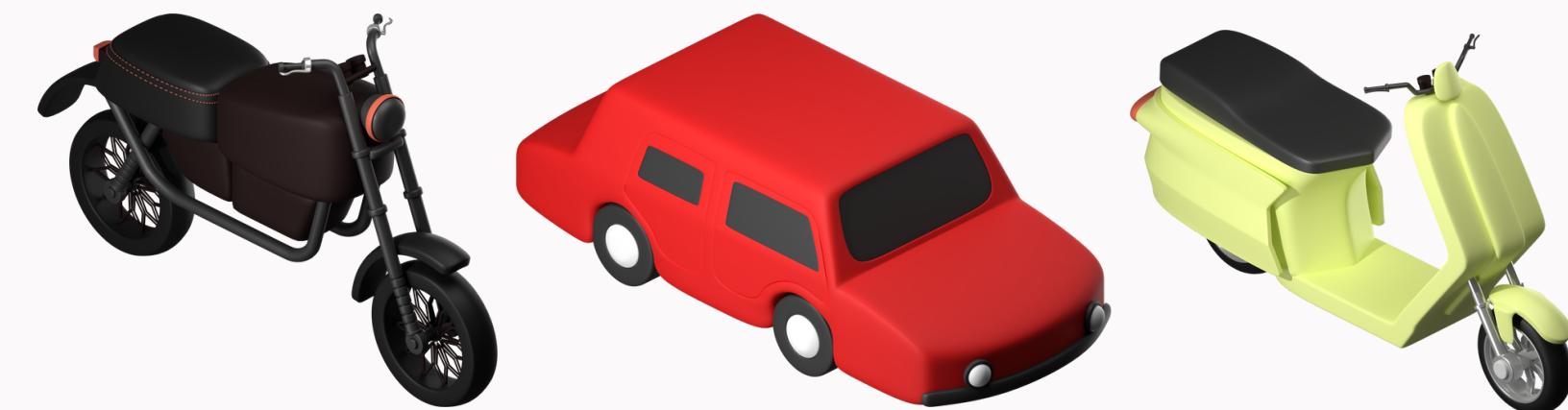


# TinhLouk

TinhLouk: Where Reliability and  
Affordability Meet



**KOICA**



**kpc**  
한국생산성본부

**niCC**



**한양대학교**  
글로벌사회혁신단



**한양대학교LINC<sup>3.0</sup>**

# This is Amara

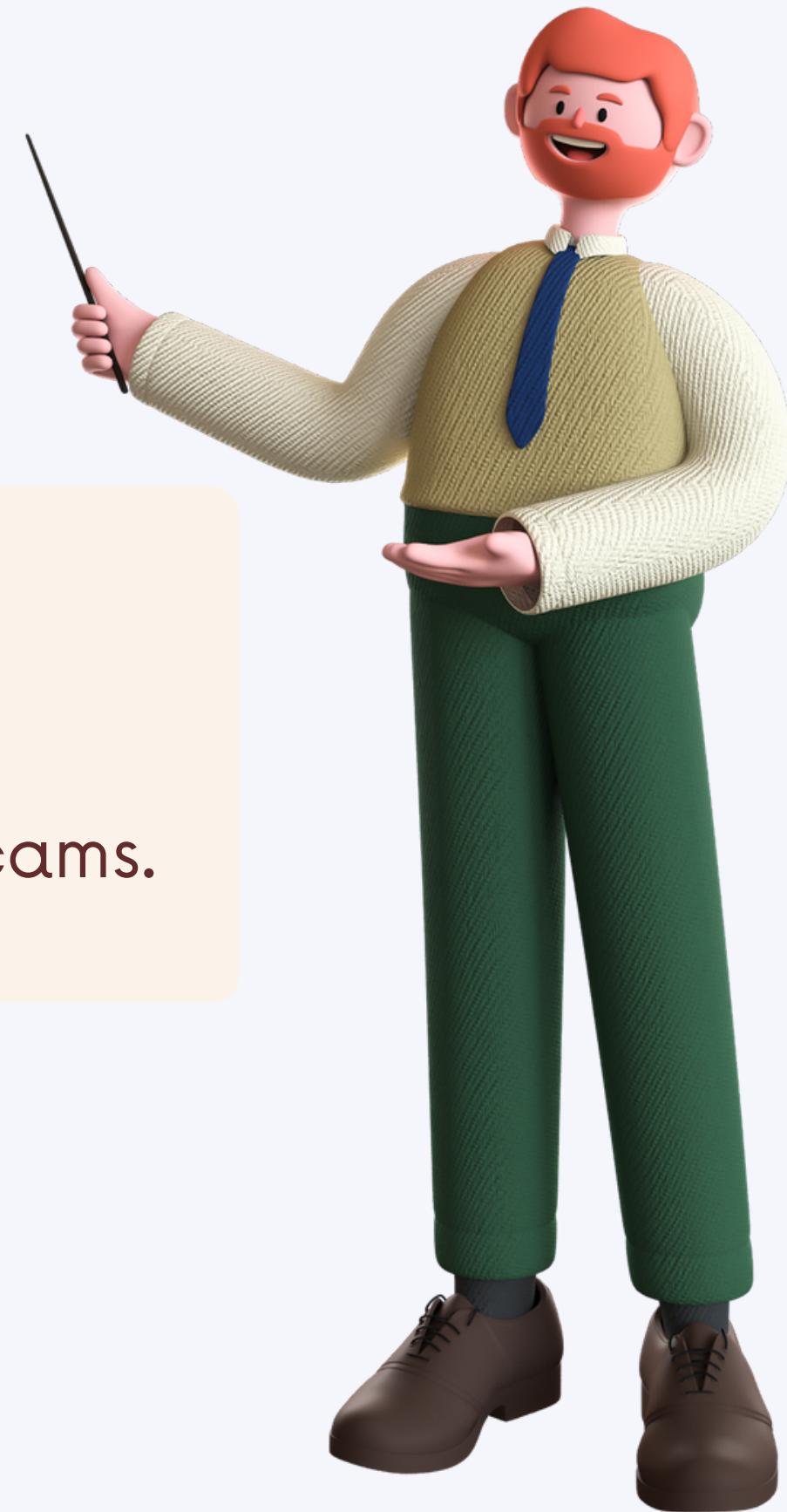
Amara is looking to buy a budget-size second-hand vehicle but struggles to find accurate information about the car's history and condition.

