



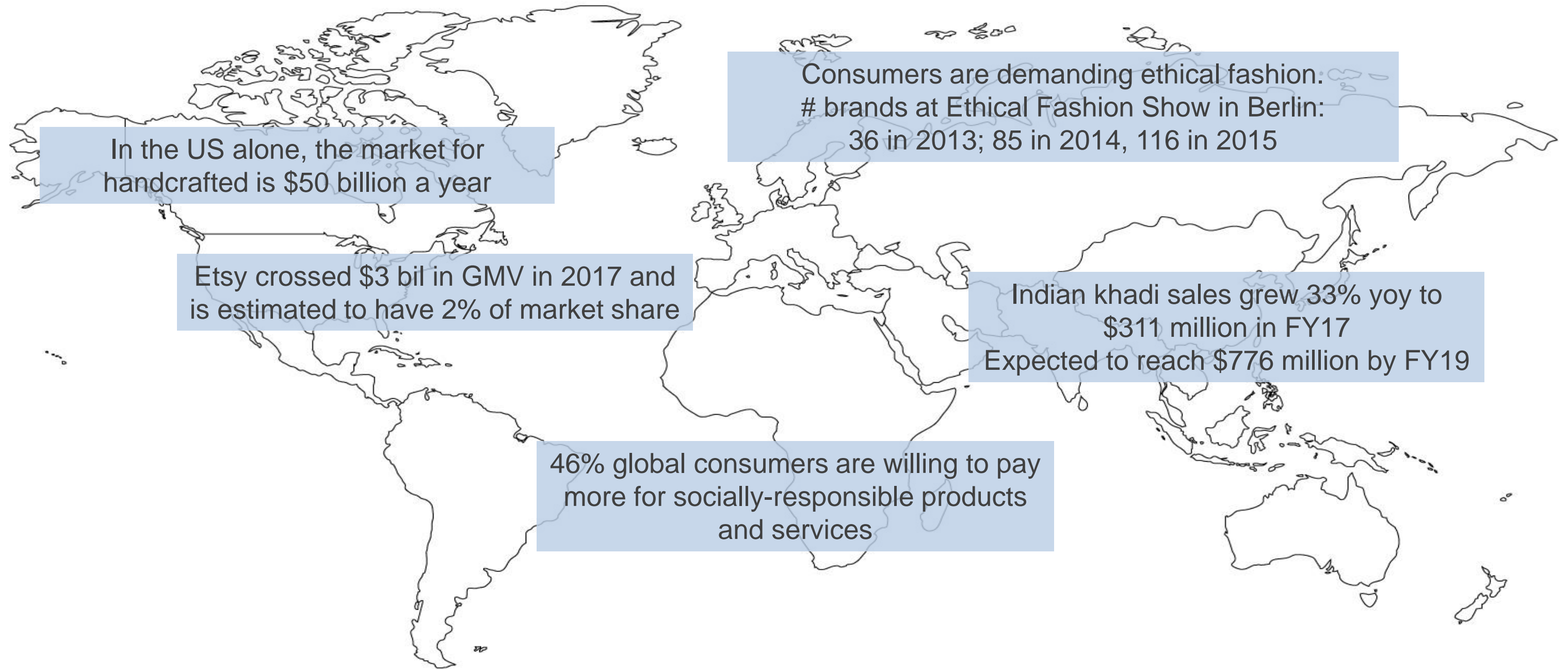
gocoop™

India's first global marketplace for artisans

Sep 2018

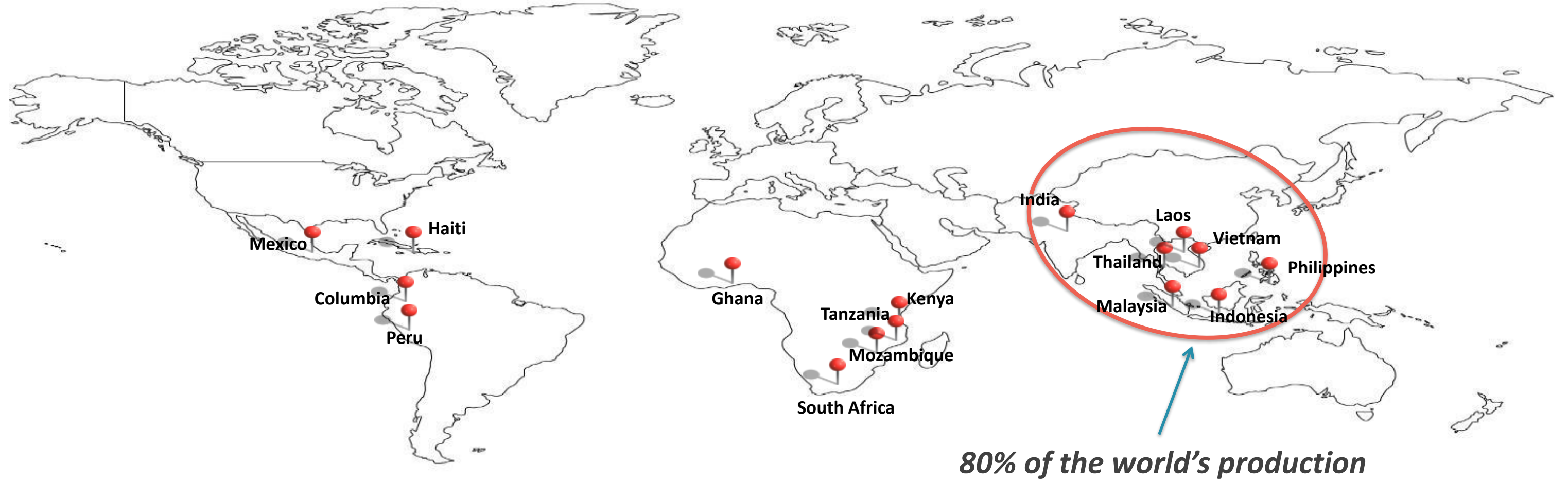
GoCoop Confidential

Global demand for artisanal products is growing rapidly



Sources: IBEF, Ethical Fashion Forum, The Robin Report, Etsy Investor report

Production concentrated mostly in SE Asia



Large fragmented population of artisans and weavers

Supply concentrated in rural areas

And India has the largest number of artisans in the world



- 1,000+ clusters
