



PRESENTED BY: JOO2YEE



CONTENT

01 Introduction

02 Target Group

03 Tools used

04 Architectural design

05 Founding Team ROLES

06 Project Management

07 Timeline

08 Requirement

09 Diagram

10 UXUI Design

11 Frontend (demo)

12 Resources



WELCOME TO G2U

ABOUT THE PROJECT

Our business focuses on an online platform that simplifies buying and selling second-hand reusable items.

By emphasizing sustainability, it helps users

- save money,
- reduce waste,

setting it apart from competitors like Lazada or Shopee.



INTERESTS #1

Affordability:

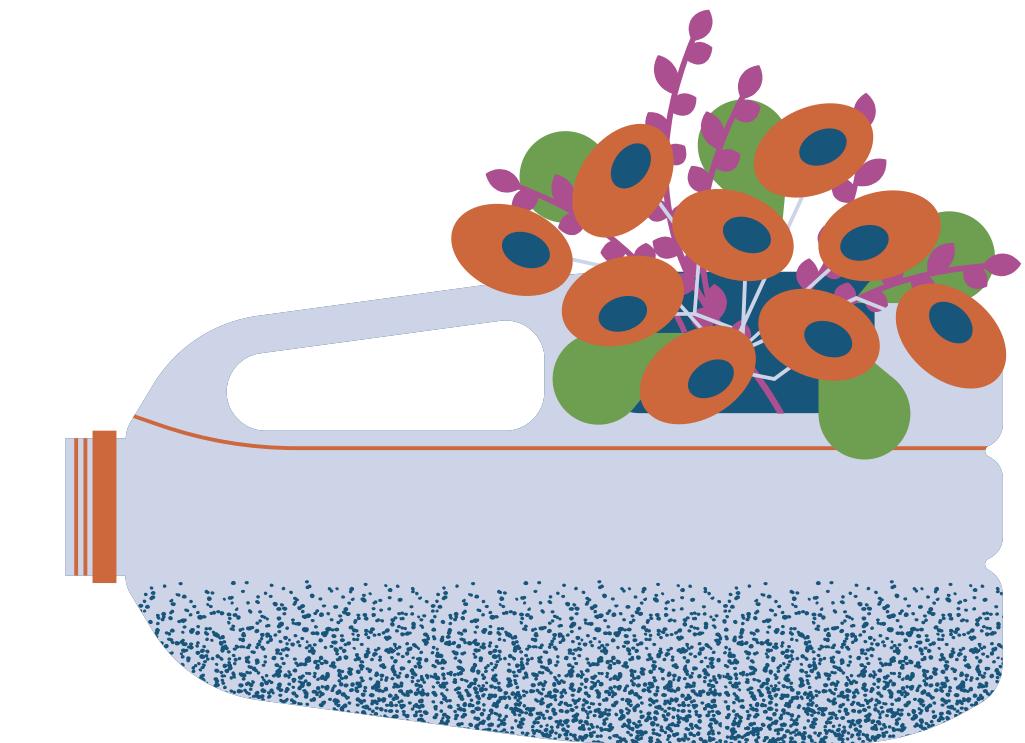
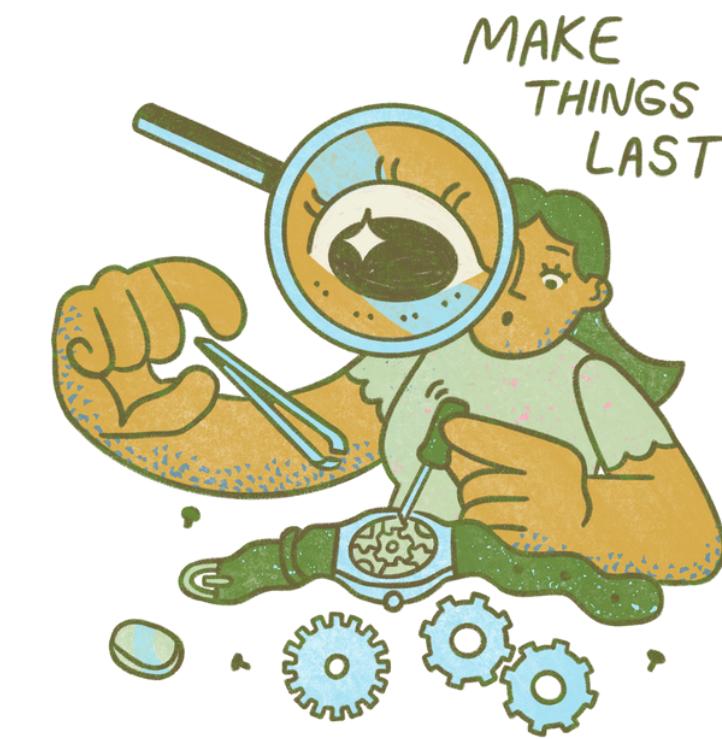
Second-hand goods are typically much cheaper than new items, making them an appealing choice for budget-conscious individuals and families. This is especially true for high-cost categories like furniture, electronics, and vehicles.



INTERESTS #2

Environmental Sustainability:

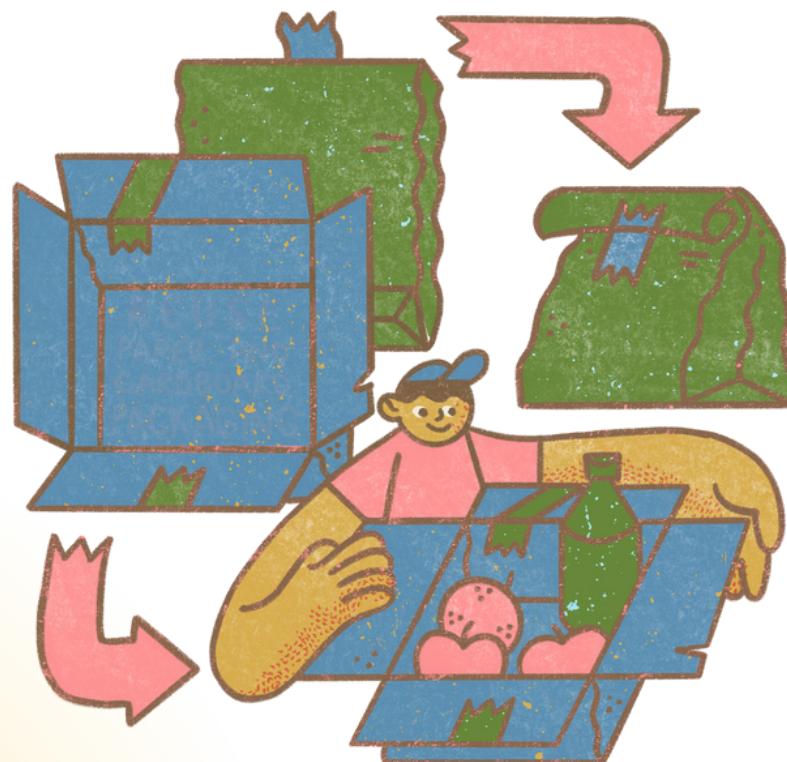
Buying second-hand promotes sustainability by extending the life cycle of products and reducing waste. It helps lower the demand for new production, which in turn decreases resource consumption, pollution and carbon footprint .



SECOND-HAND MARKET IN THAILAND

Cultural Thriftiness and Ecological Consciousness:

Thai consumers are increasingly valuing sustainability, with a preference for reusing and recycling items.



SECOND-HAND MARKET IN THAILAND

Economic Motivations:

The affordability of quality second-hand goods appeals to cost-conscious buyers, making second-hand markets a practical solution for a significant portion of the population.



SECOND-HAND MARKET IN EUROPE

Motivations:

1. Declutter wardrobe
2. Sustainability
3. Value for money

Customer needs:

1. Transparency
2. Quantize CO2e savings
3. Localization

Regulatory Challenges:

1. GDPR
2. Cyber Security Standards
3. Local regulations



**Understanding
second-hand
market**

GOODS & SERVICES C2C C2B2C

Free 2024 European market study

In collaboration with  WAVESTONE

Étude du marché de la seconde main 2024

Téléchargez gratuitement notre étude de marché de la seconde main en Europe et performez sur le marché C2C des transactions entre particuliers.

 Tripartie / Feb_16

TARGET GROUP

Our target group is people who want to buy, sell or donate used products at reasonable prices. Also, Users can set up the purchase of the product that they want to buy in the price they want.



WHO WANTS TO BUY

STUDENTS

STARTUPS

WHO WANTS TO SELL

INDIVIDUALS

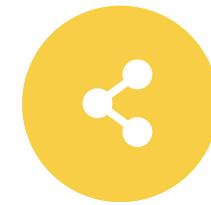
REFURBISHING SHOPS

WHO WANTS TO GIVEAWAY

ALUMNIS

INSTITUTES (SALVAGE)

Global outlook



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



17 PARTNERSHIPS FOR THE GOALS



Refurbished electronics market:

2022 value : US\$ 48.29 billion
 2030 projectionL \$ 94.10 billion with
 CAGR of 10%



Competitors

- 1.Kaidee (SEA market)
- 2.Backmarket (US and EU market)



Conservative revenue estimate

average P/E ratio -> **25 - 30%**
 market cap with the ratio is:
US\$ 2.335 - 2.83 trillion



User pain points

- 1.Customer perception (peer)
- 2.Quality and Reliability of Product
- 3.Scammer
- 4.Sale Feature

Solution:

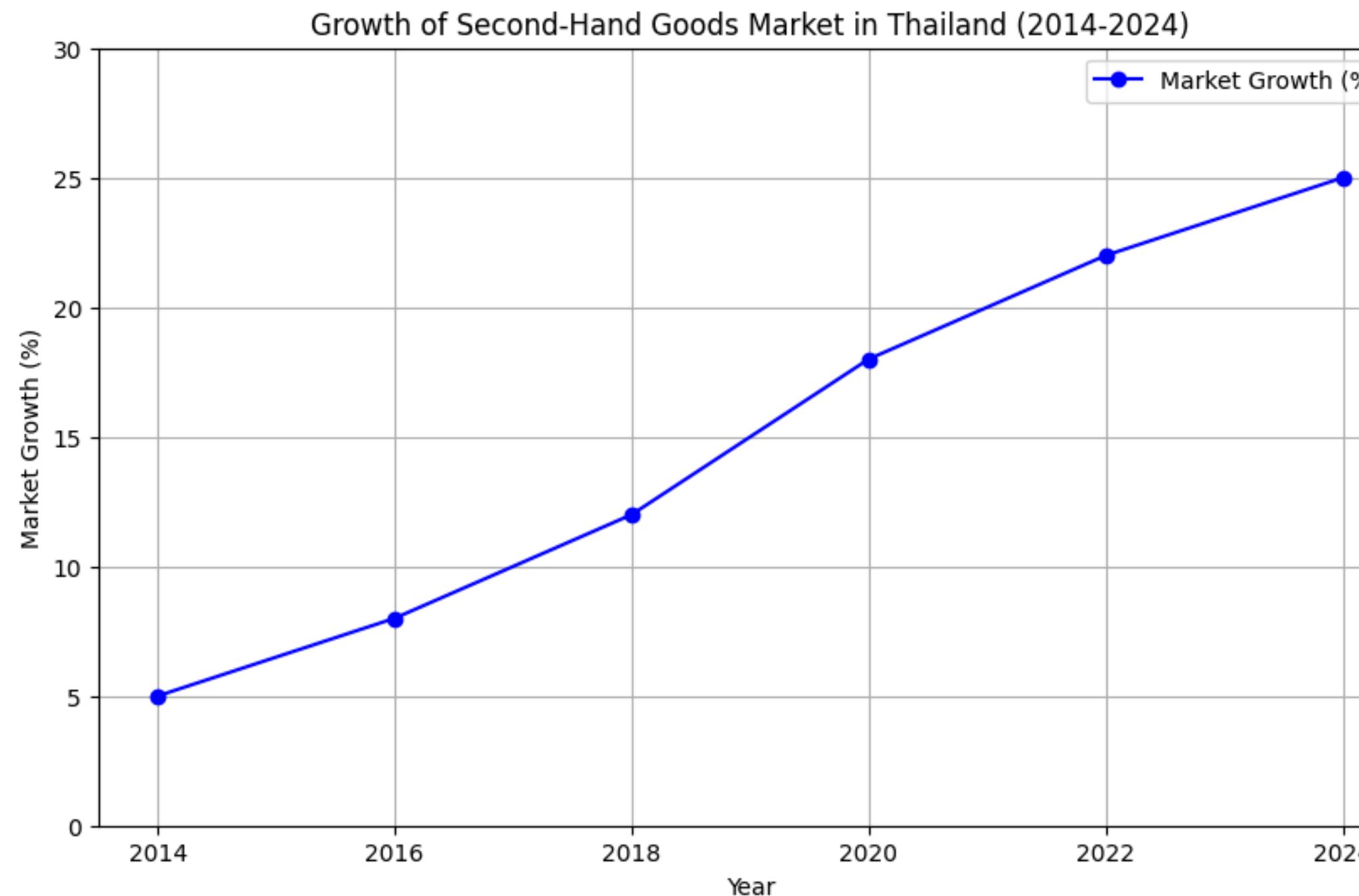
- Authenticity and product QC
- Refurbisher's reputation
- Flexible sale option
- Middle man between buyer & seller



