

A vibrant photograph of a diverse group of young adults cheering and raising their hands in a celebratory indoor setting. The scene is filled with energy and excitement, with warm lighting creating a festive atmosphere.

Crowd- Sourced Funding Campaign July 2021



**help SMEs thrive against  
Big Tech domination & the Pandemic**

Always consider the general CSF risk warning and offer document before investing



# 5 reasons to invest

1

HUGE POTENTIAL RETURNS & UNLIMITED GLOBAL GROWTH IN A \$5 TRILLION MARKET

2

THE BOOMING DIRECT FROM BRANDS ECONOMY NEEDS ITS OWN DEDICATED MARKETPLACE TO GO MAINSTREAM

4

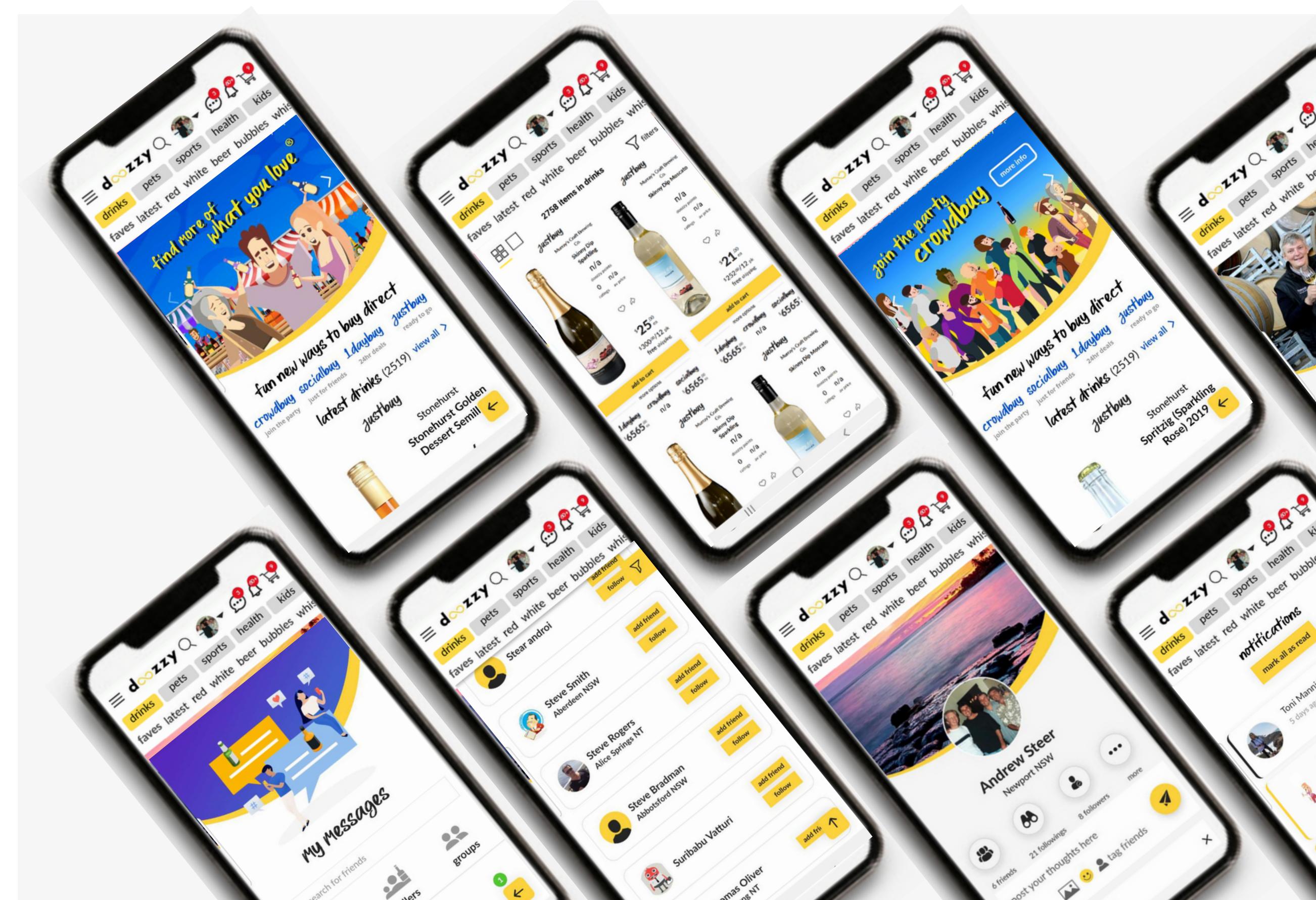
FIRST TO OFFER ALL THE FUN & COMMUNITY SPIRIT OF A REAL-LIFE MARKETPLACE IN TODAY'S DIGITAL EXPERIENCE