How can I be sure that the information I get is accurate? And what if I encounter scams or fraud?



# This is Dara

Dara wants to sell his used car quickly but is worried about encountering fraudsters and scams.



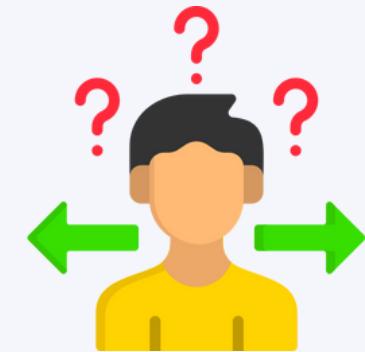
**How can I ensure a safe  
and trustworthy selling  
experience?**

# Problems

In the world of buying and selling used vehicles, it is difficult to know who to TRUST!

85%  
out of 68  
surveys

Most people from age 25 to 50 are facing challenges such as:



## 1 Lack of trust

buyers and sellers often lack confidence in the accuracy of information within the second-hand vehicle market



## 2 Risks of Scams and Fraud

the possibility of encountering tricking advertisements, forged documents, and misrepresented vehicle conditions



## 3 Limited Access to Reliable Information

cannot obtain accurate information about the history, and condition of second-hand vehicles, resulting in uninformed purchase decisions

# Solutions

A **mobile application software** where users can sell or buy second-hand vehicles.

1



## AI-Powered Verification

Implement an image recognition technology to analyze posted images and verify that they are indeed vehicles.

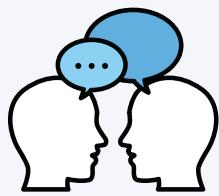
2



## Document Validation System

Create a secure document validation system that verifies critical documents such as ownership certificates, vehicle history reports, and user identities to prevent fraud/scam activities.

3



## Foster connection between buyers and sellers

Offer a user-friendly messaging interface within the application and facilitate in-app meeting scheduling.

