STOREE

Your Online Shopping Companion

Press Kit

Eindhoven, June 2021

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It Happens Every Day. Everywhere.

Anna and Jonas live in Berlin. He is a web designer, she studies biotechnology. Like 90% of Germans, both regularly shop online.

He likes to order electronics and clothes, she prefers fashion and cosmetics. They both usually place several orders a week.

Jonas never remembers where and when his parcels arrive. He receives delivery emails but cannot be bothered to read them so he often has to perform a scavenger hunt to get to his parcels.

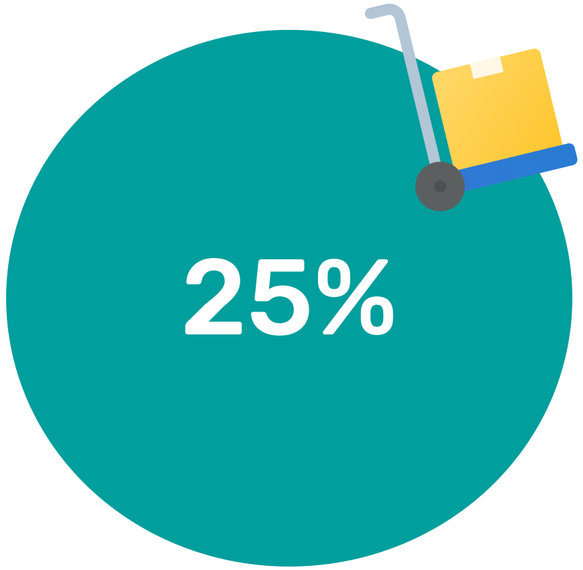
Anna reads a lot for her studies already, so she tries to minimize the amount of emails she receives and often doesn't read the ones that do land in her mailbox.

That is why she usually forgets to pick up her parcels, never subscribes to newsletters and regularly misses good offers from her favourite shops.

Anna and Jonas are just two of many.

It Happens Every Day. Everywhere.

