



Shopder
Swipe. Save. Sustain.

Problem



The Impact of Fast Fashion



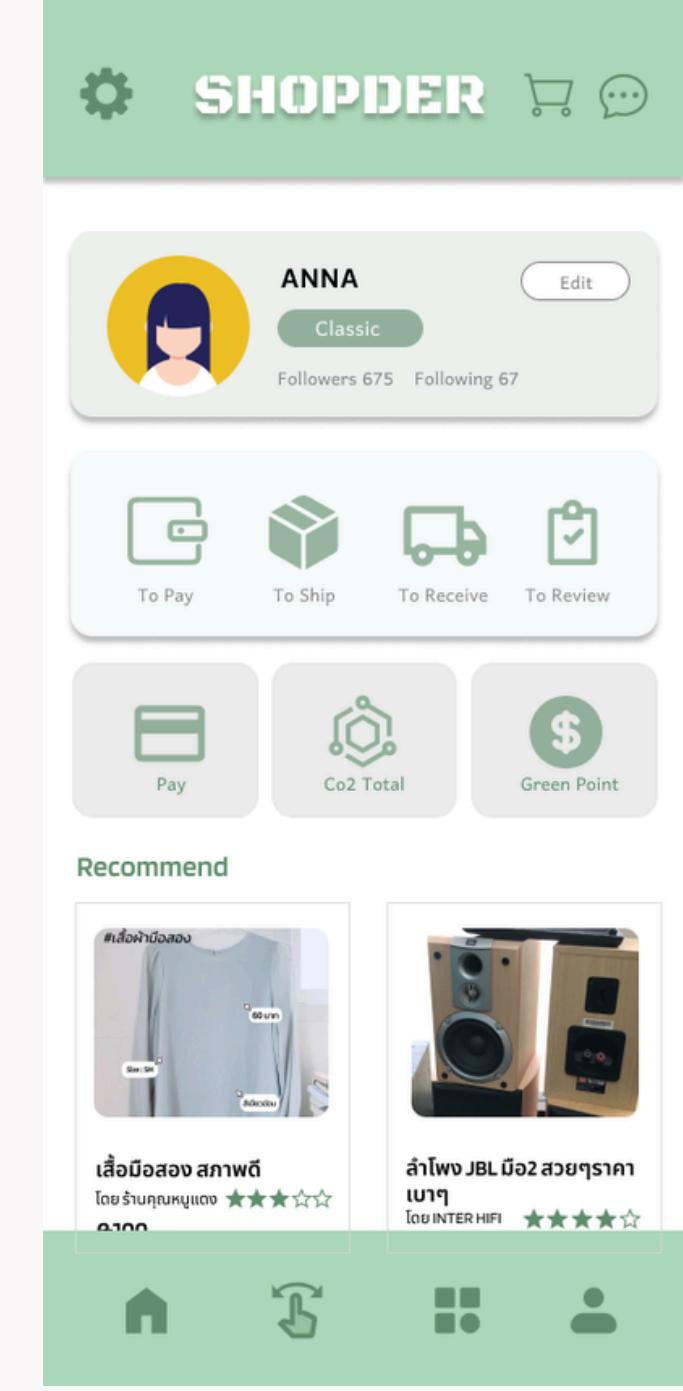
