

the best features of 10 Internet giants
in one incredible super
app



much more than just a marketplace
it's your new **hppy**place

Crowd-Sourced Funding Campaign June 2021

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





create a new socially powered community focused marketplace

- disrupt the current marketplace ideology of 'the platforms controlling the people' with a new democratic alternative that empowers the community to unite & take back control
- merge a dedicated social app with a direct brand focused marketplace to capture the incredible community spirit, freedom & fun of a real-life marketplace sadly missing from today's big tech controlled online experiences
- give all users the power to curate their own unique experiences & only display the search results, posts or marketing they chose from their preferred people, products & brands



more voices. more choices

community not consumerism

empowering not controlling

unbiased not manipulating

encouraging not restricting

freedoms not limitations



a story of bold innovation

when it comes to innovation there's no room to be timid

after founding Just Wines online retail site almost a decade ago it became obvious to us over time that the big winners in the online retail model were the retailers rather than the buyers & brands

so we exited Just Wines to start a quest for something better

the first question was "why wasn't there a marketplace for all independent Australian wineries, craft breweries & craft distilleries to list their products & sell directly to their fans?"

the next question was "why did people have to go to one site to get great search results, over to another to buy, then over to another to group buy, to yet another to get daily deals, then still another to compare & finally to another site to post & message?"

so the final question was "what if all of that could be combined into one place like a new super app?"

it was a big question but having 15 years digital experience behind us we were up for the challenge

along the way we discovered more great innovations such as how friends could use our integrated social hub to organise buying together to save, a new triangulated rating system & an effective yet simple to use product comparison tool



now is the time for cutting-edge technology

the amazing technology needed was hiding in plain sight

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 directly to the huge web audience & search engines

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

our app was now searchable with a super high mobile-first ranking on Google, required no download, offered instant updates, could send push notifications, had an add to home screen icon & many other impressive features

as we continued our journey to help struggling independent SME drink makers fight back against big retailers prioritizing their own private & exclusive labels, it became obvious that many independent SMEs across several other sectors could also really benefit from access to this super app

with our unique approach to capture the community spirit of a real-life marketplace online, to help brands directly connect with their fans as well as giving people the tools to create a unique individual experience around the things they love, we have the potential to challenge some of the biggest tech titans

online marketplaces have the wrong attitude

ebay focus on big retailers acting more like a shopping mall than a marketplace

- with the 'direct from brands' economy booming why does ebay still focus on aggregating retailers with big retail markups over connecting people directly to brands?
- brands know their products better, can answer all your questions & don't add a retail markup, so wouldn't it make more sense to focus on brands over retailers?



amazon choose to be a competitor & control all buyer & seller communication

- amazon now owns 111 private brands selling 22,617 products against their sellers*
- amazon's no. of private brands has tripled since 2018 to the detriment of their sellers*
- brands should be able to reach out directly to fans with news, updates & great new deals



they all prioritise consumerism way ahead of community

- prior to the internet a united community made a marketplace a special social event, so isn't it time to recapture the real-life community marketplace spirit online?
- people should be able to interact within the platform to share, like, comment, post, chat & support each other to learn, help make better decisions & have more fun



