

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 many people holding cameras, suggesting a social gathering or event.

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

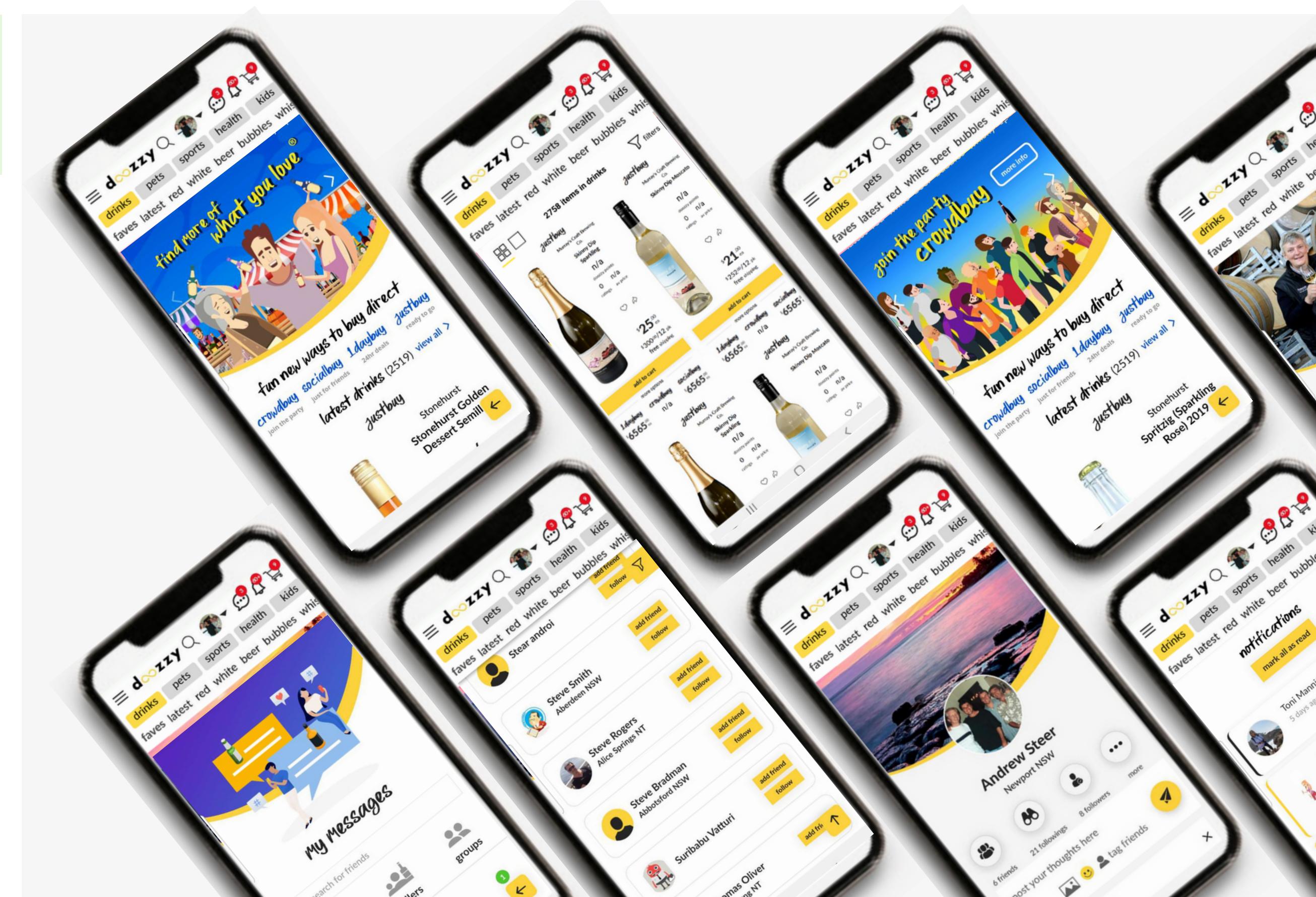
FIRST TO OFFER ALL THE FUN & COMMUNITY SPIRIT OF A REAL-LIFE MARKETPLACE IN TODAY'S DIGITAL EXPERIENCE

