



NRFtech 2013

Technology Leadership Summit

JULY 28-30, 2013 | HILTON TORREY PINES, LA JOLLA, CA



Entertainment Commerce

Dan Murillo

@damurillo

CEO & Co-Founder



little BLACK BAG



NRFtech 2013

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A LITTLE ABOUT US



A LITTLE ABOUT US



 *little* BLACK BAG is

Shopping + Fantasy Sports

TO MOTIVATE THE DISCUSSION



LET'S EXPOLORE A FEW TRENDS

SOCIAL 2005+



facebook.

tumblr.

Pinterest



I SOCIALIZE WITH
FRIENDS ONLINE

ECOMMERCE 2007



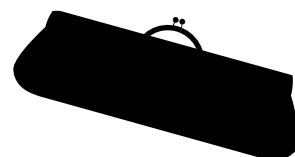
GILT
GROUPE

HAUTELOOK

RueLaLa



SHOPPING ONLINE
IS FUN!



GAMING 2007

QBB



GAMING ONLINE ISN'T JUST FOR



WHERE IS THE ZEITGEIST?

eCOMMERCE

GILT
GROUPE

HAUTELook

RueLaLa

ENTERTAINMENT
COMMERCE



SOCIAL

facebook.

tumblr.

Pinterest

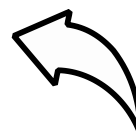


GAMING

zynga

NEXON

ROVIO





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AN OFFLINE EXPERIENCE MOVING ONLINE



