

The role of AI for second-hand marketplaces

A high-angle, top-down photograph of a person wearing a yellow long-sleeved sweater and blue jeans. They are standing over a white desk. On the desk, there is a silver laptop, a pair of black scissors, a roll of clear tape, and a cardboard box. The box is open, revealing a yellow knitted sweater inside, which is partially covered by white tissue paper. The person is holding a black smartphone in both hands, looking at the screen. The background is slightly blurred, showing a wooden floor and a white chair.

Ferdinand Vogler — **DMA Conference** Berlin — November 7th, 2024

Who are you?

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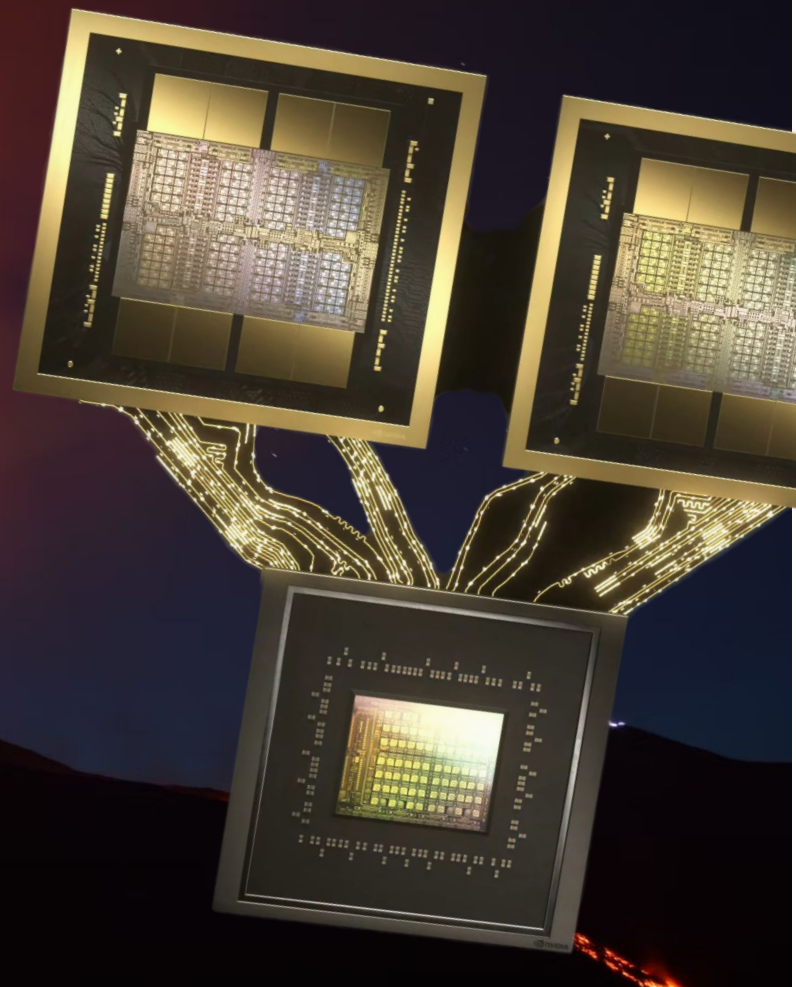
LinkedIn: Ferdinand Vogler