3

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

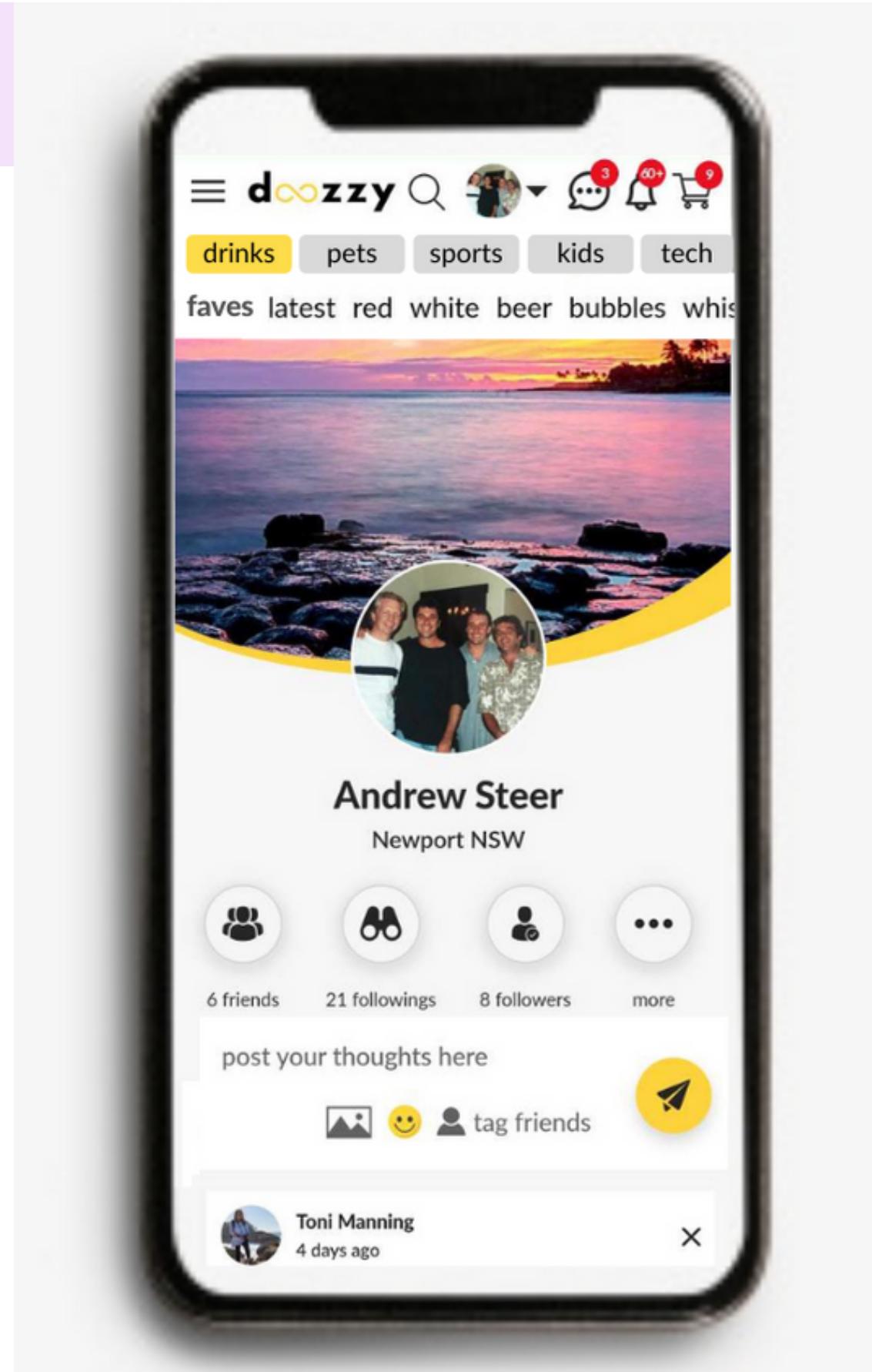
3 new buying options make shopping fun with a choice that's right for you

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 4/3/21, news.un.org/en/story/2021/05/1091182, 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



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

sources: blog.edesk.com/resources/biggest-online-marketplaces-in-the-world, oberlo.com/blog/ecommerce-statistics
[.emarketer.com/content/global-ecommerce-update-2021](http://emarketer.com/content/global-ecommerce-update-2021)