2

HELP THOUSANDS OF SME BRANDS FIGHT BACK AGAINST THE BIG TECH & BIG RETAIL PRIVATE BRANDS OVERTAKING THEIR BUSINESSES

5

NO FURTHER NEED TO WANDER FROM SITE TO SITE NOW ALL THE BEST FEATURES ARE COMBINED INTO ONE SUPER APP





# the problem

**the direct from brands economy has enormous potential growth  
but is stifled by a lack of support from the current marketplaces**

**ebay acts more like a shopping mall for big retailers than a marketplace for independent brands**

- **the good guys, freedom, myer, coles, bunnings, city beach & big w** are names you'd expect to see strolling around a shopping mall rather than on an online marketplace & these are just a few of the many retailers dominating ebay
- **the prices customers are charged** must cover both the retailer's big mark up & the commission charged by ebay so either the brand is losing out, the buyer is losing out or both loosing out by not dealing directly with the brands

**amazon's radidly growing private brands are diverting sales away from independent sellers**

- **amazon now owns over 110 private brands selling almost 23,000 products\***
- **amazon now boasts over 400 private and exclusive brands\***
- **amazon's no. of private brands has tripled since 2018 \***



# the problem

**with growing competition from big tech and big retail Private and Exclusive Brands, SMEs must increase their online sales to survive the Pandemic**

**but they can't compete with the big guys on search and social, and the main marketplaces are more focused on Big Retailers and their own brands**

- **The Good Guys, Freedom, Myer, Coles, Bunnings & Big W are names you'd expect to see strolling around a shopping mall rather than dominating ebay**
- **amazon now boasts over 400 private and exclusive brands diverting sales from their independent SME brands and the number of amazon's private brands has tripled since 2018\***



# the solution

**as the only specialized marketplace designed to propel the 'direct from brands economy' into the mainstream, doozzy empowers brands to fight back against Big Tech domination and the Pandemic with a new way to be found and a unique new personalized & socially engaging experience**

**we identified two glaring gaps in the market with massive potential**

- 1. build the world's first dedicated digital marketplace to accelerate the emerging direct from brands economy\***
- 2. build a digital experience that captures the missing fun & community spirit of a real-life marketplace to an online audience for the first time**

**combining these two innovations will strongly impact the experience millions of people have online everyday**

\*sources: profitwell.com/recur/all/direct-to-consumer/growth/



# the solution

**as a specialized marketplace designed to propel the 'direct from brands' economy into the mainstream, doozzy will be the driving force behind brands challenging the online status quo head on with a unique new personalized & socially engaging experience**

**we identified two glaring gaps in the market with massive potential**

- 1. build the world's first dedicated digital marketplace to accelerate the booming direct from brands economy**
- 2. build a digital experience that captured the missing fun & community spirit of a real-life marketplace**

**this synergistic solution will have a real impact on the experiences millions of people have online everyday**



the future of the  
direct from brands  
economy





# a fair go for all no matter the size

**every size brand on doozzy has the same opportunity to thrive by customer opinion rather than advertising budget or corporate bias**

**the best brands will organically grow on doozzy by offering:**

- products that reflect great value for money
- appealing deals to encourage their fans to buy with their friends
- a personalized shopping experience by getting to know their customers
- exceptional customer service to ensure ongoing customer satisfaction
- excellent social engagement to keep followers included, updated & informed

# **so many features in one super app**

- a marketplace**
- social media**
- messaging**
- group buying**
- daily deals**
- comparisons**
- search engine**





