



help SME brands take on  
**Big Tech, Big Retail & the Pandemic**

Crowd Source Funding Campaign July 2021



# 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

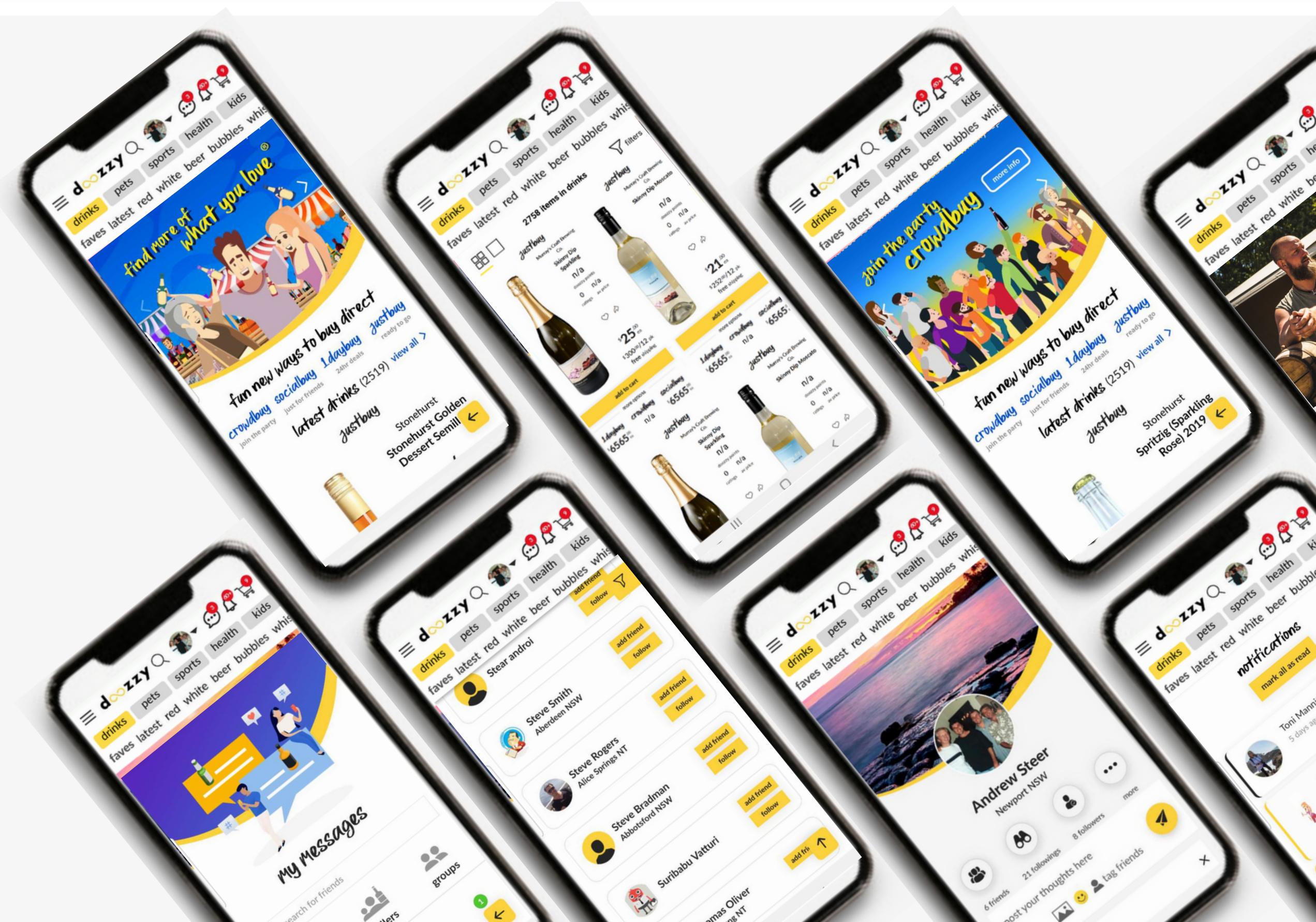
FIRST TO OFFER  
ALL THE FUN &  
COMMUNITY SPIRIT  
OF A REAL-LIFE  
MARKETPLACE IN  
TODAY'S DIGITAL  
EXPERIENCE