Sizable market

1% of market cap -> US\$ 23 billion
 HOW? **Fast and Light**

THAI MARKET STATISTICS



Summary of Yearly Growth

2014 to 2016: 60%

2016 to 2018: 50%

2018 to 2020: 50%

2020 to 2022: 22.22%

2022 to 2024: 13.64%

CAGR - 12.6%

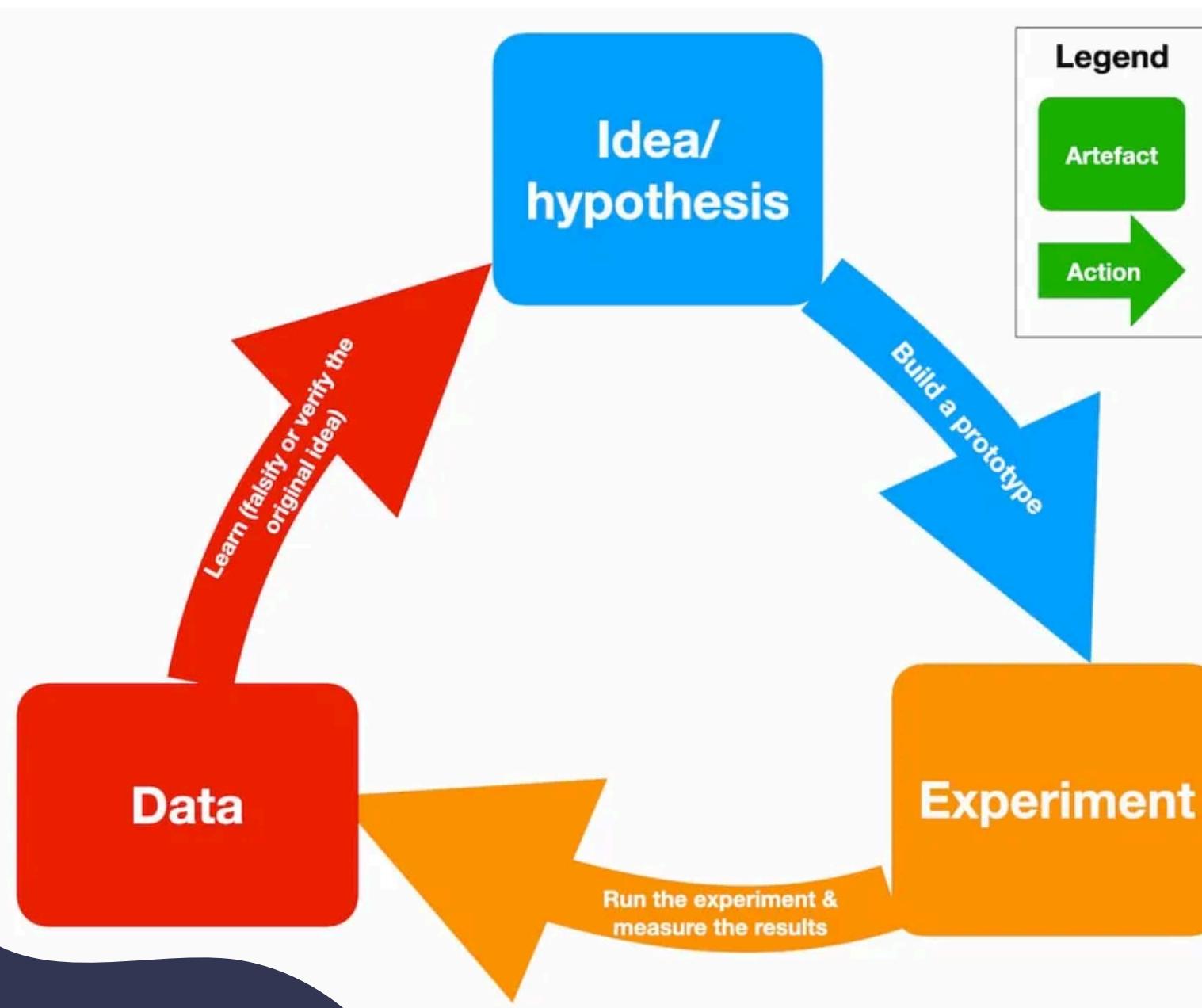
2024 to 2034

E-commerce Market size:

USD 20.9 billion in 2023

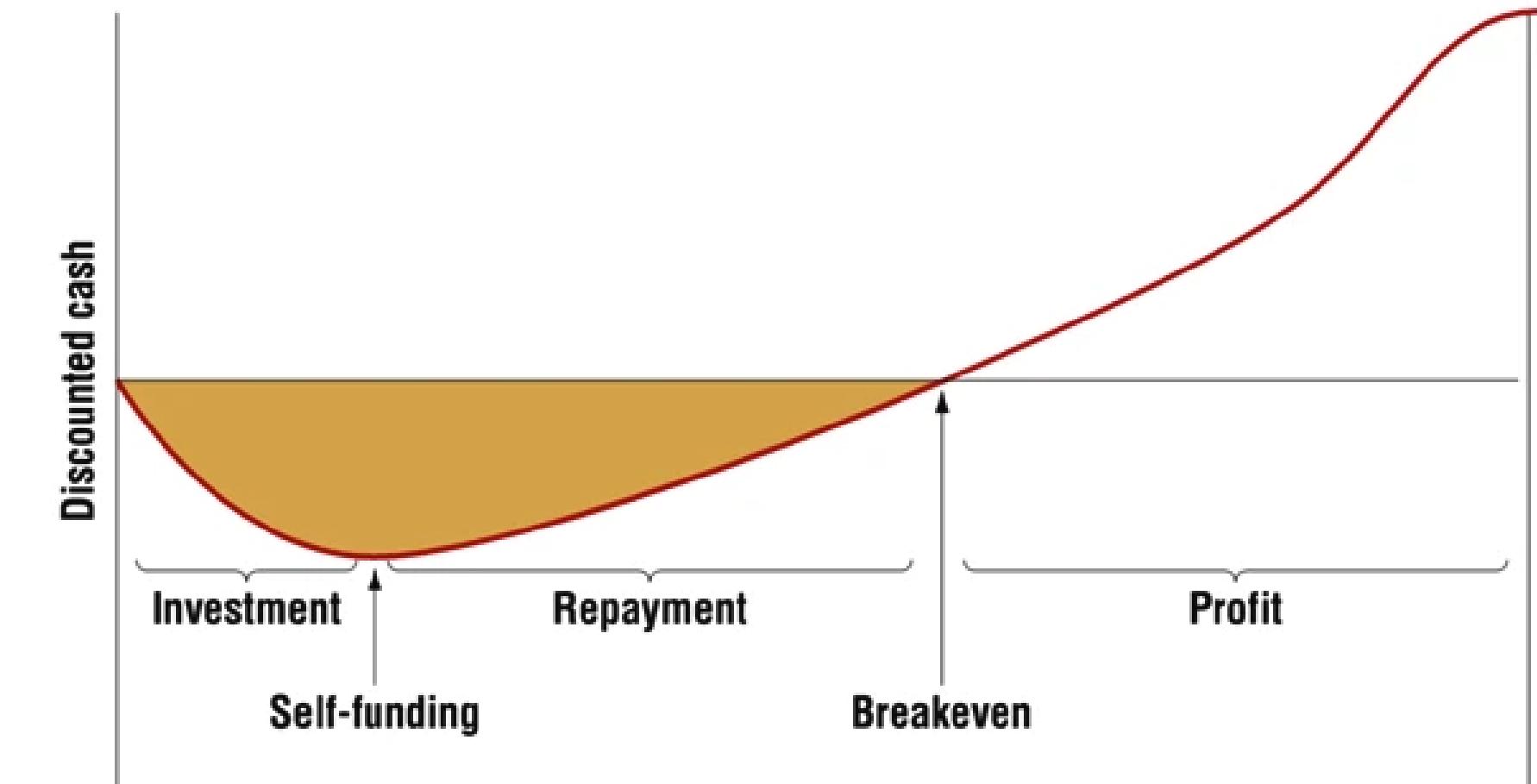
BUSINESS MODEL

Lean startup



Core focus areas:

- Trustability
 - UX
 - Returning customer development
- (Reward the users)



Incremental Funding Methodology
Aligns with Agile Engineering

PROGRESS STATUS

And beyond

2034 IPO or Strategic Acquisition

2026 EU market launch

WE ARE HERE

Sep 2024 Kick Off

We have MVP.
(sustainably deployed and
running)

We pledge:
2.5 million THB (NPV)
20% equity

FOR:
22% IRR after break-even in
2 years

1 THB/share EPS in 2034

Key Performance Indicators:

- User Engagement
 - CTR
- User Feedback rate
 - Pantip
 - Reddit
 - App Store reviews
- Customer's Q&A
 - Reward on playing quiz



FINANCIAL MANAGEMENT

Fixed cost:

Office: 72,000 THB/yr (KX KMUTT)

Legal: 70,000 THB/yr

Marketing: 360,000 THB/yr

TOTAL: 0.56 mil. THB/yr

Variable cost: (conservative)

Cloud: 120,000 - 600,000 THB/yr

R&D: 1,000,000 THB/yr

Customer Dev.: 360,000 THB/yr

Transaction Fee: 200,000 THB/yr

Shipping: 500,000 THB/yr

TOTAL: 1.6 mil. THB/yr (on larger scale)

NPV Calculation: (Cash flow before Tax - Thai jurisdiction rate)

- Year 1: Cash Flow = -2,517,000 THB
- Year 2: Cash Flow = 500,000 THB
- Year 3: Cash Flow = 750,000 THB
- Year 4: Cash Flow = 1,125,000 THB
- Year 5: Cash Flow = 1,687,500 THB

GOAL: 5,000 transactions/month:

- Revenue: 500,000 THB/month (3-5%)
- Payment service: 25,000 THB/month
- Fixed cost: 18,000 THB/month
- Variable cost: 10,000 THB/month

Net Revenue: 372,000 THB/month

Opportunity:

1. Internal escrow & payment service
2. App efficiency (energy usage)
3. Hedge with escrow fund



ROAD MAP ON FY 2024/25

Technical:

1. EU edition prototype of our platform (Q4 2024)
2. AI Language model for UX improvement (Q2 2025)
3. Production grade readiness of Thai edition (Q1 2025)
 - a. UX
 - b. App costs

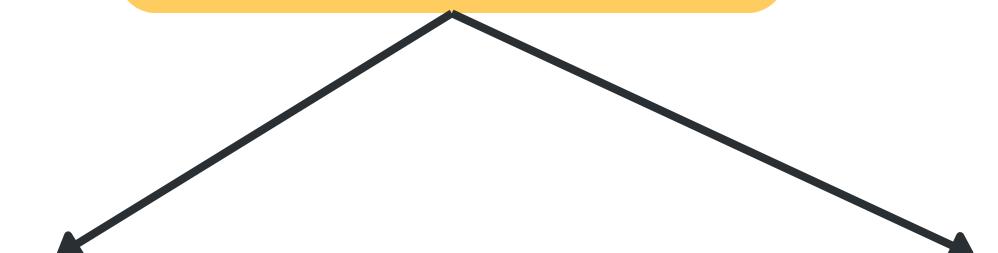
Business:

1. Market festival (Q1 2025)
2. Giveaway quests (Q2 2025)
3. Quests to win (lottery) (Q3 2025)

G2U Holding Company
HQ: Thailand

G2U Thai Ltd.
Fintech HQ: Bangkok
Launch: Q1 2025

G2U France S.à r.l.
R&D HQ: Paris
Launch: Q1 2026



SECOND HAND MARKET PLACE



- VERIFICATION FEATURE
- AIMS FOR SECOND HAND
- LOAN SERVICE (CARS)