**the real-life marketplace experience... online**

**chat, share, buy together & have fun  
with all your friends & favourite brands**





# much more than just a marketplace

## people & brands first

**your unique selection** of passions & interests is what truly defines you. doozzy gives you the tools to personalize your marketplace experience based on what matters most to you

**the direct from brands economy** will thrive with its own specialized brand-focused marketplace offering a personalized, unique & socially engaging experience for every shopper

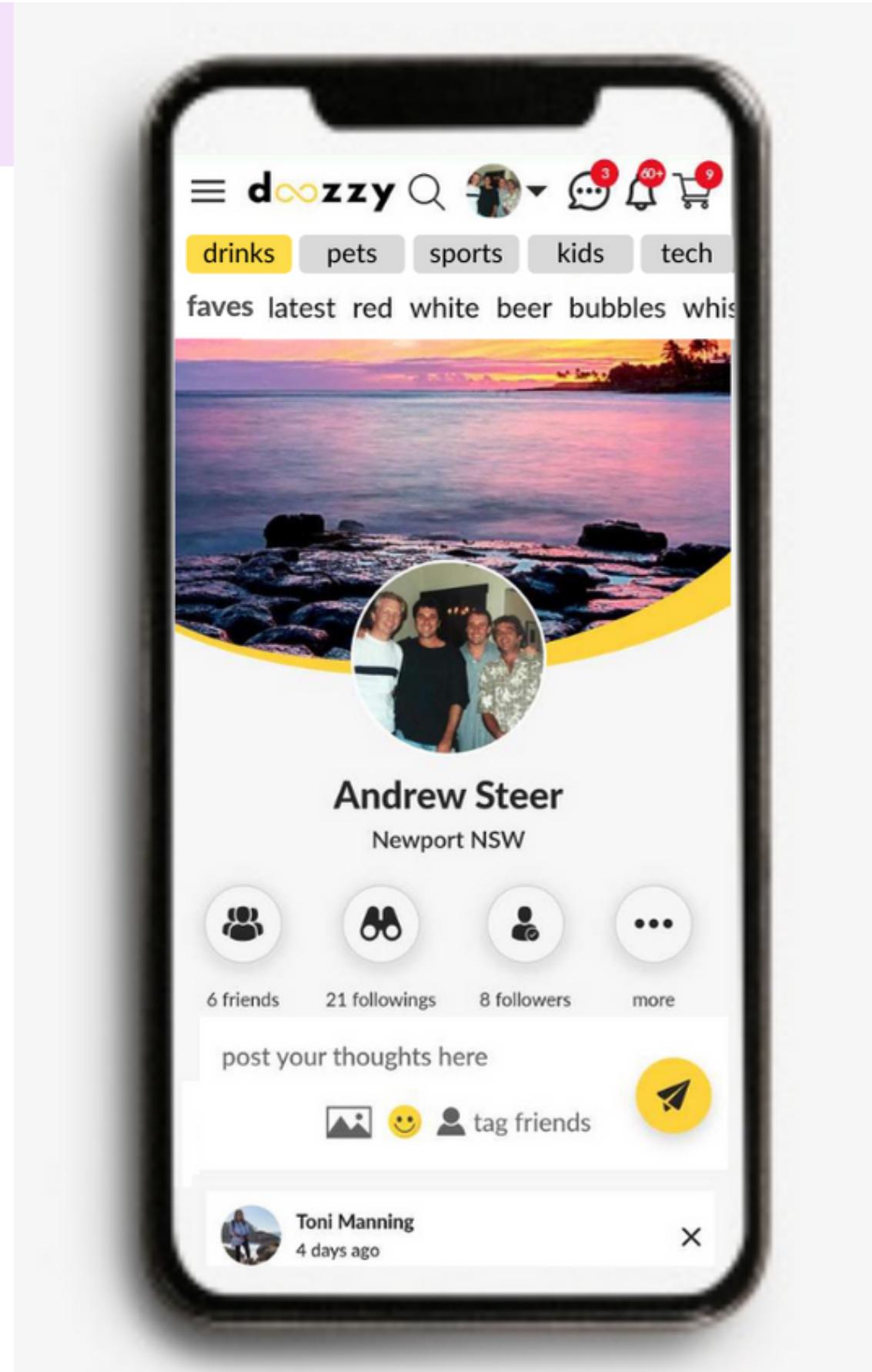
**3 new buying options** make shopping fun with a choice that's right for you

**crowdbuy** to buy & save with the community

**socialbuy** to buy & save with your friends

**1daybuy** to grab a hot 24 hour deal

**brands only pay a small 3.9% service fee** so their prices can eliminate most of the huge retail markup (generally 25-50%), a win for everyone!



