



LOCAL SHELVES

A Neighborhood Ecommerce Collective



4in. Succulent w terracotta planter
\$24.⁵⁰ with **white-glove SAME-DAY** delivery

Sold by PLANT THERAPY Castro District SF, CA
(This is a minority owned business, thx for your support)

Product Rating ★★★★★ (210 ratings)

The Problem

Local Retail is Struggling



The Amazon Effect

Big e-tail stifling local retailers

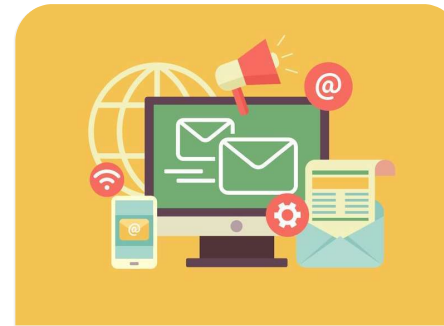
Massive inventories, coupled with next-day (or same-day delivery) is hard to counter



COVID Impacts

Consumers are staying home

Customers are shopping online due to store closures and general safety



Constrained marketing efforts

Technical or financial limitations

A lack of know-how or budget to invest in marketing technologies or campaigns



Finite Reach

Geographically limited

Reliance on walk-in customers (whether tourists or locals); often no e-commerce

The Solution

All items
Sold by ALDEA HOME & BABY
Mission District SF, CA



eComm Platform For Local retail

Scalable, unified platform to
sell goods online, grouped
by geography
(emulate Amazon's platform)



Managed Services

Shared/Centralized functions
(photography, marketing)
performed by city-launchers
(emulate Instacart's GTM)



Power of the Collective

Consolidate disparate sellers into
one-stop shop for consumers to
find variety of goods
(emulate Etsy's marketplace)



Leverage Gig Economy

Gig workers will be used for white-
glove delivery and concierge
services (ie returns, try-ons)
(emulate DoorDash's delivery)

Competitive Landscape

Differentiation against existing leaders

Stratification is most significant when viewing competitors through the lens of local vs non-local offerings.

BENEFITS OF POSITIONING



Unique Product Offerings

Amazon is great when you need a new computer mouse but not great when you need a birthday gift for your eccentric sister-in-law



Support Small Business

There's something special about small businesses; the owners are neighbors who are passionate about the products they sell and the community they serve

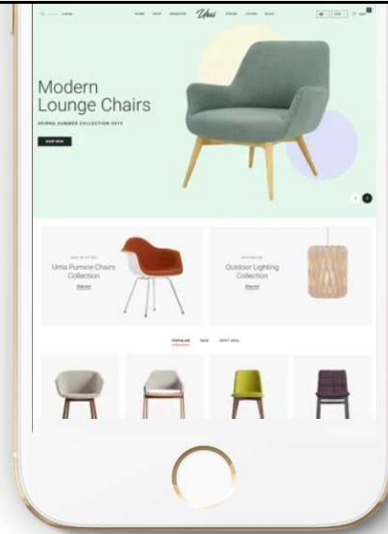


Hassle-free returns

When ordering local, there is no postage and no processing times; let a gig-economy driver pick up the return the same day so your money gets back in your wallet faster



Sizing The Retail Market



Total US digital retail commerce was **\$108B** in the **second quarter** alone of 2020

In 2018 the overall revenue from retail sales in the US was **\$6 trillion**

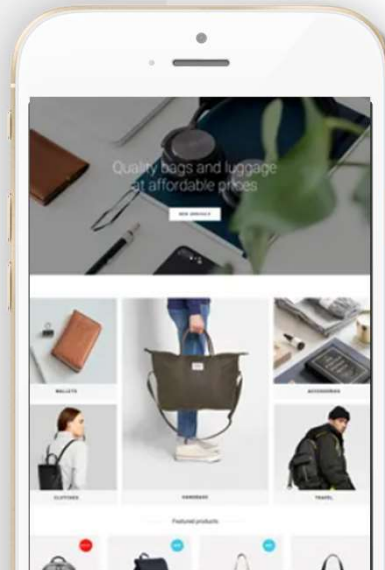
Retail spending globally is expected to be **\$20 trillion** by 2023