Pain point

- SCAMMERS
- NOT WIDELY KNOWN



- DISCOUNT COUPONS
- LARGE CUSTOMER BASE
- SAFETY
- ACCEPT CREDIT CARD
- USERS CAN REFUND/RETURN PRODUCT

Pain point

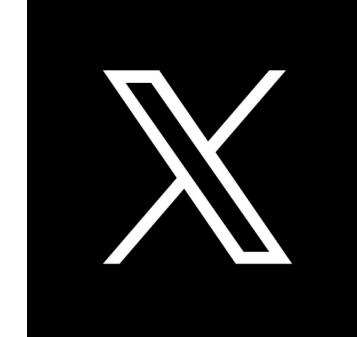
- HIGH SERVICE CHARGE
- MONEY ON-HOLD BY SYSTEM



- NO.1 SOCIAL MEDIA APP
- GROUP FEATURE
- FLEXIBLE POST STYLE LIKE AUCTION OR LOOKING TO BUY
- GOLD BADGE, VERIFY BADGE

Pain point

- SCAMMERS
- POST CAN HAVE LOW ENGAGEMENT

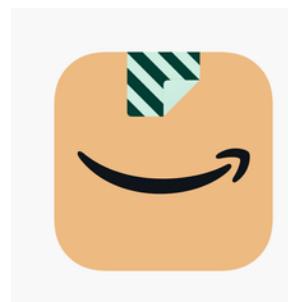


- RETWEET
- # CAN INCREASE ENGAGEMENT
- DIVERSITY OF USER

Pain point

- SCAMMERS

ebay AUCTION FEATURE



SECOND HAND BY AUTHORIZE RESELLER

Our Biggest Concern

Scamming

From 1 March 2022 to 31 May 2023

**There is over 300,000 cases from online purchase
scamming with over total of 40,000 Million Baht
with 37.25% Share of Online scamming in Thailand**

Our Selling point

Safety

- Users can verify themselves with ID cards
- Buyer can return the product if it doesn't match with the description
- Money will be held by G2U until the buyer confirm the product

Sell feature

- Users can both Look for buy and look for sale
- Auction feature to encourage sell
- Donate function
- Can paid by credit card with an additional fee
- Package drop-off label from courier partner
- Paylater feature from a financial partner
- Being part of reducing waste

Low service charge

- Only 1% service charge from the total price
- Reasonable price for addition badge and post boosting

Authorize seller

- Users can immediately Sell products to Authorized resellers in some categories like mobile phones or cars
- Users can also buy products from authorized resellers that are precisely inspected by authorize seller

Our Business

CORE SERVICES

1. FINANCIAL SERVICES

- LOAN SERVICE
- PAYLATER SERVICE

2. SHIPPING SERVICES

- CUSTOMER-CENTRIC AFFORDABLE SHIPPING STRATEGY

3. ADVERTISEMENT SERVICES

- IN-APP ADVERTISEMENTS
- PRODUCT BOOST

4. INSTANT SELL/BUY SERVICES

- INSTANT SELL
- INSTANT BUY

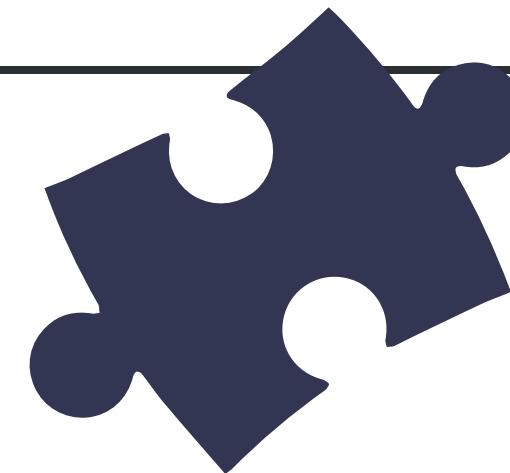
5. DONATION SERVICES

- CHARITY DONATIONS
- DONATION CAMPAIGNS

KEY PARTNERS

- 1.BANKS/FINANCIAL COMPANIES
- 2.CHARITY CENTERS
- 3.AUTHORIZED RESELLERS
- 4.ADVERTISEMENT COMPANIES
- 5.DELIVERY COURIERS

20



-Choose second-hand and make a positive impact, save money, reduce waste,
and contribute to a more sustainable future-





TOOLS USED

PROJECT TRACKING



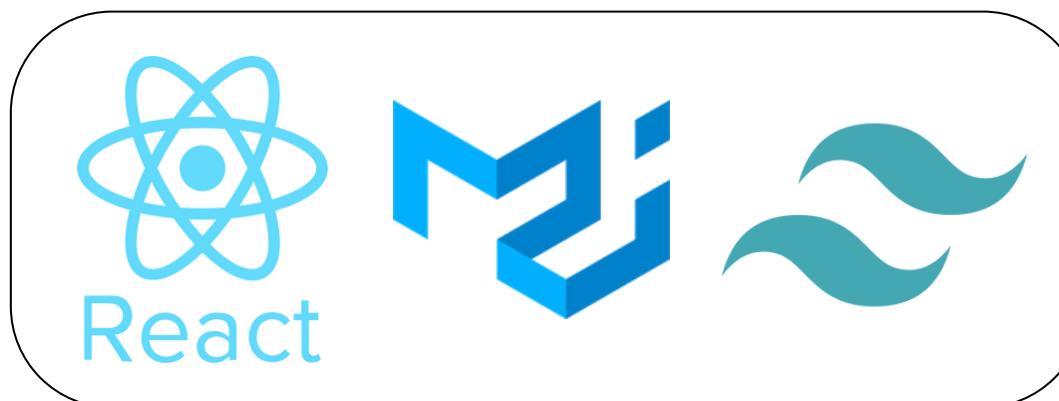
DESIGN



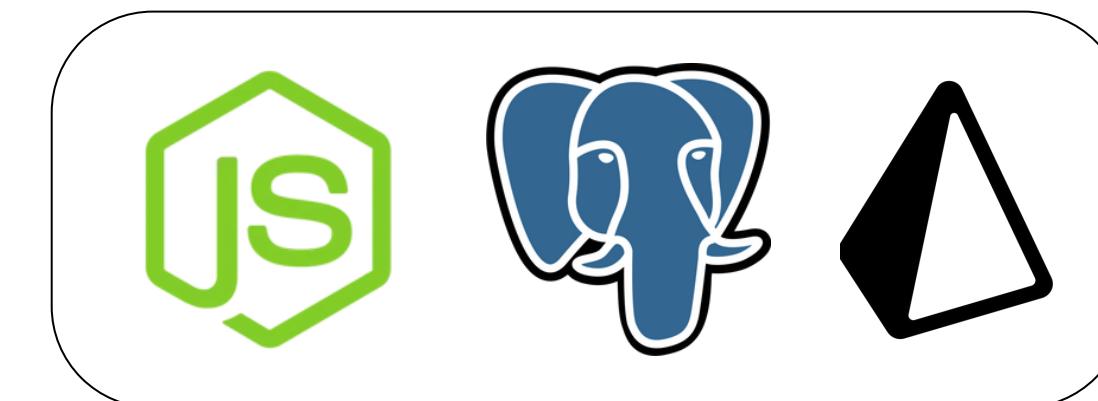
DEVELOPMENT



FRONTEND



BACKEND



ARCHITECTURAL DESIGN

FRONTEND

Feature-based architecture

```
src
  ├── assets
  ├── components
  │   ├── Addproductform
  │   ├── modal
  │   ├── NavBar
  │   ├── productcard
  │   ├── Translate
  │   └── UserProfile
  ├── helper
  ├── locales
  │   ├── en
  │   └── th
  ├── modules
  │   ├── Error
  │   ├── Login
  │   └── pages
  │       ├── AddProduct
  │       ├── CheckOut
  │       ├── EditProfile
  │       ├── LikeProduct
  │       ├── Lookingtobuy
  │       ├── MainPage
  │       ├── Myposts
  │       ├── MyPurchase
  │       ├── Product
  │       └── components
  │           └── TestPage
  └── Register
      └── store
```

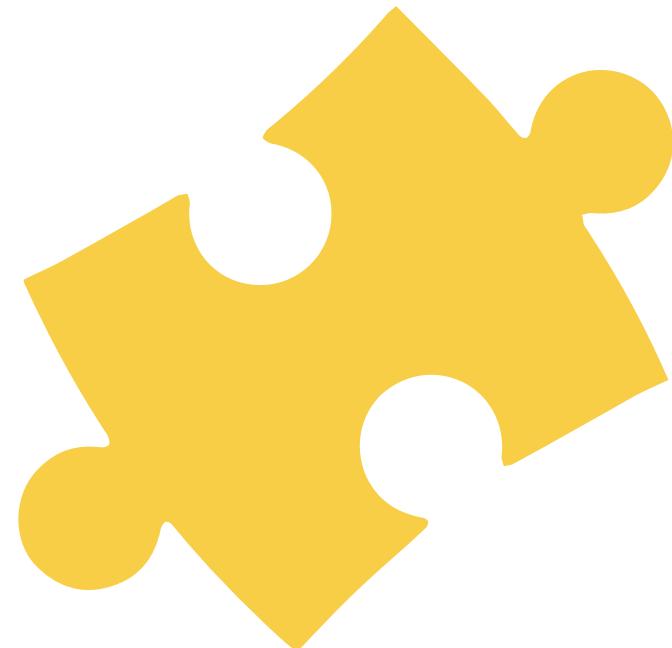
BACKEND

MVC

```
src
  ├── controllers
  │   ├── bankAccountController.js
  │   ├── cardController.js
  │   ├── openorderController.js
  │   ├── productController.js
  │   ├── productMainController.js
  │   ├── productOrderController.js
  │   ├── userAddressController.js
  │   └── userController.js
  ├── prisma
  │   ├── migrations
  │   └── schema.prisma
  ├── routes
  │   ├── bankAccountRoutes.js
  │   ├── cardRoutes.js
  │   ├── openOrderRoutes.js
  │   ├── productRoutes.js
  │   ├── productMainRoutes.js
  │   ├── productOrderRoutes.js
  │   ├── userAddressRoutes.js
  │   └── userRoutes.js
  ├── uploads
  ├── .env
  ├── package.json
  ├── server.js
  └── README.md
```



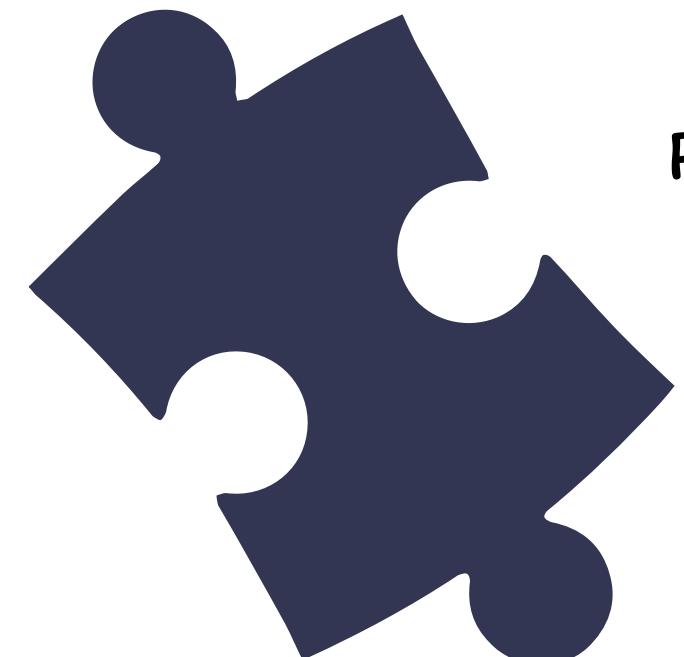
FOUNDING TEAM ROLES



01 Frontend Developer

Responsible by: Sorawit, Jutamas, Thanakit, Arita

- Designed the user interface and implemented the website's visual elements.
- Focused on creating a functional and appealing user experience.



02 Backend Developer

Responsible by: Chawit, Nichaporn, Yuil, Tom

- Developed the API
- Provided the data and functionality needed for the frontend, enabling communication between the user and the database.

