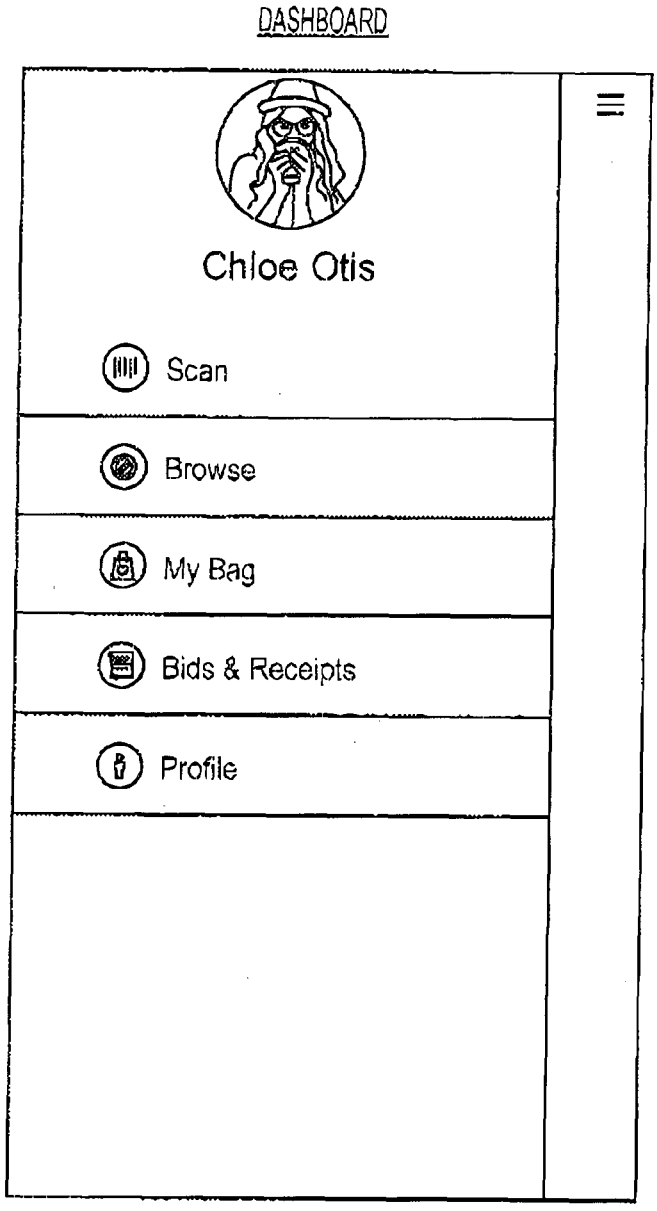

DASHBOARD
Chloe Otis
Scan
Browse
My Bag
Bids & Receipts
Profile

FIG. 1A

SIGNUP / PROFILE

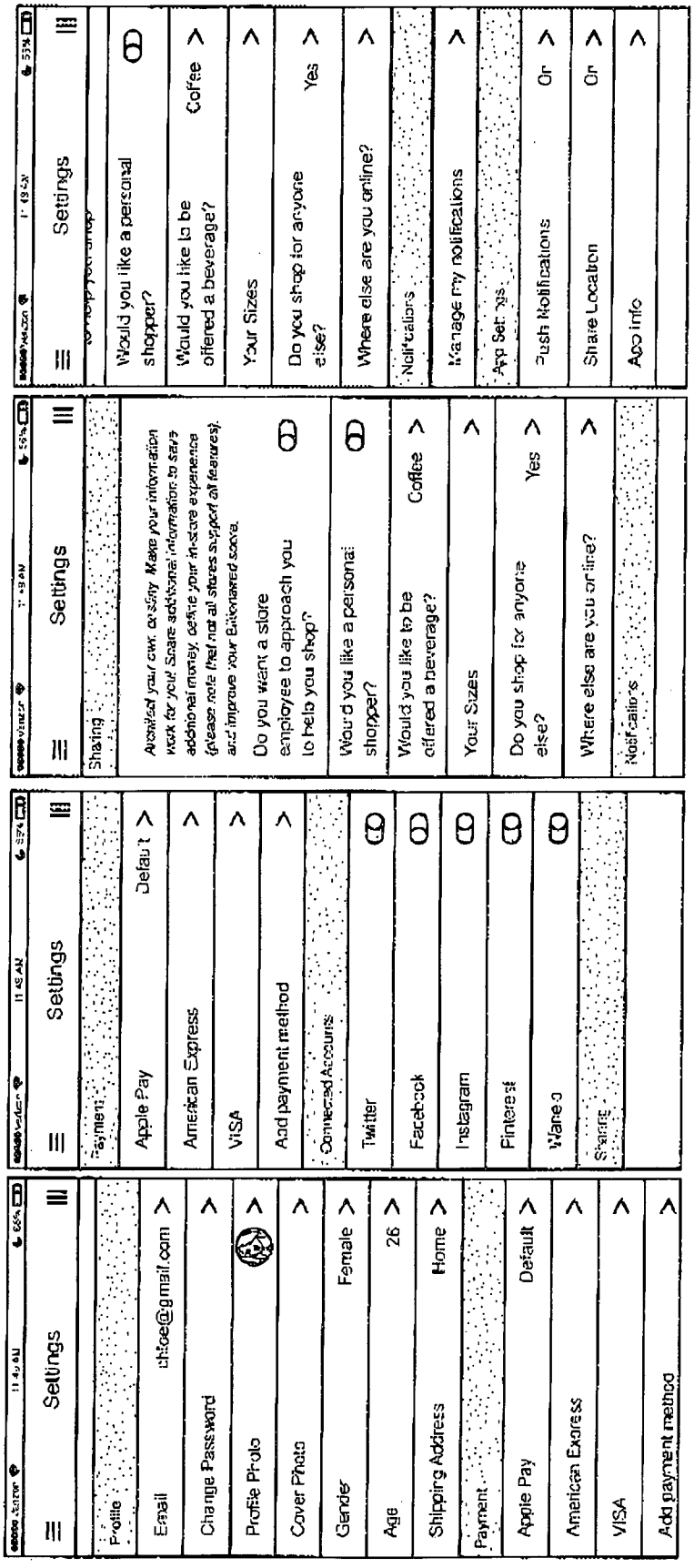


