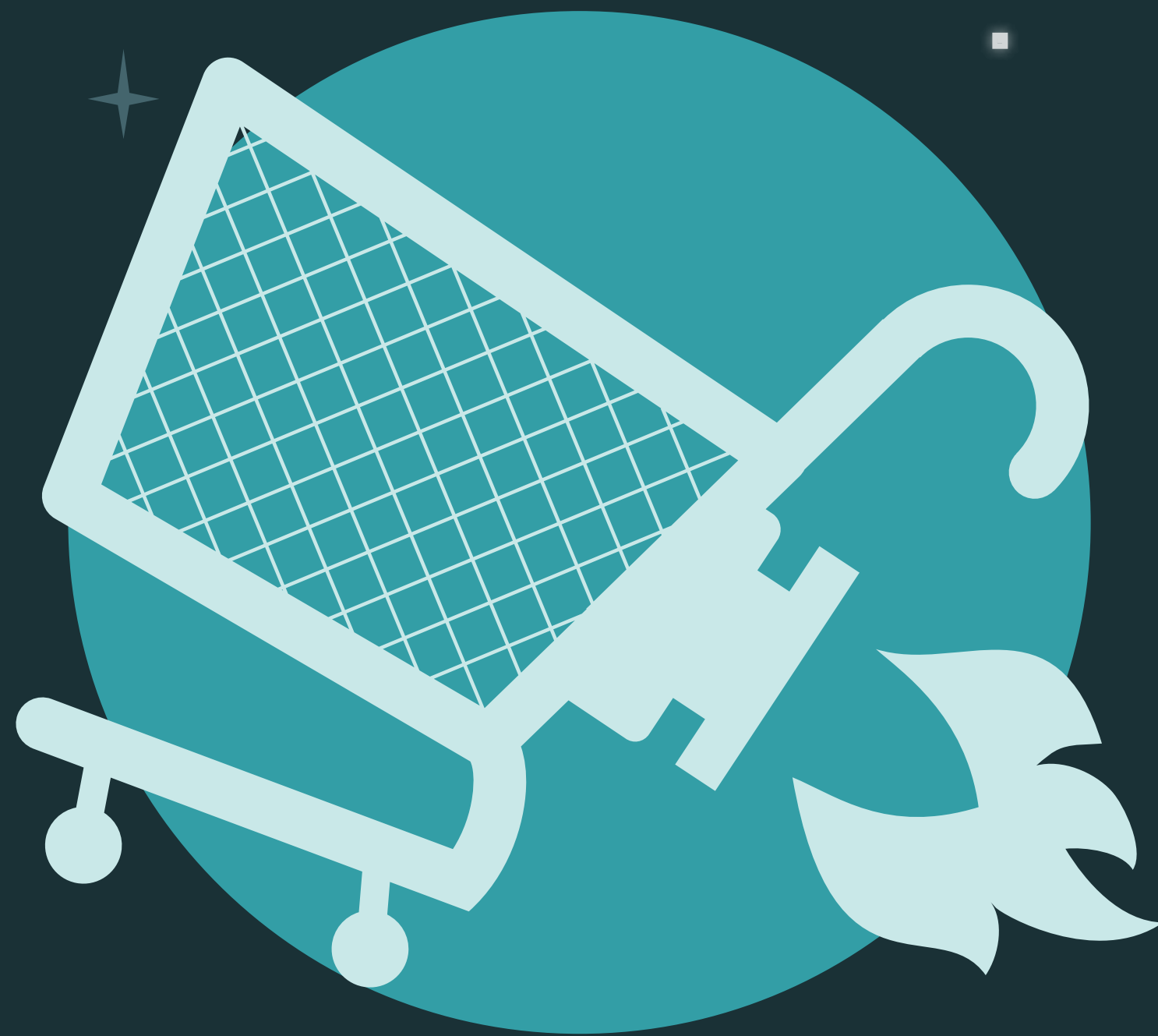


# CARTONOMY



A NEW CONCEPT IN SOCIAL RETAIL

Cartonomy is an online social shopping cart that you can share with family, friends, and coworkers.



