

NRF | **tech 2018**

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Making inroads to conversational commerce

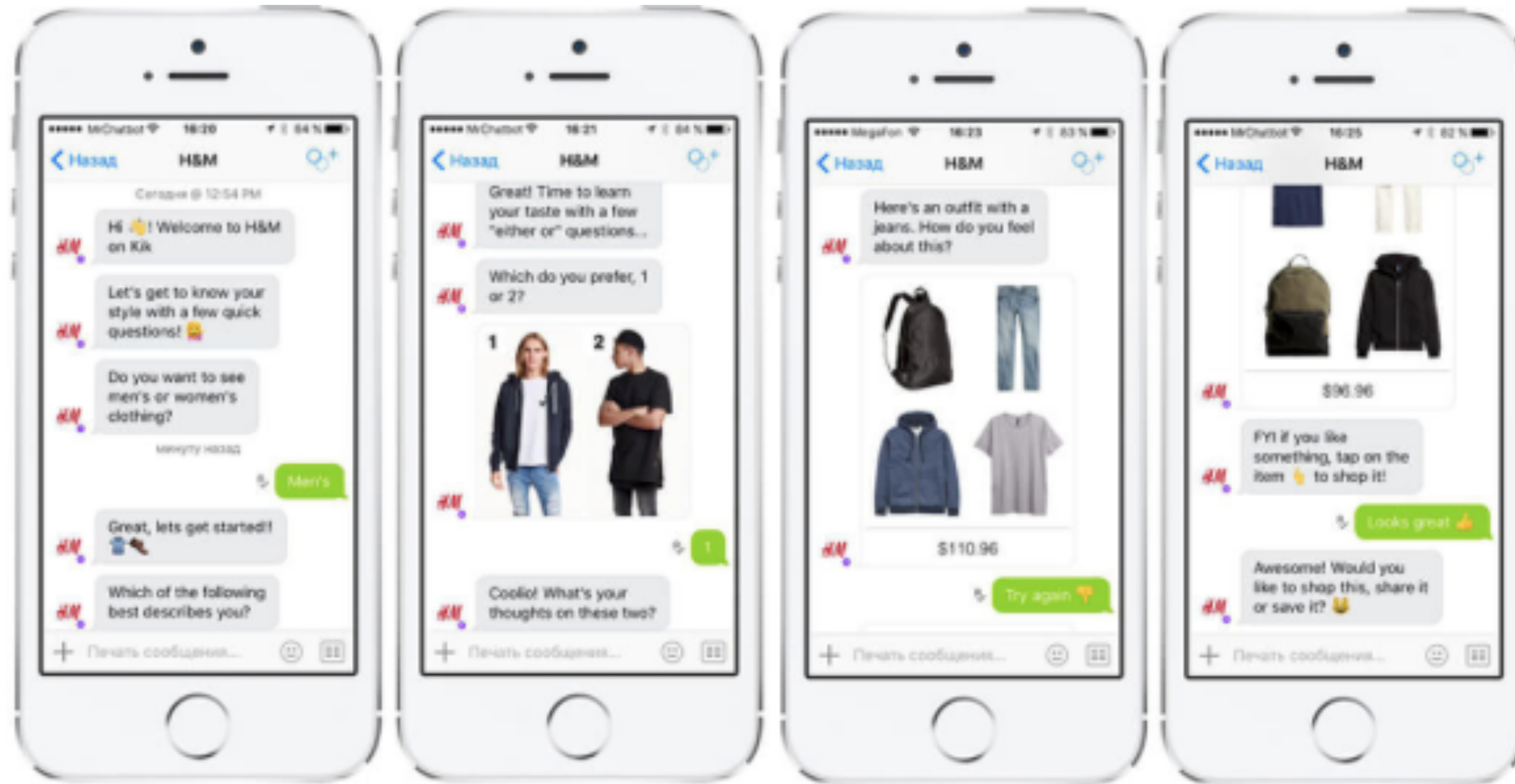
