

TRADEFIX

—TRADE SMART—

YOUR ALL-IN-ONE APP



- 
1. Social Media Overload
 2. Who is TRADEFOOX?
 3. Why it pays off to invest
 4. Investment opportunities
 5. Competitors
 6. Financial plan
 7. Exchange

***“Time is what we want most but
what we use worst.”***

- William Penn

STATISTICS ON SOCIAL MEDIA USE



In 2023, the average internet usage time worldwide was 400 minutes, or six hours and 40 minutes per day. South Africa ranked first with an average usage time of 564 minutes. In Germany, the average daily internet usage time of 322 minutes was comparatively low by international standards.



SOCIAL MEDIA OVERLOAD

- Large number of apps = inefficient use of time
- Different infrastructures everywhere
- Data allowance, speed & storage space
- Time consuming and demanding

OUR SOLUTION



WHAT CAN TRADFOOX
TRADEFIX DO?

HOW WE WORK

COMMUNITY

- Newsfeed
- Messenger
- WatchFeed



COMMERCIAL

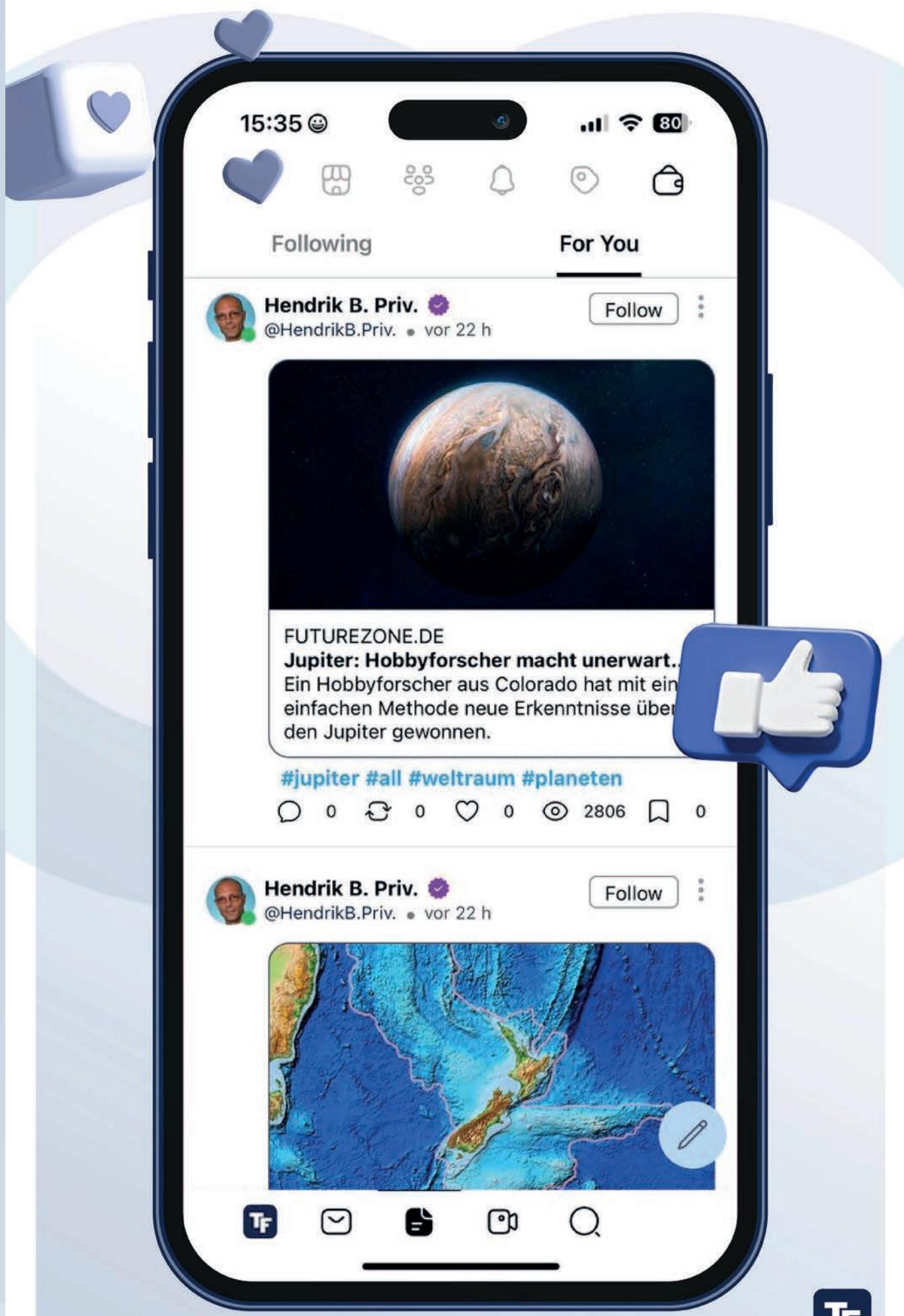
- Online shop
- Advertising

BUSINESS

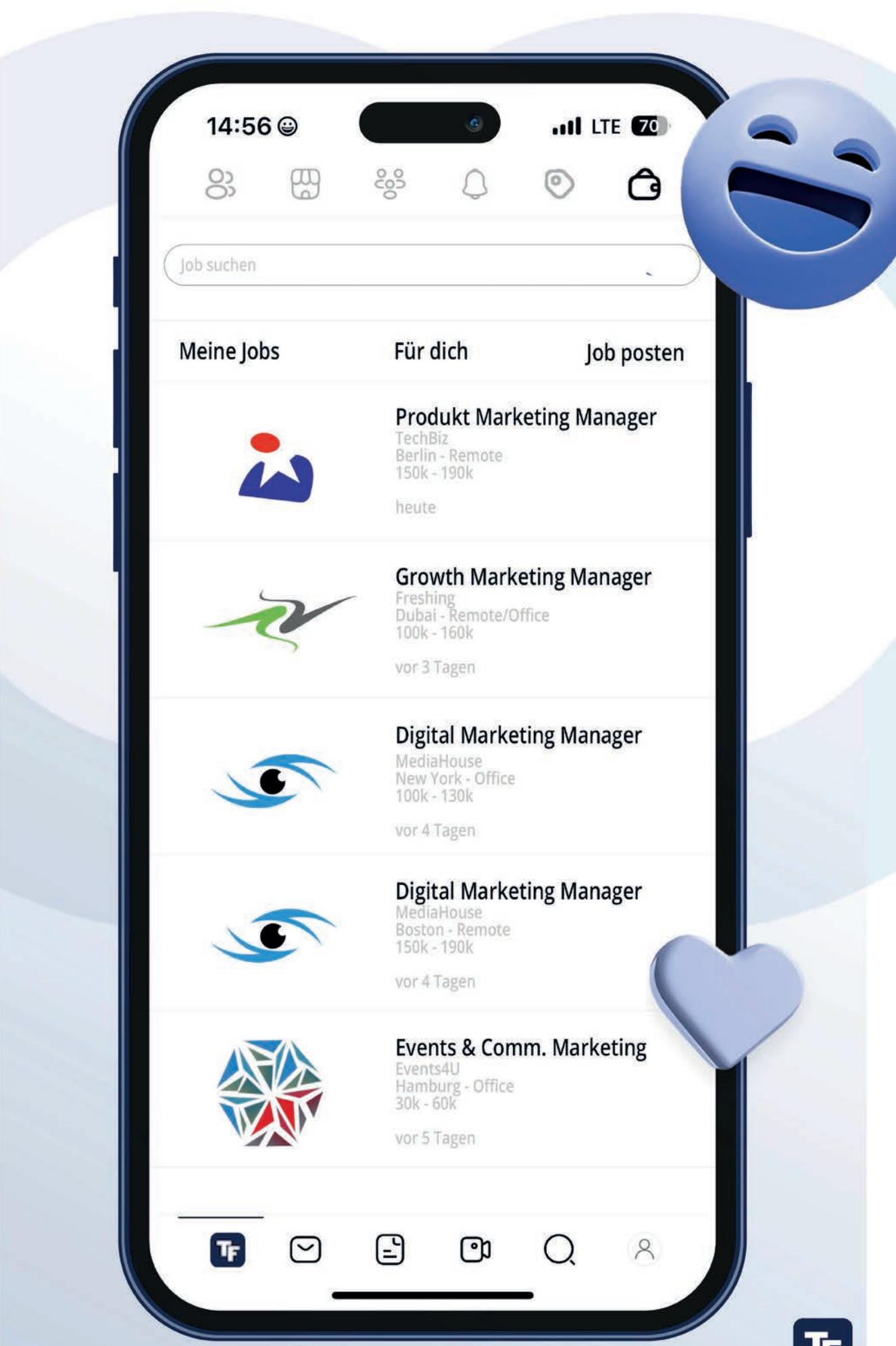
- Employment websites



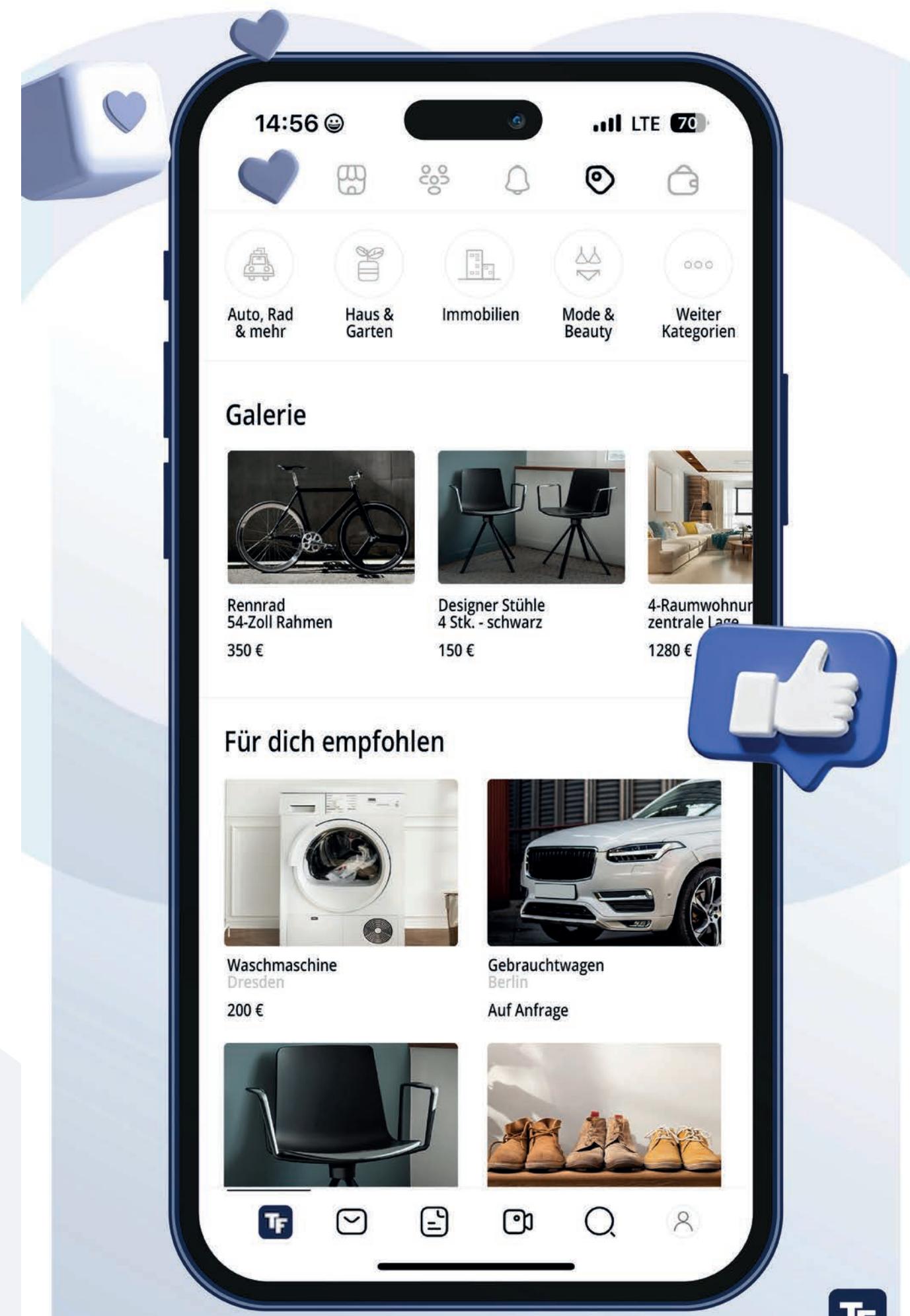
TRADEFOOX: FOR YOU - FOR EVERYONE



WE HAVE JOBS FOR YOU



SELLING MADE EASY



USERS

PRIVATE INDIVIDUALS

can exchange ideas, find jobs, and sell their products and services.

