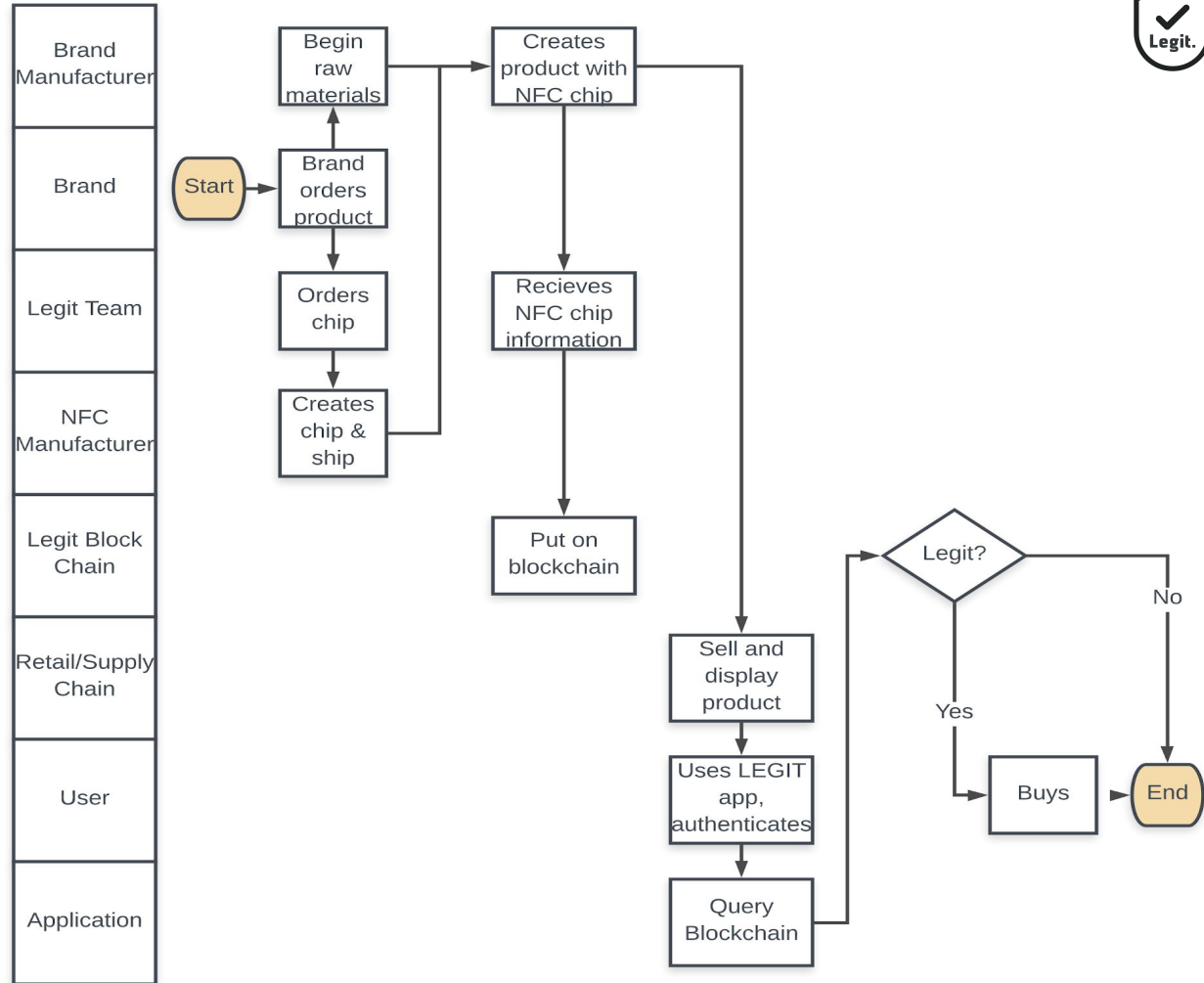




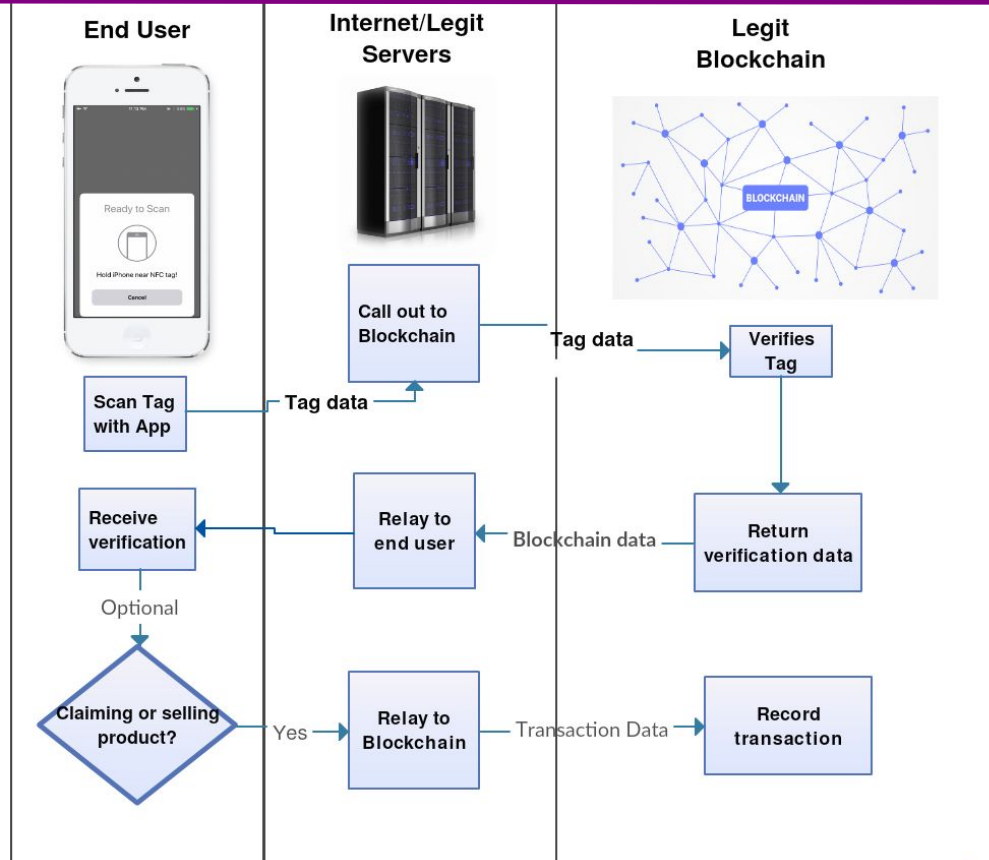
Legit. Status Report III

Prince Patel, Andrew Min, Jacqueline Henry & Henry Wadsworth