FIG. 1B

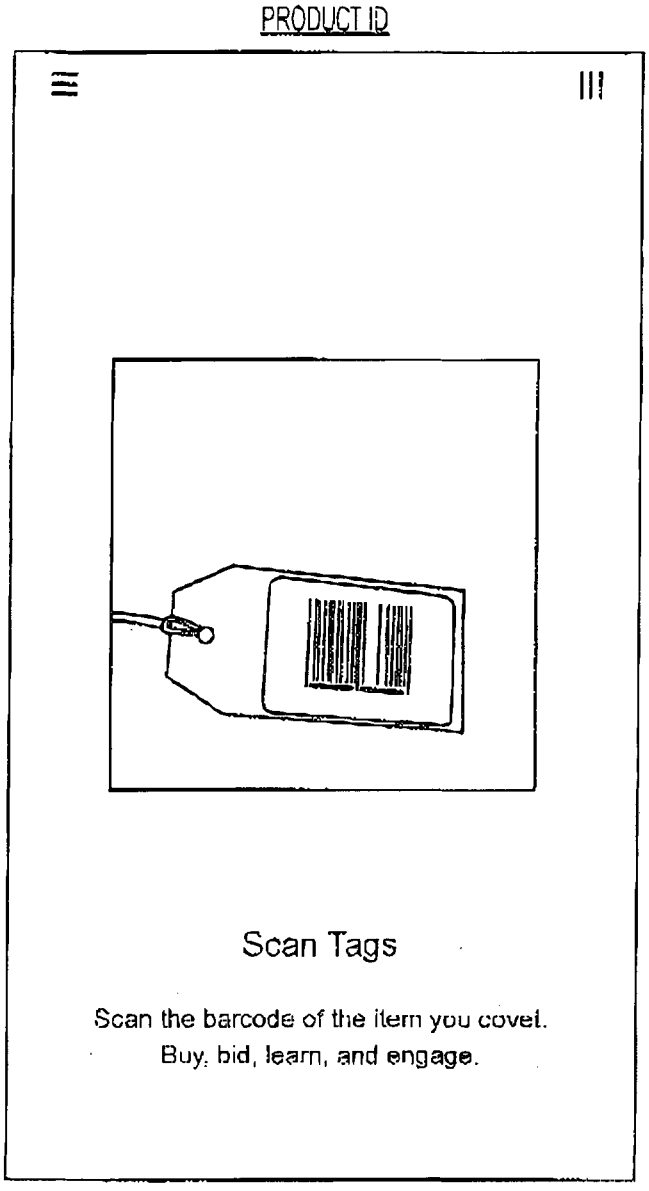

PRODUCT ID
Scan Tags
Scan the barcode of the item you covet.
Buy, bid, learn, and engage.