# THE PROBLEM



Group shopping is messy and disorganized because everybody is asking for different things.



Sharing and commenting on items is done through separate platforms, like email or social media.

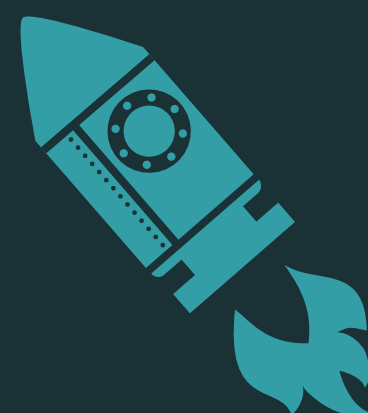


It's time-consuming to shop multiple retail sites for the best prices.



Shopping

+



Technology

+



Community

=

...?

Group shopping would be hassle-free if there was one place to do it all.

# Cartonomy

is a new technology for the social retail space



We invented a way for people to shop and share seamlessly.

# HOW IT WORKS

1- Create shopping groups by common purchasing needs.

Create a Group

NAME

Cartacus Industries

GROUP BADGE

UPLOAD MY OWN

PREFERENCES

☒

Make my group visible in public search

☒

Send group email notifications

CANCEL

NEXT

2- Invite people to shop with you and join your shared carts.

Invite Members

Enter email address

ADD

INVITATION LIST:

Bobby Robertson

Smit

DONE

**Danny Smith**  
Cartacus Industries

ADD

**Bobby Robertson**  
Cartacus Industries

ADD

SKIP

SEND INVITES

3- Group members can add items to those shared carts.

Search Items

Posti

SEARCH

Post-it Notes , Super Sticky Notes, Assorted, 3x3", 1 pack

From \$7.99

Best Buy

Sears

DETAILS

+1 FOR ME

+1 TO SHARE

4- Review, change, and approve the items in your carts and check out at your favorite retailers!

Checkout

CARTACUS INDUSTRIES, 15 CONTRIBUTORS

3 Retailers

Cart Total: \$435.60

BEST BUY

SEARS

>>

19 Items, Retailer Total: \$52.40

Add Items

Remove All Items

Post-it Notes, I...  
\$7.99 ea.  
8 items

EDIT

Higgins. Water...  
\$2.60 ea.  
12 items

EDIT

3M Picture Hal...