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 BIG FEATURES  
ARE COMBINED INTO  
ONE SUPER APP





# the problem

**with aggressive competition from Big Retail & Big Tech private and exclusive brands, SMEs must attract more online customers to survive in the Pandemic**

**but they can't compete with Big Retail on search & social and the Big Tech marketplaces are more focused on Big Retailers & their own brands than SMEs**

- **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 private brands has tripled since 2018\***

\*Source: <https://retailtouchpoints.com/topics/digital-commerce/a-consumer-brands-guide-to-understanding-and-navigating-amazons-private-label-business>  
<https://sellerengine.com/did-you-know-amazon-owns-over-400-private-label-and-exclusive-brands/>



# the solution

a social marketplace designed to propel the 'direct from brands' economy into the mainstream, eliminate the need for Big Tech search and social, challenge Big Retail own brands, fight back against the Pandemic and be the first to offer the real-life marketplace experience to an online audience

- doozy's independent ecosystem means brands and users can take full control of their experience and contribute to a united community of positive change.
- doozy's social media hub is the nucleus connecting a variety of bespoke marketplaces each specifically designed for that category, commencing with drinks.
- doozy is 50% marketplace, 50% social app and 100% awesome!

# **so many features in one super app**

- a marketplace**
- social media**
- messaging**
- group buying**
- daily deals**
- comparisons**
- search engine**





the future of the  
\*direct from brands  
economy

\*aka direct to consumer, DTC or D2C



# 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**



# 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

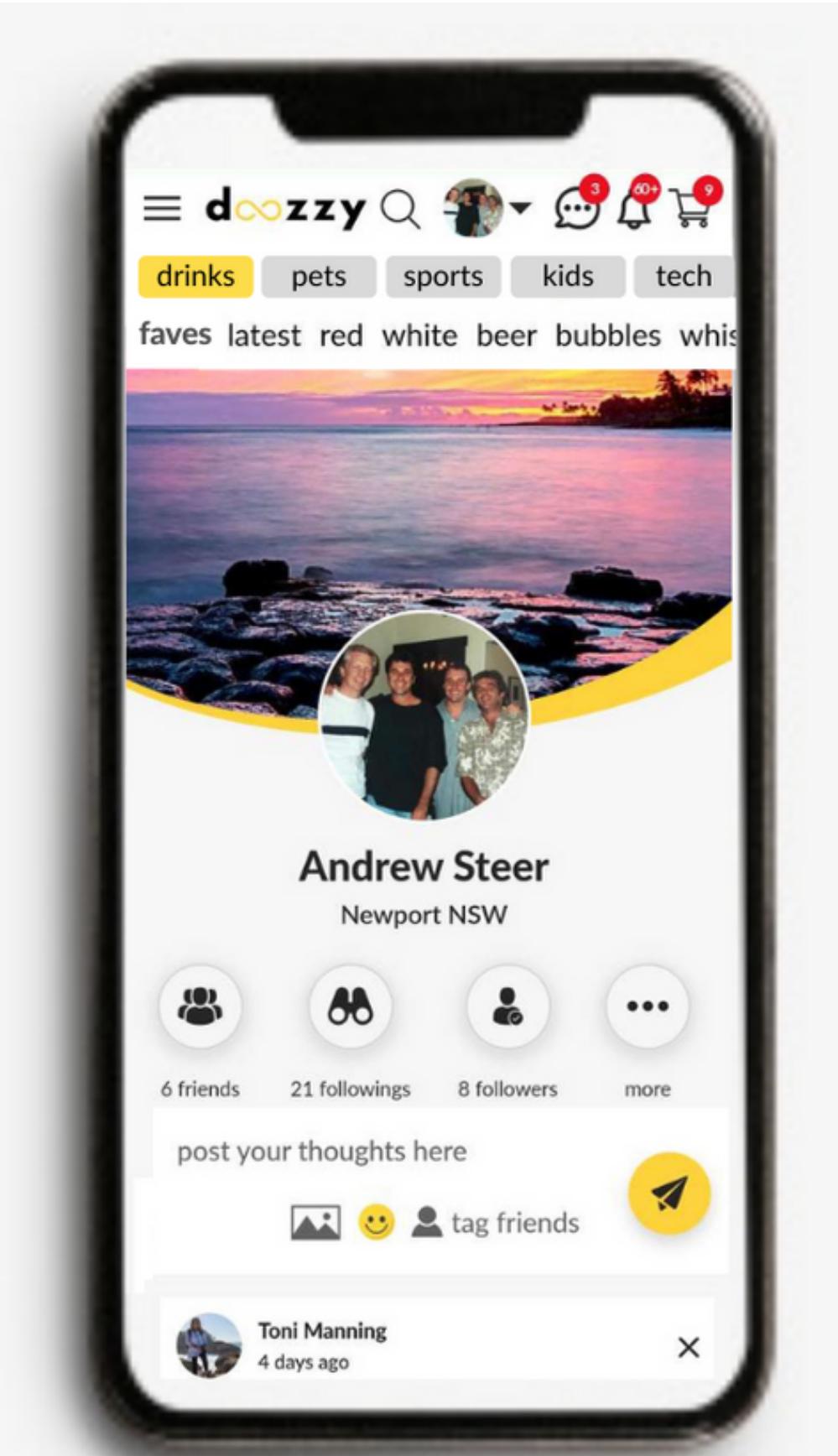
**3 new buying options** make shopping fun with a choice that's right for you

