

TREFFA

Shopping made effortless

ACAD 182 Case Studies in Innovation



PLEASE JOIN US FOR
THE WEDDING OF

OLIVIA
AND
ETHAN

MAY FIRST
at five o'clock in the afternoon

BEL-AIR BAY CLUB





- Under \$200
- Red
- Floral
- Long
- Open back



Refine results

Department

- Women's
- Girls'

Style

- Formal
- Casual
- Workwear

Length

- Midi
- Maxi
- Mini

Color

Sleeve Style

Size Type

Price

Sort by

Neckline

Silhouette

Shoulder Style

Stores

Embellishment Style

Features

Material

Women's Size

Sleeve Type

Formal Occasion

Sponsored



Red Floral Velvet Tiered

\$59.00 \$98

Lulus

Free by ...

Regular · Print · Velv...



Women's Holiday

\$17.67

Shein

Get it by...

Regular · Print



Chiffon Halter Neck Low

\$17.59

Shein

Get it by...

Regular · Print ...



Floral Print Sleeveless

\$42.15

Shein

Free by ...

Regular · Print



Red Burnout Floral Tie

\$79.00

Lulus

Free by ...

Regular · Tulle,...



Summer Beach

\$15.11

Shein

Get it by...

Regular · Print



Red Floral

Shein

Get it by...

Regular · Print



Red Floral

Shein

Get it by...

Regular · Print

Places



TheDressOutlet

3.9 (399) · Dress store
1220 Maple Ave #1205 · (213) 642-1003

Open · Closes 4:30 PM

"By the way my reception wedding dress was under \$200 and it is GORGEOUS!"



Trendy Too: Bridesmaid & Prom Dresses

3.5 (125) · Women's clothing store
948 Santee St · (213) 489-1492

Open · Closes 5:30 PM

"Everyone was in love 🥰 Quality and prices can't be beat."



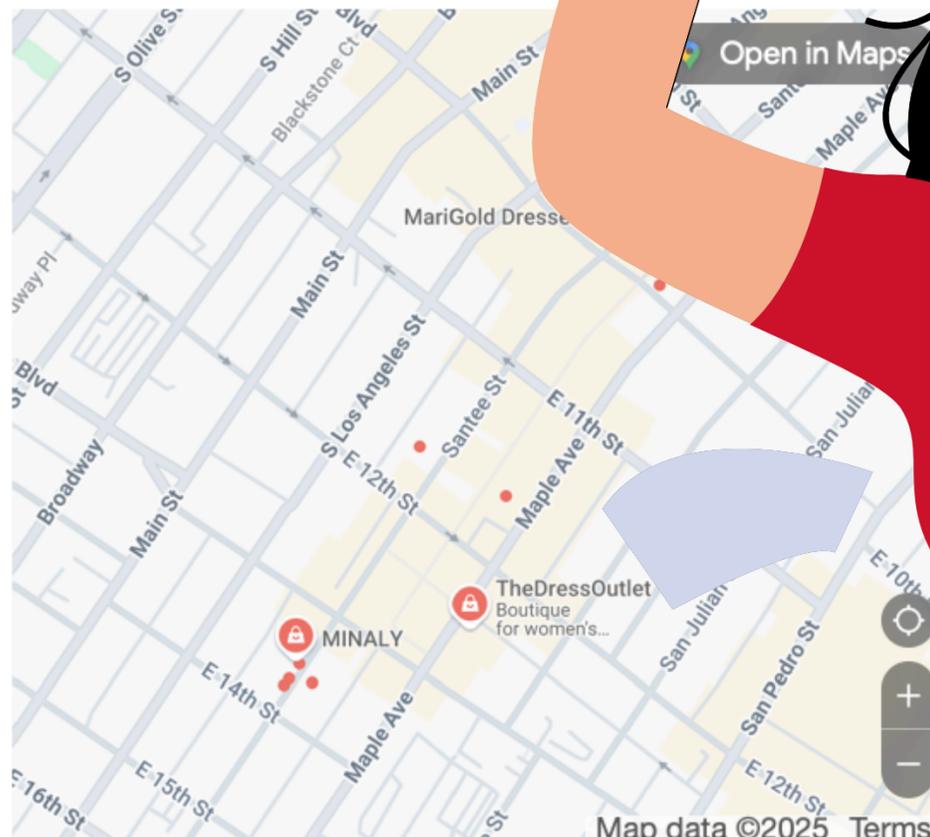
MariGold Dresses

2.6 (27) · Women's clothing store
959 Santee St · (213) 265-7855

Open · Closes 6 PM

"The quality of this dress is amazing and the price was very much worth it."

More places →



More ideas



Red Garden Lenzing FARM Rio



TREFFA

Shopping made effortless.



70k

Users

280k

Followers of
Treffa content

400M

Views across social
media with
\$0 spent



“Trying to find a floor-length red floral dress for a wedding – open back, under \$200, and not stiff or formal. Something I’ll feel comfortable dancing in and don’t have to get tailored.”

Found you some dresses you may love!



these heels would go so well with that dress!



This red purse is only \$20 and matches all of the dresses!



What are you looking for today?

What are you looking for today?

Be as vague or specific as you want....

Be as vague or specific as you want....

Recently Viewed

"Casual brown leather purse"



"Chunky silver jewelry"