4

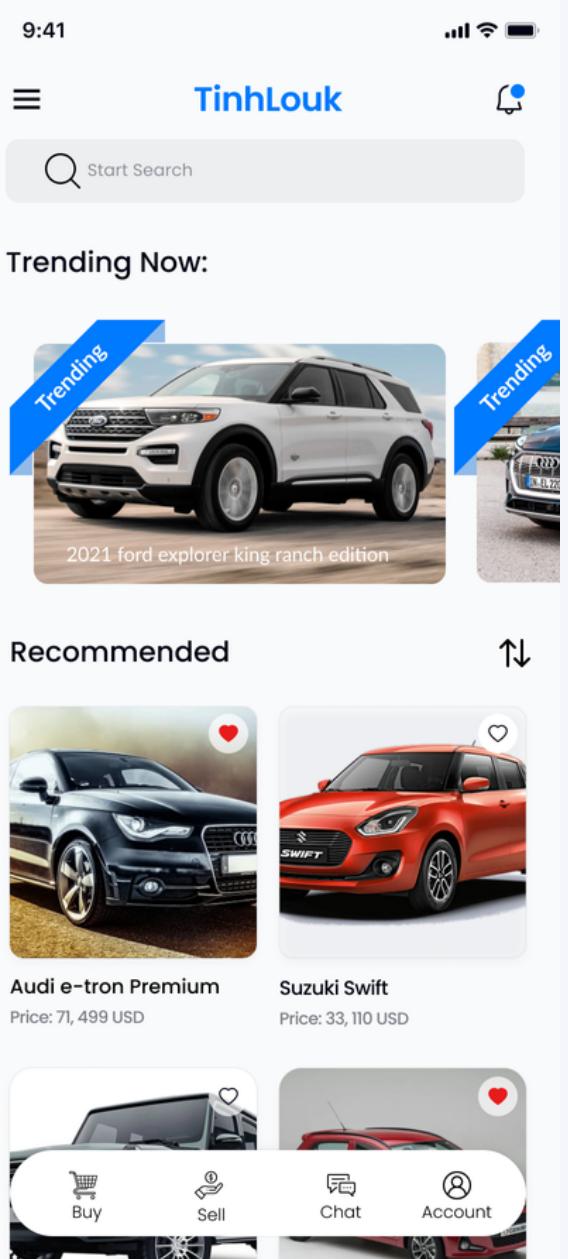


## Verified User Profiles and Identities

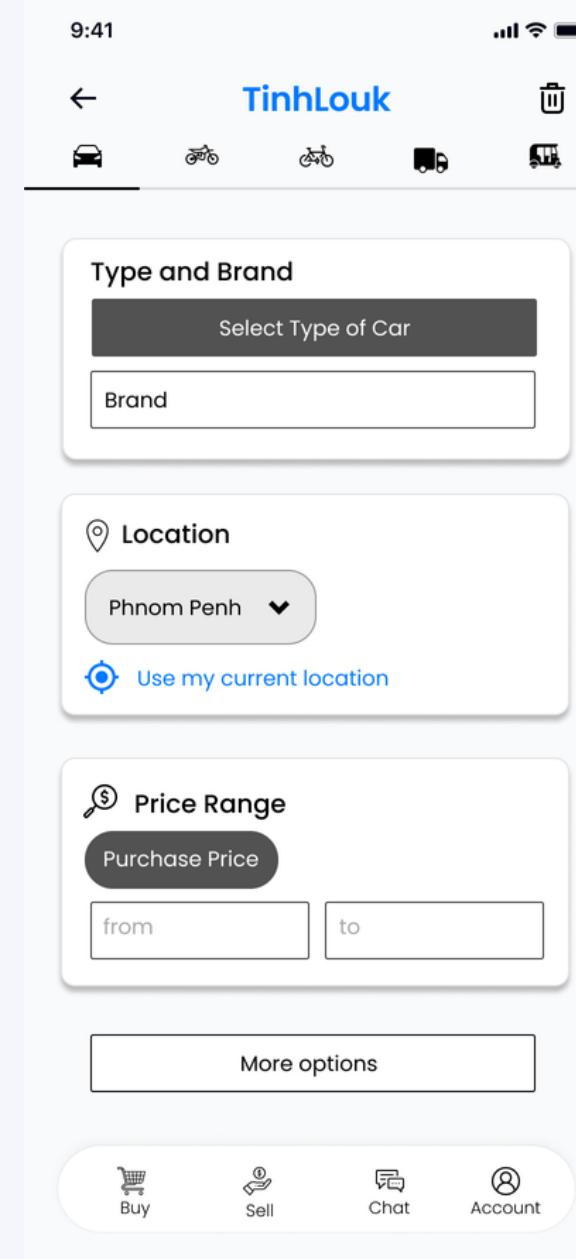
Implement a verification process to ensure the authenticity of user-profiles and identities.