**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% + GST sales fee** so 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

**our social hub** makes it really easy & lots of fun to buy with friends to save with socialbuy



# 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

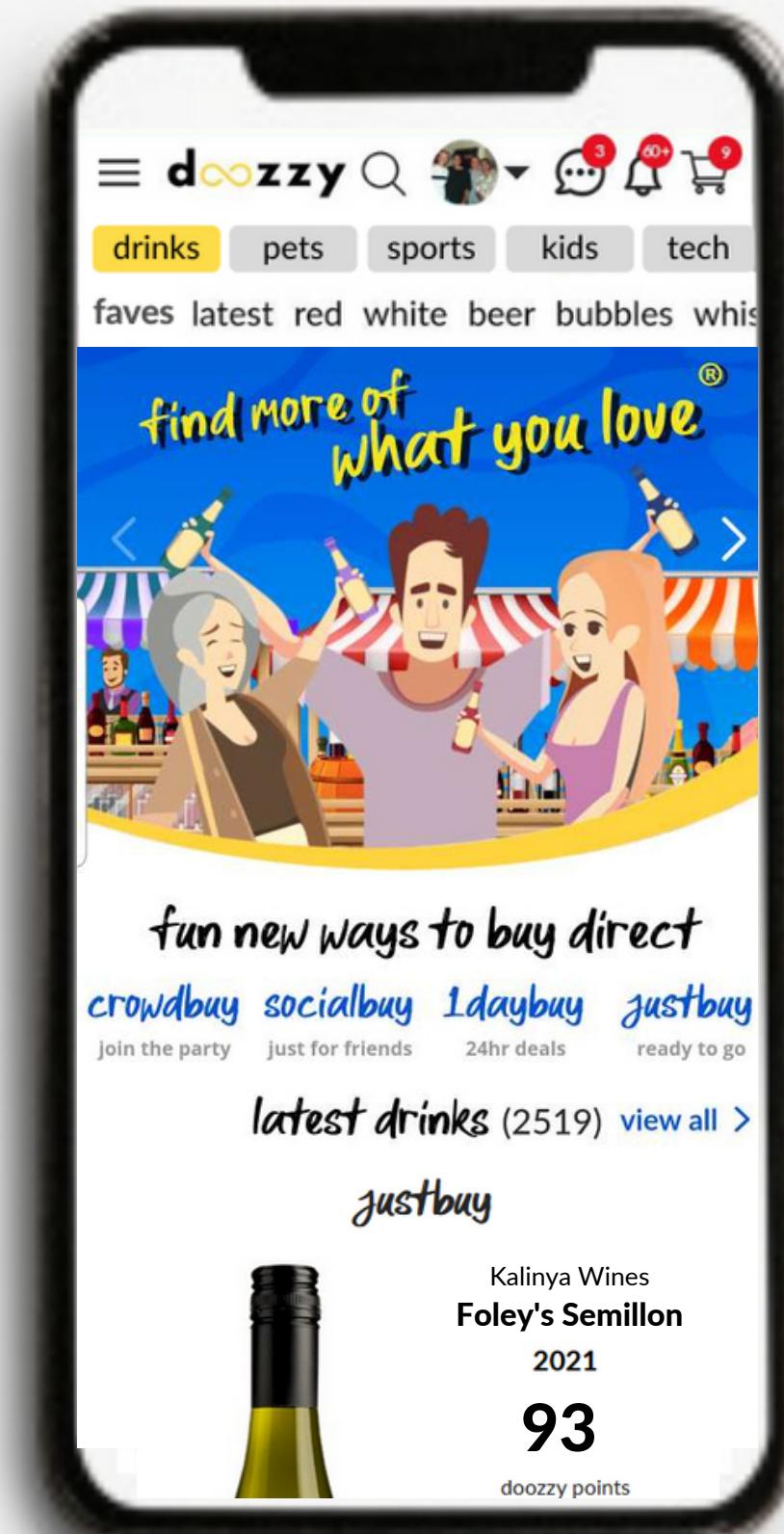
## one size doesn't fit all

**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](https://insideretail.com.au/business/marketplace) 4/3/21, [news.un.org/en/story/2021/05/1091182](https://news.un.org/en/story/2021/05/1091182), [cmo.com.au/article/685305/soaring-e-commerce-take-up-australia-2020-signals-more