

SeenIt

SeenIt tells you where to find those fashion and lifestyle products you've been eyeing!

Look! I really want an off-shoulder top like the one Deepika Padukone is wearing on this Miss Malini article. But I have no idea where to find it online. Do you?

Ever been in a similar situation where you don't know how to find a product you love? Enter: [SeenIt](#). Acting like the Shazam of fashion and lifestyle, SeenIt is a new kind of visual search platform which helps users find products, discover new trends, and learn public opinion through polls.

As people become more fashion and lifestyle conscious, the quest to find specific products that they are inspired by intensifies. Today, there is no platform in Asia that allows a person to find exactly where to buy a product based on an image or photograph. SeenIt, a Kolkata-based startup is helping to solve that dilemma. Anyone can ask a Question by posting an image of something they want. Members of the SeenIt community jump in with answers to help you know where to get that item. It's like having a community of fashion stylists and home decorators at your fingertips!

"Discovering what is trending or what is new is a fragmented and cumbersome process. Moreover, destinations like Instagram and Pinterest which are used for inspiration, do not give users the direct ability to purchase. SeenIt is not only about being inspired but also THE platform to act on your inspiration - whether it means getting the community's opinion or an answer to a dilemma you have" founder Vedanta Kumar tells us.

What is interesting is that the platform also provides unique fashion inspiration. "Many of our users are fans of a particular style icon. SeenIt has curated collections of style icons like Alia Bhatt or a TV show like Gossip Girl, which means our users can actually enjoy shoppable fashion inspiration based on their style icons - on stage or off it," adds Kumar.

Vedanta Kumar graduated from the Wharton School at the University of Pennsylvania, where he met co-founder Saksham Karwal. Vedanta describes how the two spent hours one evening struggling to find where they could purchase a pair of sunglasses they saw while watching a James Bond movie. After the search turned out to be futile and time consuming, the idea for SeenIt was born. "We launched in November 2015, with a view to disrupt the way people shop. We have already seen the community grow organically to over 35,000 users. This comprises not only of people interested in lifestyle and fashion, but also includes stylists, bloggers, retailers, designers and brands looking to reach their audience. The rapid growth we have seen emphasizes the need for such a platform," says Kumar.

SeenIt has a website as well as an app for both Android and the iPhone. It currently has a small team of around 12 people which includes stylists from across the country. The rotating batch of interns who form a part of this team help these male co-founders keep the ideas fresh and the platform fluid and interesting.

The website has garnered about 3,500,000 pageviews since launch. There have already been over 17,000 questions asked; 55,000 Finds answered; and 120,000 votes cast!

The technology behind the product is robust with a clear focus on unlocking the value of human and artificial intelligence put together. "Everyone is talking about visual recognition and artificial intelligence. But what about human intelligence? SeenIt is the only place to get relevant answers to all your nuanced lifestyle questions. This is because SeenIt enhances humanity with technology. We are using AI that is self learning - we've developed a proprietary algorithm that routes users questions to the correct experts - people who can help instantly, because they've either correctly answered or have asked a similar question in the past. We introduced a voting feature, which allows users to help each other decide what to wear or what to buy by just voting a 'yay or nay' - a simple click of a button. This, along with all the other data that we collect, helps us (and in turn retailers or designers) understand trend sentiments and customer preferences.", explains Saksham.

SeenIt has received an undisclosed amount in a Seed round raised from a credible group of investors, including Housing investor Vineet Singh, Founder of Calcutta Angels Pradyumna Dalmina, Head of CIIE at IIM Ahmedabad Tanvi Rangwalla, and an MD at Goldman Sachs. "We are actively growing both our user community as well as our category verticals. We have seen major interest from retailers who wish to be featured, as well as fashion and lifestyle bloggers who have their product images posted. Our blog, the [SeenIt Diaries](#), is a fun and quirky read which has also created keen interest with our community," shares Vedanta. He also revealed plans to tie-up with e-retailers trying to reach a targeted audience with concrete vested interest in their products.

You may have heard of SeenIt in the news when they tied up with Penn Masala to be their online partners for their recent India tour. "We were able to showcase our capability of allowing users to engage with their favourite celebrities and brands in the newest age interactive way. Thousands of people came online to vote for their favourite Penn Masala song and win tickets to the concert. This not only helped us advise Penn Masala to increase the number of shows in certain cities such as Kolkata and Mumbai but also helped them decide the songs that their fans really wanted them to perform. That's the power of the data we generate!" explains Karwal.

[Website Link: www.seenit.in](http://www.seenit.in)

[Android App: SeenIt Play Store](#)

[iPhone App: SeenIt App Store](#)