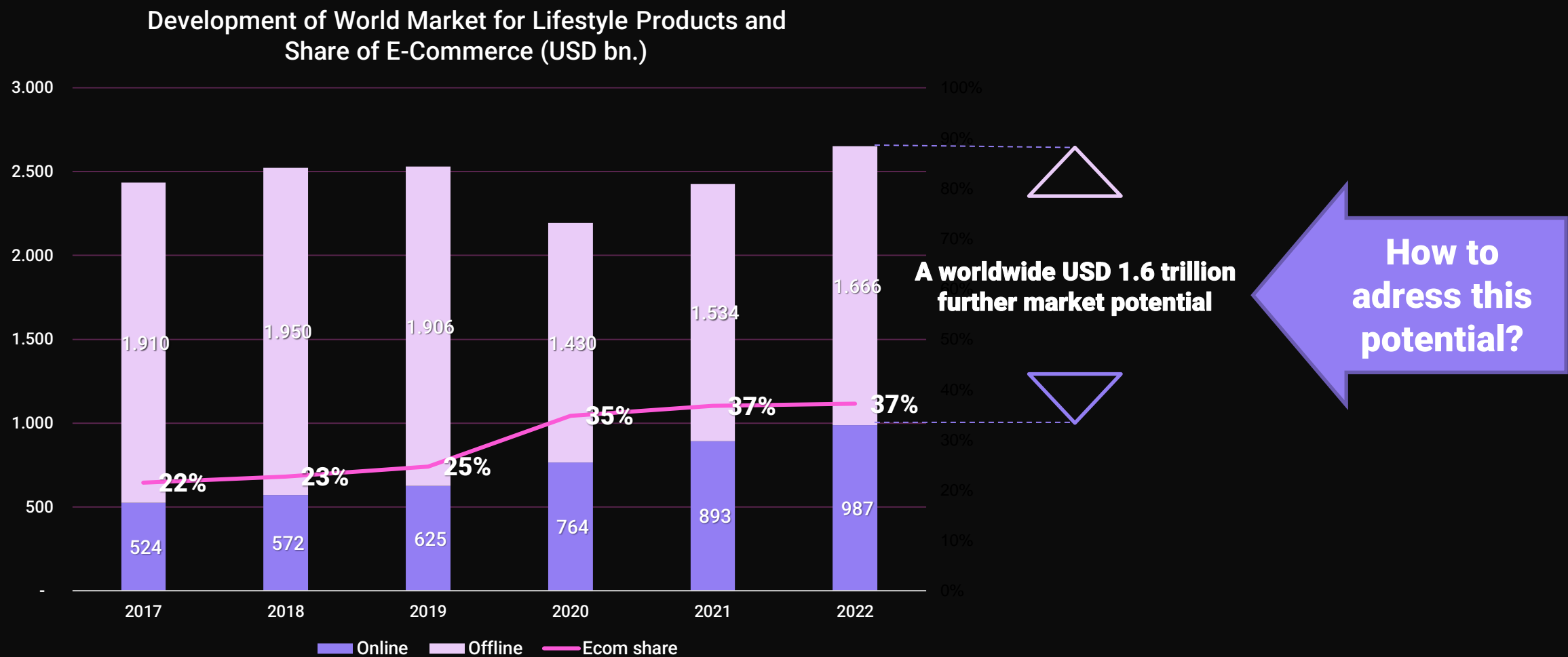


jooli

Next Level Shopping



# The USD 1.6 trillion question: The current focus in E-Commerce has maxed out its potential



Source: Statista; Worldwide market for Fashion, shoes and accessories 2017-2021, 2022 projected

# Much of today's E-commerce still has the UX of a 1980s catalogue

Browse through predefined product presentation

Search for products



catalogue



mobile



catalogue



mobile



# What should a digital shopping center experience look like?

## Introducing Jooli: A video first platform for inspirational shopping



First app of its kind in Germany and India.  
More than 250,000 downloads and 1.6M  
Video views since launch in Q3/2021

More than 100 brands present their own  
products in short videos, checkout in their  
webshops.

Gesture based interaction in two dimensions  
creates 15 times more user data per minute  
than static webshops

Video feed managed by proprietary AI-based  
algorithm

Channels pay a 7.5 % sales commission on  
confirmed sales generated via Jooli



# Our Product: A commission based video shopping platform



## User Acquisition



Ambassadors

Customer sharing by merchants

**Users**

## Platform

Native cloud-based backend w/ Azure, Akamai & frontend in Flutter, React, TS

**Content**

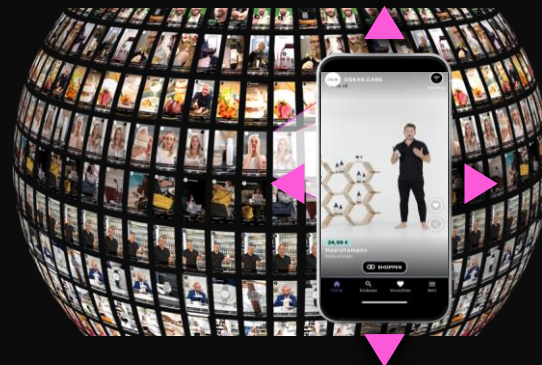
## Content Acquisition

Digital B2B Lead Managment



Content Management via Interface or API

**Users buy products presented on the platform through checkout of the webshops of the channels**



**Channels pay a 7.5 % sales commission on confirmed sales generated via Jooli**



# Jooli's Rest API allows for seamless expansion into metaverses



## Example: Oculus Quest 2 Prototype





Wolfgang Boyé  
Founder and Chairman  
jooli.com GmbH  
Portal 1  
Erkelenzdammm 59/61  
10999 Berlin/Germany

[wolfgang.boy@jooli.com](mailto:wolfgang.boy@jooli.com)  
+49 172 3950808