52% of consumers say that half or more of their purchases are **influenced by convenience**

4.7 million mom-and-pop small businesses in the U.S

Only about 28% of small businesses sell online

THE STATE OF RETAIL



Sensitivity Analysis built on retail datapoints

Multi-colored 100-bead Abacus
\$21.⁵⁰ with **white-glove SAME-DAY** delivery
Sold by Cliffs Variety Store
Castro District SF, CA



3.4mil addressable market (retailers not currently with e-comm)

\$372k yearly avg revenue per small retailer in the U.S

Assumptions: Local Shelves charges 15% commission fee for online revenue (excludes fees for premium features)

Ecomm sales as % of total (\$372k)

Penetration

	.03% (1020 retailers)	.05% (1700 retailers)	0.1% (3400 retailers)	1% (34,000 retailers)
10%	\$5.7m	\$9.5m	\$19.0m	\$189.7m
15%	\$8.5m	\$14.2m	\$28.4m	\$284.6m
20%	\$11.3m	\$19.0m	\$38.0m	\$379.4m
25%	\$14.2m	\$23.7m	\$47.4m	\$474.3m

Target Merchants



This site can't be reached

Check if there is a typo in sfwefwef.com.

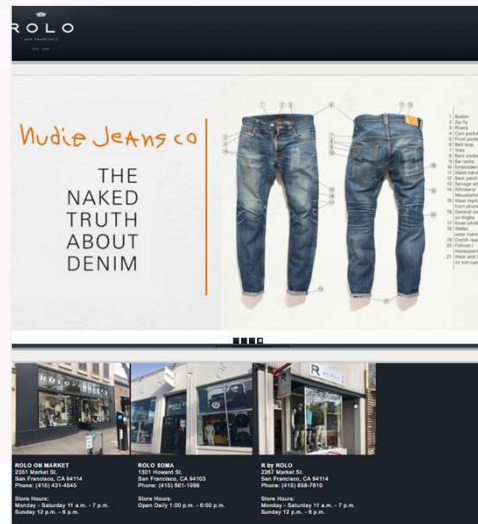
If spelling is correct, try running Windows Network Diagnostics.