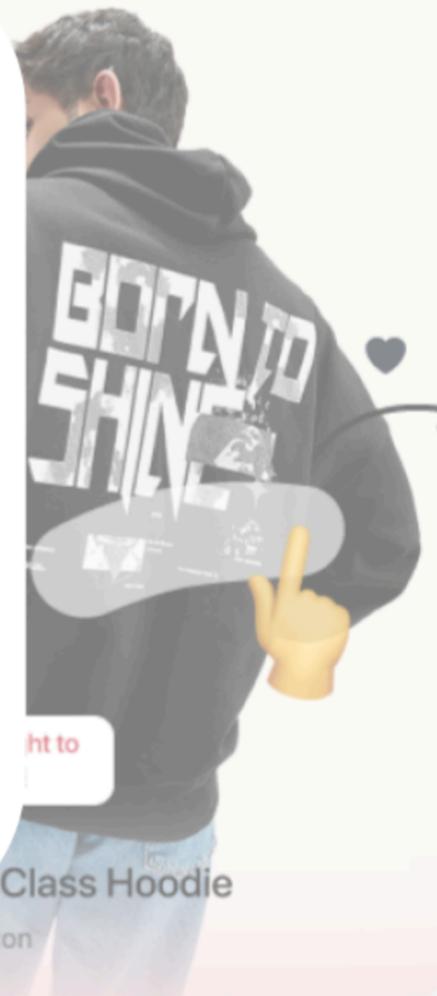
7:17



An SEP hoodie



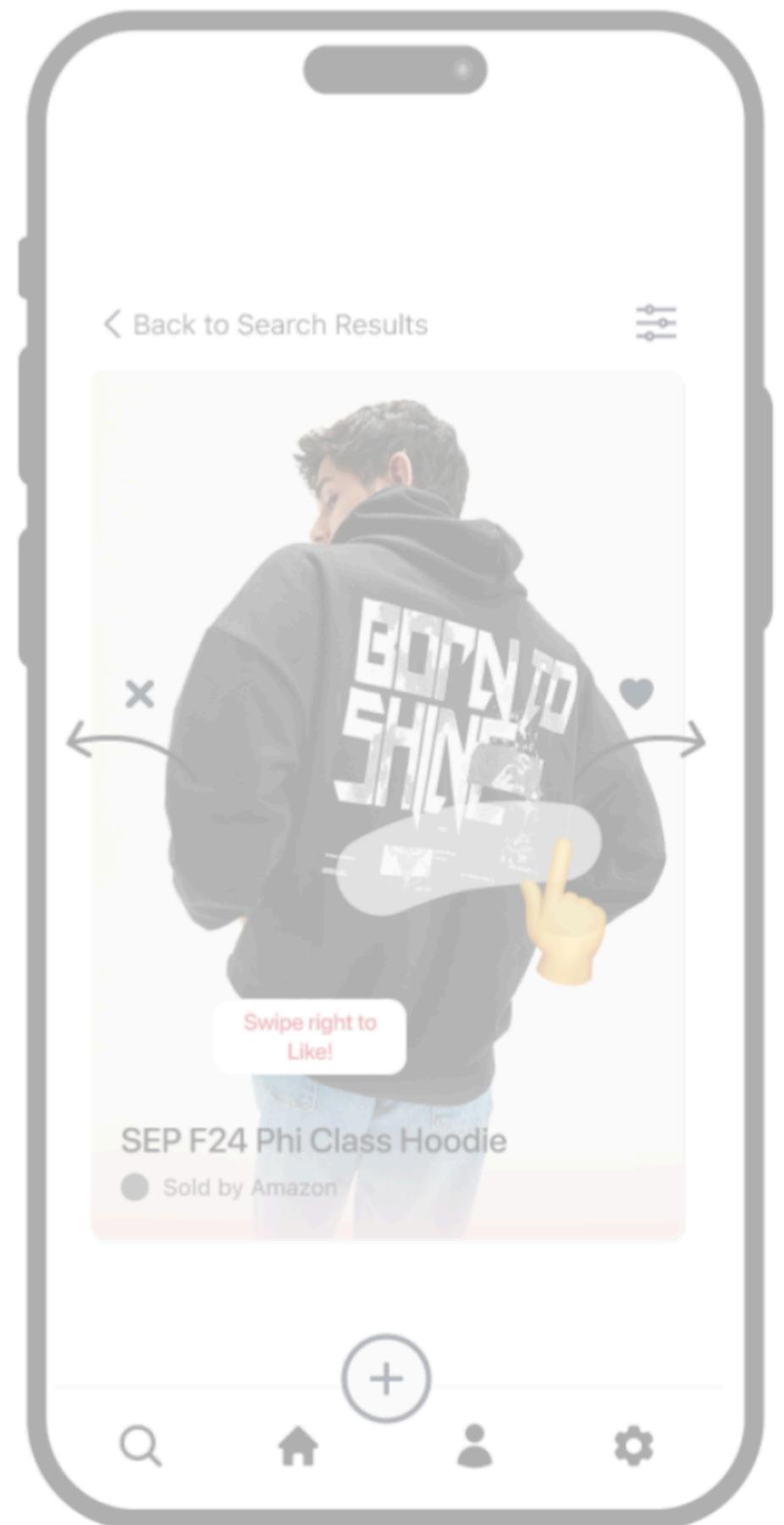
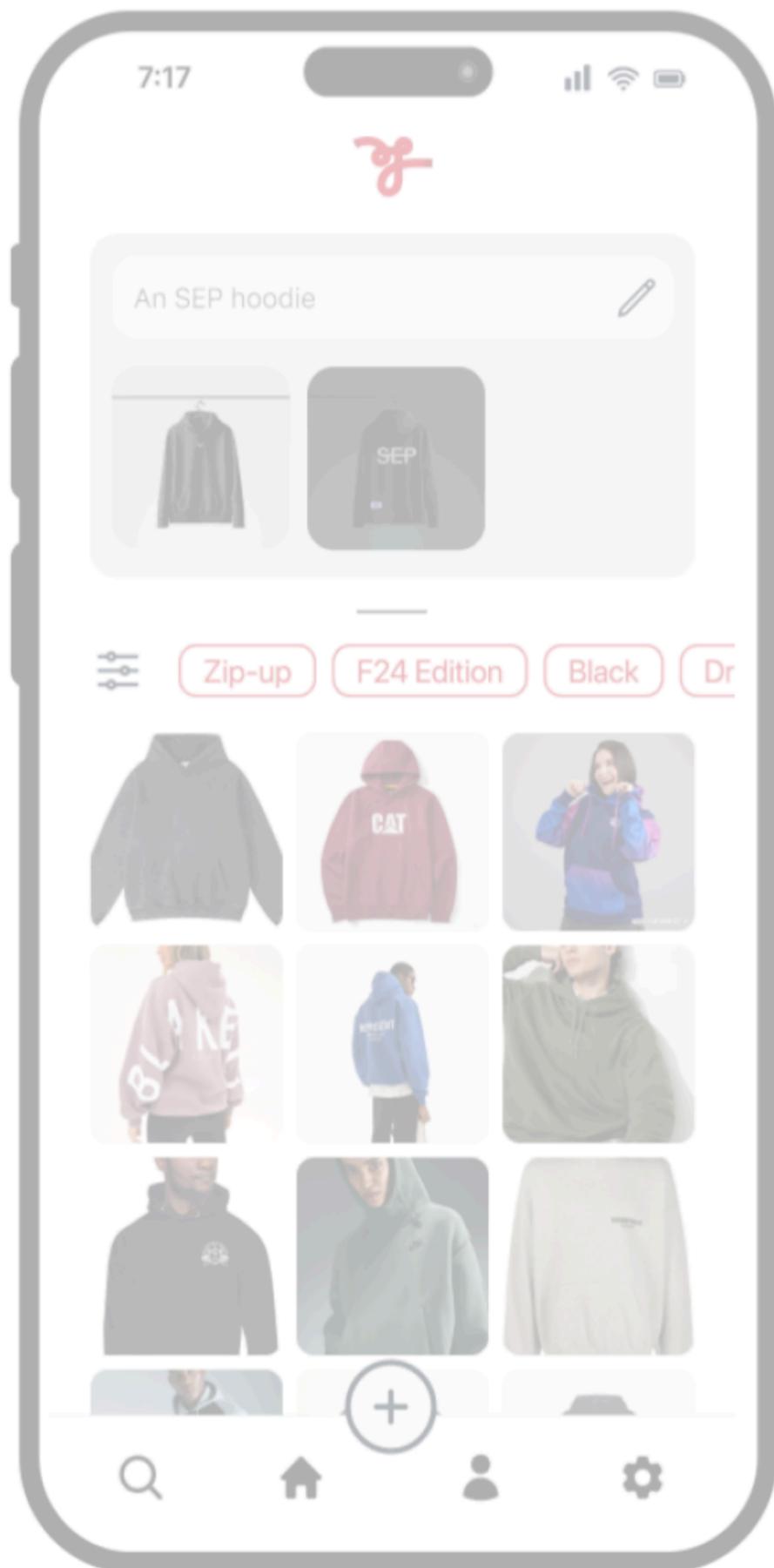
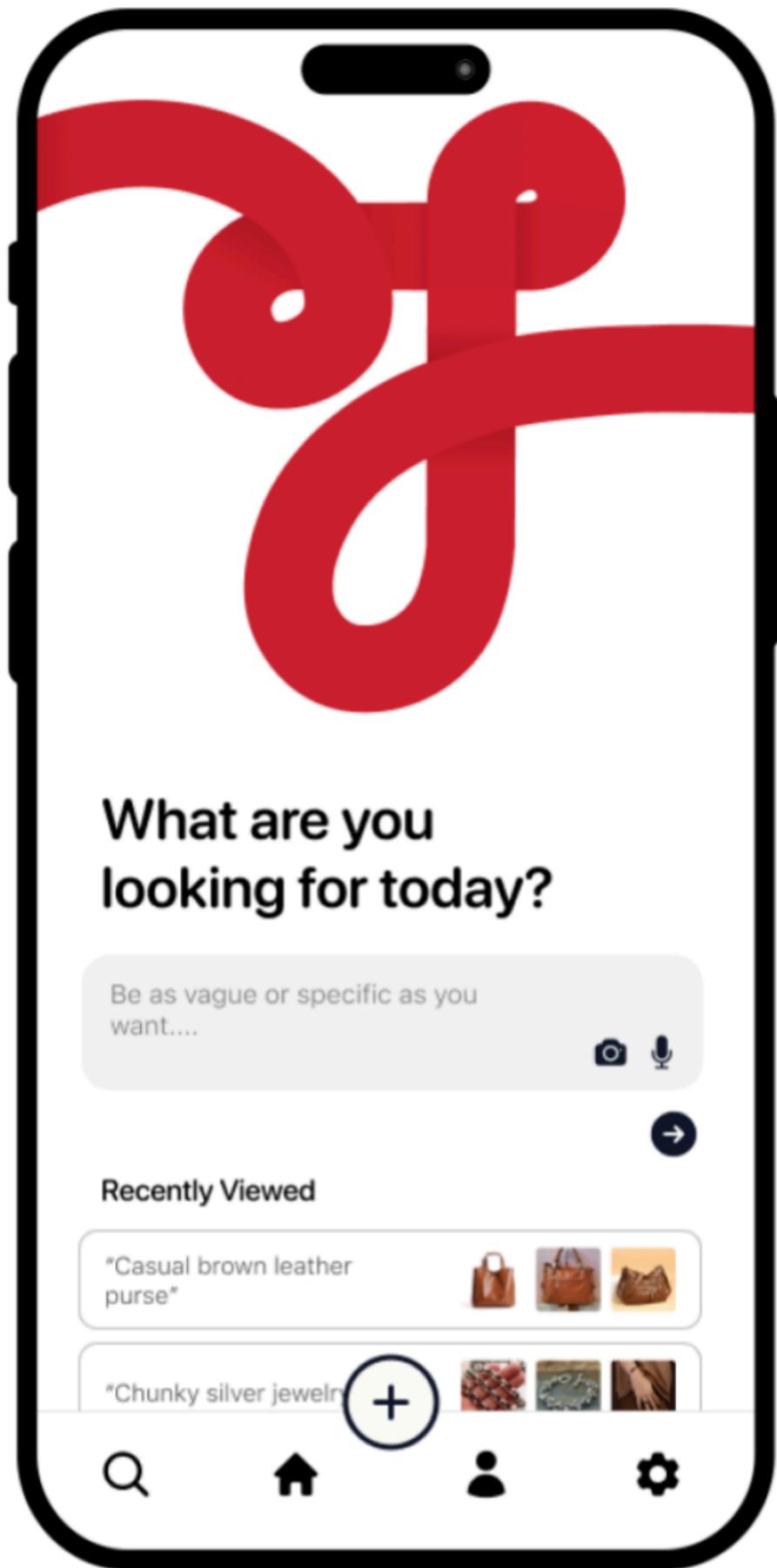
< Back to Search Results