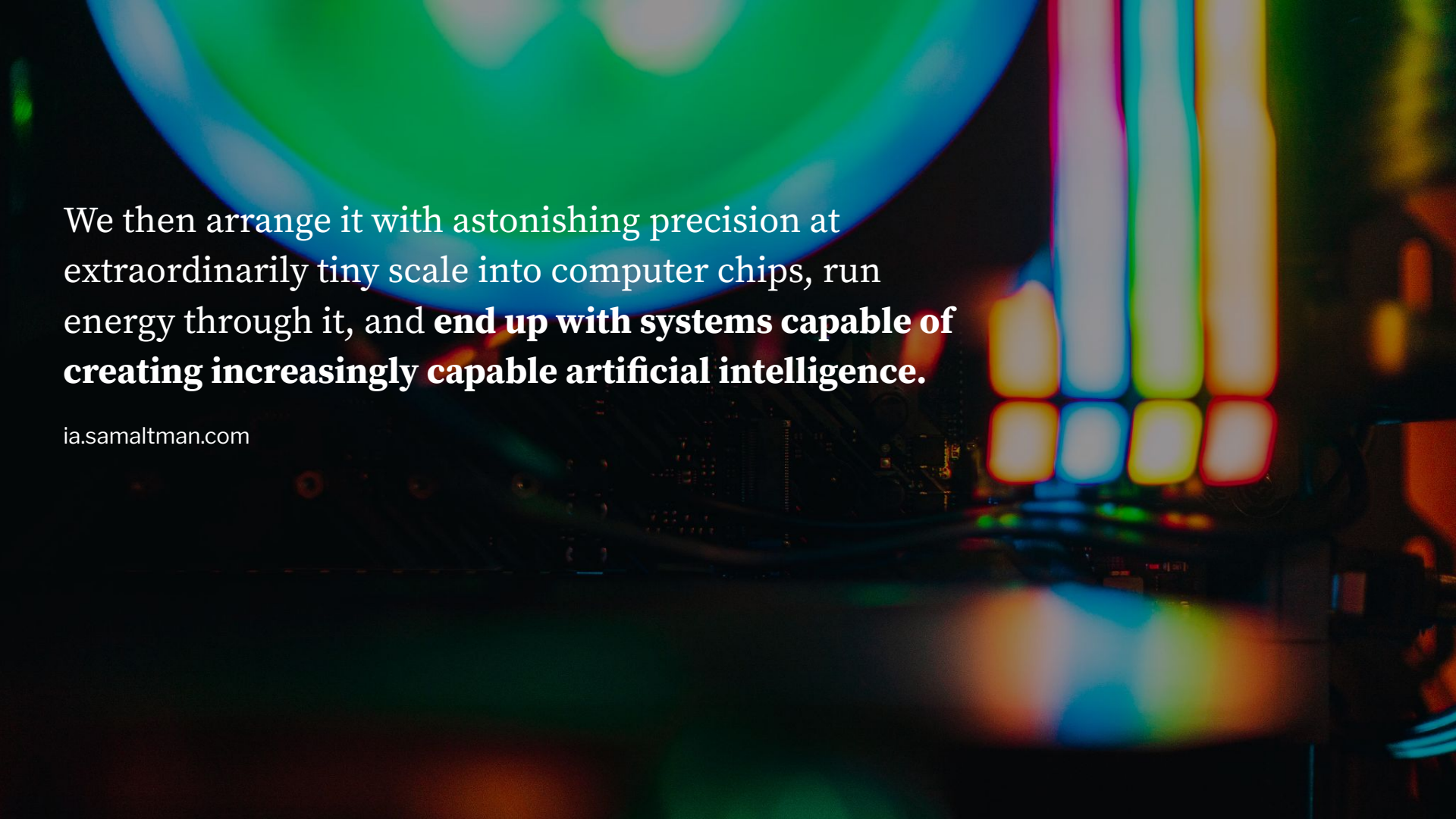


Here is one narrow way to look at human history.



After thousands of years of compounding scientific discovery and technological progress, we have figured out *how to melt sand* and *add some impurities*.





We then arrange it with astonishing precision at extraordinarily tiny scale into computer chips, run energy through it, and **end up with systems capable of creating increasingly capable artificial intelligence.**

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This is how we use it.

> **generate a photo** of a fun conference in berlin about digital marketplaces, where there is a presentation about AI happening.



How AI matters for second-hand marketplaces



A photograph of a cluttered home office. In the foreground, a light-colored couch with cushions is partially visible. To the left, a wooden bookshelf holds books and a potted plant. A skateboard leans against the bookshelf. In the center, a green metal shelving unit is filled with various items, including a 3D printer on top. To the right, a wooden desk is crowded with books, a rocket model, and other miscellaneous objects. A window with a white textured blind is in the background. The text "We have a lot of stuff." is overlaid in the center.