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DISCOVERY



SCARCITY



COMPETITION



ACCOMPLISHMENT



DISCUSSION





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A FEW EXAMPLES



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A FEW EXAMPLES



little BLACK BAG



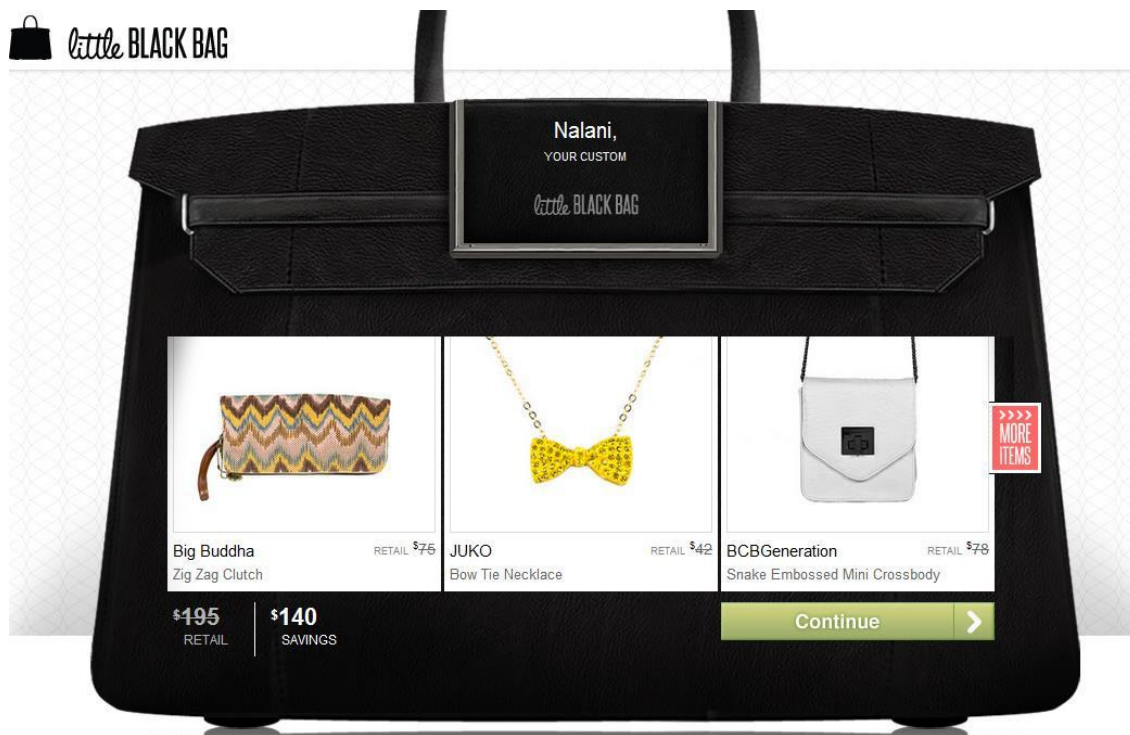
DAILYLOOK



THE BIG REVEAL

DISCOVERY

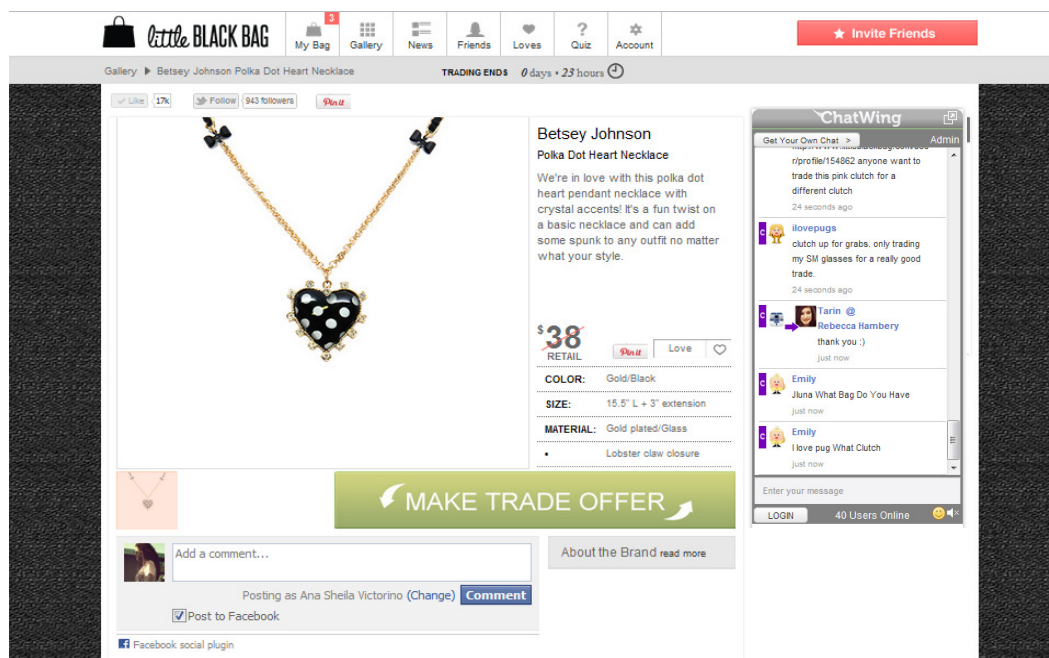
 **little BLACK BAG**



CHECK OUT THE DETAILS

Read Up, Zoom in, Chat out

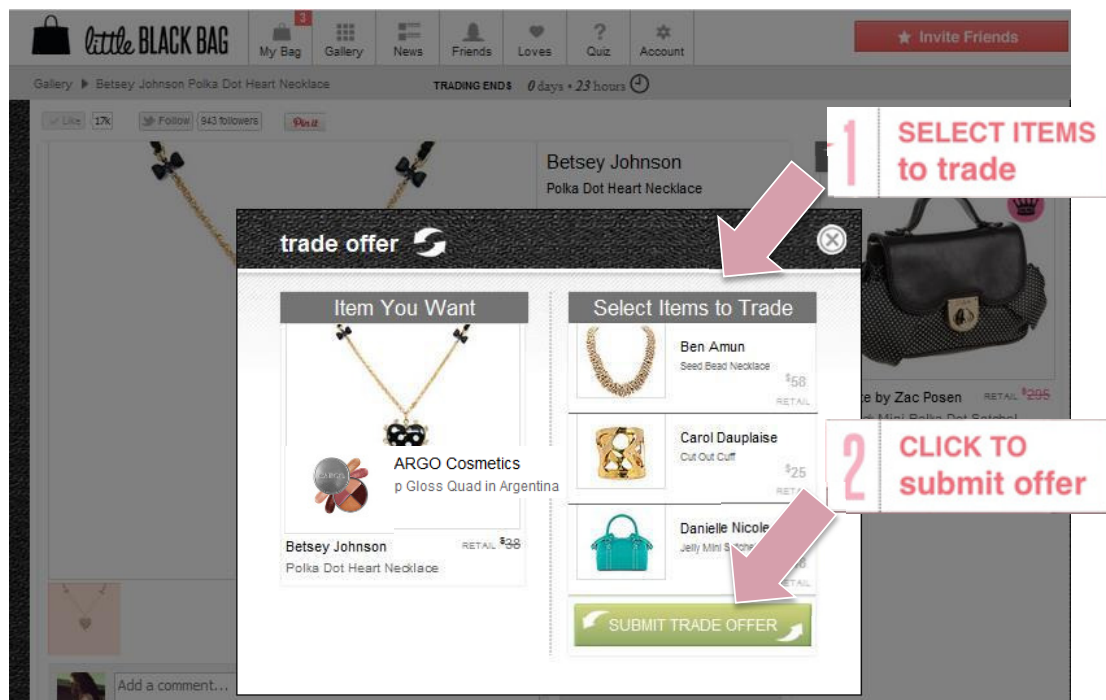
DISCUSSION



EASY TO OFFER

Select items. Submit trade!

