

FLYNKER

Business Model & Go-To-Market Strategy

Prepared for Investor Due Diligence | April 2026 | Confidential

Platform Type: AI-Powered Fashion Commerce Marketplace

Target Market: India — Gen Z & Millennial fashion buyers

Founders: Tharun Tejh (Founder) + Vinay Racharla (Co-Founder)

Stage: Pre-Seed | ₹1.5 Cr raising

Revenue Model: Commission + Ads + Subscriptions

Incorporation: Private Limited — India

1. Company Overview & Positioning

Flynker is an AI-powered fashion commerce platform that merges three categories that have never coexisted on a single Indian platform: personalized AI-driven shopping, creator-led social commerce, and a designer/brand marketplace with direct checkout.

The platform is built for a generation of buyers who do not discover fashion through search bars — they discover it through people they trust. Flynker puts creators and AI at the center of commerce, making discovery personal and purchase frictionless.

Core Thesis: Indian fashion e-commerce has a discovery problem, not a supply problem. Myntra has supply. Flynker solves discovery — through creators, AI styling, and AR try-on — and monetises at the point of conversion.

1.1 The Problem We Solve

Stakeholder	Current Pain	Flynker's Solution
Shoppers (Gen Z)	40%+ return rate. Generic recommendations. No trusted fashion advice.	AI Stylist (real LLM) + AR Try-On reduces returns + increases confidence.
Influencers / Creators	Zero in-app commerce on Instagram. Earn nothing from product posts.	Creator storefronts + 10–15% commission on every tagged-product sale.
Indie Designers & Brands	No discovery platform. Can't afford Shopify + Meta ads at scale.	Instagram-style brand pages with direct checkout. Zero setup cost.
Brands / Vendors	High CAC. Low conversion from top-of-funnel awareness.	Creator-driven traffic + AI personalization = lower CAC, higher conversion.

2. Business Model

2.1 Platform Structure

Flynker operates as an asset-light three-sided marketplace. It does not hold inventory. Brands and designers list products; creators drive discovery; Flynker earns at the point of transaction.

Platform Side	Who They Are	What They Get	What Flynker Gets
Buyers	Gen Z & Millennial shoppers, 18–32, Tier 1–3 India	AI Stylist, AR Try-On, creator-curated feed, trusted reviews	Engagement, GMV, subscription revenue

Platform Side	Who They Are	What They Get	What Flynker Gets
Sellers	D2C brands, indie designers, fashion vendors	Storefront, AI-powered product tagging, analytics, logistics integration	10–25% commission on GMV
Creators	Micro to macro fashion influencers (1K–1M followers)	Commission on sales, brand deals, Creator Fund, live shopping	Organic user acquisition, social proof, reduced CAC

2.2 Revenue Streams

Flynker has six revenue streams across three time horizons, providing both near-term transactional revenue and long-term high-margin recurring revenue.

Revenue Stream	Description	Rate / Pricing	Timeline
1. Transaction Commission	Primary revenue. % of GMV charged to seller/brand on every order.	10–25% of order value (avg 15%)	From Day 1
2. Sponsored Listings	Brands pay for featured placements in feed, category pages, and AI recommendation priority.	₹5,000–₹50,000 per campaign	Month 6+
3. Creator Commerce Fees	Platform fee on brand-influencer deals negotiated on Flynker. Separate from product commission.	5% of deal value	Month 8+
4. Flynker Pro (Subscription)	User subscription: unlimited AI Stylist, ad-free, early sale access, free express delivery.	₹299/month per user	Month 9+
5. Designer Pro (B2B SaaS)	Brand subscription for advanced analytics, trend prediction, demand forecasting, and priority placement.	₹2,999/month per brand	Month 12+
6. Native Advertising	In-feed AI-targeted ads. CPM/CPC model similar to Instagram ads but fashion-vertical focused.	₹80–150 CPM	Year 2+

2.3 Unit Economics

Metric	Assumption	Basis
Average Order Value (AOV)	₹1,500	Fashion e-commerce India avg. Myntra AOV ~₹1,300–1,800.

Metric	Assumption	Basis
Take Rate (Commission)	15% average	Blended across product categories. 10% for large brands, 20–25% for indie designers.
Revenue per Order	₹225	₹1,500 × 15%
Customer Acquisition Cost (CAC)	₹80–150 (Year 1)	Creator-driven organic + paid. Industry avg ₹300–500. AI reduces return rate = better LTV.
LTV (Lifetime Value)	₹2,400–3,600 (24-month)	8–10 orders/year × ₹225 revenue per order × 1.5 avg years retention
LTV:CAC Ratio	16–24x target (Year 2)	Strong unit economics driven by creator organic acquisition.
Gross Margin (Commission)	~85–90%	Asset-light. No inventory. Shiprocket logistics managed by sellers.
Return Rate Target	< 25% by Year 2	Industry avg 35–40%. AR Try-On expected to reduce by 10–15pp.
Day-30 Retention Target	> 30%	Benchmark: Meesho 22%, Myntra 28%. AI personalization drives above-benchmark retention.

3. Go-To-Market Strategy

Flynker's GTM is built around a creator-first flywheel. Unlike traditional e-commerce which acquires users through paid search and generic ads, Flynker acquires users through trusted creators whose audiences are already fashion-engaged. This produces lower CAC, higher intent, and stronger retention.

GTM Core Thesis: Creator posts → User discovery → AI Stylist engagement → AR Try-On confidence → Purchase → Creator earns commission → Creator posts more. This loop compounds without paid marketing.