CHECKOUT



# MARKETPLACE STATUS & 2014 PROJECTIONS

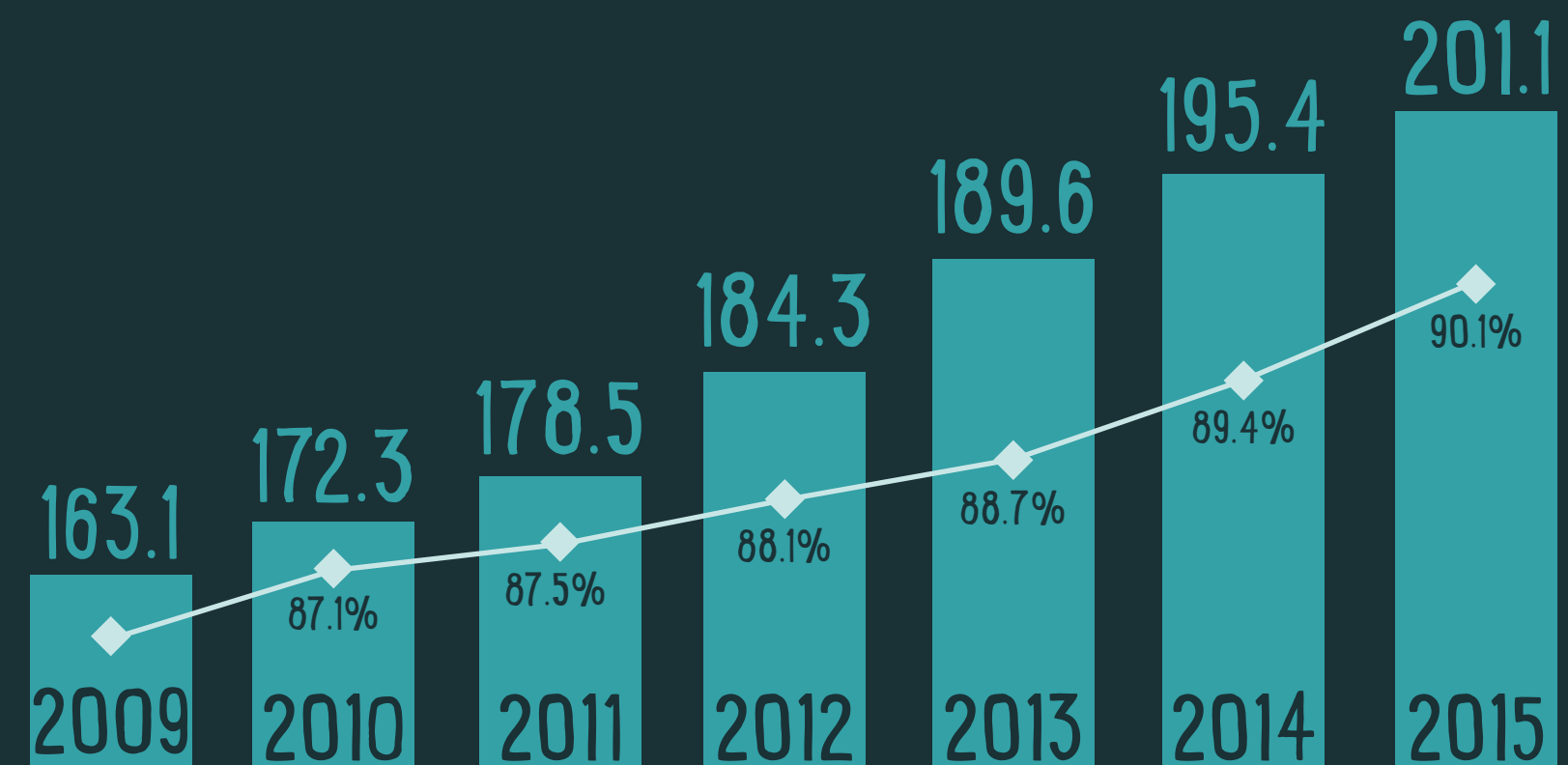
Online retail sales will grow at a compounded annual rate of 10% from 2012 to 2017.<sup>1</sup>

Most of the projected sales growth will come from veteran online shoppers.<sup>2</sup>

27% of shoppers were willing to buy on social media.<sup>1</sup>

Social media is evolving, too. The US will claim 169.5 million active social media users in 2014.<sup>2</sup>