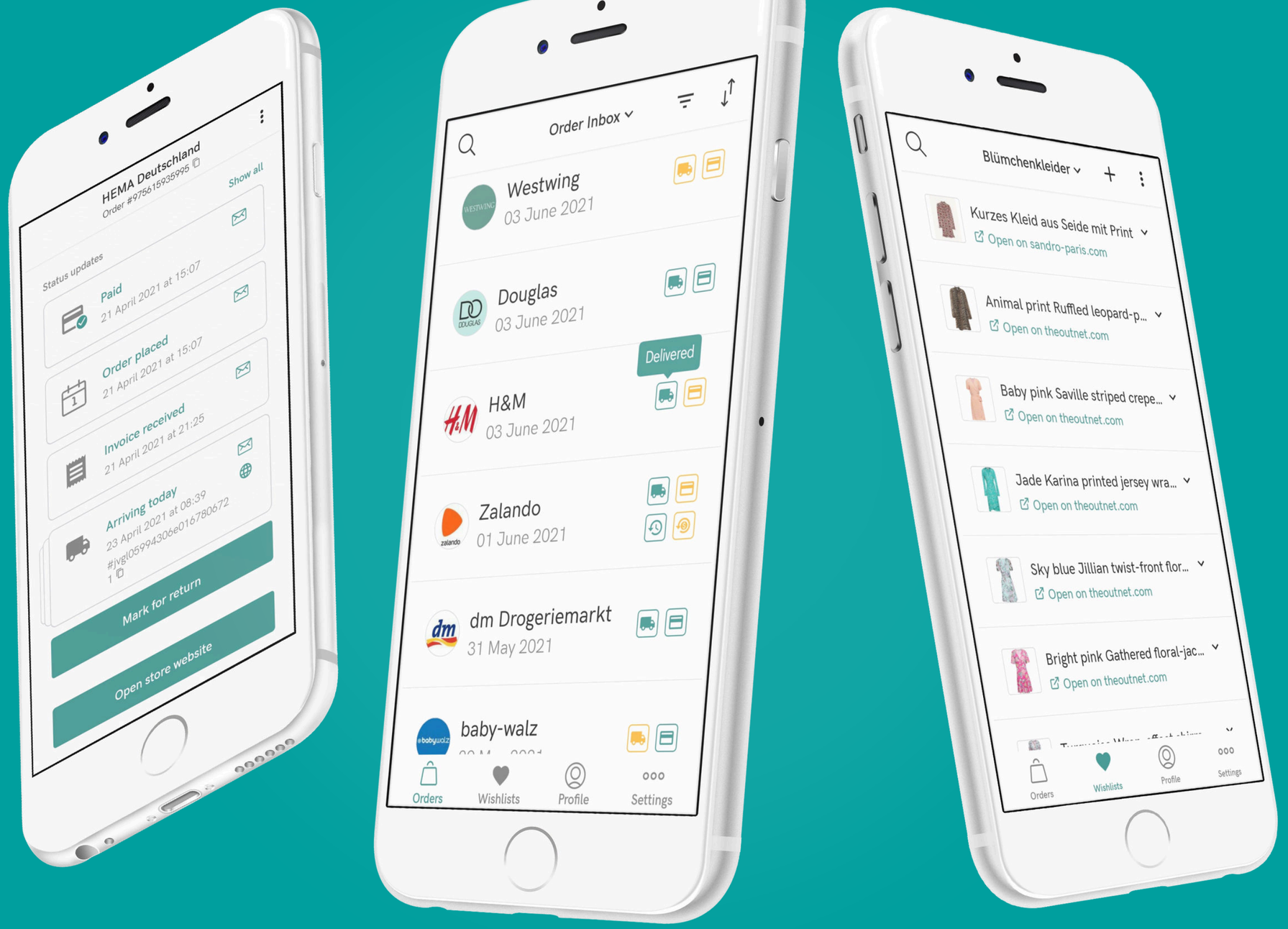
Consumers regularly shop online



Shoppers encountered delivery-related issues

Retailer referral traffic from emails

Introducing STOREE



Introducing STOREE

ORDER OVERVIEW

Search
Quick search for shop name or item

ORDER OVERVIEW
Overview of *all* orders, regardless of which online retailer

Brand Logo
Allows for quick visual retailer recognition

Filter & Sort
Navigate quickly through all orders and required action (e.g. filter all unpaid orders)

EVENT STATUS
Event status indicated by intuitive traffic light color system icons - clicking on them reveals details

Events
Include 4 main categories: delivery, payment, return and refund

Real-Time
Events updated in real-time

Introducing STOREE

ORDER DETAILS

ORDER DETAILS

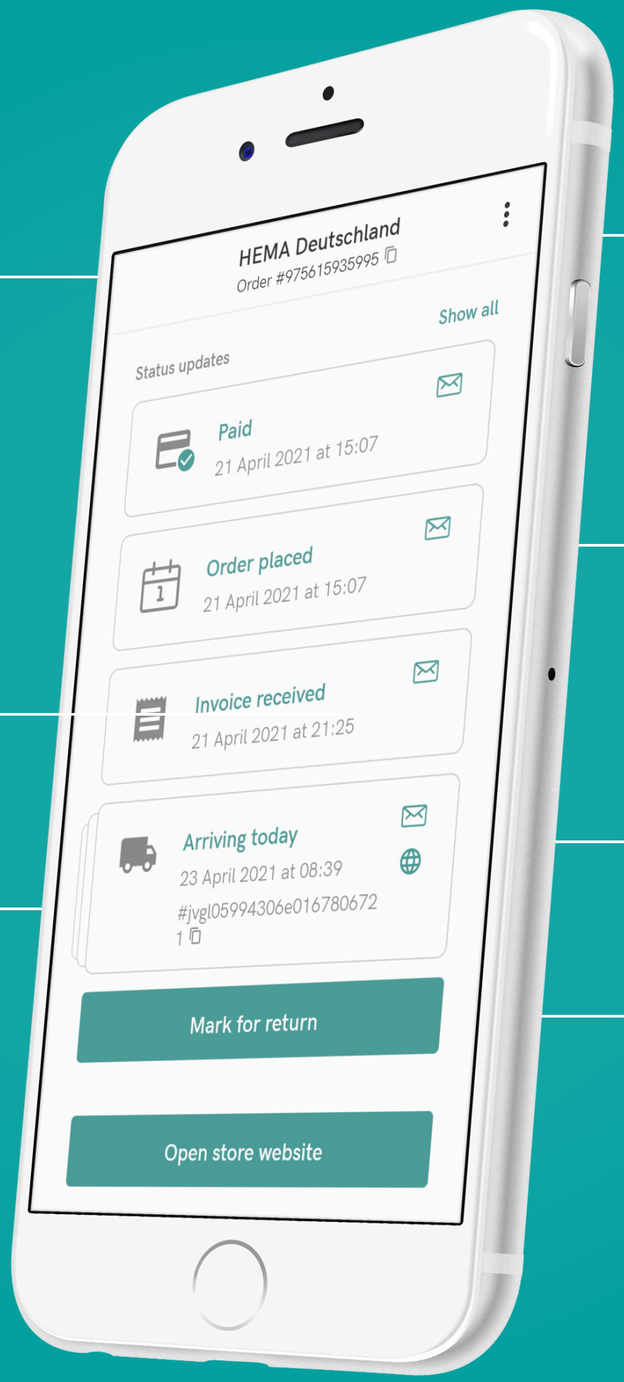
Shows items and in-depth information about event history

Receipts

Access attachments (e.g. warranties, invoices)

