

# Leovo

## *Ομάδα 0*

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The present document analyzes the idea of implementing the new trend of "live-shopping" to better advertise and sell second-hand technology products, such as phones, tablets, and laptops. After careful consideration and meticulous research, we have concluded that the idea presented in this document would not succeed if it came to fruition. The two reasons that helped us reach that conclusion are explained in the paragraphs below.

Firstly, the market for pre-owned tech gadgets is highly competitive, with established players like Facebook Marketplace, eBay, and local platforms such as Skroutz and Vendora dominating the space. The competitors have significant user bases, brand recognition, and resources that could overshadow a new entrant like Leovo.

Secondly, the operational costs associated with maintaining a live-streaming platform are substantial. Developing and maintaining a robust live-streaming platform that can handle real-time interactions without lag or technical issues is technologically challenging.

To conclude, while the Leovo app concept offers innovative features and has potential, the substantial challenges and risks involved might outweigh the benefits. Market saturation, high operational costs and technological challenges all contribute to the reasons why proceeding with this idea might not be advisable. Careful consideration of these factors makes us unwilling to go forward with our project idea.

## Problem

Consumers face significant challenges when purchasing pre-owned tech gadgets online. They struggle to assess product quality and condition, leading to a lack of trust in these transactions.

Additionally, traditional online marketplaces offer a static and un-engaging shopping experience, failing to provide the interactive and informative experience consumers need to make confident purchasing decisions.

## Customer

The aforementioned problem mostly affects young adults\* including students, gamers, hobbyists, influencers, and streamers, who regularly shop online.

Moreover, urban dwellers, having limited free time available, are also affected by the suboptimal shopping experience offered by today's e-commerce and online shopping landscape.

Students and gamers seek affordable, reliable tech gadgets, while hobbyists look for specialized equipment at competitive prices.

Influencers and content creators need platforms to grow their audience and monetize their content, and streamers benefit from tools that enhance viewership and earning potential.

\* Gen Z, Millennials

## Solution

"Live Shopping" is an upcoming trend that combines elements of traditional shopping experiences, such as product demonstrations and sales pitches, with the interactivity and immediacy of live video content.

In essence, the salesperson streams live video content, demonstrating a product and interacting with the target audience.

The "Live Shopping" experience creates a new engaging way for customers to interact with products. Combining the convenience of online shopping with the personal touch of in-store demonstrations.

# Leevo Market Segmentation

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The original idea revolved around the concept of "live-shopping". After careful consideration, the idea pivoted and evolved to focus on "live-shopping" within the tech gadgets market. More specifically, the market for phones, tablets, and laptops. Thus, the concept demands the development of a mobile application, where users can purchase pre-owned tech gadgets. Sellers have the opportunity to show their products through live streaming, while buyers can interact with the seller. This idea facilitates a circular economy pattern within the tech gadgets market, where second-hand phones, tablets, and laptops are re-sold through the application. Furthermore, the app's name is going to be "**Leevo**", which rhymes with the word "live", thus connecting the name with the "live-shopping" concept of the app.

The present document breaks down and analyzes the market segments and competition of a "live-shopping" mobile application for buying and selling second-hand tech gadgets.

## Step 1: Brainstorming

The "live-shopping" application consists of two main groups of users.

1. **Creators:** People who create content and advertise tech gadgets. Creators are 3rd-party partners who promote products through Leevo.
2. **Consumers:** People who watch the live streams of the creators and buy tech gadgets.

Since the application has two distinct user groups, the brainstorming step has two tables. The first table contains all possible **creator** end users, while the second table contains all possible **consumer** end users.

Idea		
A mobile application where the users can demonstrate tech gadgets through live streaming sessions. The viewers can then buy the gadgets demonstrated in the live streams, creating an interactive shopping experience. In essence, the application serves as an online marketplace for second-hand tech gadgets.		
Industries and End Users (Creators)		
Industry or Similar Category	End Users	What They Would Use it For

Retail and E-commerce	Local Electronics Store Owners	An online marketplace would help these small stores reach a wider audience.
Retail and E-commerce	Consumer Electronics Retailer Managers	The social media aspect of Leovo could help big firms market their products to a younger audience.
Retail and E-commerce	Electronics E-Shop Owners	A unified marketplace could help e-shops broaden their target audience.
Gaming and Entertainment	Streamers	Streamers could gain extra income from posting content on Leovo. They could also buy cheaper equipment.
Marketing and Advertising	Influencers and Content Creators	The live streaming aspect of the app could help influencers boost their popularity.
Marketing and Advertising	Digital Marketing Manager	Marketing a brand or a product can be achieved through the application.
Marketing and Advertising	Event Organizers	The live streaming aspect of the app could help event organizers attract a larger audience to their events.
Marketing and Advertising	Bloggers	The live streaming aspect of the app could help bloggers promote their blogs.

The table below displays possible consumer end users.

Industries and End Users (Consumers)		
Industry or Similar Category	End Users	What They Would Use it For
Education	School Students	Second-hand tech products are significantly cheaper than new ones.
Education	University Students	Second-hand tech products are significantly cheaper than new ones.
Education	Teachers and Professors	Second-hand tech products are significantly cheaper

		than new ones.
Education	Librarians	Libraries often lack the necessary budget to buy new equipment. They could buy cheaper, second-hand tech equipment from Leovo.
Gaming and Entertainment	Gamers	Gamers would buy cheap alternatives to upgrade their gear.
Gaming and Entertainment	Hobbyists	Specialized equipment can be found in the online marketplace.

## Step 2: Narrow-Down

To effectively narrow down the market segments the following filters are defined.

1. **Personal Fit:** amount of time spent using the app.
2. **Technology Fit:** the end users need to be technologically adept enough to use the application.
3. **Competitive Strength:** competitive advantage.
4. **Market Attractiveness:** the end user segment is large enough to represent a significant market opportunity.
5. **Odds of Success:** likelihood of gaining a significant market share in the market segment.
6. **Strategic Value:** winning this market can open new market segments for expansion.
7. **Buyer Alignment:** the end user and the economic buyer are the same person.