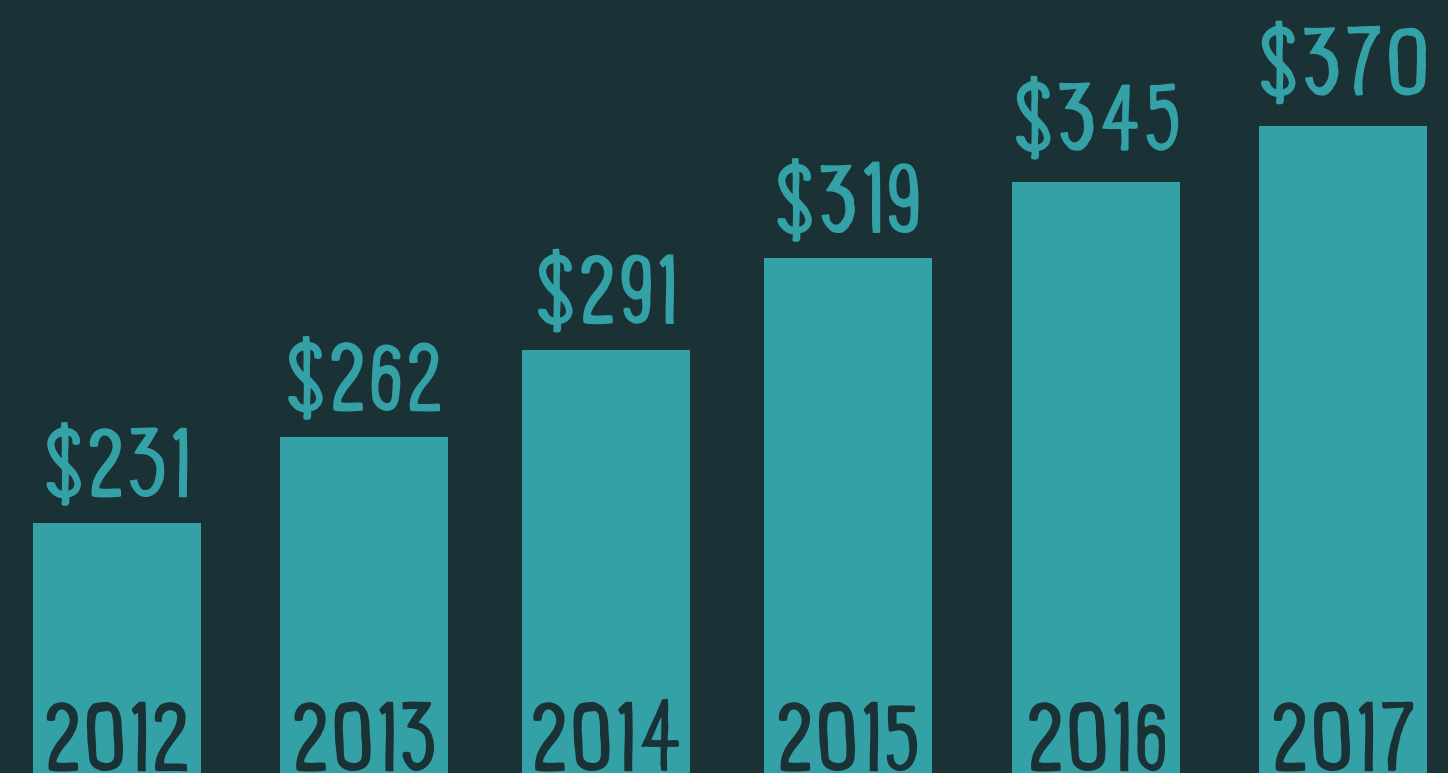
## Growth of US Consumers Shopping Online



Source: eMarketer 2011

\*Millions of Online shoppers  
% of Internet users

## Growth of Online Retail Sales



Source: Forrester Research

\*Sales in Billions

<sup>1</sup> "Social Media And The Growth Of E-Commerce [INFOGRAPHIC]." – AllTwitter. Web. 19 Feb. 2014.

<sup>2</sup> "Ecommerce." Digital Marketing, Media and Commerce. Web. 19 Feb. 2014.