Grouped Events

Events grouped by category, exposing latest status



Order Number

Order numbers can be directly copied

Original Email

Original emails behind events are directly accessible

DELIVERY TRACKING

Tracking numbers can be copied, direct tracking via the globe icon

EVENT EDITING

Something wrong? Users can manage and edit the events manually

Introducing STOREE

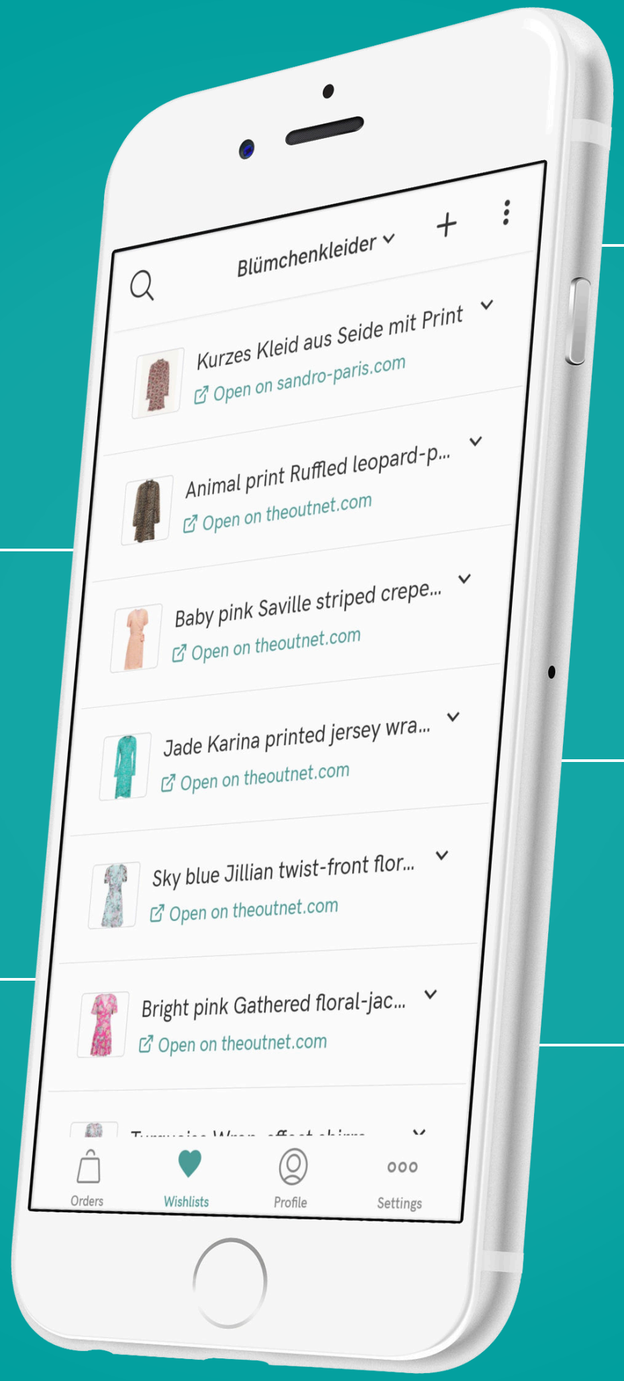
WISHLISTS

UNIVERSAL WISHLISTS

Wishlist items can be added from anywhere

Unlimited

An unlimited amount of wishlists can be created and named



ADD ITEMS

Items can be added by **sharing them via** or from other apps or browsers to STOREE

