

Meet Alan!







\$46





\$46

\$62





\$46

\$62







\$16







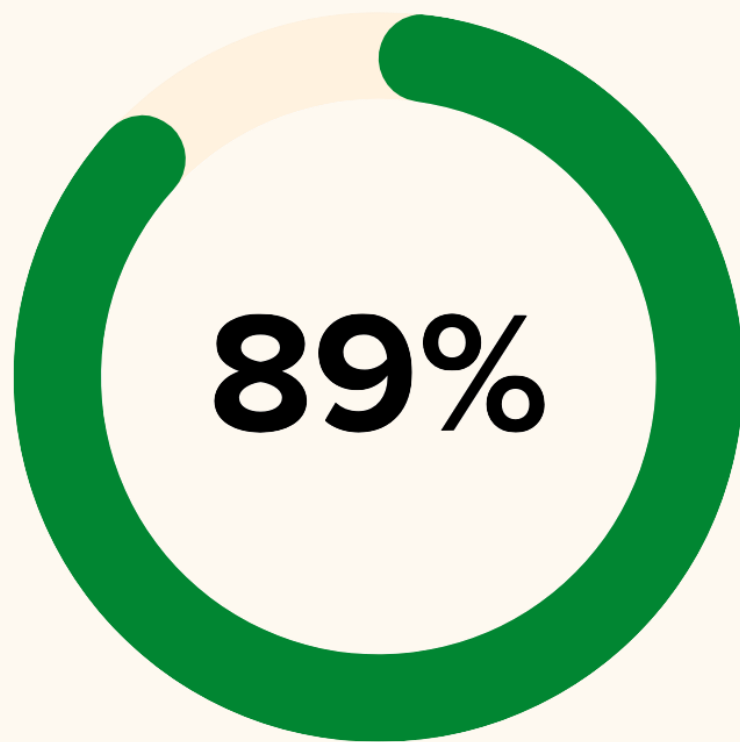


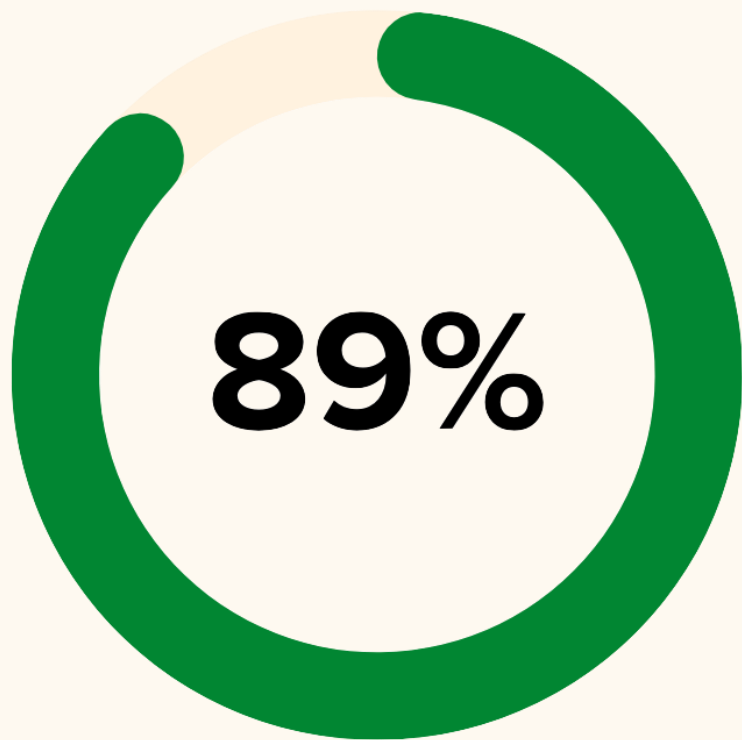
\$29







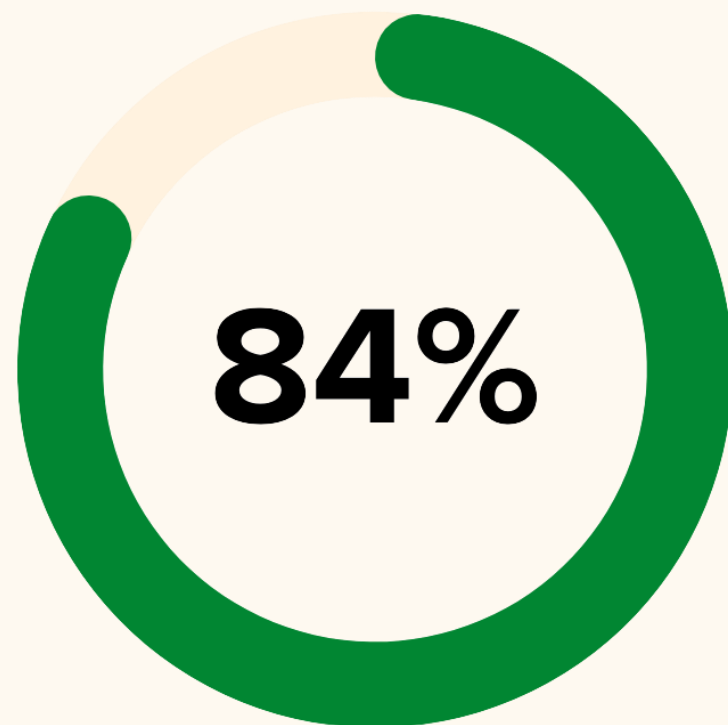


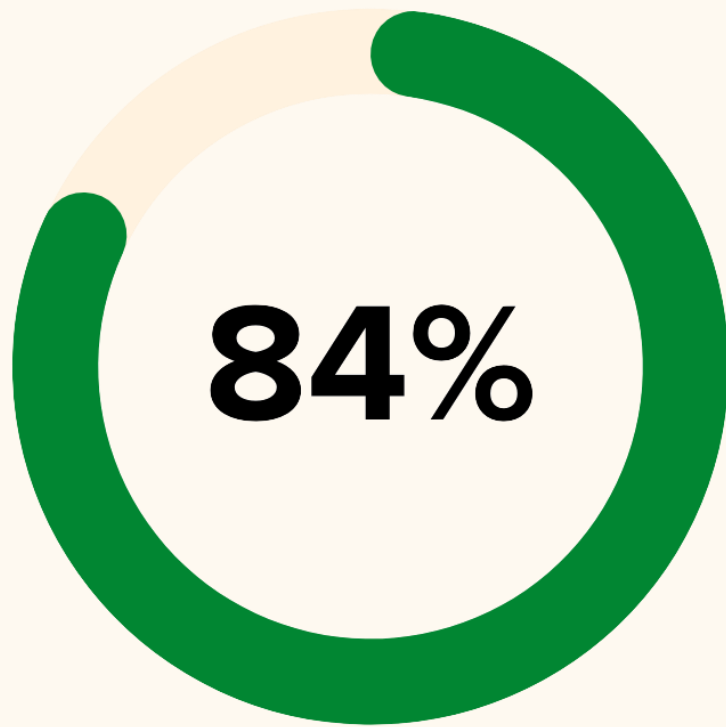


Added items to their shopping cart just to see shipping and taxes

Source: Kartt's Problem Space Survey (125 Responses)







Strongly want to see additional costs as they're shopping

Source: Kartt's Problem Space Survey (125 Responses)



Airbnb will soon show prices inclusive of all fees in search results

Ivan Mehta

@indianidle / 8:22 AM EST • November 7, 2022



Image Credits: NurPhoto / Getty Images



Brian Chesky · Nov 7, 2022

@bchesky · Follow

Replying to @bchesky

2. We are prioritizing total price (instead of nightly price) in our search ranking algorithm. The highest quality homes with the best total prices will rank higher in search results.



Brian Chesky

@bchesky · Follow

We started as an affordable alternative to hotels, and affordability is especially important today. During this difficult economic time, we need to help our Hosts provide great value to you.

3:55 AM · Nov 7, 2022

560

Reply

Share

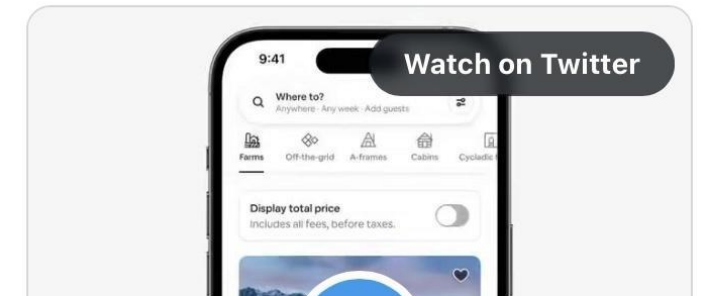


Brian Chesky

@bchesky · Follow

