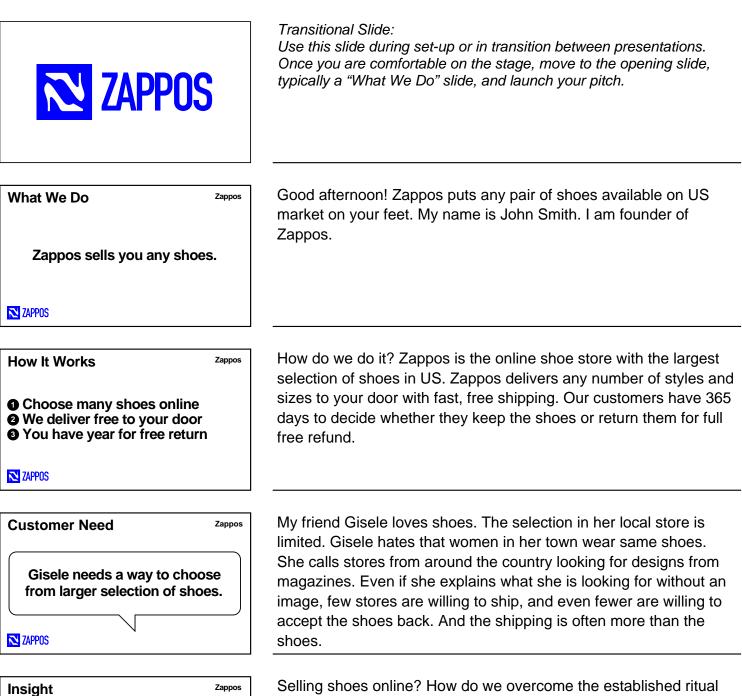
Short Pitch Practice Notes

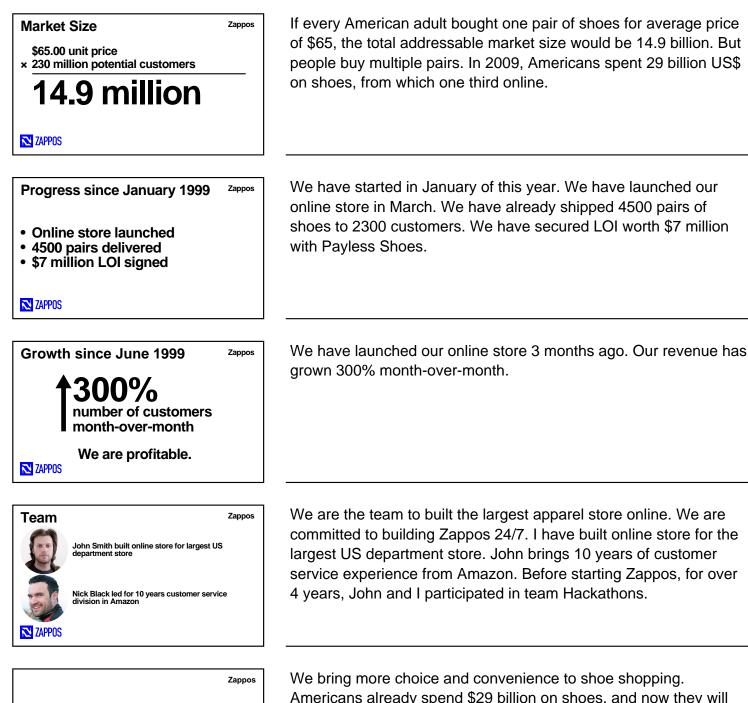
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Face your audience. Do not read your slides!



Insight Zappos
All people try on many shoes
before buying one pair.

Selling shoes online? How do we overcome the established ritual that happened for decades in a brick and mortar stores? We spent hours watching people buy shoes, and it paid off. We observed that all people try on many pairs of shoes before they buy one. So we began to offer and communicate free fast shipping of unlimited number of pairs, and free 365 days return policy. It works!



- 7 million LOI signed
- 300% revenue grows
- Customers return

Americans already spend \$29 billion on shoes, and now they will spend even more. We have grown 300% month-over-month since our launch. Our customers keep coming back. We are Zappos. Let us show you where your next pair of shoes is coming from. Thank you!

🔁 ZAPPOS