Marvin Liao, Partner, 500 Startups

Conversational Commerce: Perspective from a VC

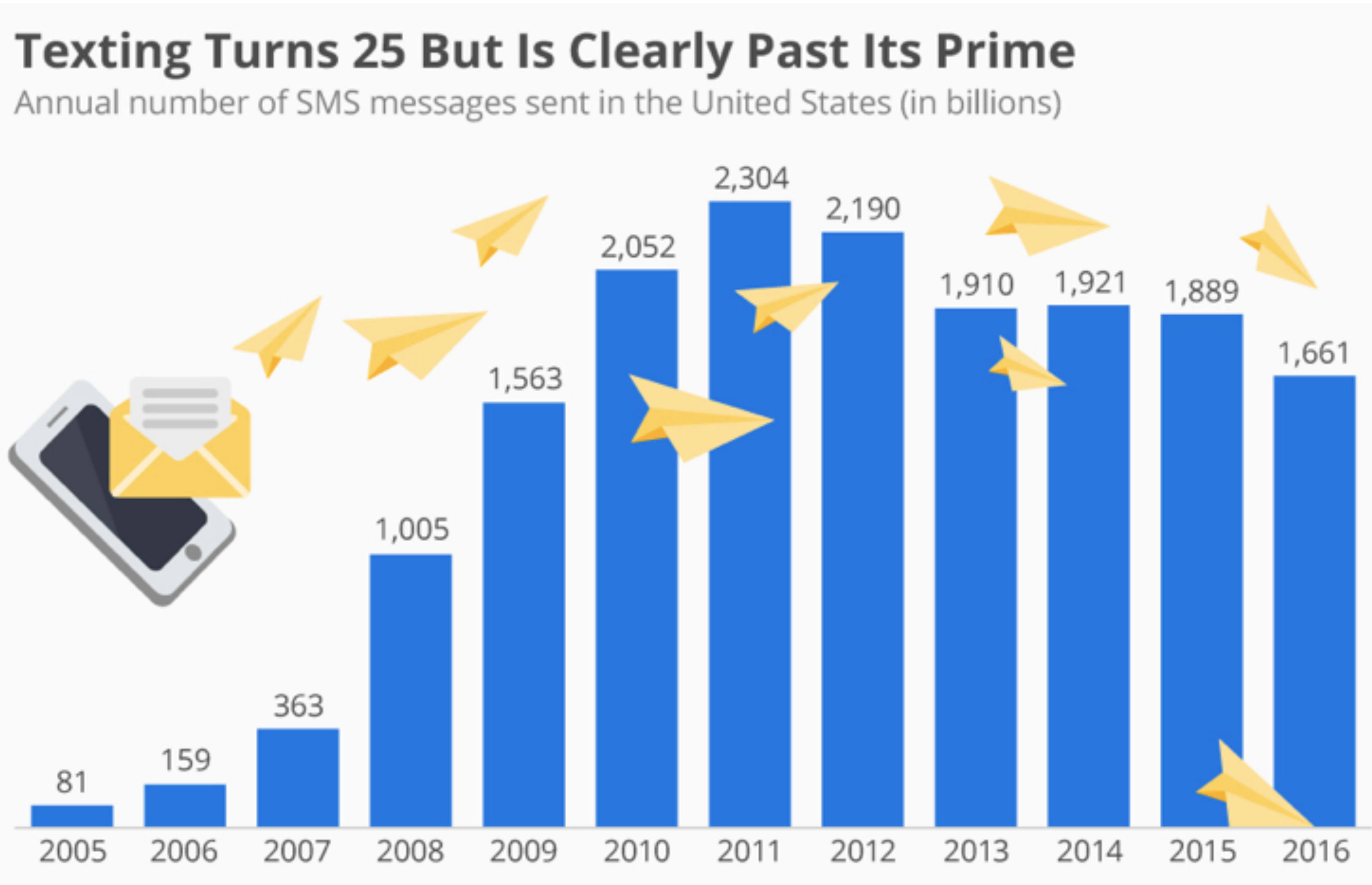
500 Startups: Global Seed VC Fund



