

# Nuji

**The Internet's Department Store**

## **What is Nuji**

**Nuji is the Internet's department store. A shopping platform with social and gamification built at its core.**

With more than 30,000 retailers and 500,000 curated products, people can browse an unparalleled range of stores and discover products tailored to them, all in one beautifully designed platform.

Users follow people with similar taste, curate and share items they like and earn rewards at their favourite stores. This makes the Nuji experience more personalised, addictive and fun.

Nuji focuses on high-quality stores, some of which might have otherwise remained unknown to the user. The products on Nuji are sometimes unique, often aspirational and always high in quality. Our community is essential to the Nuji experience. Our users' taste and style guide the products featured on the site.

## **How Nuji works**

Here are some of the key features you will find on Nuji:

### **Save items you want from any store**

With Nuji, you can save items you like from any online store in just one click. It helps you keep track of the great things you discover and may want to purchase later.

### **Follow all your favourite retailers**

You can get updates from retailers you like all in one place. We already have more than 30,000 stores from all over the world, everything from the large popular stores to less well-known boutiques.

### **Follow people with similar taste**

You can be inspired by people like you and see what they're curating. It's an easy way to discover new products you like and save the ones you want to your profile.

### **Unlock exclusive rewards**

With Nuji, you get rewarded for engaging with your favourite stores. You will earn points towards discounts from a growing list of retailers by saving items you like and inspiring the community.

## **Why Nuji is valuable for retailers**

**It's becoming increasingly difficult for retailers to be discovered online, with a dominant few buying up the relevant product keywords on search engines.**

Nuji is a great solution for retailers who want to have an additional distribution platform to Google. We match relevant users to stores based on demographics, social connections and interests.

Our users can follow unlimited stores and respond to well-designed products. If a store has beautiful, unique items, they have a good chance of making their products and store go viral.

Nuji is fully integrated with Facebook Open Graph. This means that when users are active on Nuji, they're also sharing items on Facebook.

Because of our focus in delivering a better shopping experience, Nuji already creates real value to retailers:

- Over 10,000,000 items are displayed every month on the platform
- Stores' followers are increasing by 71% MoM
- Clicks and sales are both growing at 30% MoM
- Our click to sale ratio is 40% higher than other social shopping sites
- Every click creates on average £1.32 of revenue for retailers
- A store follower is generating an average of £14 in revenue for a retailer

## **How retailers can work with us**

With the Nuji self-service platform, retailers can enhance the value of our platform by claiming and managing their Nuji store page:

- **Be discovered and drive more sales**  
Retailers can customise and update their store page to make it more attractive and help us better target their store and items to relevant people.
- **Gain insights about their community**  
Retailers can access their own dashboard and analyse data and insights about their followers, what they like and how they influence each other.
- **Reward their most engaged customers**  
Retailers can join our reward program, encouraging people to engage and purchase more often. There are already more than 70 partners on board, from well-known stores such as Adidas, Need Supply Co. and Red Wing shoes to smaller premium boutiques like Très Bien Shop, Couverture & The Garbstore and Anthem.

## **How does the reward program work?**

Users earn points for engaging with their favourite retailers:

- 6 points per tag (a tag is when you save an item from a retailer website)
- 10 points per retag (a retag is when you save an item from another user)

If users have earned enough points in a week, they will receive an email to redeem those points for up to 20% off at a growing number of retailers:

- 10 to 100 points = 5% off
- 100 to 200 points = 10% off
- 200 to 300 points = 15% off
- 300 or more points = 20% off

## **A selection of retailers part of the reward program**

- |                              |                        |
|------------------------------|------------------------|
| • Adidas                     | • Lebelhomme           |
| • Red Wing Shoes             | • Milkmade             |
| • C'H'C'M                    | • Neighbour            |
| • Need Supply CO.            | • S.E.H Kelly          |
| • Blackbird Ballard          | • Superdenim           |
| • Anthem store               | • Tenue de Nîmes       |
| • Ideology Boutique          | • The Great Divide     |
| • 80s Purple                 | • The Hip Store        |
| • Charlee and Lee            | • Travelteq            |
| • Nooka                      | • Undscvrd             |
| • Cool Material              | • UNESTABLISH          |
| • Très Bien Shop             | • Vetted Shop          |
| • Norse Store                | • We are Tuk Tuk       |
| • Centre Commercial          | • Huh. Magazine        |
| • Couverture & The Garbstore | • HANDSOME             |
| • Denim Demon Jeans          | • 3939 shop            |
| • Denim Geek                 | • Hasso                |
| • Good as Gold               | • The Good Flock       |
| • Goodhood                   | • Heden Verleden       |
| • Goodstead                  | • Choice & Attitude    |
| • Karte Design Fabrik        | • Wrong Weather        |
| • Koshka                     | • The Fundamental Shop |
| • Another Country            | • The Mandon Store     |
| • Arc                        | • Miscellaneous        |

## **Audience**

- 52% of our users are male, 48% are female
- 47% are between 25-34 years old and 29% between 18-25 years old
- Most of our audience is design conscious and live in an urban environment
- Nuji users are from over 160 countries. The top 5 is UK (16%), US (14%), France (12%), Netherlands (8%), Germany (6%)

## **Milestones**

- **September 2010**  
Nuji won the Seedcamp startup competition
- **December 2010**  
Nuji launched in private beta at LeWeb competition in Paris
- **October 2011**  
Nuji opens to the public with a new and improved website
- **December 2011**  
Nuji launched their loyalty mechanic with over 50 store partners and growing
- **April 2012**  
Nuji wins the 'Best Web App' award at The Next Web Conference in Amsterdam
- **July 2012**  
Nuji named one of the 20 hottest start-ups in East London by the Guardian
- **October 2012**  
Nuji is selected as one of the 150 world's most exciting and disruptive startups at F.ounders
- **October 2012**  
Informilo magazine lists Nuji as one of Europe's 25 hottest startups

## **The founding team**

Nuji is a small team of 3 passionate founders based in London aiming to build a model to disrupt online commerce as we know it.