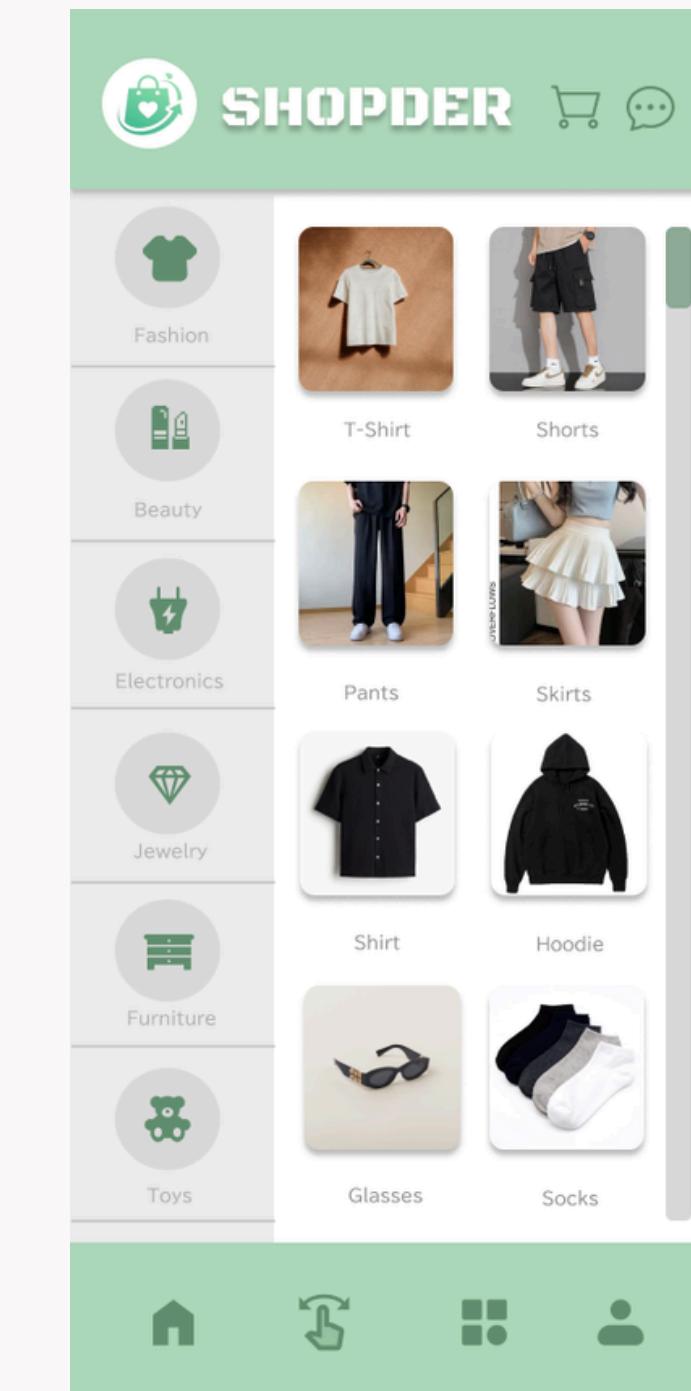
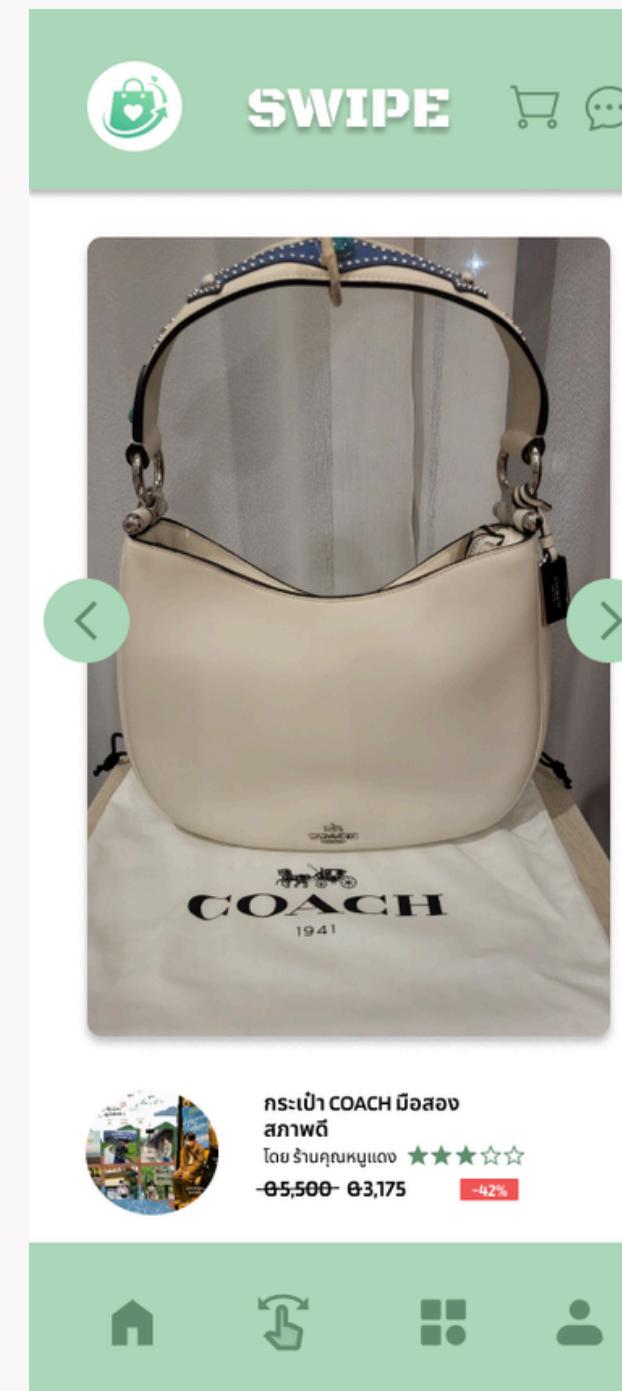
