

The Sync & Slash Marketplace

Comprehensive Product Strategy & Technical Architecture

"Same Profit for Sellers. Lower Prices for Buyers. Zero Friction."

Status: Final Strategy Lock

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Executive Summary

The Concept:

We are building a peer-to-peer marketplace designed to be the mathematical "market correction" to eBay. We utilize a browser-based "Mirror Tool" to instantly import seller inventory, creating a friction-free bridge to a more efficient marketplace.

The "Unlock":

Our 10% flat fee allows us to algorithmically lower the listing price for buyers. We use a "Total Landed Cost" engine to ensure that even with variable shipping rates, the buyer pays less on our platform than on eBay.

Core Differentiators:

- **Client-Side Sync:** Chrome Extension ingestion avoids API reliance and IP bans.
- **Just-in-Time Verification:** Real-time availability checks at checkout prevent double-selling.
- **Quality Gates:** Strict filtering (>90% Feedback) ensures only high-quality sellers can import.
- **Sustainable Economics:** A 10% fee structure supports operations and human trust teams.

The Market Gap

The Problem with Incumbents:

- **eBay:** High fees (~13% + \$0.30) and strict API limits force sellers to inflate prices.
- **Poshmark:** Excessive fees (20%) and high "social friction".
- **Discovery:** Buyers rely on Google Shopping, but new platforms struggle to rank.

The Opportunity:

Power sellers want to diversify but fear the "Defect Rate" from double-selling. Buyers want lower prices but stick to eBay for safety.

Our Wedge:

We provide a **risk-free clone** of their store. It costs nothing to list, and our technical safeguards (JIT Checks) protect their eBay standing.

The Core Mechanism — "Sync & Slash"

How it Works (The Tech Stack):

- **1. The Extension:** Seller installs our Chrome Extension. It reads the "Active Listings" page locally (Client-Side), mimicking human behavior to bypass bot detection.
- **2. Import:** The extension pushes data (Images, Description, Specifics) to our database.
- **3. Slash:** Our algorithm calculates the **Total Landed Cost** (Price + Shipping) and sets a lower price.

Example Calculation (Landed Cost):

- eBay Item: \$100 + \$8 Shipping = **\$108 Total**
- Our Shipping (Est): \$12 (Higher rate)
- Target Buyer Price (-5%): **\$102.60**
- Our Listing Price: \$102.60 - \$12 Shipping = **\$90.60**
- Seller Net (at 10% fee): **\$81.54**

4. Sync: When sold, the extension (or our server) triggers a delist action on the source platform.

Note: We transparently show the seller if a price reduction impacts their net margin due to shipping variances.

Business Model & Economics

Revenue Strategy:

- **Transaction Fee:** 10% Flat Fee.
- **Payment Processing:** Stripe fees calculated into margin.

Unit Economics (Per \$50 Order):

- **Gross Merchandise Value (GMV):** \$50.00
- **Revenue (10%):** \$5.00
- **COGS (Stripe + Server Costs):** ~\$1.80
- **Net Revenue:** \$3.20

Viability: The 10% model provides sufficient margin (\$3.20/order) to fund the "Just-in-Time" scraper infrastructure and human support for disputes.

Product Experience — Sellers

"The Command Center" (Chrome Extension)

- **Install & Forget:** "Log in to eBay, click Sync, and we do the rest."
- **Safety First:** "We check stock before every sale to help prevent defects."
- **Quick Mode (Mobile):** The original 15-second AI flow remains for casual sellers.

Inventory Policy:

Listings remain active indefinitely once imported. While our JIT tool attempts to verify stock, sellers are ultimately responsible for delisting items if they uninstall the tool. Double-sales due to tool disconnection are the seller's liability.

Product Experience — Buyers

"Utility & Clarity"

- **Search, Don't Scroll:** A clean, data-dense interface focused on finding the specific item.
- **Trust Badges:**
 - *Verified Pro: "Imported 1,500+ Positive Reviews."*
- **Price Promise:** "Always cheaper than the source listing."

Technical Architecture & Safeguards

1. Ingestion (The Extension):

We use a browser extension to 'read' seller inventory locally. This mimics human behavior, preventing 'Bot Detection' blocks.

2. Supply Quality Gates (Input Filter):

To protect the ecosystem, the Sync Tool is restricted to eligible sellers only:

- **Feedback Score:** >90% Positive.
- **History:** Minimum 50 completed transactions.
- **Account Age:** >6 months.

3. The 'Just-in-Time' (JIT) Check:

At the exact moment a buyer clicks "Checkout", our server triggers a headless browser request to the original listing to verify availability. (~1.5s latency).

4. Escrow Payments:

Funds held in Stripe Connect until Delivery Scan + 48 Hours. Prevents 'empty box' fraud.

Go-To-Market Strategy

Phase 1: The "Chrome Extension" Utility

- **Target:** Mid-tier eBay sellers (100–1,000 items).
- **Pitch:** "A free backup of your store that sells items for you."
- **Distribution:** Chrome Web Store, Reseller Discord Communities.

Phase 2: Demand Generation

- **Google Shopping:** Optimize imported feeds for Google PLAs.
- **Vertical Focus:** Start with Electronics/Cameras (High AOV, easier specs).

Roadmap (MVP to Scale)

Month 1-2: Build

- Core Marketplace (Mobile/Web).
- **Chrome Extension V1 (Ingestion) with Quality Gates.**
- **JIT Availability Checker (Server-side).**

Month 3: Beta

- Onboard 50 Power Sellers via Discord.
- Validate "Landed Cost" pricing logic.

Month 4: Launch

- Public release of Chrome Extension.
- Marketing push for Buyers.

Summary

Why This Wins:

- 1 **Technical Viability:** Chrome Extension + JIT Checks solve the "API Ban" and "Double Sell" risks.
- 1 **Economic Viability:** 10% fees + Landed Cost Pricing ensure sustainability and buyer savings.
- 1 **Quality Control:** Input Gates (>90% feedback) filter out fraudsters automatically.

The Vision: The efficient, risk-free mirror of the secondhand economy.