



appstract

Social shopping plug-in

&

A modern cloud development platform



appstract

Social shopping plug-in

We used to shop together!

We shopped with our friends and family. Everything from groceries to our clothes. We still do it to this day - in the physical world, but in digital shopping experiences we don't. We believe its because we can't..

In 95% of all commerce systems you are alone in the shop. It is no more social than a catalog. You cannot discuss your considerations or decisions with your friends in the shop, like you would in real life.

So you communicate on other channels - out of context and shopping experience - by sending links or other similar dialogues.

We want to change that as we believe the digital world is created to connect us and support social behavior.

Appstract Social Shopping is a plug-in to be integrated and used with existing e-commerce platforms, which allows the users to share and interact with other people in the buying process. At work, at home and on the go.

On top, it keeps all relevante social and data exchanges in the shop, instead of handing it over to 3 parties who then later wants to be paid, to "give" it back..

Marketsize and opportunity.

Sales through social commerce expected to reach \$492 billion in 2021 according to Accenture*

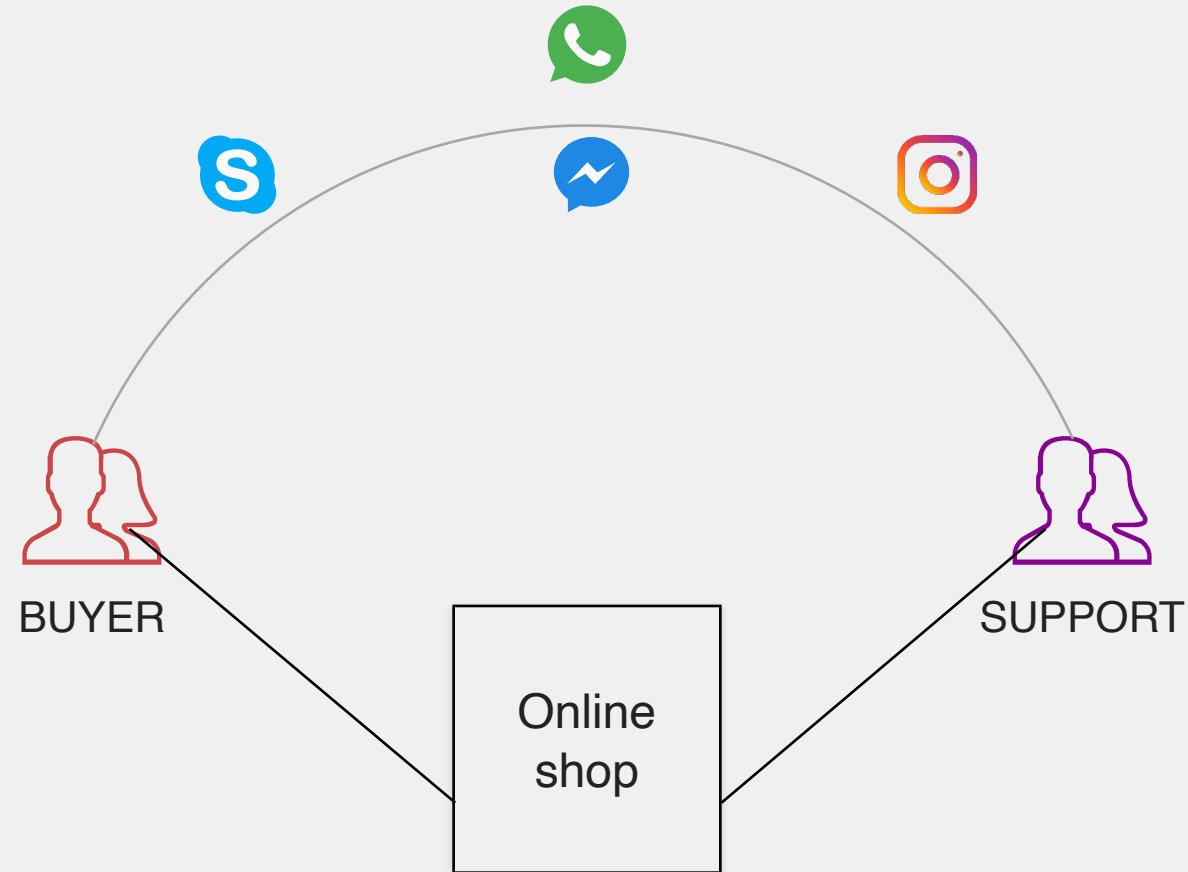
Global social commerce opportunity will grow to \$1,2 trillion in 2025 projected by Accenture*

Though the market opportunity for tools supporting this social commerce revolution is not at \$1,2 trillion, the growth in that market should be set at least tripple as well.

