



Prince Patel, Andrew Min, Jacqueline Henry, & Henry Wadsworth

\$1.2 Trillion

The total amount of USD counterfeited globally

Global Brand Counterfeiting Report 2018

What is Legit?

Our company goal is to provide **product legitimacy** verification around the world to bring confidence in the originality, security, history, and value of your products and protect them from becoming diminished by the **counterfeit industry** for brands and consumers alike.



Business Case

- Luxury Brands are losing **\$30.3 Billion annually**
- 60% of the reason why people sell their used items is to earn money
- 55% of online marketplace sellers have a **profit margin of above 20%**
- 49% of the resale market make up apparel - totaling **\$20 Billion**
- **Brand Exclusivity, Sustained Brand Value**
- **Reduced Depreciation**



Competitive Analysis

- New Products through brands
 - Luxury Brands
 - i.e.: LV, Adidas, Rolex, Hennessy



- Owned/Current products through partners
 - GOAT
 - Pawn Shops
 - Antique Stores
 - Second Hand Sellers



Works Cited

- <https://www.researchandmarkets.com/reports/4438394/global-brand-counterfeiting-report-2018>
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- <https://www.statista.com/statistics/730675/reasons-us-consumers-sold-used-items/>
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