

Welcome to the Junkyard



Oppportunity

A

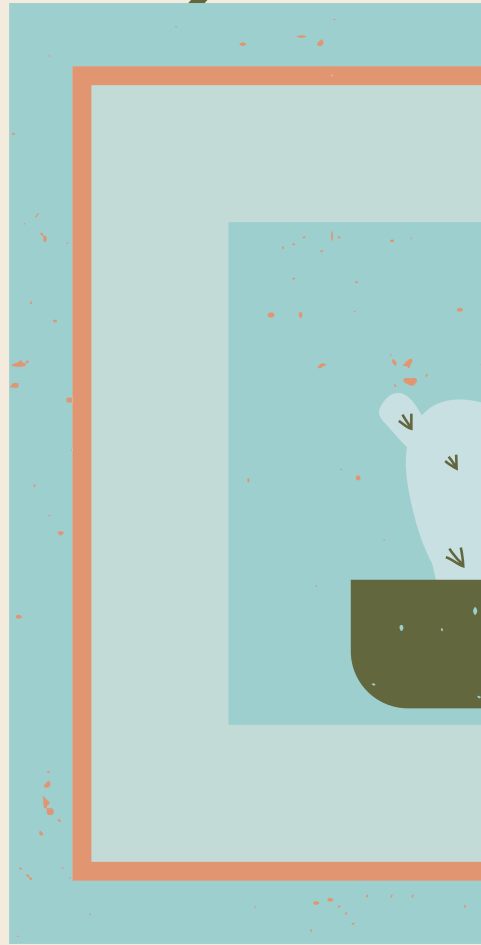
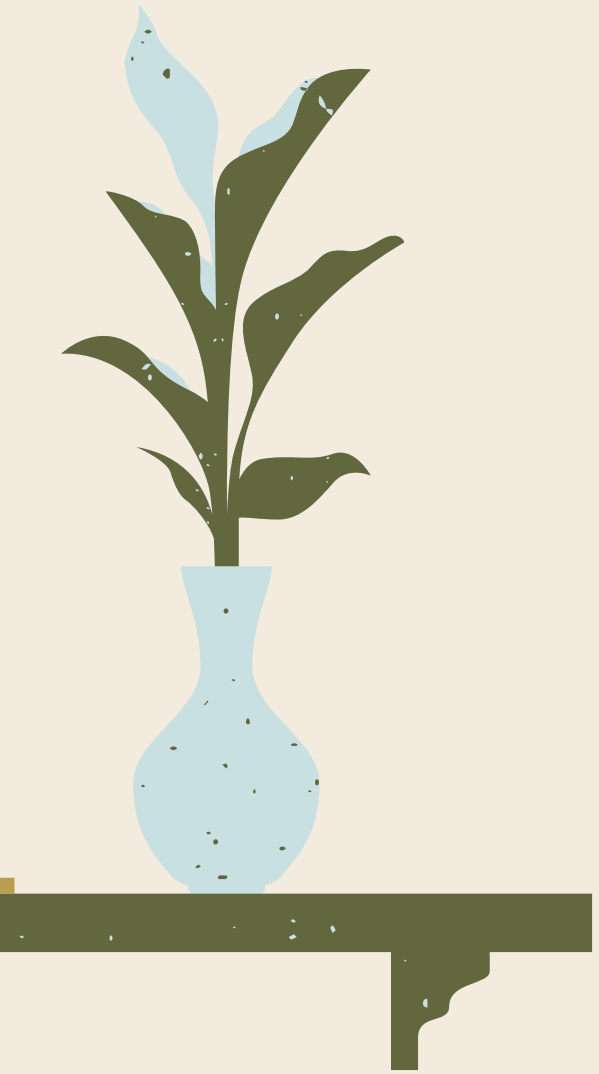
Consumerism is the rise of junk

B

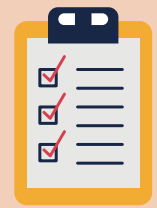
Junk crowds our cities
& pollutes our air

C

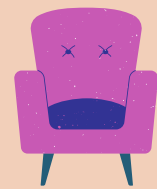
Second-hand & vintage are the
new norm



Value Proposition



Report curb-side junk



Find second-hand pieces



Help the planet



Cover your tracks



Business Model



Dumpers

Who are they?

Indifferent

No incentive to sell
mature & families

What is their value?

Feeling better about
doing the same



Junkies

Who are they?

Looking to save a buck
Chronically online
younger

What is their value?

A free alternative
Community & sustainabillity



Financial Logic

Free track for all basic functions
will feature banner ads



Premium track with monthly
subscription with advanced
features



Us & Them

- Facebook Marketplace is a hassle
- Ebay, Etsy, Chairish are not communal
- Throwing away good stuff is wasteful



The background is a light beige color. On the left, there is a floor lamp with a blue and white patterned shade and a gold-colored pole. Next to it is a light blue bookshelf with three shelves. The top shelf has a potted plant with green leaves in a blue and orange pot. The middle shelf has several books of different colors (blue, green, orange, and grey). The bottom shelf also has books. On the right side, there is a green armchair with a red cushion and a small red bow on the backrest. In the top right corner, there is a pink and orange decorative element. In the top center, there is a small orange shelf with some books.

