

## **What is MellToo?**

MellToo is a social marketplace by the consumer for the consumer. A social marketplace made possible by mobile technology that facilitates a c2c classifieds ads platform powered by social networking. A social marketplace that functions as an efficient secondary market that empowers the end consumer by establishing a community of trust and by facilitating free flow of information; made possible by the real-time communication capabilities of mobile devices. Most importantly, a social marketplace that is both a resource and a constant companion that engages users each time they open up MellToo.

## **Vision**

To revolutionize the secondary market and to increase efficiency through addressing consumer needs by providing useful tools through the innovative use of mobile technologies. To support and facilitate an engaging and sustainable secondary marketplace that is for the consumer, by the consumer.

## **Mission**

Our mission is to engage users and involve them in creating and sustaining a social marketplace built on trust and efficiency. Our mission is to facilitate the interactions that take place in the marketplace and to support the needs of the users.

## **Core Values**

### *User first*

We strive to always put our users first and to respond to user needs as the main concern of the business. We are a user-driven business and all our business activities and development efforts are geared towards making things better for the user.

### *Mobile first*

We see mobile 3.0 as our primary market, even as web 2.0 continues to provide infrastructure and support for our mobile first approach. We will develop our business model and product within the realm of the mobile device, making sure our approach is constantly aimed at improving the mobile user experience.

### *Continual innovation*

We do not believe in ever resting on our laurels; rather, success requires constant innovation and an unrelentless drive toward doing everything better. We will fix it even if it's not broken.

### *Sustainability*

We want to create a sustainable social marketplace that is simultaneously a sustainable business. Just as our marketplace should continue to evolve according the needs of the user, so should the business evolve according to the economic needs of sustaining the marketplace. In other words, our business model is not stagnant and will continue to evolve to take advantage of the opportunities provided by the new mobile-driven economy.

### *A balance between consumerism and minimalism*

Our co-founders are of two minds. One of us embraces the ideas of minimalism and re-use, while the other embraces consumerism and buying 'new' stuff. The funny thing is, within our social marketplace, these two ideas are not contradictory. On the one hand, the very foundation of a secondary market is the ideal of re-use when old things are sold to be used by their new owners. On the other hand, by selling my old stuff, I am recouping part of my initial investment and making room for 'new' stuff, which incidentally, I can buy used. Win-win.