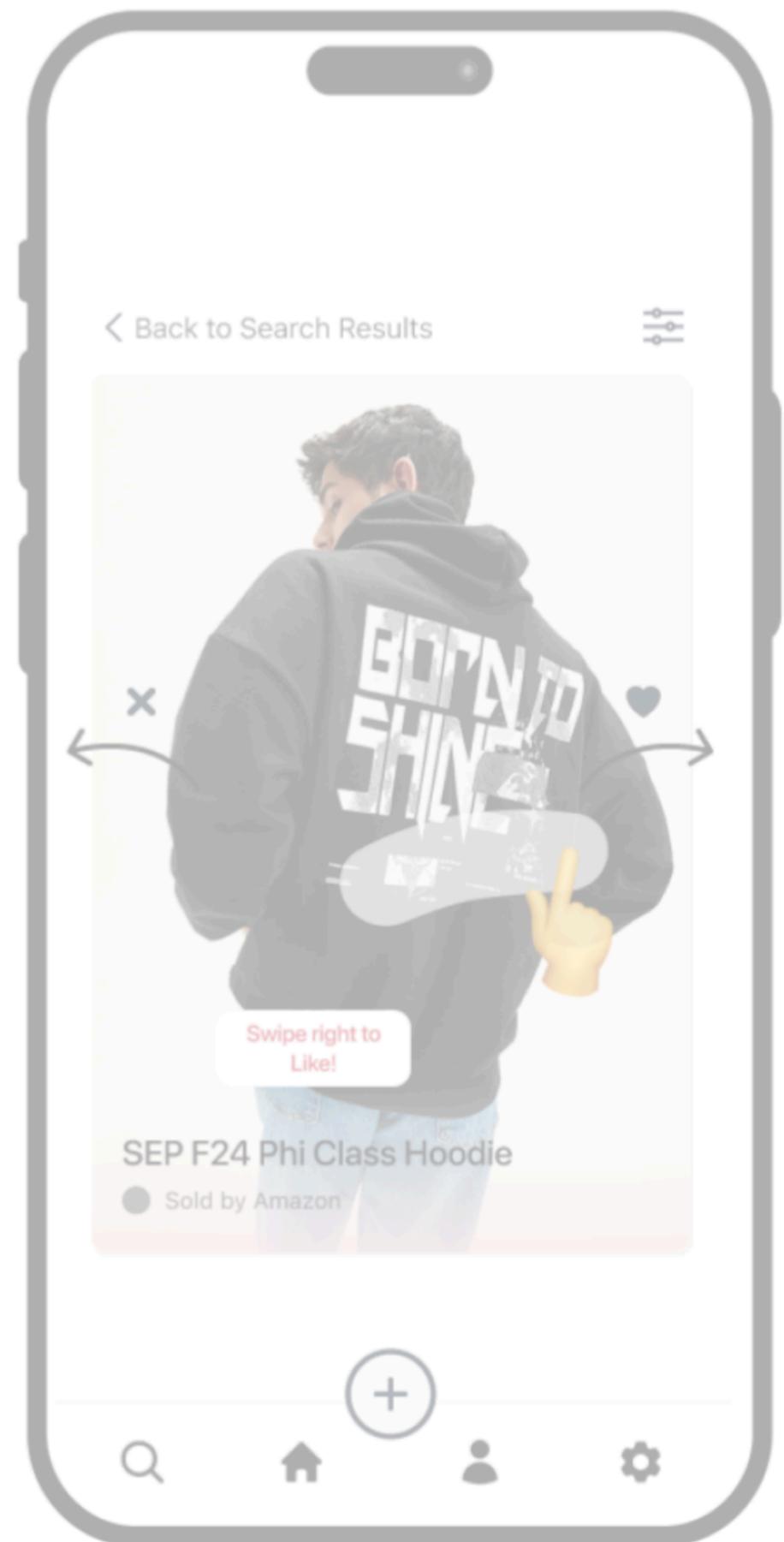
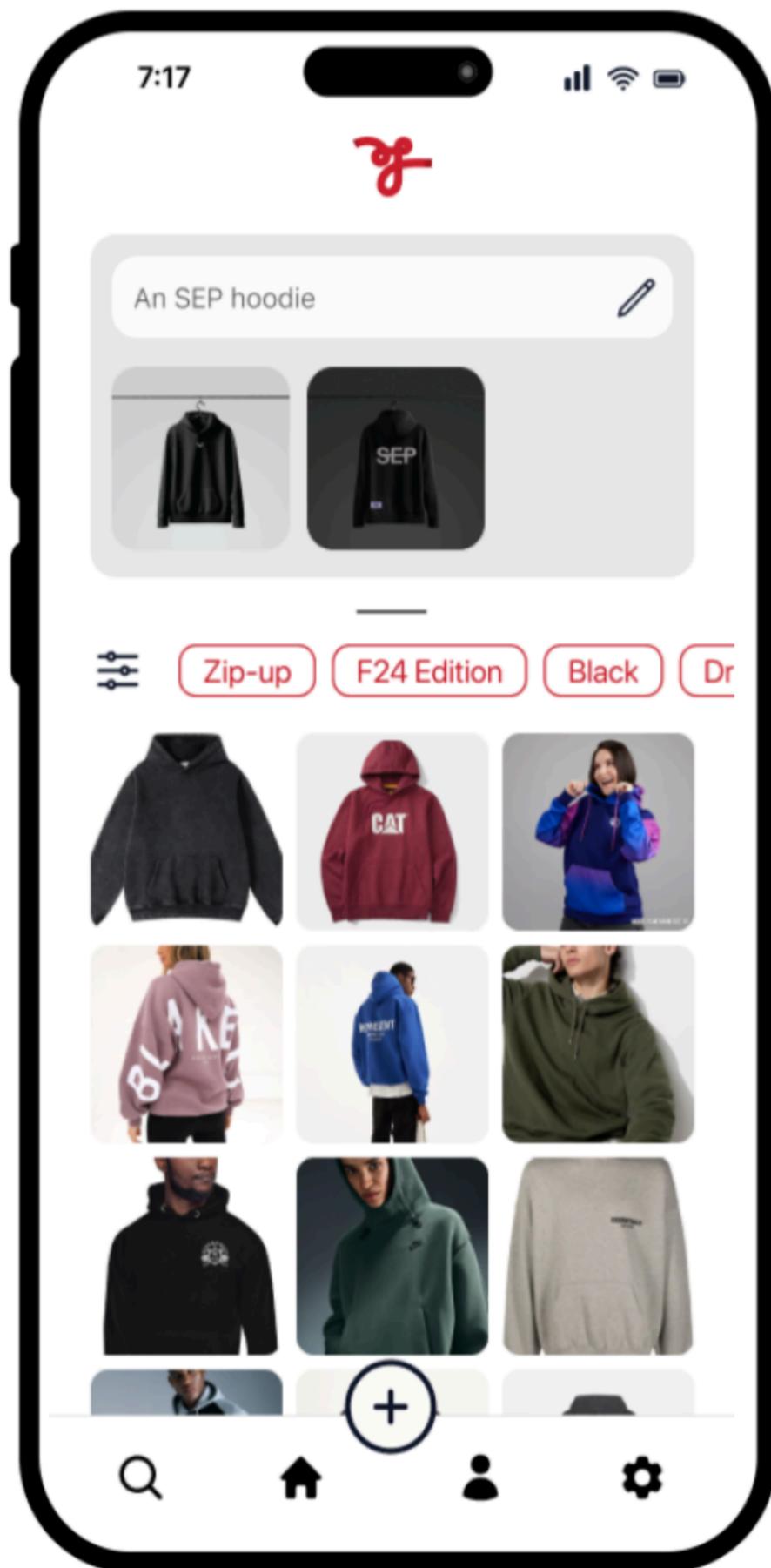
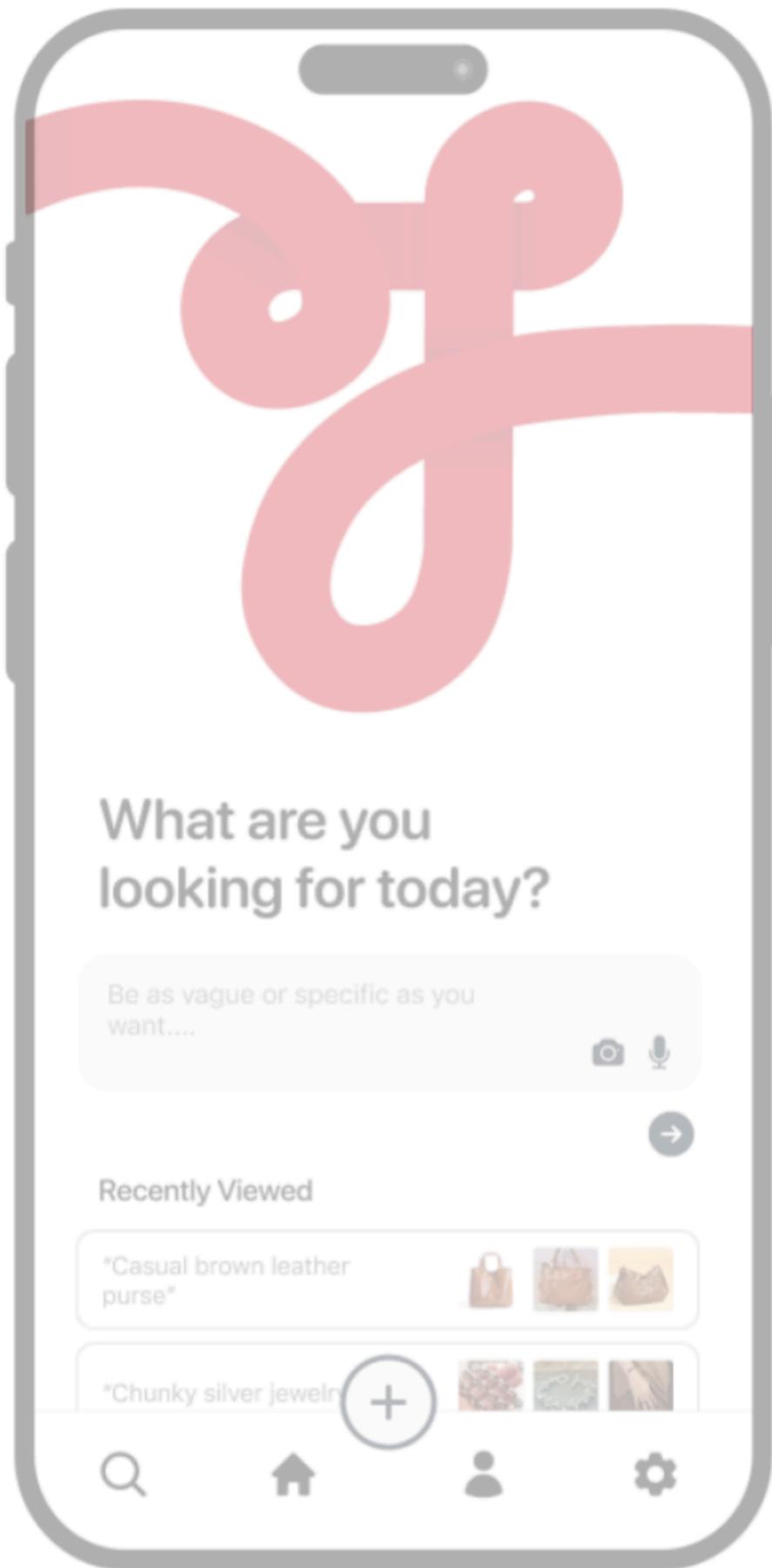