We have a lot of stuff.



5.-

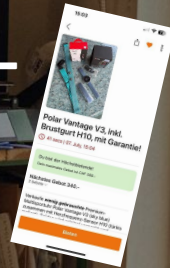


12.-



20.-

48.-

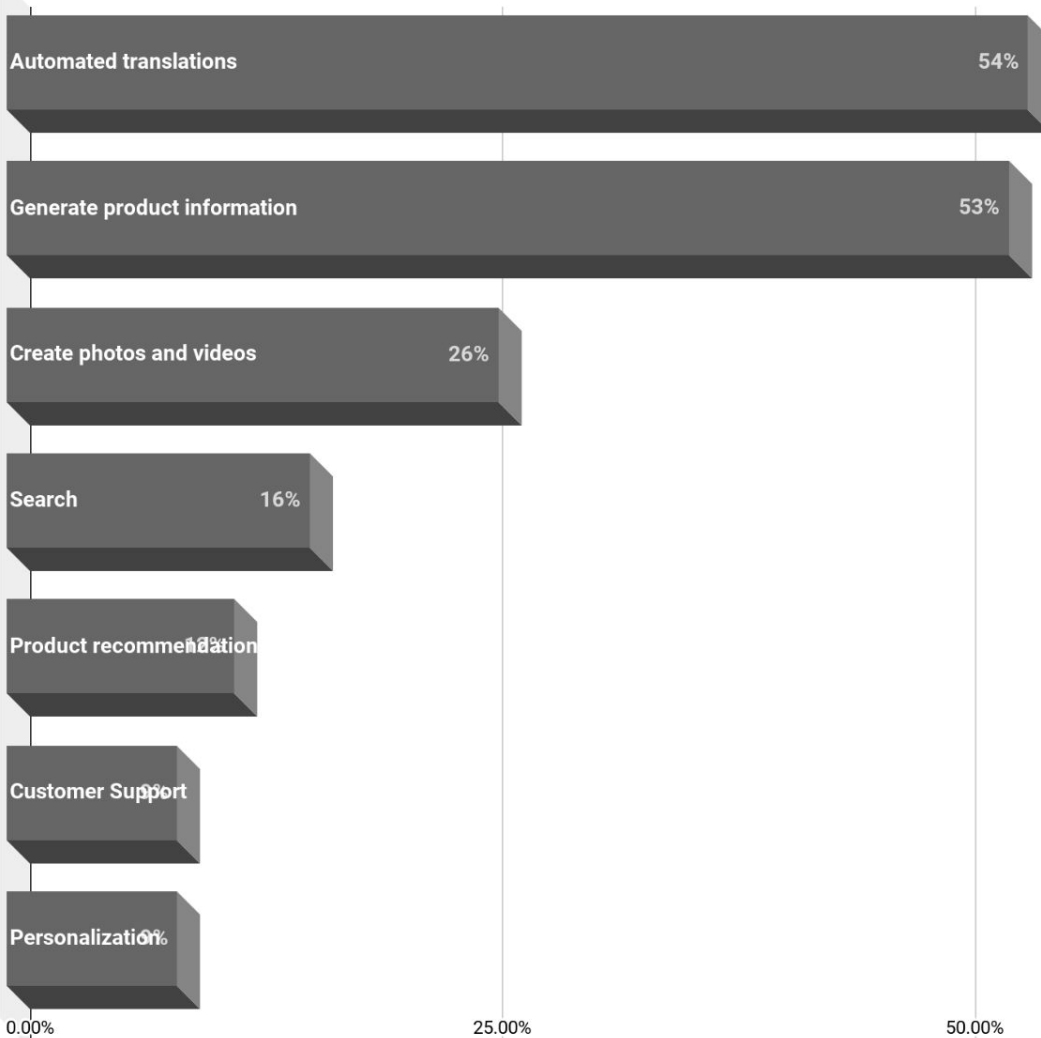


11.-

Selling and buying second-hand can be hard.