3.1 The Creator Flywheel

Stage	Action	Outcome	Metric
1. Creator Supply	Onboard 100–200 micro-influencers (10K–200K followers). Offer ₹5K onboarding bonus + 10–15% commission.	Content feed is populated before user launch.	50 active creators by Month 3
2. Content Volume	Creators post shoppable Reels, photos, lookbooks. Tag products. Earn per sale.	Discovery feed has fresh daily content.	500+ posts/month by Month 4
3. User Acquisition	Creator posts + coordinated launch. Users follow creators to Flynker. Paid UA begins Month 9.	First 10K users via organic creator traffic.	10K installs in launch week
4. AI Engagement	AI Stylist recommends outfits. AR Try-On builds purchase confidence. Personalised feed drives return visits.	Higher session time + repeat purchase.	Day-30 retention > 30%
5. Creator Revenue	Creators earn commission. Top earners publicise earnings. New creators apply to join.	Creator supply grows organically.	Self-sustaining creator pipeline by Month 9

3.2 Phased GTM Rollout

Phase 1 — Seed Supply (Months 1–3)

- Company setup, brand identity, and technical infrastructure.
- Recruit 50 founding creators. Personal outreach. Offer founding creator badge + guaranteed ₹2k to 5K sign-on.

- Onboard 50–100 fashion brands and indie vendors. Zero commission for first 3 months.
- Build waitlist landing page. Target 10,000 sign-ups via ₹1L Instagram ad spend.
- User research: 50 shopper interviews + 20 creator interviews to validate product priorities.

Phase 2 — Private Beta & Pre-Launch (Months 4–6)

- Ship MVP: Creator marketplace, AI Stylist (Claude API), basic AR Try-On, full checkout flow.
- Private beta with 100 hand-selected users. Measure NPS, return rate, session duration, checkout conversion.
- Brief all 100+ creators on coordinated launch plan. Provide product photography and content templates.
- Press outreach: YourStory, Inc42, Entracker, fashion Instagram pages. Pitch angle: 'Indian startup using AI to kill the return problem.'

Phase 3 — Public Launch & Traction (Months 7–12)

- Coordinated Day-1 launch: all creators post simultaneously. PR + organic surge.
- Performance marketing begins Month 9 (only after Day-7 retention > 30%). Meta Instagram ads, ₹50K/month starting budget.
- Introduce creator Reels → paid ads flywheel: boost top-performing creator content as ads.
- WhatsApp retargeting via AiSensy or Interakt for cart abandonment.
- Flash sale events (quarterly). Creator-led livestream shopping introduced.

Phase 4 — Scale & Series A Prep (Months 13–18)

- Designer Marketplace launch: indie designers get Instagram-style storefronts with direct buy.
- Flynker Pro subscription launch. Target 5,000 paying subscribers.
- Expand brand base to 500+ sellers. Introduce brand analytics SaaS tier.
- Scale paid UA to ₹2–3L/month. Target 50K MAU, ₹25L GMV/month for Series A.

3.3 Channel Strategy

Channel	Role	Budget Allocation	Target KPI
Creator-driven organic	Primary acquisition — creators bring their audiences.	₹10L (creator onboarding bonuses)	50% of all installs from creator posts
Instagram Reels ads	Boost top-performing creator content. Retarget engaged users.	₹8L (Year 1, starting Month 9)	CAC < ₹150, ROAS > 3x
WhatsApp retargeting	Cart recovery, order updates, flash sale alerts.	₹2L (tools + execution)	Cart recovery rate > 15%

Channel	Role	Budget Allocation	Target KPI
PR & Editorial	Brand building with fashion media. Credibility for investor narrative.	₹2L (PR agency/freelancer)	3+ major features in Year 1
App Store Optimisation	Organic discovery on Play Store + App Store.	Internal (no spend)	4.5+ rating within 3 months of launch
Referral Program	₹200 Flynker Coins per successful referral (first order placed).	₹1L (coin budget)	15% of new users from referrals by Month 10

3.4 Competitive Moat

Moat	Description	Defensibility
Creator Exclusivity	Founding creators incentivised with higher commission + equity-like revenue sharing. First-mover advantage in creator-fashion commerce.	Medium — requires continuous creator success to maintain.
AI Personalisation Layer	Style profile + skin tone + purchase history = recommendations that improve with every interaction. Data flywheel.	High — proprietary user data makes recommendations better over time.
AR Try-On Data	Each try-on session generates fit data. Over time, Flynker builds the largest Indian fashion fit dataset.	High — nobody else is building this dataset at scale in India.
Designer Marketplace	Indie designers cannot easily move their audiences. Storefront + audience = lock-in.	Medium-High — switching cost increases as designers build follower base on Flynker.

4. Competitive Landscape

Feature	Flynker	Myntra	Meesho	Instagram Shopping	AJIO
AI Try-On	Yes (MVP)	Basic / Limited	No	No	No
AI Personal Stylist	Yes (Claude API)	No	No	No	No
Creator Commerce	Yes (core)	Separate app	No	Content only	No
Designer Storefronts	Yes	No	No	Posts only	No
Shoppable Social Feed	Yes	Limited	No	Yes	No
Commission (seller)	15 – 25%	25–30%	18–22%	N/A	25–35%
Gen Z Focus	Primary	Secondary	Value focus	Yes	No

Key Insight: Myntra wins on supply (4M+ SKUs). Meesho wins on price. Instagram wins on content. Flynker is the only platform designed to win on all three simultaneously — and the only one with AI at the core of every user interaction.

