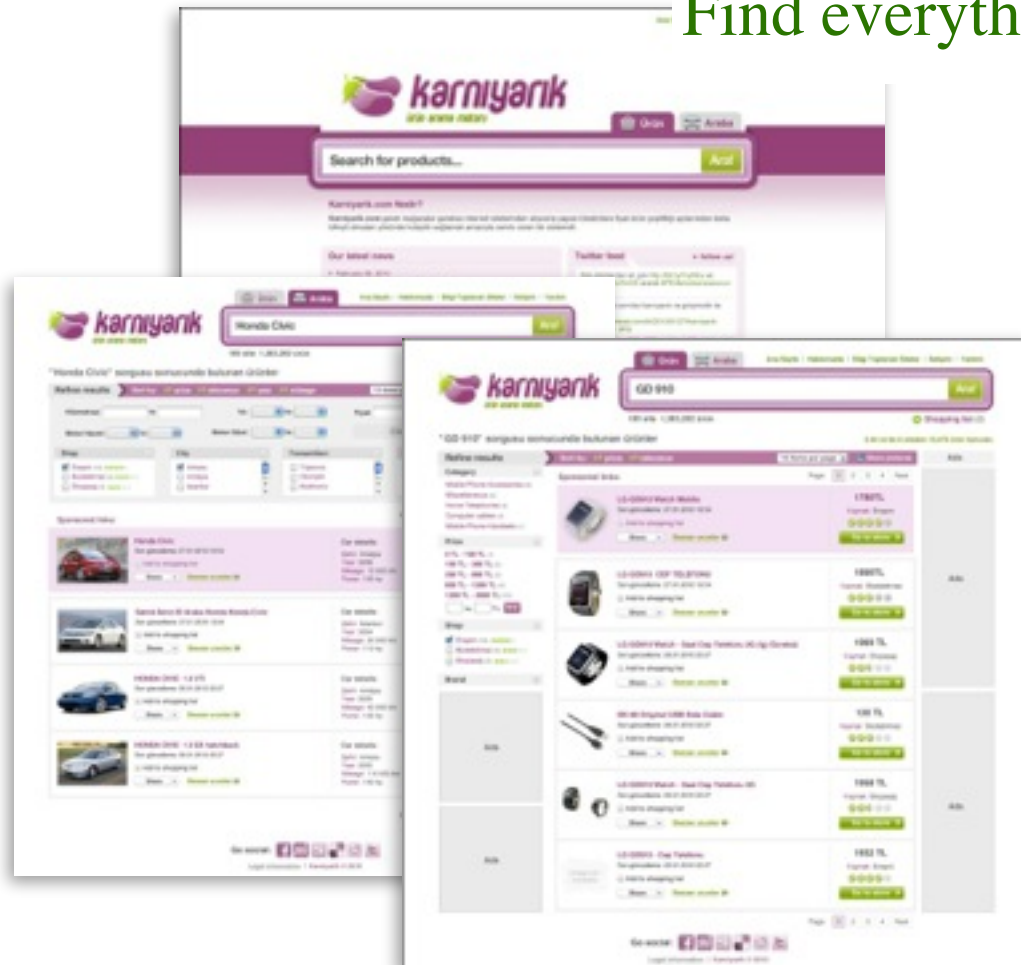


Vertical Search Engine for Online Goods

Find everything that has a price



Elevator Pitch

Karniyarik

- Discovery Shopping Engine

“Find Everything that has a Price”

- The Longtail

- Online Shoppers & Stores

2.6 M Shoppers
Thousands of stores

- Findability

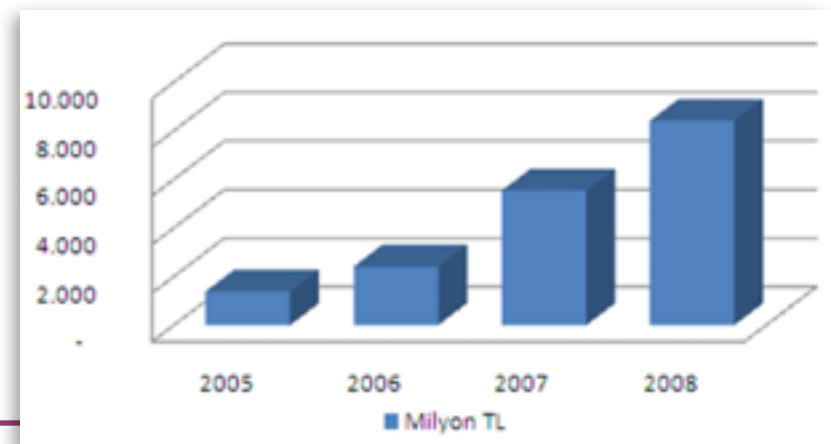


If I can't find a product in Karniyarik
then I think that it is not sold in Turkey



