The
FutureList

Lemonade Fashion

Innovation Memo

Innovation In Words

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A note from the Founder of Lemonade Fashion, Arthur Bizdikian:

Today, different platforms handle product discovery, awareness, consideration, and conversion. Lemonade evolves as the first full-funnel platform, closing the experience gap by providing a one-stop solution where you can discover trends, find products, connect with professionals, and complete your purchase journey seamlessly.

Lemonade Fashion

Company Overview

Lemonade Fashion, a retail tech company based in Lebanon, operates at the intersection of technology, retail, and entertainment, focusing on creating an integrated platform for e-commerce and community-driven experiences. The platform combines video-first content consumption, akin to popular social media applications, with seamless product purchasing capabilities, enabling users to discover, engage with, and buy products directly from content.

Lemonade Fashion's core innovations include live shopping, influencer monetization through commission-driven sales, and integrations with inventory systems like Shopify to streamline vendor onboarding. By fostering a content-driven experience, the platform supports the creator economy while maintaining a focus on conscious consumption and ethical business practices.

Operating within a dynamic retail and technology landscape, Lemonade Fashion faces challenges related to the complexity and cost of its underlying technology, scalability across diverse markets with varying regulations, and localization requirements. However, its strong partnerships position it for strategic growth in the MENA region and beyond.

Lemonade Fashion's future plans include expanding its vendor base, introducing AI-powered tools for personalized styling and inventory forecasting, and exploring new services such as event ticketing. These initiatives aim to strengthen the platform's offerings and drive scalability, with a focus on sustainability, community building, and improving operational efficiency.

Arthur Bizdikian
Co-Founder & CEO

Arthur is an entrepreneur and innovator with a passion for technology and fashion. His career began in startups, various accelerators, and programs such as UNICEF, Izhar, and many other prominent players in Lebanon and the region. He has played a vital role in expanding the Lebanese startup ecosystem and continues to contribute to its growth.

Dana Malaeb
Co-Founder & Creative Director

Dana is a multifaceted fashion professional and entrepreneur. Her expertise spans from design and illustration to production, marketing, and creative direction in the MENA. Her work includes creating fashion collections for runways, costume designing for ads and films, and educating in fashion. She also has a Fashion segment on LBCI TV and founded Maison Dana Malaeb.

Nadim Chammas
Co-Founder & Head of Strategy

Nadim Is an executive, consultant, and coach with a focus on entrepreneurship and business development in the creative industries, including fashion and beauty. He was the MD of well-known big designers and is a board member of a major beauty brand. Nadim enjoys screenwriting and acting. He holds an MBA from HEC Paris and a Master's in Global Fashion Management from Institut Français de la Mode.

Mohamad Baydoun
Co-Founder & CTO

Mohamad is ranked #1 on Project Euler in the Middle East and is in the top 0.015% of competitive programmers internationally. He holds a Master's degree in Computer Science from the University of Oxford and a Bachelor's degree in Mathematics and Computer Science from the American University of Beirut.

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Innovation Spotlight

Tech Innovation

a) Core Functionality/Features:

- Video-first experience platform with social media-like content scrolling and consumption, replicating the feel of Instagram or TikTok, where users can watch videos and scroll through content.
- Integrated e-commerce capabilities enabling direct product purchases from the content itself, eliminating the need to visit third-party websites or undergo separate checkout processes.
- Live shopping and live streaming features are integrated into the platform, allowing for real-time shopping experiences and interactive engagement with users.
- Supports the creator economy: Users can create content, tag products from shops or brands they are wearing or using, and enable their followers to purchase those products directly from the user's content. This empowers content creators and influencers to monetize their content directly from Lemonade by earning commissions on sales driven through their posts and videos.

b) Design & User Experience:

- The platform's design is interactive and gamified, fostering a sense of community building around brands, products, and creators. It aims to replicate the engaging and immersive experiences found on popular social media platforms.
- While the core of the platform is built like an e-commerce platform, it incorporates additional social technologies to facilitate the formation of communities around brands, products, and retail-focused creators.
- Public metrics like follower counts and likes are hidden to reduce toxic competition and social validation pressure commonly seen on social media platforms.
- Creators and brands on the platform are verified based on specific values, for example, sustainability, veganism, woman-owned status, or the use of upcycled products and more. This verification system goes beyond the generic blue checkmark verifications found on other platforms, providing users with more meaningful information about the values and practices of the businesses and creators they engage with.

c) Integration / Compatibility

- Lemonade integrates with platforms like Shopify, allowing brands to directly pull inventory data into the platform. This integration facilitates easier product uploads for brands, streamlining the onboarding process.
- The platform is integrated with various payment gateways, including popular options like Stripe, PayPal, Apple Pay, and Google Pay, providing users with a range of secure and convenient payment methods.

Innovation in Business Model

- Lemonade operates on a commission-based business model, where 40% of the commission earned on each transaction is paid out to the creators, influencers, and other content producers driving sales on the platform.
- In addition to the current commission-based revenue stream, the company plans to introduce a future revenue stream through sponsored placements for partnered brands. This will allow brands to promote their content more prominently on the platform.

Safety, Compliance & Sustainability

- All content uploaded to the platform undergoes an approval process to ensure relevance and accurate product tagging. This measure helps maintain the integrity and trustworthiness of the platform's content.
- Lemonade employs robust security measures, such as secure servers and payment gateways to reduce the risk of fraud and protect user data and transactions. The company has reported no major security incidents so far.
- Only properly vetted vendors are allowed on the platform after undergoing a thorough verification process. This approach ensures that users can trust the authenticity and reliability of the products and brands available on the platform.
- Lemonade Fashion aims to promote conscious consumption by educating users on sustainable options beyond fast fashion, ethical manufacturing practices, and conscious brands they can trust. The platform highlights ethical businesses and creators aligned with values like sustainability.

Performance Metrics

- Lemonade Fashion focuses on key metrics such as user retention, maintaining a healthy balance of weekly and monthly active users, and analyzing the time spent on the platform by users.
- The average customer makes 2.9 repeat orders per year, indicating strong customer retention.
- A significant portion of orders on the platform comes from repeat customers, further emphasizing the company's success in retaining its user base.
- The platform organically onboards between 300 and 500 new users per day, without active marketing pushes. This organic growth highlights the platform's appeal and the effectiveness of its content-driven approach.

Market Impact & Future Outlook

Current Impact & Reach

- Currently, Lemonade serves clients in the MENA region, featuring around 20,000 products from various brands and vendors.
- The company aims to significantly increase its vendor base, to onboard 2,000 vendors by mid-2025, up from the current base of 500 vendors. This expansion will enable the platform to offer a more comprehensive product catalog, catering to a wider range of consumer preferences and needs.
- Lemonade Fashion positions itself as the go-to platform for future retail, enabling the full consumer journey from awareness, to consideration, to conversion, and to ambassador within a single, content-driven experience. The company envisions its platform as the first "full funnel" platform, addressing the current fragmentation of the marketing funnel stages across different platforms.
- The company sees itself as an innovative leader in making shopping more efficient, conscious, and community-oriented. Its goal is to provide a unified experience where users can get inspired, find desired products, and complete purchases seamlessly, without the need to navigate multiple platforms or channels.

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Future Outlook

- Lemonade Fashion's long-term vision is to build a sustainable pool of clients and fans, reaching a tipping point where the community effect kicks in and drives viral growth and engagement on the platform.
- At scale, the company plans to transition its focus from customer acquisition to customer retention, positioning itself as the platform brands rely on for customer acquisition and engagement. By fostering a strong and loyal user base, Lemonade aims to become an indispensable channel for brands seeking to connect with and retain their target audiences.
- Expansion into ticketing and booking for events. This move aims to create a full-cycle experience, where users can not only discover and purchase products but also book and attend related events, all within the confines of the platform.

