



Shopder
Swipe. Save. Sustain.

Problem

ขยะแบบ Overall แนวโน้มปริมาณขยะ ประเภทขยะ ขยะมีมูลค่าบะเพ่นเมื่อสอง ขายได้ ซ่อมได้ -> ขยะจากของมีสอง หรือ Fast Fashion

Problem



United Nations

Fast fashion fuelling global waste crisis, UN chief warns

ILO Asia-Pacific | Women workers at a textile factory in Viet Nam stitch puffer jackets, destined mostly for Western markets.

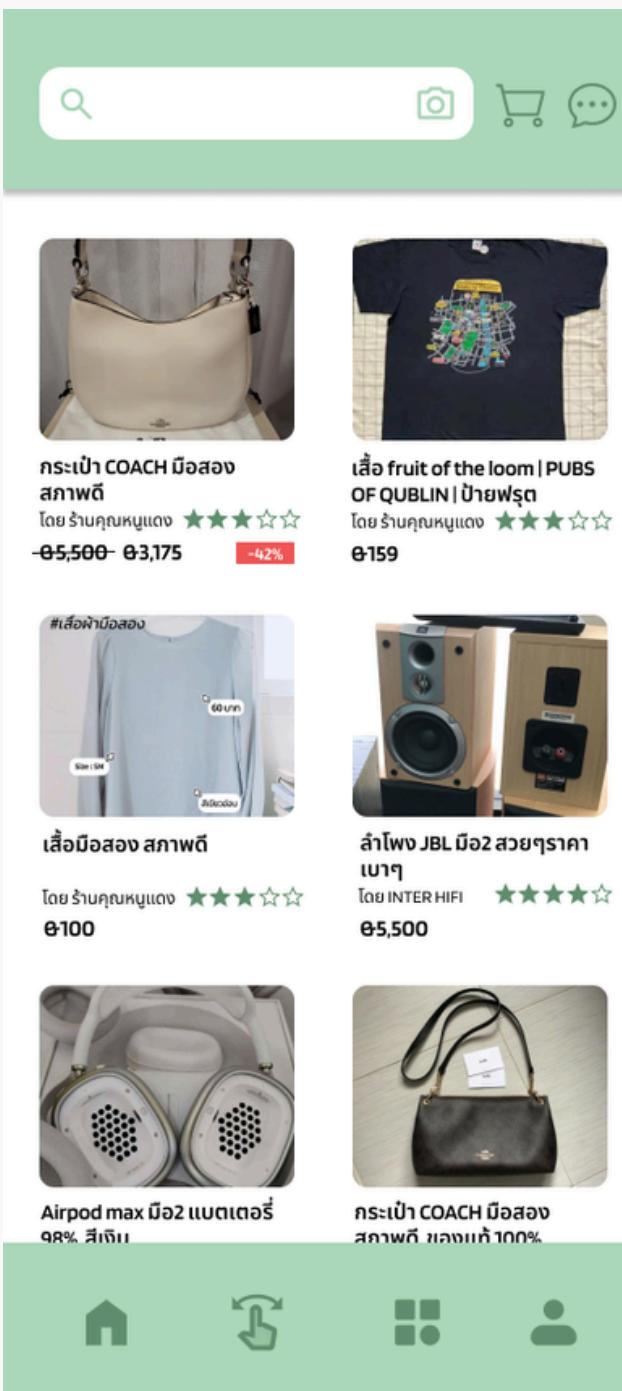
กองบรรณาธิการ

Share Save

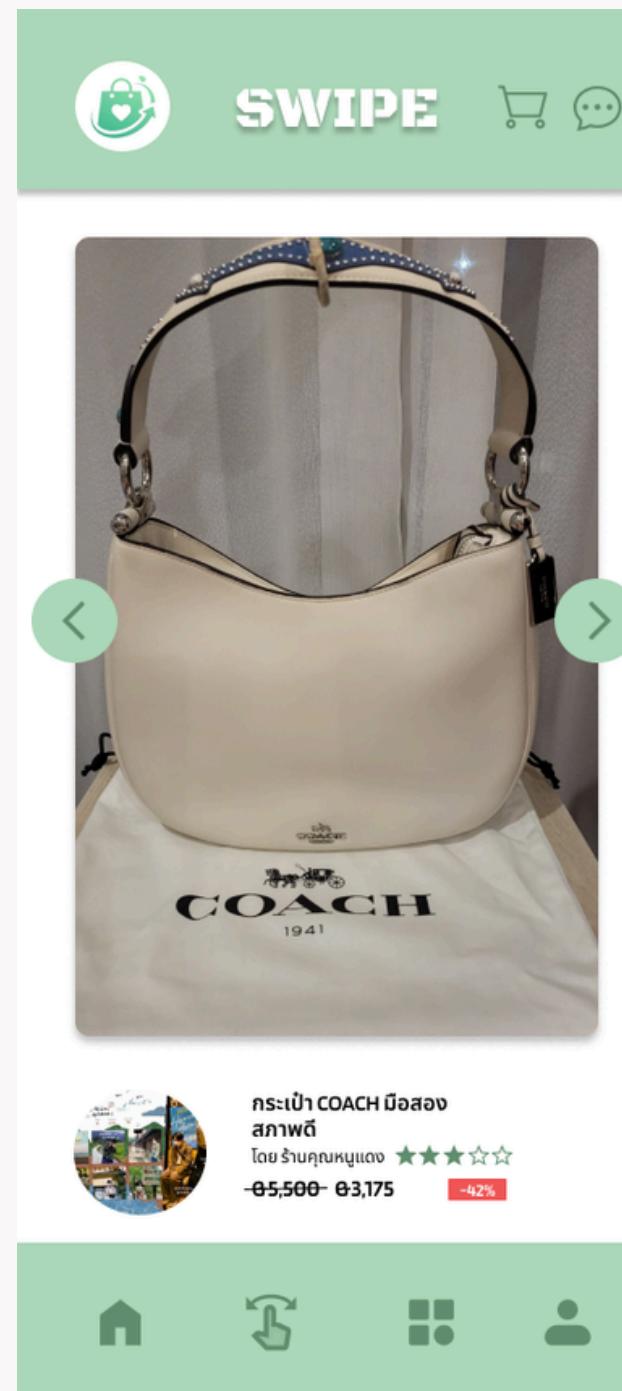
#การปล่อยคาร์บอนไดออกไซด์ #Fast Fashion #ธุรกิจ #เสื้อ

Fast Fashion วิกฤติ ผลิต 1 ตัวปล่อยคาร์บอนมากกว่าขับรถเบนซิน 1 วัน ถูกทิ้งเป็นขยะ 92 ล้านตันต่อวัน