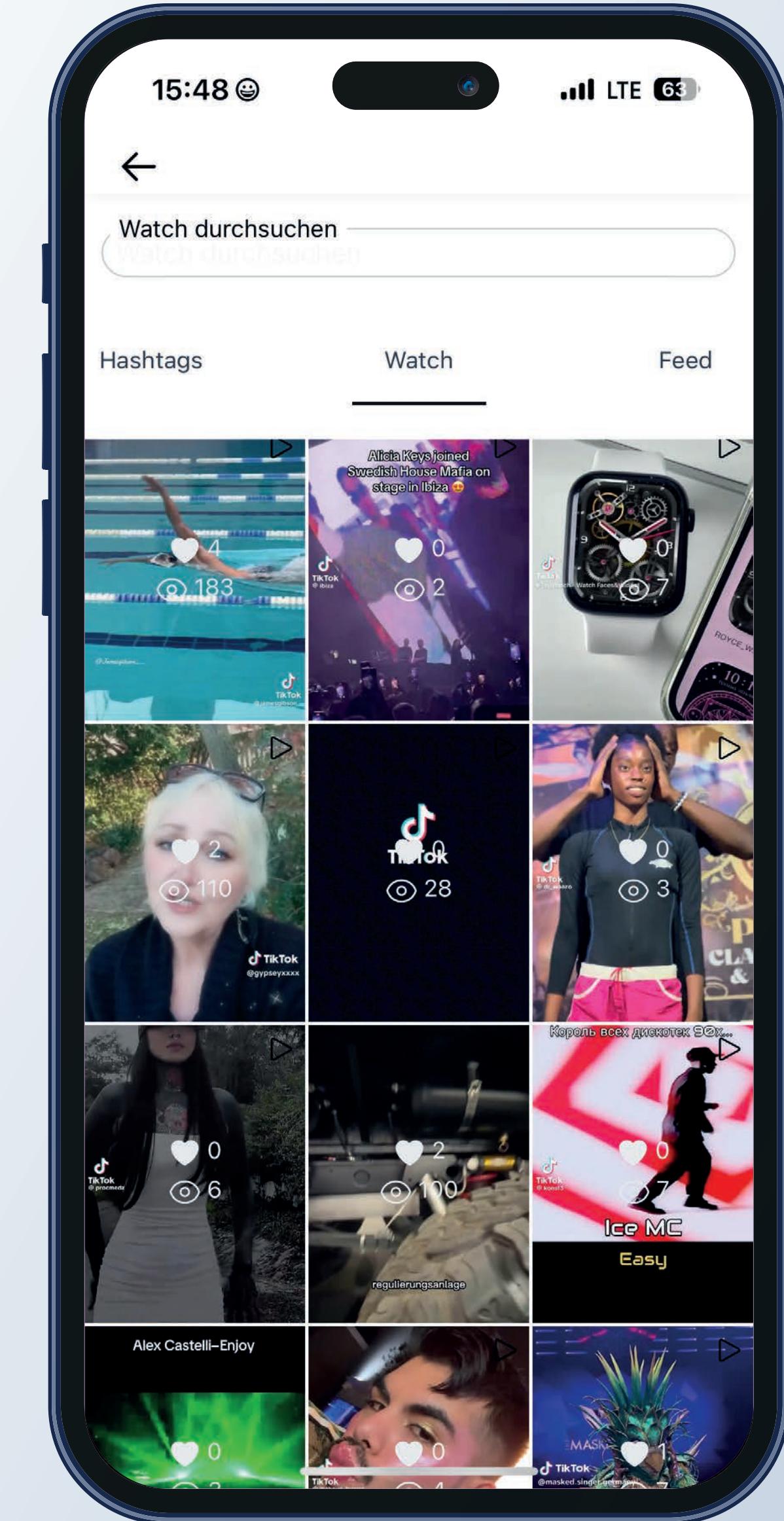
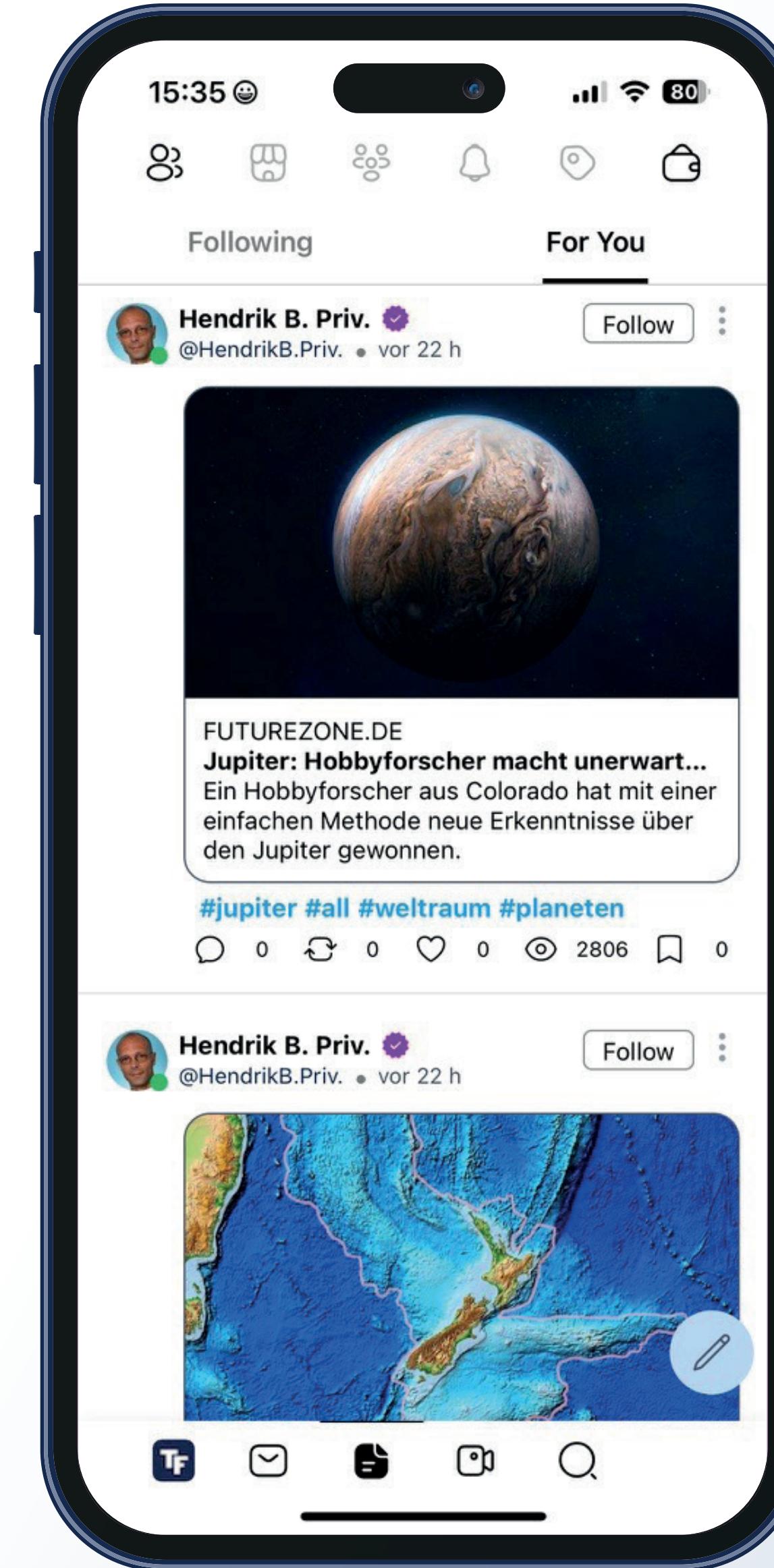