Societal & Environmental Impact

- Lemonade places a strong emphasis on promoting conscious consumption and highlighting sustainable and ethical businesses. Users can easily discover and engage with vendors that align with their values.
- By providing a one-stop solution for users to explore and purchase from these conscious brands, Lemonade aims to validate and promote their product claims through professional recommendations and user-generated content. The platform seeks to bridge the gap between inspiration, product discovery, and final purchase, which is currently scattered across multiple platforms and channels.
- Through its educational efforts and curation of sustainable and ethical brands, the company aims to raise awareness about conscious consumption and provide users with genuine eco-friendly and ethical product options beyond fast fashion and unsustainable practices.

Partnerships & Funding

Lemonade Fashion has secured notable partnerships with major players in various industries, including:

- MBC (Middle East Broadcasting Center), the largest media and streaming platform in the GCC/MENA region, with 180 million weekly viewers. This partnership provides Lemonade Fashion with access to a vast consumer base and the potential for widespread exposure and growth in the region.
- Beatport, the world's leading platform for DJs and electronic music. This partnership aims to create future merchandise opportunities for DJs and electronic music artists, allowing them to monetize their brand and reach through Lemonade Fashion's platform. The company also plans to host events in Ibiza and other regions in collaboration with Beatport, further expanding its reach and creating immersive experiences for users.
- Investment from Abu Dhabi's Hub71 program, marking Lemonade Fashion's entry into the UAE market as the program's first retail tech company. This investment and partnership provide the company with a foothold in the UAE market and access to resources and support from the Hub71 ecosystem.

Additionally, Lemonade Fashion recognizes opportunities for further integration with social platforms like TikTok and Instagram, which are exploring similar concepts to blend entertainment and commerce. Such collaborations could potentially expand the reach and capabilities of Lemonade Fashion's platform while aligning with emerging trends in the social media and e-commerce spaces.

AI Implementation & Impact

- Lemonade is currently working on developing an advanced AI stylist companion that can recommend products based on various factors such as weather, upcoming events, user style preferences, and budget constraints. This AI-powered assistant aims to provide personalized and contextual product recommendations, enhancing the user experience and streamlining the discovery and purchase process.
- Another area of focus for the company is the development of AI capabilities to assist vendors and brands in inventory and order forecasting. By leveraging product data, pricing information, and visual data from product images, Lemonade Fashion aims to provide vendors with valuable insights and predictions regarding inventory management and anticipated demand. This AI-driven solution can help vendors optimize their supply chains, reduce waste, and better align their offerings with customer preferences.

Potential Roadblocks & Risks

Challenges:

- The underlying technology powering Lemonade Fashion's platform is highly complicated and expensive, requiring significant funding to develop and maintain.
- To execute pending partnerships and growth plans, the company needs to secure additional capital, as operational expenses for initiatives such as marketing campaigns and community events are high.
- Scaling across diverse markets with varying regulations poses logistical and localization challenges, as each geography has different laws and cultural norms to navigate. This complexity can hinder the company's expansion efforts and require dedicated resources for geo-targeting and geo-localization.

Mitigating Strategies:

- Lemonade Fashion is actively seeking additional investment to fuel its growth and support the execution of its ambitious plans.
- The company aims to expand its team, particularly in areas such as technology, growth, revenue, and data science, to build a more sustainable and scalable platform that can meet the demands of its growing user base and partner ecosystem.
- To address the challenges of scaling across diverse markets, Lemonade Fashion plans to intensify its geo-targeting and geo-localization efforts, ensuring that its platform and offerings are tailored to address market-specific needs, regulations, and cultural nuances.

Conclusion

Lemonade Fashion is positioned to revolutionize retail tech through its innovative fusion of entertainment, social media, and e-commerce into a singular platform. The company shows potential to shape the future of community-driven shopping experiences by providing a unified experience where users can get inspired, find desired products, and complete purchases seamlessly, all within a content-rich and engaging environment.