I've heard you loud and clear—you feel like prices aren't transparent and checkout tasks are a pain. That's why we're making 4 changes:

1. Starting next month, you'll be able to see the total price you're paying up front.



“prices aren’t transparent” and “checkout tasks are a pain”



CEO, Brian Chesky



Kartt

Streamlining the e-commerce experience

◆◆ Etsy's Pick



\$42⁵⁰



Price	\$25.00
Shipping	\$14.25
Taxes	\$3.25
Total Cost	\$42.50 ⓘ

◆◆ Etsy's Pick



\$42⁵⁰



Price	\$25.00
Shipping	\$14.25
Taxes	\$3.25
Total Cost	\$42.50 ⓘ



A group of nine young adults, seven men and two women, are posing for a group photo in front of a red brick building with large windows. The group is arranged in three rows. In the back row, a man in a black t-shirt stands with his hands on the shoulders of two people in the middle row. The middle row consists of a man in a black t-shirt with 'TWICE' in pink on the left, a man in a black t-shirt in the center, and a woman in a black t-shirt on the right. The front row features a man in a green jacket and glasses on the left, a man in a dark suit and tie in the center, a woman in a black t-shirt giving a thumbs up, and a man in a black t-shirt with a red logo giving a thumbs up on the right. A green rounded rectangular box with the text 'Meet the Team!' is positioned in the upper right area of the image.