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

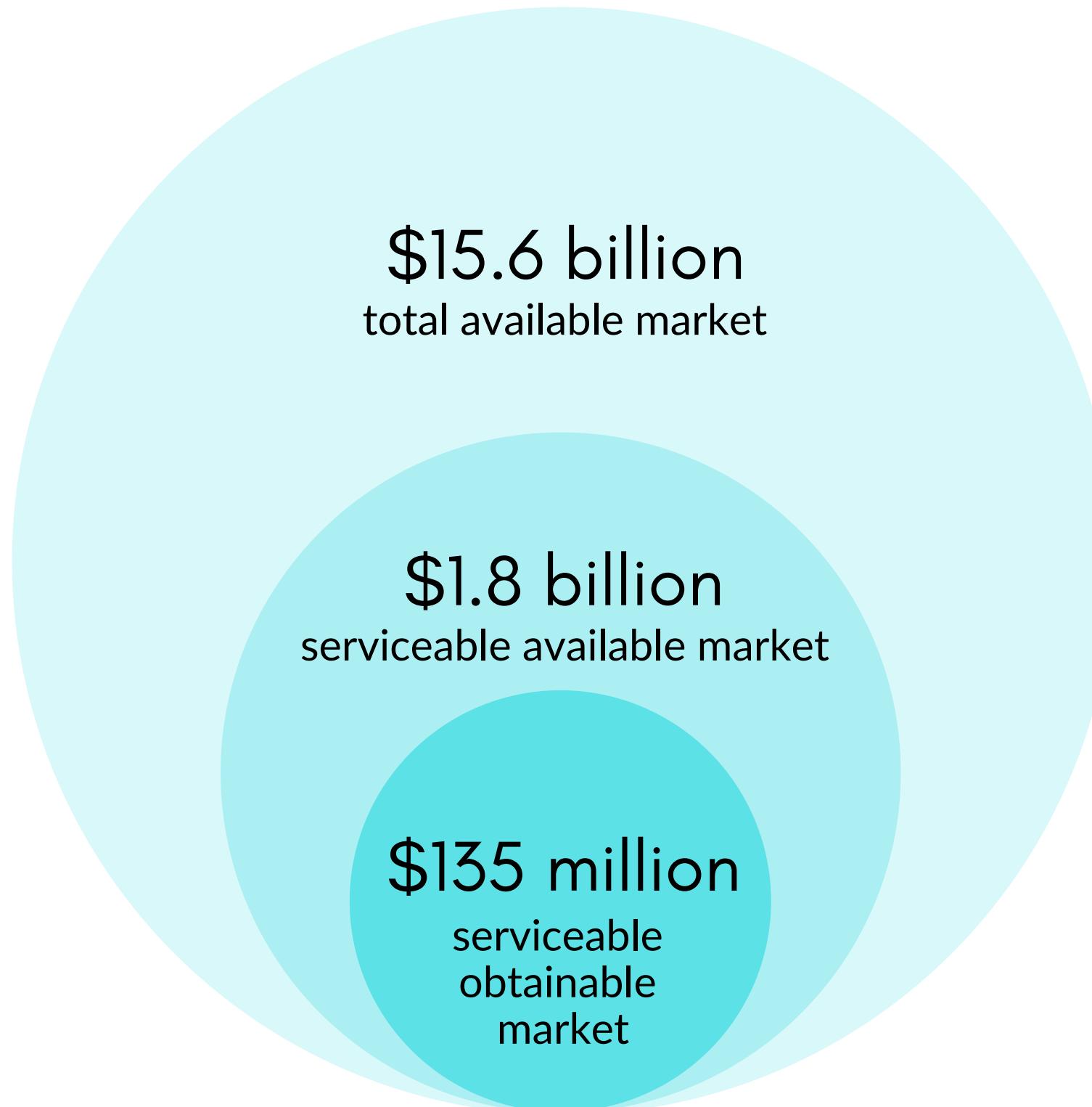
uber's beachhead was ridesharing before advancing into the world's biggest food delivery service