End User	Is the end user expected to spend a considerable amount of time on the app?	Is the end user technologically proficient to use the application?	Does the target customer have a compelling reason to use the app?	Is the end user segment large enough to represent a significant market opportunity?	How likely is it to gain significant market share in the end user's segment?	Does capturing this end user segment create opportunities to expand into new market segments?	Is the end user also the economic buyer?	Rank
Local Electronics Store Owners	✗	✓	✓	✗	✓	✓	✓	5
Consumer Electronics Retailer Managers	✗	✓	✓	✗	✗	✓	✓	4
Electronics E-Shop Owners	✗	✓	✓	✗	✓	✓	✓	5
School Students	✓	✓	✓	✓	✗	✓	✗	6
University Students	✓	✓	✓	✓	✓	✓	✗	6
Teachers and Professors	✗	✗	✗	✗	✗	✓	✓	2
Librarians	✗	✗	✗	✗	✗	✗	✓	1
Streamers	✓	✓	✓	✓	✓	✓	✓	7
Gamers	✓	✓	✓	✓	✓	✗	✓	6
Hobbyists	✓	✓	✓	✓	✓	✗	✓	6

Influencers and Content Creators	✓	✓	✓	✓	✓	✓	✓	7
Digital Marketing Manager	✗	✓	✓	✗	✗	✓	✓	4
Event Organizers	✗	✓	✓	✗	✗	✗	✓	3
Bloggers	✓	✓	✗	✗	✗	✓	✓	4

## Step 3: Market Segment Matrix

### Students

Due to their similarities, the School Students and University Students market segments have been combined into one, broader market segment, named Students.

Market Segment Name	Students
End User	School & University Students
Task	Students can buy cheaper, preowned tech gadgets. The advantage of using the live-shopping app, is that they get to see the gadgets and assess their state before buying.
Benefit	Young people, who are usually on a tight budget, get to save money, while entertaining themselves online.
Urgency of Need	Since the younger generation are always seeking new ways to save money, the urgency of their need is deemed high.
Example End Users	The Leovo team consists of four university students, who have reached out to younger siblings, other students and friends to validate the analysis of the Students market segment.
Lead Customers	Influencers and online celebrities constitute the lead customers, which influence the rest of the group.
Willingness to Change	The younger generation is by nature susceptible to new opportunities. Thus, the Students market segment is expected to adopt the "live-shopping" application easily.
Frequency of Buying	Students buy tech gadgets frequently, since they are really into technology and often use tech gadgets, such as laptops, for their school and university assignments.
Concentration of Buyers	The concentration of buyers for a tech app is small, since it is easy for Leovo to substitute lost buyers. Buyers do not have high purchasing power since the app operates in a B2C environment.
Other relevant market considerations	High-virality market: Due to the social media aspect of the application, the app has the potential to go viral and rapidly expand in the Students market segment.
Size of Market	Approx. 1.5 million <a href="#">according to Eurostat</a>
Est. value of end user	<p>Assuming that the average user of this market segment buys €200 worth of products each year, while we earn a 5% commission on each sale, we get the following value estimation.</p> $€200 \times 5\% = €10$ <p>Furthermore, let's assume that the average end user of the Students market segment is retained for a period of 3 years. Then, the estimated value of an end user of the Students market segment is <math>€10 \times 3 \text{ years} = €30</math>.</p>

Competition/ alternatives	Big retail stores, tech gadget e-shops, local stores, big online stores (e.g. Skroutz, Public)
Other relevant personal considerations	None

## Streamers

Streamers are a group of people who are part of the creators end user group. They live-stream products for others to buy.

Market Segment Name	Streamers
End User	Streamers
Task	The "live-shopping" app allows streamers to work on a shorter video form. Shorter videos and clips can increase the number of viewers per streamer, since the viewers are "scrolling" through many channels.
Benefit	Streamers gain a new monetary source.
Urgency of Need	Streamers already have other platforms on which they stream. Thus, the urgency of need is deemed low for this market segment.
Example End Users	The team has no example end users for this market segment.
Lead Customers	Streamers are influenced by each other. A successful partnership with one streamer is bound to attract more of them.
Willingness to Change	This particular market segment is relatively prone to changes. The Streamers market segment is made up of a group of people who are moderately eager to adopt new changes.
Frequency of Buying	The Streamers market segment is part of the creators and, thus, we do not expect them to be buyers.
Concentration of Buyers	Medium to high intensity concentration of buyers.
Other relevant market considerations	High-virality: new streamers can get viral at an instance through social media exposure.
Size of Market	Significantly limited
Est. value of end user	<p><a href="#">According to TwitchTracker</a>, the average Greek streamer gets an average viewership of 500 viewers per streaming session. Assuming that each viewer buys €500 worth of products per year and we get a 5% commission per sale, we get the following value for a streamer.</p> $500 \text{ users} \times €500 \times 5\% \text{ commission} = €12.500$
Competition/ alternatives	Twitch
Other relevant personal considerations	Streamers make up a valuable market segment for our application, due to their ability to attract customers.

## Gamers

Gamers are a group of people who are part of the consumers end user group. They watch live-streams and they buy products.