-coming](https://cmo.com.au/article/685305/soaring-e-commerce-take-up-australia-2020-signals-more-coming) [auspost.com.au/content/dam/auspost\\_corp/media/documents/e-commerce-industry-report-2021.pdf](https://auspost.com.au/content/dam/auspost_corp/media/documents/e-commerce-industry-report-2021.pdf)



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



# 2021 Australian 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

**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

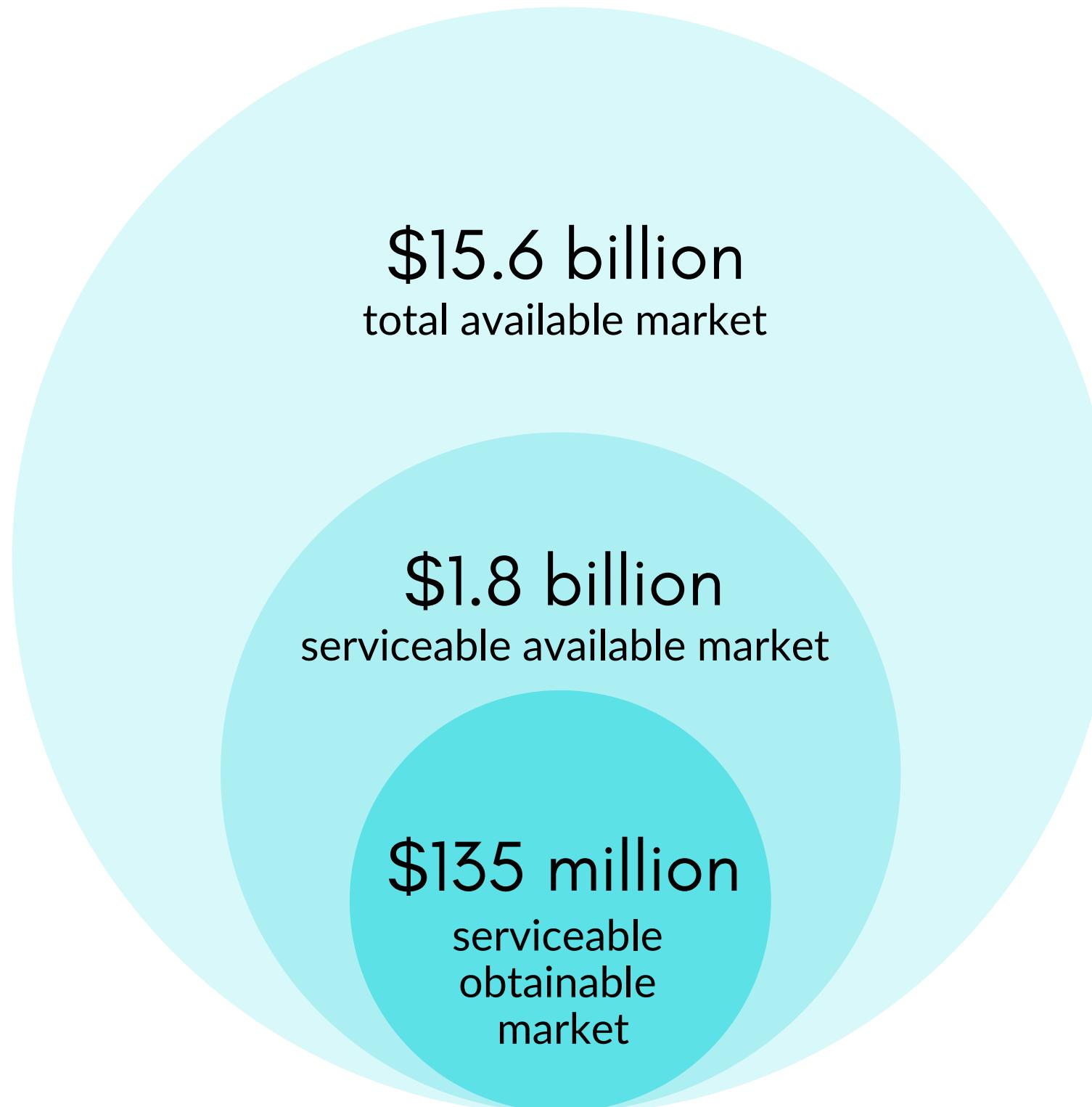
**uber's beachhead** was ridesharing before advancing into the world's biggest food delivery service

