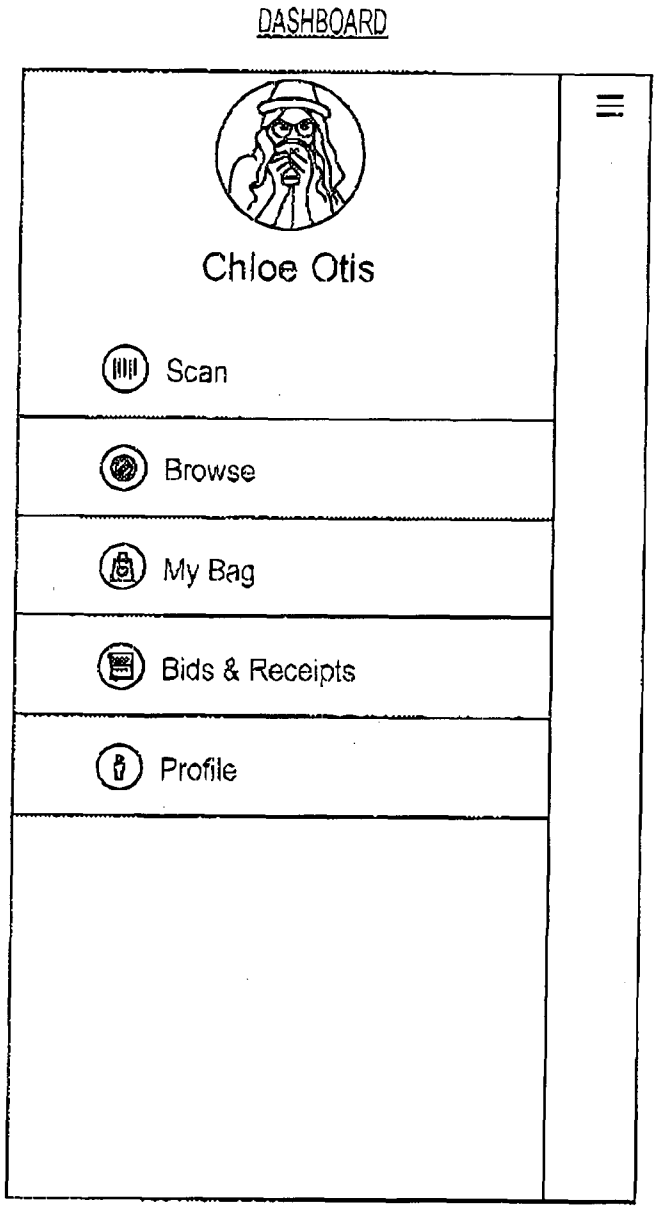

DASHBOARD
Chloe Otis
Scan
Browse
My Bag
Bids & Receipts
Profile

FIG. 1A

SIGNUP : PROFILE

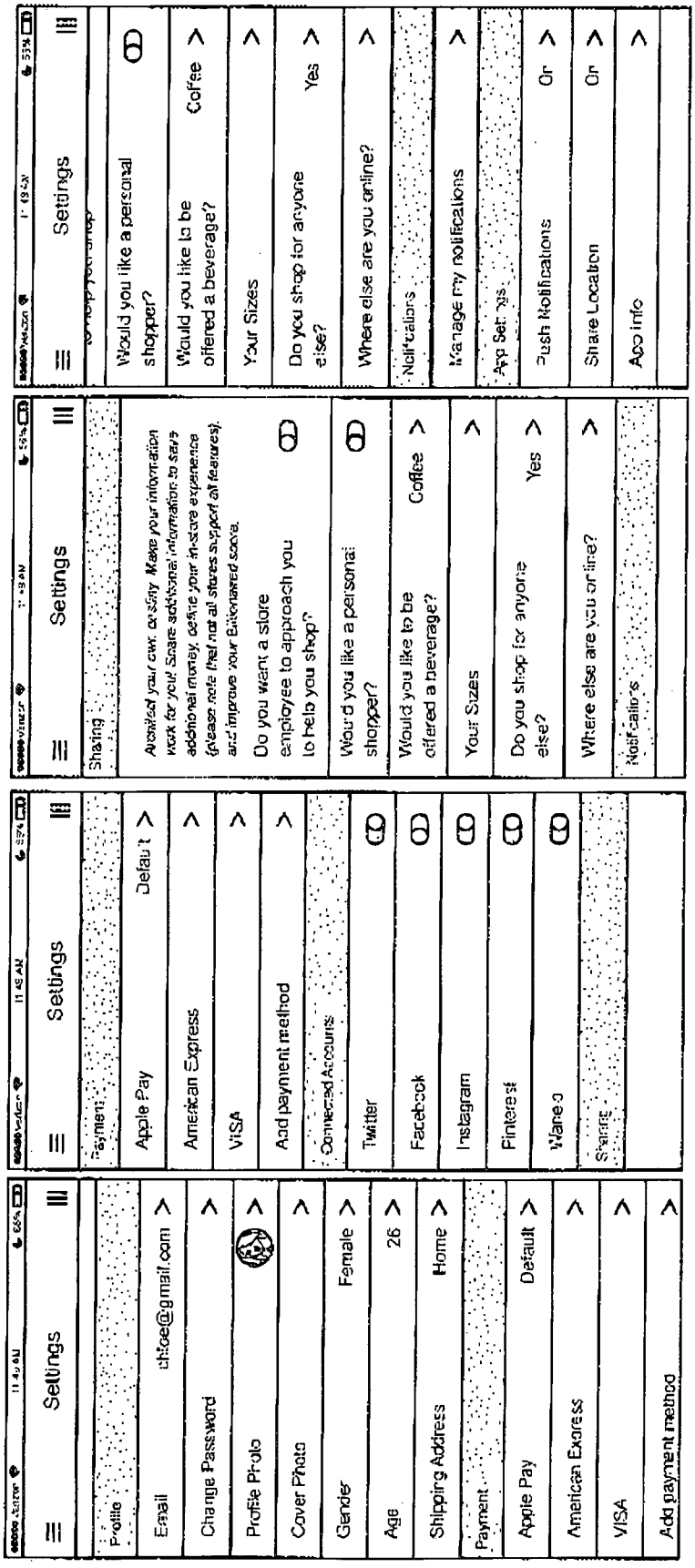