Market Segment Name	Gamers
End User	Gamers
Task	Gamers can buy cheaper, preowned tech gadgets. The advantage of using the live-shopping app, is that they get to see the gadgets and assess their state before buying. Furthermore, gamers can find specialized equipment for the PC.
Benefit	Affordable prices for second-hand equipment, variety of specialized gadgets
Urgency of Need	With rising prices for gaming equipment, the urgency of need is deemed high.
Example End Users	The Leovo team consists of four university students, who have reached out to younger siblings, other students and friends to validate the analysis of the Gamers market segment.
Lead Customers	Gamers are influenced by the Streamers and Influencers and Content Creators market segments.
Willingness to Change	Gamers are susceptible to changes.
Frequency of Buying	Gamers periodically buy a significant amount of tech gear to upgrade the gaming equipment. This equipment can either be parts for their PC or new gaming consoles.
Concentration of Buyers	The concentration of buyers for a tech app is small, since it is easy for Leovo to substitute lost buyers. Buyers do not have high purchasing power since the app operates in a B2C environment.
Other relevant market considerations	High growth industry; most kids nowadays opt to play games online than ever before. This has led to a huge increase of the gaming industries net worth.
Size of Market	Significant market, size increasing
Est. value of end user	Assuming that the average user of this market segment buys €250 worth of products each year, while we earn a 5% commission on each sale, we get the following value estimation.  $€250 \times 5\% = €12.5$
Competition/ alternatives	Big retail stores, tech gadget e-shops, local stores, big online stores (e.g. Skroutz, Public)
Other relevant personal considerations	None

## Hobbyists

The term "hobbyists" refers to people who are looking to buy specialized gadgets for their hobby. For example, a person who likes to build and fly drones can be described as a

hobbyist. Other examples are photography enthusiasts who buy camera equipment, or virtual reality enthusiasts who want to buy a second-hand Apple Vision Pro.

Market Segment Name	Hobbyists
End User	Hobbyists
Task	Hobbyists seek to buy specialized gadgets at below average prices. The advantage offered by the "live-shopping" app is the ability to find specialized gadgets easily; since Leovo is a market dedicated exclusively to tech gadgets. Furthermore, the gadgets for sale are second-hand products and, thus, cheaper. For example, a person who is into drones can find drone kits or parts more easily since the platform is centered around such products.
Benefit	Ease-of-use and cheaper prices
Urgency of Need	Since people are always seeking new ways to save money, the urgency of their need is deemed relatively high.
Example End Users	The Leovo team is in contact with people who fit the Hobbyists market segment. For example, a person flying DIY drones has validated the assumptions made for the Hobbyists market segment.
Lead Customers	Hobbyists are influenced significantly by online sources, such as YouTube channels, social media channels, and the online tech community.
Willingness to Change	This particular market segment is prone to changes. The Hobbyists market segment is expected to adopt the "live-shopping" application easily.
Frequency of Buying	The frequency of buying is hard to estimate for this particular market segment. Hobbyists are distributed in many different categories, all looking for specialized equipment. The frequency of buying varies widely in each category. For example, a drone enthusiast will buy a lot of new equipment when they decide to create a new drone. However, they rarely create new drones. On the other hand, a photography enthusiast may buy new camera lenses every other month or so.
Concentration of Buyers	The concentration of buyers for a tech app is small, since it is easy for Leovo to substitute lost buyers. Buyers do not have high purchasing power since the app operates in a B2C environment.
Other relevant market considerations	Niche market; the buyers are looking for extremely specialized equipment and won't settle for less.
Size of Market	Approx. 450.000 according to <a href="#">Start.io</a>
Est. value of end user	<p>Assuming that the average user of this market segment buys €1.500 worth of products each year, while we earn a 5% commission on each sale, we get the following value estimation.</p> $€1.500 \times 5\% = €75$ <p>Furthermore, let's assume that the average end user of the Hobbyists market segment is retained for a period of 5 years. Then, the estimated value of an end user of the Hobbyists market segment is <math>€75 \times 5 \text{ years} = €375</math>.</p>

Competition/ alternatives	Local stores and smaller online websites constitute the competition in the Hobbyists market segment. Since hobbyists are looking for specialized tech equipment, there are many small websites selling such products, which cannot be listed here. As an example, <a href="https://www.getfpv.com/fpv.html">https://www.getfpv.com/fpv.html</a> sells drone related products and is a competitor of Leovo when it comes to drone enthusiasts.
Other relevant personal considerations	None

## Influencers and Content Creators

Influencers and content creators are a group of people who are part of the creators end user group. They live stream products for others to buy.

Market Segment Name	Influencers
End User	Influencers and Content Creators
Task	Influencers can use the platform as a means to increase their audience. The "live-shopping" trend alongside the social-media theme of the application is bound to attract many viewers and help influencers widen their audience.
Benefit	Influencers gain a new monetary source.
Urgency of Need	Influencers already operate on many platforms such as Instagram, Tik Tok, etc. However, since the trend is yet to come to Greece, the urgency to adopt Leovo is deemed as high.
Example End Users	The team has no example end users for this market segment.
Lead Customers	Influencers are influenced by each other. A successful partnership with an influencer is bound to attract more influencers.
Willingness to Change	This particular market segment is relatively prone to changes. The Influencers market segment is made up of a group of people who are moderately eager to adopt new changes.
Frequency of Buying	The Influencers market segment is part of the creators and, thus, we do not expect them to be buyers.
Concentration of Buyers	Medium to low intensity concentration of buyers. Leovo partners with specialized influencers, which cannot be easily substituted if lost. Partnered influencers differ per market segment. In other words, Students and Hobbyists need a different kind of influencer to successfully attract.
Other relevant market considerations	High-virality: most influencers who get viral usually get viral and increase their viewership at an instance.
Size of Market	Significantly limited
Est. value of end user	Assuming that the average influencer and content creator has a viewership of around 5.000 people and each viewer buys €500 worth of products per year, we get the following value.  5.000 users x €500 x 5% commission = €125.000

Competition/ alternatives	Instagram, Tik Tok, Twitch, other social media or live streaming platforms
Other relevant personal considerations	Influencers are extremely valuable for the application, since they are able to expand our buyers by attracting more people to the application.

## TAM

We conducted a bottom-up TAM analysis to estimate the maximum revenue potential for Leovo in our beachhead market. Our pricing strategy is based on thorough market research, considering the (range of) prices for similar tech gadgets and the average number of units users are likely to purchase. By estimating the annualized revenue per user, factoring in their budget allocation for tech gadgets, and comparing with similar platforms, we arrived at our figures. These calculations ensure a realistic assessment of Leovo's revenue potential in the market.