Product Links

Previously saved items can be opened from within the app

Make Notes

Personal notes can be added to each item

Introducing STOREE

PERSONAL OFFERS

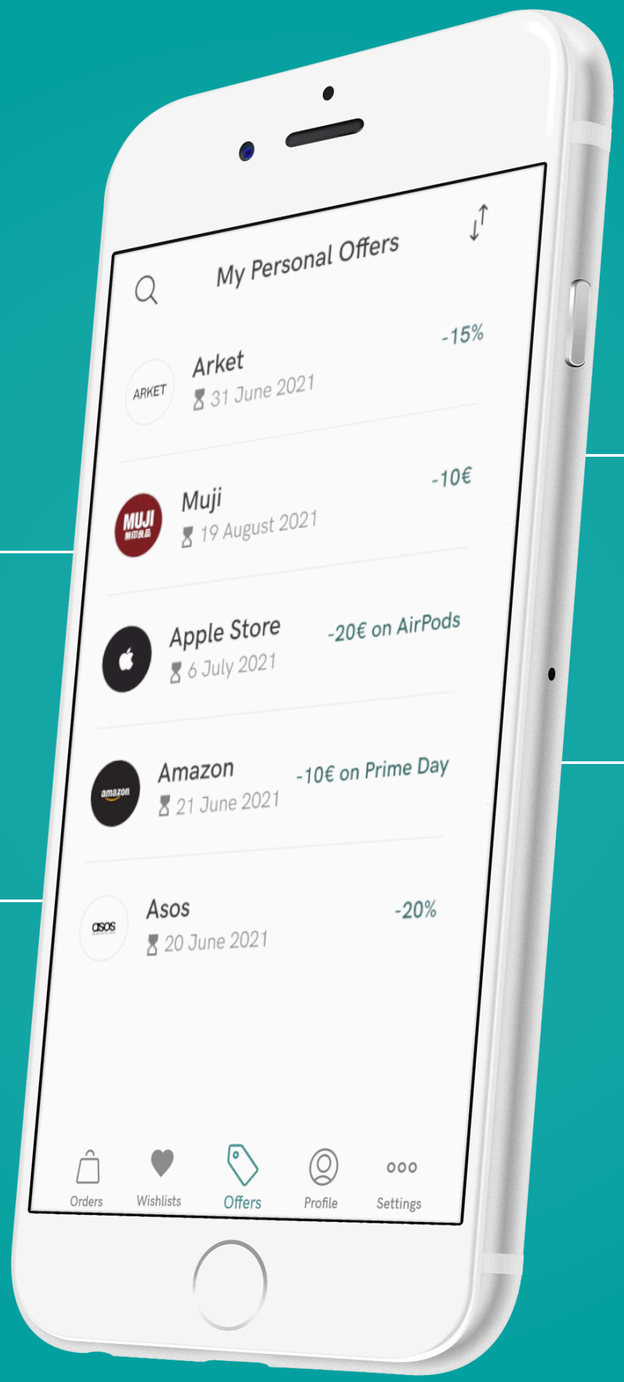
NOT AVAILABLE YET

PERSONAL OFFERS

Truly personalized offers, discount codes and exclusive deals

Inspiration

New shopping inspiration for any field of interest



Discover New Shops

Discover interesting new or local shops

RELEVANCE

STOREE unlocks relevant offers for the shoppers

Introducing STOREE

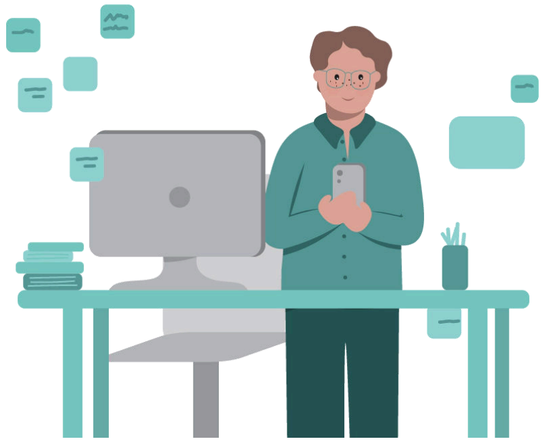
STOREE helps online shoppers stay organized by providing an overview of all order-related information

By 2025, the eCommerce market is expected to expand by $1 trillion USD as more user demographics and retailers will shift to online channels.

We're building an ecosystem which simplifies and elevates shoppers' complete customer journeys, so that anyone can enjoy a carefree, seamless and mobile-first online shopping experience.

STOREE's game-changing cross-shop overviews and wishlists are just the beginning to that.

Beta Tester Feedback



*"I love everything about STOREE. The app is such a **game changer**."*

*"I love STOREE, it's genius and **saves me a lot of time** and nerves. You guys did an amazing job! **I can't even remember how online shopping was before STOREE**"*

*"STOREE is such an **awesome little helper** to me. I never want to miss it."*

*"STOREE makes it **easy to keep track** of things and it's really **helpful** in doing so. I didn't expect to like it that much in the beginning."*

*"THANK YOU for this app. I was not aware that I needed STOREE but now **I cannot imagine living without it**!"*

STOREE Fact Sheet

Product	STOREE
Slogan	Your Online Shopping Companion
Product Type	Mobile Application
Type	Shopping • Productivity • Utility • Organization
Release Date	June 2nd, 2021 (Android), June 5th 2021 (iOS)
OS	iOS, Android
Available in	DE, AT, CH, NL, BE, LU, IR, UK (at date of release)
Language	English
License	Proprietary software
Website	storee.app

Developer	eigenlinks BV
HQ	Eindhoven, NL
Founded	July 2019
Founders	Philip Kurtin • Yi-Chin Peng • Nemanja Cvijanovic • Barbara Kölbl
Backed up by	Rockstart, NL
Website	eigenlinks.com

STOREE in App Store

STOREE in Google Play

QR for Download

Founders

Depicted as *serious founder* and *fun-adventurous founder*, pick which one you like better!

Philip Kurtin
CEO & CTO

PhD Computer Science. Founded his first IT company at age 16. Passionate about cryptography, sailing and induction heating.

Yi-Chin Peng
COO

MSc Economics. Sales professional of 8+ years. Founder of Germany's most influential beauty blog in 2009. True foodie and devoted cat mom.

Nemanja Cvijanovic
CPO

PhD Computer Science. 3+ years of data science consulting experience. Nutrition, fitness, health and DIY guru. Likes a good adrenaline rush.

Barbara Kölbl
Data

PhD Economics. 2+ years financial risk model consulting experience. Surfing, hiking and improvisational theater enthusiast.

Get in Touch

info@eigenlinks.com

eigenlinks.com
storee.app

Kastanjelaan 400
5616 LZ Eindhoven
The Netherlands

+31 (0)6 51631776

@STOREEsunfold

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HOW IT ALL BEGAN

The story behind STOREE (1/3)

We are **true Millennials**. Born in the mid-80s, we enjoyed fairly **analogue childhoods** without FOMO, mobile phone elbow syndrome and TikTok challenges. In our teenage years, we grew up curiously exploring the **fascinating** and **endless possibilities** of the **world wide web** and **personal computers**. Sometimes we still hear the **Microsoft 95 startup sound** in our dreams.

These then-new technologies have even **inspired Philip and Nemanja** to become **PhDs in Computer Science** and obtain the necessary skills to master them. While Philip became a **Full-Stack Developer** and specialized in **Real-Time Systems** during his studies, Nemanja grew great interest in **Data Science** and **Natural Language Processing**. Both suffered severely from the fact that their families absolutely did not understand what they actually spent so much time studying.

Yi-Chin became an **above-averagely engaged user** of these technologies: She has been a **passionate online shopper** since 1999 and founded one of the most **influential German beauty blogs** with **250k monthly page views** in 2009. Like Yi-Chin, **Barbara** graduated as **MSc Economics** but impressively added a **PhD** on top.