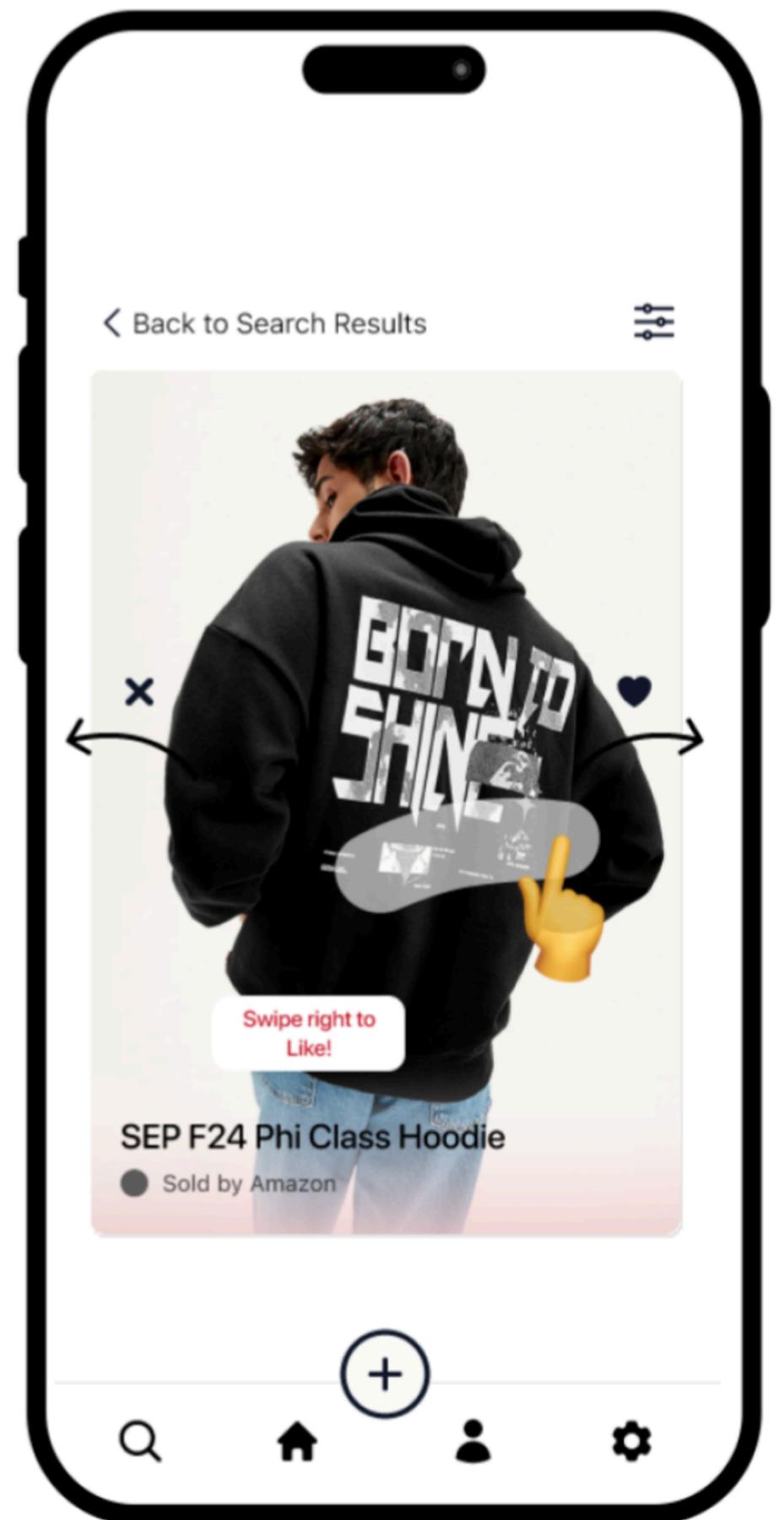
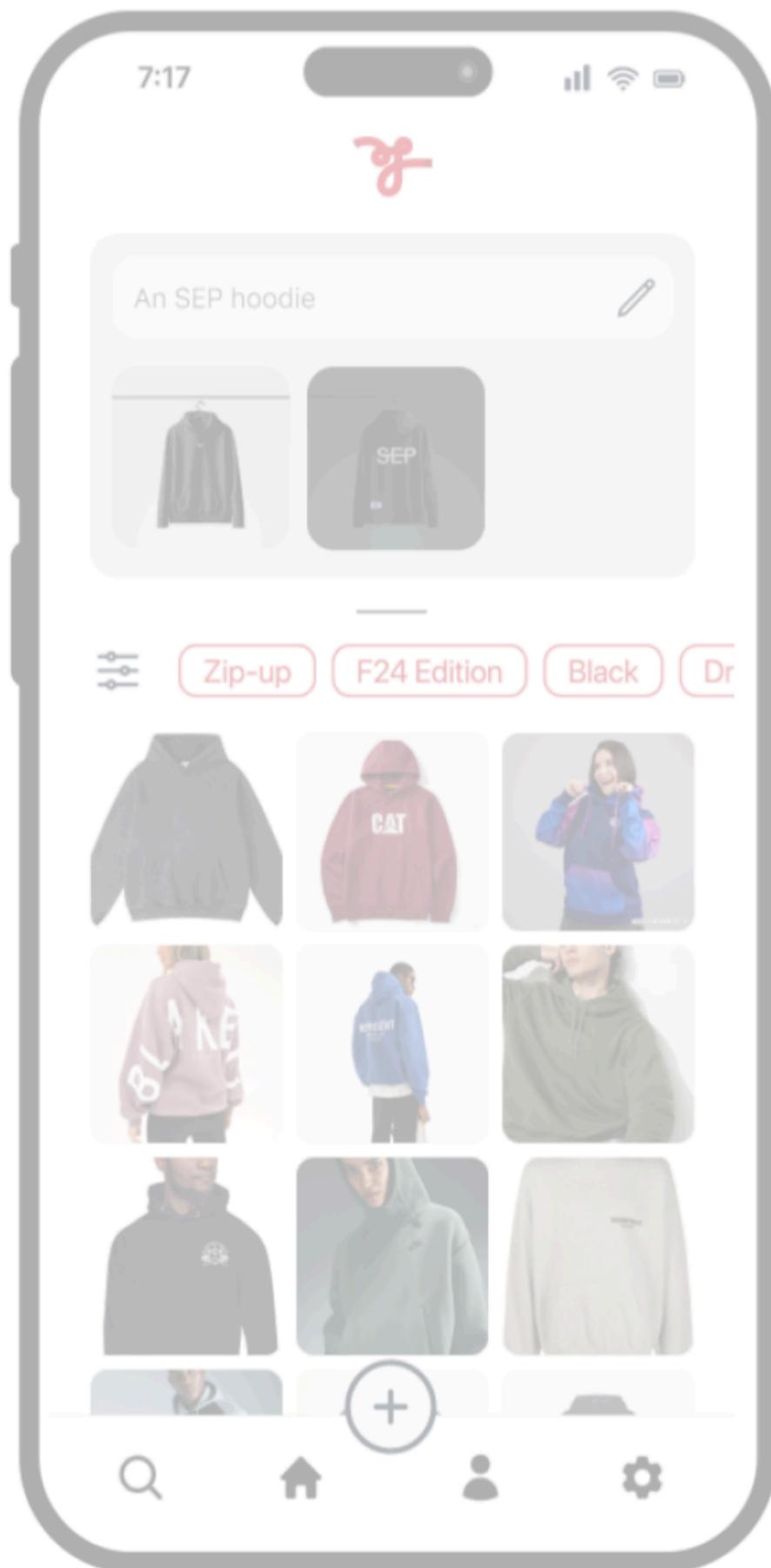
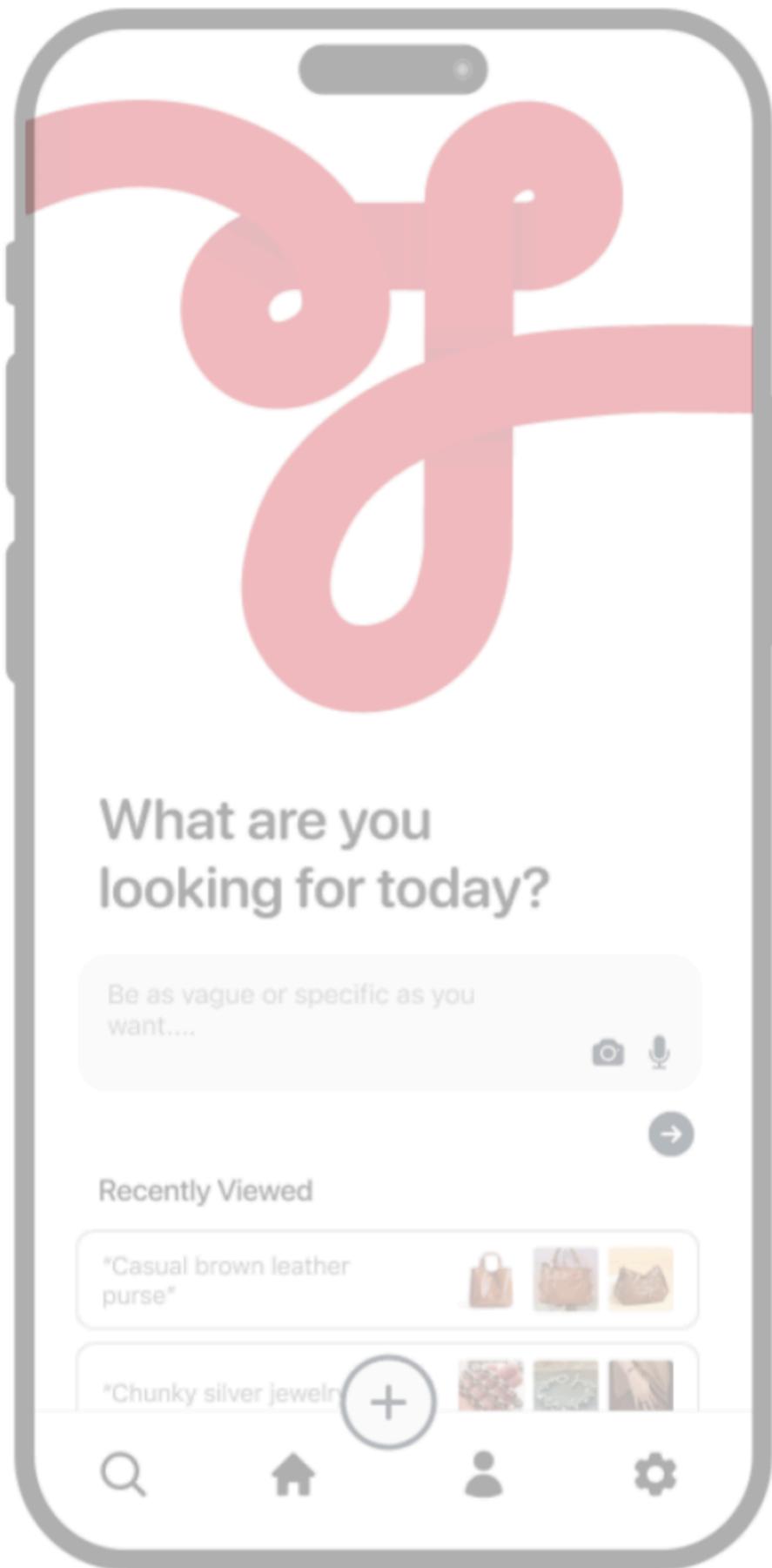
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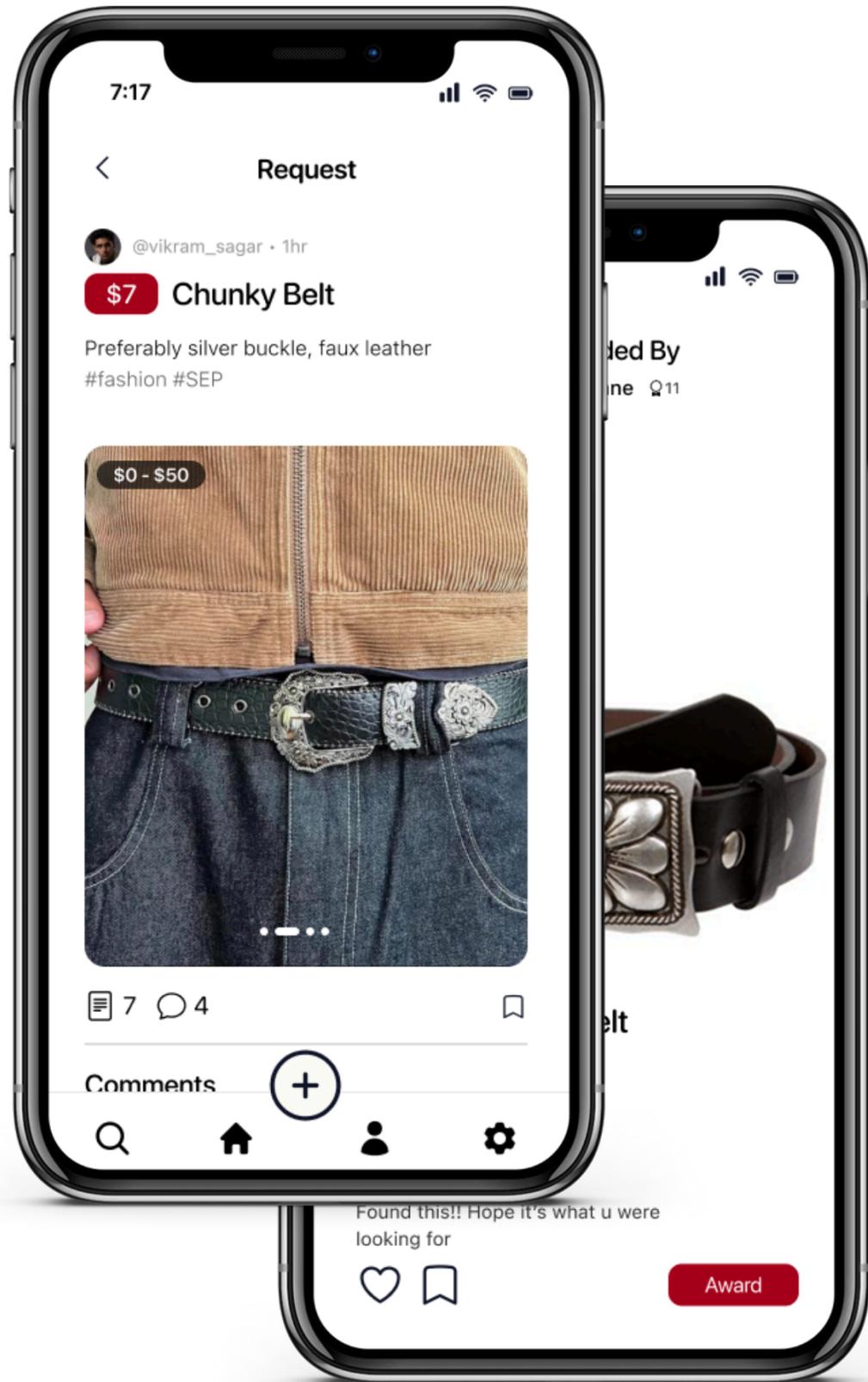
Class Hoodie