### BOTTOM UP

<b>1.</b>	<b>One Time Charge Data Point</b>	
1a	Estimation of <b>price per unit</b>	60 - 100
1b	<b>Number of units</b> needed per user	4 (used)
1c	Average life of product in years	3-4
1d	Annualized revenue (1a*1b)/1c (Data Point 1)	€85,33
<b>2.</b>	<b>Budget Available Data Points</b>	
2a	Current spending per end user (Data Point 2)	
2b	Total budget of end user	€12.000/year
2c	What percentage of budget could go to this solution reasonably?	4%
2d	Annualize revenue (2b*2c) (Data Point 3)	€480
<b>3.</b>	<b>Comparables</b>	
3a	Who are the comparables for your business?	Skoop by Skroutz Facebook Marketplace Shopflix Vendora Depop Ebay
3b	What are the comparable products?	Facebook & Instagram Live-Shopping Tik Tok live stream

		Amazon Live
3c	What is the comparable converted to similar annualized revenue (Data Point 4 plus however many more you deem relevant)?	€105
4.	<b>Interpreting the Results</b>	
4a	Consensus on estimate of annualized revenue per end user, based on the four Data Points above (a range is fine)	Leeve's estimated share of the total budget for tech gadgets, approximately 12%, was determined through comparative analysis with platforms like Skoop by Skroutz.gr (30%), and Facebook Marketplace (36%), other markets (22%).
	How did you end up at this number/range?	
	<p>Our estimate for annualized revenue per end user ranges from €85 to €480, taking into account factors such as pricing, budget allocation and comparing with similar platforms. This range was derived by assessing the available budget per user and the percentage allocated to tech gadgets, alongside comparisons with similar platforms.</p> <p>As our analysis progresses, these estimates may be subject to further refinement.*</p>	

## TOP DOWN

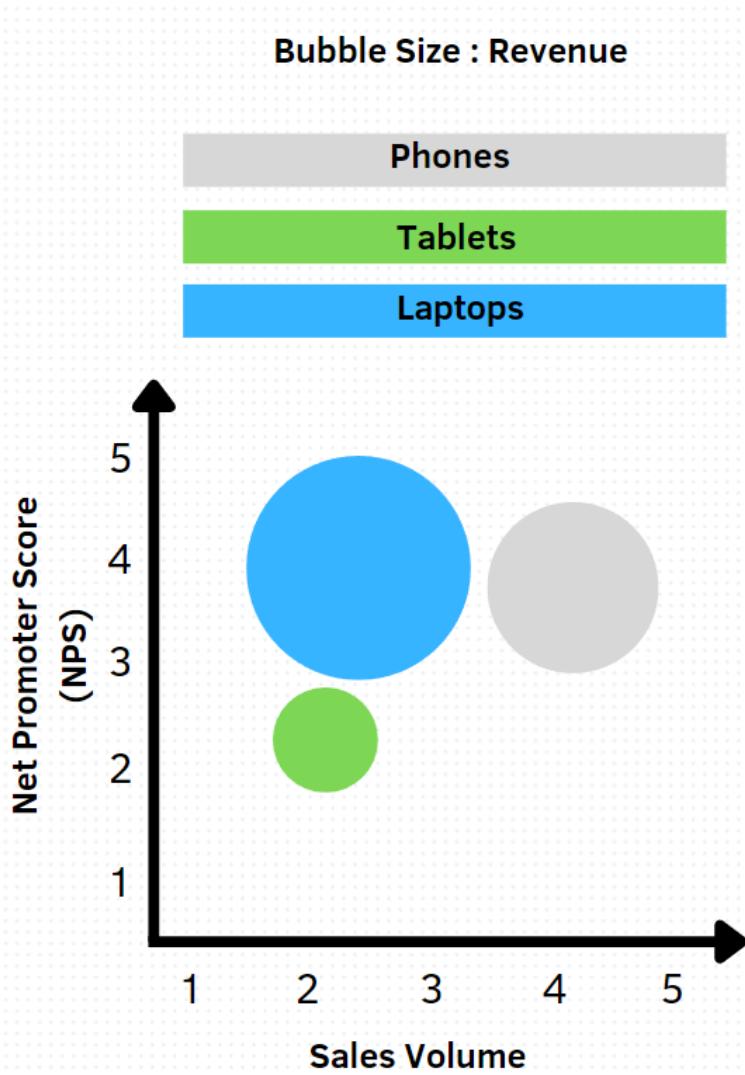
1	Total # of end users in the broad market segment	3,5 million	Source/ based on:	<a href="#">Eurostat</a> , <a href="#">Glopal</a>
2	Total # of end users in the targeted subsegment of your Beachhead Market	3,5 million x 20% = 700.000	Source/ based on:	<a href="#">ECDB</a>
3	Annual monetizable revenue per end user	€480	Source/ based on:	Based on Bottom-up TAM calculations
4	Estimate of top-down TAM (line 2 times line 3)	700.000 end users x €480 =		

		€336.000.000		
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## Competition Analysis

Chart 1: Bubble Chart

The bubble chart provides a visual analysis of product impact based on three key dimensions: Sales Volume, Net Promoter Score (NPS), and Revenue Generated by Product Category. This visual representation allows stakeholders to quickly assess which product categories are performing well across these dimensions, facilitating strategic decision-making and resource allocation.