We all met during our studies: Philip, Yi-Chin and Nemanja met at **RWTH Aachen University** in 2005, and Yi-Chin clicked immediately with Barbara in 2010 at **Utrecht University**.

The story behind STOREE (2/3)

As first-gen **online shopping connoisseurs**, we have always loved the **flexibility and convenience** of it. Needless to say that as broke students, we loved an occasional good bargain on eBay!

Today, there is almost **nothing that can't be ordered online**. From a single kitchen sponge to a swimming pool or a piece of land on the moon - anything fits in a digital shopping cart.

But with the **rapidly increasing number of orders** and the vast variety of delivery and payment options, suddenly much **more organizational effort** is required from the shoppers. They need to remember all these details in order to stay on top of their online shopping and **not lose overview**.

COVID-19 aggravated this situation as many European countries began introducing lockdowns and quarantines. Online orders became the **only and safest option** to **purchase products**, causing online shoppers to **order even more**, and offline shoppers to go online.

We felt the **chaos first-hand**: *Receiving parcels we did not remember ordering, forgetting about payments, missing deadlines for returns, mixing up which forwarder accepts which shop's returns, not knowing where to pick up the parcel we missed* *(in this specific case: chasing down a cat food delivery in our housing complex - spoiler: it was never found, cats were not amused...)* and many more **confusing** situations.

The story behind STOREE (3/3)

Yi-Chin even started maintaining **handwritten lists** and **spreadsheets** in a desperate attempt to keep an overview of her purchases. And we wondered: **Does it really have to be this way?**

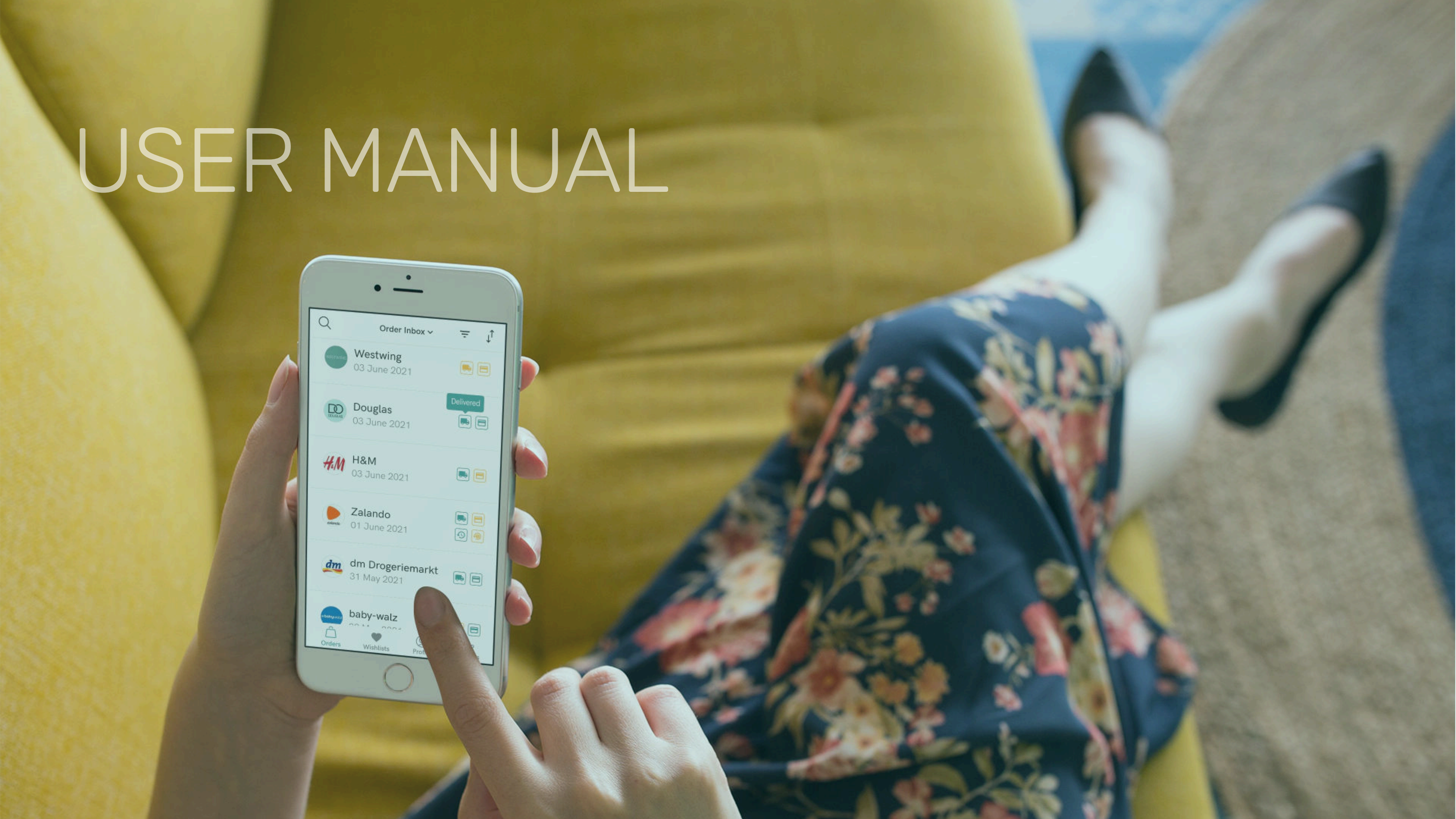
We decided to tackle this by **building** a digital solution that **significantly improves the online shopping experience** by providing you with a **clear overview** of all your online purchases and their event statuses. This eliminates the need to **dig through hundreds of emails** in your mailbox and memorize anything.