- **Vincent Thome**  
Co-founder, VP Product

Vincent was recently named top creative talent under 30 by leading publication Campaign Magazine. Vincent started his career at Agoride.com where he helped the company to become the biggest board sports media in Europe. Prior to Nuji, he was a senior strategist at AKQA, a leading innovation firm. Vincent holds a 2:1 Master of digital project management from the International Institute of Multimedia, Paris.

- **Dean Fankhauser**  
Co-founder, VP Marketing

Dean started Siren Media Group, a company he founded with patent technology to purchase and download music and other media. Prior to Nuji, Dean was working at Yahoo! in business development and strategic marketing. Dean holds a bachelor of business and marketing from Swinburne University, Australia.

- **Anton Meryl Nithianandan**  
Co-founder, VP Technology

Anton has over 10 years experience in building complex web and mobile applications for companies like Microsoft, Yahoo and Telstra. Prior to Nuji, Anton was the lead software architect for Yahoo! Sports web apps and mobile engineering team in Australia. Anton holds a Master of Software Systems Engineering from Melbourne University, Australia.

## **Founder quotes**

“While a lot of people compare us to Pinterest, we’re going in a very different direction. It’s our focus on commerce that will present us with unique opportunities, one of which is our reward program.”

*Dean Fankhauser, Co-Founder*

“For retailers, we drive people who have shown a high purchase intent. Because users follow them, tag some of their items and redeem their points, the traffic is of a higher quality than anything you can find on Facebook or Google.”

*Dean Fankhauser, Co-Founder*

“Products spread very differently on Nuji to Facebook and Twitter. Nuji is built for discovery. Items are not ‘re-liked’ or ‘re-tweeted’ like they are on Nuji.”

*Dean Fankhauser, Co-Founder*

“We came up with the reward program after speaking with some of our partner retailers. They kept saying that while it’s great to have people sharing their items, what ultimately matters to them is whether people are actually buying them. We worked with them to come up with this concept and close the gap from sharing to actually buying. What’s exciting about this is how targeting our vouchers, we can match people to stores and products that they have explicitly said they wanted.”

*Dean Fankhauser, Co-Founder*

“We’ve always been frustrated by how difficult and time consuming it is to find products you actually like. We’ve combined social recommendations and algorithms to make product discovery simple, powerful and fun.”

*Vincent Thome, Co-Founder*

“Imagine discovering new clothes, furniture, books, shoes and more from people you trust and admire, in real-time. Nuji, it’s like having an army of personal shoppers doing the work for you.”

*Vincent Thome, Co-Founder*

## **User quotes**

“In case you're following me, I'm sure you noticed I'm a big fan of Nuji. This platform acts like my social wish list and helps me to archive the beautiful products I discover from all over the web. I love the clear overview that allows you to do some proper window-shopping curated by people with similar taste.”

*Nalden, Co-founder Kuvva & WeTransfer*

“I think Nuji is a great way to discover new brands and share your likes and dislikes with people that are not necessarily your friends. Besides, it really helps a lot when someone, like me, is stuck at work until late and the only way of discovering or checking what's new is through the Internet. Nuji simplifies this search a lot I guess, especially when you know there's no way of being disappointed by what you can find there.”

*Ines Escauriaza, Nuji user*

“I especially like the paradox of Nuji being a global and local network at the same time. Because it provides a strong sense of global community, when for example it makes you realise that you have the same taste as a user in Tokyo, LA or Berlin, but at the same time, it is a tool that brings you the magic of the local. You can discover very nice small boutiques in other corners of the world.”

*Rocio, Nuji user*

“Nuji is a great way to connect with our readers and showcase the Twin aesthetic online. It is great. The Internet is our proverbial oyster when using Nuji, as this enables us to find inspiration and things to share with our readers virtually anywhere. In the future, we would like to see the network grow and continue to enable a three way dialogue between brands, readers and magazines.”

*Becky Smith, Creative Director, Twin Magazine*



## **Store quotes**

“Couverture and The Garbstore love the no nonsense, easy to use functionality of the site - it's a great way for stores to introduce products to new customers and a dangerously addictive way for users to explore the fantastic products Nuji's featured stores and users are tagging!”

*Ewen Brown, Founder, Couverture and The Garbstore*

“In today's social media savvy world, Nuji is an exciting way to find, select and be rewarded for shopping in a new, simple and social way. Through tagging and sharing our items you get rewarded. What's not to like about that?”

*Simon Spiteri, Co-founder, Anthem*

“Nuji is great because it uses technology to introduce people to new things they might not have found on their own.”

*Gabriel Ricioppo, Creative Director, Need Supply Co.*

“We love Nuji! We believe that social shopping is the future of e-tail - especially for young people - and we're really happy and grateful that our store has been selected on their site.”

*Carmen Busquets, founder of GIFTLAB*

## **Press contact**

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