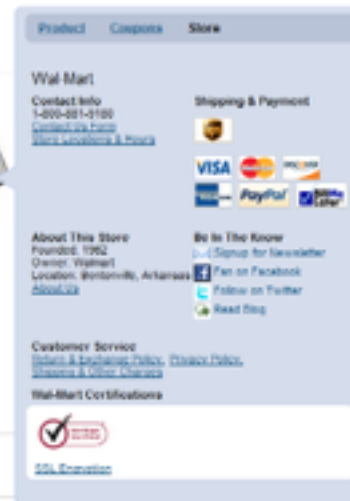
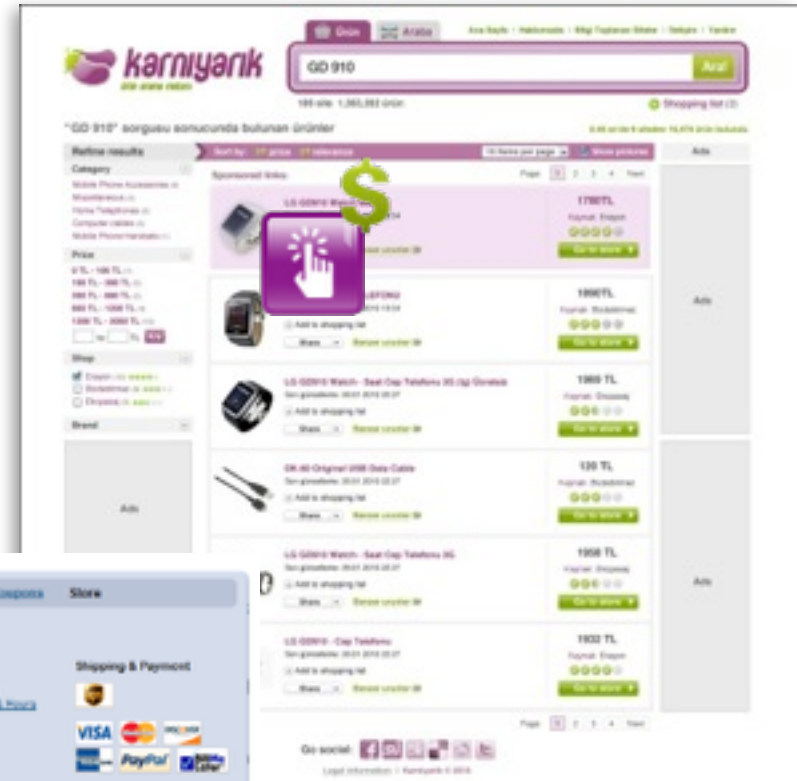
Market

- 4 Major Comparison Shopping Engines (CSE)
- None targeting Longtail
- None focusing on findability
- Search & Crawler technology
- ~250K CSE users vs 2.6M Shoppers
- 27M Online Users
- >10Billion eCommerce Market




Business Model

- Cost Per Click
- Sponsored Search
- Average CPC for CSE
 - 0,06 – 0,12 TL
- Featured Merchant
 - 300TL / Year



Where we are



- Started in Nov,2008
- Opened in Mar,2009
- 70K\$, Funded by Gov. Jul,2009
- 70K\$, Funded by Gov, Apr,2010
- 2010,  15
- Unique User 3000 (x6 increase in last 3 months)



- 240 Sites, 1.7M products
- 7 servers crawling
- Deals with eRetailer Software Providers
- API Mar,2010 (5 keys requested)



Team & Contact

- 3 Software Engineers



Kaan
Finance
Execution
Development



Siyamed
Marketing
Development



Doğuş
Development

- Professional Management & Marketing is **Missing**



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