We believe that **online shopping should be easy, fun, and simplify shoppers' lives -** not make them more complicated and stressful. We also think that you shouldn't need experience in supply chain to be able to manage your online shopping.

That is why we created STOREE.

After **12 months** of interviewing, learning, prototyping and **beta testing**, we could not be more excited for it to launch and for you to join us on our exciting journey!

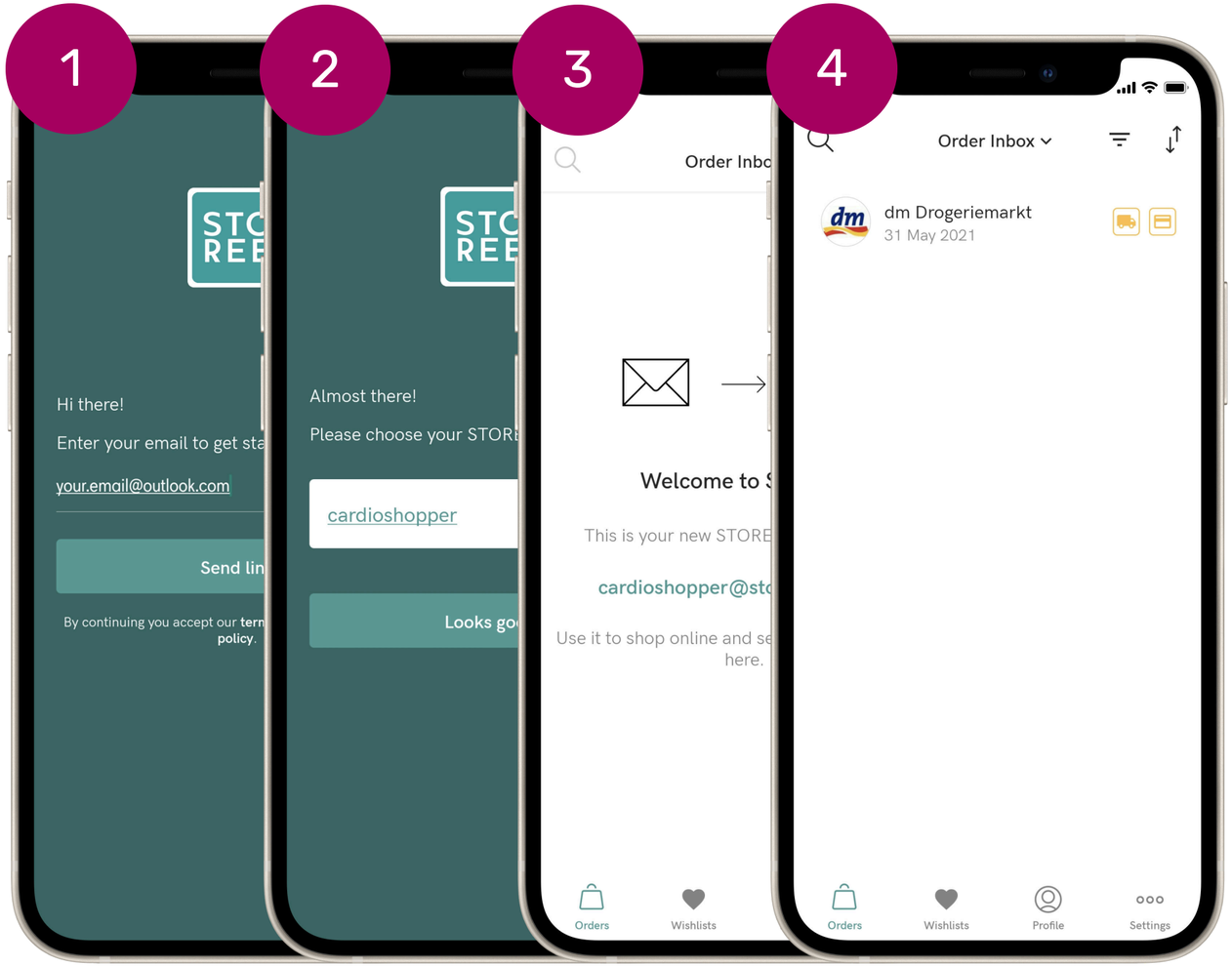
USER MANUAL


Order Inbox
Westwing
03 June 2021
Douglas
03 June 2021
Delivered
H&M
03 June 2021
Zalando
01 June 2021
dm Drogeriemarkt
31 May 2021
baby-walz
Orders
Wishlists

How to use STOREE?

Download STOREE, enter and confirm email address (1), **choose a nickname** (2) and receive a **STOREE email address** (3) (*@storee.email).*

Users now can use this email address to **shop directly in online shops**, and see their orders **appear in their STOREE overview** (4).