## do social your way

**we believe we are the first** to successfully capture all the fun of a real-life marketplace with a wonderfully supportive community of brands & shoppers who can chat, share, explore, learn & help you make better choices

**our social media hub** is our nerve centre connecting you directly to all your friends, your groups & your favourite brands

**you control** what is shown on your feed & who can post there while our instant delete feature enables you to moderate your own feed's content

**chatting with your friends**, your groups or your favourite brands is a breeze with our own dedicated in-built chat

**if like to buy with friends & save** try our social hub to make it really easy & lots of fun



# exciting cutting-edge technology

## a new breakthrough

**seeking the ultimate mobile-first experience** we discovered an amazing new technology that could deliver the feature rich app experience to not only iOS & android users but also to the HUGE web audience & search engines

**so we made a great decision** to develop as a Progressive Web App or PWA

**our app is searchable** with a super high mobile-first ranking on Google, it requires no download, offers instant updates, can send push notifications, has an add to home screen icon & many other impressive features

**with our unique approach** to digitally capture the community spirit of a real-life marketplace we help brands directly connect with their fans as well as give people the tools to create their own individual experiences around the things they love

**bold innovation powered by amazing tech - we are ready for the challenge**



# different sectors have different needs

## one size doesn't fit all

**we recognize that every sector is unique** & requires its own specialized solution to offer the best customer experience

**so we deliver a customised experience** specifically designed to match both the buyer & brand's requirements for each individual sector

**differently designed sectors** are all connected by our social hub which brings together people that share similar passions & interests with brands that offer the things they love

**people curate their own** unique experience by what's most important to them





# 2020 an explosion in ecommerce

global marketplaces experienced a whopping 80% growth in 2020



**80%**

global marketplace growth



**49%**

au ecommerce growth



**9 million**

au households shopped online

- due to the pandemic 2020 ecommerce experienced **10 years forecast growth in 3 months**
- US 2020 ecommerce grew from 11.0% to 14.0% of retail sales **an increase of 27%**
- UK 2020 ecommerce grew from 15.8% to 23.3% of retail sales **an increase of 47%**
- AUS 2020 ecommerce grew from 6.3% to 9.4% of retail sales **an increase of 49%**

sources: [insideretail.com.au/business/marketplace](https://insideretail.com.au/business/marketplace) 4/3/21, [news.un.org/en/story/2021/05/1091182](https://news.un.org/en/story/2021/05/1091182), [cmo.com.au/article/685305/soaring-ecommerce-take-up-australia-2020-signals-more-coming](https://cmo.com.au/article/685305/soaring-ecommerce-take-up-australia-2020-signals-more-coming) [auspost.com.au/content/dam/auspost\\_corp/media/documents/ecommerce-industry-report-2021.pdf](https://auspost.com.au/content/dam/auspost_corp/media/documents/ecommerce-industry-report-2021.pdf)



# exciting global 2021 forecasts

US ecommerce +39% Q1 2021, indicating strong 2021 global growth

**\$5 trillion**

ecommerce sales (USD)

**2.14 billion**

online buyers

**4 billion**

social media users

**\$500 billion**

amazon sales (USD)

**\$100 billion**

ebay sales (USD)

**2.7 billion**

facebook users



# impressive australian 2021 forecasts

solid growth predicted for au online marketplaces in 2021

**\$50.6 billion**

ecommerce sales (AUD)

**18.6 million**

online buyers

**18 million**

social media users

**27 million**

amazon monthly visits

**70 million**

ebay monthly vists

**16 million**

facebook users



# beachhead strategy vs spray & pray technique

**today's biggest success stories all share one strategy**

- 1. build a beachhead** by focusing your resources on a single product category or small market segment
- 2. establish your stronghold** by creating a stable & scalable infrastructure to dominate that market
- 3. advance to dominate** the broader market & more product categories