DNS_PROBE_FINISHED_NXDOMAIN

Reload

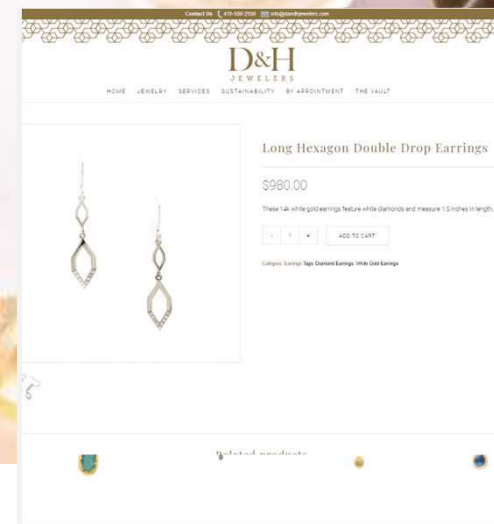
No web presence

Problem: lack of digital footprint restricts awareness and sales



Web presence but no e-commerce

Problem: sales are Geographically limited to foot traffic



Web presence with existing online store

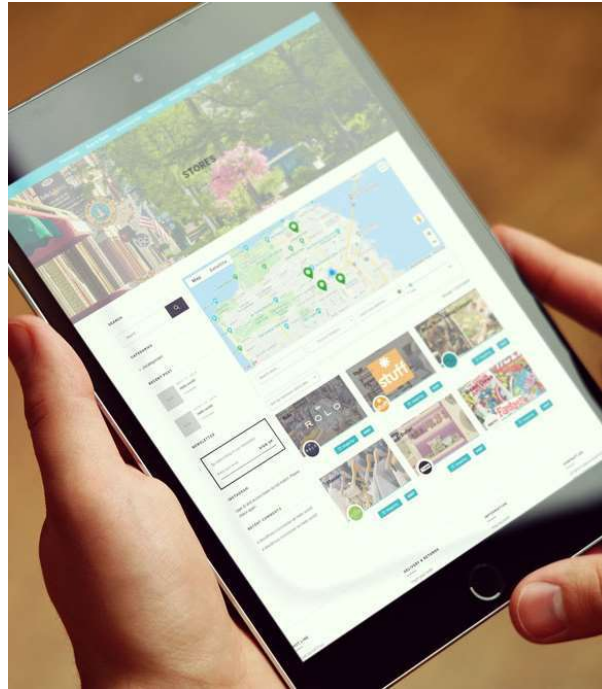
Problem: customers require brand awareness before visiting website

Operational Features



Onboarding Team

Gets shops up-and running with product photography



Local Discovery

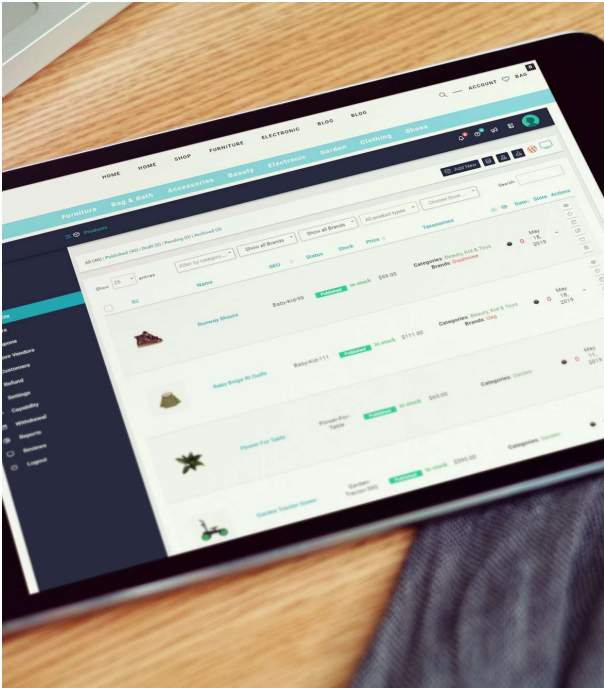
Find nearby stores or products to support local biz



