

HACKLAB CONCEPT PITCH

## BACKGROUND

It is fascinating the increasing level of trade activity on campuses in Ghana and the world as a whole. Online traders worldwide are found out to be individuals mostly from the ages of 19 to 35. Most of which within this age range are individuals on campuses pursuing a degree, working as employed or in none of the above. Majority of individuals engaged in ecommerce are students on campuses.

In Ghana, many rising ecommerce stores such as Tonaton, Jumia and OLX are more greatly patronized outside campuses. Their target market is to all individuals in Ghana, therefore, their names are not much near students on campus. Why? Students know about them but still do not much use their platform for their buying and selling. Students rely on using posters and flyers to advertise their products and services. Businesses on campus do no different. They also use Whatsapp to share to their contacts and groups with the hope that as their recipients read their adverts, they will recommend to an interested buyer. This is a problem; and an opportunity; where buyers and sellers on campus need to be given a common place: **Sellie**.

## WHAT IS SELLIE?

Sellie is an international classifieds website which bridges buyers and sellers on campuses worldwide.

## HOW DOES SELLIE WORK?

Sellie gives traders ads to advertise their goods & services online. Users register and post ads where buyers can trade. Sellie gives users the ability to select the campus of their preference and view ads at that location. Sellie gives an opportunity for buyers to buy brand new items directly from Sellie’s Store.

## WHY SELLIE?

Sellie is the solution to trade hustle on campus. We target tertiary institutions all over the world because our focus is to connect buyers and sellers at the grassroots.

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**Sellie | The Largest Campus Marketplace**

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## HOW DOES SELLIE MAKE MONEY?

Users pay for ads using Slydepay, Mobile money and other convenient e-banking methods. Sellie hopes to integrate ‘pockets’ where users buy cash vouchers online which can be used for trading. Sellie does not advertise ads because we believe in protecting our brand to provide our users the best experience. We also earn from purchases made at the store. We charge suppliers a commission for every item bought.

## IS SELLIE SAFE?

Sellie enforces a level of security by giving users the ability to rate sellers on their genuinely. Sellers with higher ratings attract more buyers.

## DOES SELLIE HAVE PROMISE?

After nearly two weeks of test, Sellie has reviews from over ten users who have posted their products and services online. Sellie envisions having three hundred users in our first year of operation.

## ABOUT US:

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