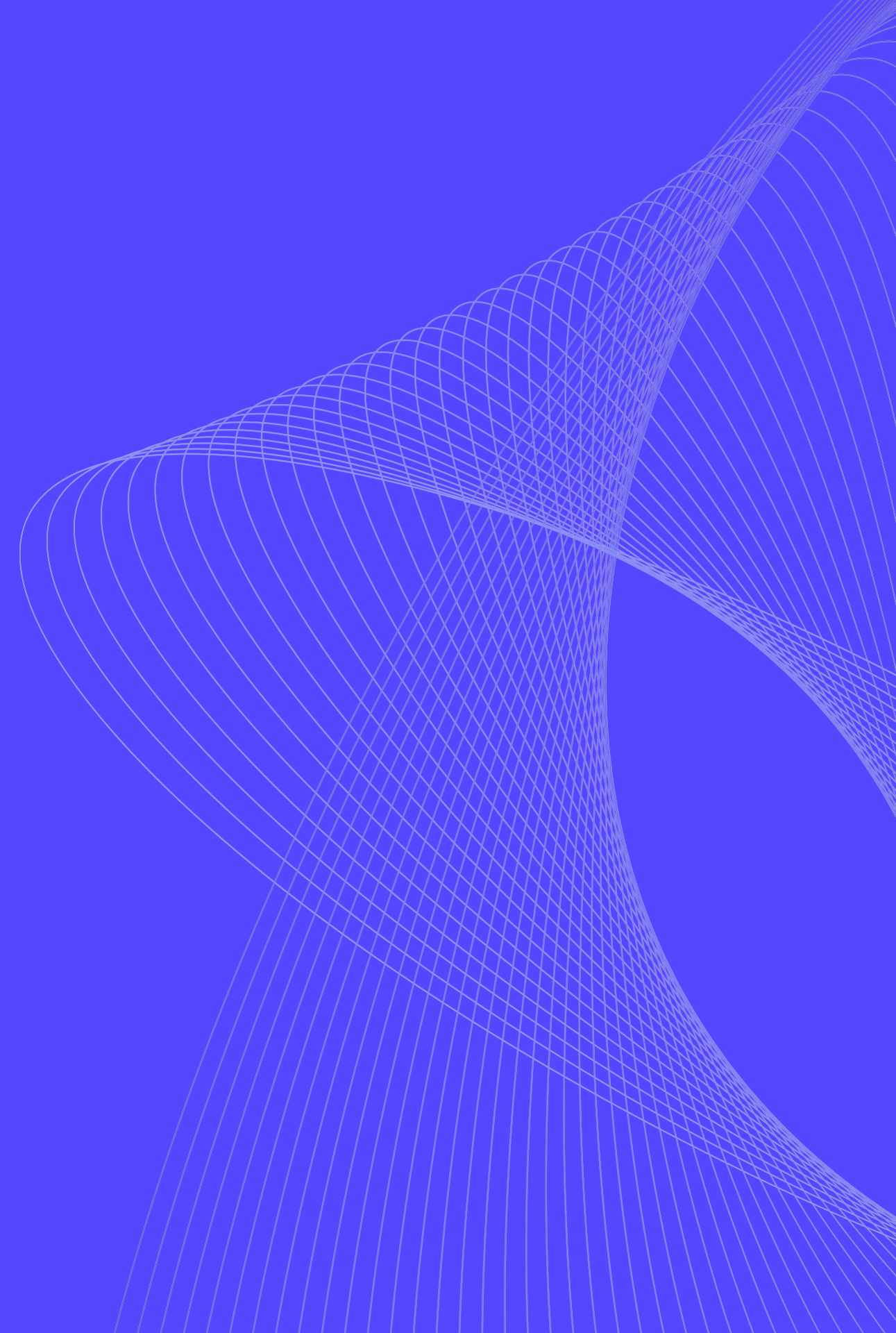




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## Brand Story

October 2023



### Why

To empower dropshippers to succeed by increasing their productivity, helping them achieve their goals in the fastest & easiest way.

### How

At ZOPI, we strive to create a world where dropshippers can be closer to success through increased productivity, and we help them accomplish their goals in the fastest & easiest way.

### What

We make an all-in-one platform which dropshippers can

- Find a product idea for dropshipping within a week
- Create a ready-to-sell product on multiple sales channels within 30 minutes
- Fulfill up to 100s orders per second within a click





### Positioning

In the rapidly evolving world of dropshipping, Zopi is the go-to for those looking to sell without the fuss. We make finding products, setting them up for sale, and sending them to customers quick and straightforward.

With Zopi, you spend less time figuring things out and more time growing your business. If you're aiming to sell seamlessly and successfully, Zopi has your back.



## Brand Core Values

### PRODUCTIVITY

Efficiency is in our DNA. Every feature and tool within Zopi is engineered to optimize workflows, reduce manual tasks, and increase output, ensuring that our users achieve more in less time.

### SUCCESS

Zopi is not just a tool but a partner in the user's journey to dropshipping success. The platform's success is intertwined with the success of its users.

### RENOVATION

Zopi is always at the forefront of the dropshipping industry, continuously iterating, improving, and introducing improved solutions that set us apart from competitors.



Personality




BRAND STORY


## Persona

### Felix Jensen

The fast-paced dropshipper

 30 | Male

 Full-time Dropshipper

 London, UK

 Single/No kids

### Bio

A seasoned dropshipper and e-commerce maven, Felix lives life in the fast lane, always a step ahead in the digital marketplace. With a keen eye for the next big trend and a hand firmly on the pulse of global commerce, he's transformed his passion into a flourishing six-figure business. London-based but a global thinker at heart, Felix thrives on real-time data and cutting-edge tech. In the world of dropshipping, Felix is not just a player; he's a game-changer.





## Goal

### Rapid Product Discovery

Felix's primary goal is to find trending and profitable products quickly.

### Create winning campaigns

He want to find out his winning products without testing numerous product variants or advertisements.

### High-volume Order Fulfillment

His ultimate goal is to efficiently fulfill a high volume of orders.



**Felix Jensen**

The fast-paced dropshipper

## Pains



### Product Discovery Challenges

He struggles to identify trending and profitable products within his desired timeframe



### Complex Landing page setup

Felix might find it time-consuming or complex when he is in the process of creating landing page



### Order Volume Bottlenecks

Such as delays, inventory shortages, or difficulties in coordinating with suppliers and logistics partners.



**Felix Jensen**

The fast-paced dropshipper



## Motivations



### Maximizing Sales

Felix is highly motivated to maximize his sales and profitability.



### Continuous Growth

Felix aims to expand his dropshipping portfolio rapidly and stay ahead of the competition.



### Operational Efficiency

He's motivated to optimize his operations and reduce manual work



BRAND STORY



**Felix Jensen**

The fast-paced dropshipper

## Behaviors

### In-depth Product Analysis

Felix regularly conducts in-depth product analysis to identify product opportunities

### Advertising Experimentation

He actively tests and adjusts his online advertising strategies to improve ROI.

### Tool Exploration

Felix actively explores software solutions for e-commerce efficiency to save time and resources.



**Felix Jensen**  
The fast-paced dropshipper



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Brand Story