**amazon's beachhead** was books before advancing into one the world's biggest companies

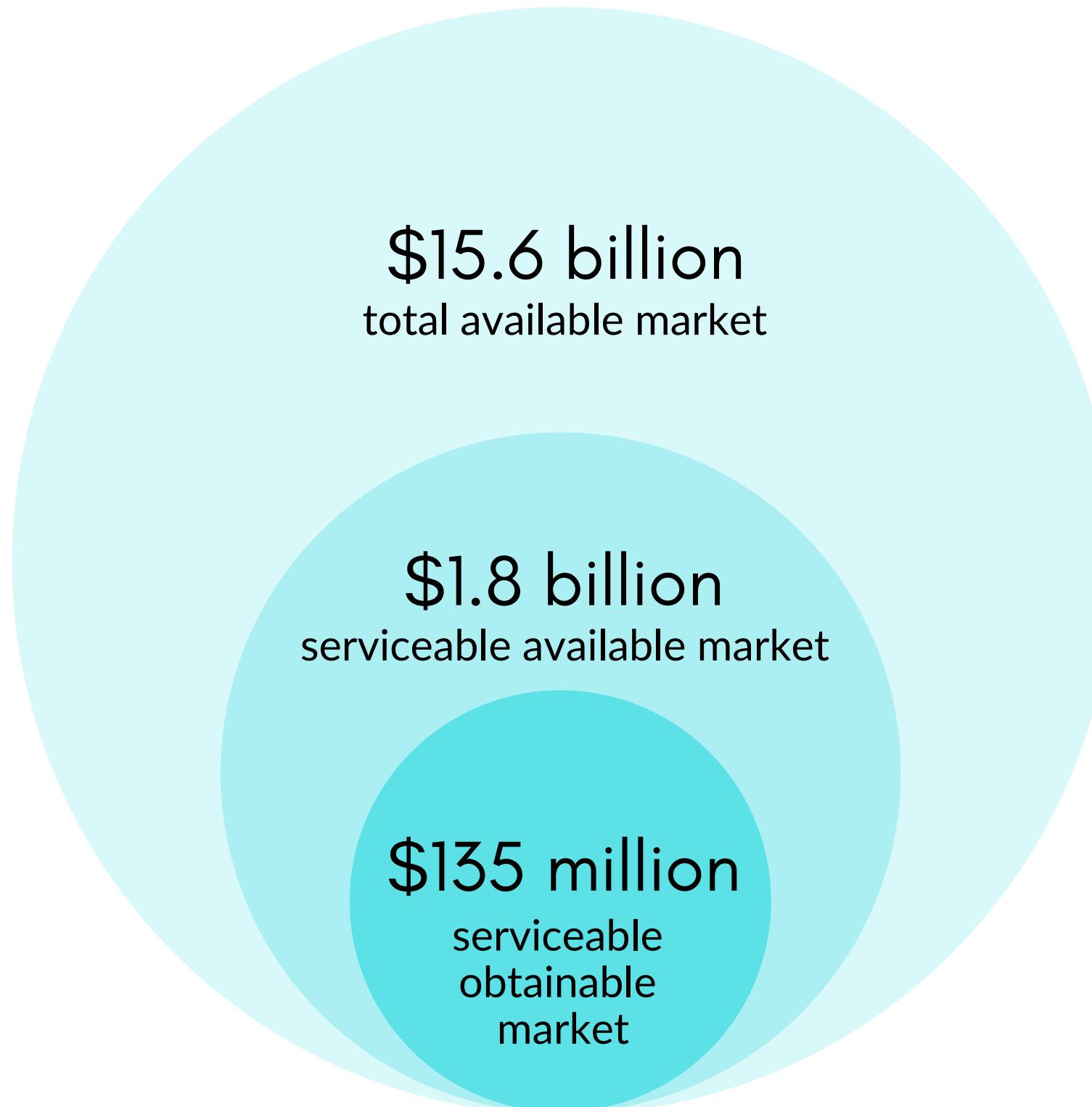
**uber's beachhead** was ridesharing before advancing into the world's biggest food delivery service

