



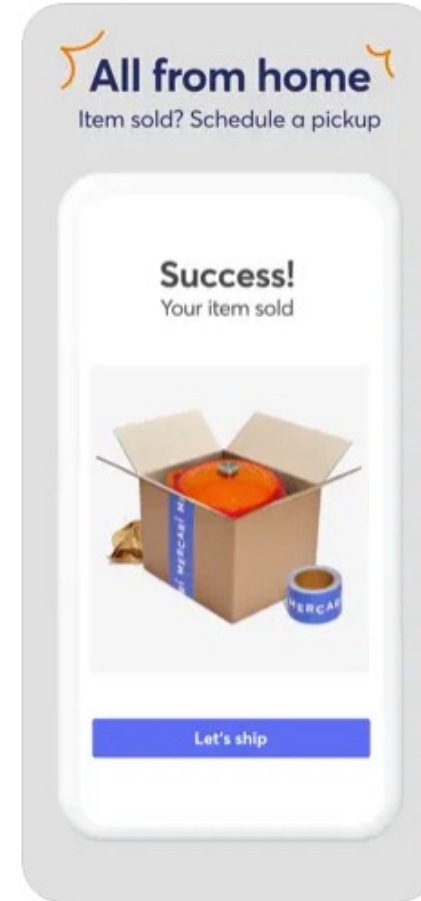
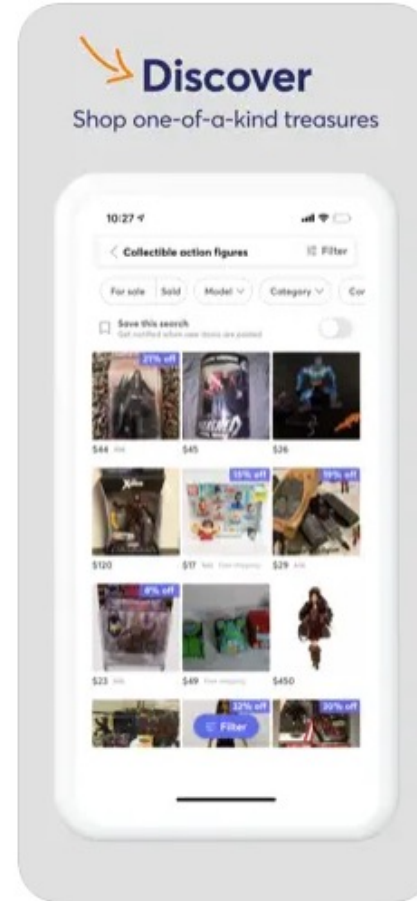
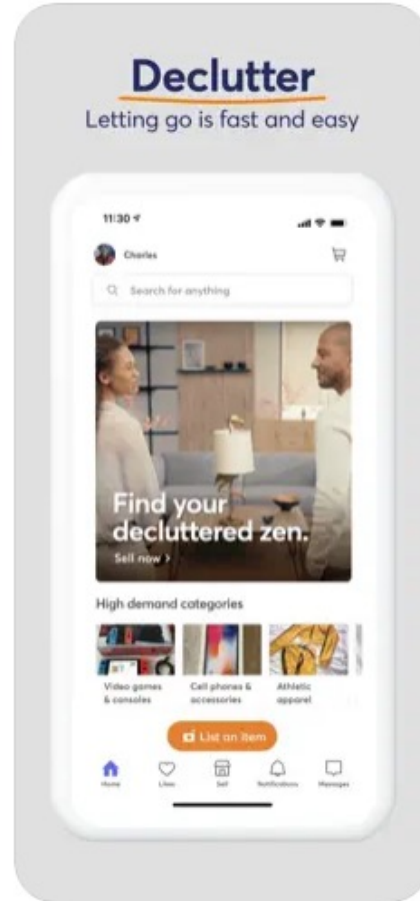
# E-COMMERCE CHALLENGE

Mercari x JPC

Nick Pittoni

Product Lead - Mercari

# ABOUT MERCARI



## OUR MISSION

Create value in a global marketplace where anyone can buy & sell

**“I WANT TO MAKE SOCIETY MORE  
AFFLUENT BY ENSURING THAT  
LIMITED RESOURCES ARE  
CIRCULATED.” ”**

CEO of Mercari, Shintaro Yamada

# YOUR CHALLENGE (1)

How may we build the next loyalty program for Mercari users?





# YOUR CHALLENGE (2)

How would you create a home decluttering product experience for Mercari users?

