

# **BUSINESS PITCH DECK AND PRESENTATION**

## **INTRODUCTION:**

**MARKETPLACE NAME:** Every-Thing

**TAGE LINE:** Get everything you want.

This market place is not just for buy or sell it give a platform for to help small businesses, home-based sellers. Many are work from home but struggle to sell their products online due to the lack of resources or technical knowledge. Our platform makes it simple for them to open an online shop with ease. We also provider products on growing consumer demand for eco-friendly, high-quality, and affordable products. Whether someone wants to buy, rent, or purchase wholesale, Every-Thing connects them all in one place.

## **PROBLEM SOLVING:**

The 1<sup>st</sup> aim of the business to provide a platform for those people that working form home didn't have shop, no online shop so they can open the shop online.

The 2<sup>nd</sup> aim is to provide eco-friendly products.

The 3<sup>rd</sup> aim is that to provide products on rent.

The 4<sup>th</sup> aim to provide products on wholesale rate and high quality.

## **SOLUTION:**

Provide the seamless and user-friendly real time shop experience.

Seller / brands are verified that thy are providing eco-friendly products with transparency on sourcing and impact.

Introduce a rental category where user browse rental product and get product on rent instead of buying, the price duration is based on daily, weekly or monthly.

## **MARKET OPPORTUNITY:**

There is many small businesses not working online, they are targeted.

Peoples are willing to pay more for environmentally friendly products.

The people are finding high-quality products in cheep price.

## **PRODUCT'S:**

User-friendly store creation for home-based sellers (under development)

AI-powered recommendations for eco-conscious shopping (under development)

Secure rental payments with verification.

Store of different categories products for rent and selling.

## **BUSINESS MODLE:**

Commission on each sale

Sponsored product listings and advertising

Transaction fees for rental agreements.

**BUSINESS MODLE:**

Implementing referral and loyalty programs to boost retention  
Partnering with courier services for seamless delivery  
Social media marketing targeting home-based businesses and eco-conscious consumers

**TEAM:**

**CEO & Founder:** Passionate about business growth.

**CMO:** Specializes in digital marketing and brand positioning.

**Developer:** Expert in e-commerce development and AI solutions.

**Operations Manager:** Managing logistics and other processes for rentals and Buy/Selling.

**FINANCIAL PROJECTION:**

**Year 1:** The focus is getting many small businesses and home-based sellers to online as possible. We'll make it super simple to set up and start selling, which should help us reach around 150K in revenue.

**Year 2:** We do marketing and advertising, expect the platform have a strong user base, More sellers and customers mean we are growing.

**Year 3:** Expanding to local markets, reaching international customers, and aiming for 1.9M in revenue.

**CALL TO ACTION:**

We are seeking \$1.5M in funding to enhance platform features, expand our marketing reach, and onboard more home-based sellers and sustainable brands. Join us in making ethical shopping the new norm!