Swggr Media, Inc.

Website: www.Swggr.net
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Company profile:
Employees: 5
Founded: September 2014
CEO: Yuri Moreira
COO: Brian Mann
Engineer: Marco Brondani

Financing:
Funding stage: Seed Round
Previous capital: $165k
Capital seeking: $500k @ $2M Valuation
Monthly burn rate: Post Raise $47,462

Business summary

Swggr (www.swggr.net) is the fashion love child of Instagram and Pinterest where users style themselves and others while being rewarded.

Customer problem

86M Millennials (in the US alone) are embracing fashion as a means of self expression like no generation before, but lack the tools and environment to make the conversation fluid and dynamic. Styling looks and choosing your next outfit requires too much time and skill, there's no way to collaborate while having that experience, and most importantly sharing goes unrewarded on all social media platforms.

Solution/product offering

Swggr users instantly create and share dynamic outfits made up of purchasable
items in direct collaboration and/or on behalf of friends and followers. Every user is rewarded for sharing as they rack up points redeemable for discounts on favorite brands, exclusive merchandise, and access to fashion tastemakers.
- **Stylists** finally have a platform to seamlessly style and communicate with their clients.
- **Bloggers** now have a platform where they can style and create mood-boards made up of purchasable items in seconds.
- **Brands** have a revolutionary way to run highly interactive campaigns where influencers and consumers can collaborate directly, driving powerful brand loyalty and sales opportunities.
- **Millennials** have a platform where they can fluidly express their style via instant mood boards and finally be recognized and rewarded for sharing.

Target market opportunity

Our market is comprised of Millennials, Stylists, Bloggers, Brands, and Influencers. In 2014, $41B was spent on mobile e-commerce in the US, that will grow to $125B US/$500B WW by 2017. Females (70%), Males (30%) 16-25 aka Millennials. Millennials: Women- 47% shop 2X/week, Men- spend 2X on fashion vs. previous generation, Overall- 96% say user generated content influences purchase decisions, 45% spent +1 hour on retail websites a day

Competitive Advantage

Instagram & Pinterest: Have scale and brand recognition, but lack a fashion focus, collaborative interaction, integrated ecommerce, and rewards
Polyvore: Has brand recognition, but lacks wardrobe upload, collaborative interaction, and rewards
Styleit: Was earlier to market, but lacks collaborative interaction, and rewards
Stylebook: A leading premium app, lacks a social media platform, collaborative interaction, rewards, and costs money

Marketing Strategy

Our market is comprised of Millennials, Stylists, Bloggers, Brands, and Influencers.

1. Influencer Marketing: Select fashion power users to pull in followers and other power user. Currently we have secured a trio of fashion influencers as ambassadors with over 6M followers. We are also creating a grassroots campaign centered on up-and-coming influencers of which we have committed dozens with more to follow. In addition we will activate celebrity stylists like Brandon Maxwell (Lady Gaga's stylist currently on board) who will encourage their clients to adopt.
2. Strategic Partnerships: Cross promotion with brands and digital and print media partners, currently several in development.
3. Digital Advertising: Launch digital campaign targeted at fans of similar apps. Directly access Apple's mobile group to create featuring opportunities.
4. Public Relations: Influencer event activations, celebrity centered placements, fashion, trade press, thought panels, and year end "best of" editorials.
5. Guerrilla Marketing: Launch 6 guerilla marketing ideas around each feature of the app; One each week for 6 consecutive weeks post launch with the hopes of going viral. .

Business model

Our revenue streams are derived of 4 verticals to drive monetization.

1. E-commerce: Affiliate fees from interactive e-commerce boutique.
2. Rewards: Acquisition fees from brands when users redeem rewards.
3. Placement: Paid brand partnerships for discovery in explore, search, and targeted promotions.

4. Data: At scale, the curated user base, powerful data, buying habits, and positive touch points for brand engagement make for an attractive exit.

Management

Yuri Moreira, CEO, ex Principal at Phalanx Interactive, a sitecore agency, where he managed client pipeline and led its product development team overseas. A 2-time Collegiate Soccer All American, who went on to play professionally in South America.

Brian Mann, COO, ex Global Vice President of Consumer Products for Paramount Pictures, a 16 year brand licensing and business development veteran for Fortune 500 and Entertainment brands, Brian has created over $500M in retail programs. Focus: strategy, branding, and partnerships.