PURPLE GO
Retail 3.0
Merged Online & Offline
Online Brands Opening Mobile-Connected Stores

BONOBOS

INDOCHINO
MADE TO MEASURE

WARBY PARKER
eyewear

EVERLANE

PURPLE GO
Online + Offline Coupled = 10X Revenue

Traditional Optical: $350 / sq ft
Warby Parker: $3,000 / sq ft
Traditional Retailers are Terrified about Keeping Up
Tech to Get Traditional Retailers to 10X
In-Store iPad App for Optical Retailers
### Product Options

<table>
<thead>
<tr>
<th>Product</th>
<th>Option</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frame</td>
<td>Andy Wolf</td>
<td>471b H</td>
</tr>
<tr>
<td>Lens Type</td>
<td>Digital</td>
<td>MID-INDEX TRIVEX 1.53</td>
</tr>
<tr>
<td>Lens Coating</td>
<td>Scratch-Resistant</td>
<td>Select any option</td>
</tr>
<tr>
<td>Other Coating</td>
<td>Select any option</td>
<td>Select any option</td>
</tr>
<tr>
<td>Total</td>
<td>$727.50</td>
<td>$379.00</td>
</tr>
</tbody>
</table>

**Regular Price:** $425.00, $226.00

**Notes:**
- Select any option
- MID-INDEX TRIVEX 1.53
- Scratch-Resistant
- Digital

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**Cut Time to Sale in Half**

**Contact:**
- hello@purplego.co
- angel.co/purple-go

**PURPLE GO**
Enable Online Sales

PURPLE GO
Pilot Store
+$150k Annual Revenue
Traction

- 8 locations
- 2 weeks sales cycle
- $4k annual contract value
100,000’s of Stores
10X the Retail Experience