FIG. 1C

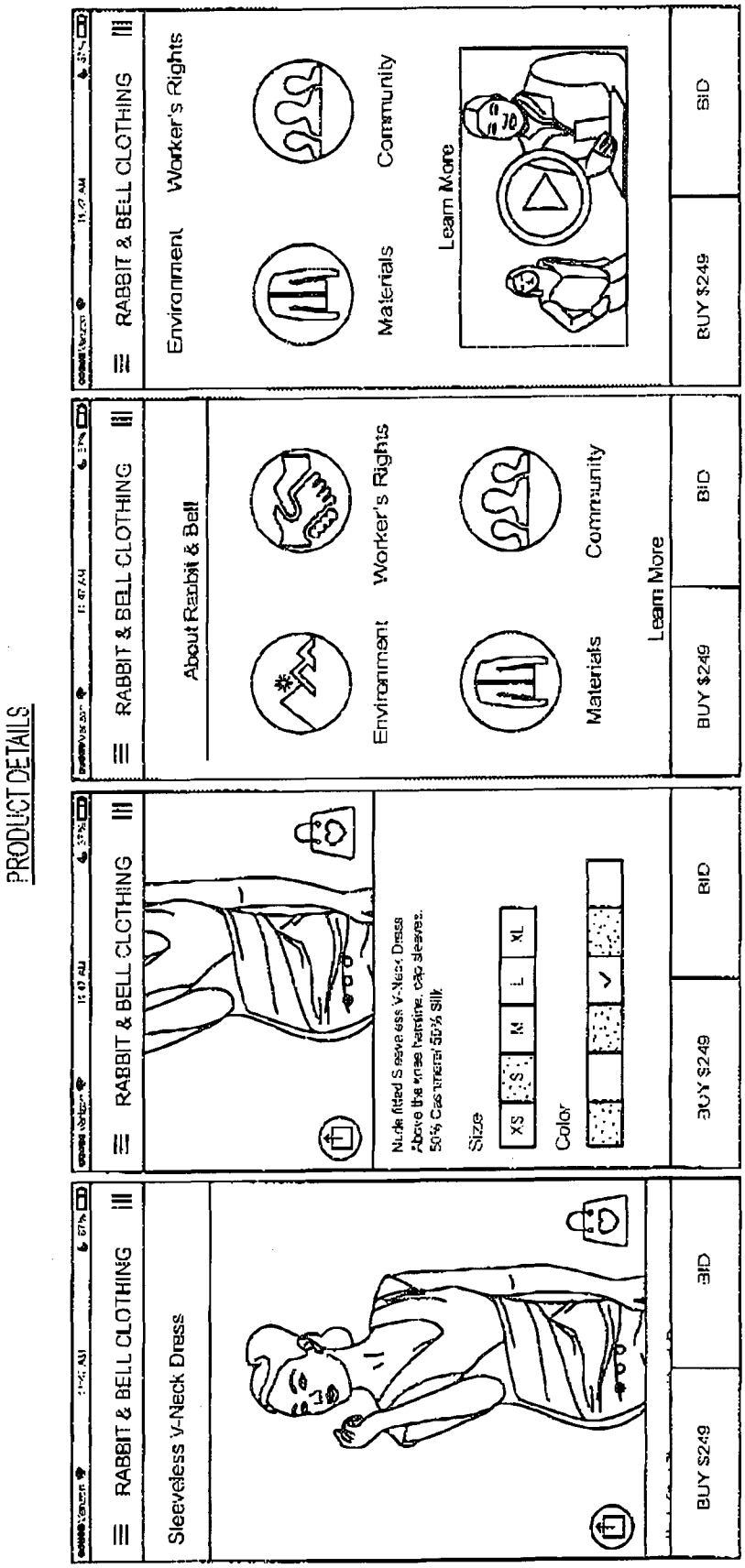

PRODUCT DETAILS
RABBIT & BELL CLOTHING
Sleeveless V-Neck Dress
BUY $249
BID
Nude fitted Sleeveless V-Neck Dress
Above the knee hemline, cap sleeves.
50% Cashmere/ 50% Silk
Size
XS
S
M
L
XL
Color
About Rabbit & Bell
Environment
Worker's Rights
Materials
Community
Learn More