Meet the Team!



See total cost as you shop.

Tired of checking **shipping and taxes** at the end of checkout? Use Kartt for free.

Download Kartt

◆◆ Etsy's Pick



\$42⁵⁰

Price	\$25.00
Shipping	\$14.25
Taxes	\$3.25
Total Cost	\$42.50 (?)

Etsy

Search for anything



Sign in



Home Favourites

Jewellery & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

← Back to search results



\$15⁶²

In 20+ carts



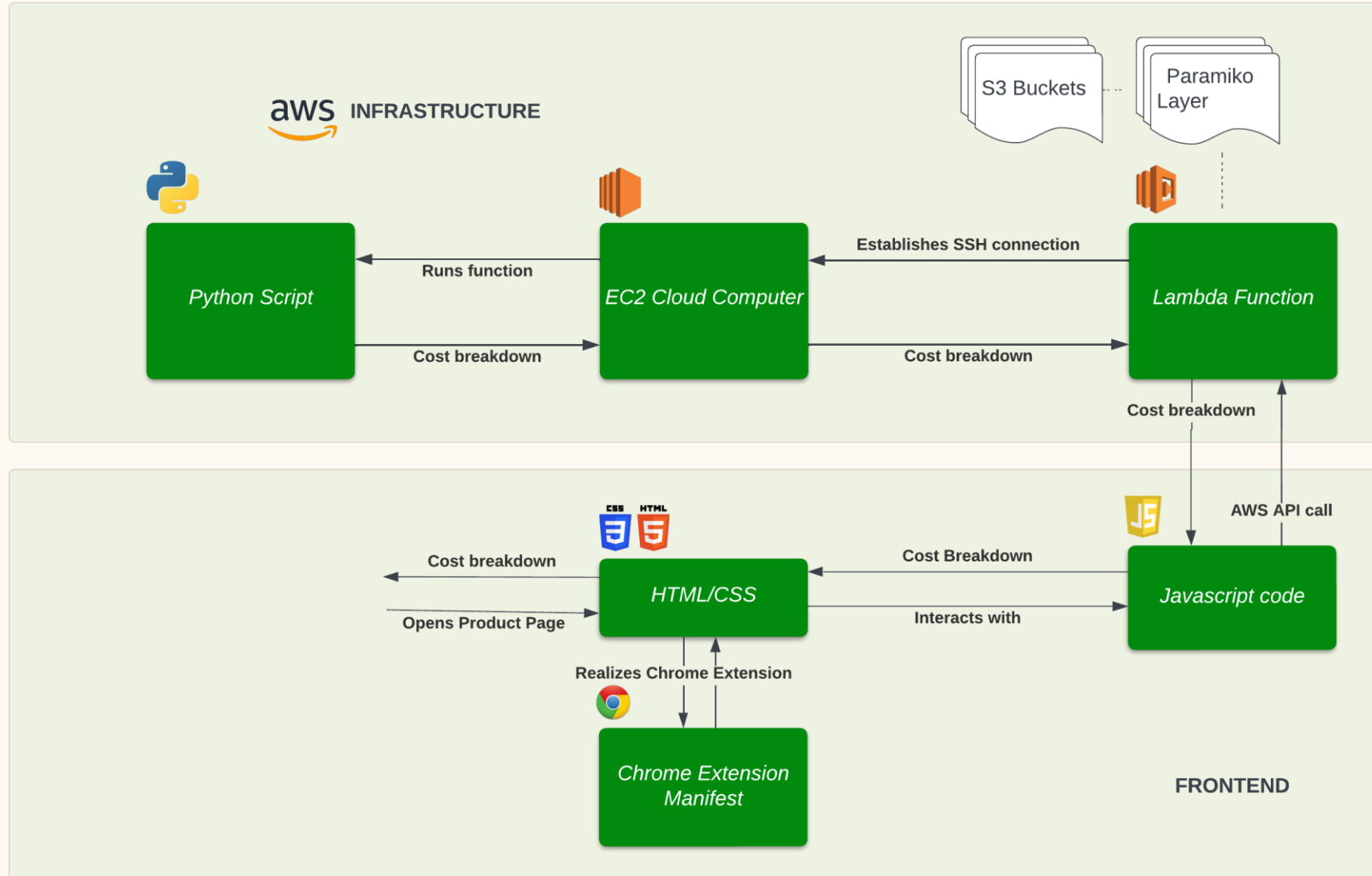
Price \$5.77

Shipping \$9.10

Taxes \$0.75

Total Cost \$15.62

Technology Diagram



Monetization Stack



User Donations

Simple implementation
allowing for focus on MVP



Donation button in extension
& follow-up emails for users

Examples of use-cases:



AdBlock



User Donations

Simple implementation
allowing for focus on MVP



Donation button in extension
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Examples of use-cases:



AdBlock



Affiliate Marketing

Making the most
of user growth



Advertising partners' cost
transparency on our website

Examples of use-cases:

honey  *swagbucks*

 **OceanHero**

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Advertising partners' cost
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Examples of use-cases:

honey  *swagbucks*

 **OceanHero**

Monetization

**Leveraging Kartt's inter-website
data on product trends**

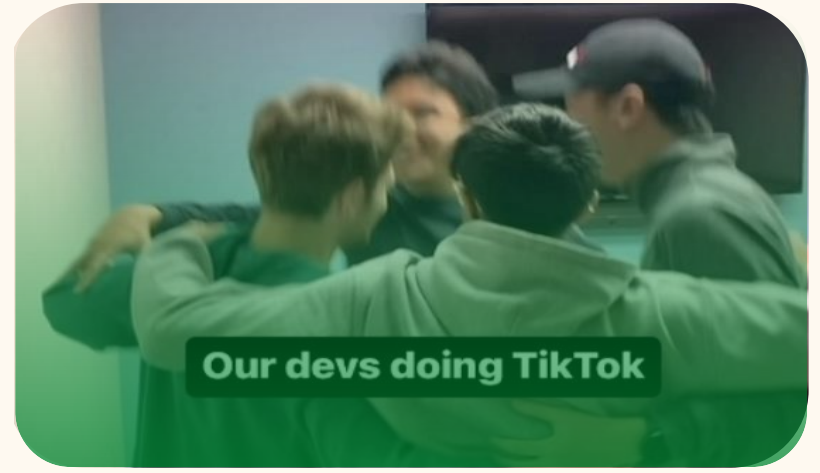
**Partnering with data brokers
who prioritize security**

Example of use-case:

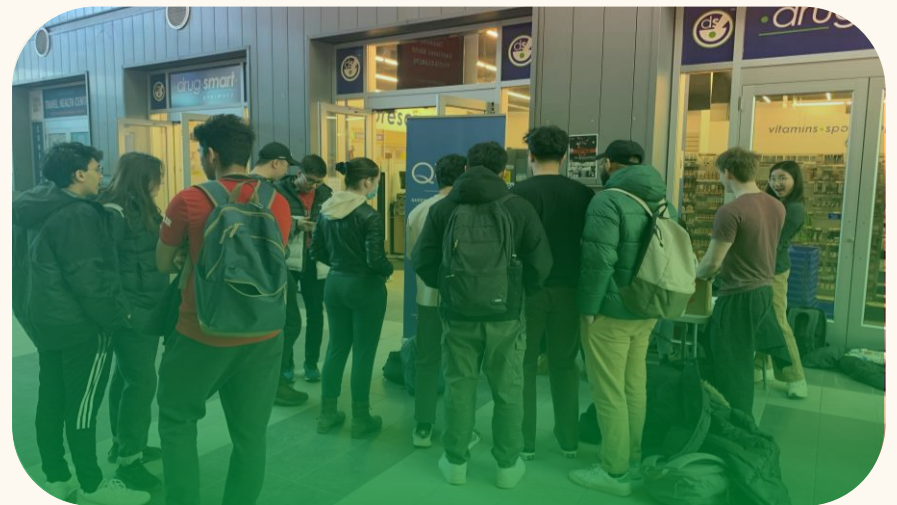


524

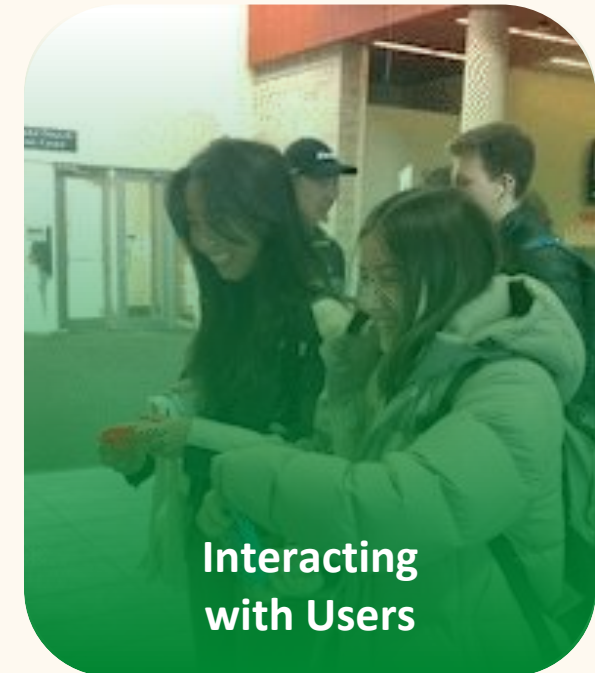
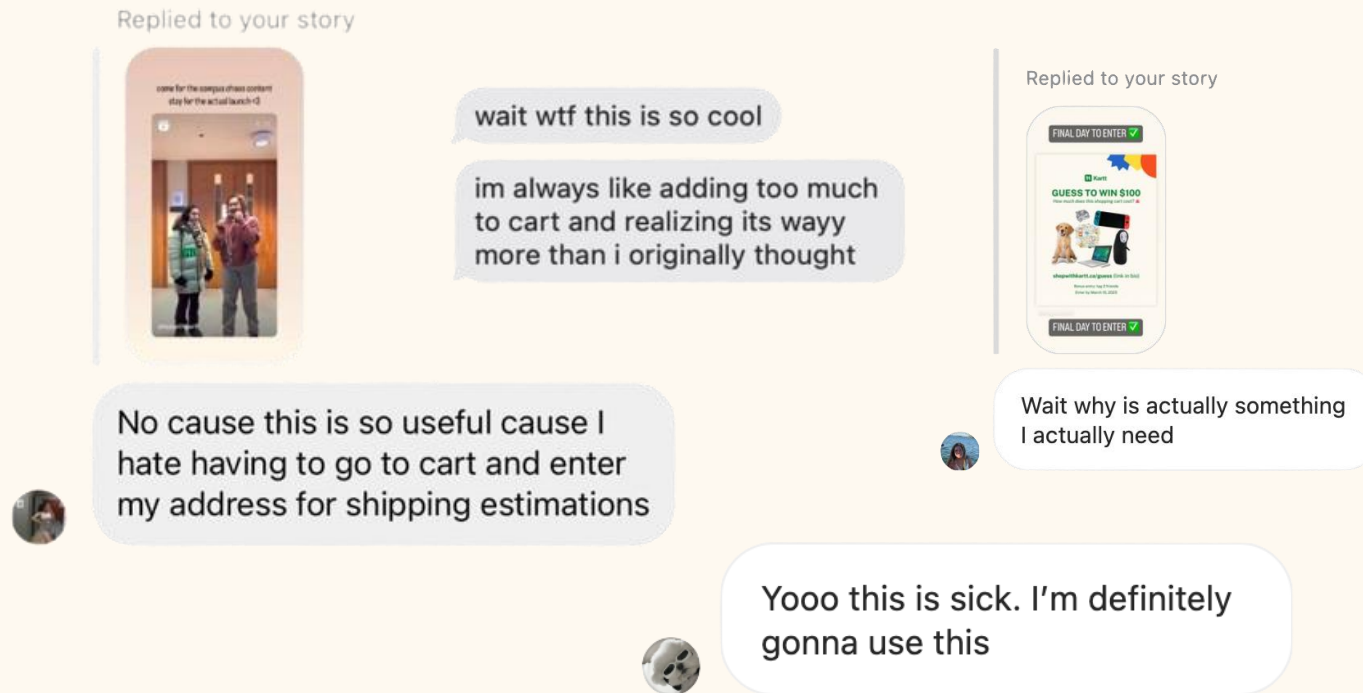
524



524 Users on
Waitlist



Feedback Loop: What Users are Saying So Far



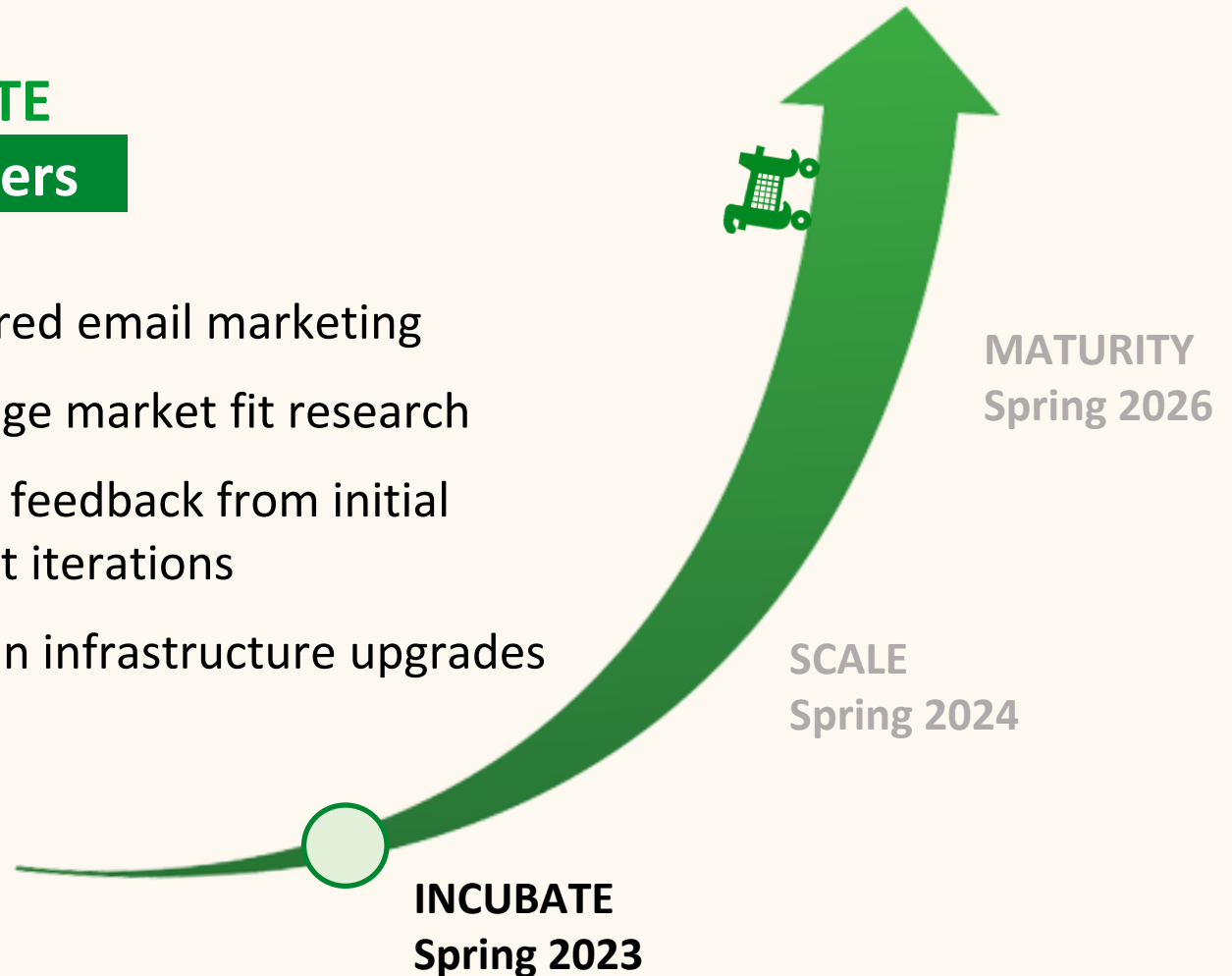
Developing with transparency to meet user needs