## Chart 2: Comparison Table

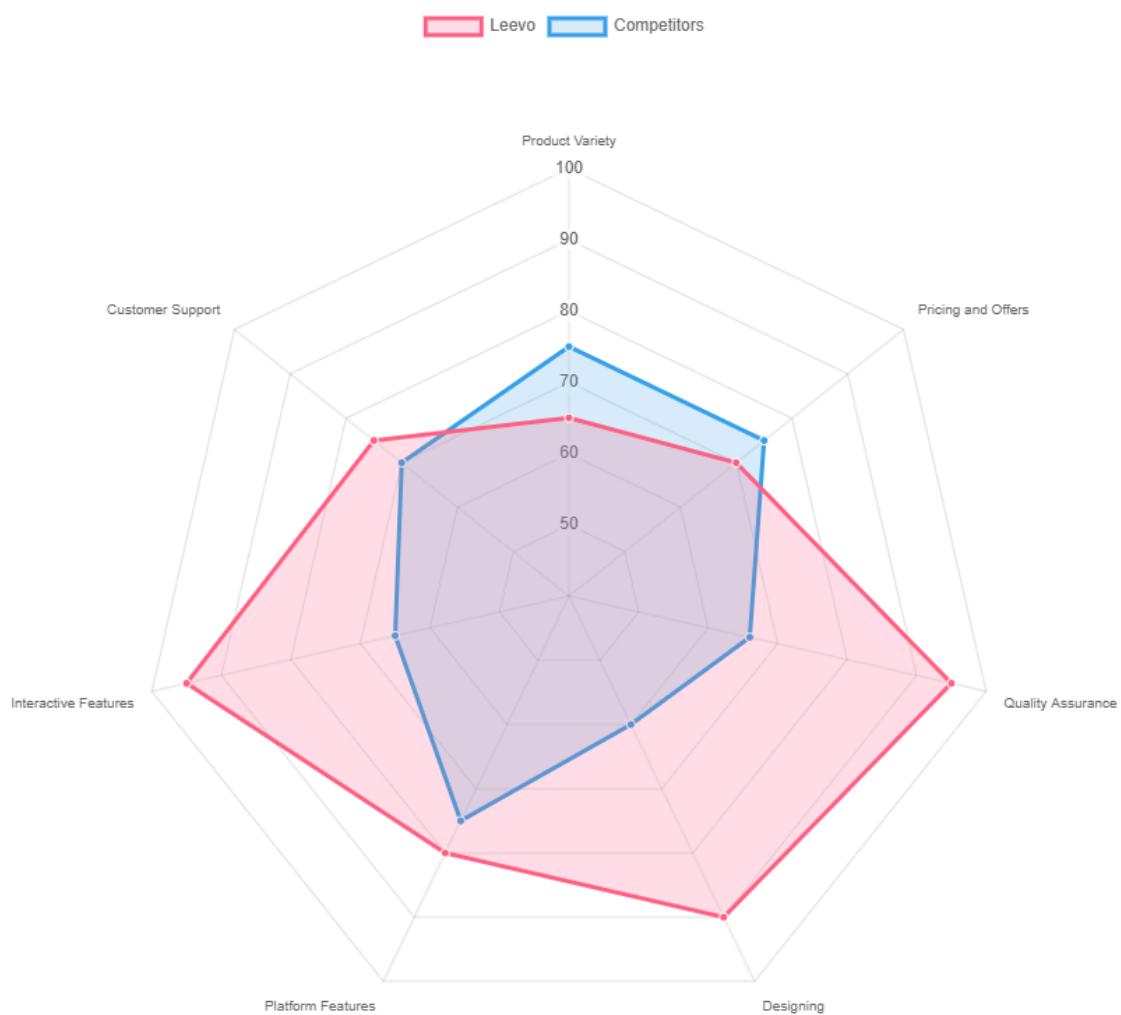
Our comparison table offers a comprehensive overview of key competitors in the tech and gadget market, providing valuable insights into their respective strengths, weaknesses, and market positioning. By meticulously assessing factors such as platform features, pricing and offers, user experience, service quality, we've compiled a detailed analysis to aid strategic decision-making. Through this comparison, stakeholders can gain a deeper understanding of each competitor's performance relative to our own offerings, identify areas of competitive advantage, and pinpoint opportunities for differentiation and improvement. This comprehensive comparison serves as a foundational tool for crafting effective strategies, fostering innovation, and driving sustainable growth in the dynamic tech landscape.

Factors	Leovo	Facebook Marketplace	Shopflix	Skroutz	Vendora
Interactive features	★★★★★	★★★★★☆	★★★★★	★★★★★☆	★★★☆☆★
Live-streamng capability	★★★★★	★★☆☆☆★	★★★★★	★★☆☆☆★	★★★☆☆★
Mobile App Availability	★★★★★	★★★★★☆	★★★★★	★★★★★	★★★★★
Variety of tech and gadget products	★★★★☆★	★★★★★☆	★★★★☆★	★★★★★	★★★★★☆
Analytics and Reporting	★★★★★☆	★★★★★☆	★★★★★☆	★★★★★	★★★★★☆
Refurbished/ Recertified Options	★★★★☆★	★★★★★☆	★★★★★☆	★★★★★☆	★★★★★☆
Visual Appeal	★★★★★☆	★★★★★☆	★★★★★	★★★★★☆	★★★★★☆
Community Engagement	★★★★★☆	★★★★★☆	★★★★★	★★★★★	★★★★★☆
Transparency/ Trustworthiness *	★★★★★☆	★★★★★☆	★★★★★☆	★★★★★☆	★★★★★☆
Quality Assurance Process	★★★★★	★★★★★☆	★★★★★	★★★★★☆	★★★★★☆
Exclusive Collaborations	★★★★★☆	★★☆☆☆★	★★★★★	★★★★★	★★★★★

\*Clarity and transparency in product descriptions, pricing, and policies./Perception of trustworthiness and reliability based on user testimonials and experiences.

## Chart 3: Radar Chart

This radar chart provides a comparative analysis between Leexo and the average performance of its competitors across several key metrics. The chart evaluates product variety, pricing and offers, quality assurance, designing, platform features, interactive features, and customer support. The visualization helps to highlight Leexo's strengths and areas for improvement relative to its competitors.