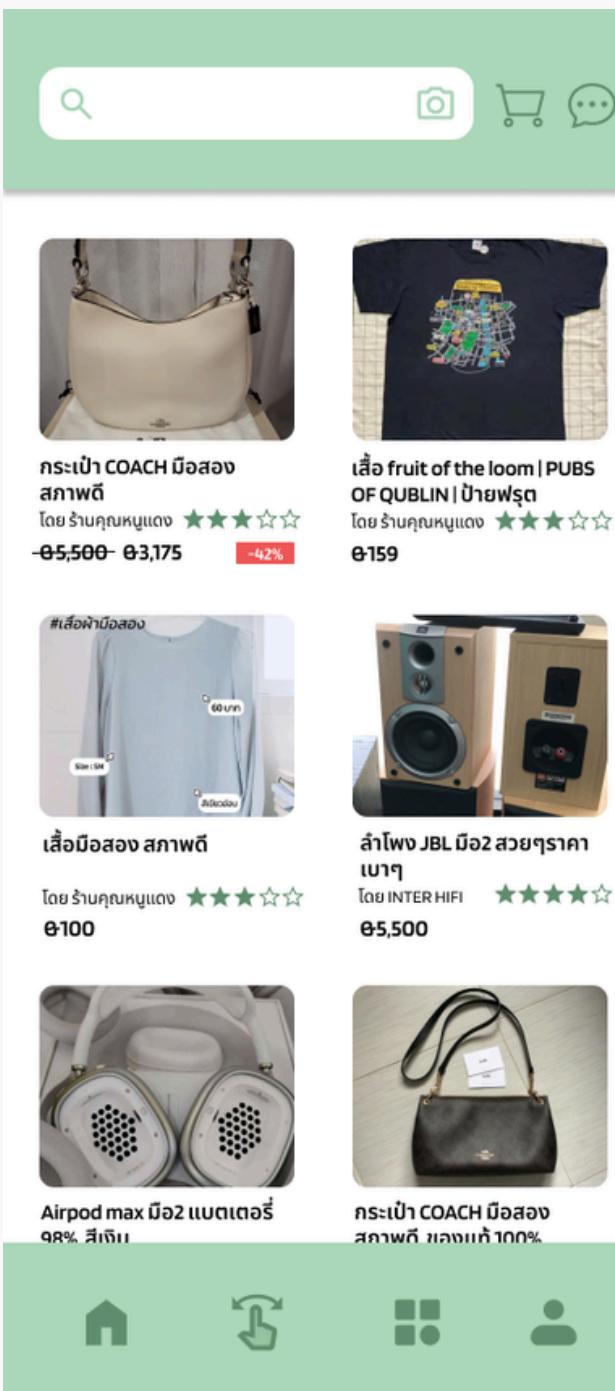
The amount of textile waste is rising every year