FIG. 1D

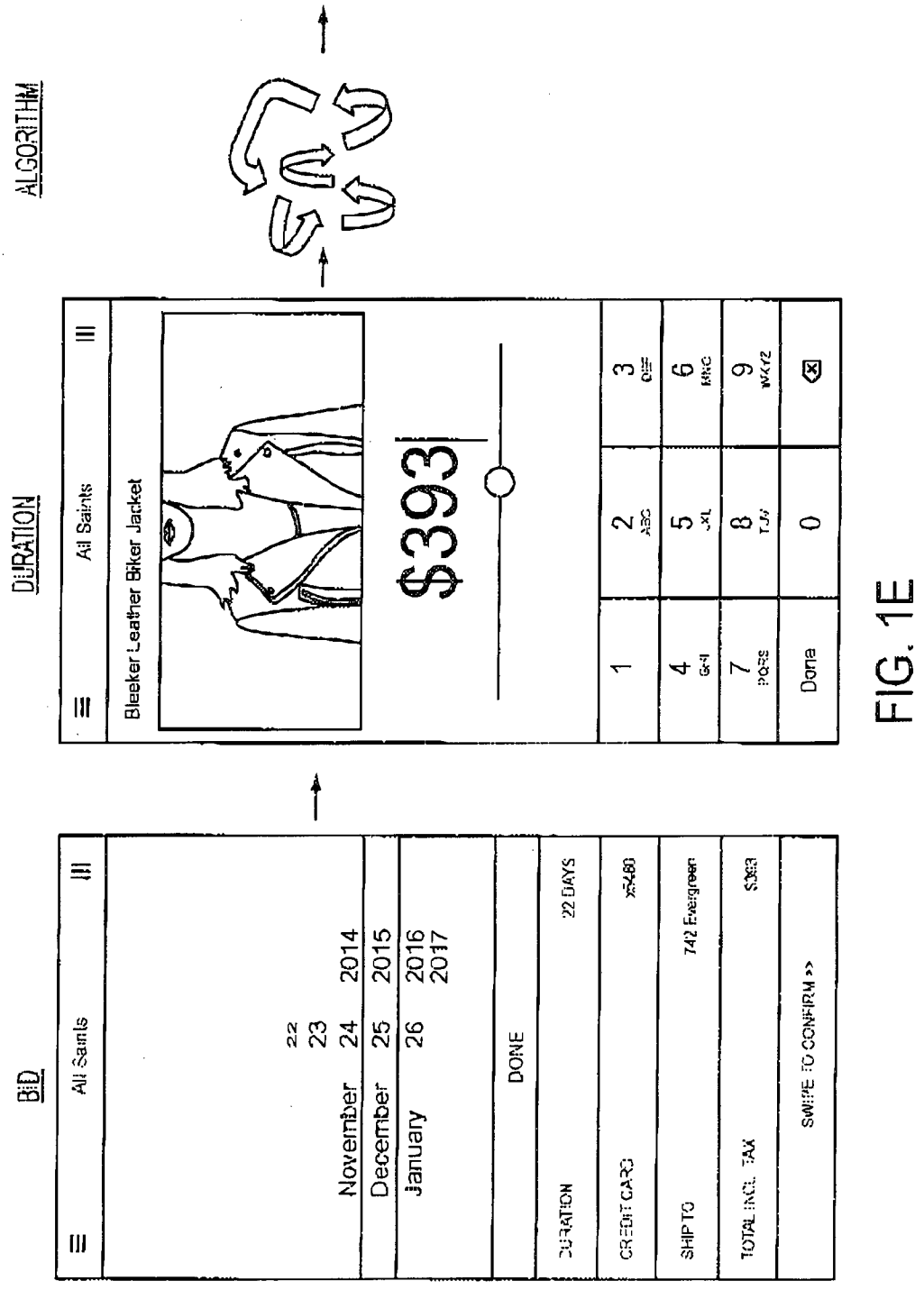

BID
All Saints
22
23
November 24 2014
December 25 2015
January 26 2016
2017
DONE
DURATION
22 DAYS
CREDIT CARD
SHIP TO
742 Evergreen
TOTAL INCL. TAX
SWIPE TO CONFIRM >>
ALGORITHM
DURATION
All Saints
Bleeker Leather Biker Jacket
$393
Done