## Chart 4: Matrix Chart

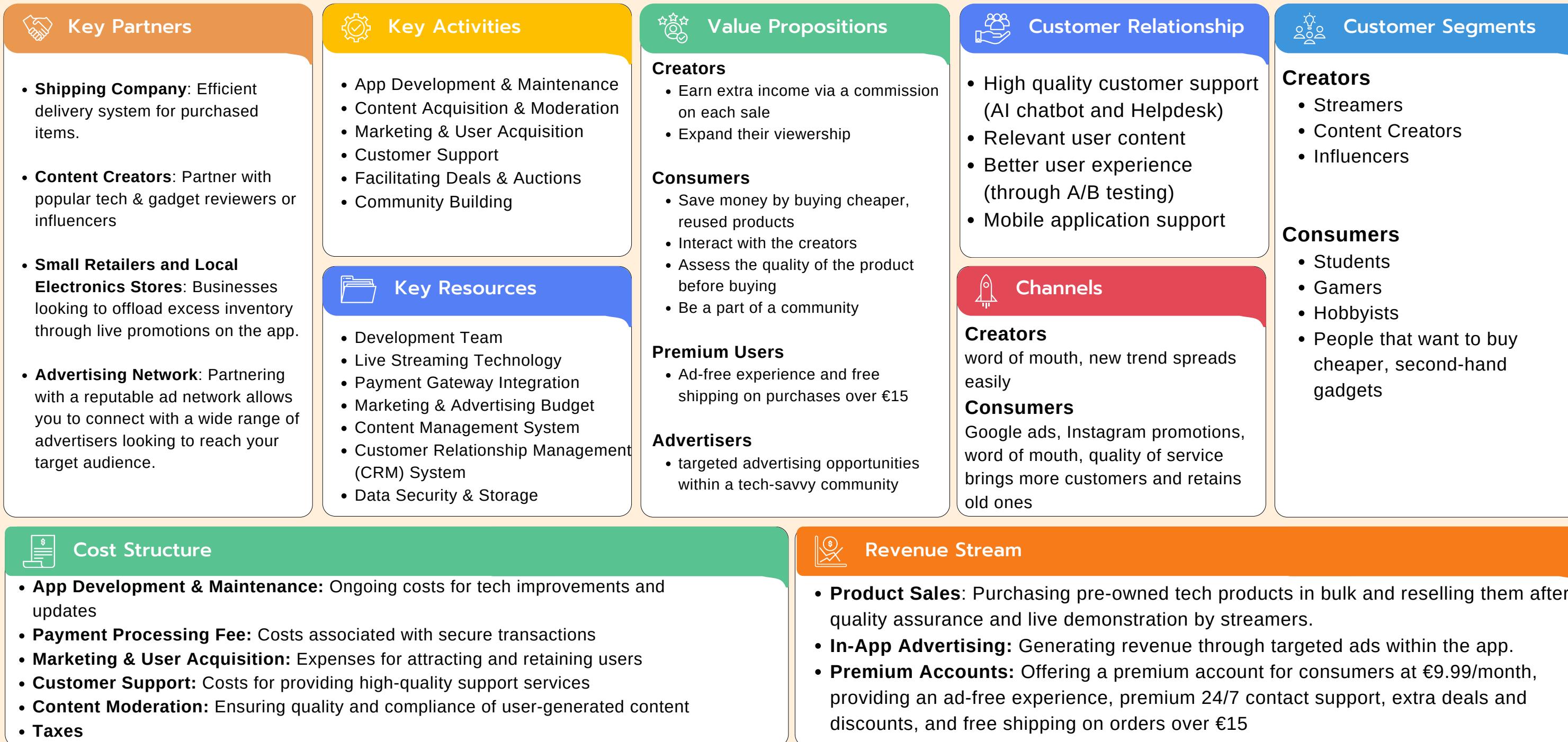
The Matrix chart compares our company performance compared to the major market competitors based on the variables mentioned previously on the radar chart.