FIG. 1B

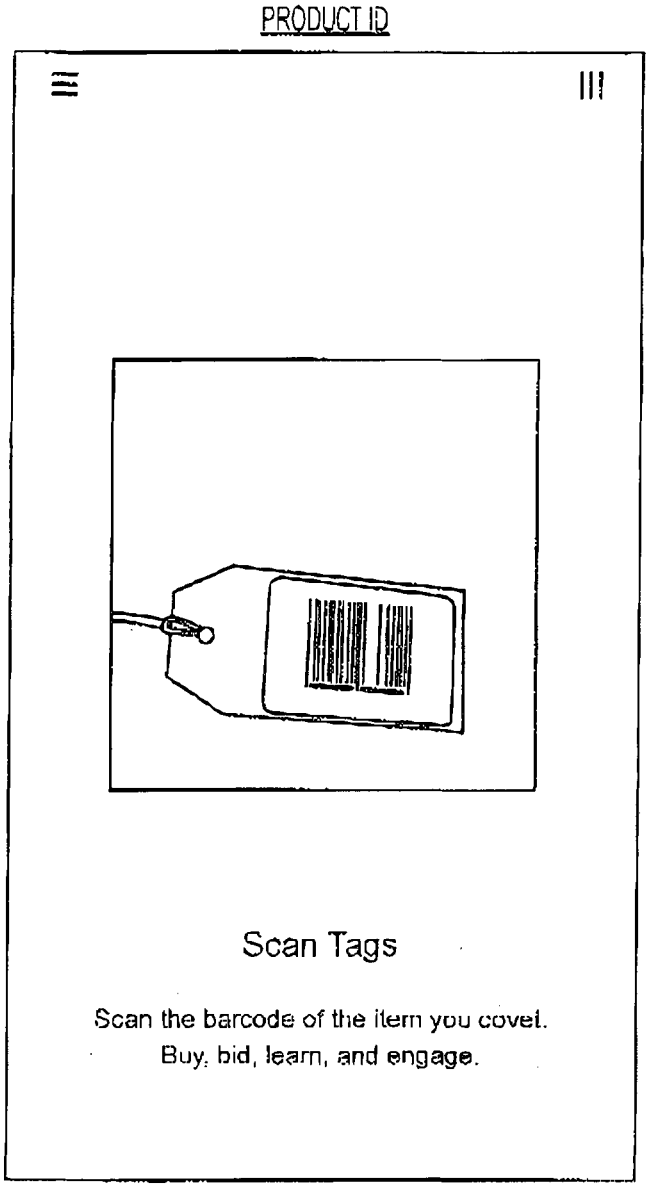

PRODUCT ID
Scan Tags
Scan the barcode of the item you covet.
Buy, bid, learn, and engage.