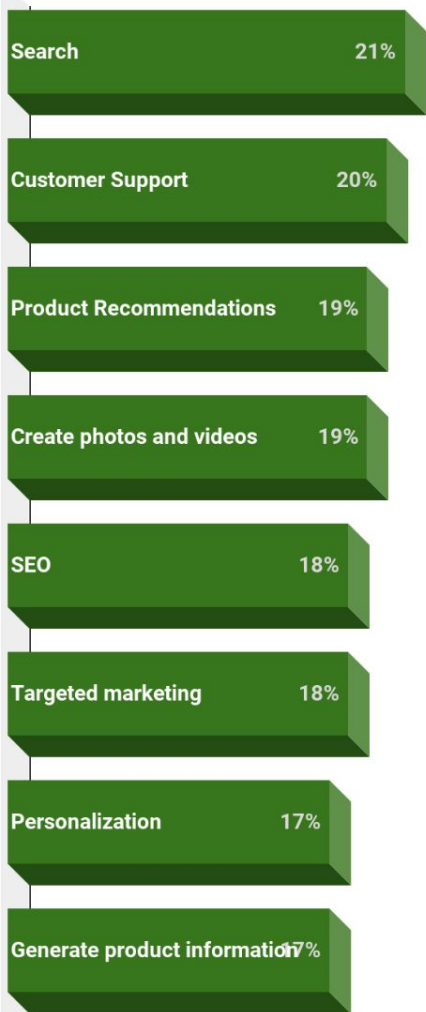
Mostly because we're lazy.

- 
- A photograph of a home office or workshop. On the left, a wooden shelf holds a potted plant, a map, and a skateboard. In the center, a green metal shelving unit is filled with boxes, tools, and a 3D printer. To the right, a wooden desk is cluttered with books, a rocket model, and other items. A window with a white brick pattern is in the background.
- ✓ **Dimensions & specs**
 - ✓ **Condition**
 - ✓ **Price**
 - ✓ **Shipping or pickup**
 - ✓ **Authenticity**
 - ✓ **Photos & description**



