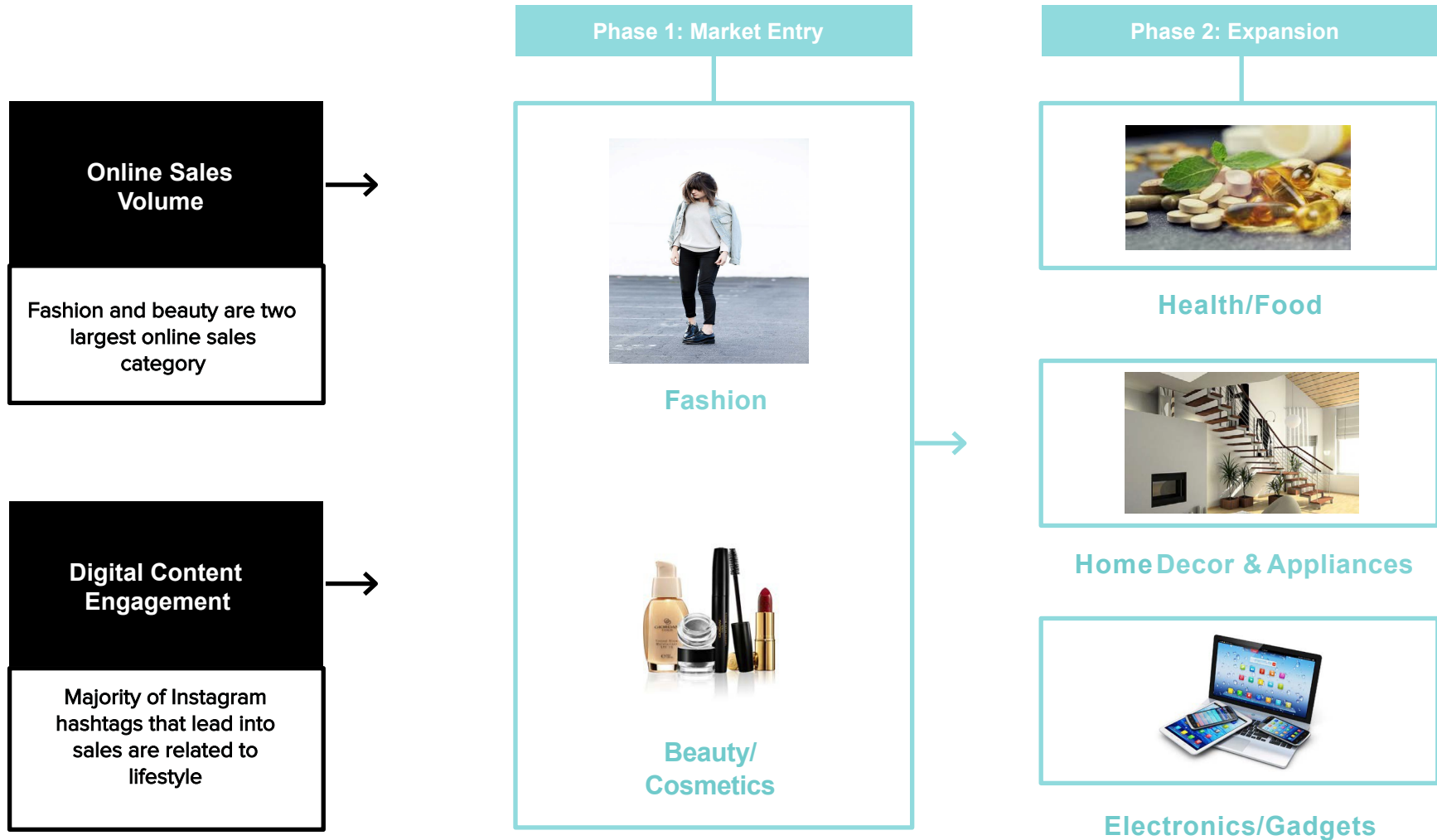
Shipping

- Brands are provided best-price shipping options

On To The Tens, brands can minimize their resources and time to set up their e-commerce

Go-to-Market Strategy

TTT's initial focus is on the fashion industry, which already generates prolific digital content by a large base of active users. But, TTT's collaborative commerce product is not only limited to fashion. It can easily be applied to other verticals of consumer goods, with virtually limitless potential.



Go-to-Market Strategy

Brand Acquisition

Free Platform

- No onboarding cost
- 30 minutes to complete setup
- Minimal technical knowledge required

Referral

- Incentive program for referring brands
- Temporarily waive sales commission for each brand referral

Events/ Cold Calls

- Participate in major fashion events/ conventions
- E.g. WWD Magic
- Sales outreach in person and by phone