FIG. 1C

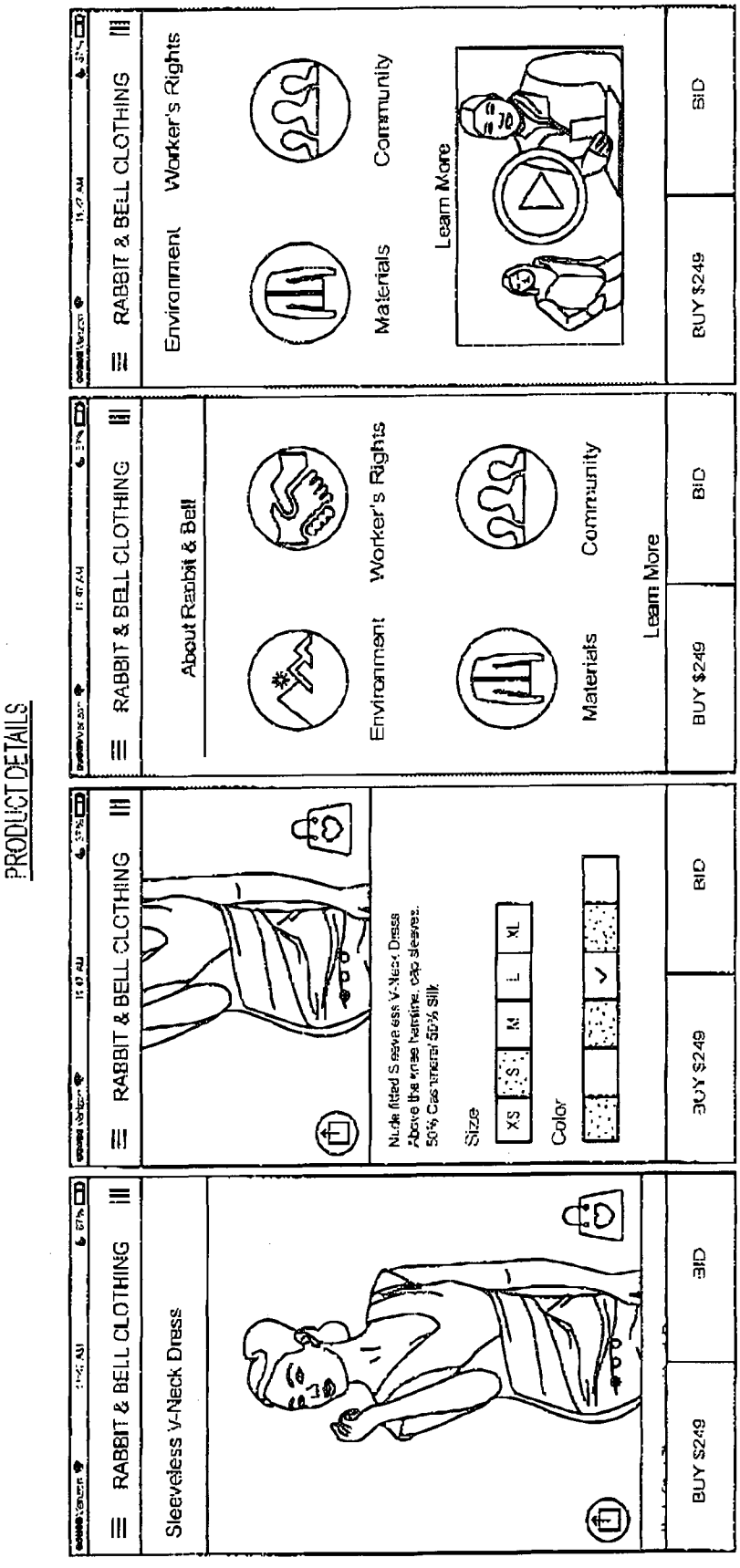

PRODUCT DETAILS
RABBIT & BELL CLOTHING
Sleeveless V-Neck Dress
BUY $249
BID
Nude fitted Sleeveless V-Neck Dress
Above the knee hemline, cap sleeves.
50% Cashmere/ 50% Silk
Size
XS
S
M
L
XL
Color
About Rabbit & Bell
Environment
Worker's Rights
Materials
Community
Learn More