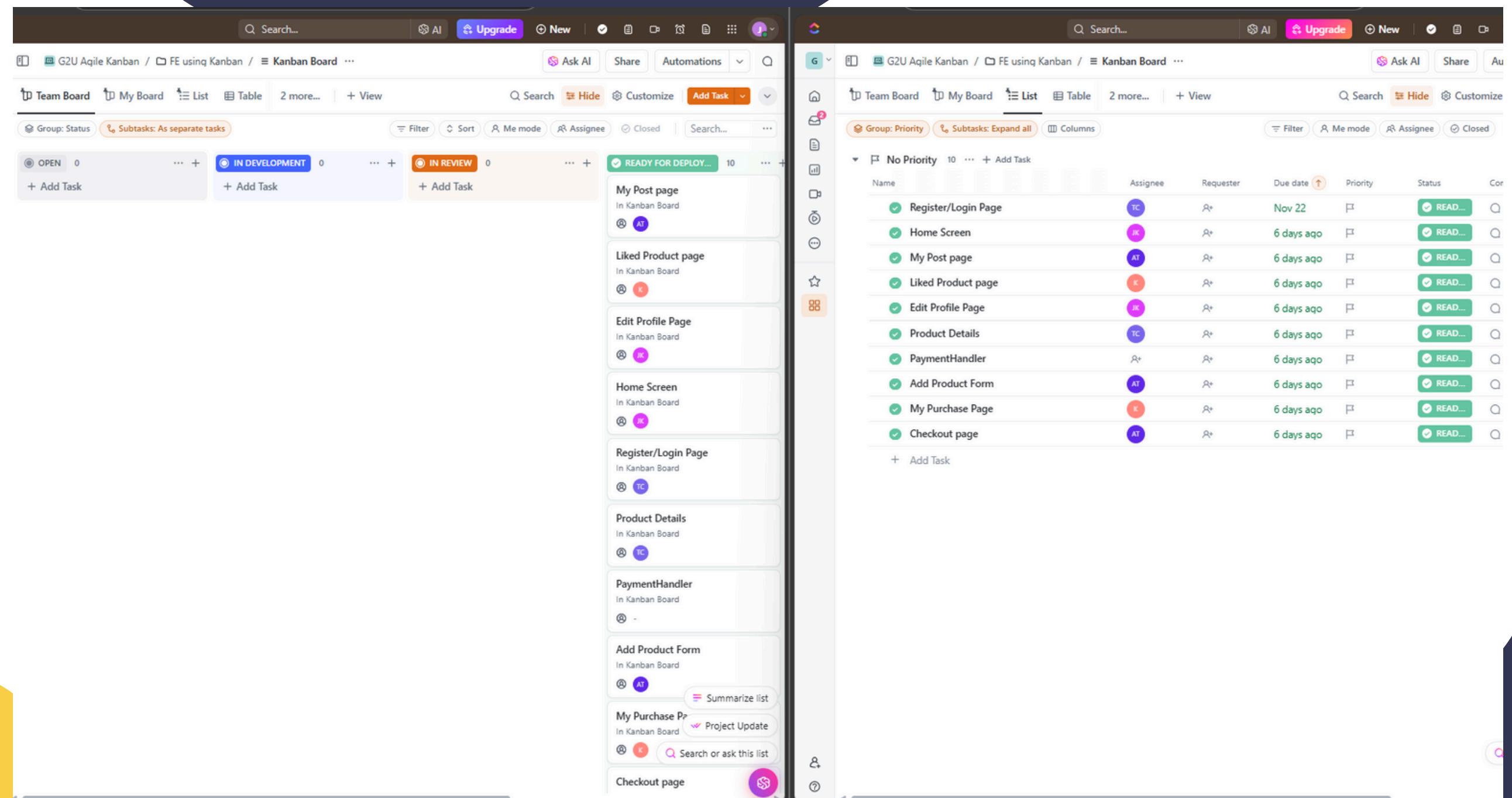
PROJECT MANAGEMENT

Kanban Methodology

- Agile framework for visualizing workflows.



Click up

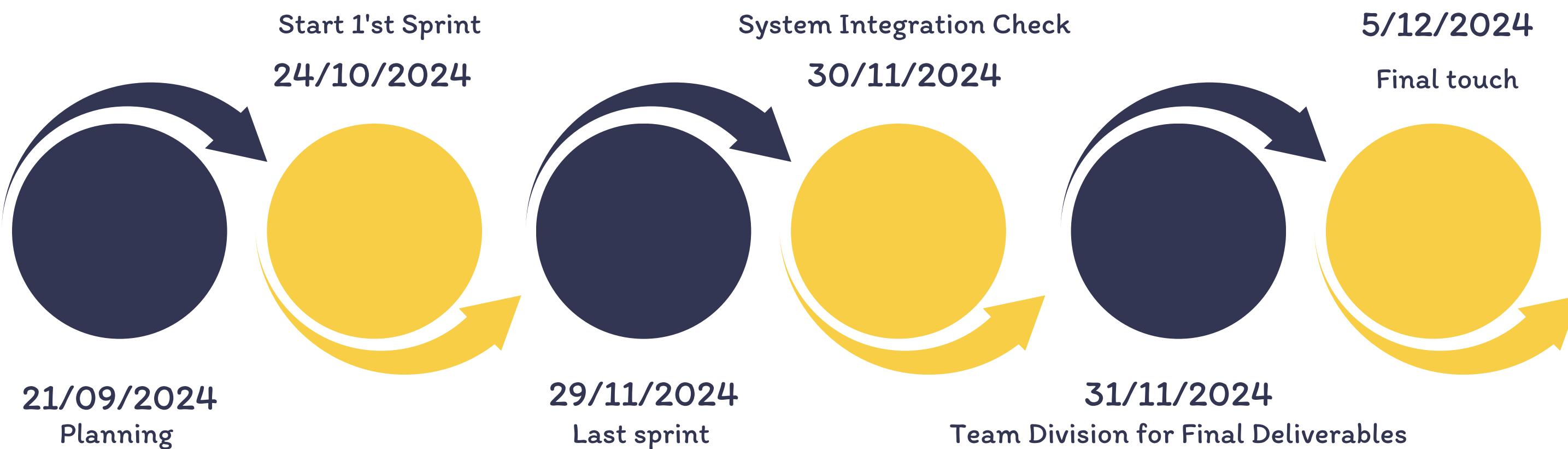


Name	Assignee	Requester	Due date	Priority	Status	Cor
Register/Login Page	TC	A*	Nov 22	READ...	Open	
Home Screen	K*	A*	6 days ago	READ...	Open	
My Post page	AT	A*	6 days ago	READ...	Open	
Liked Product page	K	A*	6 days ago	READ...	Open	
Edit Profile Page	K*	A*	6 days ago	READ...	Open	
Home Screen	K*	A*	6 days ago	READ...	Open	
Register/Login Page	TC	A*	6 days ago	READ...	Open	
Product Details	TC	A*	6 days ago	READ...	Open	
PaymentHandler	A*	A*	6 days ago	READ...	Open	
Add Product Form	AT	A*	6 days ago	READ...	Open	
My Purchase Page	K	A*	6 days ago	READ...	Open	
Checkout page	AT	A*	6 days ago	READ...	Open	

25

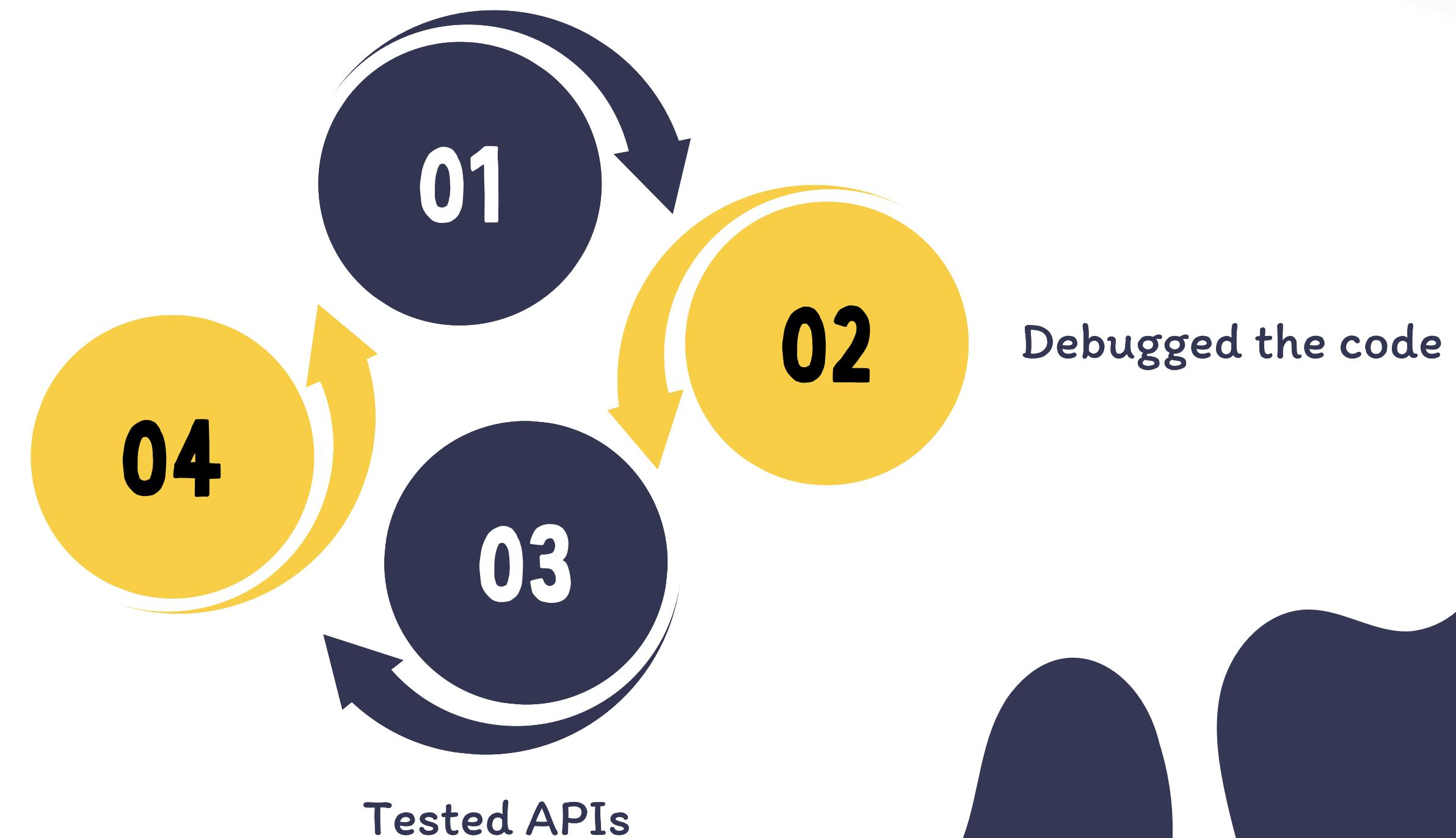


TIMELINE

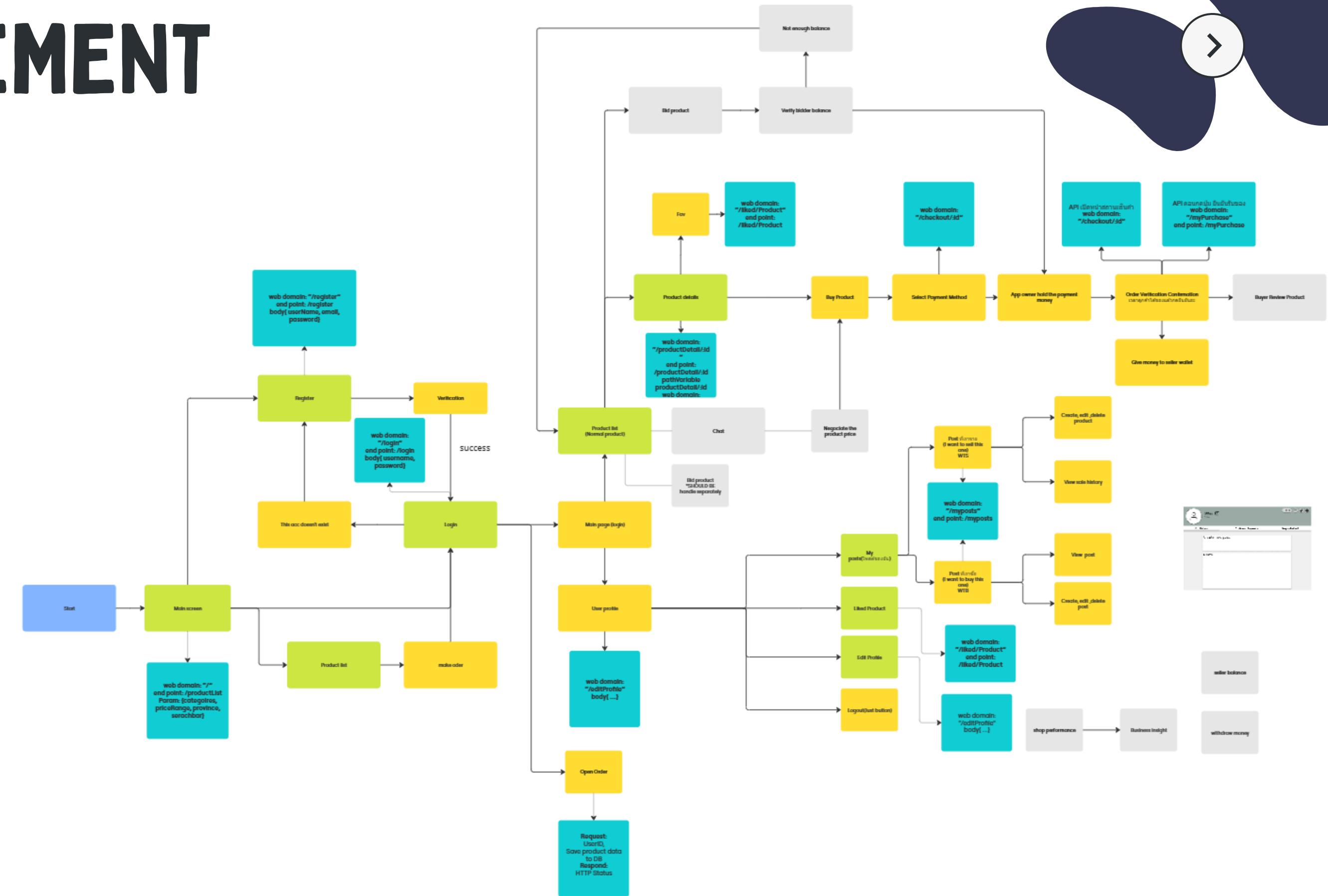


SPRINT 5:

Implemented “Liked Product” and “product checkout”

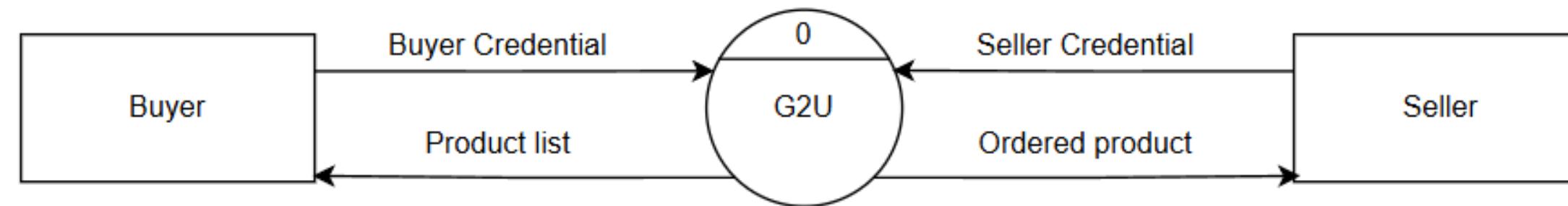


REQUIREMENT

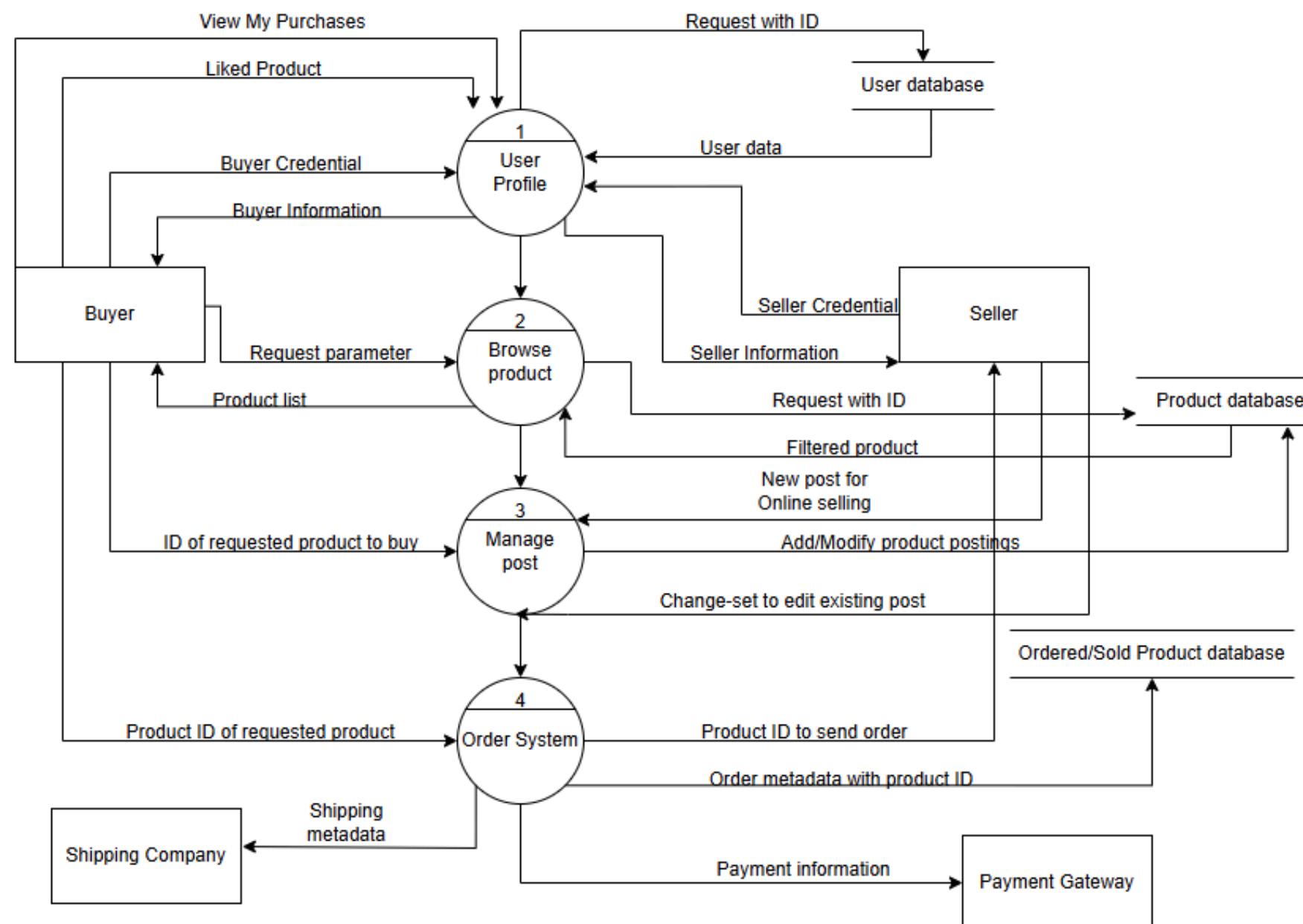




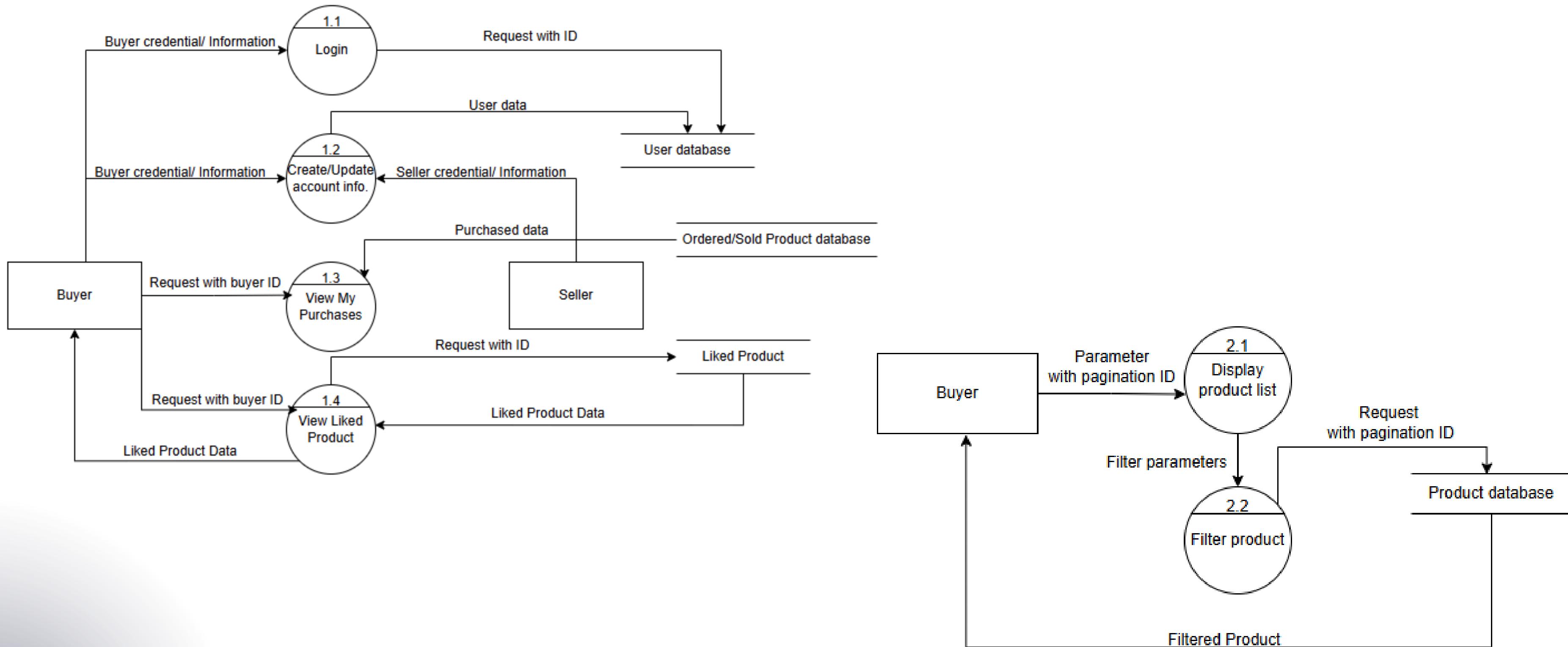
DATA FLOW DIAGRAM 0/2



DATA FLOW DIAGRAM 1/2

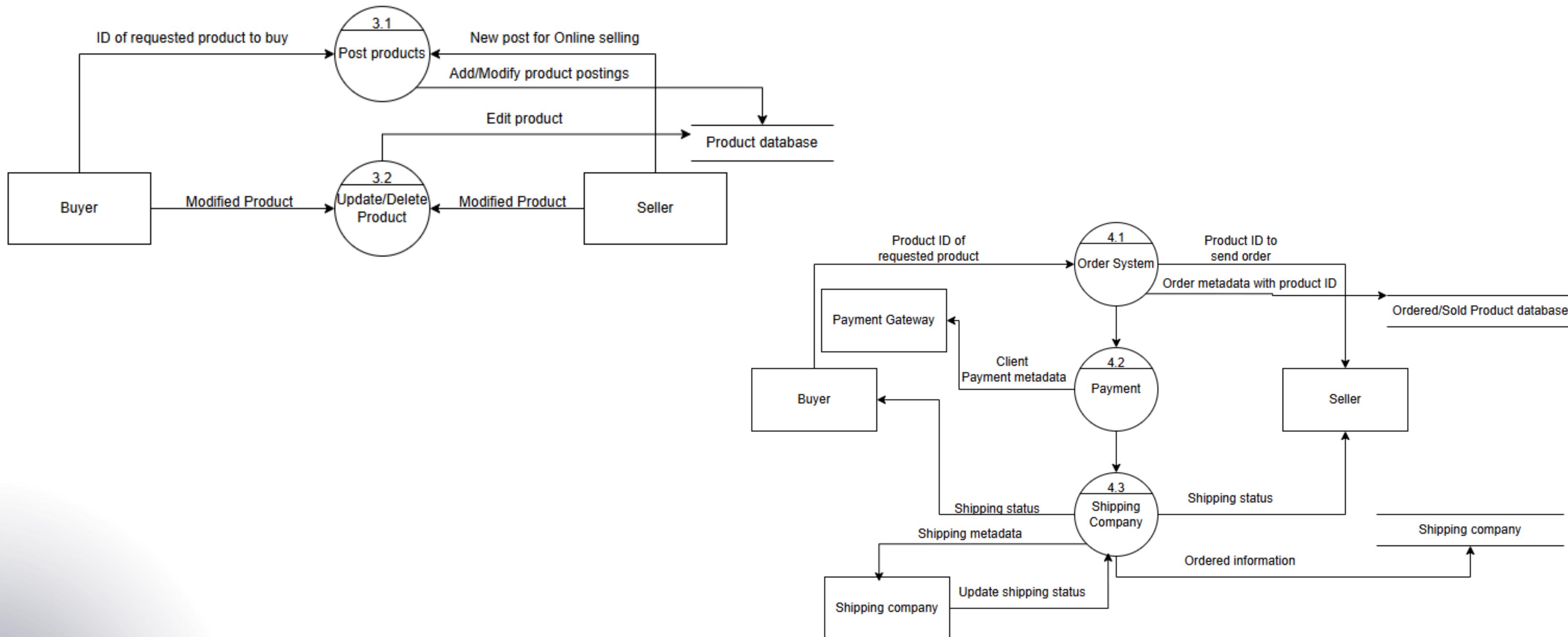


DATA FLOW DIAGRAM 2/2



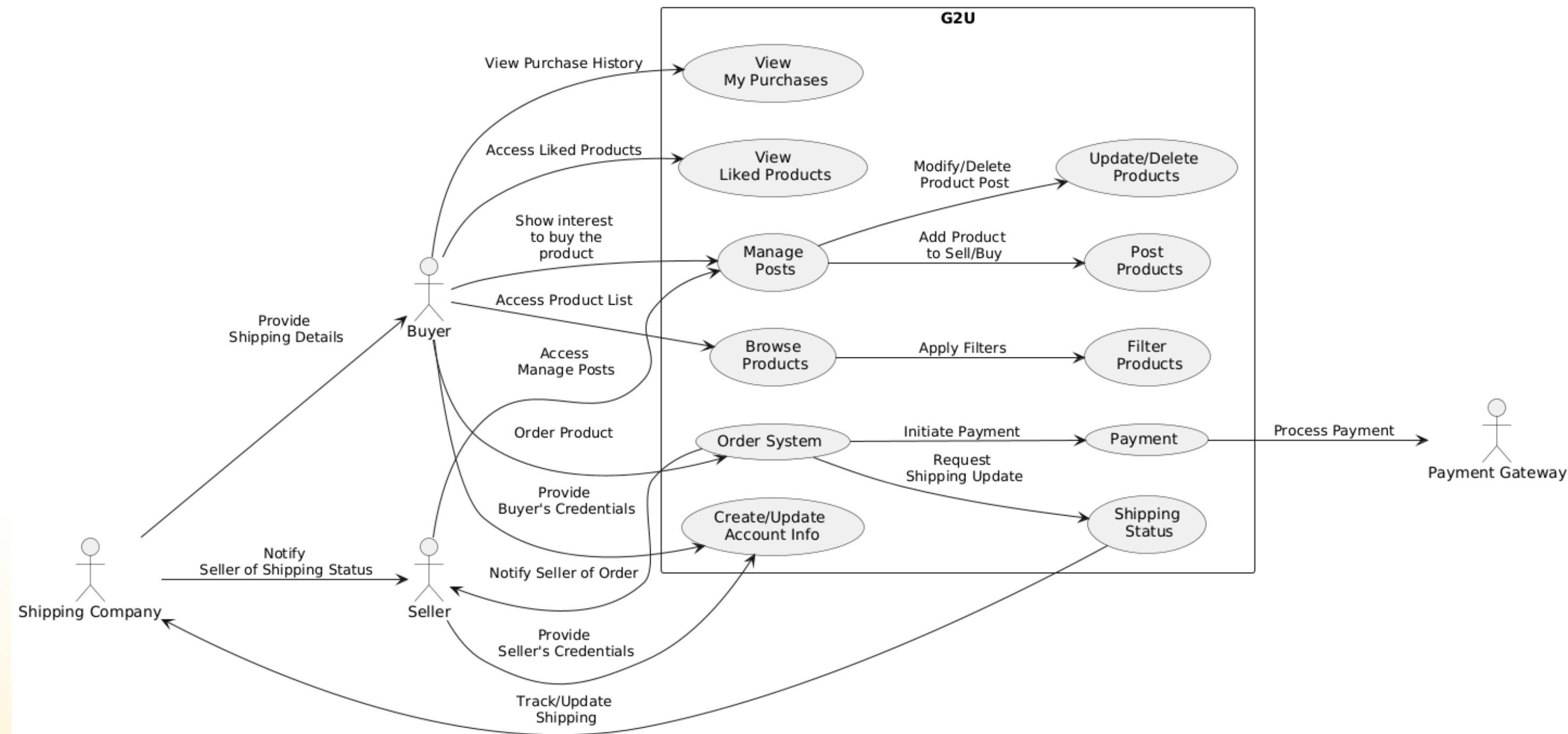


DATA FLOW DIAGRAM 2/2(CONTI)