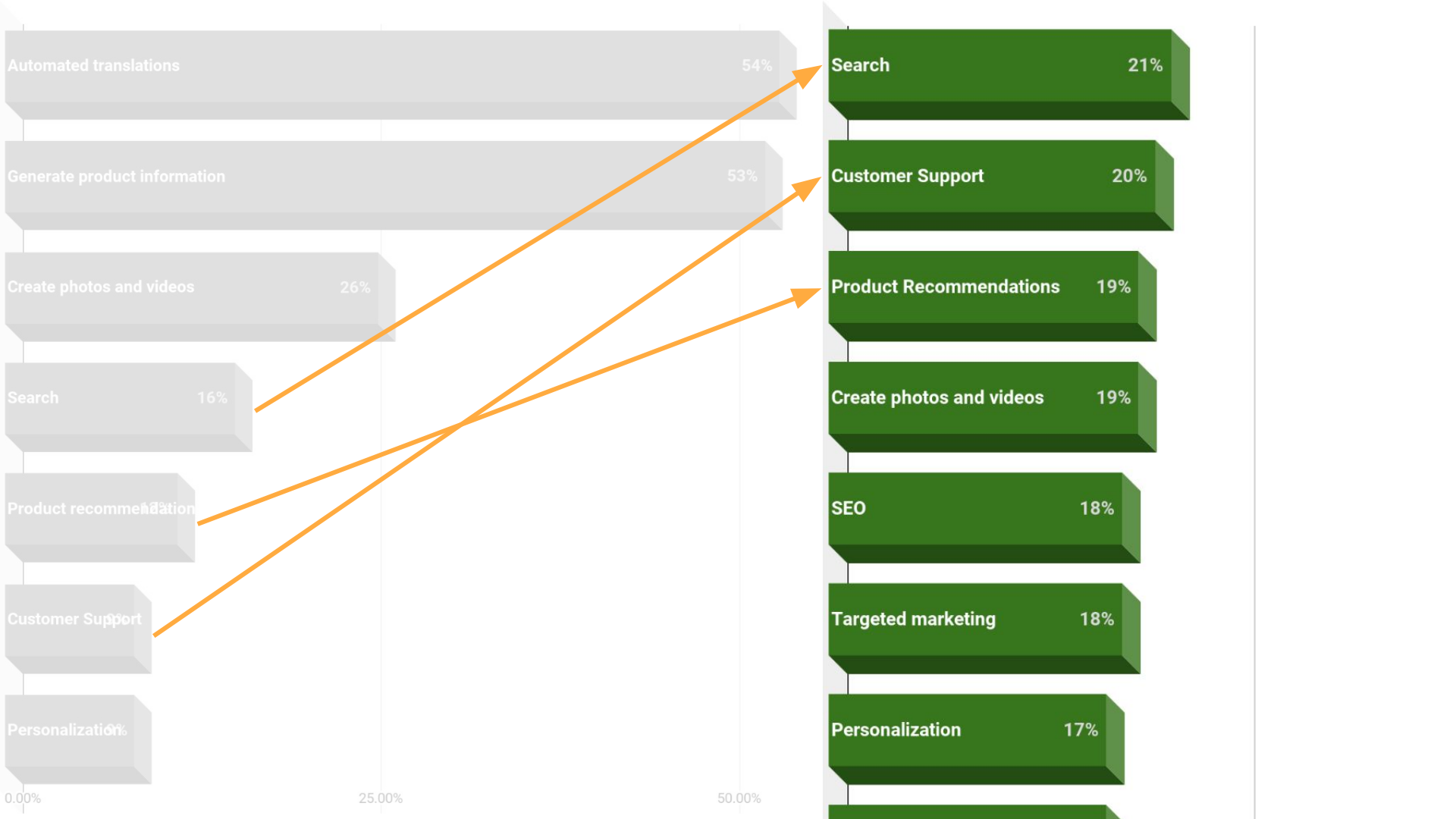
Source: [ZHAW online retailer survey 2024](#)
n = 624

How AI *is currently* used

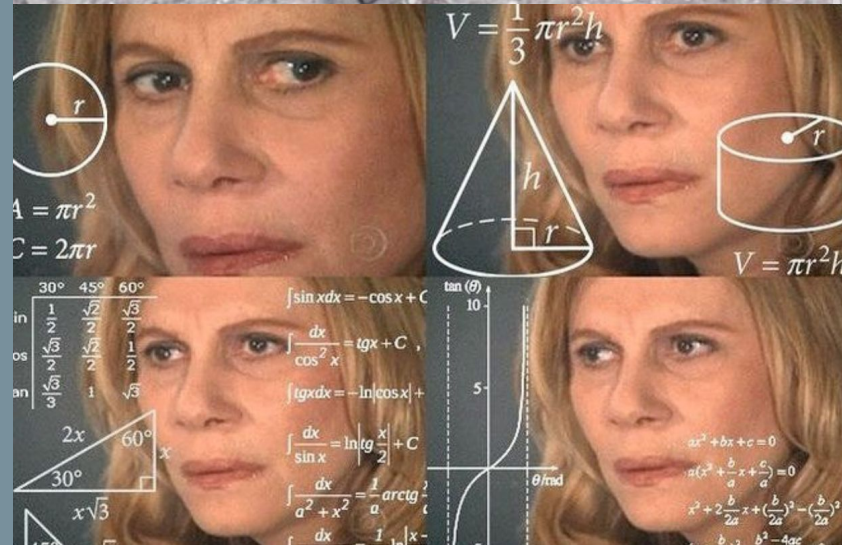


Source: [ZHAW online retailer survey 2024](#)
n = 624

How AI *will be* used



“For companies **a lack of know-how and specialist knowledge** makes it **difficult to identify suitable use cases** that have a tangible **business impact.**”