User Growth and Scaling



INCUBATE 500 users

- ✓ Staggered email marketing
- ✓ Language market fit research
- ✓ Gather feedback from initial product iterations
- ✓ Invest in infrastructure upgrades



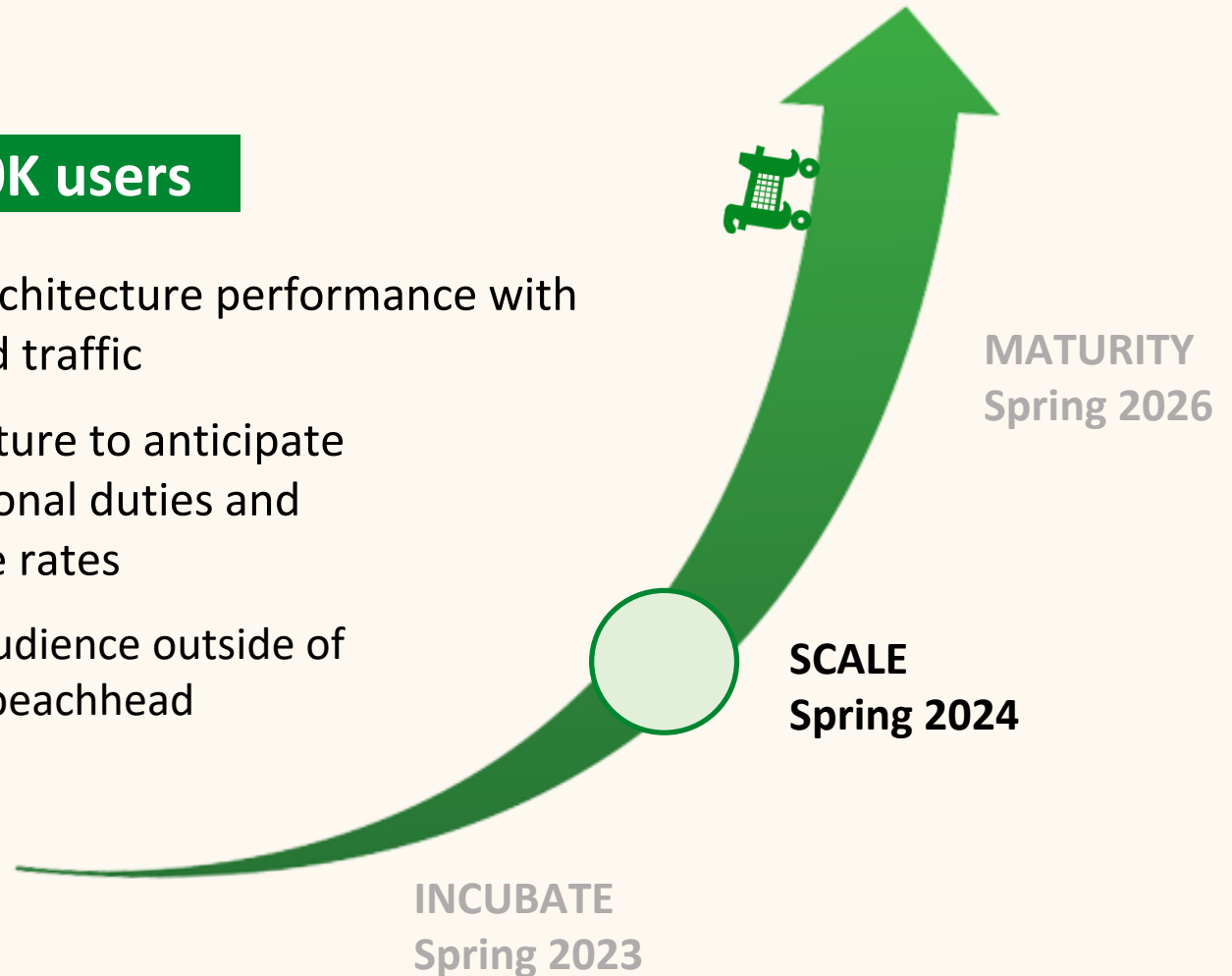
User Growth and Scaling



SCALE

5K to 10K users

- ✓ Gauge architecture performance with increased traffic
- ✓ Build feature to anticipate international duties and exchange rates
- ✓ Expand audience outside of Queen's beachhead

