

Bloomer

SCROLL, WATCH, BUY

Problem

- **Online shopping = static photos & fake reviews.**
- **Shoppers can't truly experience products before buying.**
- **Gen Z lives on reels, but no shopping platform exists for them.**

solution

- **A video-first shopping app where products are showcased through short reels.**
- **Swipe, watch & instantly shop in a seamless experience.**
- **Powered by creators, influencers & sellers for authentic product demos.**
- **Shopping becomes fun, engaging, and trustworthy.**

Market opportunity & Market size

- **350M+ short-video users in India.**
- **\$125B+ e-commerce market, growing rapidly.**
- **70%+ Gen Z/Millennials trust video reviews over photos.**
- **Social commerce projected to hit \$70B globally by 2030**

India's Ecommerce market size

India's Ecommerce market will projected to become \$350B+ by 2030

350 million+
short form
video users in
india

PRODUCT DEMO



Swipe reels
like Instagram



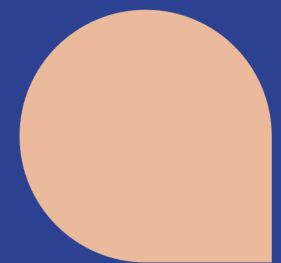
See it. Love it.
Buy in two taps



Every reel =
real product
demo

Business model

- **Commission on sales**
- **Advertising revenue on platform**
- **Future: Creator subscriptions (analytics & growth tools)**



Competition

	Weak Checkout	Seamless Checkout
Static images	Small e-commerce business	Amazon ,Flipkart , Meesho big e-commerce
Video-first	Tiktok , Instagram other social media Platforms	

GTM Strategy

- **Onboard micro & nano influencers to create shoppable content.**
- **Launch campus ambassador programs to attract Gen Z users.**
- **Partner with D2C brands for exclusive launches.**
- **Run viral UGC campaigns (“Show your Bloomer unboxing”).**

Target Audience

225M+ Gen Z & Millennials (16–30 yrs).

80M+ creators seeking monetization.

6,000+ D2C brands, a \$20B market → \$60B by 2027.

65% of new e-commerce users come from Tier-2/3 cities.

Revenue Potential

Today

- **Commision fee**
- **Ads**

Tomorrow

- **Creator tools**
- **Subscriptions**

India e-commerce: \$125B → \$350B by 2030

Social commerce: \$70B+ global market

m. Medial

Bloomer
Purushotham Dharmavaram



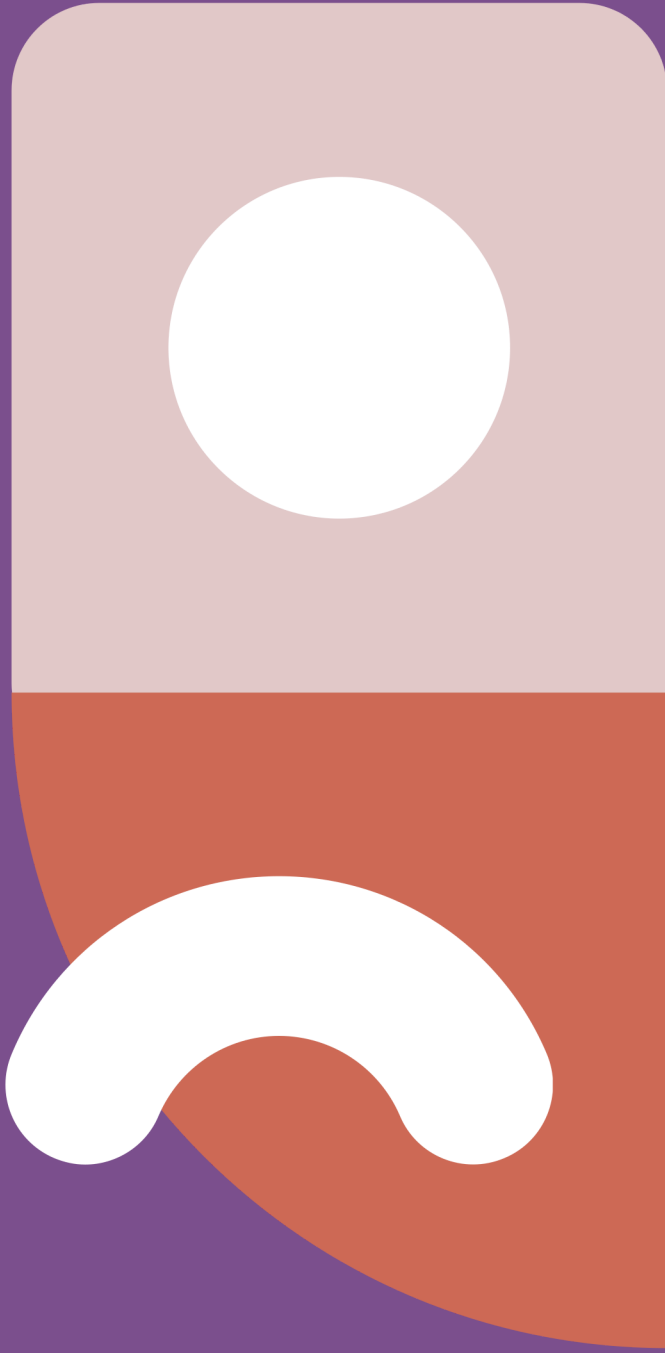
Idea of the Month

June 2025

"Bloomer" won the Medial startup showcase Challenge, proving its potential and validation from the startup community.

Conclusion

- **We are looking for pre-seed funding to develop our MVP and launch our GTM plan, and we would also welcome mentorship and support from our college's e-cell and faculty to help us navigate the startup landscape.**



Thank
you

