



ABOUT POSHMARK //

Poshmark is a leading social commerce platform for the next generation of retailers and shoppers. Through technology, our mission is to build the world's most connected shopping experience, while empowering people to build thriving retail businesses. Since launching in 2011, Poshmark has become a vibrant social shopping community with five million Seller Stylists helping 40 million people discover items they love from over 75 million listings. The company is backed by the world's leading investment firms including [Mayfield](#), [Menlo Ventures](#), [GGV Capital](#), [Temasek](#), [Inventus Capital](#), [Uncork Capital](#), [Union Grove Venture Partners](#), [Shea Ventures](#) and [Angellist](#).

THE STORY OF POSHMARK //

Poshmark was founded in 2011 by Manish Chandra, Tracy Sun, Gautam Golwala and Chetan Pungaliya in Manish's garage.

Prior to Poshmark, Manish founded Kaboodle, a company that pioneered the concept of social shopping. While Kaboodle was great for connecting around inspiration and shopping, Manish found that many people wanted to actually buy and sell from each other. After selling Kaboodle to Hearst in 2007, he set out to build a community-centric platform that combined a social network with a robust marketplace, where anyone could turn their style into a boutique. The idea for Poshmark was realized with the launch of the iPhone 4; within it Manish saw the perfect platform where people could connect in real-time, take photos, merchandise and market their items, look for inspiration and also shop and sell — all from the palm of their hands.

Manish knew he needed the right team to bring the idea to fruition, and found it in Tracy, a NYC fashion industry veteran, and Gautam and Chetan, who had both been on the technology team at Kaboodle. Together, they took a huge bet to build an end-to-end social commerce platform inside an easy-to-use mobile app, with three simple guiding principles: buying and selling on Poshmark should be simple, fun and social.

HOW POSHMARK WORKS //

Poshmark allows anyone to buy and sell both new and gently worn clothing and accessories right from their phone, in just 60 seconds.

1. Take a few photos of the item, write a quick description, set the price and it's up for sale!
2. When the item sells, Poshmark emails the seller a pre-addressed, pre-paid USPS shipping label that can be placed on any box. The buyer pays for shipping, which is a \$6.79 flat rate for two-day Priority Mail to anywhere in the U.S.
3. Once the item is shipped, Poshmark then tracks the package on its way to the buyer, and will only release payment to the seller when the buyer accepts the item.

Poshmark Empowers the Next Generation of Retailers:

Poshmark's innovative in-app Wholesale Market connects fashion brands directly to its massive network of Seller Stylists who are using their social influence to drive sales. By offering new, retail inventory to be sold through Poshmark's Seller Stylists, brands can leverage Poshmark's social commerce platform to effectively reach today's mobile consumers, and shoppers can browse new, retail merchandise at affordable prices.



Poshmark takes a 20% commission on each sale, which covers all backend logistics including payments, shipping, and customer service.

THE FAST FACTS //

Scale

- 5 million Seller Stylists on Poshmark
- More than 40 million registered users on Poshmark
- Seller Stylists are located in 80% of U.S. zip codes

Inventory

- Seller Stylists share 18 million listings daily
- \$100 million worth of inventory is uploaded to the platform every week
- Over 75 million items for sale
- A sale is made nearly every second

Loyalty

- Over 80% of Poshmark's daily shoppers are repeat buyers
- Users spend 23-37 minutes per day in the app, opening it 7-8 times

Validation

- Poshmark was named one of [Forbes' 2018 Next Billion-Dollar Startups](#), a social commerce leader on the [2018 Internet Retailer Hot 100](#) and was included in the [2017](#) and [2018](#) Condé Nast and Goldman Sachs Love List Brand Affinity Index, next to companies such as Amazon, Snapchat, Instagram, Twitter and Pinterest.
- Poshmark has raised nearly \$160 million in funding to date from the world's leading investment firms including [Mayfield](#), [Menlo Ventures](#), [GGV Capital](#), [Temasek](#), [Inventus Capital](#), [Uncork Capital](#), [Union Grove Venture Partners](#), [Shea Ventures](#) and [AngelList](#). Ashton Kutcher and Guy Oseary of [A-Grade Investments](#) and celebrity stylist and fashion designer [Rachel Zoe](#) are also investors in the company.