FIG. 1E

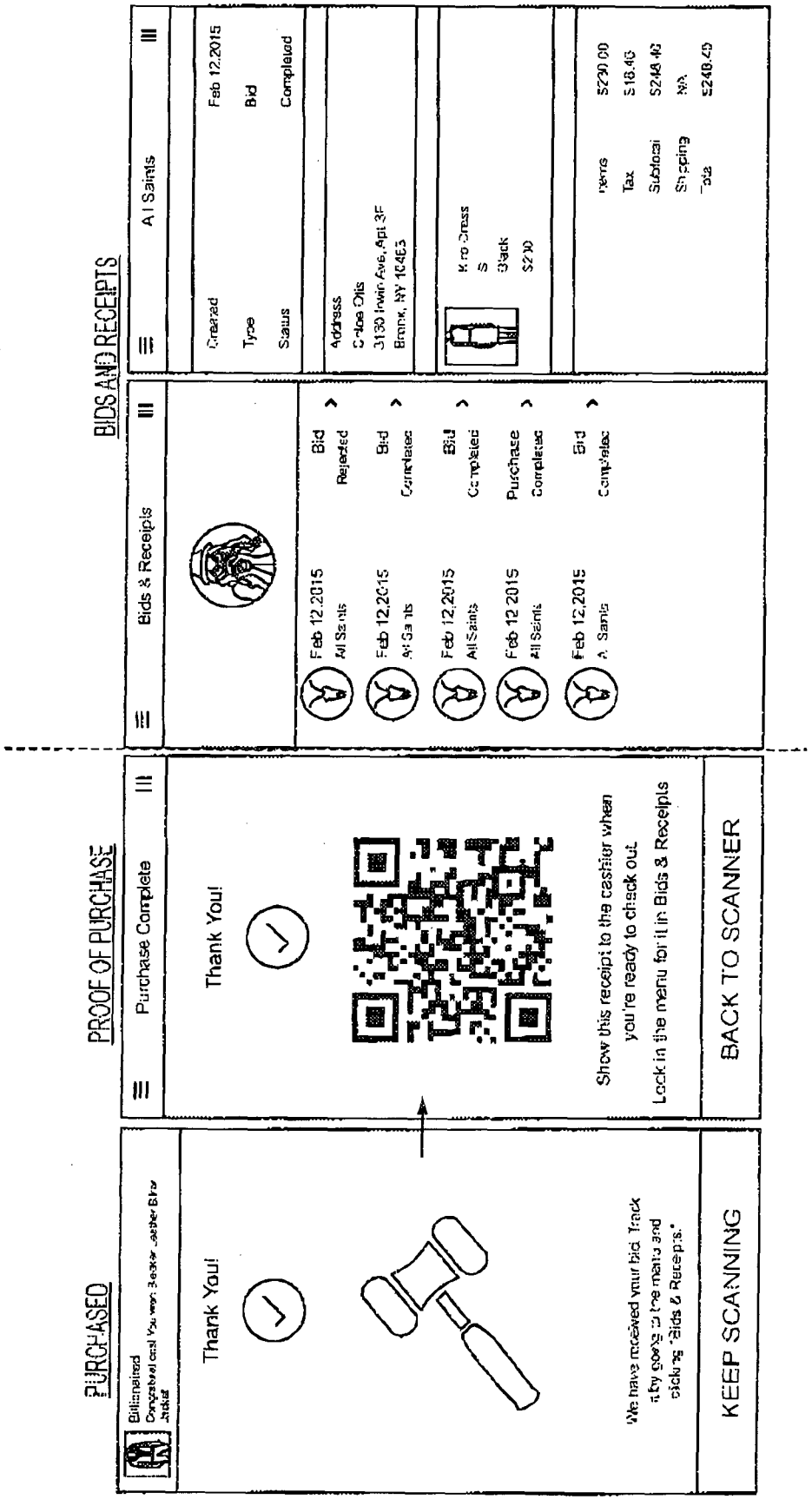

PURCHASED
Thank You!
KEEP SCANNING
PROOF OF PURCHASE
Purchase Complete
Thank You!
Show this receipt to the cashier when you're ready to check out.
Look in the menu for it in Bids & Receipts
BACK TO SCANNER
BIDS AND RECEIPTS
Bids & Receipts
Feb 12,2015
All Saints
Bid
Rejected
Feb 12,2015
All Saints
Bid
Completed
Feb 12,2015
All Saints
Bid
Completed
Feb 12,2015
All Saints
Purchase
Completed
Feb 12,2015
All Saints
Bid
Completed
All Saints
Created
Feb 12,2015
Type
Bid
Status
Completed
Address
Chloe Otis
3130 Irwin Ave, Apt 3F
Bronx, NY 10463
Items
$290.00
Tax
$18.40
Subtotal
$248.40
Shipping
N/A
Total
$248.40