Turning waste into value through second-hand markets



Application



Home Page

Swipe Page

Category Page

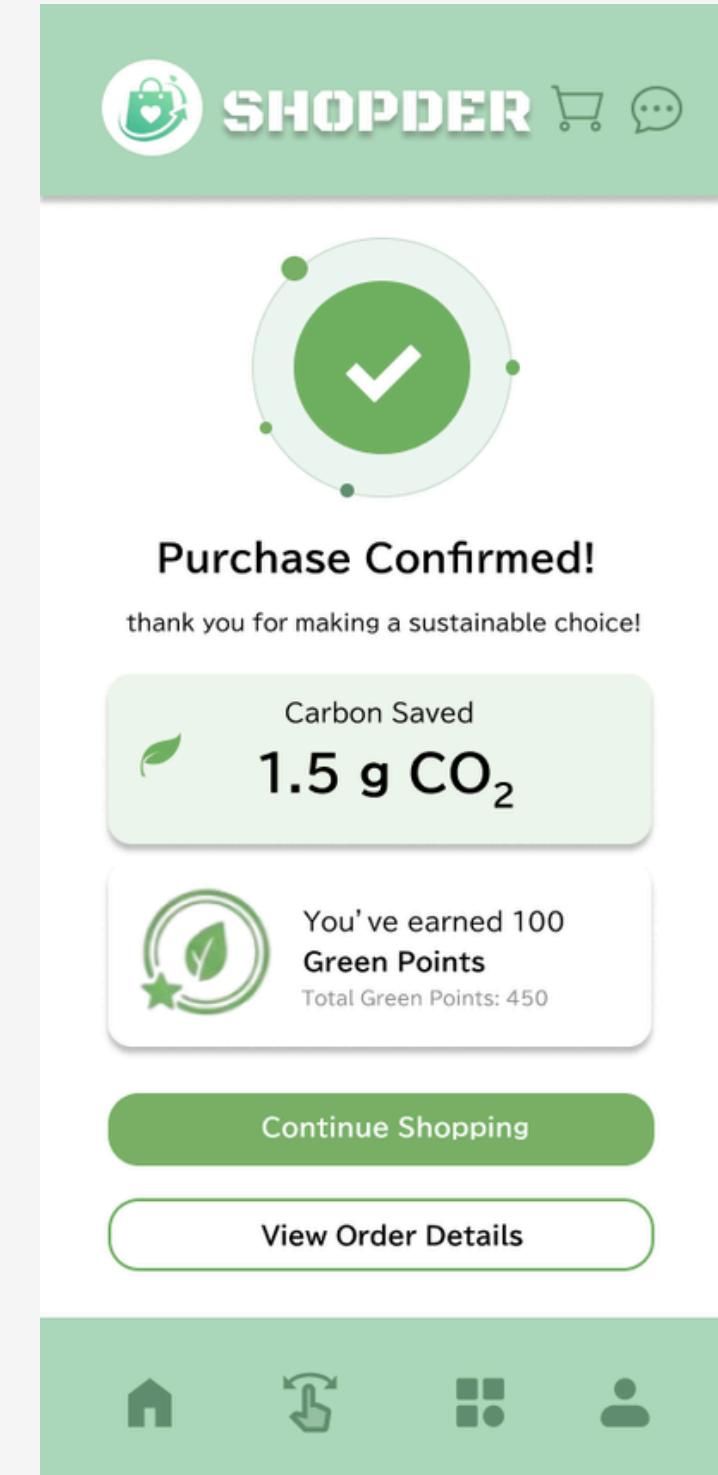
Profile Page

Unique value propositions



Swipe

- **Swipe Right:** To Add to Cart (Don't miss out!)
- **Swipe Left:** To Skip and see more.
- **Swipe Up:** For more Details