- 9 million+ skilled artisans & weavers
- \$4.5 billion in handicrafts exports in FY15

Yet, India is only 2% of the global market

- Artisans working with small or low capacities and mostly in remote locations
- Weak market linkages with high levels of intermediation; Fragmented market
- Inadequate inputs in terms of working capital / raw materials
- Poor market information on demand, design and technologies

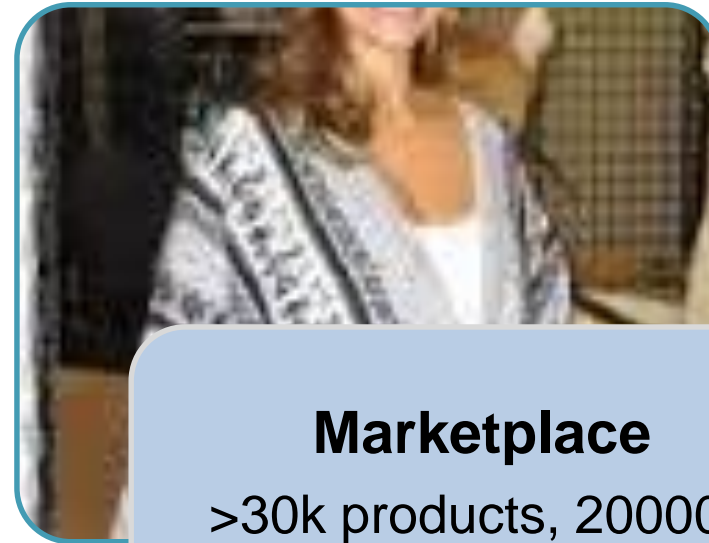
Sources: Ministry of Textiles, Planning Commission, Dasra, FICCI