Process Map

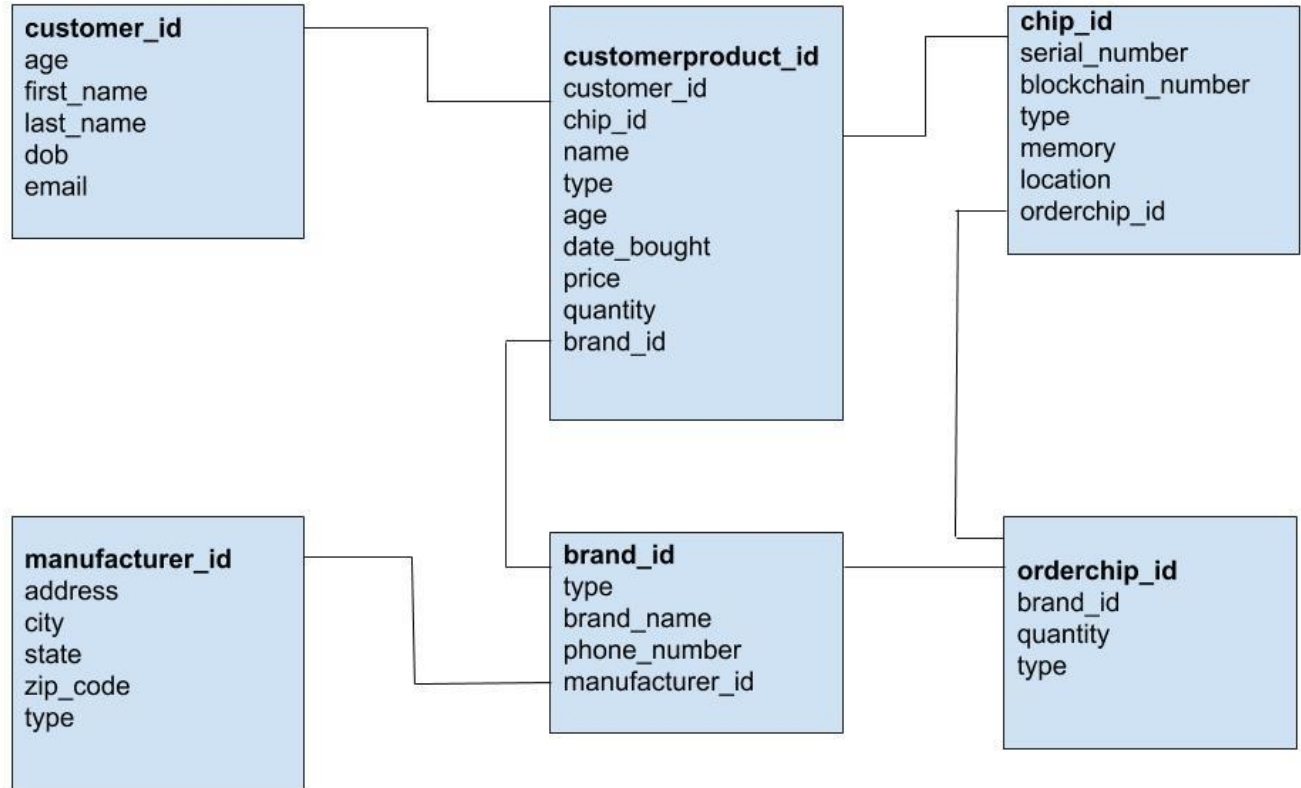


System Architecture





Data Model



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