ACCOMPLISHMENT



DAILY LOOK: SHOP AN ENTIRE LOOK

HOME > ALL LOOKS

921 Looks Found | Sort By: Popularity

Display By: Looks | [Products](#) | [View 100 per page](#) | Page 1 of 24



Quilted as Charged



Wild Print



Honey Mustard



Tangerine Dream

USERS SHARE THEIR LOOKS AND VOTE

DISCUSSION



Hit

Miss

Do you love my outfit??

;)

Comment on this Look



Add a comment...

Posting as Dan
Murillo (Change)

Comment

☒ Post to Facebook



Lavell Tate · Follow · Mobile, Alabama

♥

Reply · Like · Follow Post · September 27, 2012 at 7:17pm



Marjuri Rodriguez

I love it.

Reply · Like · Follow Post · September 27, 2012 at 12:26pm



Nhung Christopher Trajano · Follow · San Diego, California

I like it.

Reply ·  1 · Like · Follow Post · November 8, 2012 at 7:14pm





SNEAKPEEQ: “PEEQ” TO VIEW YOUR SPECIAL PRICE

how it works


sneakpeek

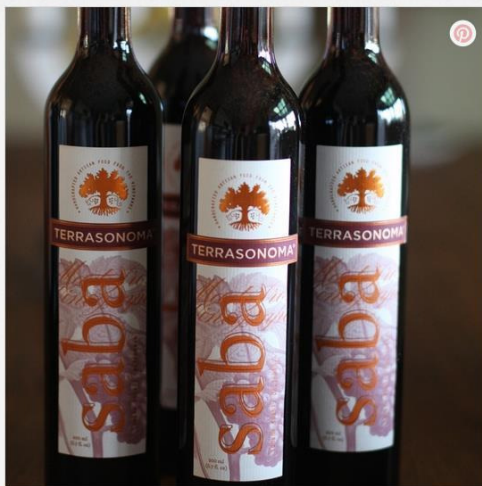
invite friends

6 1

LIVING  STYLE  BEAUTY  2 0 


TERRA SONOMA SABA


TERRA SONOMA  Sale ends in 2 days