**prior to their exit** doozy's founders successfully launched & ran Just Wines, one of Australia's largest online wine sites, so it was a no brainer to choose drinks for doozy's beachhead





# exceptional australian online drinks growth



Australian online drinks enjoyed huge growth  
in 2020 & this trend is continuing in 2021

↑ \$1.2 billion

2020 online drinks increase (AUD)

↑ 223%

2020 online drinks growth



# our drinks beachhead is open for business

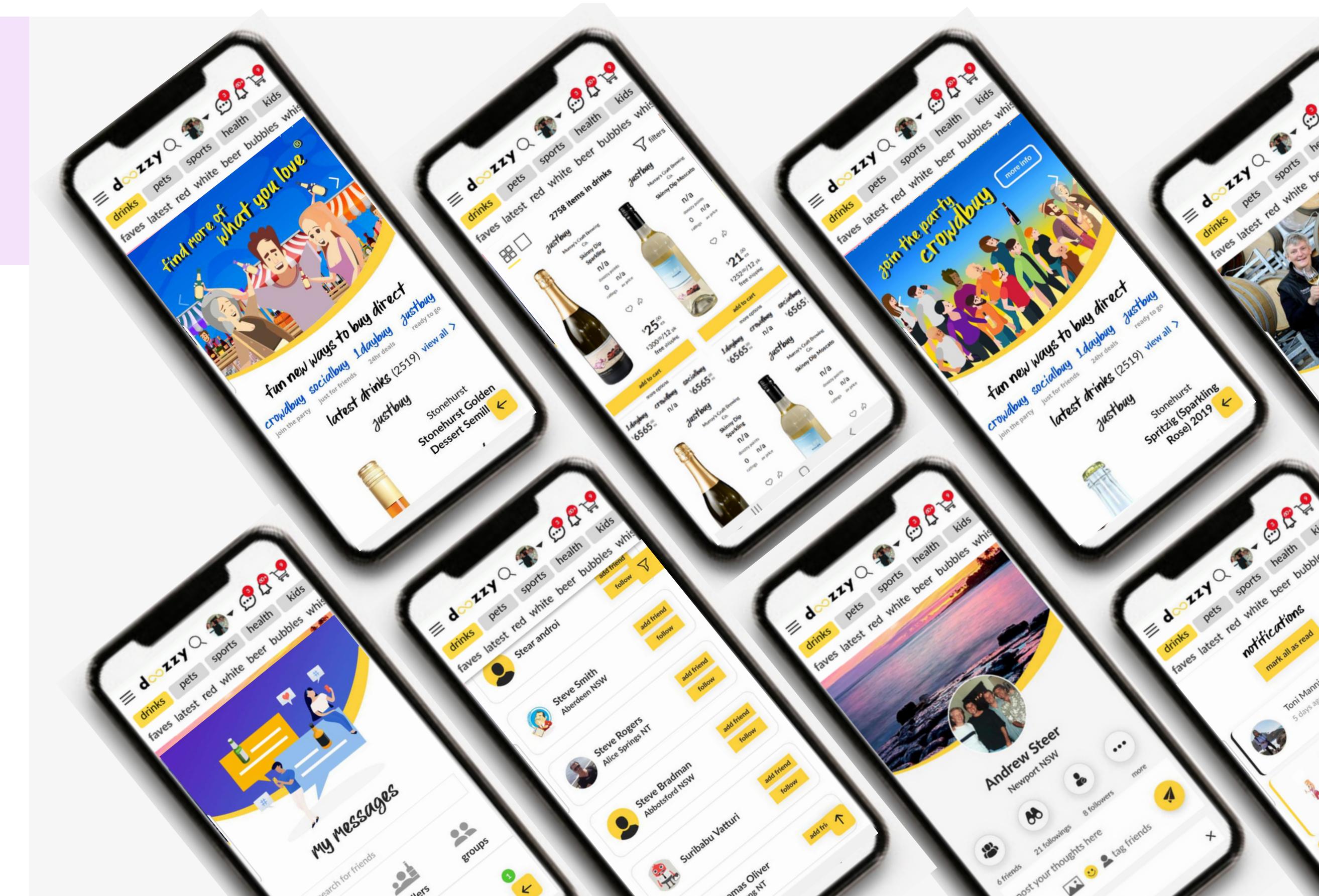
doozzy **BETA**  
is now live!