FIG. 1D

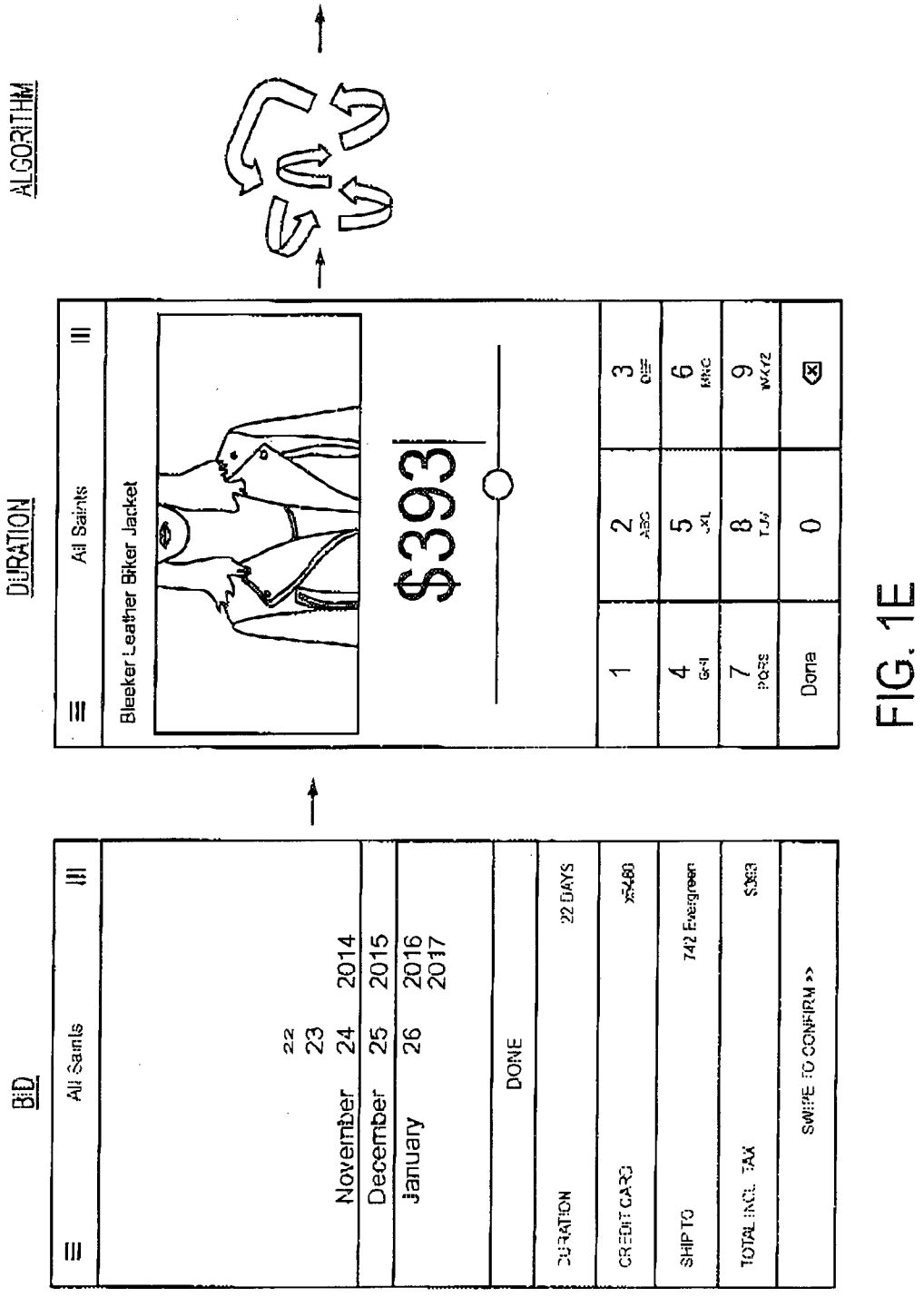

BID
All Saints
November 24 2014
December 25 2015
January 26 2016
2017
22
23
DONE
DURATION
22 DAYS
CREDIT CARD
SHIP TO
742 Evergreen
TOTAL INCL. TAX
SWIPE TO CONFIRM >>
DURATION
All Saints
Bleeker Leather Biker Jacket
$393
Done
ALGORITHM