Same-Day Delivery

Shop multiple products and combine into a single delivery

Product Features



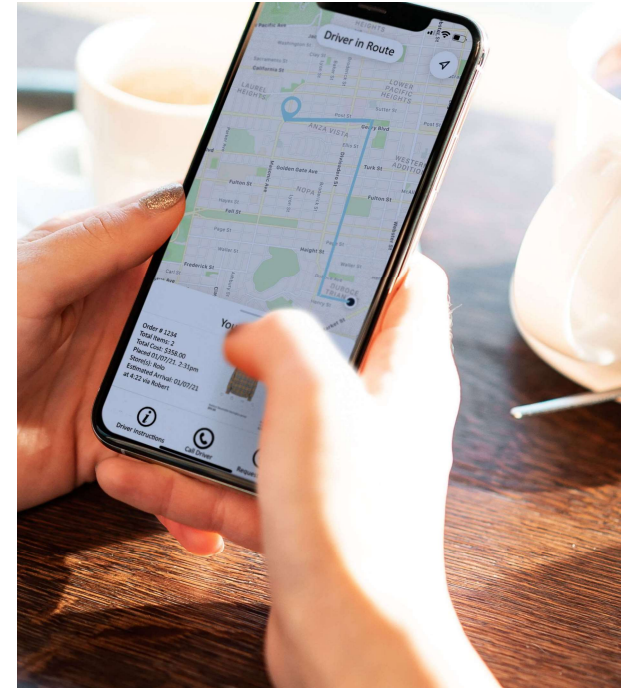
Multi-vendor Portal

Store owners can manage products and view sales reports



Store within a Store

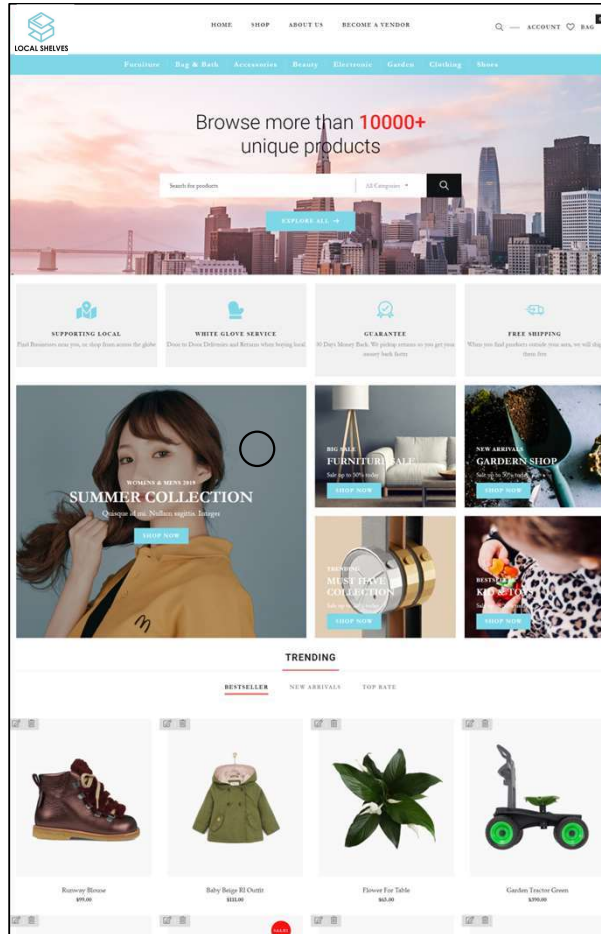
Users can shop across the entire marketplace or by store



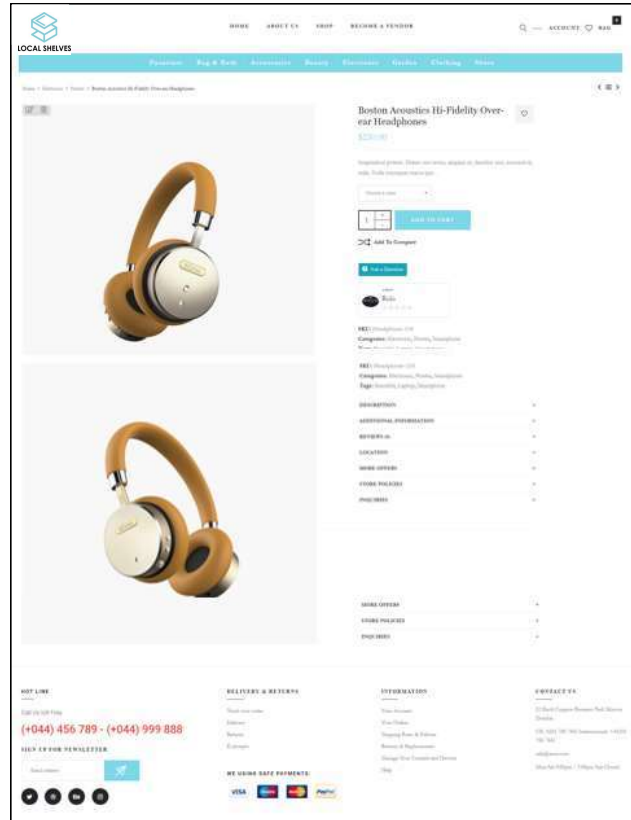
Delivery Tracking

White glove service including multiple-size try-ons for apparel

Homepage



Product Page



Store within a Store Page