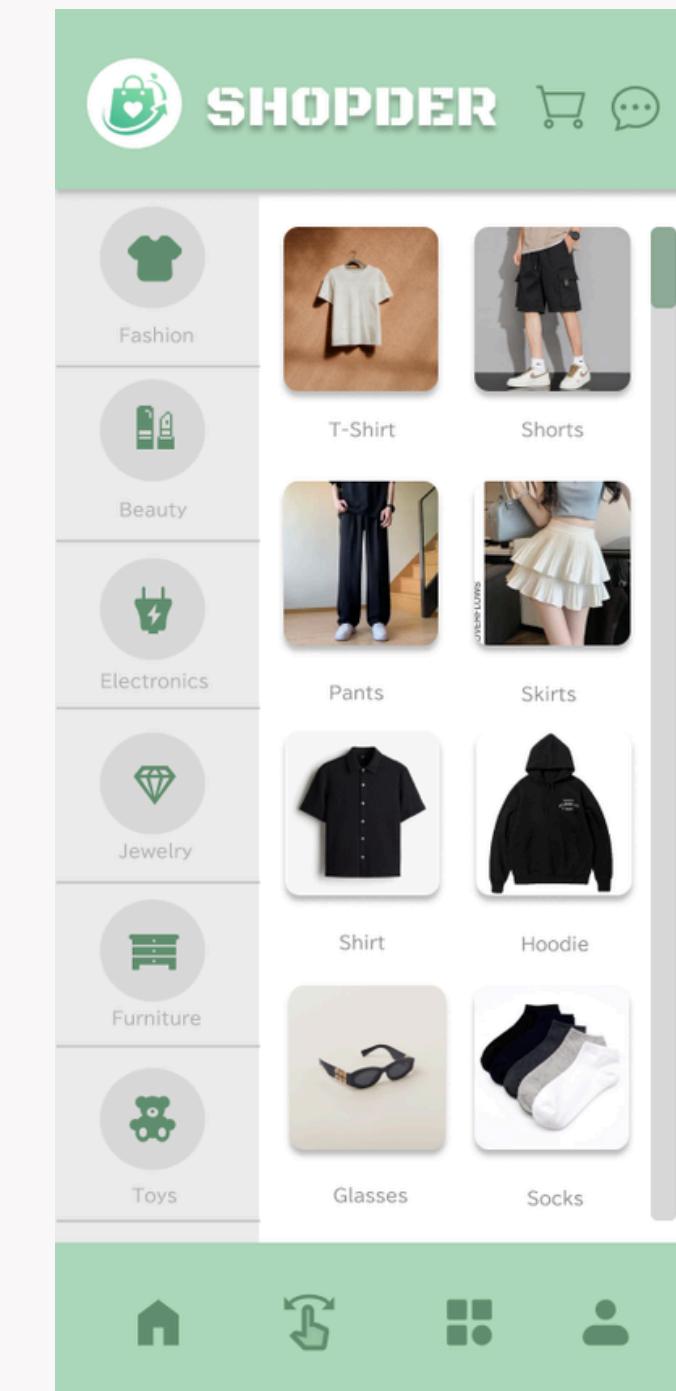
Application



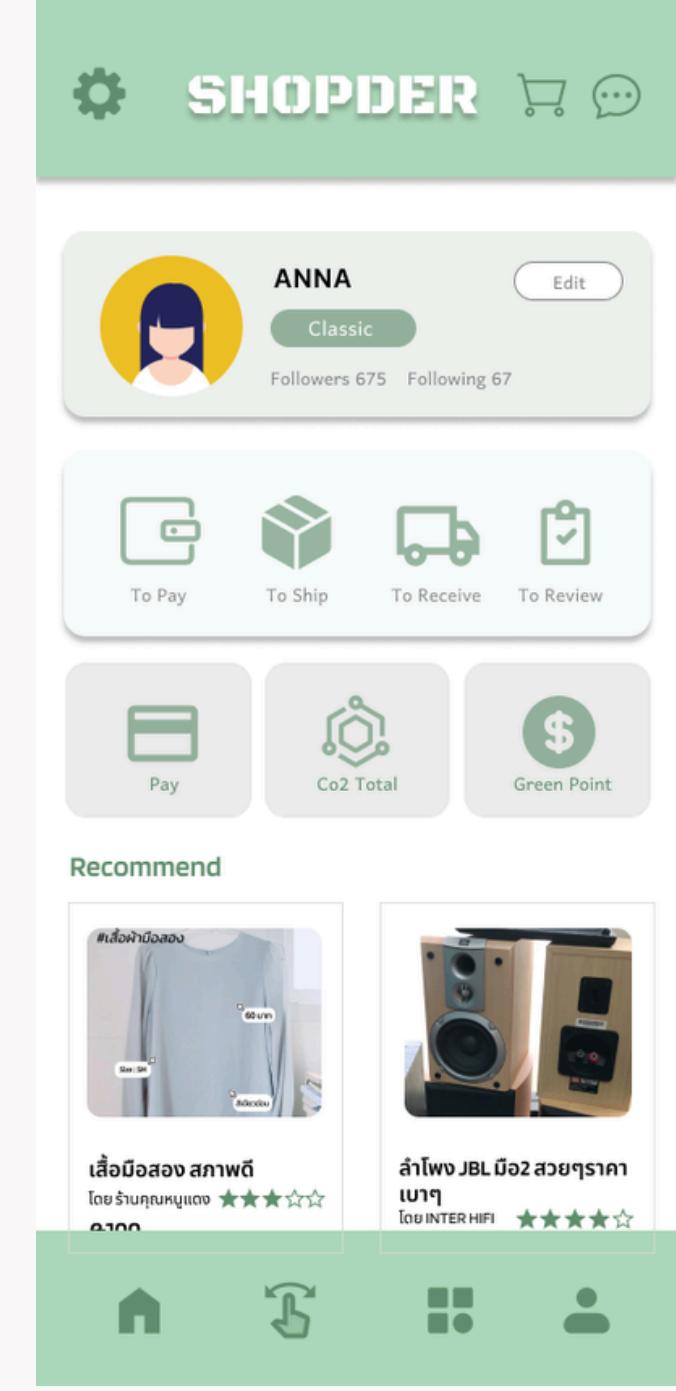
Home Page



Swipe Page



Category Page



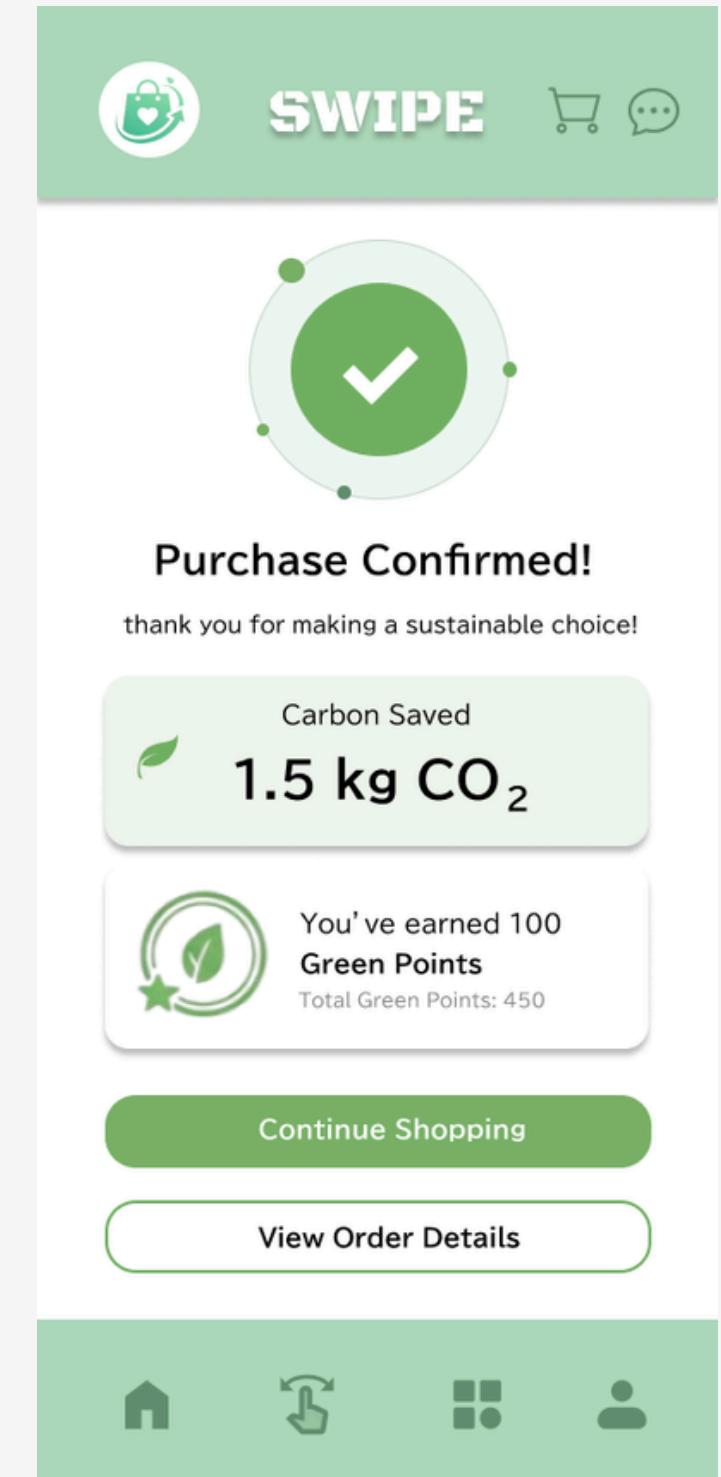
Profile Page

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

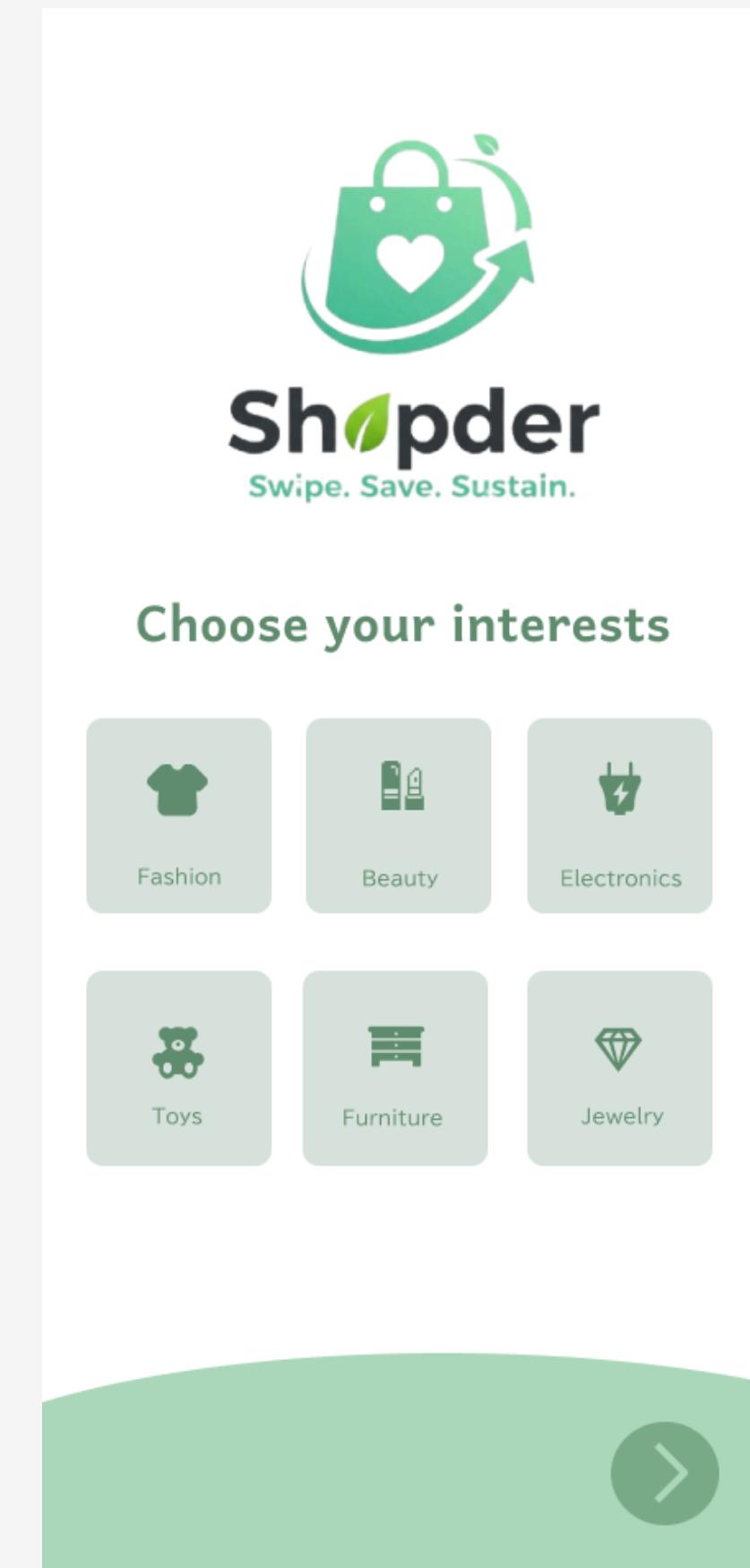