**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





# 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



# doozzy drinks is open for business

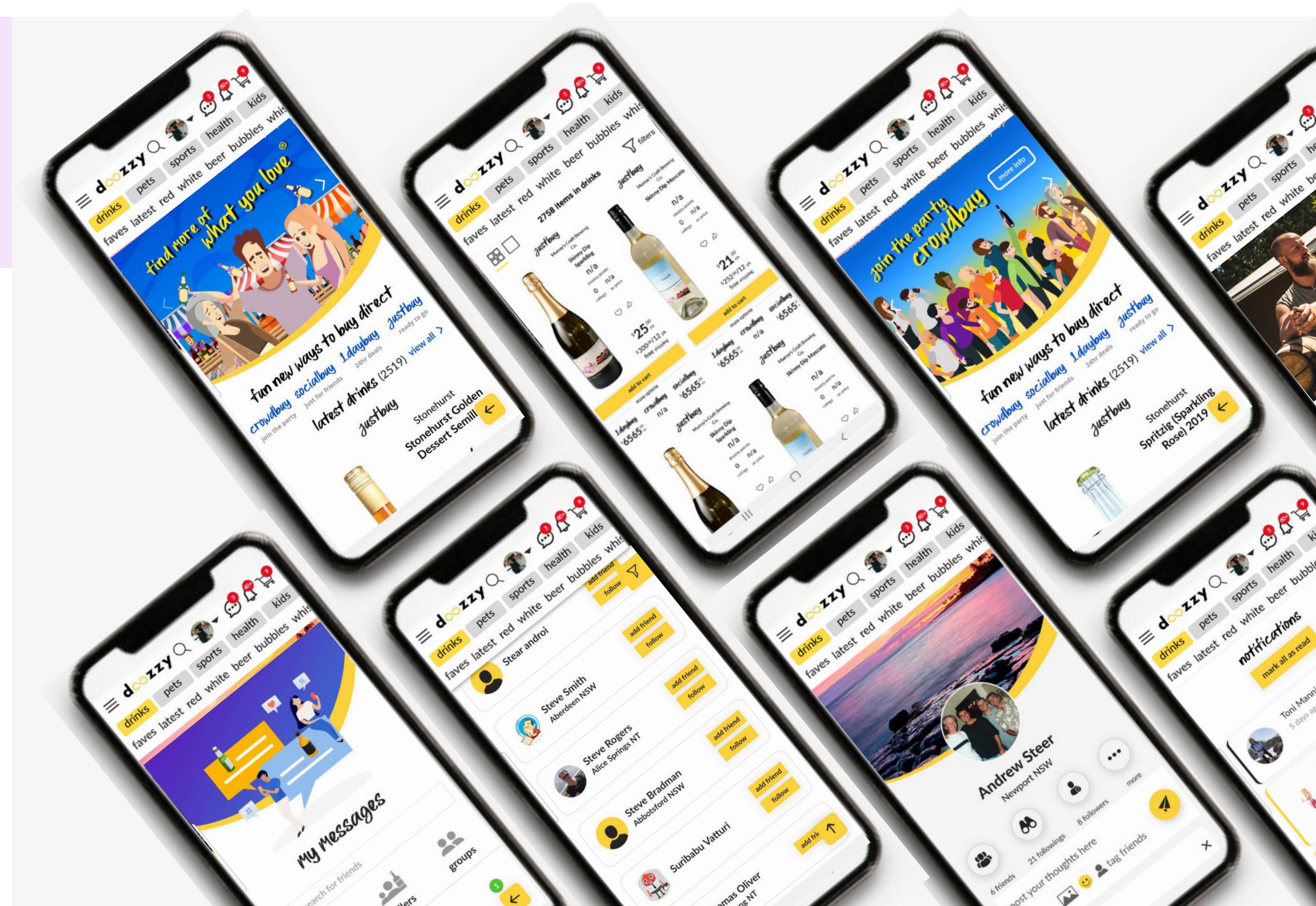
doozzy **BETA**  
is now live!

