

# High-Level Points of Comparison



## Target Markets

- TeamCarts focused on friends/couples for collaborative shopping
- Basket targets solo online shoppers for wish lists and price tracking
- Karrot serves local communities for affordable second-hand goods
- Poshmark appeals to fashion-conscious buyers/sellers

## Unique Seller Points

- TeamCarts: Collaborative shopping tools with feedback and voting
- Basket: Wish list organization and price tracking capabilities
- Karrot: Emphasis on community and verified local sellers
- Poshmark: Social commerce element and focus on fashion

## Competitive Landscape

- Group chat apps with shopping lists may compete with TeamCarts
- Browser extensions may compete with Basket's wish list features
- Local classified sites may compete with Karrot's community-driven model
- Poshmark's offer function makes it competitive with online marketplaces like eBay.