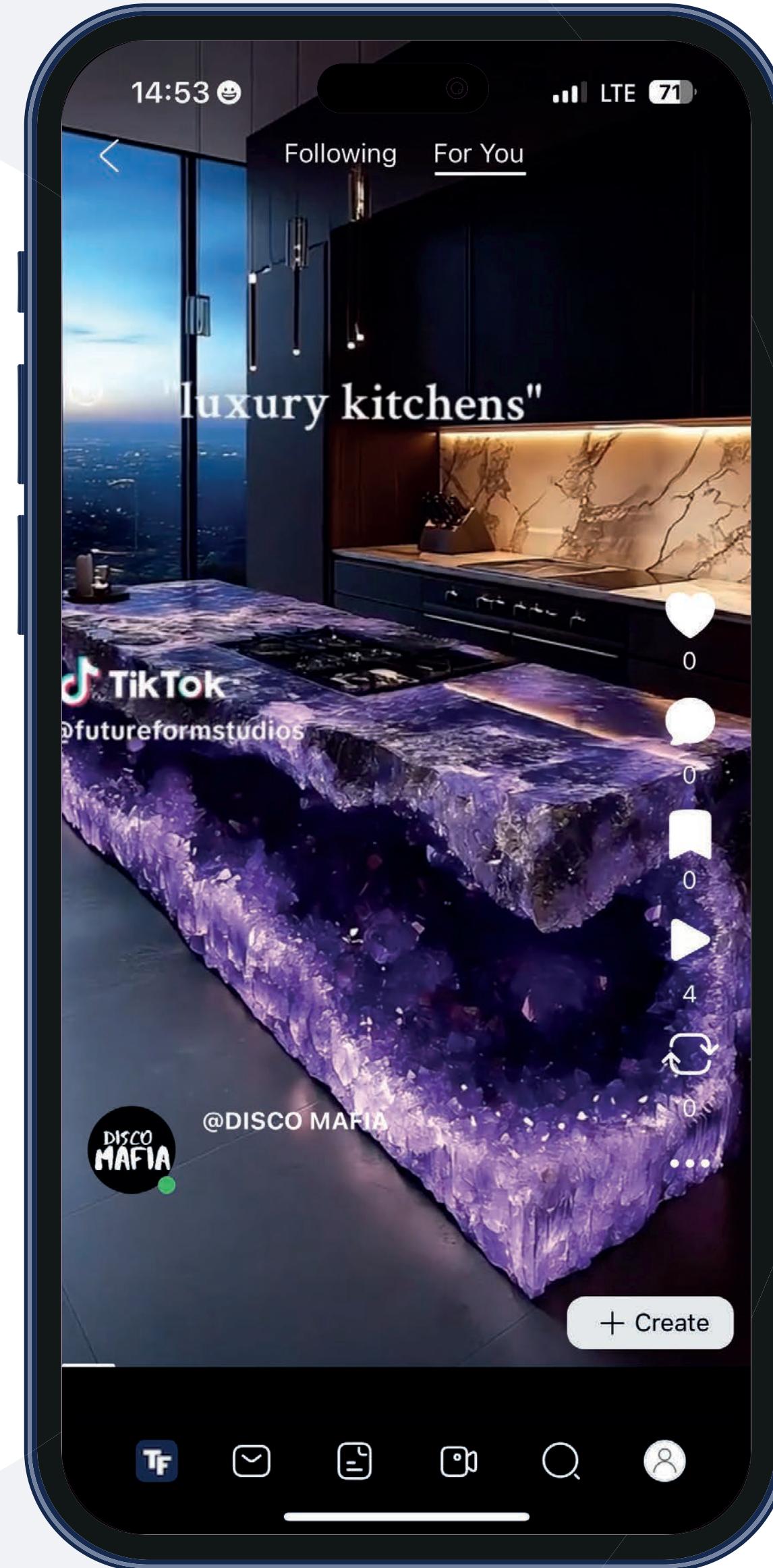
ORGANISATIONS