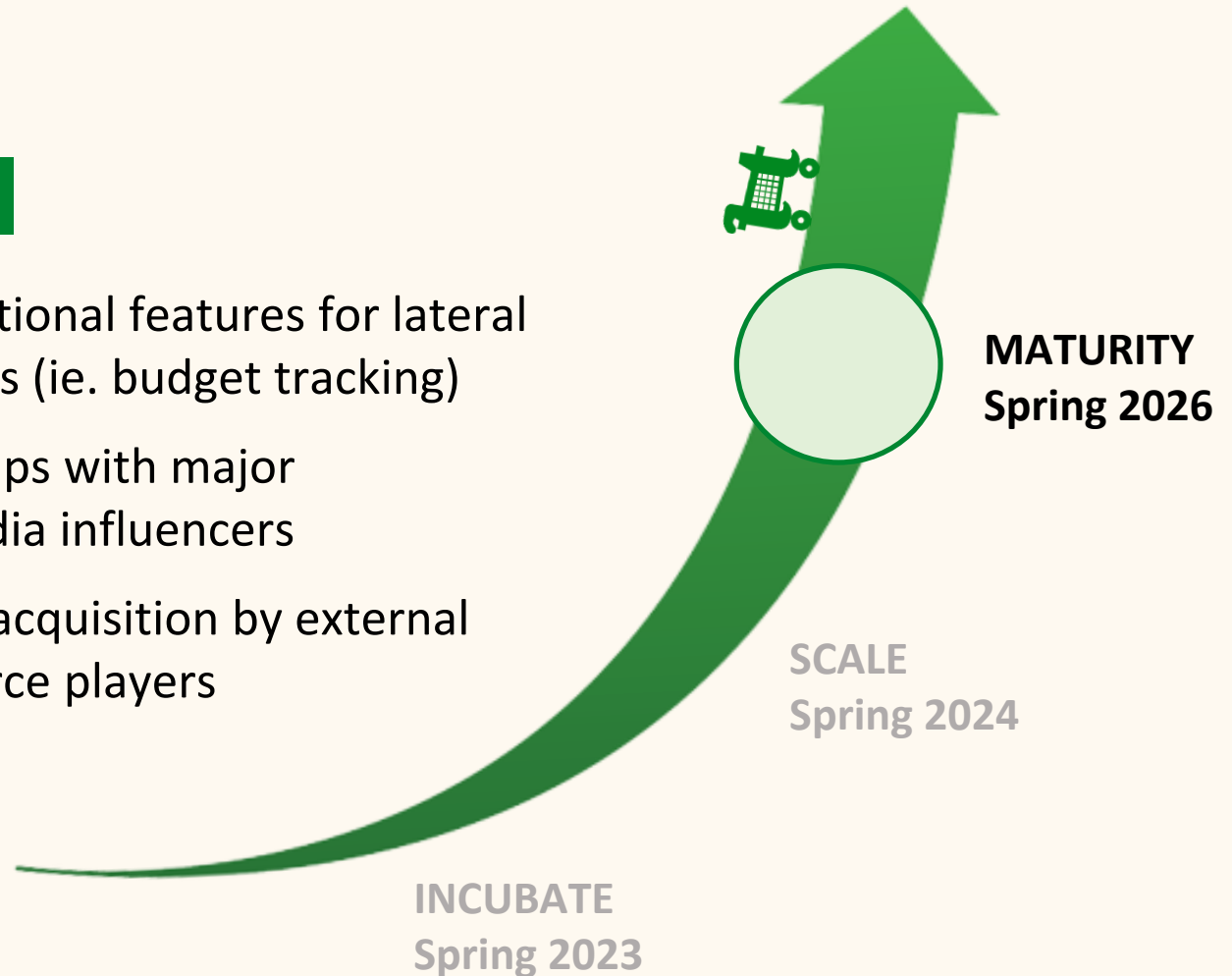


User Growth and Scaling



MATURITY 1M users

- ✓ Build additional features for lateral pain points (ie. budget tracking)
- ✓ Partnerships with major social media influencers
- ✓ Potential acquisition by external e-commerce players





McKinsey Sweater

Brand: Kartt



\$30⁵⁰ 

Price	\$15.00
Shipping	\$13.55
Taxes	\$1.95
Total Cost	\$30.50



Shop smart with



Kartt



McKinsey Sweater

Brand: Kartt
★★★★★

\$30⁵⁰ 

Price	\$15.00
Shipping	\$13.55
Taxes	\$1.95
Total Cost	\$30.50



Shop smart with



Kartt

Shop smart with



Kartt

Appendix



Appendix

- Risks and mitigations
- User profile exemplar
- Market research (primary, secondary)
- User alternatives
- Indirect competitor analysis: brand positioning



