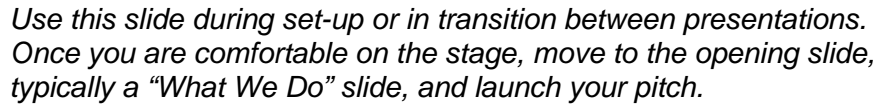


Zappos Version 1 14/08/2016 12PM

Speak Sloooooooooooooowwwwwwwwwwwwwwwwwwwwwwwwwwwllllllllllllllyyyyyyyyyyyyyyyyyyy.....
Savor every second of the few seconds you have to shine!



Good afternoon! Zappos puts any pair of shoes available on US market on your feet. My name is John Smith. I am founder of Zappos.

How do we do it? Zappos is the online shoe store with the largest selection of shoes in US. Zappos delivers any number of styles and sizes to your door with fast, free shipping. Our customers have 365 days to decide whether they keep the shoes or return them for full free refund.

My friend Gisele loves shoes. The selection in her local store is limited. Gisele hates that women in her town wear same shoes. She calls stores from around the country looking for designs from magazines. Even if she explains what she is looking for without an image, few stores are willing to ship, and even fewer are willing to accept the shoes back. And the shipping is often more than the shoes.

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!

Market Size

Zappos

\$65.00 unit price
× 230 million potential customers

14.9 million



If every American adult bought one pair of shoes for average price of \$65, the total addressable market size would be 14.9 billion. But people buy multiple pairs. In 2009, Americans spent 29 billion US\$ on shoes, from which one third online.

Progress since January 1999

Zappos

- Online store launched
- 4500 pairs delivered
- \$7 million LOI signed



We have started in January of this year. We have launched our online store in March. We have already shipped 4500 pairs of shoes to 2300 customers. We have secured LOI worth \$7 million with Payless Shoes.

Growth since June 1999

Zappos

↑300%
number of customers
month-over-month

We are profitable.



We have launched our online store 3 months ago. Our revenue has grown 300% month-over-month.

Team

Zappos



John Smith built online store for largest US department store



Nick Black led for 10 years customer service division in Amazon



We are the team to built the largest apparel store online. We are committed to building Zappos 24/7. I have built online store for the largest US department store. John brings 10 years of customer service experience from Amazon. Before starting Zappos, for over 4 years, John and I participated in team Hackathons.

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



We bring more choice and convenience to shoe shopping. 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

What We Do

Zappos

Zappos sells you any shoes.



How It Works

Zappos

- ① Choose many shoes online
- ② We deliver free to your door
- ③ You have year for free return



Customer Need

Zappos

Gisele needs a way to choose from larger selection of shoes.



**All people try on many shoes
before buying one pair.**

Market Size

Zappos

\$65.00 unit price
× 230 million potential customers

14.9 million



Progress since January 1999

Zappos

- **Online store launched**
- **4500 pairs delivered**
- **\$7 million LOI signed**



Growth since June 1999

Zappos

 **300%**
number of customers
month-over-month

We are profitable.



Team

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John Smith built online store for largest US department store



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