

# Tagvid

A system for collaborative product placement through videos

## Business Model

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# Target Market

# Buyers

## Fashionistas

- Likes to dress in vogue
- Follows the "People of Fashion"

## Celeb Fan Clubs

- Love to emulate their reel role-models

# Sellers

## Original Retailers

- Real brands whose products feature in the videos

## Imitation Retailers

- □ Brands that can "imitate" the "real" ones

# Others

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Designers

- □ Observe what is popular amongst people

# Competitors

# Brandfame

Marketplace connecting brands and producers

## Advantages

- Authentic and accurate information about products

## Disadvantages

- □ Information spread across multiple websites
- Cannot search by product
- Cannot get a 3rd party opinion

# Overlay.tv

Provides online retailers with tools to create engaging interactive videos for their customers

## Advantages

- Clickable screen areas
- Allows shopping directly from video

## Disadvantages

- Videos can only be produced by the retailers
- Cannot get a consolidated comparison of products
- Cannot get a 3rd party opinion



# Business Models

The image features a solid dark blue background. At the bottom, there is a white silhouette of a city skyline with various building shapes and heights. The text 'Business Models' is centered in the upper half of the image in a white, bold, sans-serif font.

# Brokerage Model

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- Serves as the middle person between users, media producers and product sellers
- Bring sellers and buyers together
- Facilitate transactions

# Community Model

- Users have a high investment in both time and emotion
- Voluntary contributions
- Contextual advertising

# Infomediary Model

- Function as information intermediaries assisting buyers and sellers understand a given market

# Revenue Streams

# Advertising

- Allow companies to tag specific videos with their products and promote them by providing links to their respective websites or promotion sites
- Employ a featured videos section similar to youtube (optional)

# User Aggregated Data

- Product buying usage statistics, Analytics, in demand products selling this aggregated user data to companies.

# Product Referrals

- If user buys a product by clicking on a link in our website than we get a percentage of the product values  
Ex. Amazon Associates



# Privacy Policies

## What information are we collecting

(personal account, session cookies, website activity, uploaded videos, tags, comments)

## How do we use this information

(personalized content and recommendations, improving site, aggregate metrics, selling information to reputable third parties)

## Third Party Policy

(Their Privacy Policies hold, Opt-in/Opt-out of the third party contact service)

## Data Retention

(Store all content, might get rid of inactive content- period 12 months)

## Changes in Policy

(policy subject to change, effective date will be updated)

Thank You