much more than just another marketplace

a people first approach

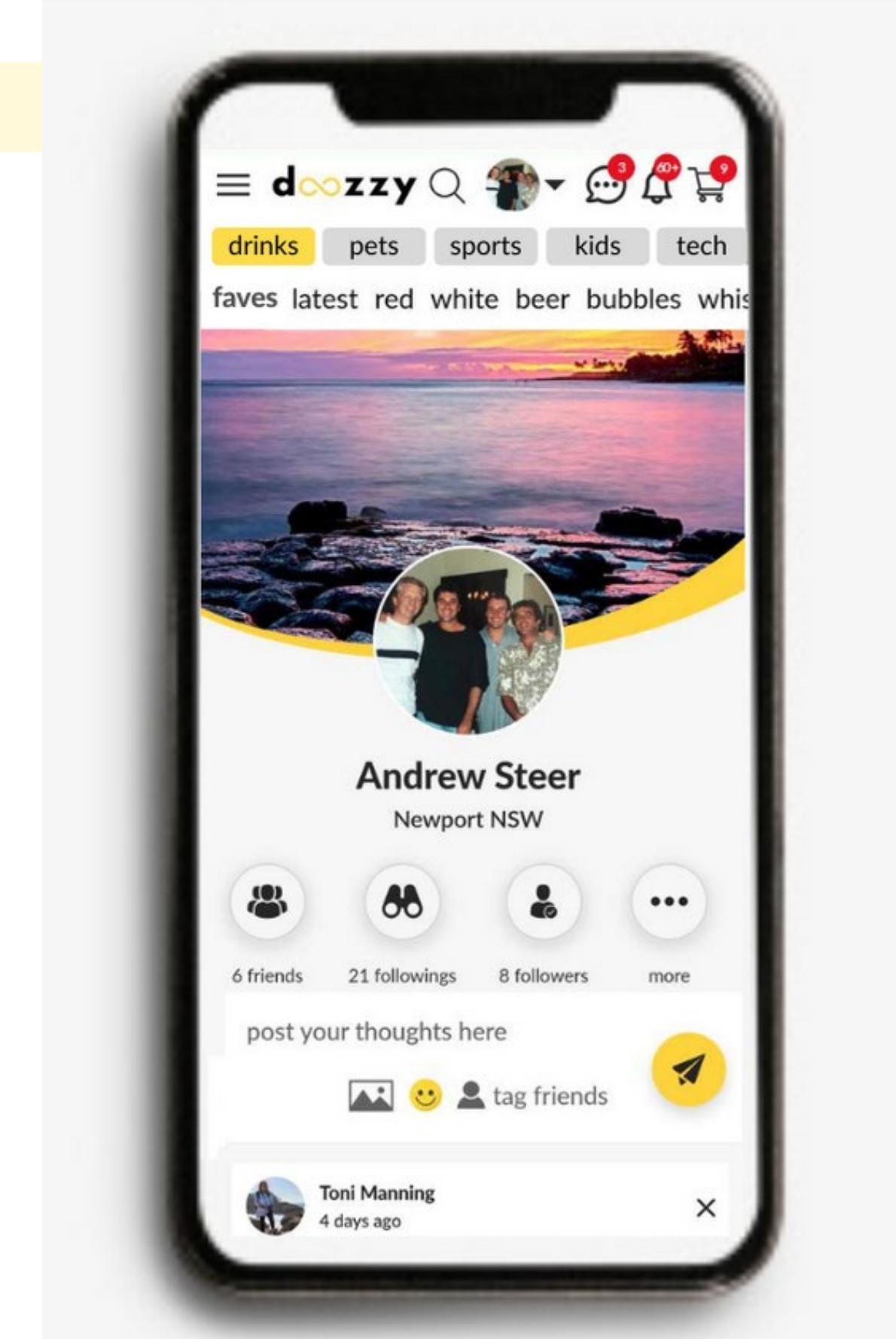
our unique selection of passions & interests is what truly defines you. doozzy gives you the tools to personalise your marketplace experience based on your choice of what matters to you

rather than focusing on the big retail groups, we are far more interested in directly supporting independent brands who specialize in the things you love.

we only charge brands a small service fee of 3.9% so our prices can remove most of the huge retail markups (generally 25-50%)

we offer 3 additional new buying options designed to meet everyone's needs

crowdbuy & save with the community
socialbuy & save with your friends
or snap up a hot deal with a 1daybuy



do social your way

marketplaces are the future of ecommerce & social media is here to stay so we believe we are the first to have successfully integrated the two biggest online titans into one incredible super app

our social media nerve centre connects you to other like-minded friends, groups you've joined & brands you choose to follow you are in full control of what you see on your feed & who can post there while our instant delete feature puts you further in charge of moderating your feed content

chatting with your friends, your groups or your favourite brands is a breeze with our in-built messaging functionality

NOTE: we will NEVER stalk or spy on you & will NEVER sell your personal data

∞ the birth of the 'all in one super app'

one platform. endless possibilities

facebook & ebay had a love child & its name is doozzy

but there are many paternity challenges

google say their search was intimately involved

groupon demand a DNA test because of group buying

catch claim a strong resemblance to their daily deals

finder propose all comparisons were their offspring

messenger assert they are the sperm donor of chats

shopify seek adoption as the father of ecommerce shops

salesforce allege an affair led to big data analysis & reporting

shipstation request shared custody of the shipping solution

the best features of 10 internet giants
built into one incredible super app



∞ appreciating there are differences

one size doesn't fit all

unlike the big tech titans who try to squeeze everything in to fit their mould we recognize that each sector is unique & requires a specialized solution to offer the best customer experience

our distinctly singular strategy is to fully customize each sector to reflect all the specific requirements for that sector's products & services

the heart & soul of doozzy is the social media hub bringing together people that share similar passions & interests with brands that offer the things they love

users curate their own unique app experience by choosing what & who is more important to them





