



# FleaGo

Your One Stop Fleamarket App

# How to help Decarbonisation

- The fashion industry accounts for 8-10 per cent of global carbon emissions.
  - More than all international flights and maritime shipping combined
  - But we can change this.
  - Buy fewer new clothes.
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- *“UN Environment Programme”*

# Climate Heroes Must Be Rewarded!

- People love Flea Markets in Finland and especially in Tampere!
- Hunting second-hand items is fun but can be demanding!
- A reward system could help encourage more people and businesses!

# Tampere Flea Markets

- In Tampere a Flea Market (Kirpputori or Kirppis) is often in a fixed location
- It connects people who have goods to sell with people who want to buy them.
- “Flea Market owner” owns the location
- “Individual seller” is a person with second-hand items
- “Customer” is the person looking to buy the items

# What's FleaGo

- FleaGo is a rewarding app for the flea market customers
- Rewards are points which can be exchanged for goods in the same flea market.
- “Flea market owner” gets access to the rewarding system by monthly subscription
- “Flea market customers” get free access to the app and a unique QR code
- Customers get points by scanning their QR codes at the cashier

# Why use FleaGo

- Customers will benefit from the earned points
- Flea market owners will encourage customers to make more frequent purchases
- This improves the culture of re-use and helps reduce emissions
- No extra equipment is required to start using the app
- Multiple businesses in other sectors are successfully using rewarding apps in Tampere

# FleaGo's Future

- “Individual sellers” can get short term subscription and advertisement possibility
- “Flea market owners” can get Gold membership with FleaGo IoT device
- “Individual sellers” can benefit from item barcode generation
- Plugins for Tori and other online flea markets

# Business Model

- Monthly subscription for the “owners”
- Short term weekly subscription for the “individual sellers”
- Advertisements



# The Team

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