Sold by Amazon









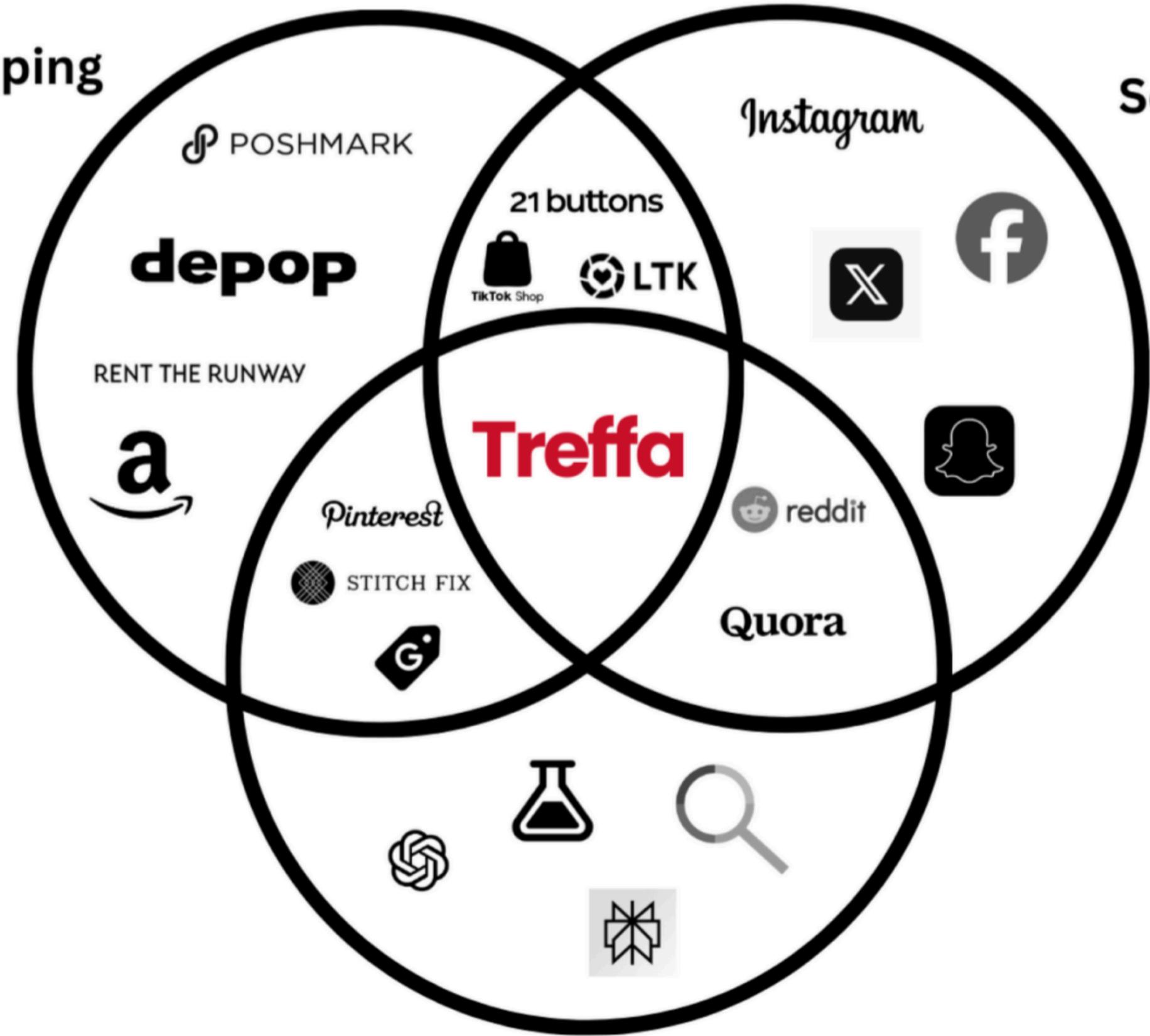
Global community of shoppers





Shopping

Social Media



Semantic Search

Commissions

15%

Commission on each
request made

Affiliate
Marketing

2-10%

Commission on items
purchased using
affiliate links from
recommendations

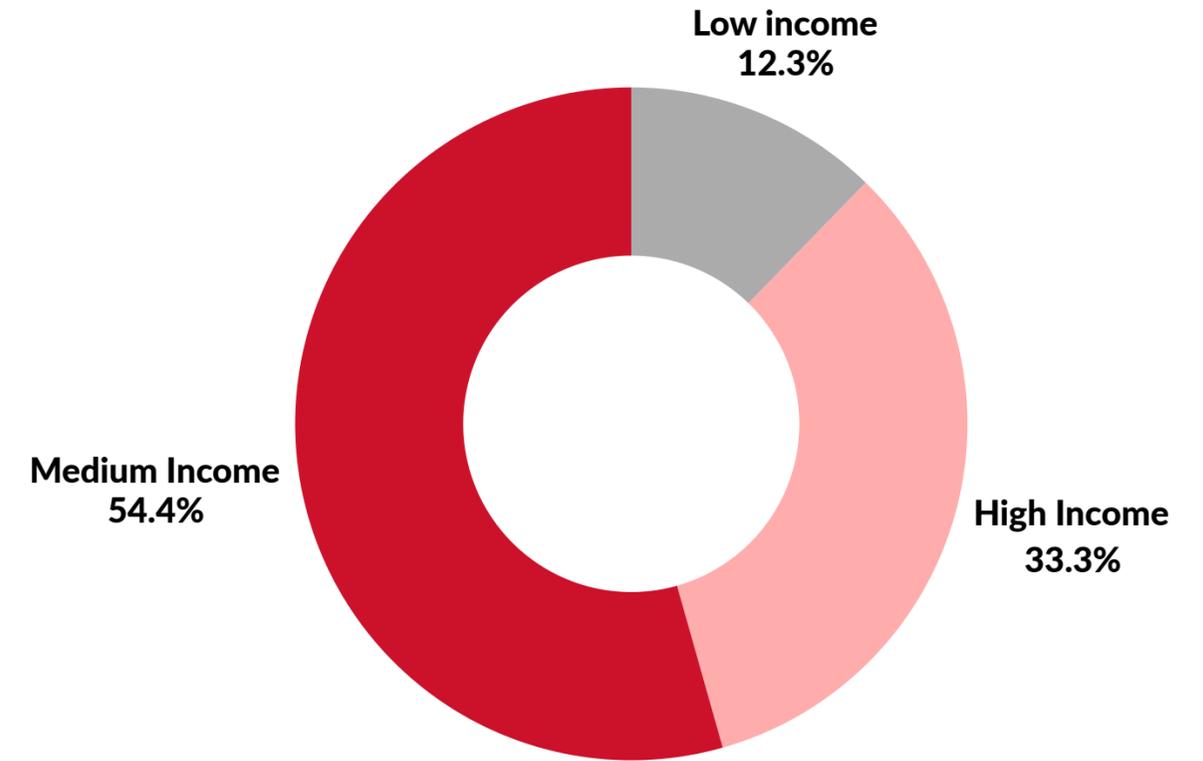
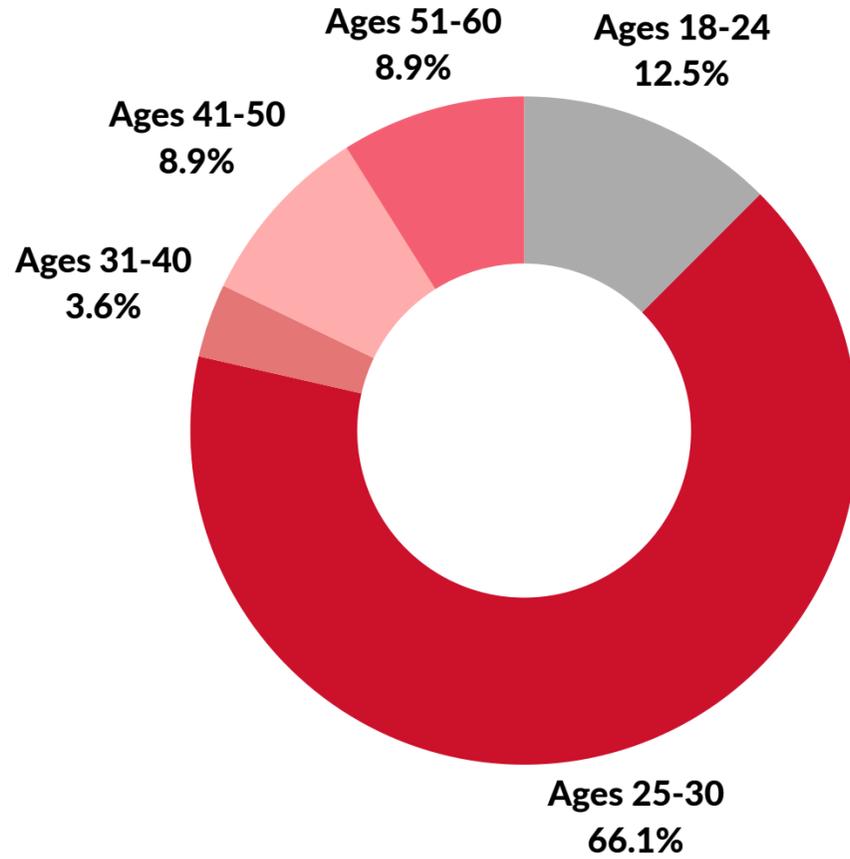
Product
Ads

\$12

Per 1,000 views

Consumer Data

Interview Data



Findings

The three key things we discovered

Luxury Market

Potential to target wealthy women (50–60), but requires a risky product overhaul.

East Asia Marketability

Strong demand in MENA & East Asia; lower risk, high return opportunity.

Target Age Group

Best fit: financially independent women with high spending power. Ages 25–35

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TOP QUALITATIVE VALIDATION SIGNS

01

They struggle to discover new brands and products when shopping online

02

They like to follow trends and know what their friends are purchasing

03

They feel comfortable with spending money shopping online



Home

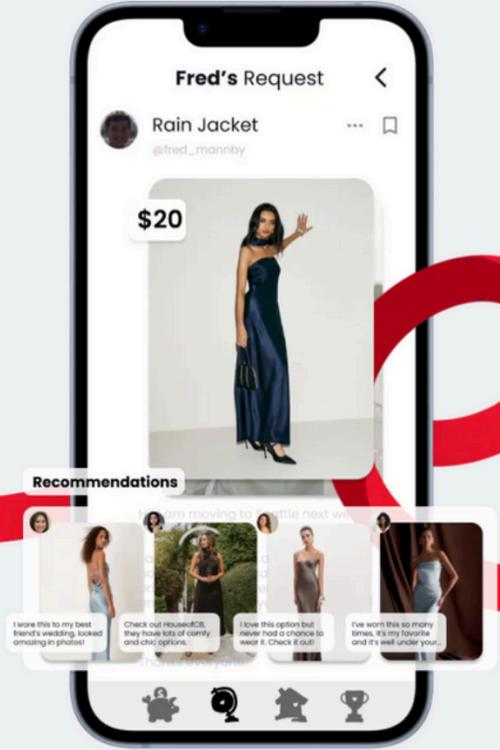
Style Blog

Guidelines