User Acquisition

Organic Growth

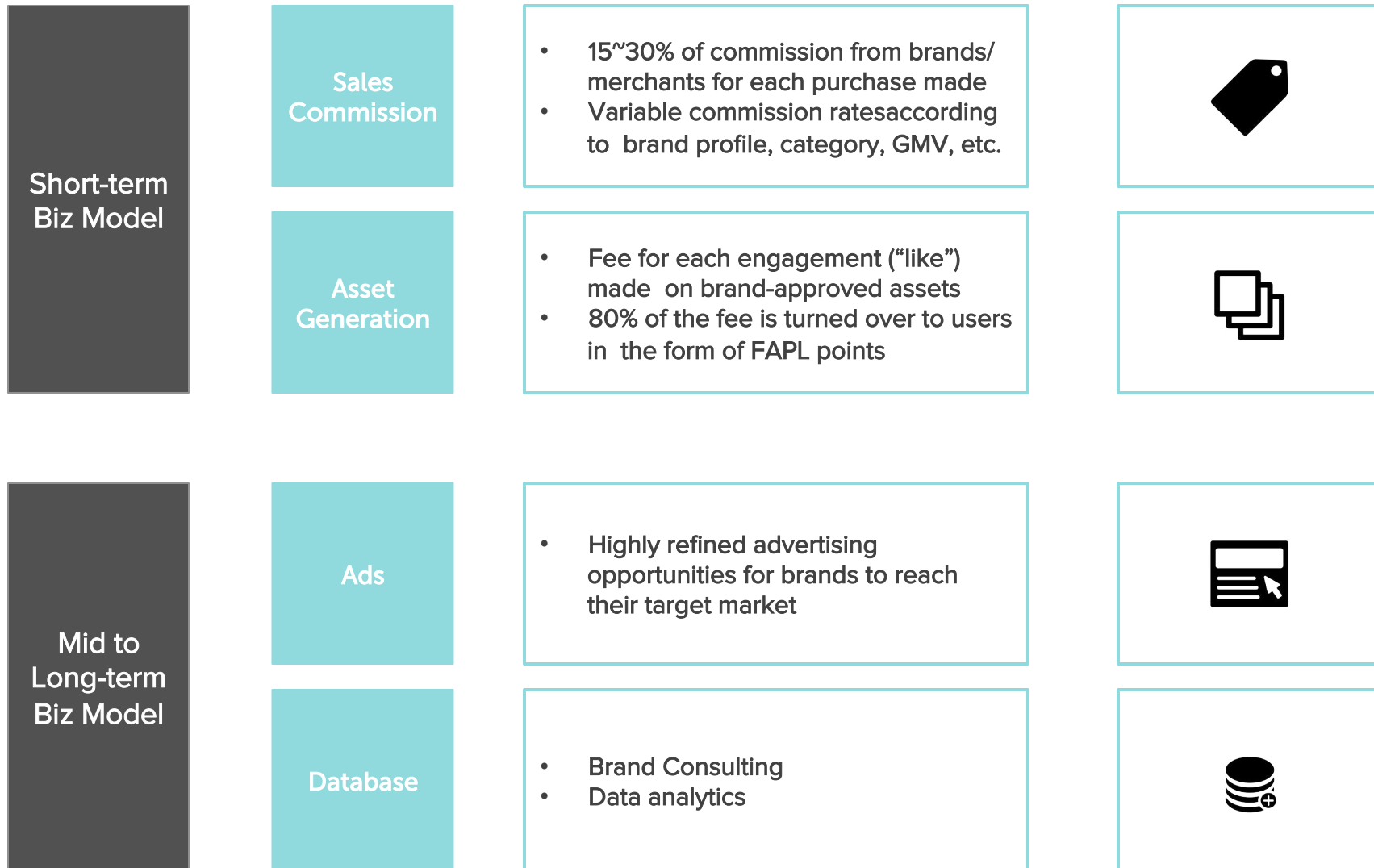
- Subscribers and followers of acquired brands
- Unique social sharing function
- Content-sharing integrated with other social networks
- User-to-user invitation
- Word-of-mouth
- Outreach to active content generators within the industry

Inorganic Growth

- Partnership with influencers
- Incentivized social sharing function
- Content-sharing integrated with other social networks
- Incentivized user invitation
- Organized activations at college campuses and consumer-facing fashion events

Our Business Model

To The Tens has a multi-faceted business model that can generate significant short-term and long-term returns



Our Team



Paul Ahn, CEO

is a serial entrepreneur, and founder of Rhea Footwear prior to founding To The Tens. He has four years of successful B2C experience in which he managed all aspects of an emerging fashion brand that is rated #1 in the commercial nonslip market. Paul's career is characterized by his ability to identify a need and strategically implementing a USP (unique selling point) – focused solution. B.A. Economics, Cornell.



Royce Lee Kwon, COO

specializes in driving innovation and growth through diligent research methodology and a penetrating assessment of market patterns. He holds an extensive record of applying these in the Consumer Goods and Financial Service verticals. Prior to joining To The Tens, Royce worked for the Boston Consulting Group across a variety of industrial sectors. B.S. Economics, The Wharton School, University of Pennsylvania.



Melanie Plaza, CTO

is well-versed at reconciling a plethora of technologies and team nuances with Development Live Cycle (DLC). Her experience in driving products in large agencies--as well as in small start-up teams--translates into streamlined product management for software based solutions. With a history in technical architecture, Melanie continuously sources new technologies and identifies the best delivery mechanisms. B.A. Yale University.



Brandon Anzaldi
Software Engineer



Hila Shmilovich
Creative Strategist



Isaac Appiah
Creative Director, UI/UX



Amy Berchtold
Marketing Specialist



Carlie Richman
Marketing Specialist

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