Co2

- **Green Points** Rewards
- **Carbon Saved** Tracker

Unfair advantage

01

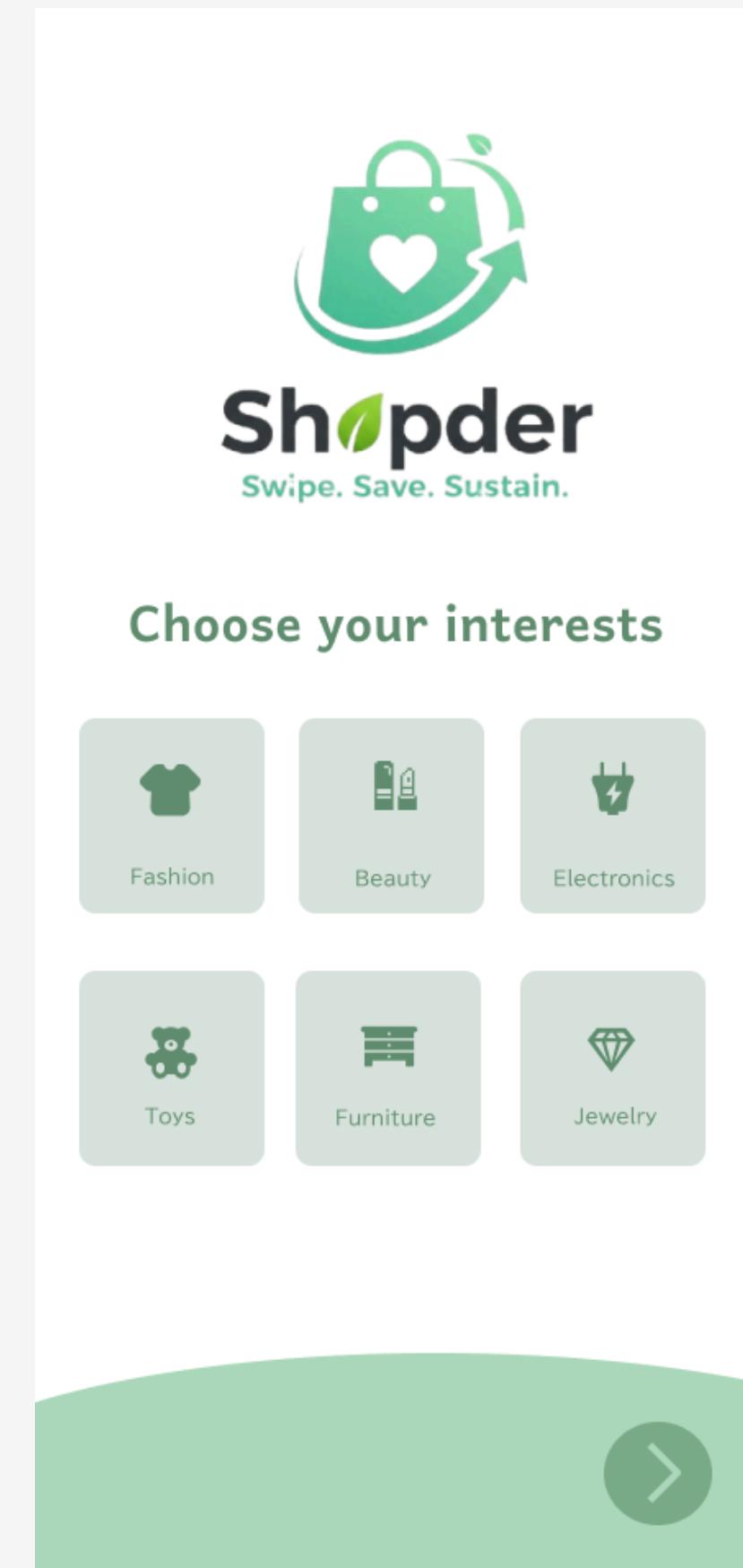
User Behavior Data

- User preferences
- Usage patterns
- Purchase interests

02

Second-hand Market

- Real-time resale prices
- Market demand trends
- Average selling price



Customer Segment



Target 1

Eco-conscious consumers



Target 2

Generation Z



Target 3

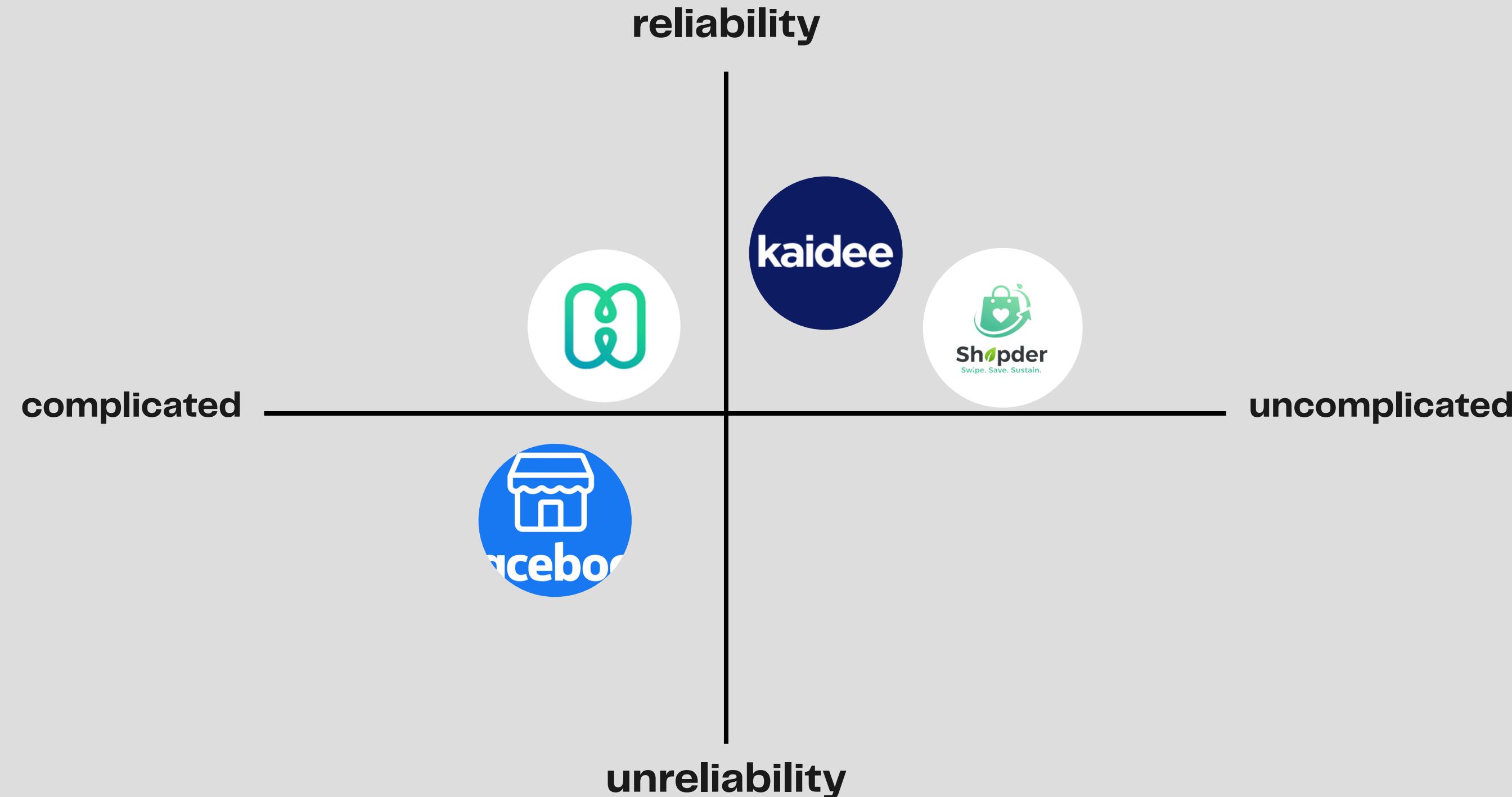
Working professionals



Target 4

Side hustlers and reseller