FAQ

Give & receive shopping advice

Get personal recommendations from people who live this stuff



Your perfect products.

1

Make personalized shopping requests

2

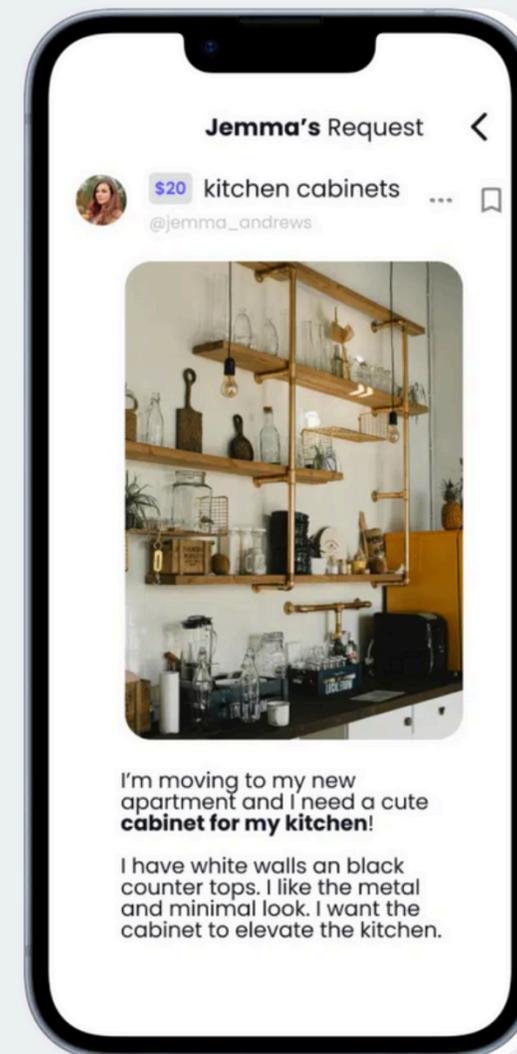
Receive shopping recommendations

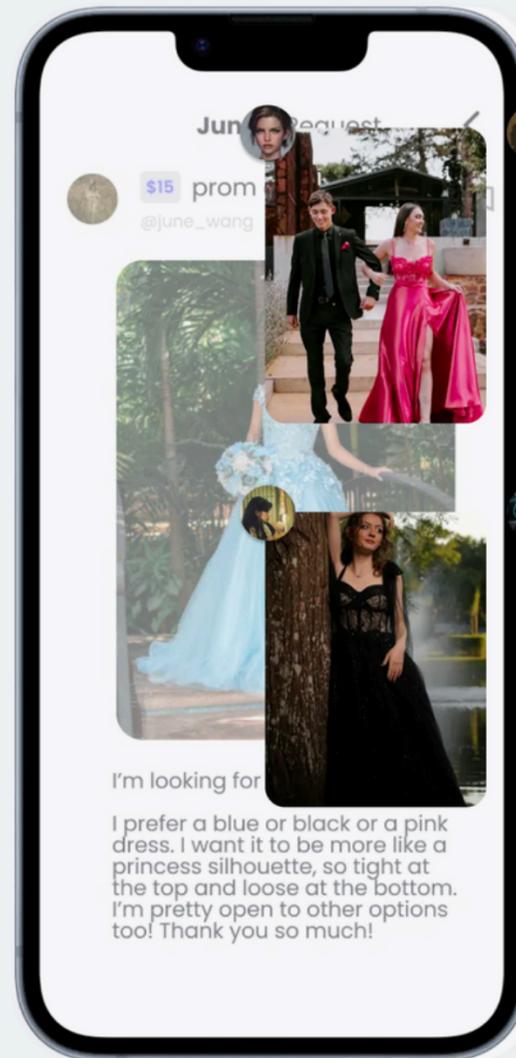
3

Make money helping others

Make a Request

Any question, any niche: make a request on Treffa describing what it is you want to buy. A prom dress, a mountain bike, skin care, a rug... Treffa is here for it all.





Receive Recommendations

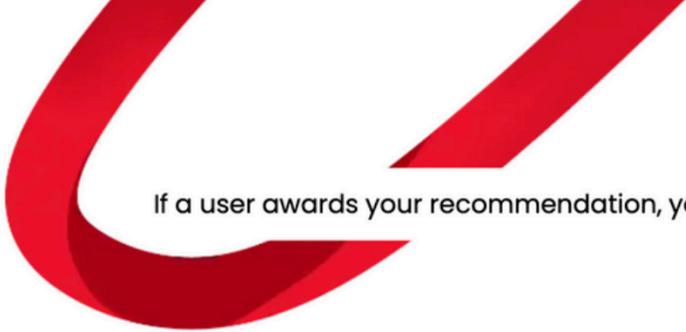
The global community of Treffa is now your personal stylist. Hear from those who have the experience and passion to help you find your perfect product. Then, pick what you like and what you don't!

WIN-WIN

**Make Money Helping
Others Shop**

If a user awards your recommendation, you make money!





If a user awards your recommendation, you make money!

Join the global community of Treffa users

Newly launched, the Treffa community is growing fast and strong. Shop, explore, help others, make money... Treffa is shopping re-imagined. We are so excited for you to join us.