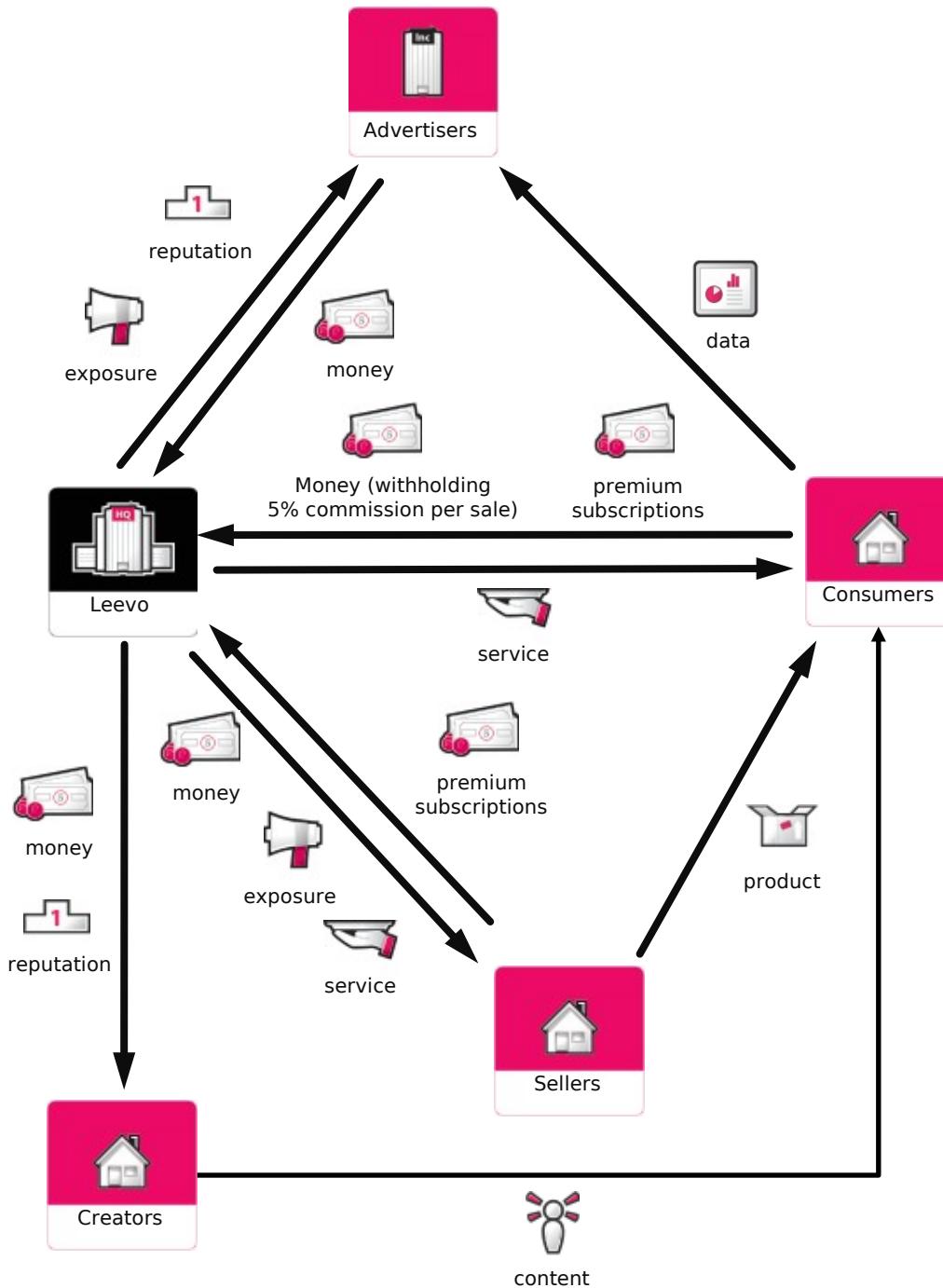
	PRICE	PROMOTION	FEATURES	DISCOUNTS	QUALITY	DESIGN	DIVERSITY
FACEBOOK MARKETPLACE	70	95	90	75	40	65	95
SHOPFLIX	30	80	70	70	85	80	60
SKROUTZ	65	80	65	85	85	75	45
VENDORA	45	90	80	80	80	75	70
LEEVO	80	90	95	60	85	85	60
0 - 50	60 - 69	70 - 79	80 - 89	90 - 100			



# BUSINESS MODEL CANVAS

## Team O





# Leovo

## App description

Our mobile application offers a platform for users to browse and purchase a wide range of used products directly from their smartphones. The app is **free** to install and features a user-friendly interface, designed exclusively for mobile devices, making it accessible on both iOS and Android versions.

### Compatible Devices:

- Android OS: running Android 9 and newer
- iOS: running iOS 13 or newer

Users must create an account to access the platform.

In order for the app to function an internet connection is required.

To ensure security and the authenticity of an individual, users must verify their account by clicking on a link sent to their email address. This step confirms their email address, before they can proceed to make any purchases.

A payment verification is also going to be prompted to the user while creating their account. The user will choose their preferable payment method and a small amount of money will be charged to their account and will be immediately returned, to verify that the person actually exists.

To ensure flexibility and convenience we support all the major payment methods

Payment options include:

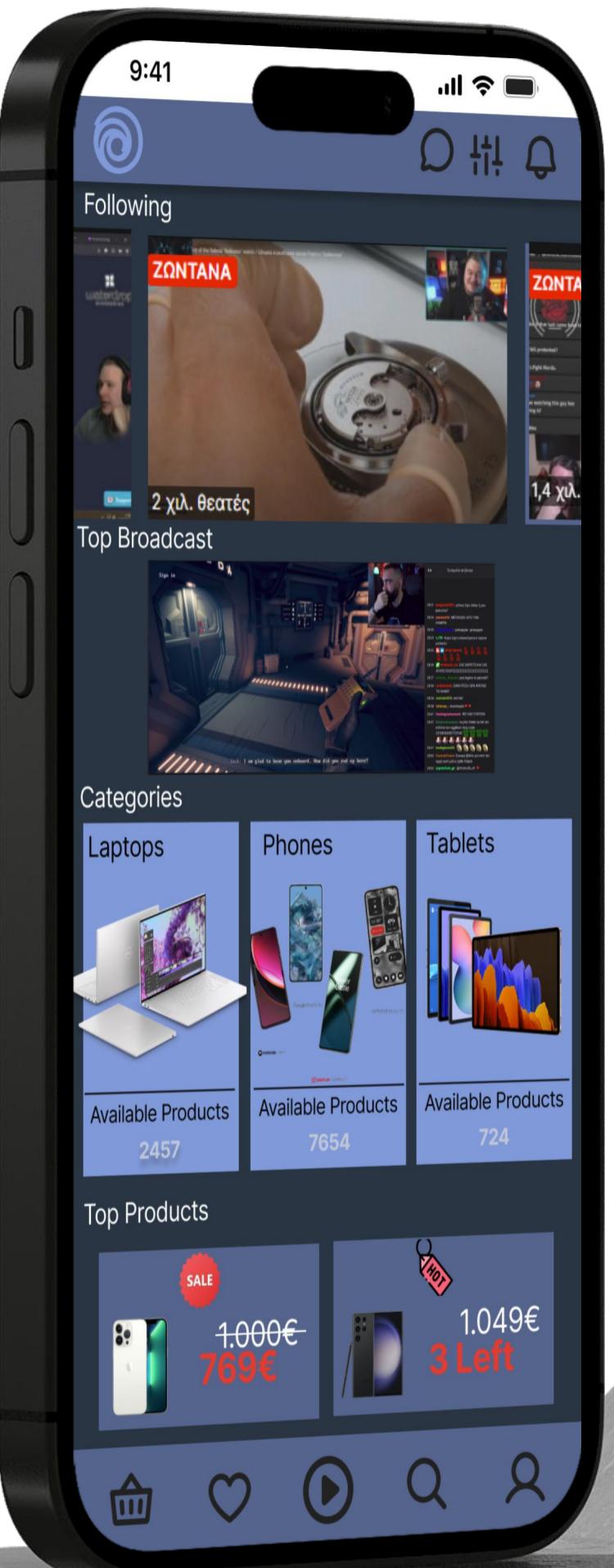
- credit cards
- debit cards
- PayPal
- ShopPay
- Apple Pay
- Google Pay

All payments are secured by PCI DSS standards, providing peace of mind during transactions.