# Features

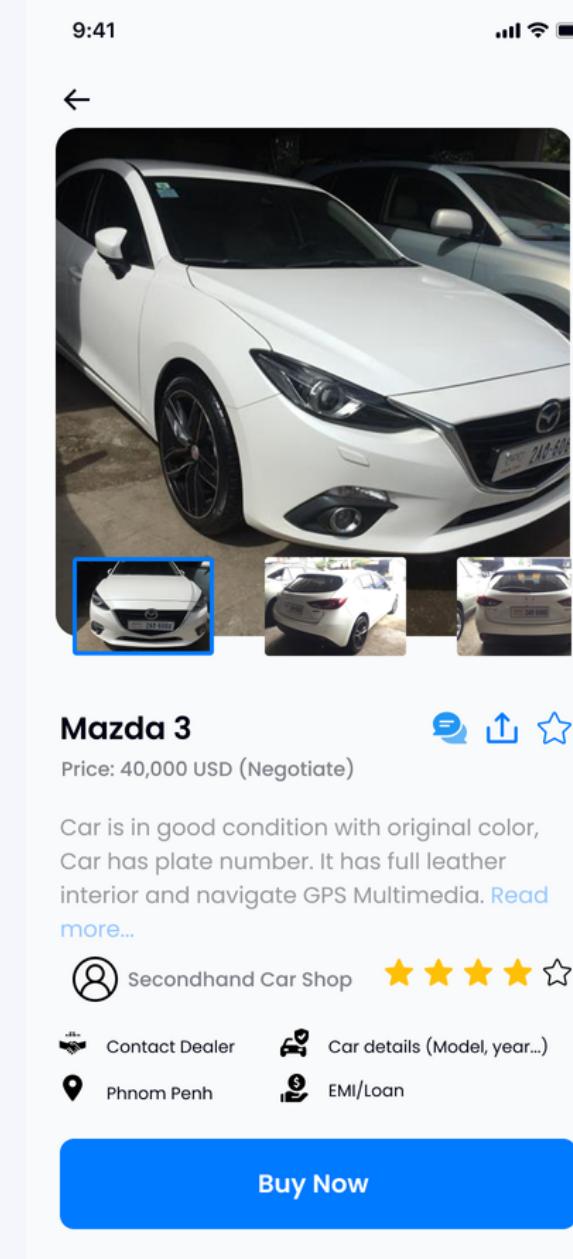
## Home Screen



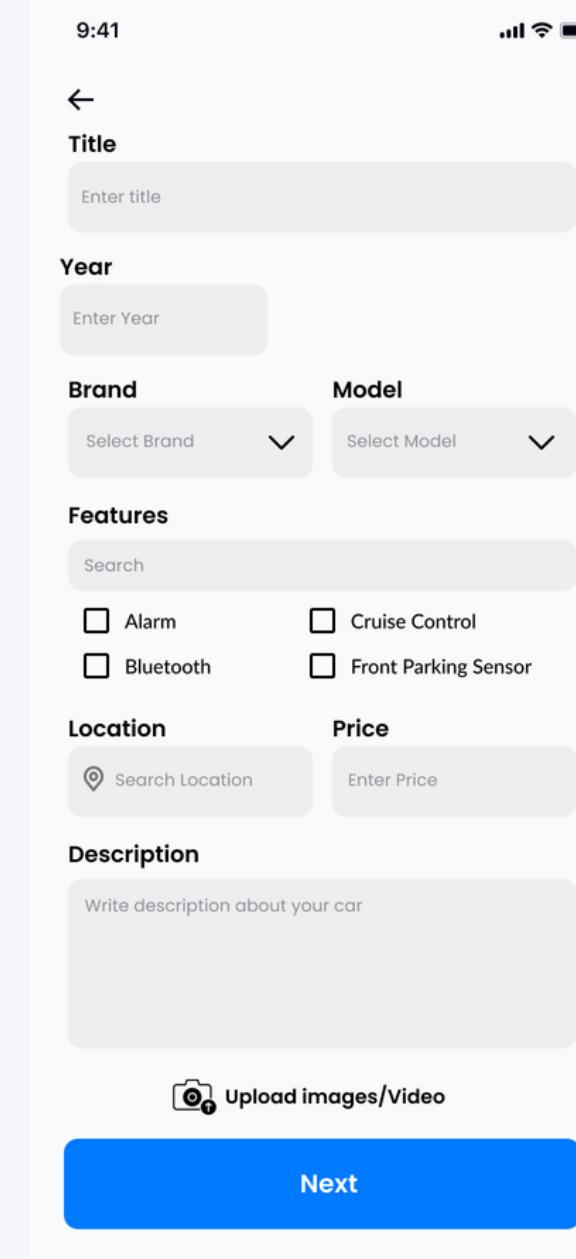
## Search Screen



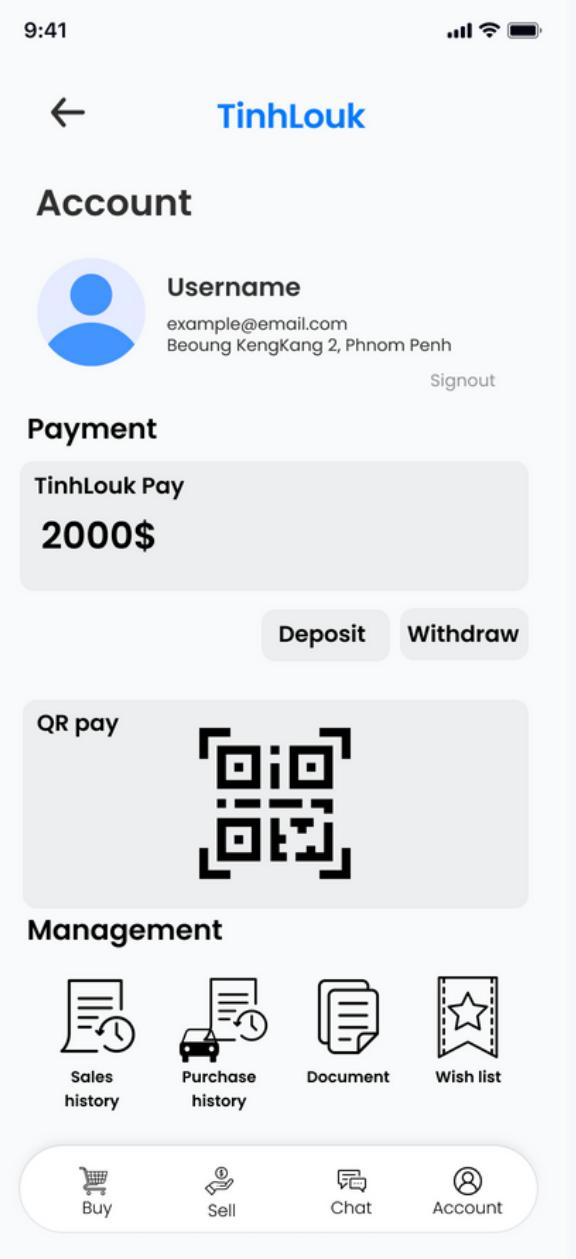
## Buy Car



## Sell Screen



## Account



# Features

The screenshots illustrate the TinhLouk app's features:

- Documents**: Shows a list of documents. A note says: "The default documents can be easily changed by you. Each completed upload will be automatically saved". It includes sections for **Identity Card/Passport** and **Certificate of Title**, each with a "Change Document >" button and a "Replace photo" button.
- Identity Card**: Displays an identity card with a placeholder photo. It includes fields for **Identity Card Number** and **Expiry Date**.
- Bill of Sale**: Displays a bill of sale for a car. It includes fields for **Identity Card Number** and **Purchase Date**.
- Certificate of Title**: Displays a certificate of title for a Toyota Prius. It includes fields for **Number Plate** and **Registration Date**.
- Identity Card**: Shows tips for photo quality: "Must show all four corners" (red X), "Must not be covered in any way" (red X), "Must not be blurry" (red X), and "This is right!" (green checkmark).
- Bill of Sale**: Shows tips for photo quality: "Must show all four corners" (red X), "Must not be covered in any way" (red X), "Must not be blurry" (red X), and "This is right!" (green checkmark).
- Certificate of Title**: Shows tips for photo quality: "Must show all four corners" (red X), "Must not be covered in any way" (red X), "Must not be blurry" (red X), and "This is right!" (green checkmark).

## Verification

# Why TinhLouk?

**TinhLouk's** document validation system verifies critical documents, including ownership certificates and vehicle history reports, ensuring transparency and reducing fraud risks.