Conversational Commerce



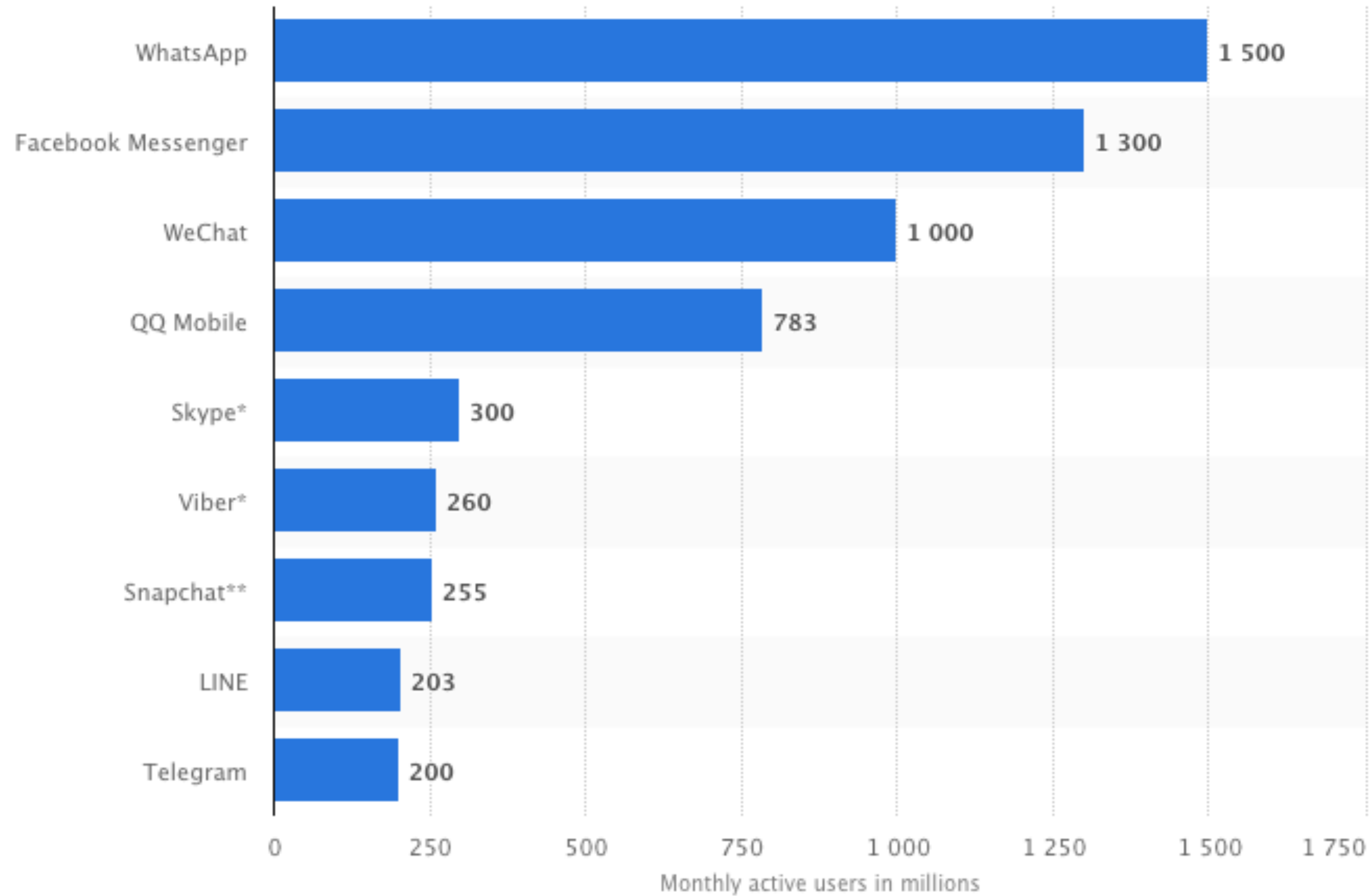
SMS Texting



Messenger Apps

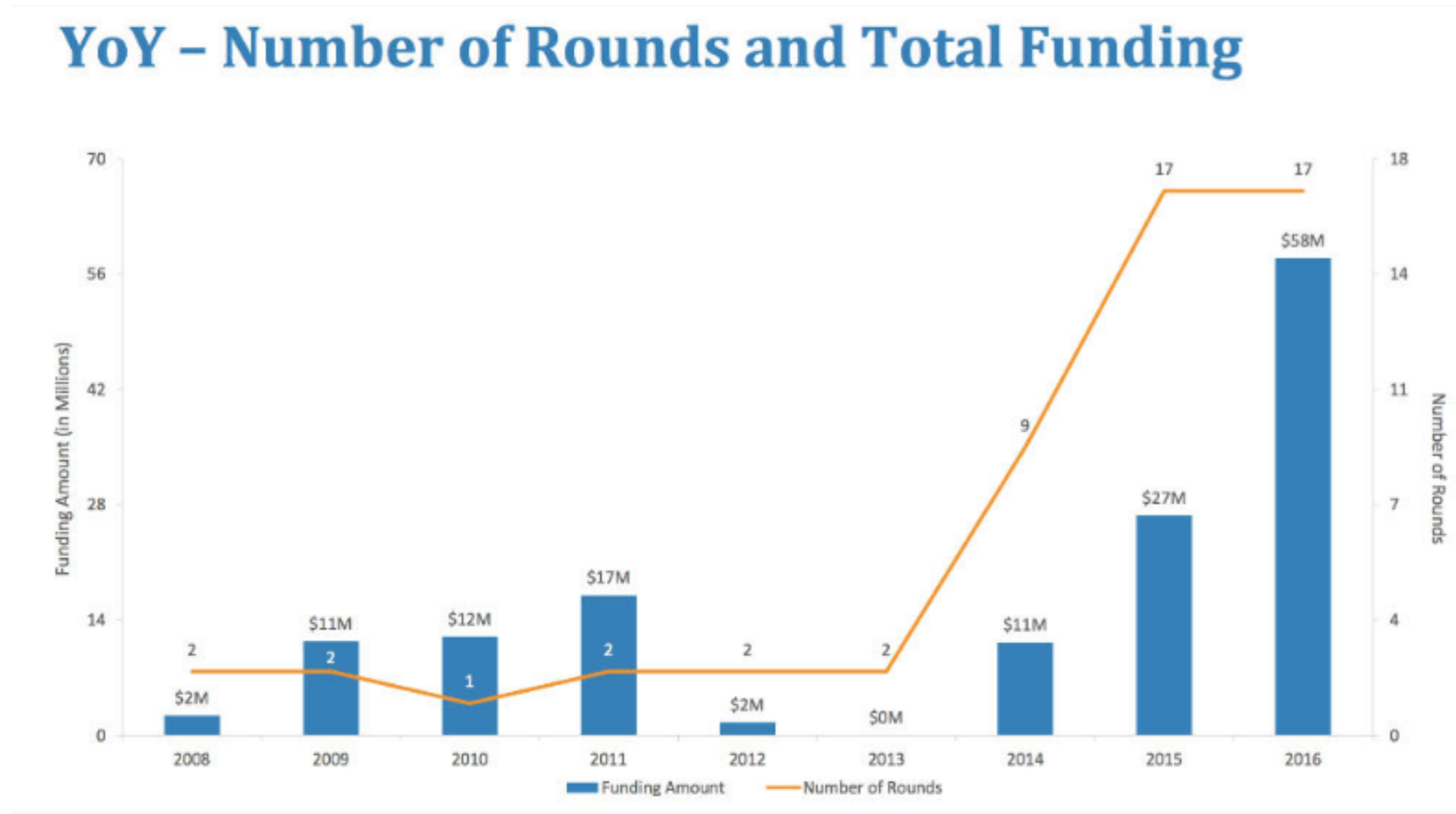


Growth of Messaging Apps



Source: Statista, April 2018

VC Investments in Chat Bots



Source: Tracxn Reports 2017

Gartner Hype Cycle



Voice