[Terms](#) [Support](#) [Privacy](#)



Millennial Women Searching for Wedding Guest Dresses

Age: 22-35

Gender: Female

Interests:

- Online shopping
- Luxury goods
- Fashion
- Social Media

Needs:

- Wedding guest dresses for wedding attendance

Audience Name

Treffa | Millennial Women Searching for Wedding Guest Dresses | W | 22-35

Estimated audience size

10,200,000 - 12,100,000

Type

Saved audience

Created

4/14/25, 11:28 PM

Last Updated

4/15/25, 10:17 PM

Suggestions

Age:

22 - 35

Gender:

Female

People who match:

Interests: Bridesmaid, Engagement, Wedding invitation, Weddings or Marriage proposal, Life event: Newly-engaged (6 months)

And must also match:

Interests: Online shopping, Behaviors: Engaged Shoppers

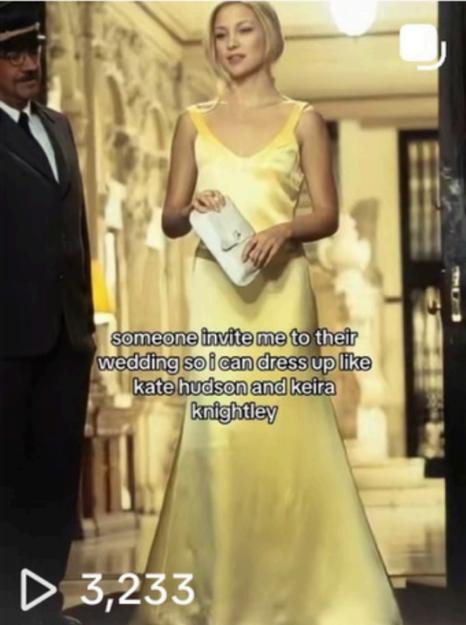
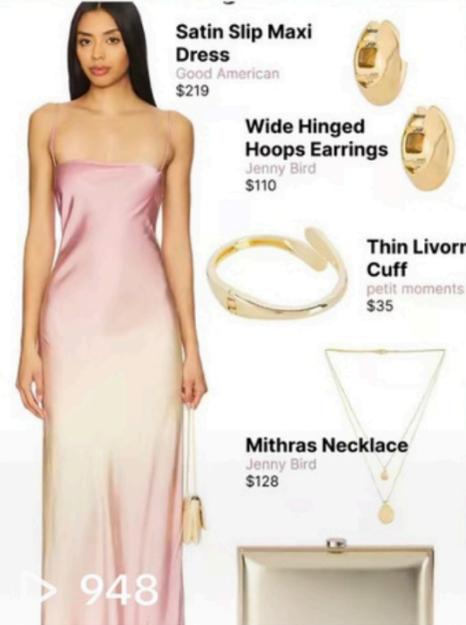
And must also match:

Interests: Luxury goods, Income: Household income: top 10%-25% of ZIP codes (US)

40k+ Views

8,676 Likes

121 Followers



Traction Goals- Wedding Guest Dress Demographic



500

Landing Page
Visits

1k

Followers of
content

100k

Views across social
media with
\$0 spent

A woman in a blue dress is shown from the back, looking over her shoulder. To her right is a bottle of Treffa Air Brush Flawless Setting Spray. In the foreground, there is a red compact and a silver ring. The background is a soft, white, cloud-like texture.

Best dress
WEDDING GUEST

USING **Treffa**

find your dream wedding guest dress using

Treffa

I'm going to a wedding
in a month...

so i asked Treffa for some
yellow bridesmaids dresses

yellow bridesmaid dresses
👉👉👉

Four women in yellow bridesmaid dresses are posing outdoors on a paved path. They are all smiling and have their arms raised in the air. The background shows a green lawn and trees under a blue sky with light clouds.

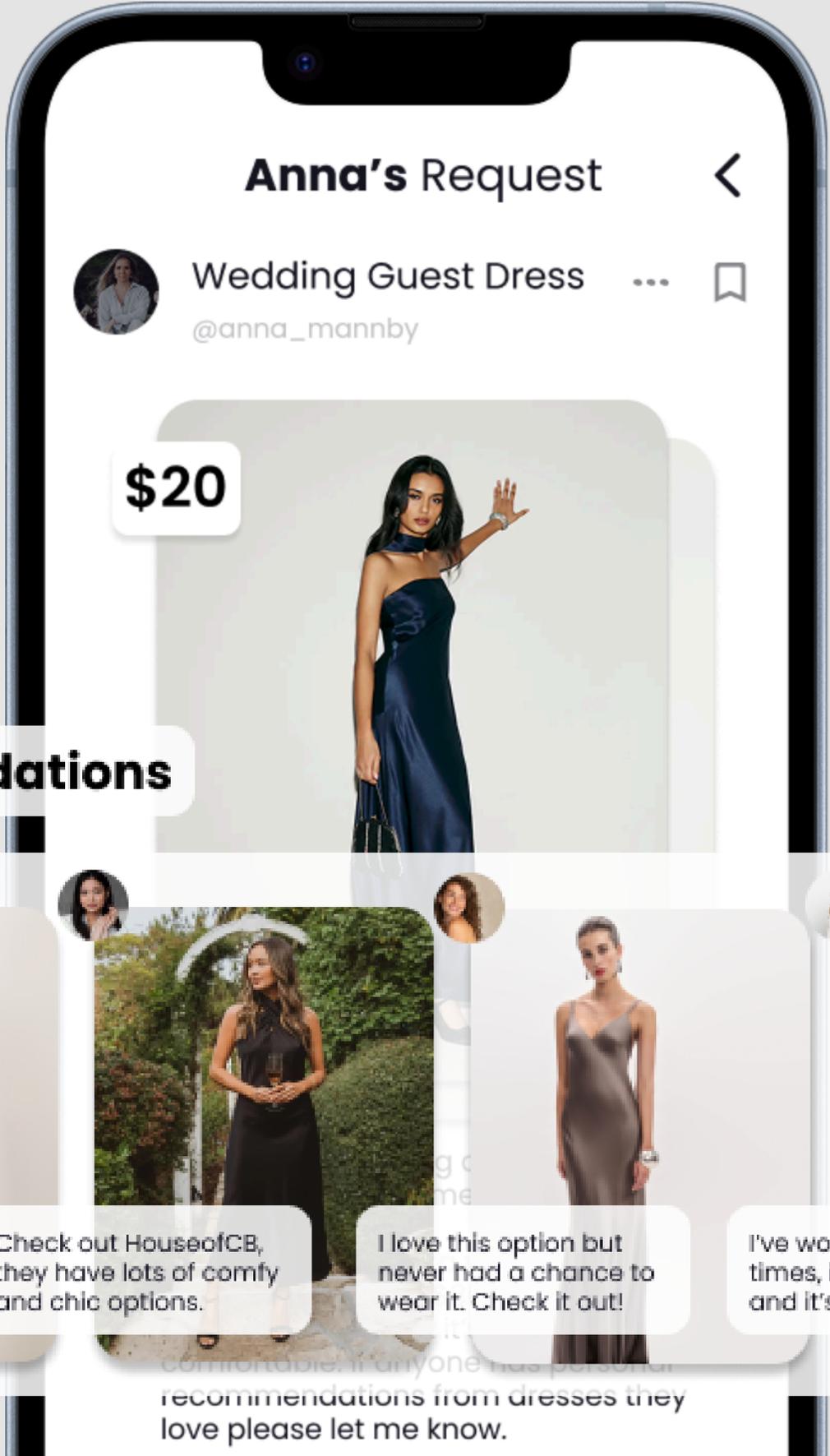
Current Ad Metrics

Price	Ad \$	CPM	Imps	Clicks	LCR	Leads	CPL	RSVS	R-CR	CPR
\$16.00	\$73.26	16.59	4,417	359	35.93%	129	\$0.57	76	58.91%	\$0.96