FIG. 1E

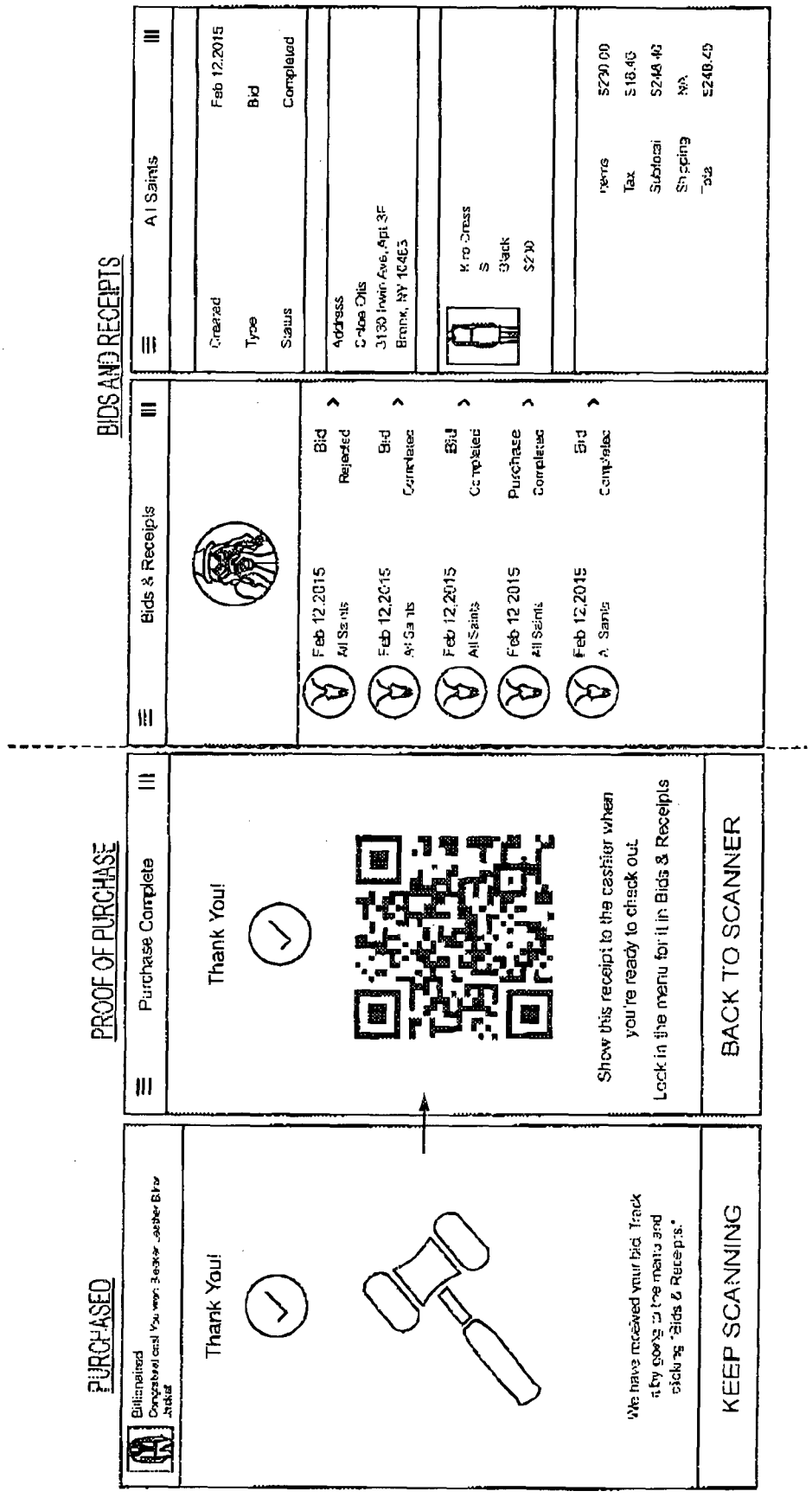

PURCHASED
Thank You!
KEEP SCANNING
PROOF OF PURCHASE
Purchase Complete
Thank You!
Show this receipt to the cashier when you're ready to check out.
Look in the menu for it in Bids & Receipts
BACK TO SCANNER
BIDS AND RECEIPTS
Bids & Receipts
Bid
Rejected
Purchase
Completed
Address
Tax
Subtotal
Shipping
Total