Risks and Mitigations



User Profile: Meet Alan



Alan is a digitally savvy and financially-conscious university student who enjoys online shopping

Identifiers:

- Frustration in being over budget
- Frequent e-commerce cart abandonment

Needs:

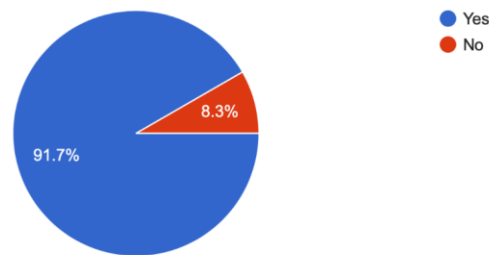
- Shop online more consciously



Market Research: Primary

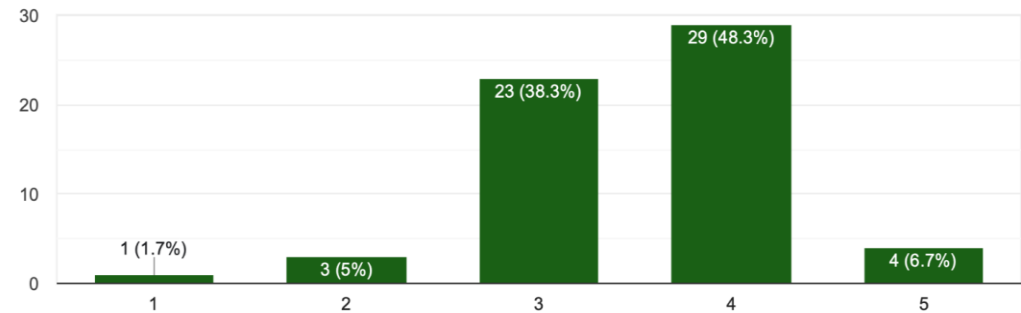
Have you ever added items to a shopping cart without intending to buy it just to see total cost after shipping and taxes?

60 responses



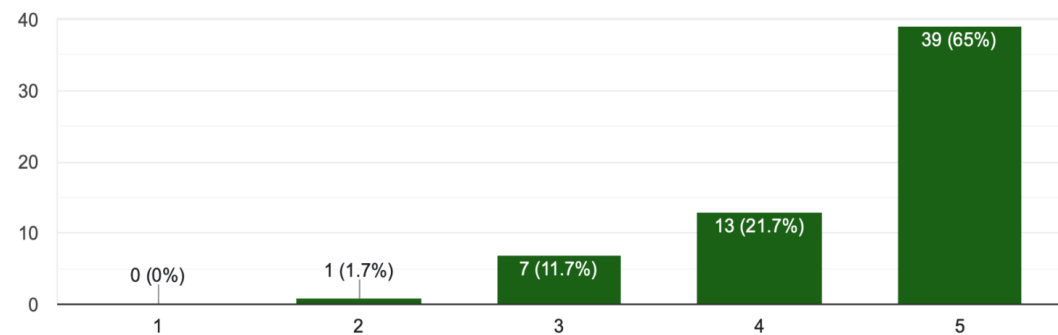
How often have you abandoned an online shopping cart after seeing the added taxes/shipping cost?

60 responses



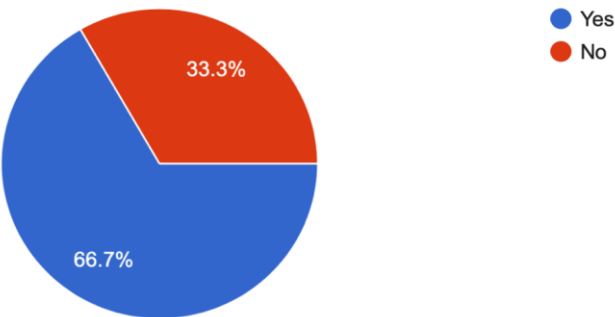
Do you wish you could see all the additional costs (taxes, shipping, etc.) as you are shopping?

60 responses



Would you like to be a paid beta user for our chrome extension?

60 responses



Market Research: Secondary

According to a survey to 3,000 customers (*Forbes, 2019*)¹



Altogether avoid
retailers that don't
offer free shipping



Abandoned a
purchase due to
unsatisfactory
shipping options



Specifically made a
purchase because
shipping was free



Increase the size of
their orders if it
qualifies them for
free shipping

User Alternatives

	No add-on solution	Store premiums (ex. Amazon Prime)	<u>Kart</u> 
Shows total cart cost while shopping			
Shows shipping costs			
Shows tax costs			
Available on all e-commerce sites			
Free for users			
Currently shows foreign taxes			



User Alternatives

	No add-on solution	Store premiums (ex. Amazon Prime)	<u>Kart</u> 
Shows total cart cost while shopping			
Shows shipping costs			
Shows tax costs			
Available on all e-commerce sites			
Free for users			
Currently shows foreign taxes			



Indirect Competition: Brand Positioning