The GoCoop Platform



Supply Chain

46 clusters, 300+ co-ops
Provide training, design /
quality inputs
Field level services
End-to-end traceability



Marketplace

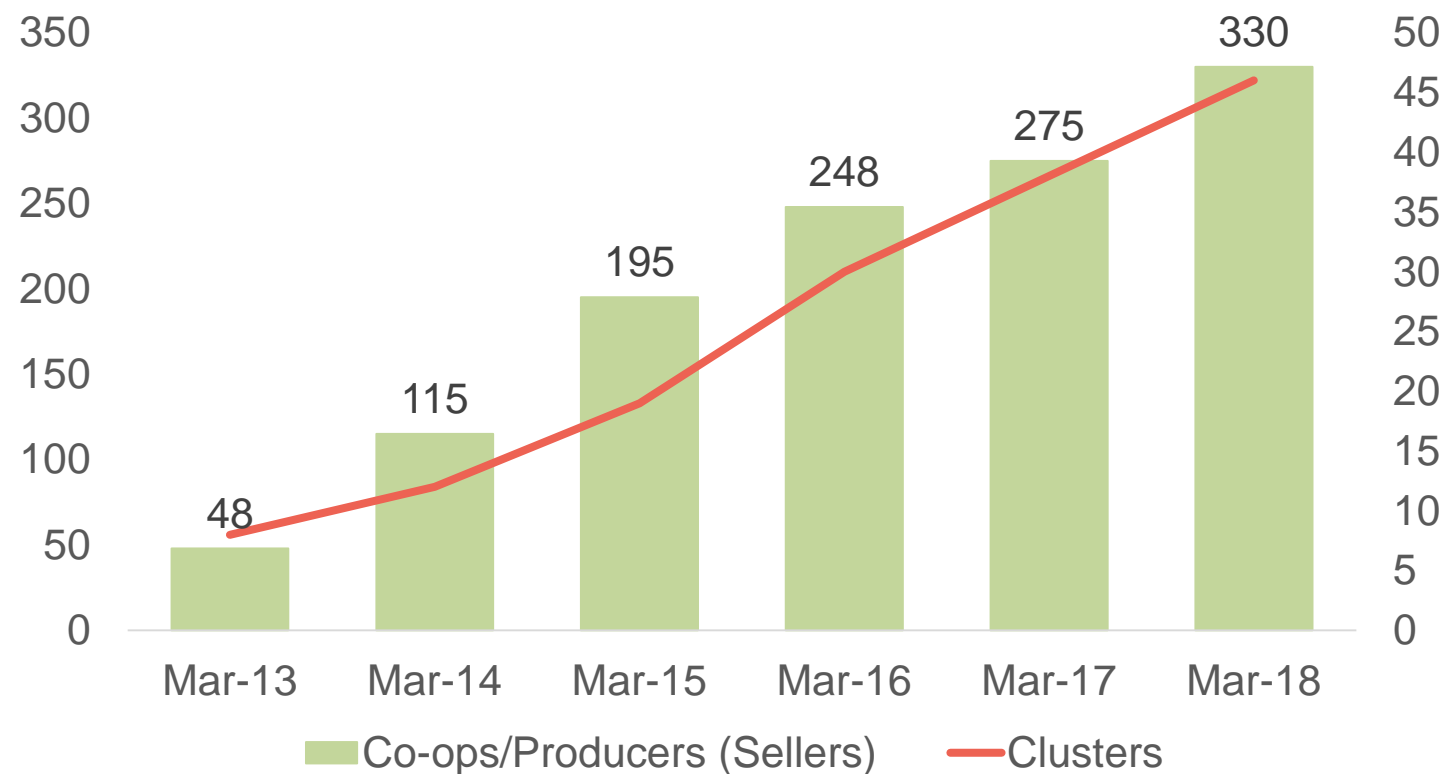
>30k products, 20000+
consumers, 100+ buyers
Omnichannel distribution:
Ecommerce, offline events
& B2B partnerships



Brand

Launched at Feb '18 LFW
Captures the complete
value chain

Organising highly fragmented craft supply chain



Cluster – Geographic region (usually a group of villages) where the artisans are performing the same craft