FIG. 1F

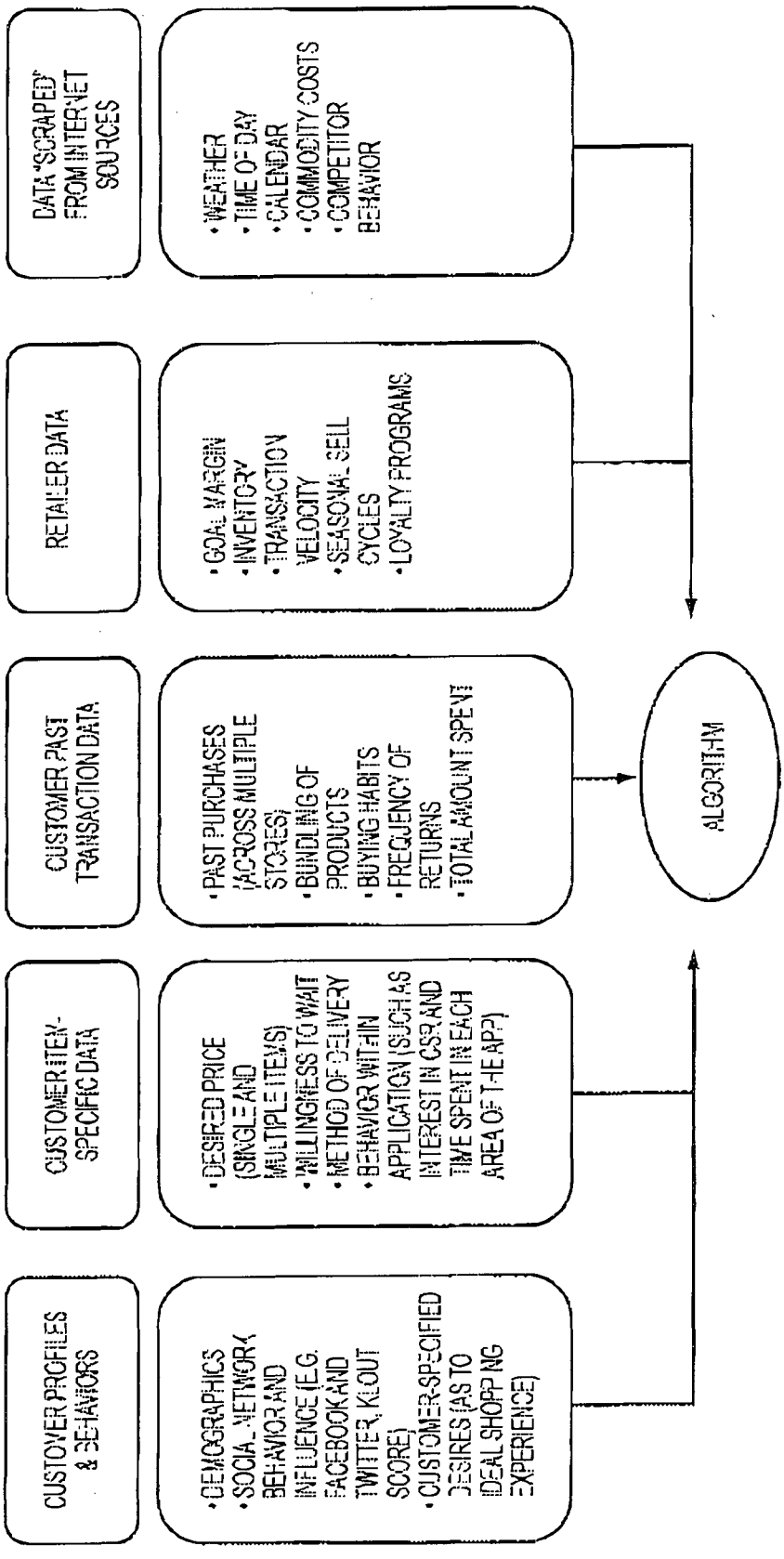

CUSTOMER PROFILES & BEHAVIORS
CUSTOMER ITEM-SPECIFIC DATA
CUSTOMER PAST TRANSACTION DATA
RETAILER DATA
DATA SCRAPED FROM INTERNET SOURCES
•DEMOGRAPHICS
•SOCIAL NETWORK BEHAVIOR AND INFLUENCE (E.G. FACEBOOK AND TWITTER, KLOUT SCORE)
•CUSTOMER-SPECIFIED DESIRES (AS TO IDEAL SHOPPING EXPERIENCE)
•DESIRED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