# Market Size



**USD 20.6M**

**USD 13M**

**USD 1M**

## TAM

Cambodia's market demand for second-hand vehicles

## SAM

The market demand for second-hand vehicles aged from 15-64

## SOM

The market demand for second-hand vehicles aged from 15-45

### Sources:

<https://www.marketresearchfuture.com/reports/used-vehicle-market-7616>

<https://www.mordorintelligence.com/industry-reports/south-east-asia-used-car-market>

<https://www.statista.com/outlook/mmo/passenger-cars/cambodia>

# Target Market

We target Cambodian users who seek to sell and buy second-hand vehicles that hold identity cards and driving license cards. There are 8M people aged (15-45), however, we only scope **30%** of them which is equal to **2.4M (2, 400, 000)** people

Aspect	Primary Users	Secondary Users	Potential Users
Who?	Retailers/Business Owners	Adult(15-35)	Old Adult(35-64)
Why?	Rely on the platform to sell their second-hand vehicles	Looking for their buying budget friendly vehicles	Seeking for buying affordable vehicles or selling their own vehicles

# Our Competitors

- **Khmer24** is a consumer-to-consumer marketplace platform to buy/sell their less used belongings like clothes, gadgets & accessories, cars & vehicles, etc.
- **MyKhmerCar** is a website platform to buy & sell cars, motorbikes, and trucks in Cambodia.

	VERIFIED USER PROFILE	DOCUMENT VALIDATION	CHAT SERVICE	USER RATINGS AND REVIEWS	MOBILE APPLICATION
 Khmer24	✗	✗	✓	✗	✓
 mykhmercar	✗	✗	✓	✗	✗
 TINHLOUK your trustworthy platform	✓	✓	✓	✓	✓

# Business Model



## Advertisement

Revenue will include advertising partnerships with renowned vehicle brands and businesses within the automotive sector.



## Commission Fee

Our platform will charge **5%** **commission** on successful second-hand vehicle sales, ensuring a fair fee structure for all users.

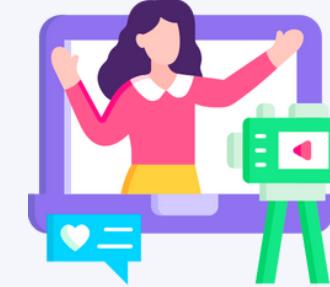
# Market Strategies

**Goal: Reach 3,000 users by the end of 2024**



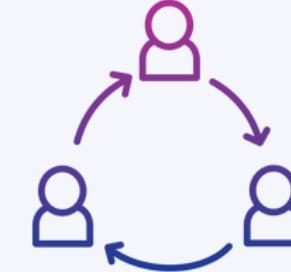
## Digital Marketing

We are trying to target online advertisements to reach potential users interested in buying and selling second-hand vehicles.



## Influencers

We will collaborate with influencers to showcase the benefits of using our platform, highlighting the AI-powered verification system and secure document validation, etc.



## Referral Program

We will launch a referral program that encourages existing users to refer new buyers and sellers to the platform in exchange for promotions or special offers.

# Roadmap

We plan to sell important accessories for cars and basic maintenance

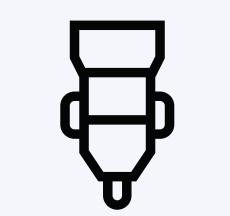
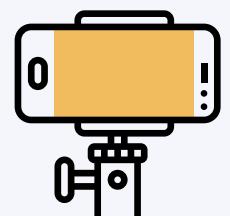
## Vehicle Maintenance

- engine oil maintenance service every 5,000 to 10,000 kms
- change of air filter every 15,000 to 30,000 kms
- change of spark plugs every 30,000 to 100,000kms
- change of tires every 8,000 to 10,000kms



## Vehicle Accessories

- sell phone mounts for every type of air vents
- sell car / radio adapters
- sell car monitors for both android and apple
- sell fuel additive for every type of cars



# About Us



**Men Monyothi**

Telecommunication  
and Electronics  
Engineering



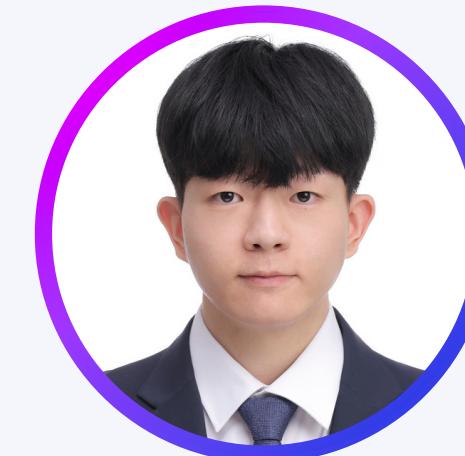
**Visivai Mut**

Telecommunication  
and Electronics  
Engineering



**Lyheang Houng**

Data Science and  
Engineering



**Byeongheon Kim**

Automotive SW  
Engineering



**Kookyong Shim**

Automotive &  
Entrepreneurship



**Yowhan Cha**

Automotive  
Engineering

# **Thank you**

## **Contact Us**



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