"Sugar sweetens, but saba flavors." ~ Old Wine Country Saying

RETAIL PRICE
\$35.00

Peeq for your price 

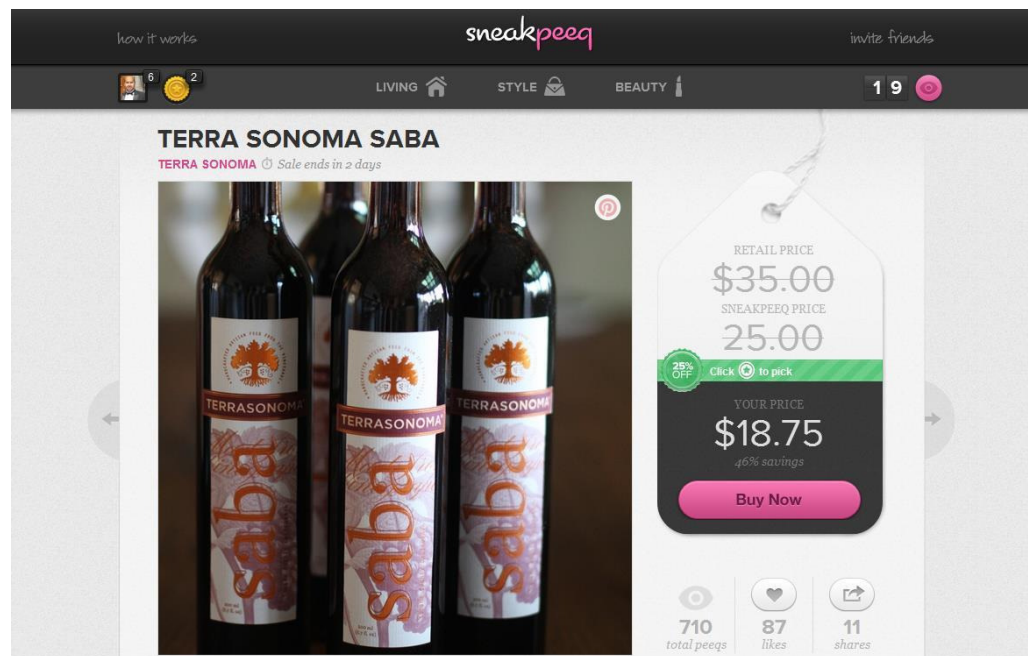
 710 total peeqs

 87 likes

 11 shares

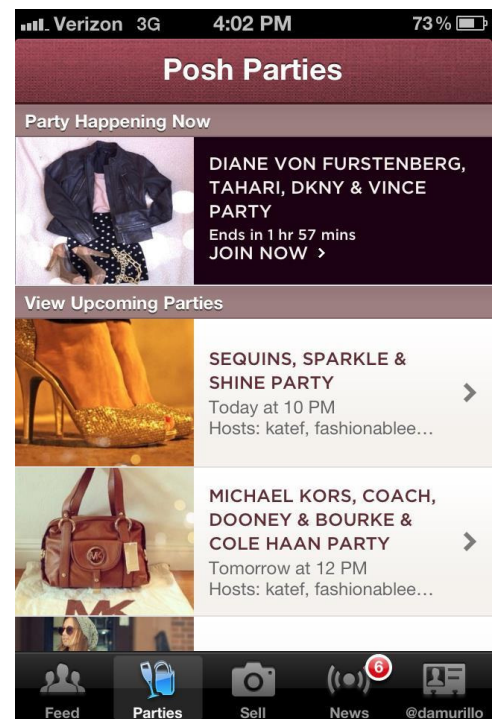
SPECIAL PRICE
REVEALED

ACCOMPLISHMENT

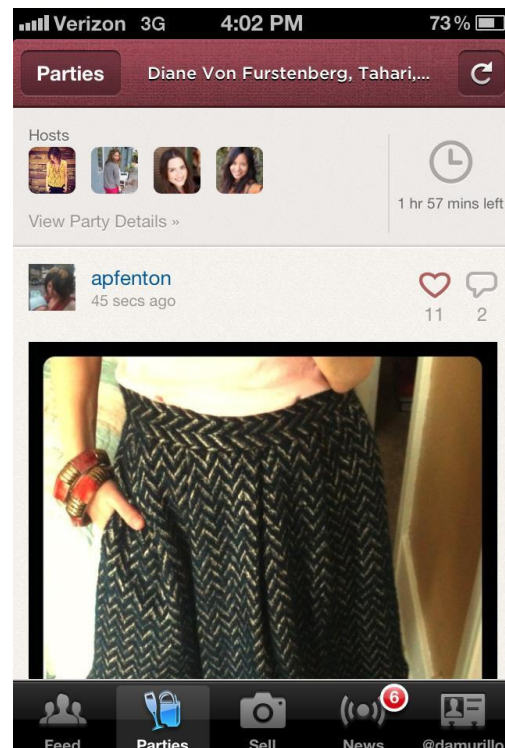


POSHMARK: JOIN THE PARTY

COMPETITION



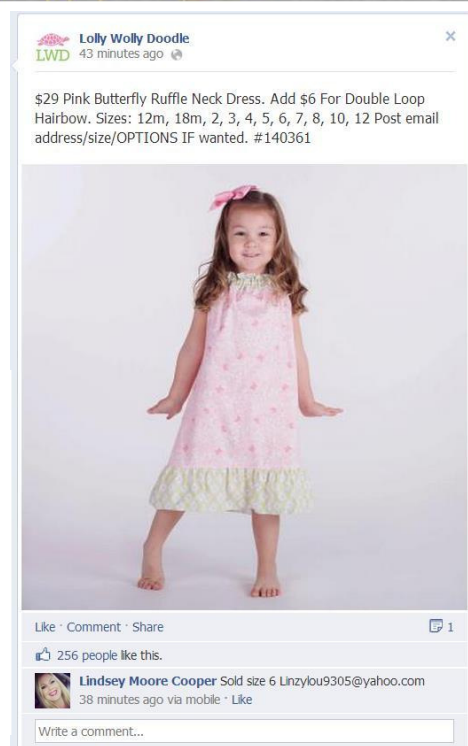
SEE WHAT'S FOR SALE



LOLLY WOLLY DOODLE: WIN AND SHOP

Comment on Facebook with your
email address to “win” (purchase)

ACCOMPLISHMENT



SCARCITY

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KEY INSIGHT



Entertainment experiences drive
customer acquisition & retention



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THE FUTURE

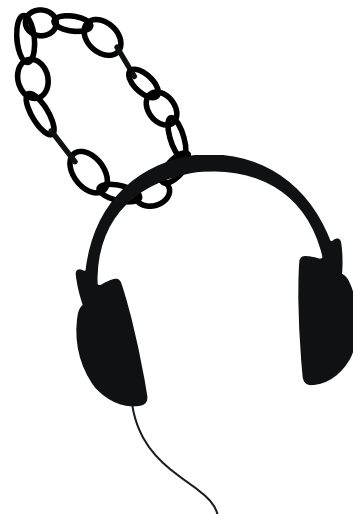
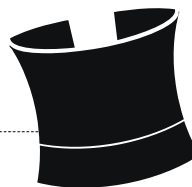


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THANK YOU !

FROM THE **LBB** TEAM



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