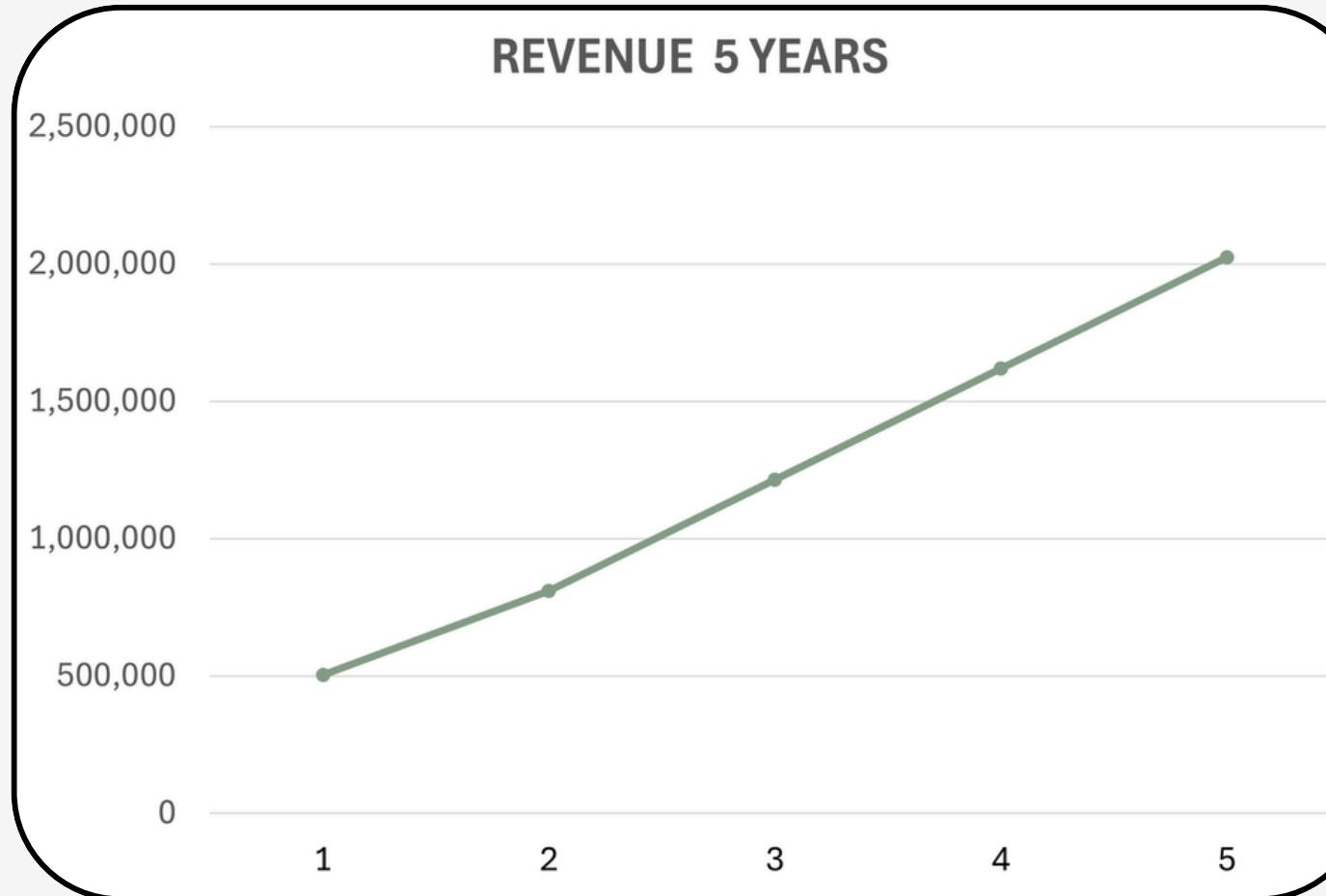
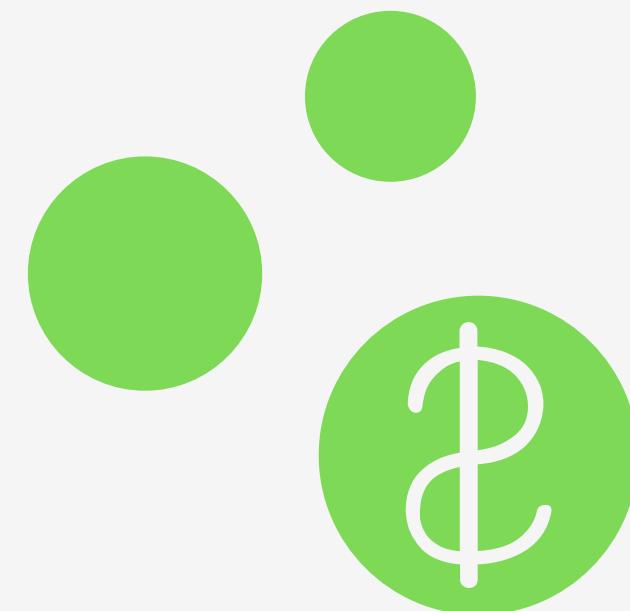
Market Positioning



Revenue stream

Revenue stream

- Transaction-based revenue
- Subscription fees



Total Cost

Fixed Cost

- Server
- Marketing budget
- Administrator

Variable Cost

- Payment Gateway fees
- Server Scaling



“Break-Even achieved in Year 4”

Revenue stream

TRANSACTION-BASED REVENUE										
Year	total sellers	Starter	sales	Pro	sales	Power	sales	Total income	Variable Cost	
1	200	120	216000	50	144000	30	108000	468000	70800	
2	400	240	432000	100	288000	60	18000	738000	81600	
3	600	360	648000	150	432000	90	27000	1107000	92400	
4	800	480	864000	200	576000	120	36000	1476000	103200	
5	1000	600	1080000	250	720000	150	45000	1845000	114000	

SUBSCRIPTION FEES						
Year	Total sellers	Pro	sales	Power	sales	Total income
1	200	50	14950	30	20970	35920
2	400	100	29900	60	41940	71840
3	600	150	44850	90	62910	107760
4	800	200	59800	120	83880	143680
5	1000	250	74750	150	104850	179600

