

# E-Commerce Platform Startup



# Who We Are..

- 1 An e-commerce platform **Connecting Consumers And Sellers** across the globe with a range of products
- 2 Uniquely **Bridge The Gap** between the various e-commerce platforms on the market
- 3 **Capturing Significant Market Share** within a growing market that is primed and ripe for disruption

100 Daily Orders | 50,000 Buyers | 1,500 Sellers | 54 Staff

Be Sporty & Stylish With Our Classic Collection

FREE DELIVERY

**The Future** By 2021 an astounding **65.2%** of the global population will have purchased a product online, up from just **58.3%** of the population in 2016. *'Statista Market'*

## What Sets Us Apart from Our Competitors



**Genuine Products**  
Merchant guarantees to sell only genuine products to customers through the platform.



**Secure Payments**  
Customers' personal information is always kept safe and confidential. All on-line transactions are secured by SSL.



**Easy Returns, Replacements & Refunds**  
Order replacement within 30 days of receiving product for wrong size/color/quantity, missing parts/accessories, defective/damaged, not as per description.

### Buyer Safety – Genuine and Authentic Products!

**We offer a 100% Buyer Protection Policy to our customers.**

Customer protection is of the utmost importance and achieved through three pillars.

## E-Commerce Market Problems



- 01 Lack of Quality Control**  
Around **66%** of products bought on Amazon, eBay, Wish and AliExpress failed safety test
- 02 Knockoffs and Counterfeits**  
Around **40%** of goods bought through e-commerce websites are knockoffs
- 03 High Fee**  
Can be as high as **25%** of the items selling price
- 04 Long Shipping**  
Can take as long as **30 days** from placing the order to arrive on the consumer's doorstep

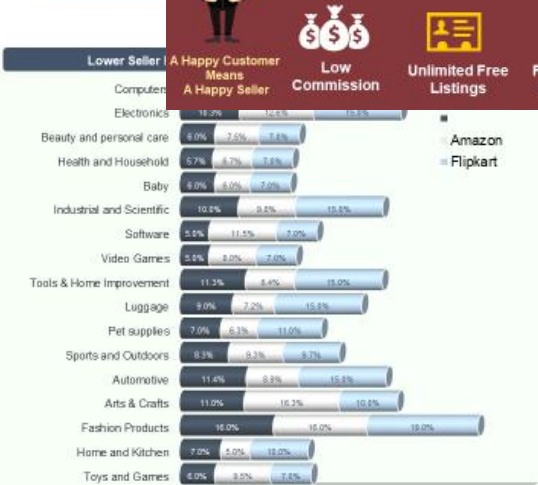
## Unique Platform Benefits

Identifying and recognizing a **Genuine Buyers & Sellers** for their customized requirement through **An Automated** process. Duplicate Products, Fake Returns and In genuine Pricing during procurement process.

- Low Seller Fees**  
Across the board no matter the category fees charged to sellers are **Lower** through Our Platform.  
Marketplace fee through Amazon and Flipkart for selling a computer is **8.5%** and **9.0%** respectively, but **8.0%** Through us
- Logistical Support**  
All orders are delivered either from the **Warehouses Of Our Retail Partners** or from **Our Fulfillment Center** ensuring delivery to your doorstep **Within 2-5 Days**
- Buyer's Safety**  
Have tied up over **100 Vetted And Trusted Suppliers** and are growing our supplier network monthly, ensuring a **100% Buyer Protection Policy**, High Quality, Reliability And Offer **Genuine Products** for each and every order
- Seller's Safety**  
Enhanced Policies to safeguard Sellers from **Fraudulent Customer Experience**, saving from **Fake Returns** and share benefit through **Low Commission** and **Extended Features** to premium sellers.

### Sellers Are Equally Important to Us!

**We cover a cent Percent Sellers Interest and Providing Safeguard from Bad Customer Experience**  
**Genuine Product** Delivery and **NO** Or a **Low Return** is our motto to improve Sellers Experience and Influence



- Lower Seller Fees
- Happy Customer Means A Happy Seller
- Low Commission
- Unlimited Free Listings
- Free Promotion for Premium Sellers
- Delivery From our Warehouse
- Avoid Fraudulent Customer Experience
- Cash On Delivery Option to Only Verified Customer
- Safeguard Against Fake Returns

of Sellers: XYZ | No. of Customers: XYZ | Revenues In Next 12 Months: XYZ | Terminal Year Valuation: XYZ



### MAJOR OPERATING EXPENSES BREAKUP FOR THE YEARS



### SEGMENTAL INFORMATION (REVENUE AND DIRECT COST)