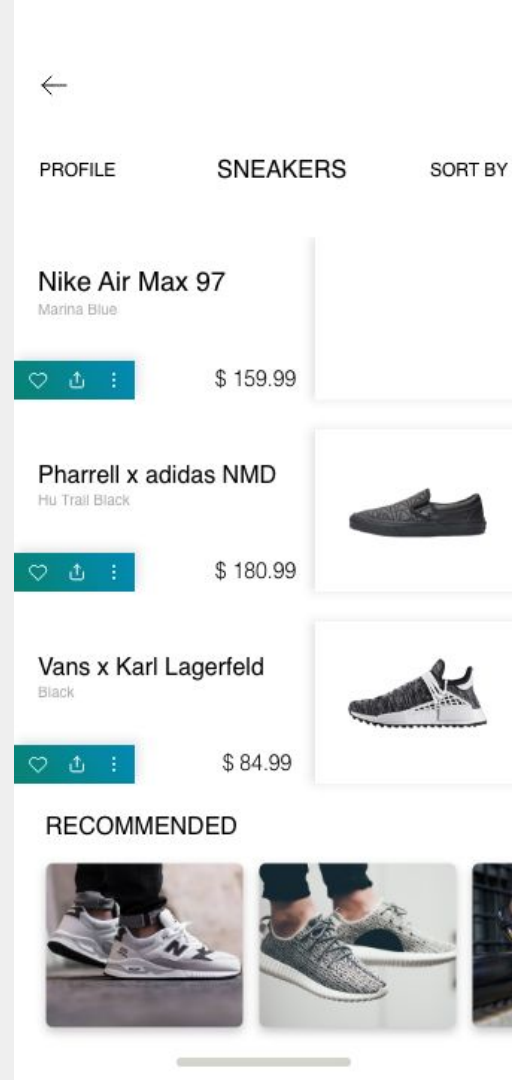
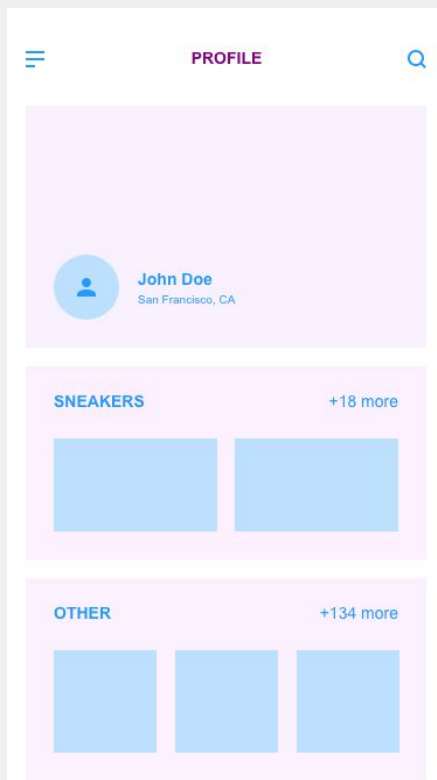
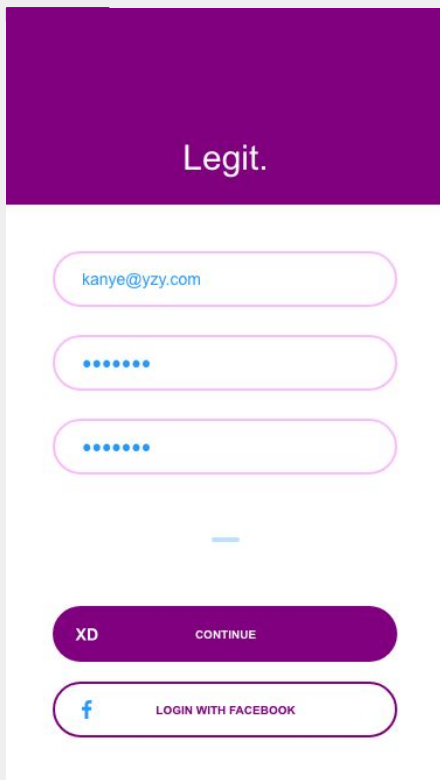
Financial Analysis