Obsess have raised \$13,4 million in funding so far**

They have just introduced “Shop together” functionality.

The shared experience without context



User behavior collected **without** social shopping



SUPPORT

"I am not sure, but if you think so"

"Are you sure 4 pieces are enough?"

"If you really think we should take 4 then at least pick different colors"

"Can we order them for the office?"



BUYER

Click product X

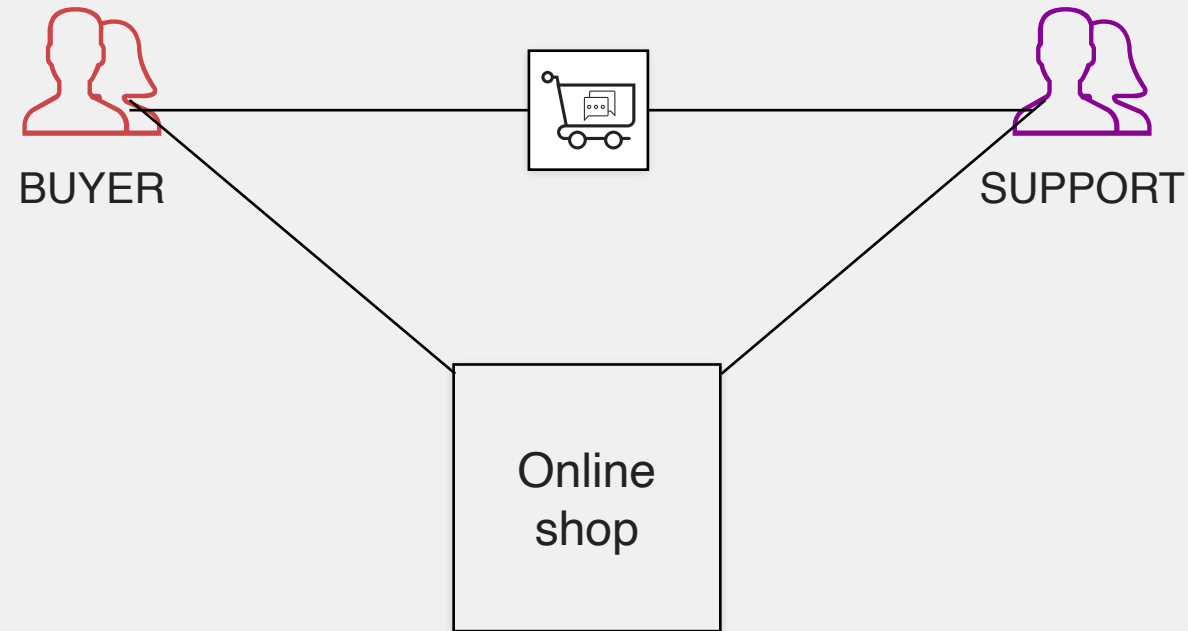
Select 4 pieces

Select Red, Green, Blue and Yellow colors

Add to basket

Checkout & Pay

The shared reality in context





User behavior collected **with** shared shopping



SUPPORT

"I am not sure, but
if you think so"

"Are you sure 4
pieces are
enough?"

"I think you should
take it in Black.
White gets dirty
quickly"

"I can't either"