can manage their members, plan events, communicate within the organisation, and sell products.



BUSINESSES

can manage their members, plan events, communicate within the organisation, and sell products.



MARKET DEVELOPMENT & GROWTH

NUMBER OF SOCIAL MEDIA USERS WORLDWIDE (IN BILLION)





MONETISATION

- Online shop transaction fees
- Premium subscriptions for all three user types
- Employment website packages
- Advertisements (standard, premium)

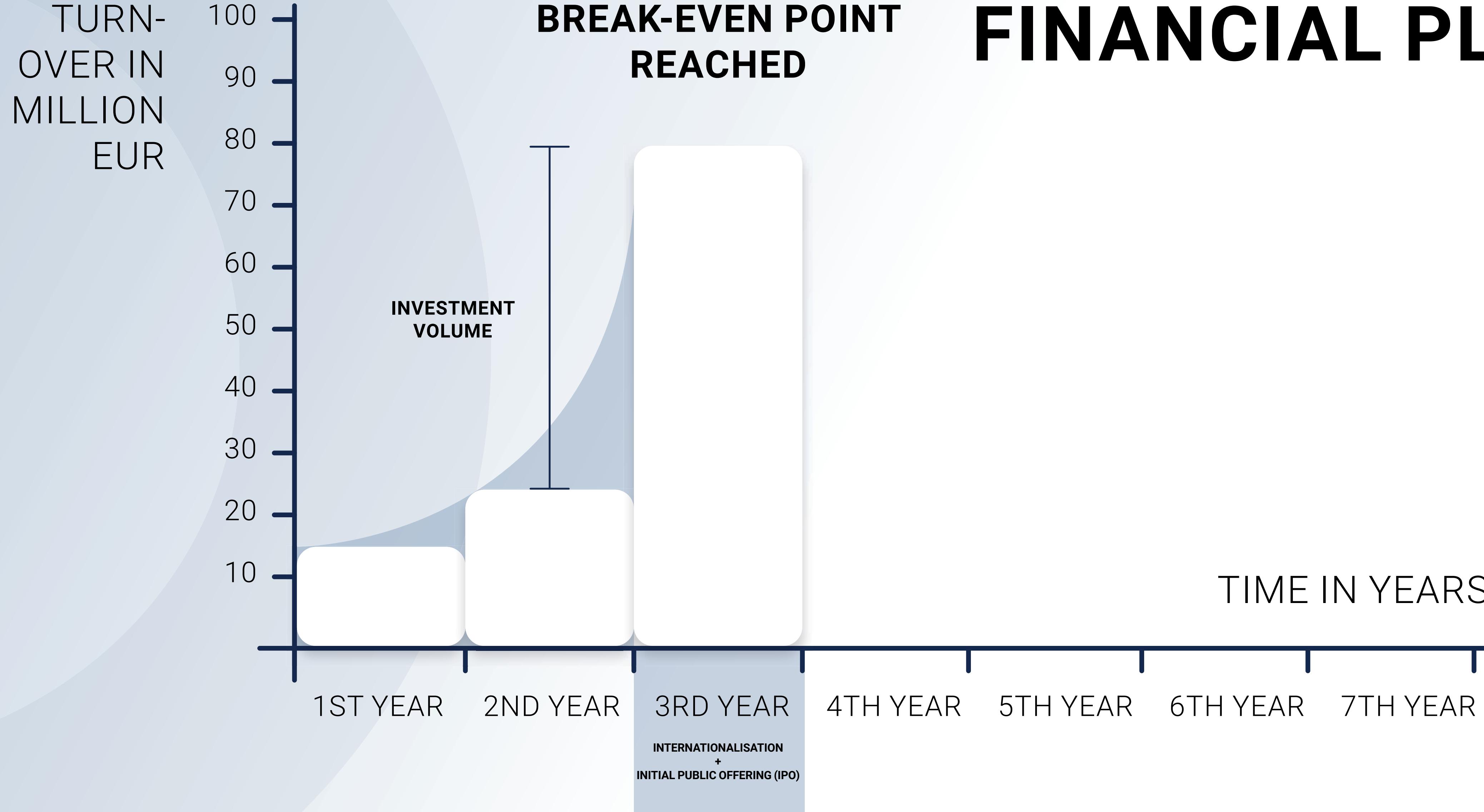
SALES STRATEGY

Source of revenue	Estimated turnover (EUR)
Online shop transaction fees	1.200.000
Advertisement packages	667.200
Employment website packages	996.000
TRADEF00X ads (standard)	6.000.000
TRADEF00X ads (premium)	2.700.000
Premium subscriptions	600.000
Total revenue	12.163.200