[doozzy.com](https://doozzy.com)

jump on & have a look around\*  
please join our community &  
don't forget to share your feedback

we already have hundreds of EOI's  
from independent drinkmakers

\*more seller & product details will  
be added in the coming weeks





# the road map

join us on this excellent adventure



2017 - 2020

march 2020

july 2021

july 2022

march 2023

- complete concept
- commence R & D
- identify scope
- build roadmap
- design prototype

commence  
alpha version  
development

launch public  
beta version  
with drinks as  
initial vertical

launch 2  
additional  
verticals &  
commence  
USA & UK alpha  
development

launch 3 more  
additional  
verticals &  
launch USA & UK  
beta versions

doozzy will continue  
to add more verticals  
& more international  
markets post  
march 2023



# meet the team



CEO  
Andrew Steer



COO  
Darren Crone



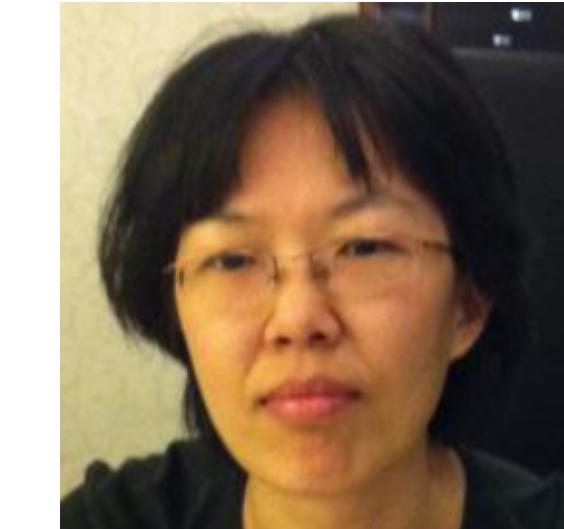
IT Project Manager  
Priyank Bothra



CX Manager  
Toni Manning



Client Relations Manager  
Bridie Robins



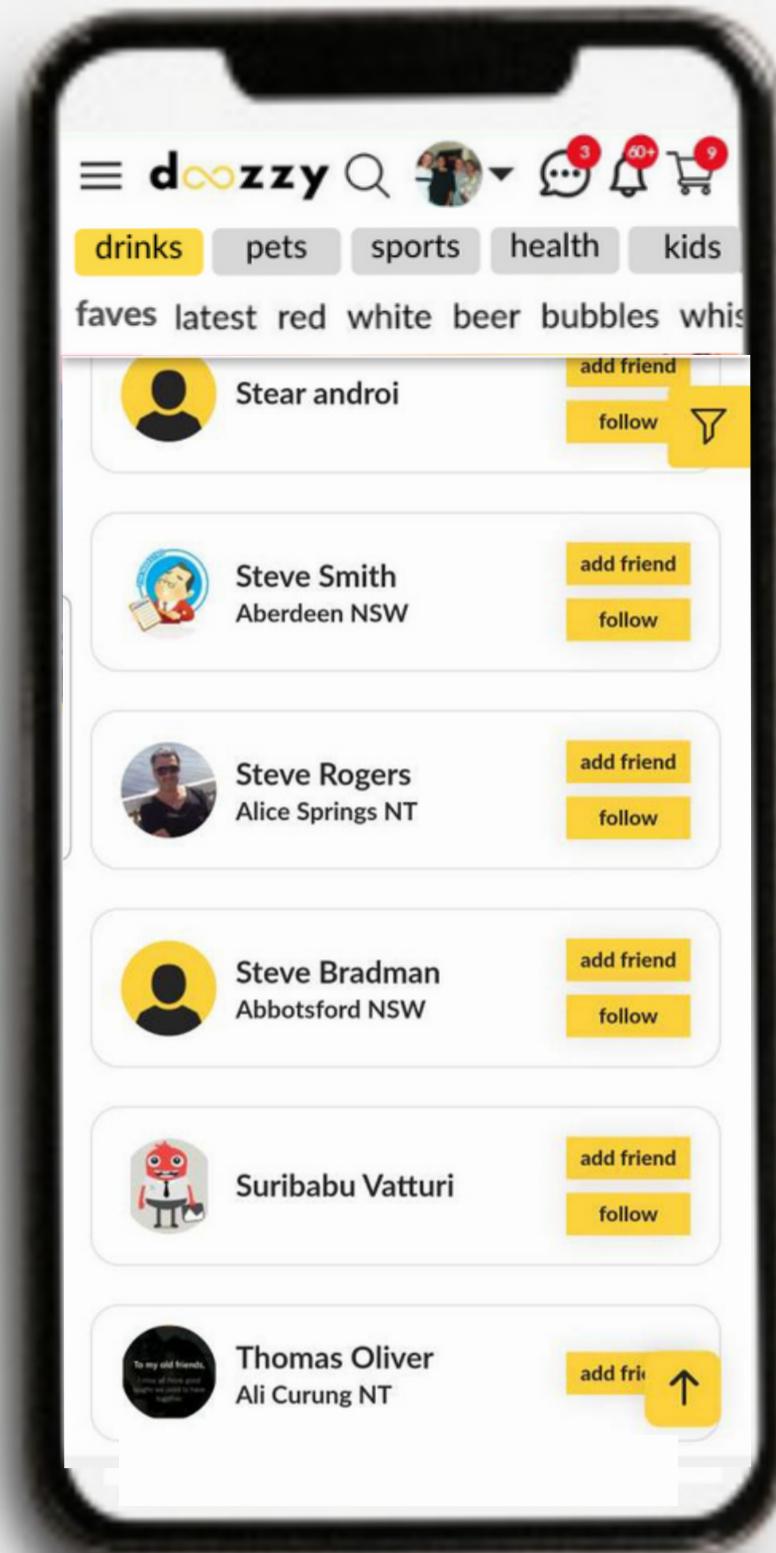
Advisor  
Dr Nicola Man PhD



Advisor  
Wei Shiek CPA



# what your investment means to others



**there's something incredibly rewarding about  
knowing your investment has a very real impact,  
of potentially global proportions, on improving  
the experiences that people have online everyday  
& helping SME brands fight back against big tech**



# be an early bird...

**your chance to get in early on something big**

- **built from the ground up** over 4 years with a development team of 20+ (100% ownership & control of all IP)
- **unlimited potential** to add further verticals with a primary focus on people's passions & interests
- **our global research** has yet to uncover a similar marketplace concept anywhere in the world providing us an enormous opportunity for international expansion with US, UK, Canada & NZ markets already ear marked