BUYER

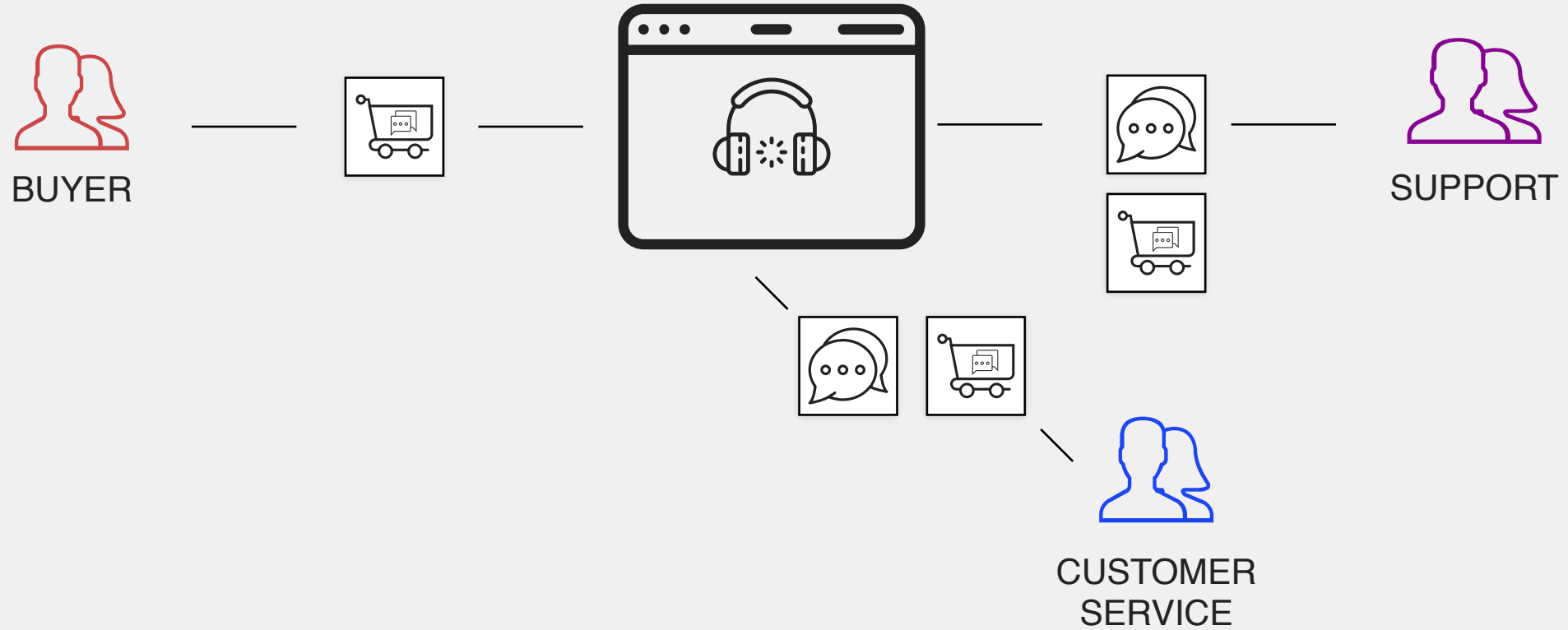
Click product X

Select 4 pieces

Select Black color

"I can't really find
the model"

Buying behavior with integrated customer service and context



Buying behavior with integrated customer service and context



SUPPORT

"I am not sure, but if you think so"

"Are you sure 4 pieces are enough?"

"I think you should take it in Black. White gets dirty quickly"

"I can't either"

"Can we order them for the office?"



BUYER

Click product X

Select 4 pieces

Select Black color

"I can't really find the model"

"Great! Thanks a lot"

Checkout & Pay



CUSTOMER SERVICE

"It is right here. I have added it to your basket"



abstract

A modern cloud development platform

The challenge

Modern users operate across multiple devices on a daily basis using phones, computers, tablets, smart watches and TV's. Many people have both work and private devices which often leads to them having more devices within each category for the individual user.

This means that developers have to build their applications for “all” devices and platforms that their users may be using. It also means that developers have to think about how to create a seamless experience for the user, when they shift usage across these devices.

General browser-technology does enable some of this, but the developers will have to design and build a secure platform to keep track of user Context across the devices.

Building a secure platform that makes this easy and which scales well, takes time for every development team, as this is a cross platform and client-server challenge. It also does take quite skilled developers - ressources that are often hard to find.

Vision

Our vision is to free people from the link to physical devices,
enabling any device to be the gateway to your applications,
services and data

Mission

Our mission is to enable the development of digital solutions where people can easily and securely interact and collaborate on the devices they prefer.

Our mission is to make it easy for developers to build great user experiences in applications and services across multiple platforms, by taking care of all the difficult plumbing work.