[doozzy.com](https://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



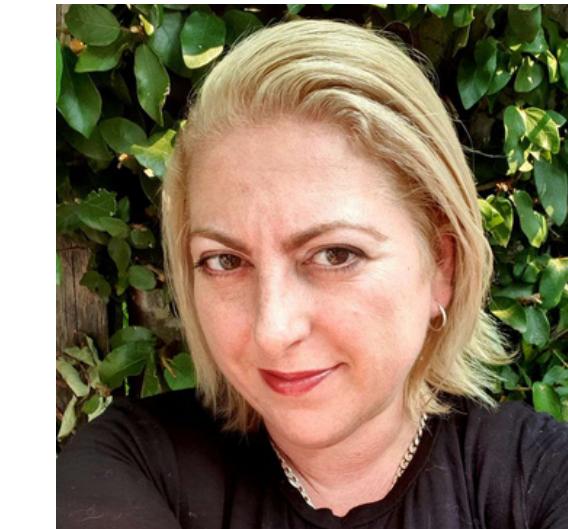
COO  
Darren Crone



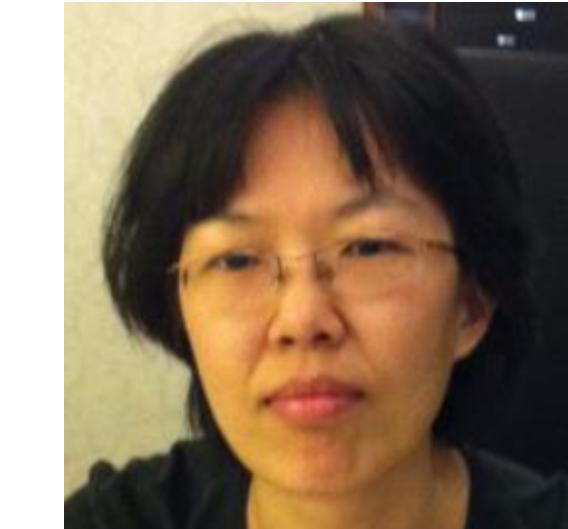
IT Project Manager  
Priyank Bothra



CX Manager  
Toni Manning



Client Relations Manager  
Bridie Robins



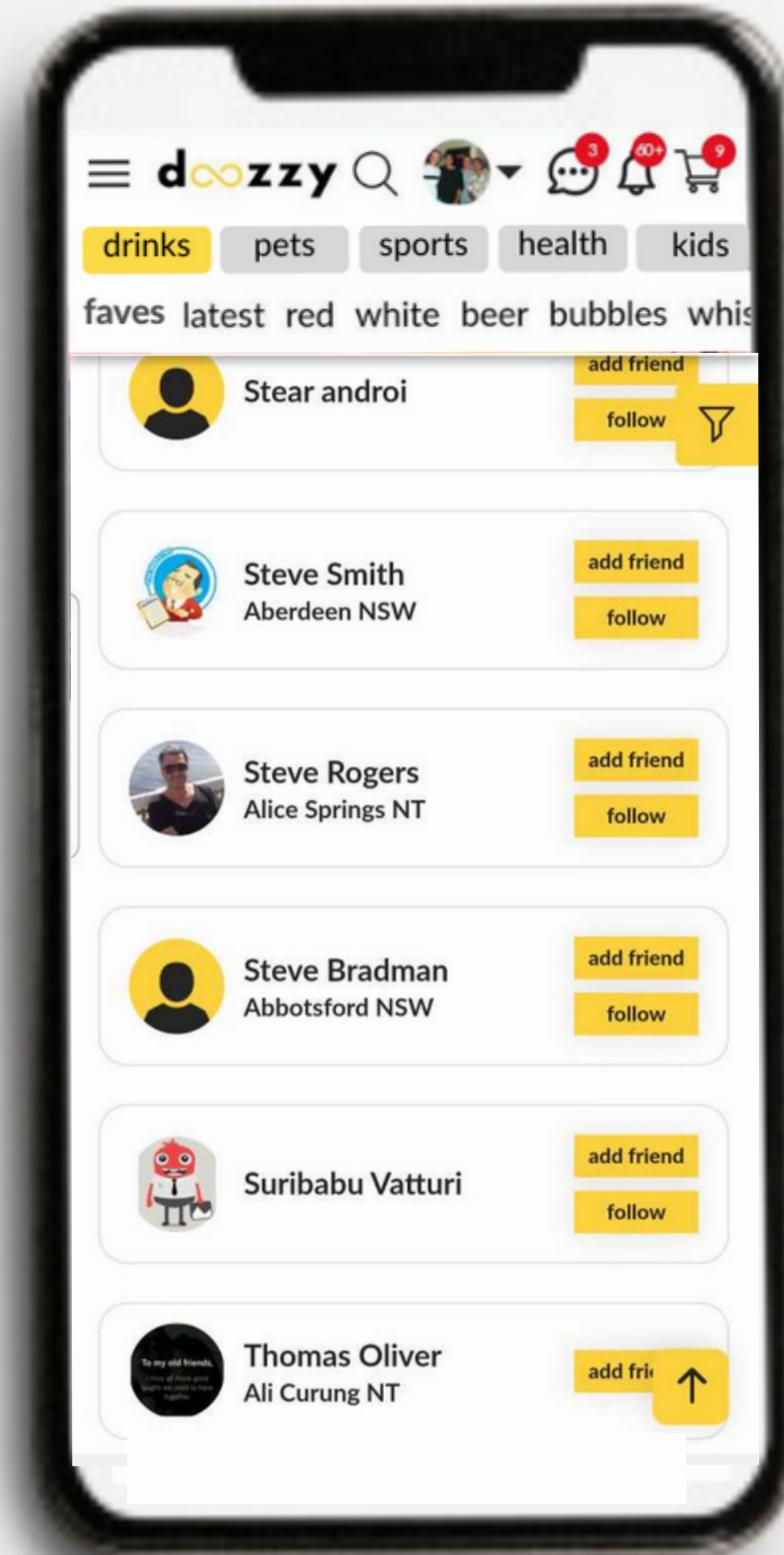
Advisor  
Dr Nicola Man PhD



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  
while helping struggling SME brands unite & thrive**



# become an early investor

**your chance to get in early on something big**

- **built from the ground up** with a development team of 20+ so we own and control all of our IP
- **unlimited potential** to add further categories with a focus on people's passions & interests
- **our global research** has yet to uncover a similar marketplace concept anywhere in the world providing an enormous opportunity for international expansion into the US, UK, Canada & NZ markets and beyond

**a rare opportunity with huge potential for an enormous return**

- **global ecommerce is forecast** to hit US\$5 trillion in 2021 increasing to over US\$6.5 trillion by 2024\*
- **marketplaces are showing immense growth**, so with a dedicated marketplace behind it, the direct from brands economy is poised to explode, offering early investors an exciting potential for enormous returns

\*source:.smartinsights.com/digital-marketing-strategy/online-retail-sales-growth/



# 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](mailto:team@doozzy.com)



EOI campaign now live on  
[birchal.com](http://birchal.com)

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