2020 an explosion in ecommerce

global marketplaces, au ecommerce & au drinks had huge growth in 2020

↑ 80%

global marketplace growth

↑ 44.3%

au ecommerce growth

↑ 50%

au online food & liquor growth

- the direct brand economy is going mainstream
- 33% of nike's revenue for example now comes from direct sales
- doozzy's all in one super app will drive tremendous transformation in the way brands directly connect with their fans

exciting global online forecasts 2021

the strong online growth of early 2021 is predicted to continue

\$4.9 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

sources: blog.edesk.com/resources/biggest-online-markets-in-the-world, oberlo.com/blog/e-commerce-statistics
www.emarketer.com/content/global-e-commerce-update-2021



strong australian online forecasts in 2021

impressive growth is predicted for Australia's 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 visits

16 million

facebook users

∞ beachhead strategy vs spray & pray technique

today's biggest success stories all share one business 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

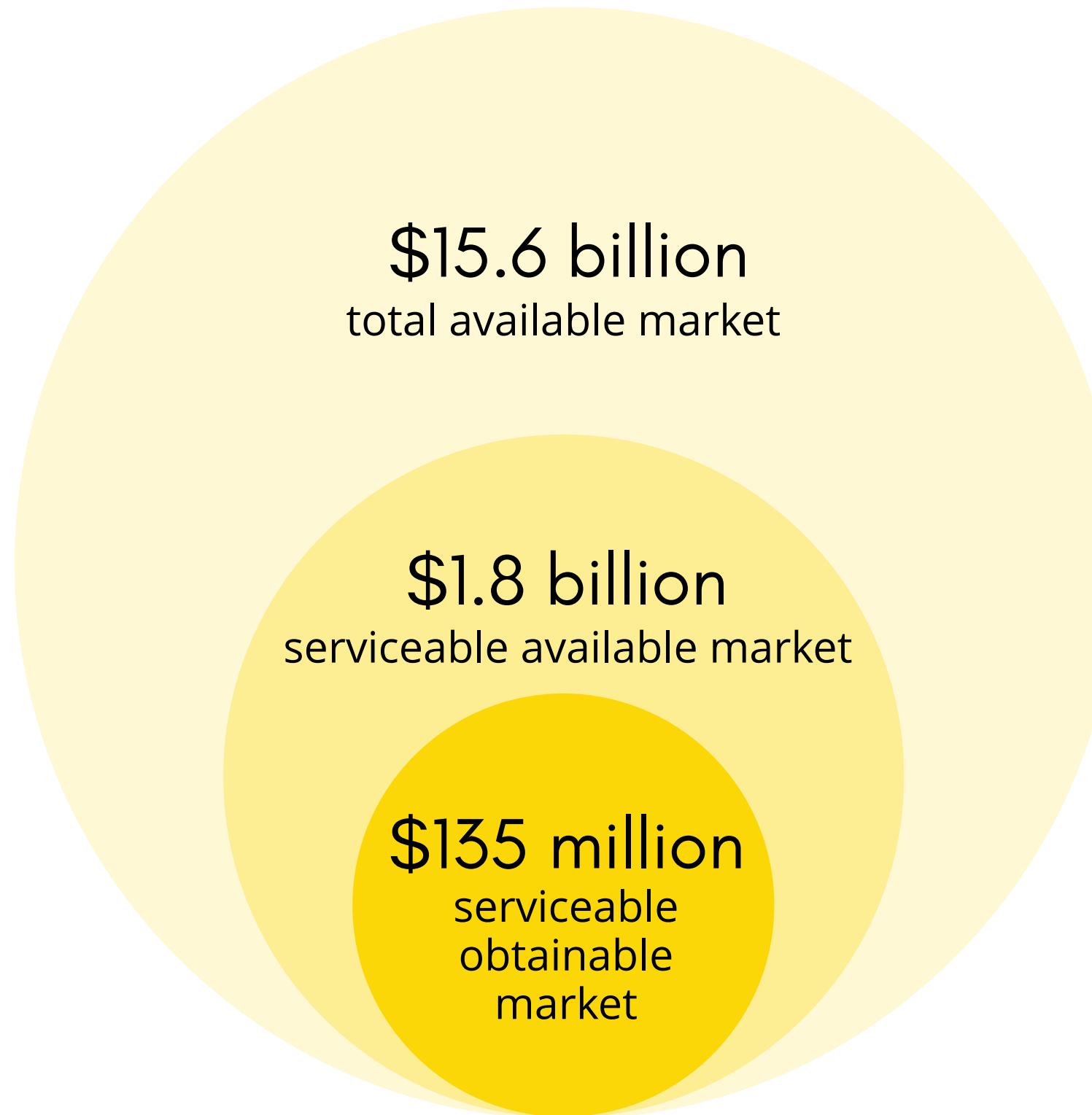
amazon's beachhead was books before advancing into one the world's biggest companies