FIG. 1F

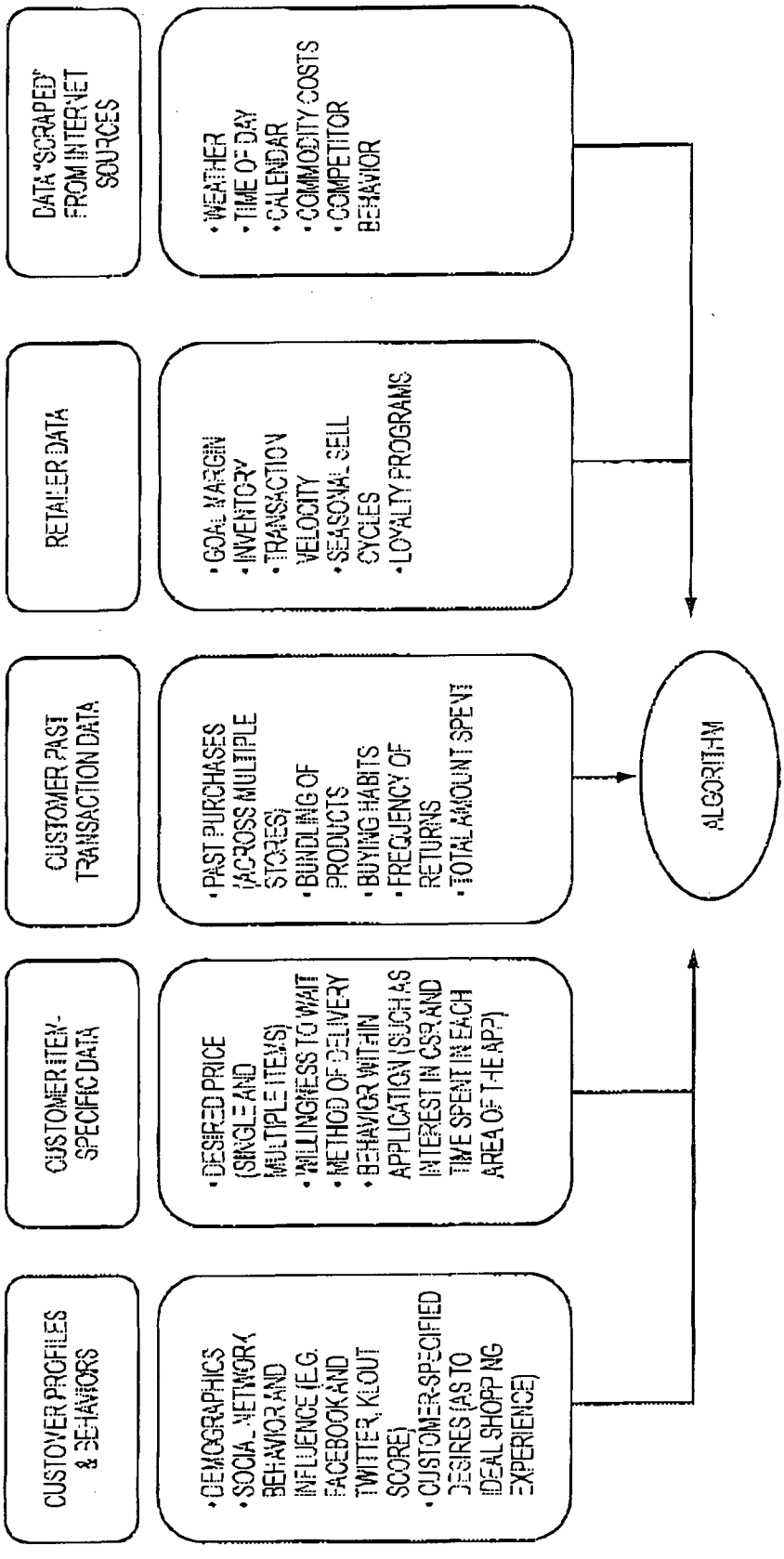

CUSTOMER PROFILES & BEHAVIORS
•DEMOGRAPHICS
•SOCIAL NETWORK BEHAVIOR AND INFLUENCE (E.G. FACEBOOK AND TWITTER, KLOUT SCORE)
•CUSTOMER-SPECIFIED DESIRES (AS TO IDEAL SHOPPING EXPERIENCE)
CUSTOMER ITEM-SPECIFIC DATA
•DESIRED PRICE (SINGLE AND MULTIPLE ITEMS)
•WILLINGNESS TO WAIT
•METHOD OF DELIVERY
•BEHAVIOR WITHIN APPLICATION (SUCH AS INTEREST IN CSR AND TIME SPENT IN EACH AREA OF THE APP)
CUSTOMER PAST TRANSACTION DATA
•PAST PURCHASES (ACROSS MULTIPLE STORES)
•BUNDLING OF PRODUCTS
•BUYING HABITS
•FREQUENCY OF RETURNS
•TOTAL AMOUNT SPENT
RETAILER DATA
•GOAL MARGIN
•INVENTORY
•TRANSACTION VELOCITY
•SEASONAL SELL CYCLES
•LOYALTY PROGRAMS
DATA SCRAPED FROM INTERNET SOURCES
•WEATHER
•TIME OF DAY
•CALENDAR
•COMMODITY COSTS
•COMPETITOR BEHAVIOR
ALGORITHM