FINANCIAL FORECAST

PREMIUM ADVERTISING OPTIONS

Premium advertising option	Estimated monthly advertisement bookings	Average price per booking (EUR)	Estimated monthly turnover (EUR)
Marketing and user growth	2000	50	100.000
Technological development	1500	75	112.500
Internationalisation	1000	40	40.000
Personnel expansion	1200	60	72.000
Operating costs	800	100	80.000



SALES FORECAST

Year	Turnover (EUR)	Growth rate (%)
1st year	15.000.000	0
2nd year	25.000.000	67
3rd year	40.000.000	60

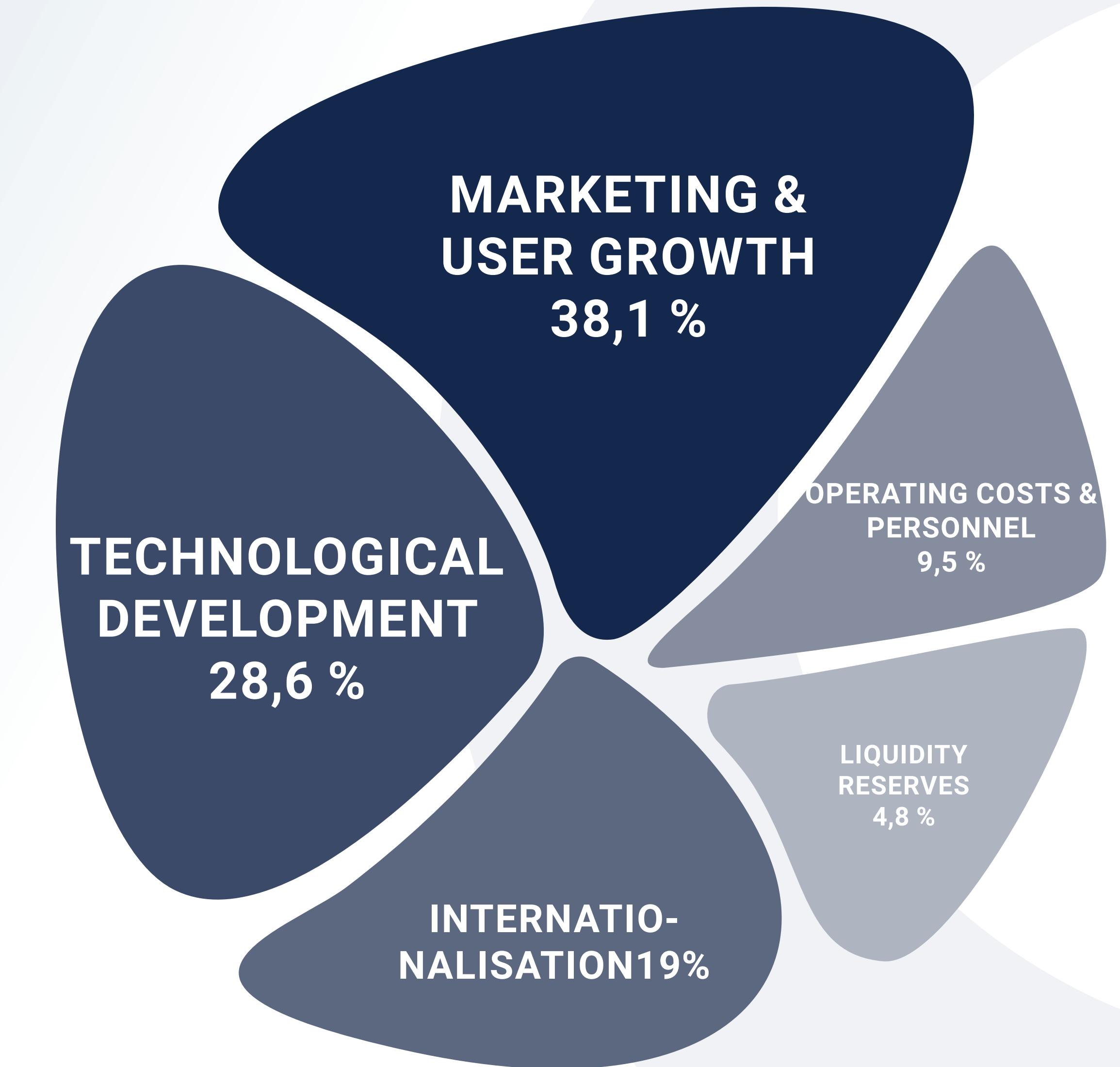
COMPETITOR ANALYSIS

Platform	Strengths	Weaknesses	Comparison
	Large product selection Established brand	No social functions No advertisement function	TRADEFOOX combines e-commerce with social interaction
	Strong presence in the used goods market Effortless advertisements	No integrated online shop	TRADEFOOX offers advertisements and online shops
	Professional networking Strong presence in the job market	No trading functions Limited to professional content	TRADEFOOX combines jobs, commerce and social interaction
	Wide range of users through video content	No sales or advertisement function	TRADEFOOX combines video content with trading opportunities
	Large user base Social media pioneer	Declining popularity with younger target group	TRADEFOOX offers a modern social media experience