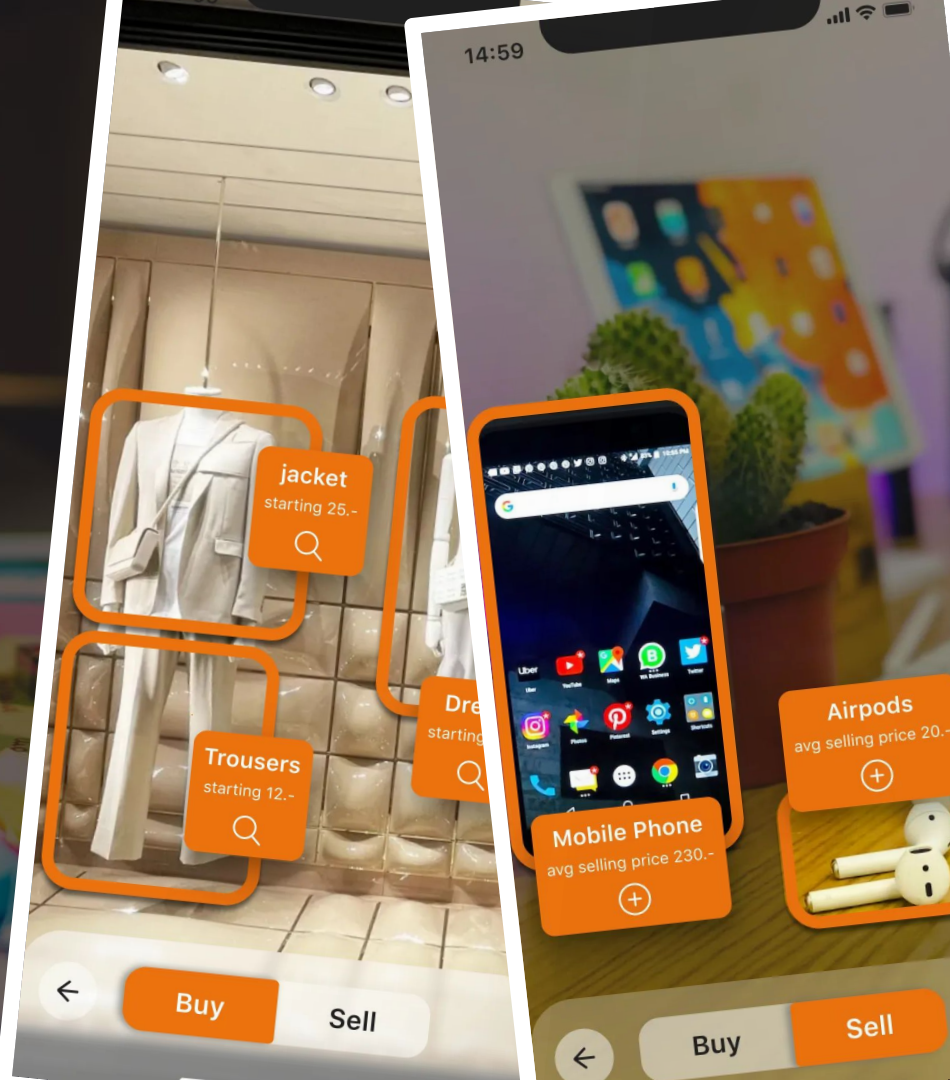




What if you could find second-hand pieces from the world around you?

Internal hackathon in November 2023

Introducing "Ricardo Lens"



- **Snap a photo**

Upload a screenshot



Snap a photo

- **Upload a screenshot**



A person with long dark hair, wearing a light-colored sweater, is holding a white smartphone. The phone screen displays a product page with a large image of a black and white patterned garment. The background is a blurred clothing store with shelves of shoes and a table with various items. The text "Let's try it out!" is overlaid in white, with an orange arrow pointing to the right.

Let's try it out! →

Challenges

“Aha” moment

Get people to try it

Data Quality

Second hand is rarely structured or consistent

Loop of stupidity

Avoid becoming “stupid” by using generated data for further training of LLMs


Bias in algorithms

Favoring certain users or products

Privacy

How is my data used?



