**Storytelling:**

We've identified two key issues faced by our friends during real car-buying interviews. Amara is on a budget so she wants to buy a second-hand car, but she struggles to find accurate information about the history and condition of second-hand cars, fearing scams. Similarly, Dara aims to sell vehicles on a safe platform but he worries about encountering fraudsters.

**Problems**

In today’s world of buying and selling used vehicles, TRUST is a major concern.

In a survey of 68 participants, 85% between the ages of 25 and 50 highlighted challenges in buying and selling used vehicles.

The first challenge is the **Lack of Trust** due to inaccurate information about vehicles, making it difficult for buyers and sellers to rely on details about a second-hand car’s history and condition. The second challenge is the **Prevalence of Scams and Fraud** in the used car marketplace, where there might be false advertisements, fake papers, and dishonest sellers contributing to the risks. Lastly, **Limited Access to Reliable Information** makes it difficult for buyers to make informed decisions, creating a transparency issue in the market.

**Solutions**

So, with our app TinhLouk, trust in the world of second-hand vehicles is no longer a concern. We go beyond buying and selling; we offer a simple, reliable, and secure platform for users. Our AI-powered Verification utilizes image recognition technology to ensure that posted images accurately represent vehicles. Second, our Document Validation System authenticates critical documents like ownership certificates and vehicle history reports, minimizing the risk of fraud and scams. Additionally, we foster connections between buyers and sellers through a user-friendly messaging interface and in-app meeting scheduling. Finally, our Verified User-Profile and Identities feature ensures authenticity through an attentive verification process.

**Why TinhLouk?**

Our app, TinhLouk, addresses these concerns with a document validation system, ensuring transparency and reducing fraud risks by verifying critical documents like ownership certificates, vehicle history reports, and identity cards/passports.

**Business Model**

TinhLouk's business model focuses on sustainability and user fairness. We generate revenue through advertising partnerships with respected vehicle brands, enhancing our platform's visibility. Our transparent approach involves a 5% commission fee on successful second-hand vehicle sales, ensuring users benefit from a reasonable fee structure while supporting our platform's growth.

**Our competitors**

We have 2 competitors that are established in Cambodia which are Khmer24, and MyKhmerCar. Khmer24 is a C2C marketplace to buy/sell their less-used belongings like clothes, accessories, cars, and vehicles. MyKhmerCar is a website platform for buying and selling cars, motorbikes, and, trucks. Our app TinhLouk implements unique and efficient features that stand out from the 2 competitors such as verified user profiles, document validation, and user ratings and reviews or customer satisfaction. We will also have an onboard team to support customers 24/7.

**Market Size**

From our research, we can see that Cambodia’s market demand for second-hand vehicles is **USD 20.6M**, the market demand for second-hand vehicles aged 15-64 is **USD 13M**, and the market demand for second-hand vehicles aged 15-45 is **USD 1M**.

**Target Market**

For our business, we target Cambodian users who seek to sell and buy second-hand vehicles that hold identity cards. There are 8M people aged (15-64), however, we only scope 30% of them which is equal to 2.4M people. We also divide our target users into 3 categories which are primary users who are retailers or business owners. The secondary users are adults aged 16-35. And the last one is potential users are old adults aged from 35-64.

**Market Entry and Growth Strategies**

We are expected to reach 3,000 users by the end of 2024. Our first strategy is **Digital Marketing.** We will use online advertisement to specifically target individuals actively looking to buy or sell second-hand vehicles. The second strategy we are using is **Influencers**, we will collaborate with influencers to leverage their audience reach. The focus is on showcasing the unique features of your platform, such as the AI-powered verification system and secure document validation. The last strategy is **Referral Program**, we are trying to implement a referral program that encourages existing users to refer new users to the platform. This could be in the form of promotions or special offers.

**Roadmap 2023-2026**

In the future, we are planning to collaborate with shops that sell important accessories for cars and basic maintenance so our users will be more convenient. They can find everything by just using our app. For vehicle maintenance, we have the engine oil maintenance service, change air filters, change spark plugs, change tires, etc. On the other hand, for vehicle accessories, users can buy phone mounts, car or radio adapters, car monitors, fuel additives, and other accessories.

**Meet Our Team**

Before we wrap up, let’s meet the faces behind our startup TinhLouk. We have 6 members, where 3 members are Cambodian students and the other 3 are Korean students. We all have different backgrounds in terms of technical skills or core skills. And we also have different responsibilities to handle in our business. Now, it comes to the end of our business’s pitching presentation. Thank you everyone for paying attention and participating today.