COMPETITOR ANALYSIS

Platform	Strengths	Weaknesses	Comparison
	Visual platform with wide range of users	No dedicated sales platform	TRADEFOOX combines visual content with sales features
	Modern approach for short texts Integrated with Instagram	Limited functions No monetisation	TRADEFOOX offers monetisation through advertisements and sales
	Similar to Facebook Large user base in Russia	Not well-known outside of Russia	TRADEFOOX has broader international potential
	TRADEFOOX offers job search tools, commerce and social interaction	Limited range of users Politically polarised	TRADEFOOX is neutral and open to all target groups
	Strong presence in German-speaking countries	Focus on professional networking, no commercial function	TRADEFOOX offers job search tools, commerce and social interactions

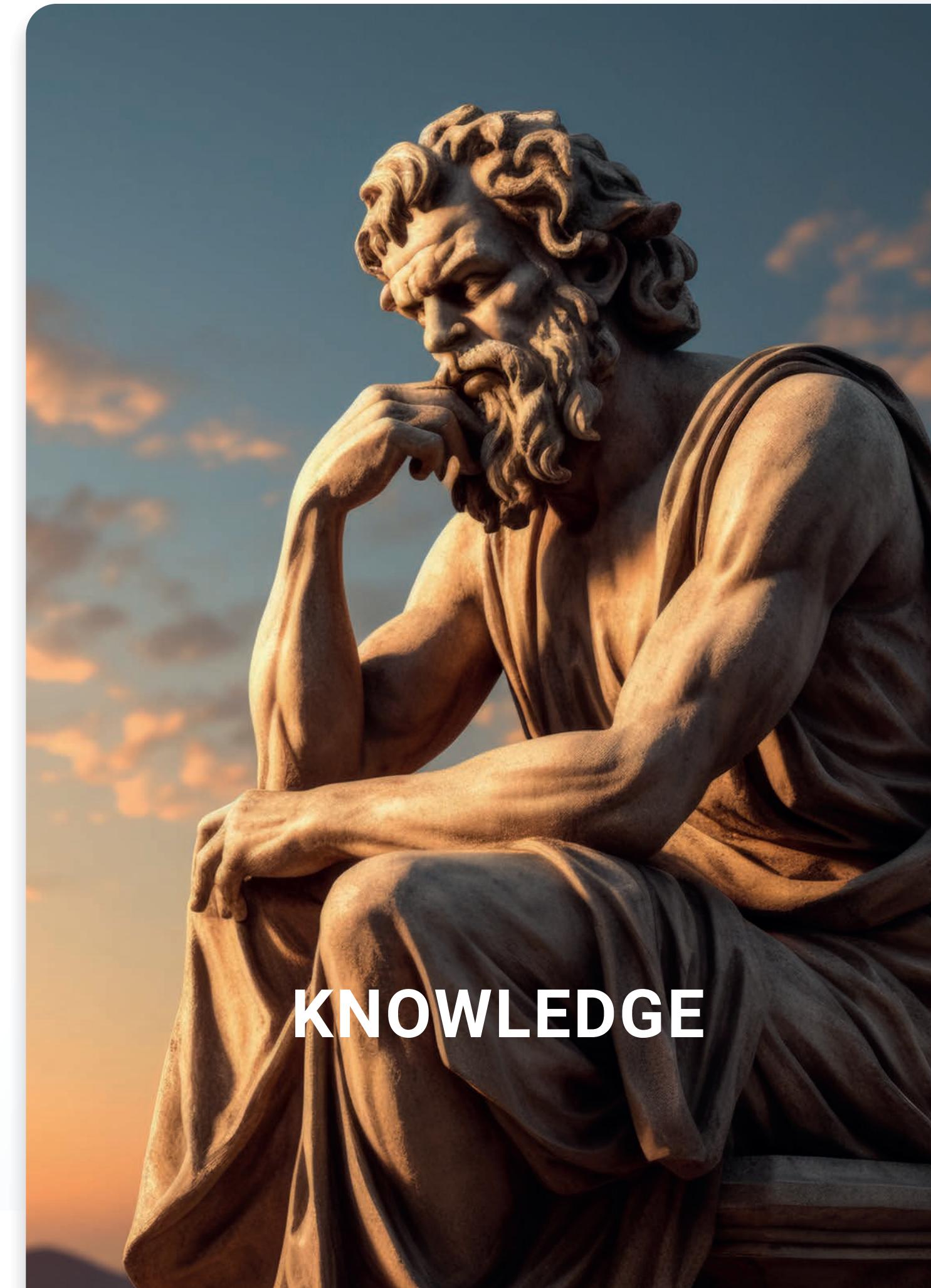
CAPITAL APPROPRIATION OF 52.5 MILLION EUR