eREV	eROAS	Validation
\$1,216	1660.16%	GO

Guerilla Financial Pro Forma													
	Jun , 25	Jul , 25	Aug , 25	Sep , 25	Oct , 25	Nov , 25	Dec , 25	Jan , 26	Feb , 26	Mar , 26	Apr , 26	May , 26	FY26
Revenue													
Affiliate Commissions	\$12,600.00	\$16,800.00	\$25,200.00	\$37,800.00	\$54,600.00	\$75,600.00	\$100,800.00	\$134,400.00	\$178,500.00	\$210,000.00	\$262,500.00	\$315,000.00	\$1,423,800.00
Bounty Marketplace Fee	\$9,000.00	\$12,000.00	\$18,000.00	\$27,000.00	\$39,000.00	\$54,000.00	\$72,000.00	\$96,000.00	\$127,500.00	\$150,000.00	\$187,500.00	\$225,000.00	\$1,017,000.00
Sponsored Listings / Brand Promotions	\$7,200.00	\$9,600.00	\$14,400.00	\$21,600.00	\$31,200.00	\$43,200.00	\$57,600.00	\$76,800.00	\$102,000.00	\$120,000.00	\$150,000.00	\$180,000.00	\$813,600.00
Total Revenue	\$28,800.00	\$38,400.00	\$57,600.00	\$86,400.00	\$124,800.00	\$172,800.00	\$230,400.00	\$307,200.00	\$408,000.00	\$480,000.00	\$600,000.00	\$720,000.00	\$3,254,400.00
Expenses (Cost of Goods Sold)													
Bounty Payouts (90% Bounty Marketplace)	\$8,100.00	\$10,800.00	\$16,200.00	\$24,300.00	\$35,100.00	\$48,600.00	\$64,800.00	\$86,400.00	\$114,750.00	\$135,000.00	\$168,750.00	\$202,500.00	\$915,300.00
AI & Cloud Infrastructure (Per Match)	\$1,500.00	\$2,000.00	\$3,000.00	\$4,500.00	\$6,500.00	\$9,000.00	\$12,000.00	\$16,000.00	\$21,250.00	\$25,000.00	\$31,250.00	\$37,500.00	\$169,500.00
Dispute Resolution/Refund Buffer	\$243.00	\$324.00	\$486.00	\$729.00	\$1,053.00	\$1,458.00	\$1,944.00	\$2,592.00	\$3,442.50	\$4,050.00	\$5,062.50	\$6,075.00	\$27,459.00
Total Expenses	\$9,843.00	\$13,124.00	\$19,686.00	\$29,529.00	\$42,653.00	\$59,058.00	\$78,744.00	\$104,992.00	\$139,442.50	\$164,050.00	\$205,062.50	\$246,075.00	\$1,112,259.00
SG&A (Indirect Costs)													
Validation ProForma													
CAC (Customer Acquisition Cost)	\$0.49	\$0.48	\$0.47	\$0.46	\$0.45	\$0.44	\$0.44	\$0.44	\$0.44	\$0.44	\$0.44	\$0.44	\$0.44
CAC w/ Organic Lift	\$0.44	\$0.43	\$0.42	\$0.41	\$0.39	\$0.39	\$0.38	\$0.38	\$0.37	\$0.36	\$0.36	\$0.36	\$0.36
Total Cost of Marketing	\$4,444.44	\$8,599.03	\$16,643.03	\$24,444.44	\$31,564.63	\$38,666.67	\$45,866.67	\$60,444.44	\$77,466.67	\$53,333.33	\$88,888.89	\$88,888.89	\$539,251.13
Personnel & Talent													
Founders' salary	-	-	-	-	-	-	-	-	-	-	-	-	-
Developers (frontend, backend, AI/ML)	\$2,400.00	\$2,600.00	\$2,600.00	\$2,000.00	\$1,800.00	\$1,600.00	\$1,600.00	\$1,800.00	\$2,000.00	\$2,400.00	\$2,600.00	\$2,600.00	\$26,000.00
Product designers & brand/UX	\$1,200.00	\$1,300.00	\$1,300.00	\$1,000.00	\$900.00	\$800.00	\$800.00	\$900.00	\$1,000.00	\$1,200.00	\$1,300.00	\$1,300.00	\$13,000.00
Community manager & customer success	\$1,440.00	\$1,560.00	\$1,560.00	\$1,200.00	\$1,080.00	\$960.00	\$960.00	\$1,080.00	\$1,200.00	\$1,440.00	\$1,560.00	\$1,560.00	\$15,600.00
Finance/legal/admin support	\$960.00	\$1,040.00	\$1,040.00	\$800.00	\$720.00	\$640.00	\$640.00	\$720.00	\$800.00	\$960.00	\$1,040.00	\$1,040.00	\$10,400.00
Operations													
Company admin (incorporation, compliance)	\$360.00	\$390.00	\$390.00	\$300.00	\$270.00	\$240.00	\$240.00	\$270.00	\$300.00	\$360.00	\$390.00	\$390.00	\$3,900.00
Office tools, licenses, VPNs	\$240.00	\$260.00	\$260.00	\$200.00	\$180.00	\$160.00	\$160.00	\$180.00	\$200.00	\$240.00	\$260.00	\$260.00	\$2,600.00
Outsourced or part-time support team	\$480.00	\$520.00	\$520.00	\$400.00	\$360.00	\$320.00	\$320.00	\$360.00	\$400.00	\$480.00	\$520.00	\$520.00	\$5,200.00
Total SG&A Operating expenses	\$11,524.44	\$16,269.03	\$24,313.03	\$30,344.44	\$36,874.63	\$43,386.67	\$50,586.67	\$65,754.44	\$83,366.67	\$60,413.33	\$96,558.89	\$96,558.89	\$615,951.13
EBITDA													
EBITDA	\$7,432.56	\$9,006.97	\$13,600.97	\$26,526.56	\$45,272.37	\$70,355.33	\$101,069.33	\$136,453.56	\$185,190.83	\$255,536.67	\$298,378.61	\$377,366.11	\$1,526,189.87
EBITDA Margin	25.81%	23.46%	23.61%	30.70%	36.28%	40.71%	43.87%	44.42%	45.39%	53.24%	49.73%	52.41%	46.90%

Validation ProForma													
	Assumptions/Range	Jun , 25	Jul , 25	Aug , 25	Sep , 25	Oct , 25	Nov , 25	Dec , 25	Jan , 26	Feb , 26	Mar , 26	Apr , 26	May , 26
		Paid	Paid	Paid	Organic	Organic	Organic	Organic	Organic	Paid	Paid	Paid	Paid
Ad Metrics													
CPM (Cost per 1000 Impressions)	\$10-\$30	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
CTR (Click Through Rate)	2.5% - 7%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
Landing Page Conversion Rate	10% - 30%	45.00%	46.00%	47.00%	48.00%	49.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%
Lead-to-Customer Conversion	1% - 8%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%
Organic Lift													
Organic Lift	5% - 40%	10.00%	11.00%	12.00%	12.00%	13.00%	13.00%	14.00%	15.00%	17.00%	20.00%	20.00%	20.00%
Derived Metrics													
CPC (Cost Per Click)	CPM / 1000 * CTR	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
CPL (Cost per Lead)	CPC / Landing Conversion %	0.4444444444	0.4347826087	0.4255319149	0.4166666667	0.4081632653	0.4	0.4	0.4	0.4	0.4	0.4	0.4
CAC (Customer Acquisition Cost)	CPL / Lead Conversion %	0.4938271605	0.4830917874	0.4728132388	0.462962963	0.4535147392	0.4444444444	0.4444444444	0.4444444444	0.4444444444	0.4444444444	0.4444444444	0.4444444444
CAC w/ Organic Lift	CAC * (1 Organic Lift %)	0.4444444444	0.4299516908	0.4160756501	0.4074074074	0.3945578231	0.3866666667	0.3822222222	0.3777777778	0.3688888889	0.3555555556	0.3555555556	0.3555555556



Anna's Request



Wedding Guest Dress

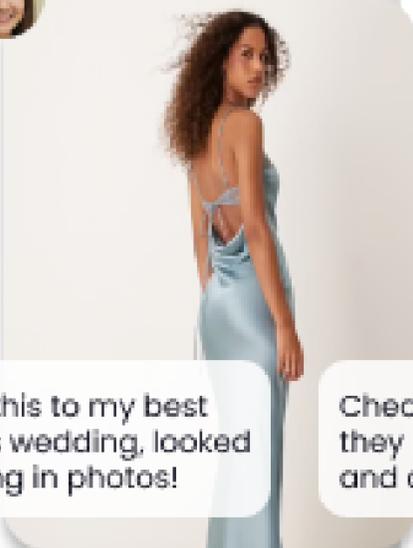


@anna_mannby

\$20



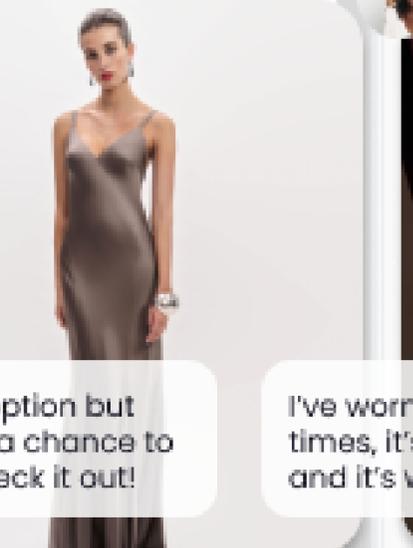
Recommendations



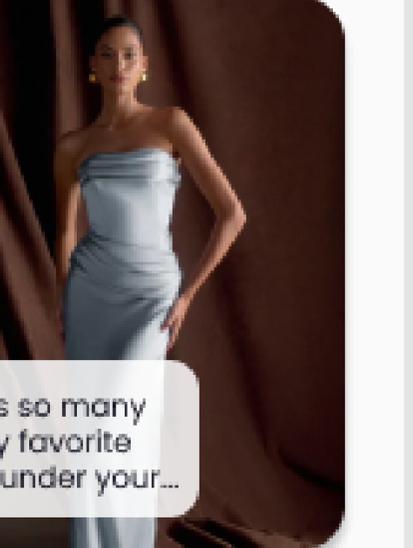
I wore this to my best friend's wedding, looked amazing in photos!



Check out HouseofCB, they have lots of comfy and chic options.



I love this option but never had a chance to wear it. Check it out!



I've worn this so many times, it's my favorite and it's well under your...

comfortable. If anyone has personal recommendations from dresses they love please let me know.

TREFFA

Shopping made effortless.

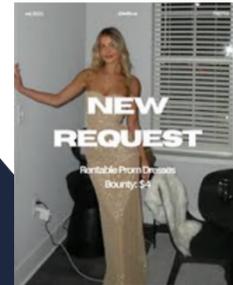
Appendix



Resonance

RELATIONSHIPS: What about you and me?

Intense, Active, Loyalty



RESPONSES: What about you?

Positive Reactions

Judgements

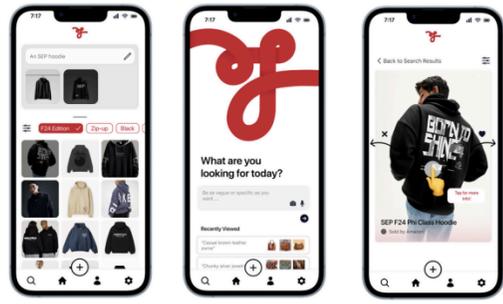
Feelings

MEANING: What are you?

POP's and POD's

Performance

Imagery



IDENTITY: Who are you?

Brand Awareness

Salience



Guerilla Financial Pro Forma				
	Jun , 25	Jul , 25	Aug , 25	
Revenue				
Affiliate Commissions	\$12,600.00	\$16,800.00	\$25,200.00	
Bounty Marketplace Fee	\$9,000.00	\$12,000.00	\$18,000.00	
Sponsored Listings / Brand Promotions	\$7,200.00	\$9,600.00	\$14,400.00	
Total Revenue	\$28,800.00	\$38,400.00	\$57,600.00	
Expenses (Cost of Goods Sold)				
Bounty Payouts (90% Bounty Marketplace)	\$8,100.00	\$10,800.00	\$16,200.00	
AI & Cloud Infrastructure (Per Match)	\$1,500.00	\$2,000.00	\$3,000.00	
Dispute Resolution/Refund Buffer	\$243.00	\$324.00	\$486.00	
Total Expenses	\$9,843.00	\$13,124.00	\$19,686.00	
SG&A (Indirect Costs)				
Validation ProForma				
CAC (Customer Acquisition Cost)	\$0.49	\$0.48	\$0.47	
CAC w/ Organic Lift	\$0.44	\$0.43	\$0.42	
Total Cost of Marketing	\$4,444.44	\$8,599.03	\$16,643.00	
Personnel & Talent				
Founders' salary	-	-	-	

persona