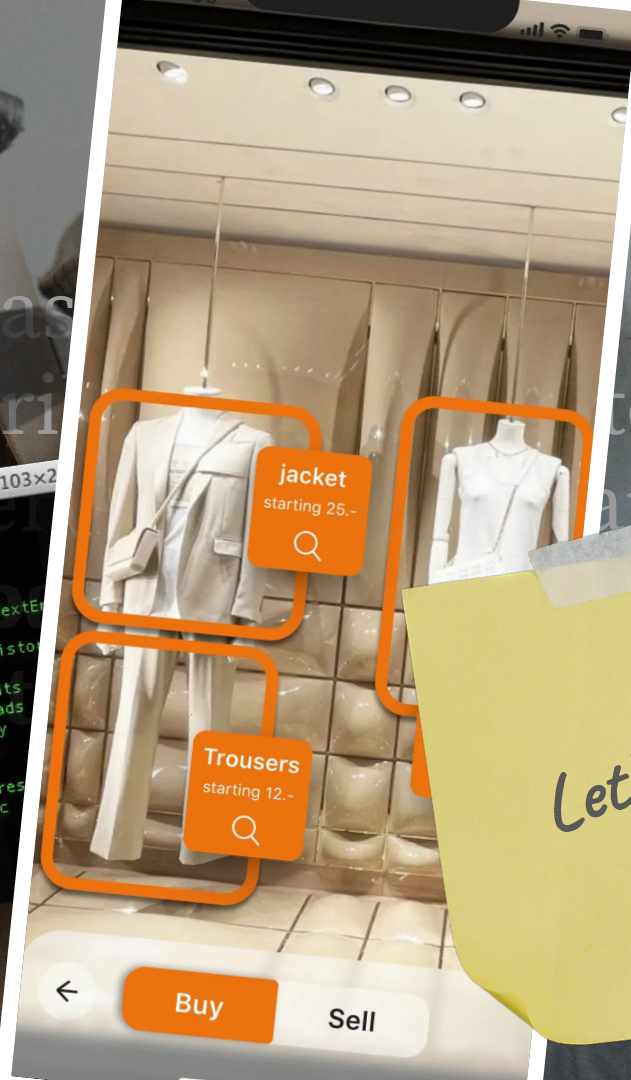
A background image showing several pieces of clothing, including a patterned jacket, a white shirt, and a grey sweater, hanging on wooden hangers. The image is slightly blurred and has a soft, muted color palette.

We then arrange it with astonishing precision at extraordinarily tiny scale into computer chips, run energy through it, and ***end up* with systems capable of creating increasingly capable artificial intelligence.**

We then change it with as
precision at extraordinary
computer chips
end up with
increasing
intelligence

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```
jim — bash — 103x2
Last login: Tue Sep 25 13:00:56 on ttys006
Jim-Hoskinss-iMac:~ jim$ ls -la
total 8
drwxr-xr-x+ 13 jim  staff  442 Sep 25 13:00 .
drwxr-xr-x+  6 root  admin 204 Sep 25 12:50 ..
drwxr-xr-x+  1 jim  staff   3 Sep 25 12:50 .CFUserTextE
-rw-r--r--  2 jim  staff  68 Sep 25 12:52 .Trash
drwx----- 1 jim  staff  57 Sep 25 13:00 .bash_hist
drwx----- 1 jim  staff  340 Sep 25 12:57 Desktop
-rw-r--r-- 10 jim  staff  136 Sep 25 12:50 Documents
drwx----- 4 jim  staff  136 Sep 25 12:50 Downloads
drwx----- 4 jim  staff 1122 Sep 25 12:50 Library
drwx----- 4 jim  staff  102 Sep 25 12:50 Music
drwx-----@ 33 jim  staff  102 Sep 25 12:50 Movies
drwx----- 3 jim  staff  136 Sep 25 12:50 Pictures
drwx----- 3 jim  staff  170 Sep 25 12:50 Public
drwxr-xr-x+  5 jim  staff
Jim-Hoskinss-iMac:~ jim$ Where am I?
```



Let's try it

Stay in touch!

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