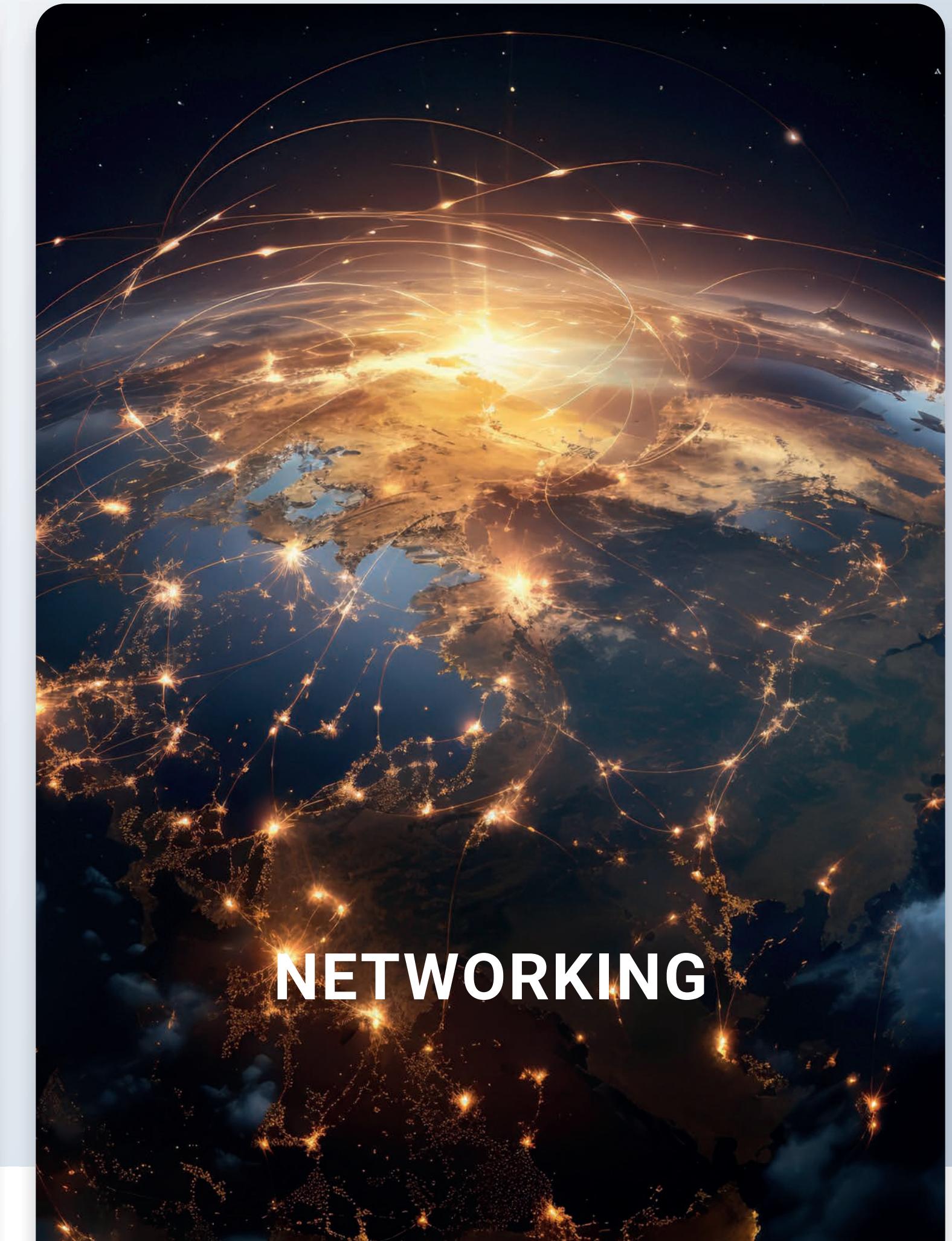
YOUR INVESTMENT OPPORTUNITIES IN



FINANCES



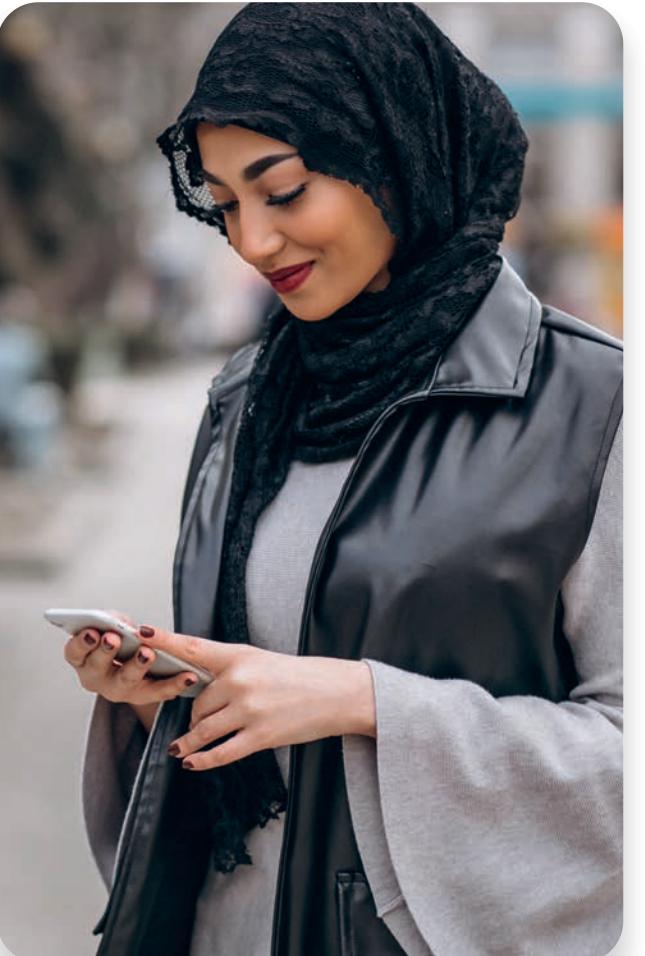
KNOWLEDGE



NETWORKING

BECOME PART OF THE SOCIAL MEDIA REVOLUTION

- On the cusp of becoming a leading player in social media
- Innovative features + unique approach to user interactions
- Vision of a platform that challenges industry giants
- New standards in data protection, community building and user-centred design
- Scalable growth
- State-of-the-art technology
- Focus on user-centred principles
- Proven monetisation strategies



THANK YOU FOR YOUR TIME



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