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

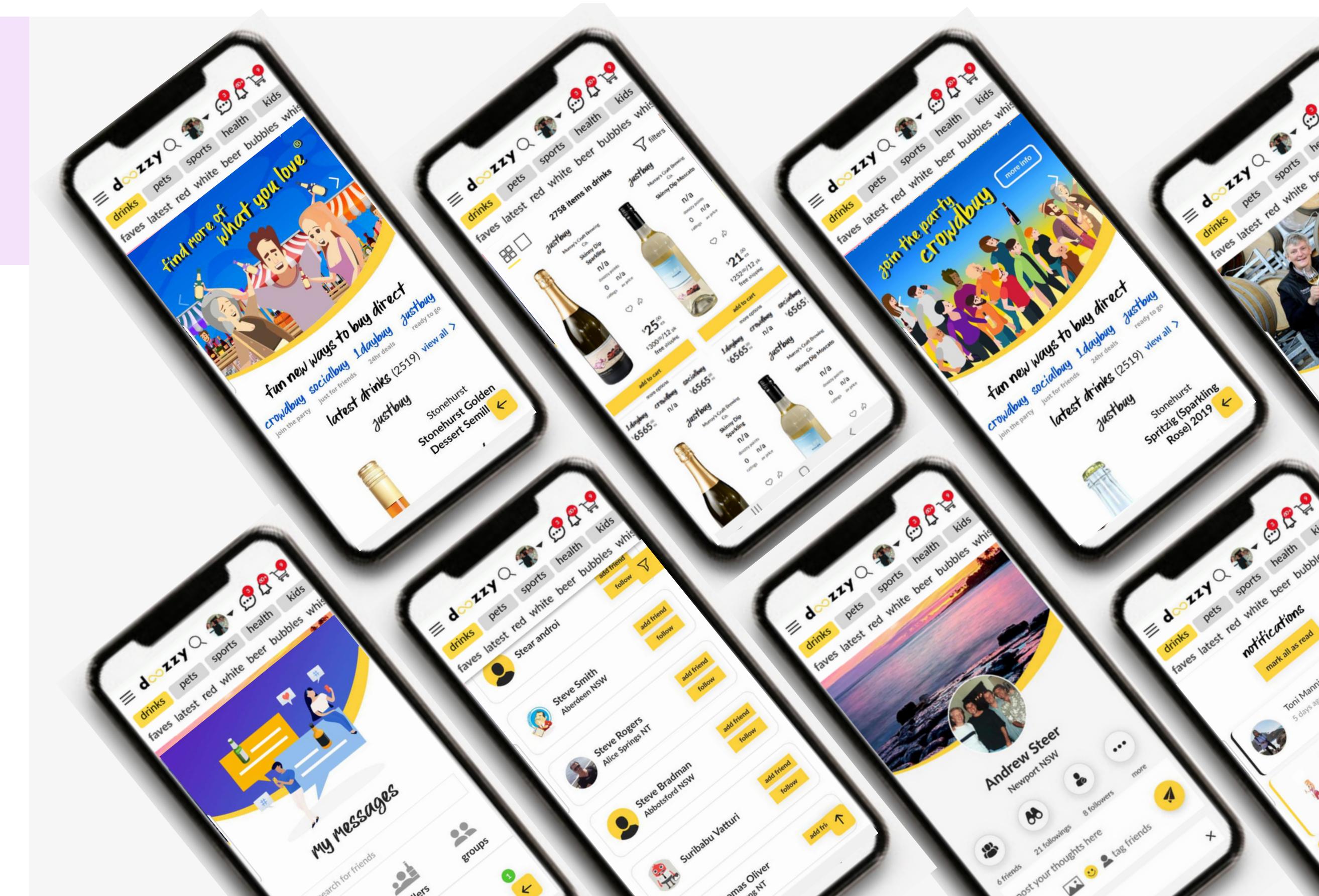
doozzy **BETA**
is now live!