**a rare opportunity with huge potential for an enormous return**

- **global ecommerce is forecast** to achieve US\$5 trillion in 2021 increasing to over US\$6.5 trillion by 2024\*
- **marketplaces are enjoying immense growth** & with a dedicated marketplace behind it, the direct from brands economy is poised to explode, providing early investors an exciting potential opportunity for an enormous return

\*source:.smartinsights.com/digital-marketing-strategy/online-retail-sales-growth/

for more info view the detailed offer on our crowd source funding partner's site

**[www.birchall.com/doozzy](http://www.birchall.com/doozzy)**

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# a letter from the CEO

## thank you on behalf of the whole team

With a vision to be the first to effectively use in-built social media to drive a new style of B2C global marketplace, we knew that developing this project from scratch was going to require a huge human & financial resource.

To maintain full control, flexibility & 100% security we made an early decision to avoid all 3rd party solutions & instead roll up the sleeves & build the complete project ourselves from the ground up.

For over 4 years we have bootstrapped the total development cost & taken doozzy from an ambitious original concept all the way through to celebrating it's recent launch.

Now we offer you an opportunity to own a part of doozzy & join us on this exciting adventure.

The investment raised through our crowd source funding campaign will enable the additional resources needed to dominate our stronghold & then expand into more verticals & new international markets.

Andrew Steer - CEO  
[team@doozzy.com](mailto:team@doozzy.com)

please view this offer in more detail on our CSF partner's site: [www.birchal.com/doozzy](http://www.birchal.com/doozzy)

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