By fostering conscious consumption, promoting sustainable and ethical brands, and empowering the creator economy, Lemonade Fashion will redefine the shopping experience and shape the future of retail technology.
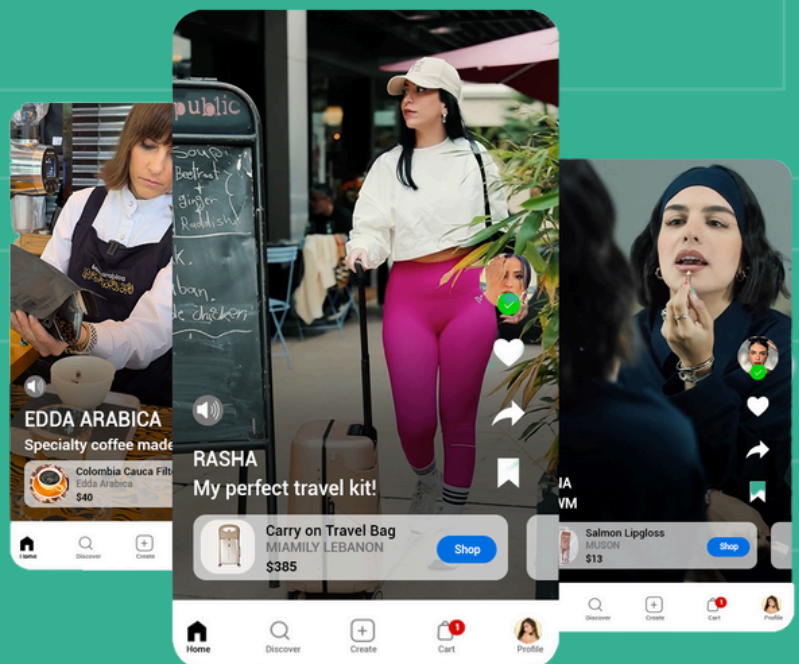
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Innovation
In View

How **Lemonade Fashion** brings innovation to life
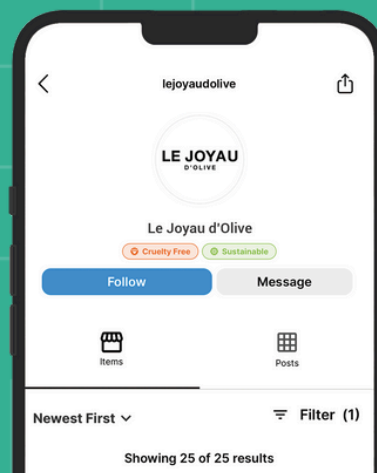
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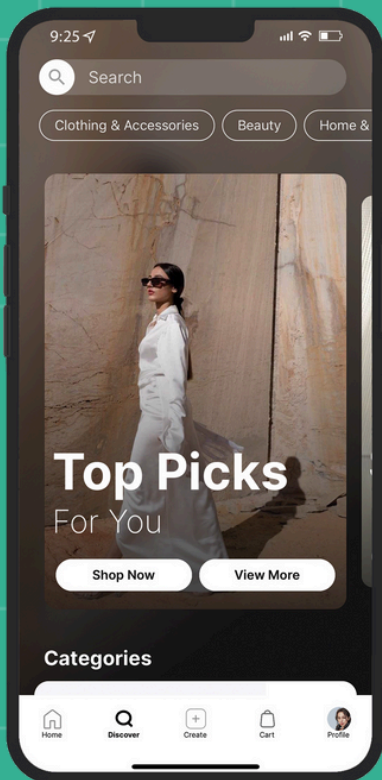
Shop from content

Follow brands & creators

contributors

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Eric Kamande
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Lemonade Fashion

Arthur Bizdikian
Co-Founder & CEO

Lynn Sidani
Marketing Manager

Notes
on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally

Ecosystem and sector mapping

Our Ecosystem team identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.

Innovation memos and platform profiles

Our Research team interviews founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.

Introductions to strategic opportunities

Our Ecosystem team shares company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.

Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.

Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.

Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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