The platform

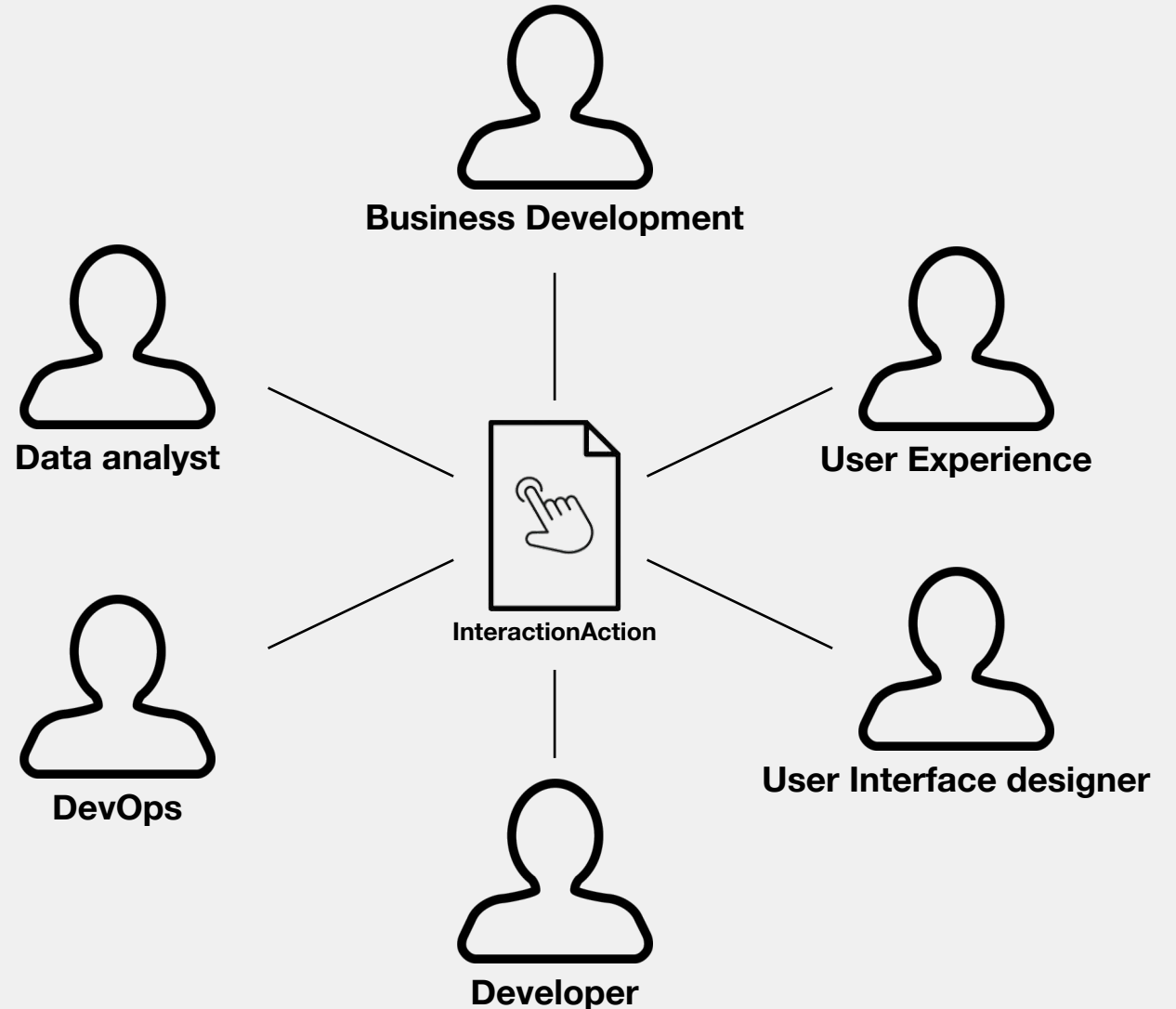
- Modern development methodology that enables easier collaboration and communication between different people/roles on a team
- Cloud Application Development framework
- Global Hosting environments (initially built on Amazon AWS)
- Automatic global scaling
- Platform agnostic (Web, iOS, Android, Mac OS, Windows, other)
- Analytics, data and metadata platform for insights

- appstract.me makes it easy to build multi-user and cross-device applications with live interactions - like Google Docs or Microsoft Office 365 - but with a data platform that enables insights into user actions/interactions
- appstract.me is like Netlify, but with an added development methodology and data platform to make it very easy to build shared experiences that can scale

Interaction/Action based dialogue

Interactions/Actions are the common language that binds the different roles in the development process together.

In this sense Appstrack is also a software development methodology.



Business model

- Services paid with a slight operating profit on top of Cloud provider pricing (AWS)
 - Pay per action (processing fees)
 - Pay per storage (if using Appstrack storage)
 - Monthly fee per environment
- Services paid calculated on value based pricing models
 - Pay for access to data analytics services/insights tools

Next step & funding

Appstrack Social Shopping and appstrack.me is looking for \$500-750.000 for 10-15% ownership.

Funding will be used for:

(35-45%) Further development of platform and make it easily scalable on cloud.

Make initial standard integrations for large platforms like Magento, Shopify, Salesforce and others.

(20-30%) Implement lighthouse customers (2-4)

(25-45%) Build marketing and sales team and build partner program and network.



Ownership

Kim Løwert, CEO

Owens 100% of the company



Funding

All initial funding

provided by

Kim Løwert



Thank you for your time

We hope our cloud development platform and product has inspired and given you insight into what we work with and how we think development and online commerce will transform in the coming years.

Want to know more or potentially interested in investing, please reach out.

Kind regards

Kim Løwert, CEO

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