* SLIDE 1:
* Opening
* - It is a great honor to be here today, to share an idea that my team had worked on for the last 5 months. And more than that, we are looking for advices, feedback from everyone to improve and build our business model better.
* - After 15 years of evolving, most of everything is moved online, electronically even buying toilet paper according to Amazon’s CEO.
* - Anyone in here has never shopped online before? (Expect no hand)...as you can see, it has become a lifestyle in the U.S, everyone shops online.
* - Making eCommerce is a lifestyle is a process, not easy to do as it seems. However, as Jack Ma said: “The opportunity is only lie in the place where people complain, there is a problem, there is opportunity.”
* Introduction

1. From the opportunity of being here in the U.S, the most advanced place of eCommerce, experiencing different type of online trading and new technology, our team has decided to start the project called LucLoi.vn. We are different from others eCommerce sites because of our social media based concept where people can interact with each others easily.
2. With the mission of:
3. Helping everyone to do eCommerce from anywhere in VN fast, secured and efficient.
4. Vision:
5. This project is designed for the future when the users in the region are ready for it.

* SLIDE 2:

1. Like many startups, the idea for LucLoi started with the question
2. Is there a better to find a local store nearby? //local SME
3. Is there a better way to resell my used camera across the country? //used item
4. Is there a better way to sell with low costs but with a wider reach of buyers?
5. there must be a better way than facebook and  instagram to sell things.
6. We face the same issues with vietnam in Malaysia
7. Luckily, I found 2 other people who have the same interest and passion to solve this needs.

* SLIDE 3:
* - TEAM
* SLIDE 4:
* A social media based marketplace concept is a new concept of online marketplace which integrated all the features  of social media websites like Facebook, Instagram or even Snapchat and Tinder to help users communicate easier, more interactive and negotiable.
* Communication is the heart of eCommerce, communication help to build the trust.
* Network of seller (Ex: Mutual friend to the seller => create the trust for that seller)
* Share your trading activities on your tradefeed (Your friend can comment, hit like or share it to their friend)
* Trade Feeds: Similar to facebook’s newsfeed, tradefeeds is a constantly updating list of trade activities on your home page. The feed includes store events notification, purchase activity, from status updates from individuals, stores, and collections that you follow on Facebook.
* SLIDE 5:
* Example:
* Mr. Tuan wanna buy an item in a random area where he is not really familiar, he could not find the right place nearby. He has to ask surrounded people for the stores which sell the product but not a lot of people know. There has to be a better way for Mr. Tuan to find his item.
* => Local Store Directory, a feature that we offer which can help both users and SMEs.
* Users: easier to search.
* SMEs: easier to reach customers.
* LucLoi’s philosophy: If our users are happy, we are happy. If our users can make money, we can make money.
* SLIDE 6:
* Timeline of eCommerce:
* Lucloi is built for the future.
* Based on research and statistical data, the  U.S eCommerce is approximately 5 years ahead of China, and around 20 years ahead of Vietnam.
* SLIDE 7:
* - We have the chance to be here, to experience the taste of ecommerce as a lifestyle in the U.S.
* - We believe that by the time around 2025, Vietnam’s eCommerce will be better.
* SLIDE 8:
* - Vietnam’s smartphone market is about 21 to 22 million users.
* - In Vietnam, there are 140 million mobile cellular subscriptions
* - Internet users in Vietnam account almost more than 45% of Vietnam’s population in 2015
* - 59% people say it is hard to find quality products online; 41% people think e-commerce operators are unreliable; 38% people find the online products' information is not displayed completely; and 37% people tell that they have no credit card or other payment card to use.
* - 144,000 e-commerce websites in Ho Chi Minh City, but only 85,996 of them are in normal operation, and among those websites in normal operation, only 2% has been officially registered
* Key Factors Fuel e-Commerce:
* ●The ecommerce/retail rate is low so there is a significant room to grow.
* ●The rise of Southeast Asian middle class population.
* ●Increasing Mobile, Internet and Credit/Debit Card penetration.
* ●The ASEAN E-Commerce  is worth approximately $34.5 billion by 2018.
* ●Increasing logistic options.
* ●Southeast Asia has a young online population (540+ Millions People)
* ●The ASEAN Economic Community (AEC) will open borders and stimulate trade and commerce across Southeast Asia through better logistics capabilities.
* SLIDE 9:
* **I think we all know how Alibaba Group helped improve and changed billion of people life in China.**
* **Money is a byproduct. The Key is we need to understand what do our consumers want, need and their belief.**
* Negotiation and bargain on prices
* Escrow services (Partnership or Our own payment gateway)
* Modern UI and technology
* Social Media Based concept
* Rent Offering **Customer Segments:**
* Model: Online platform services
* Target of Revenue (Customer):
* Small & Medium Enterprises and individual sellers
* User (People who use):
* Everyone who has can access to the internet, young people.
* **Revenue Stream:**
* **Mainstream:**
* Internal SEO Ads
* 4 Memberships
* Seller Services (Outstanding Listing, pop-up on top of others)
* Sale Events, Pages, Blog.
* Subscription services.
* **Substream:**
* Threshold Transactional Fee/Commision
* **Free:**
* Regular Internal SEO Ads
* Threshold Transactional Fee/Commision
* Q&A:
* **I think we all know how Alibaba Group helped improve and changed billion of people life in China.**
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