DESIGN ANNEX

Logos and Colors

NAMING

STOREE in capital letters

APP ICON/LOGO
DOWNLOAD

STO
REE

WHITE/LIGHT BG USE
DOWNLOAD

STOREE

STOREE

IMAGE/DARK BG USE
DOWNLOAD

STOREE

BRAND COLOR

PERSIAN GREEN
RGB 0-159-158
HEX 009F9E

ACCENT COLORS

BLUE STONE
RGB 0-105-100
HEX 006964

FLIRT
RGB 166-0-96
HEX A60060

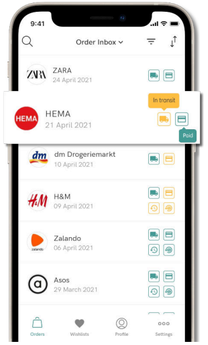
LILY
RGB 189-165-173
HEX BDA5AD

MATTERHORN
RGB 85-65-72
HEX 554148

Images

PRODUCT SCREENS

ORDER INBOX



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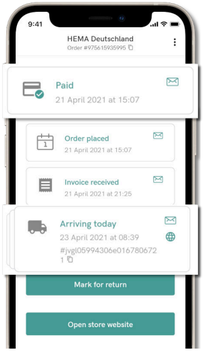
ORDER DETAILS



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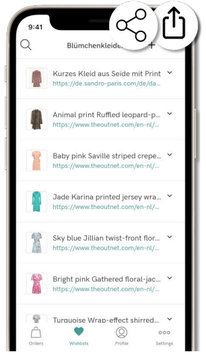
WISHLIST



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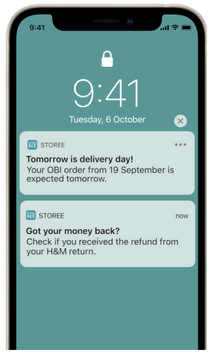
NOTIFICATIONS



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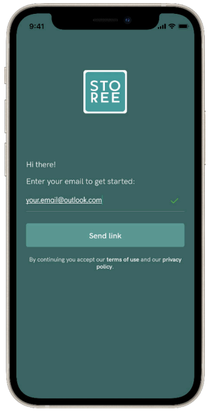
SIGN UP FLOW

INSERT EMAIL



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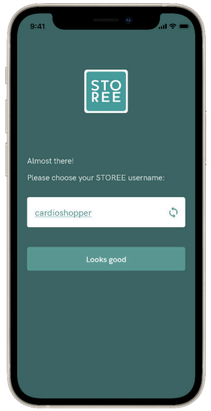
PICK NICKNAME



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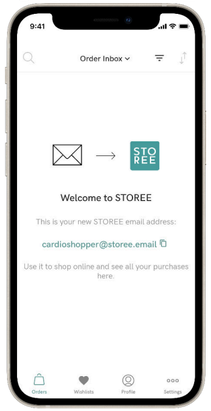
STOREE EMAIL



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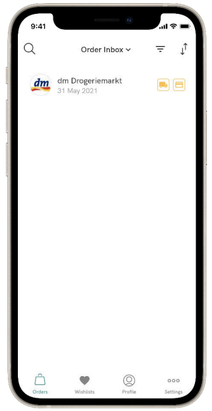
1ST ORDER IN APP!



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FOUNDERS

PHIL

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YI-CHIN

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NEMANJA

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BARBARA

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LTR: P/Y/B/N

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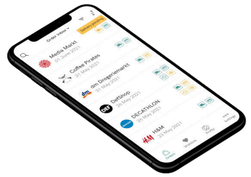
SPLASH

SPLASH 1



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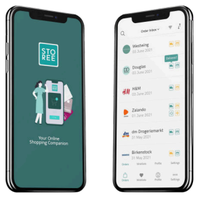
SPLASH 2



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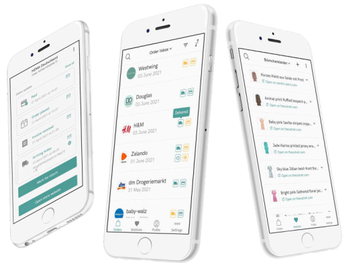
SPLASH 3



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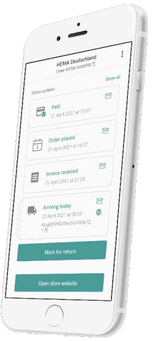
SPLASH 4

DOWNLOAD

SPLASH 5



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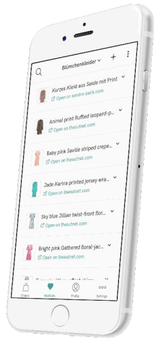
SPLASH 6



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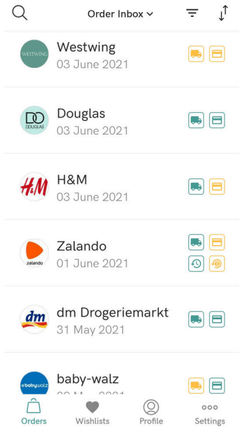
Images