FIG. 2

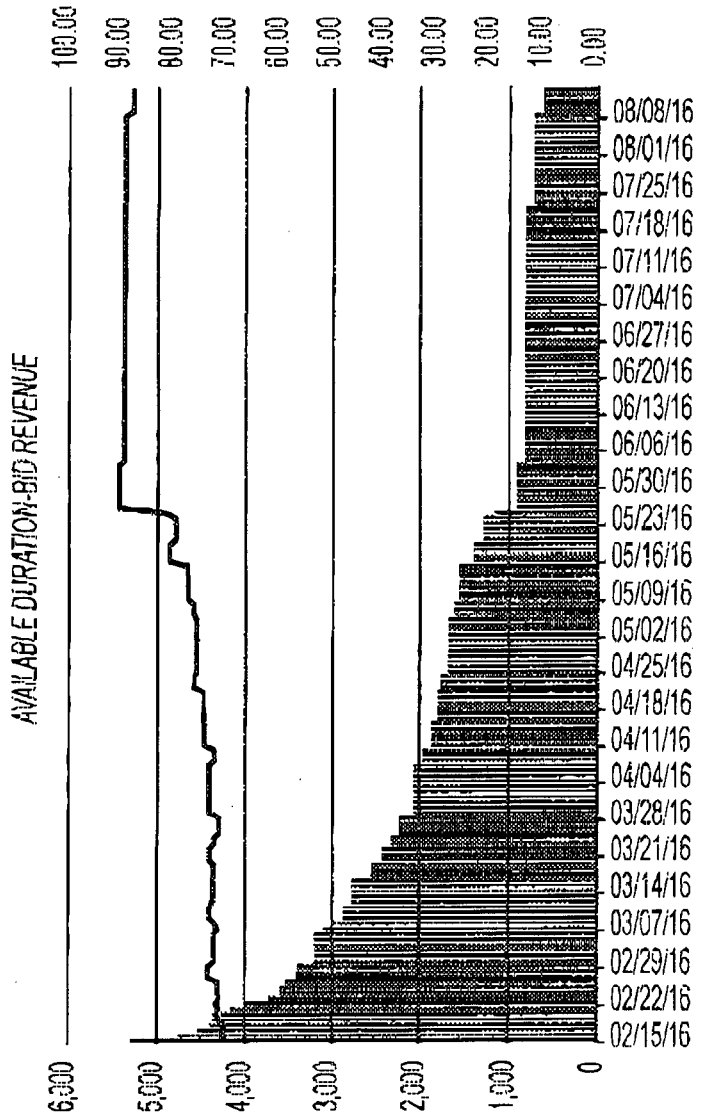

AVAILABLE DURATION-BID REVENUE
100.00
90.00
80.00
70.00
60.00
50.00
40.00
30.00
20.00
10.00
0.00
6,000
5,000
4,000
3,000
2,000
1,000
0
08/08/16
08/01/16
07/25/16
07/18/16
07/11/16
07/04/16
06/27/16
06/20/16
06/13/16
06/06/16
05/30/16
05/23/16
05/16/16
05/09/16
