



**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**

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**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

Zappos



**John Smith built online store for largest US department store**



**Nick Black led for 10 years customer service division in Amazon**



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