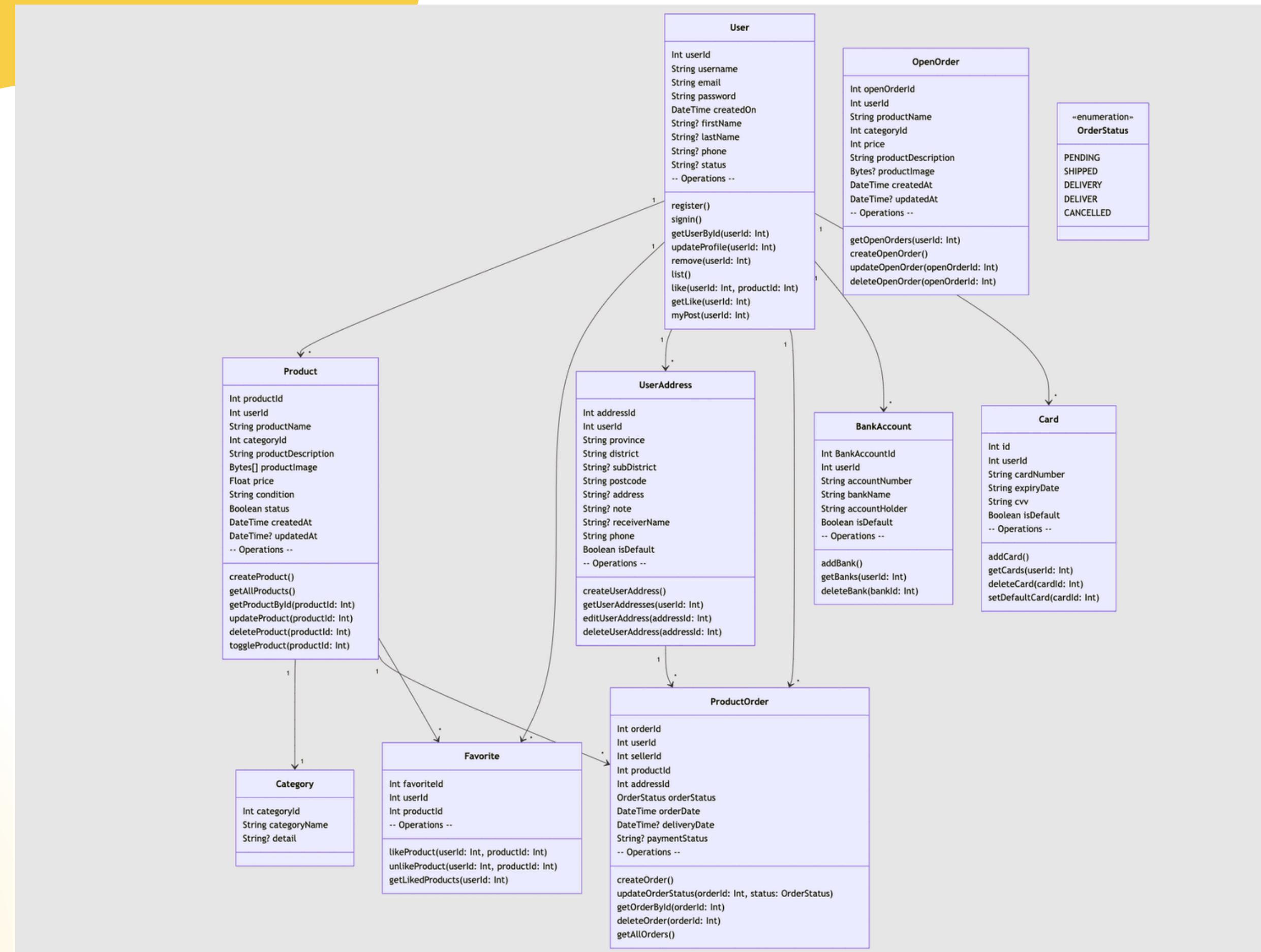




USE CASE DIAGRAM

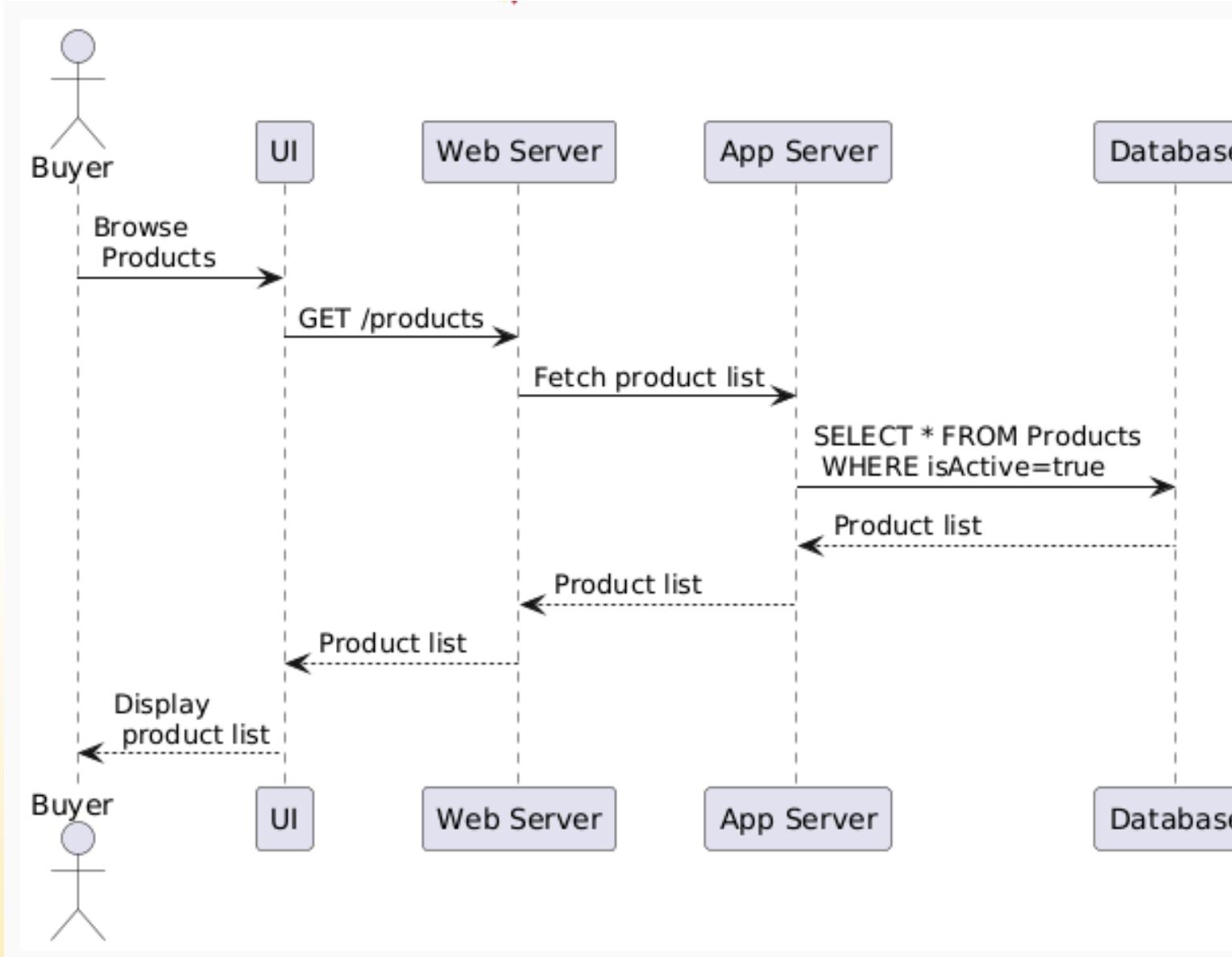


CLASS DIAGRAM

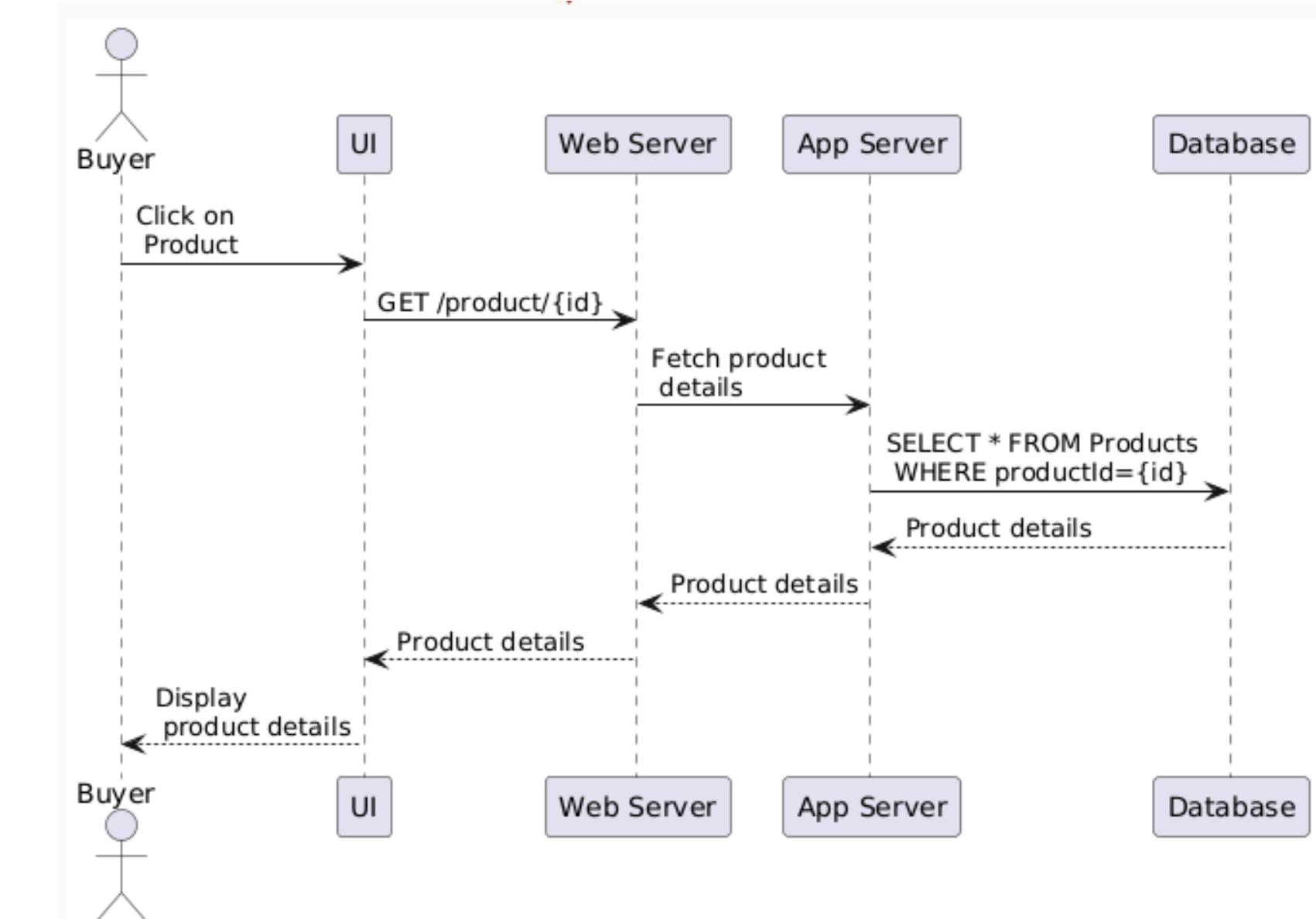


SEQUENCE DIAGRAM 1/3

Use case: Browse Products

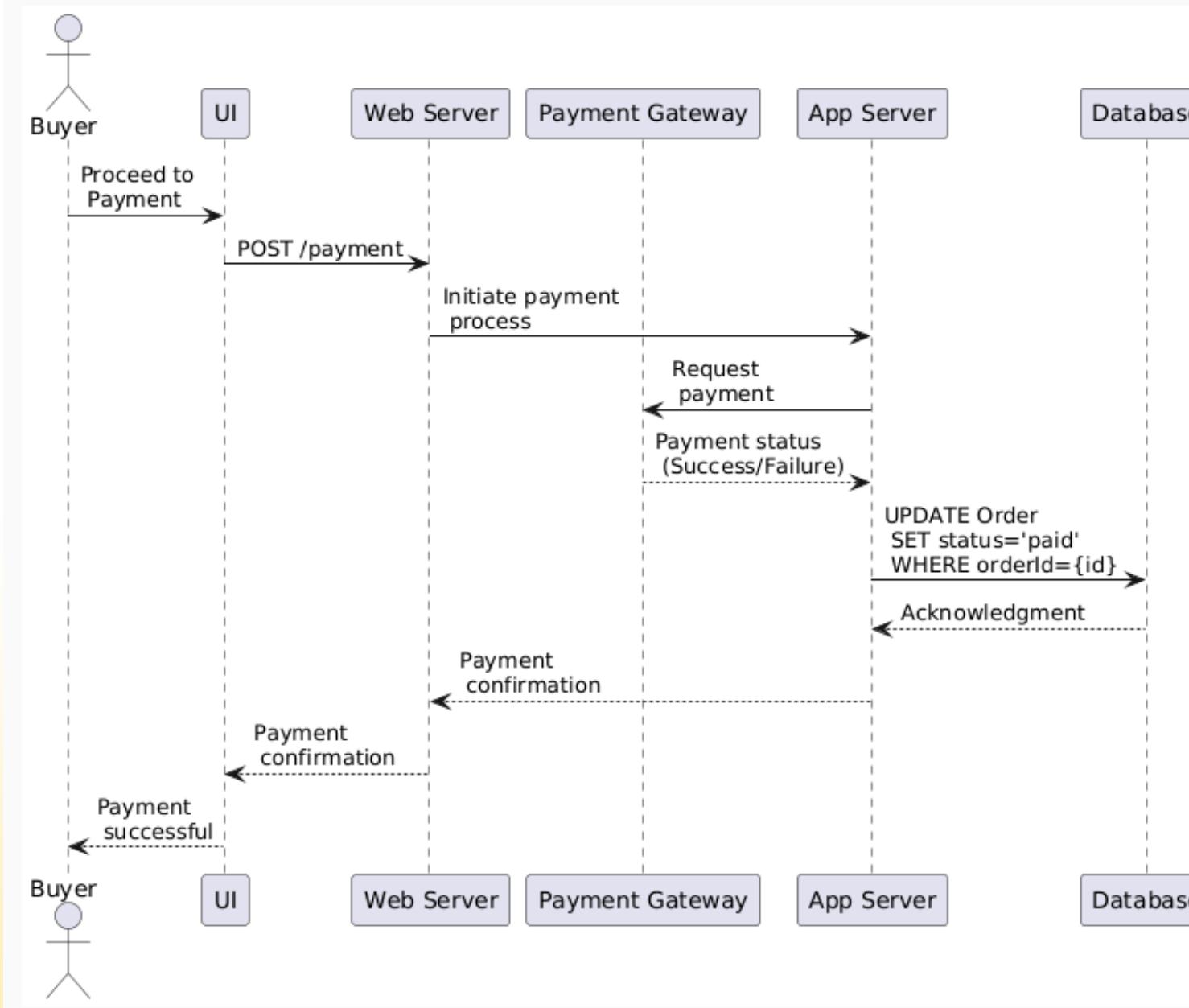


Use case: View Product Details

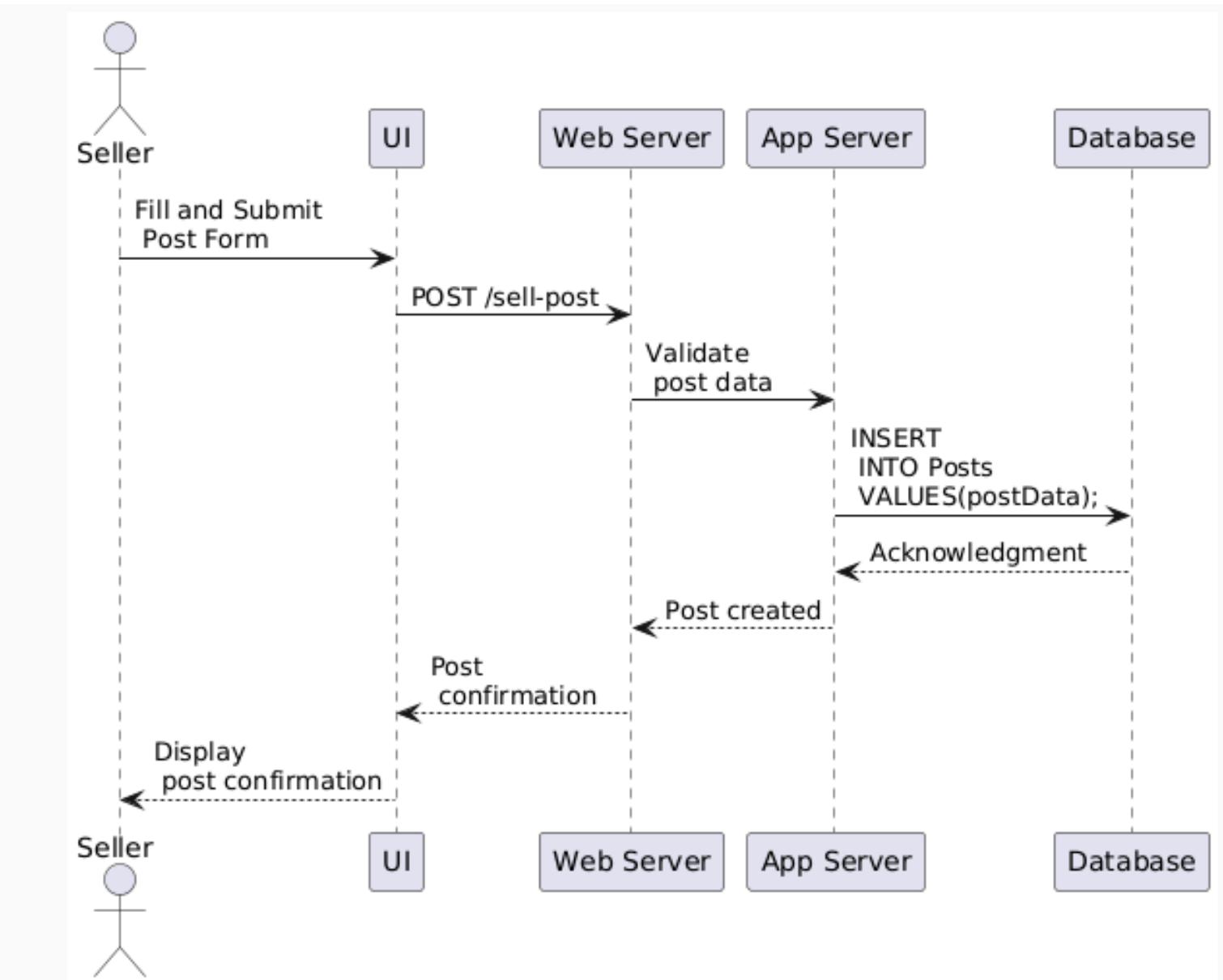


SEQUENCE DIAGRAM 2/3

Use case: Make a payment

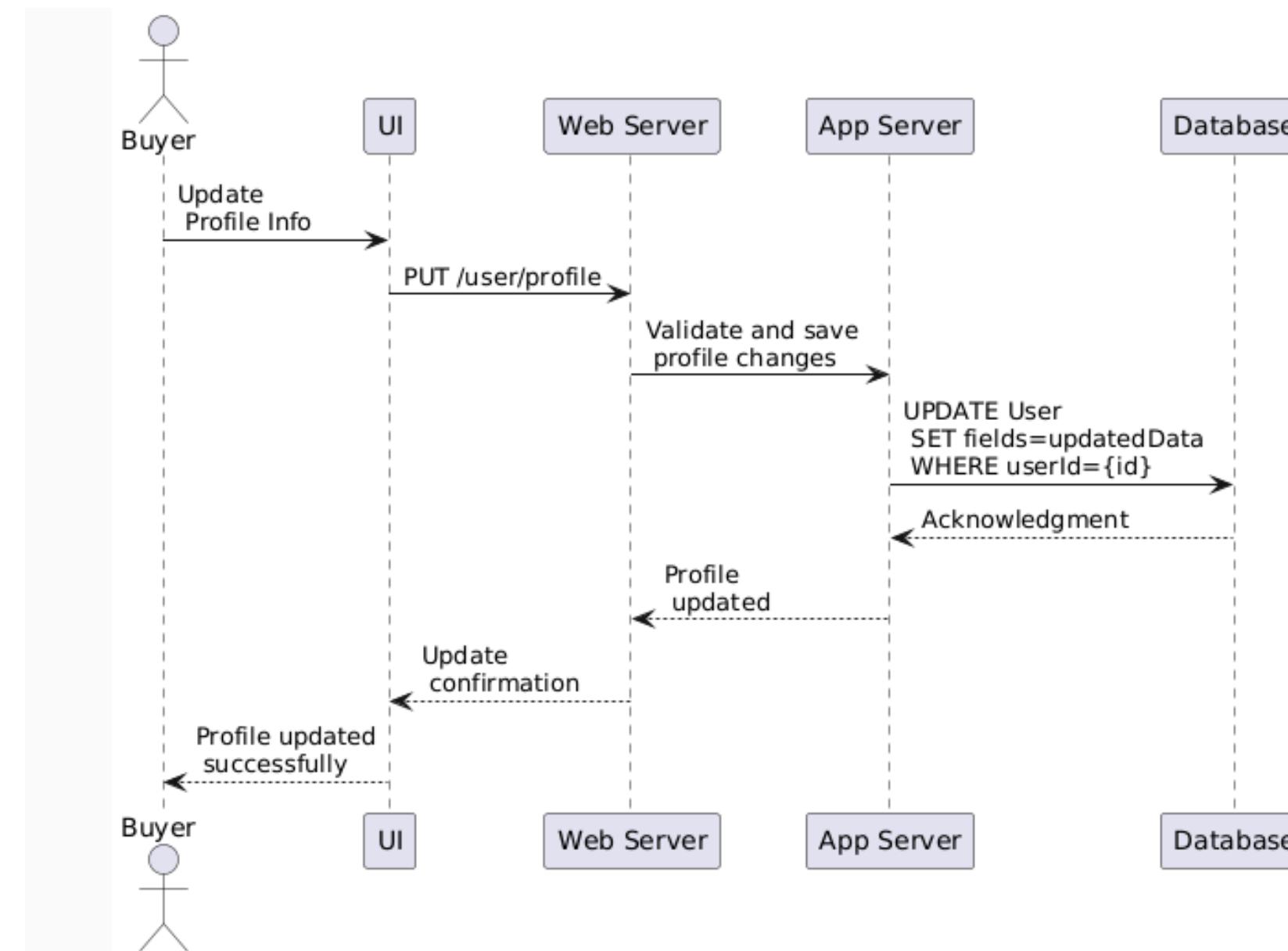