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

crack the chammers doozzy drinks is live

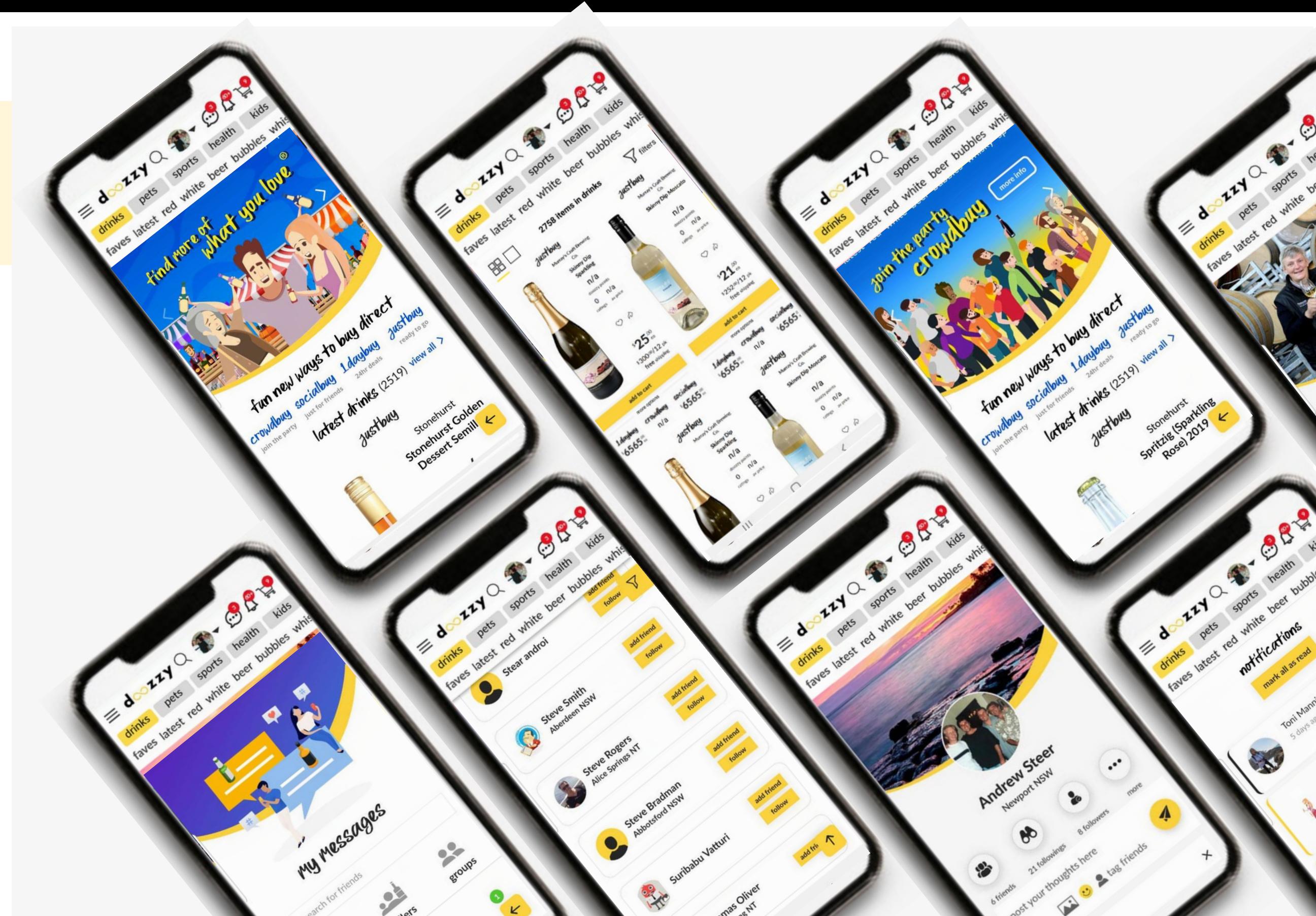
doozzy drinks beta
version is now live!