05/02/16
04/25/16
04/18/16
04/11/16
04/04/16
03/28/16
03/21/16
03/14/16
03/07/16
02/29/16
02/22/16
02/15/16

FIG. 3

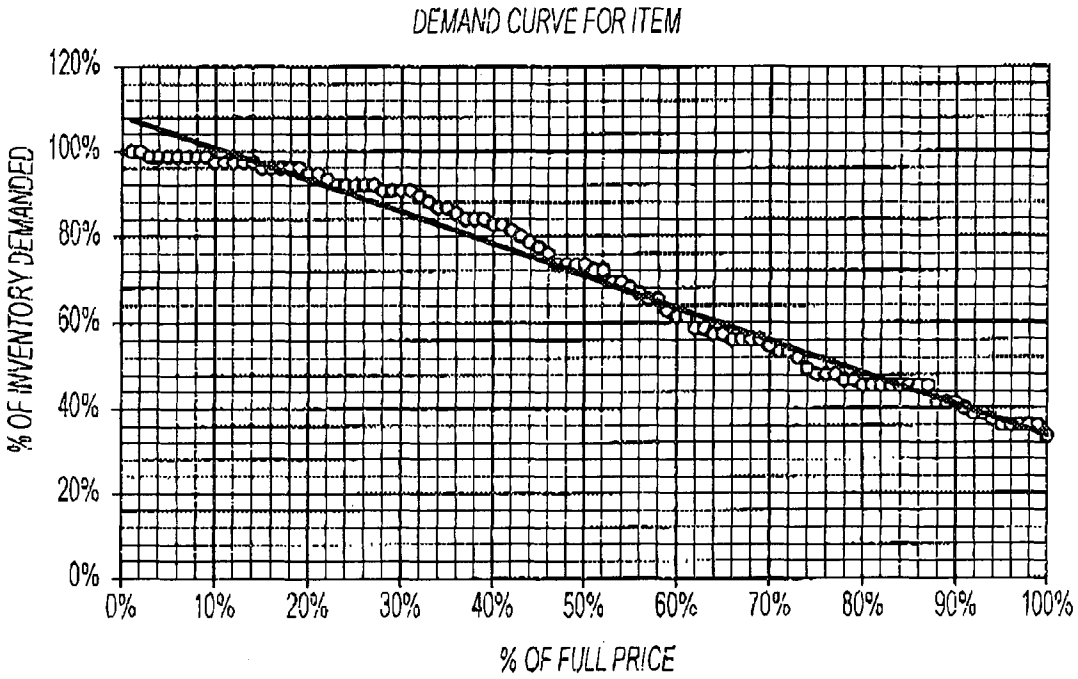

DEMAND CURVE FOR ITEM
% OF INVENTORY DEMANDED
120%
100%
80%
60%
40%
20%
0%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
% OF FULL PRICE

FIG. 4