# WHY SOCIAL RETAIL?

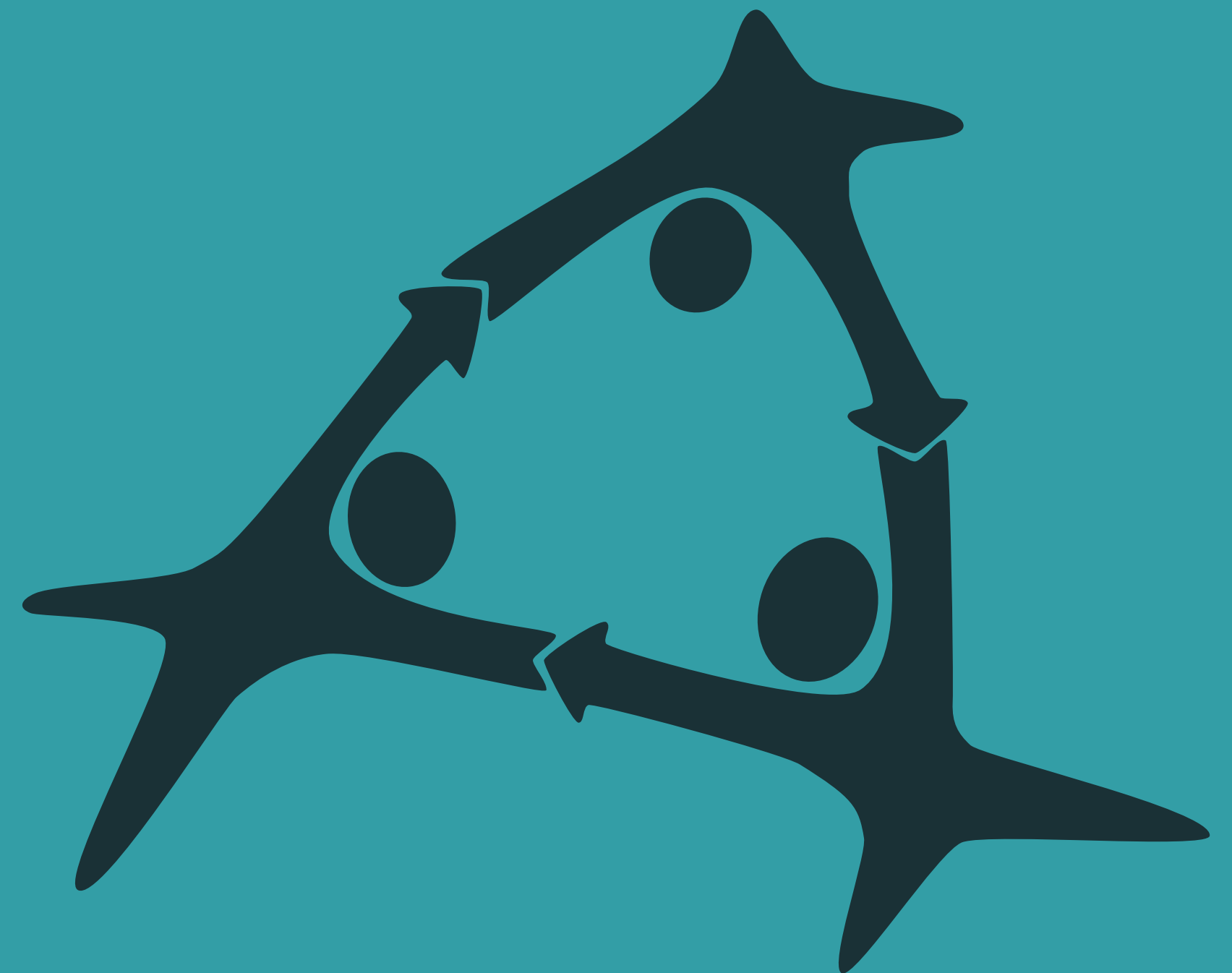
## Sharing is pivotal to the online experience

6 of the top 10 android apps are designed to communicate with friends.<sup>1</sup>

Online shopping is a hybrid of independent choices and word of mouth referrals.

Sales of physical goods through social networks will grow by 93% per year in the US.<sup>2</sup>

10 of the best price comparison apps also incorporate user reviews.<sup>3</sup>



<sup>1</sup> "Top Free in Android Apps." – Android Apps on Google Play. Web. 19 Feb. 2014.

<sup>2</sup> "Social Media And The Growth Of E-Commerce [INFOGRAPHIC]." – AllTwitter. Web. 19 Feb. 2014.

<sup>3</sup> "The 10 Best Shopping Apps to Compare Prices." PCMag. Web. 18 Feb. 2014.

# COMPETITION

Some companies are trying to blend community and shopping.

WANELO

ebay  
Help Me Shop

THE FIND

Pinterest

But they are missing the big picture



# COMMUNITY!

Cartonomy is the only business that provides the power of a community-powered shopping environment.



We help people easily shop and share with their communities. All in one place. All in one cart.