doozzy.com

drop by & 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

*the seller & product details will be
further updated 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

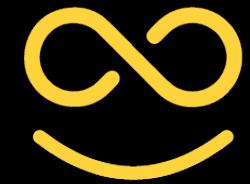
launch public
beta version
with drinks as
initial vertical

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



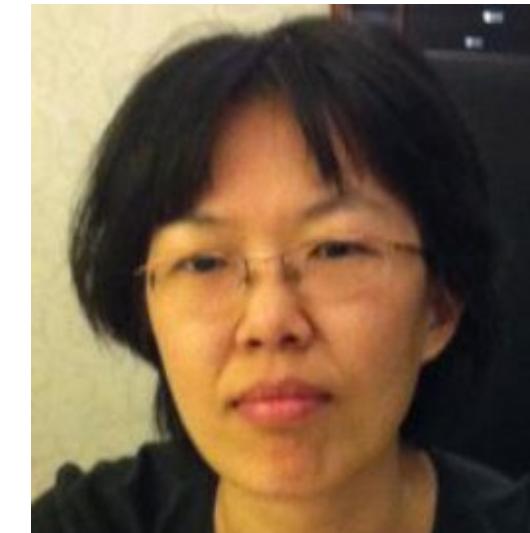
COO
Darren Crone



CX Manager
Toni Manning



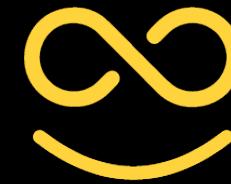
IT Project Manager
Priyank Bothra



Advisor
Dr Nicola Man PhD



Advisor
Wei Shiek CPA



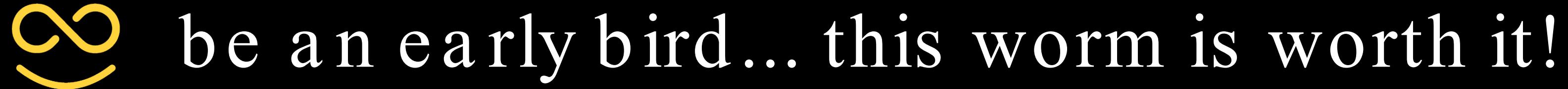
why invest in your new **ho[∞]ppy place?**

support the fight back against big tech tyranny

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

- help fight back against platforms controlling the people with our liberating power to the people experience
- reject the current marketplace disconnect & instead join a close knit community of kindred buyers & brands who connect & support each other through our own social hub, messaging & collective buying
- help independent Australian SMEs with this amazing super app (that would individually be way beyond their reach) to fight back against the big tech/big retail domination destroying their businesses one after another

ho[∞]ppy buyers + **ho[∞]ppy** brands = **ho[∞]ppy** investors



be an early bird... this worm is worth it!

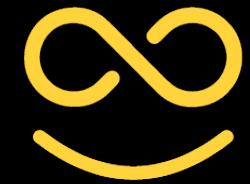
be an early investor in something big

imagine if you had been an early investor in canva, atlassian, big commerce or afterpay
here's your chance to get in early & own part of this new Australian global tech disruptor

- 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

opportunities like this rarely come along where a small investment can not only create positive change in the lives of others but could have tangible impact on you & your family's financial future

for more info view the detailed offer on our crowd source funding partner's site
www.birchall.com/doozy



thank you to all our supporters

a note from our CEO 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 & 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 and 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.

Many thanks

Andrew Steer CEO

team@doozzy.com

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

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