Tech stack

Frontend
Backend
Database
TLV municipality







Social Impact

Smart city

Community

Sustainability

Meet the team



Tal Harel
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Roe Kleiner
CEO

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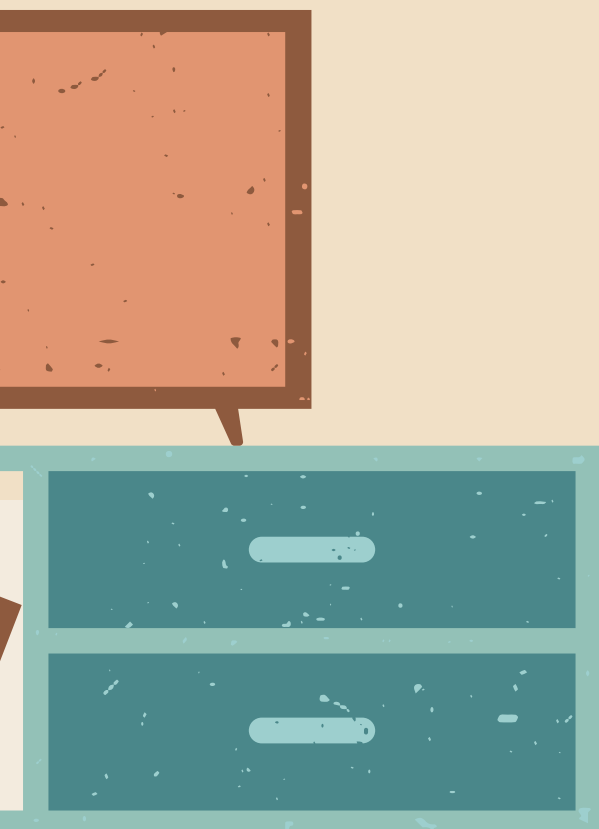
Elai Shalev
CIO

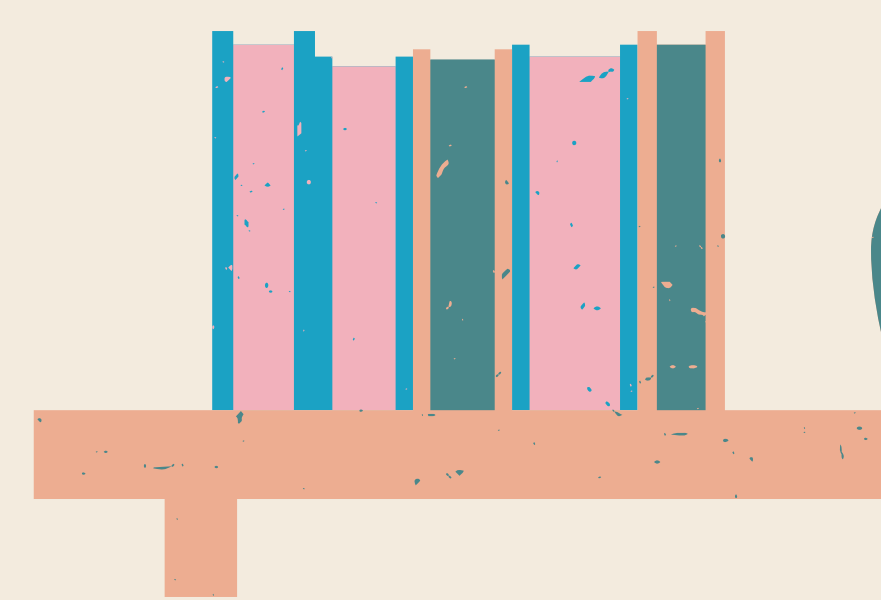
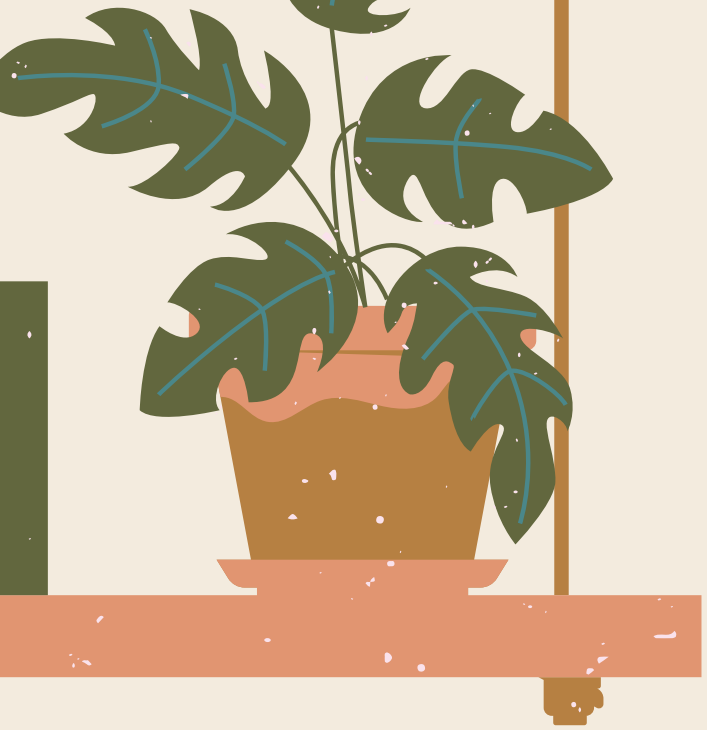
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Questions?