FIG. 2

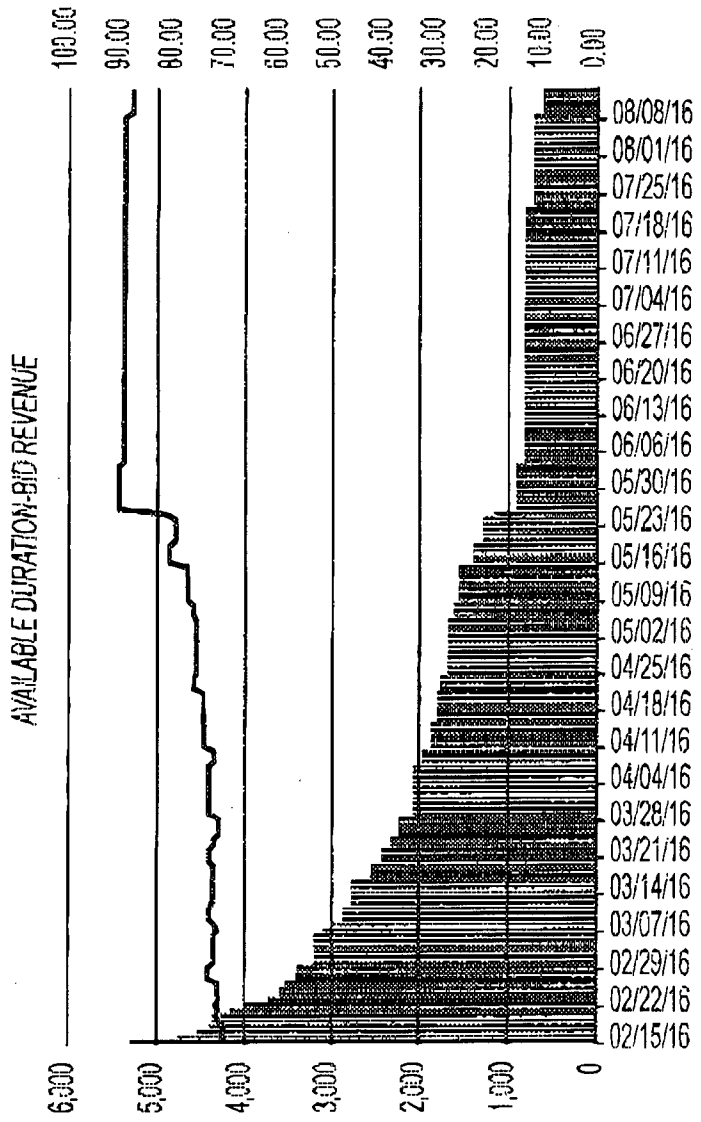

AVAILABLE DURATION-BID REVENUE
100.00
90.00
80.00
70.00
60.00
50.00
40.00
30.00
20.00
10.00
0.00
6,000
5,000
4,000
3,000
2,000
1,000
0
08/08/16
08/01/16
07/25/16
07/18/16
07/11/16
07/04/16
06/27/16
06/20/16
06/13/16
06/06/16
05/30/16
05/23/16
05/16/16