- APEX Co-ops > 10,000 artisans
- Primary co-ops ~150 artisans
- Master weavers ~20 artisans



Empowering Weavers & Artisans through technology

Largest artisan marketplace in India

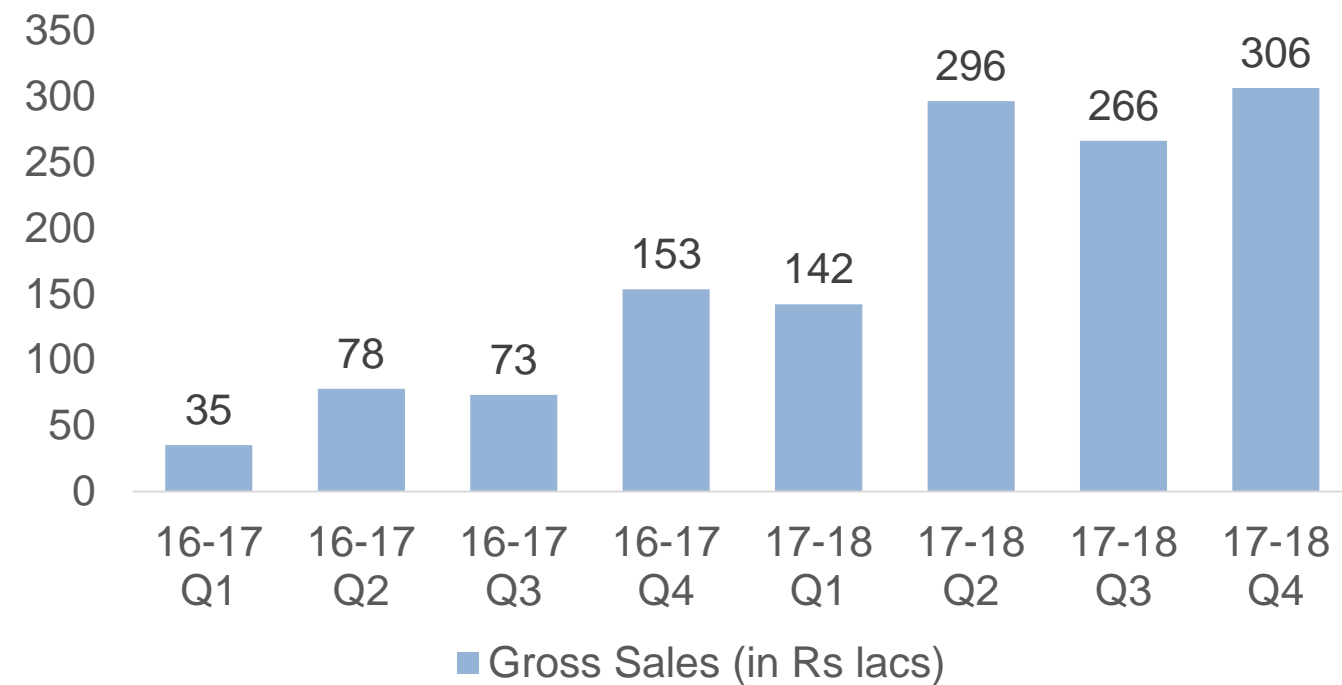


4,000+ Enquiries

30,000+ Orders

80% organic & direct traffic

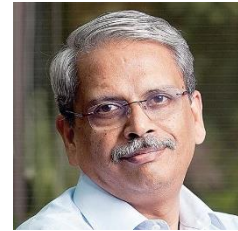
236% yoy Growth



Funding journey



Kris Gopalakrishnan
Prathiti trust



Incorporated
2011-12

Pre-Series A
2016

2013
Angel/Seed Round

2018
Series A





gocoop

craft

"India's first online global marketplace for weavers and artisans."

Sivareddy
GoCoop

First Company showcased by Google CEO at the digital unlocked launch

Govt of India's first national award for Handlooms marketing (eComm)





With hon'ble PM as part of Champions of Change Program

Thank you!



Team / Meet the dream weavers.