Use case: Post want-to-sell

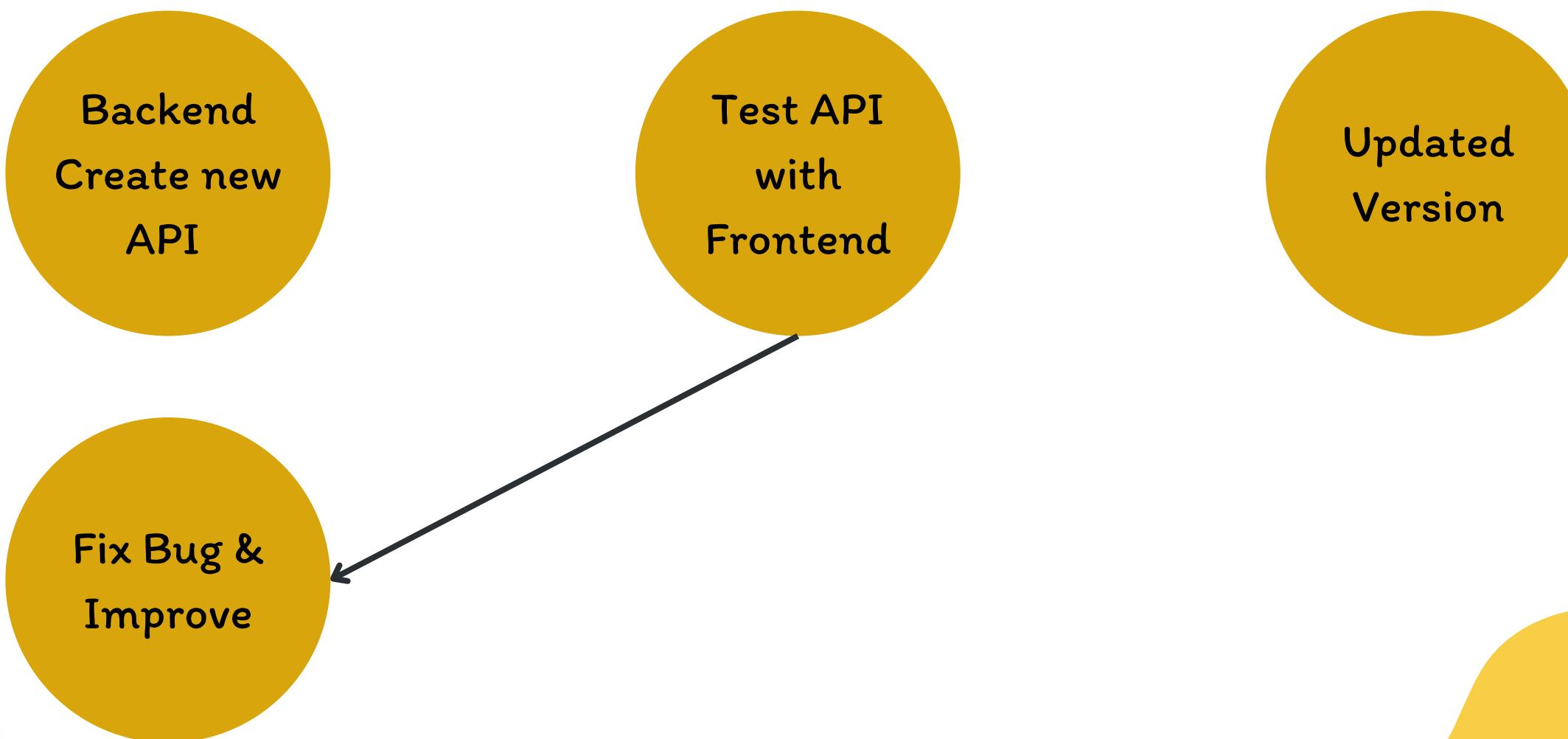


SEQUENCE DIAGRAM 3/3

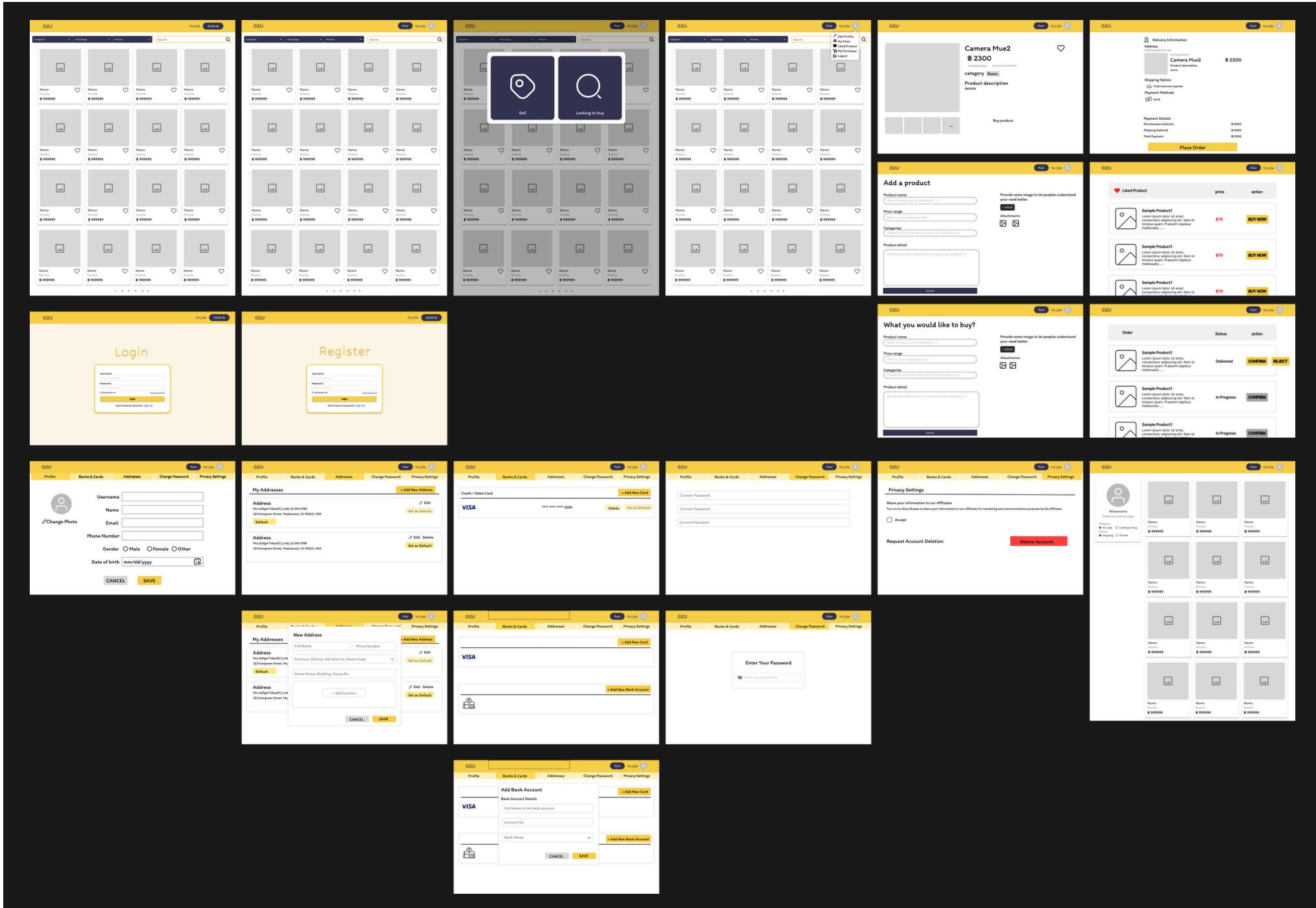
Use case: Edit profile



OUR SERVER AND TESTING



UX/UI DESIGN



Color

Primary color #F7CE46

Secondary color #333652

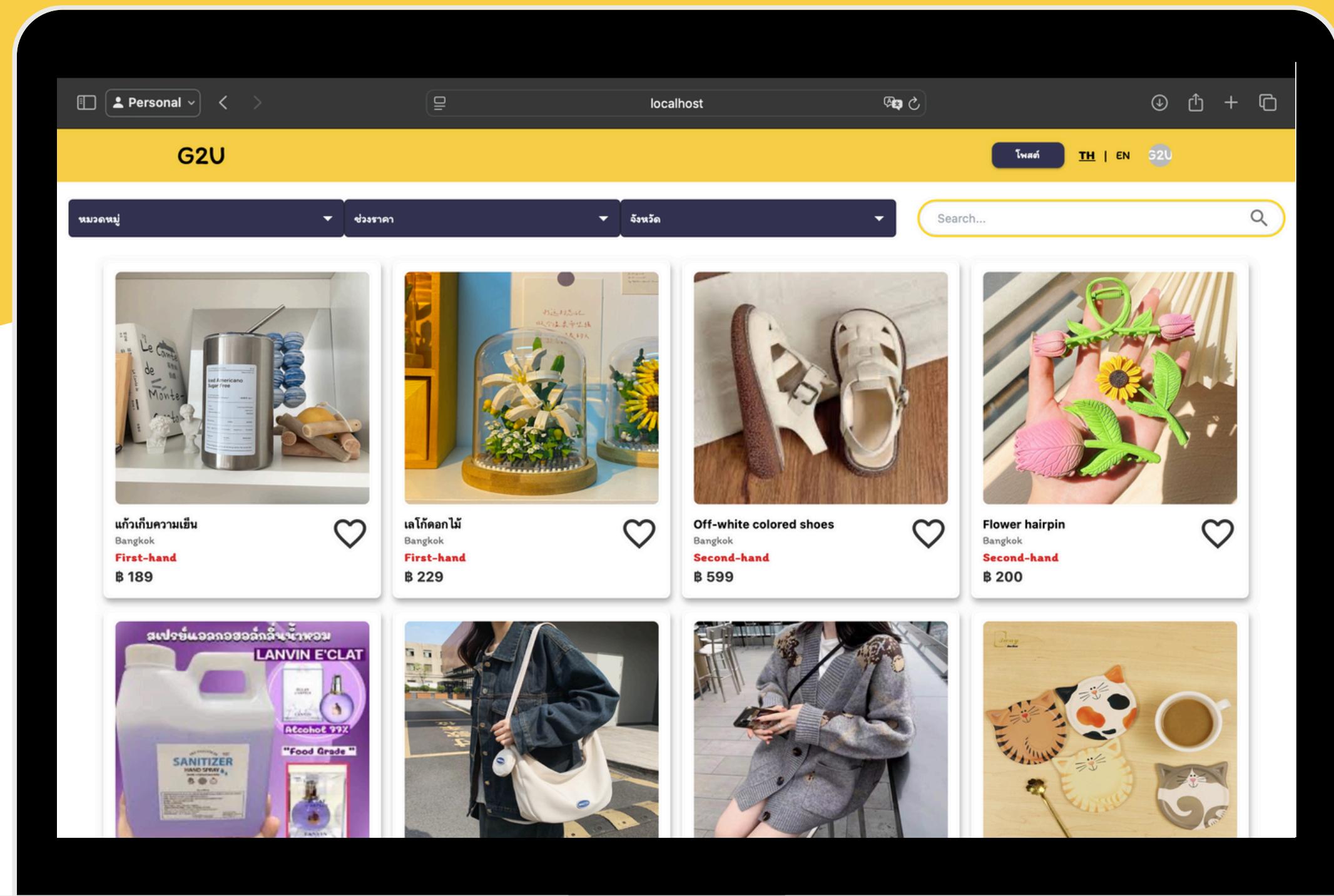
Background1 color #ffffff

Background2 color #fcf9e8





FRONTEND (DEMO)



ROAD MAP



CHAT SYSTEM
for buyer&seller to chat
before/after making a
purchase



SECURITY UPDATE
Seller verification,
post&product verification



SENSITIVE CONTENT
filter out & handle
sensitive post (wording,
product)

MEMBERS

FRONT-END



3438

SORAWIT TONPITAK



3444

JUTAMAS KAEWCHUENCHAI



3448

THANAKIT CHOKBUNSUVAN



3470

ARITA TRAGULMALEE

BACK-END



3411

CHAWIT PIMAPANSRI



3446

NICHAPORN MANACHAIPRASERT



3480

YUIL TRIPATHEE



0025

TOM MEDHI PANNIER



THANK'S FOR WATCHING