05/09/16
05/02/16
04/25/16
04/18/16
04/11/16
04/04/16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

FIG. 3

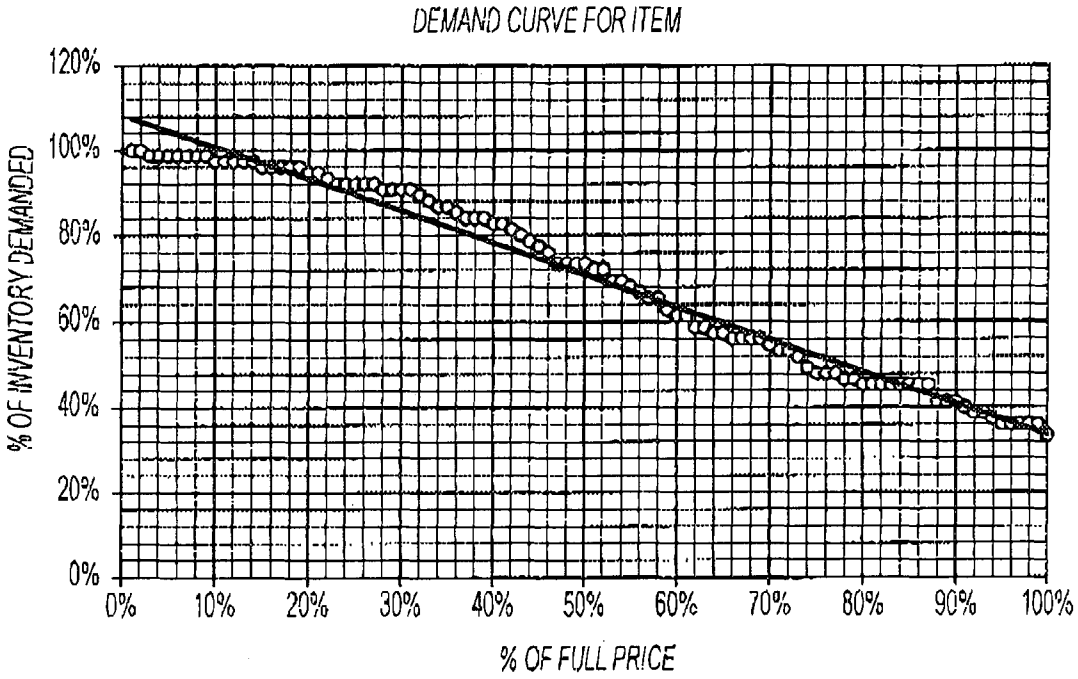

DEMAND CURVE FOR ITEM
% OF INVENTORY DEMANDED
120%
100%
80%
60%
40%
20%
0%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
% OF FULL PRICE

FIG. 4