SCREENSHOTS WITHOUT FRAMES

ORDER INBOX 1



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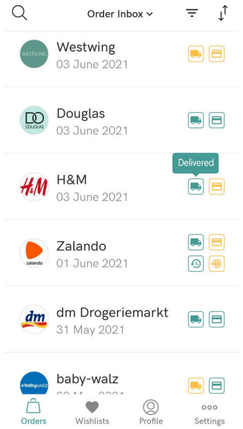
ORDER INBOX 1 WITH EVENT



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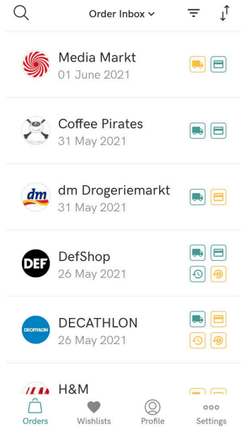
ORDER INBOX 2



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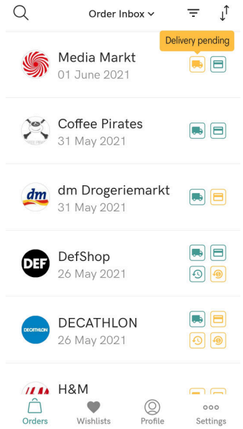
ORDER INBOX 2 WITH EVENT



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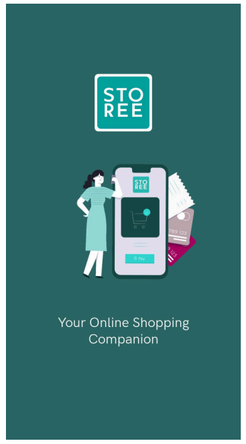
SPLASH SCREEN



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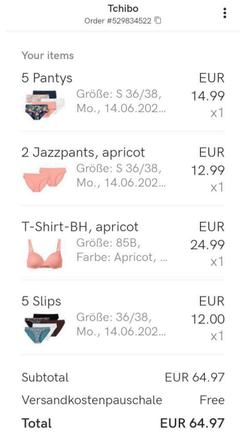
ORDER DETAILS



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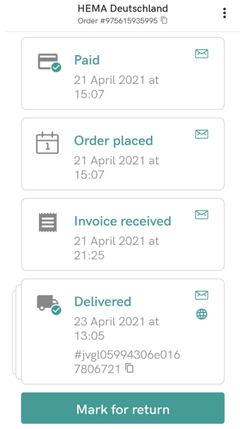
ORDER EVENTS



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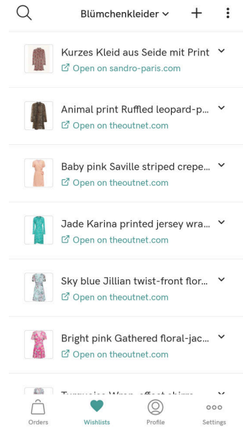
WISHLIST



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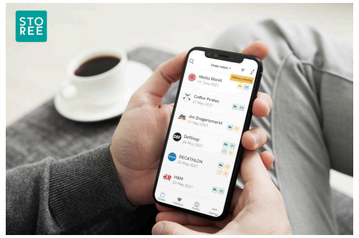
DOWNLOAD ALL IMAGES

Lifestyle Images

STOREE IN USE

STOREE & COFFEE 1



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STOREE & COFFEE 2

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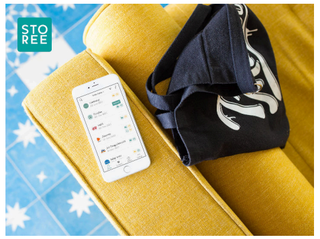
STOREE & COFFEE 3

DOWNLOAD

STOREE & CHILL 1



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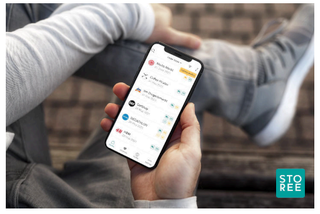
STOREE & CHILL 2

DOWNLOAD

STOREE & CHILL 3

DOWNLOAD

STOREE & CHILL 4



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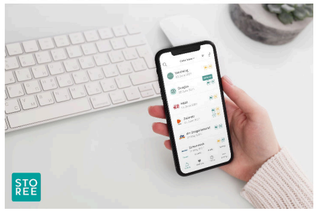
STOREE & LAPTOP 1

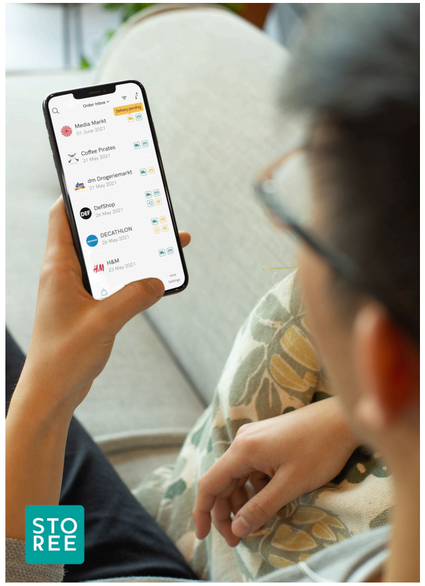
DOWNLOAD

STOREE & LAPTOP 2



DOWNLOAD

STOREE & CHILL 5



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STOREE & LAPTOP 3

DOWNLOAD

DOWNLOAD ALL IMAGES