User Behavior Data

- User preferences
- Usage patterns
- Purchase interests

02

Second-hand Market

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



Target User



Target 1

Eco-conscious consumers



Target 2

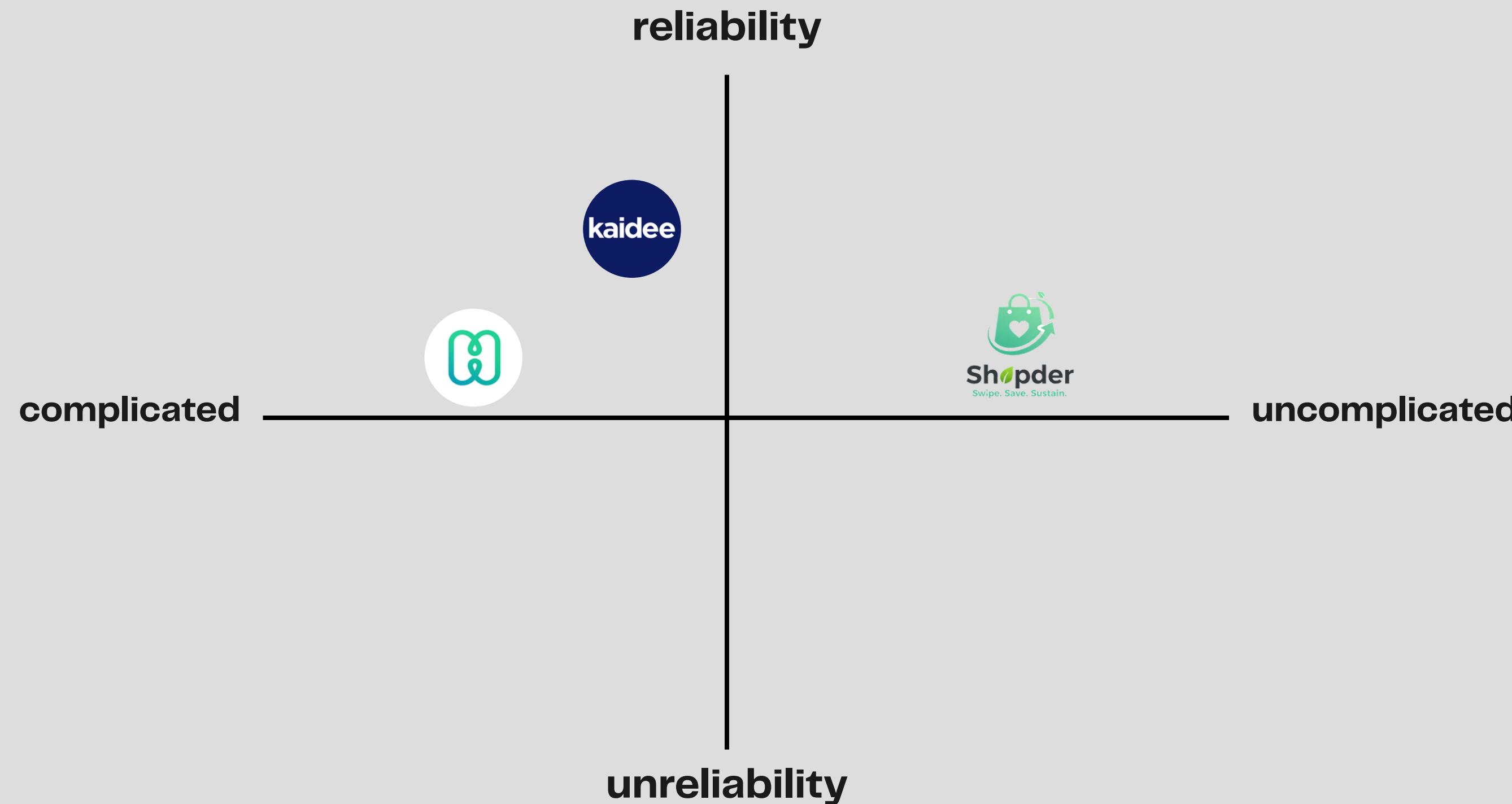
Generation Z and Working professionals



Target 3

Side hustlers and reseller

Market Positioning



Revenue stream



Transaction Commission

As seller sales increase, platform revenue increases.

Subscription Fees

Seller can upgrade their account to boost the sales.

Type	Commission	Monthly fee	Benefits
Free	5%	0	Basic selling
Recommend	4%	THB	Feed boost
Verified	3%	THB	<ul style="list-style-type: none">• Feed boost• Badge

Channels

- Social Media Advertising: Targeted ads on Facebook, Instagram, and TikTok to reach specific demographics.