Break-Even and Profit or Loss						
Year	Total Income	Fixed Cost	Variable cost	Gross profit	Total net profit	Profit or Loss
1	503920	600000	70800	-166880	-837680	LOSS
2	809840	600000	81600	128240	-553360	LOSS
3	1214760	600000	92400	522360	-170040	LOSS
4	1619680	600000	103200	916480	213280	PROFIT
5	2024600	600000	114000	1310600	596600	PROFIT

Business Model

1

Seed Starter Plan

- Casual Sellers, Students decluttering.
- Unlimited Listings
- Organic Reach

Free

Commission Fee: 5%

2

Sprout Pro Seller

- Side-hustlers, Instagram vintage shops, Part-time resellers.
- 2x Feed Visibility in the swipe deck
- Green Verified tick to build trust instantly

299 THB/M

Commission Fee: 4%

3

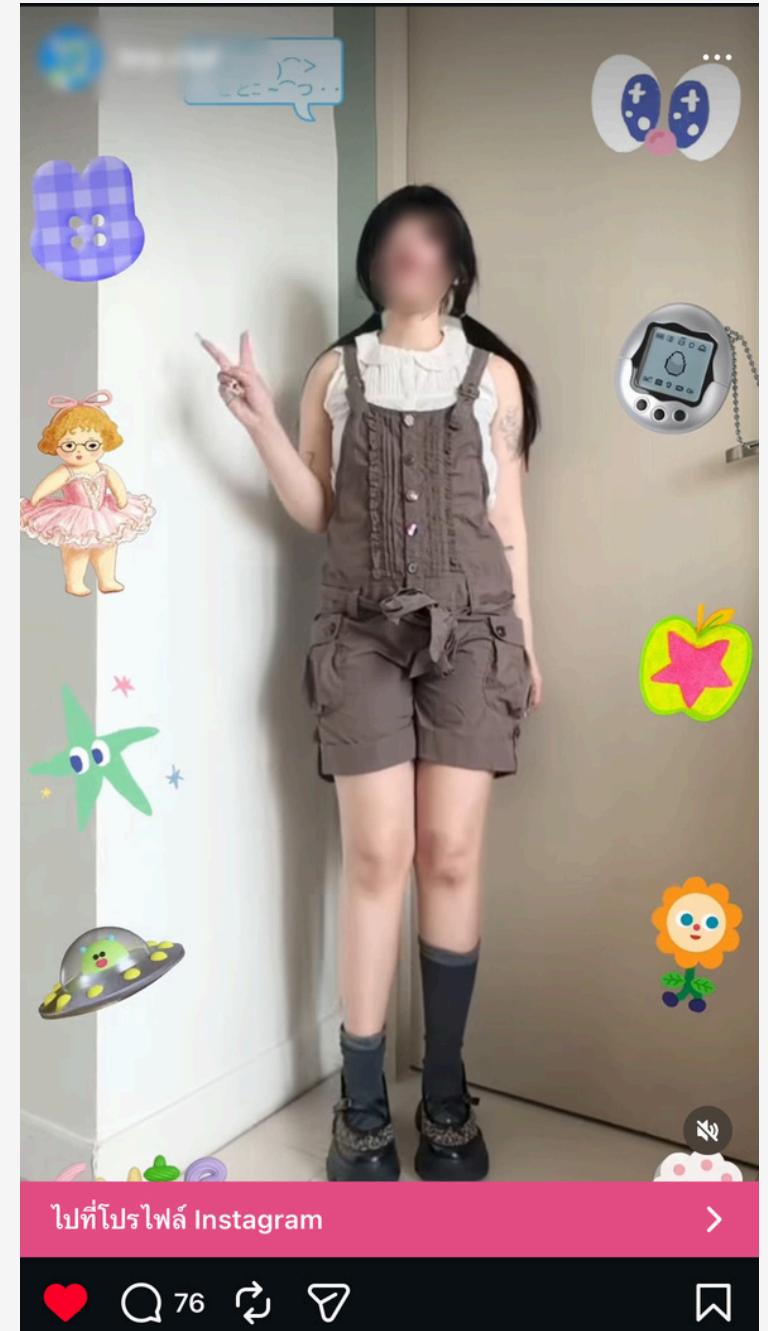
Forest Power Seller

- Professional Vintage Stores, Bulk Sellers, Full-time businesses.
- Boost 5x Visibility + Banner placement
- Priority account management

699 THB/M

Commission Fee: 3%

Channels



Thank You

FOR YOUR TIME