doozzy.com

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



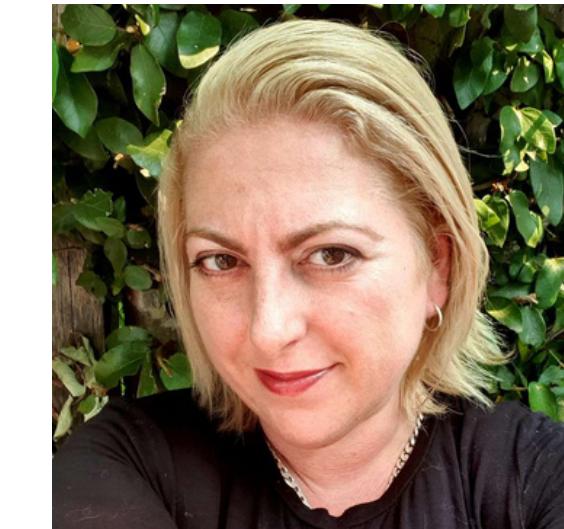
COO
Darren Crone



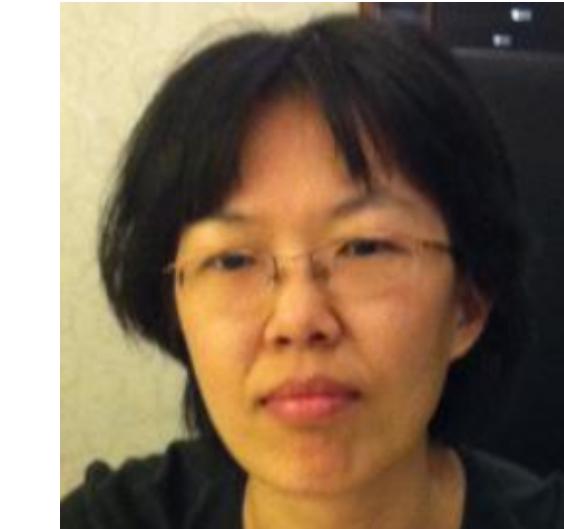
IT Project Manager
Priyank Bothra



CX Manager
Toni Manning



Client Relations Manager
Bridie Robins



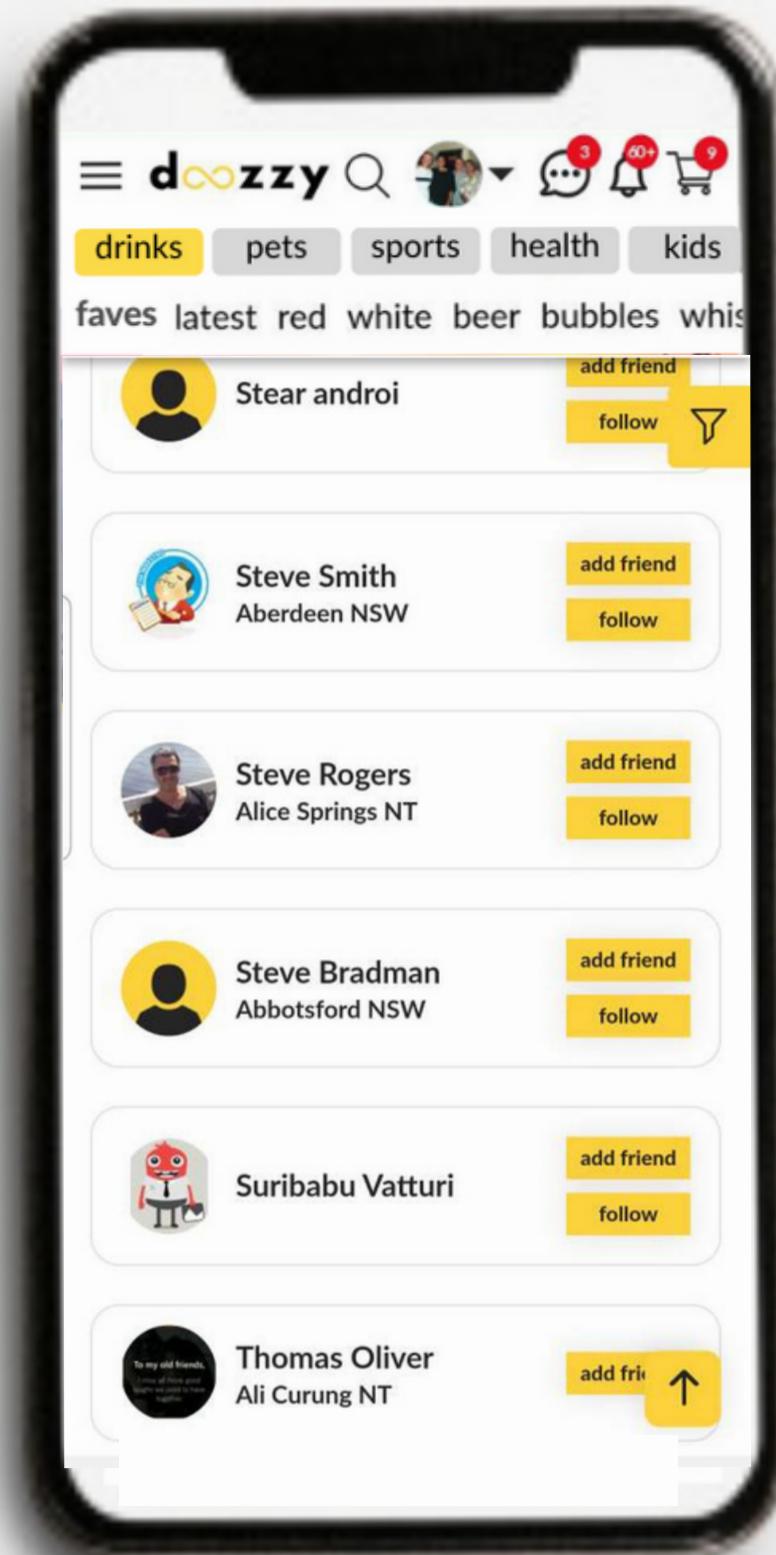
Advisor
Dr Nicola Man PhD



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

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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

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

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