	Year 1	Year 2	Year 3	Assumptions
Gross Income				
Revenue	\$792,000	\$1,584,000	\$3,168,000	0.05% of Luxury brand item's value. Could add on tier system to charge less percentage the higher the cost of the item. Air Jordans averaged \$175, 0.05% is \$0.88.
Other income sources				Goat, authentication company estimates \$3 million revenue, 157 employees Seal: raised \$8,685,000 to fund the company
Total Income	\$792,000	\$1,584,000	\$3,168,000	NFC tags cost roughly 10 cents each at scale Hyperledgers are normally used for blockchain because they have multiple nodes
Expenses			\$5,544,000	
NFC Chip Manufacturing	\$90,000	\$180,000	\$360,000	Assuming luxury brands sell 300,000 items per launch weekend using Rare Air Jordans as reference, we will also assume that the first year we will get 3 out of 12 luxury brands to give us a shot on one of their releases and that this will grow exponentially
Sales, marketing & advertising	\$396,000	\$792,000	\$792,000	50% of sales for the first two years and then will maintain the advertisement costs starting year 3; Website, swag, mktg stuff
Salaries, wages & taxes	\$400,720	\$480,720	\$480,720	Current Legit team + Outsourced Application Developers
Hyperledger servers	\$49,000	\$98,000	\$196,000	AWS EC2 BIG BOIS + Hyper ledger composer fabric
Other expenses	\$20,000	\$40,000	\$60,000	Office supplies, client meetings, office rent, etc.
Total Expenses	\$955,720	\$1,590,720	\$1,888,720	
			\$4,435,160	
Net Income	-\$163,720	-\$6,720	\$1,279,280	
3 year total Net Income			\$1,108,840	

Labor Costs

Job description	Hourly Rate	Estimated Hours	Total Costs	Reference Source(s) for Rate
General developer	\$27.46	2080	\$57,116.80	https://www.payscale.com/research/US/Job=Software_Developer/Salary
Mobile application developer	\$23.96	2080	\$49,836.80	https://www.payscale.com/research/US/Job=Mobile_Applications_Developer/Salary
Project Manager	\$45.08	2080	\$93,766.40	https://www.payscale.com/research/US/Job=Project_Manager%2c_Information_Technology_(IT)/Salary
Founders			\$200,000	

Prototype in Progress





Works Cited

- <https://www.researchandmarkets.com/reports/4438394/global-brand-counterfeiting-report-2018>
- <http://www.oecd.org/industry/global-trade-in-fake-goods-worth-nearly-half-a-trillion-dollars-a-year.htm>
- <https://www.statista.com/statistics/730675/reasons-us-consumers-sold-used-items/>
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- <https://www.thredup.com/resale>