NTUMart
Case Study Brief Analysis

01. rumie

rumie College Marketplace

"The key to your college experience.
Access the first ever college exclusive marketplace to buy, sell and rent with other students."

Primary Use Case:
A seller snaps picture of any item, lists price and posts listing on the app;
A buyer goes into the app, views list of items (Fig 1.1), then sends an offer to the seller through an inbuilt chat feature. (Fig 1.2)

Extras:
- Secondary features include calculated clothes rentals for precise rental periods.
- Saved addresses for frequently used addresses.
- Recently incorporated nationwide shipping as expansion
- Safety through only accepting .edu emails

Monetization:
- Advertisements from local businesses
- Along with nationwide shipping, takes a cut of shipping fees
- Raised 115k in pre-seed and received 130k seed funding in awards

Propagation Model:
- Organic growth through on-campus events for campus ambassadors
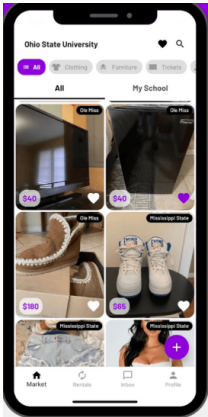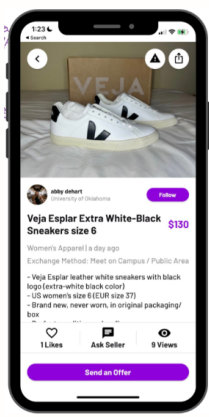- Influencers who promote the product on social media

Fig 1.1   Fig 1.2

Things we can take note of:
- Student safety with .edu emails only
- Added features through rental
- Focus on students making money from selling their own products

02. Hazaar

"Your zero waste student marketplace. Made for students, by students. Buy and sell pre loved items on our app, then meet up in person to hand the items over. No postage. No packaging. No travel miles."

Primary Use Case:
A seller snaps picture of any item, lists price and posts listing on the app;
A buyer goes into the app, views list of items (Fig 2.1), contacting the seller through messaging (Fig 2.2). After receiving the item on campus, buyer scans a unique code which releases the money to the seller.

Extras:
- Focus on sustainability and market for side hustles
- Emphasis on community

Monetization:
- Without in-app purchases; still in marketing stage (?)
- Received 150k pre-seed investments

Propagation:
- Through emphasis on community, popups conducted at universities.

Things we can take note of:
- Sustainability perspective
- Community feature
- Safety with unique code that only releases money after confirmation
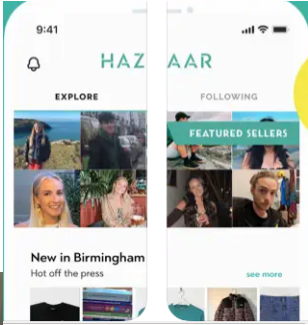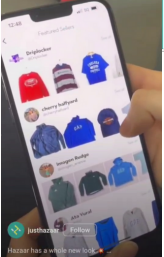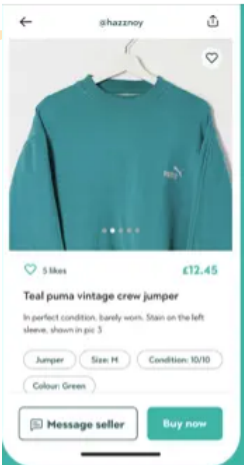- Focus on brands and individual side hustles (Fig 2.3)

Fig 2.1

Fig 2.3

Fig 2.2

03. Carousell

Primary Use Case:
A seller snaps picture of any item, lists price and posts listing on the app;
A buyer goes into the app, views list of items (Fig 3.1), then sends an offer to the seller through an inbuilt chat feature. (Fig 3.2)

Extras:
- Doesn't sell to just students, but everyone in Singapore
- Includes home services and extends to even property
- Review sellers for increased trust

Monetization
- In-app advertising space by external companies
- Acquired Caarly, a company for used cars for high-value verticals
- Only started monetizing after 5 years, instead relying on investor funding prior
- Buyer protection to secure customers

Propagation
- Organic, app ranked second on top free lifestyle apps on third day of launch

Things we can take note of:
- Review system for increased trust
- Buyer protection through paying via Carousell; earnings only validated once buyer receives order
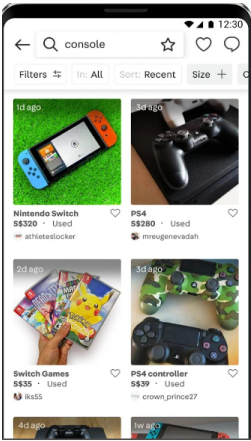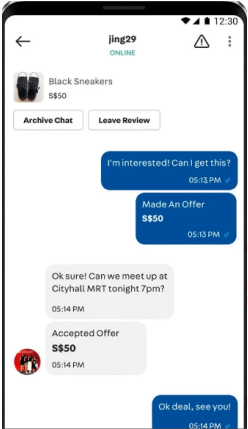
Fig 3.1

Fig 3.2