The app includes advertisements, but users can upgrade to a premium account for an ad-free experience.

Shipping costs are calculated individually for each customer based on their location and order details.

Premium accounts also enjoy the benefit of free shipping on purchases over €15. By signing up, users agree to our terms and conditions and GDPR compliance.



9:41



Jess bailey  
@jessbailey

Account

Dark Mode

Email settings

Your Lists

Your Orders

FAQ

Terms of Service

Privacy Policy

Logout



9:41



Cart

# Checkout

## Shipping address

28is Oktovriou 76

Athens, 104 34

[Change](#)

## Payment



• • • 9999

Secured



### Add new Card

Name on card

First Name Last Name

Card number

1234 4567 7890 1234

Expiry date

CVV

02/24

•••



Total amount

999.99€

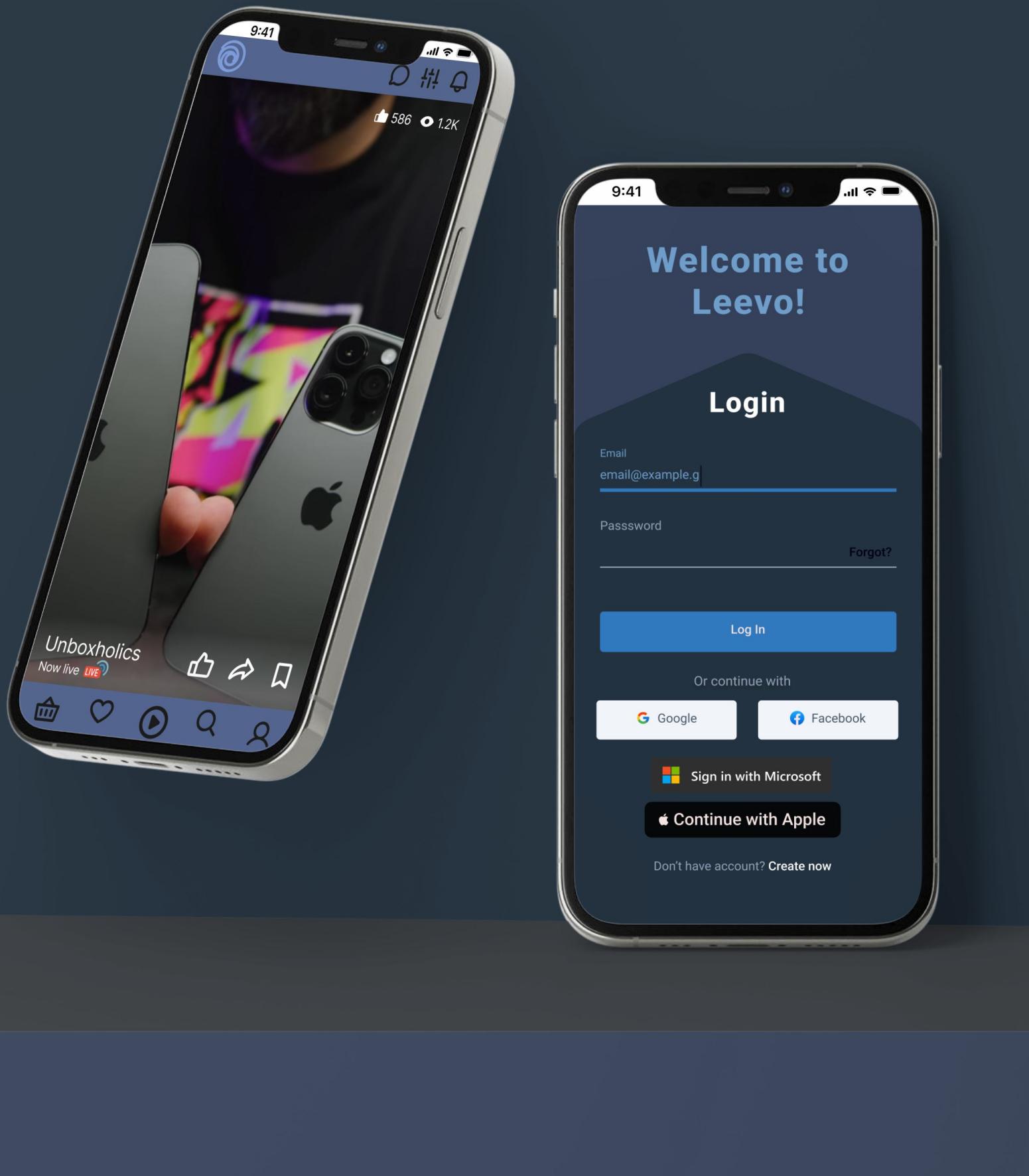
[Pay Now](#)

OR

[Buy with Shop Pay](#)

G Pay

[Pay with Apple Pay](#)



9:41



## Products in the video

### Apple iPhone 14 Plus 5G (6GB/128GB) Midnight

2022 Model / Super Retina / XDR 6.7" Display /  
4K 60fps Dual Camera / 4323 mAh Battery  
(50% in 30 min)

[Add to cart](#)

## Relevant products

### Apple iPhone 13 5G (4GB/256GB) Red

2021 Model / Super Retina XDR OLED 6.1"  
Display \ NFC Support \ Apple A15 Bionic chip \  
12MP/4K 60fps Dual Rear Camera \ 3240mAh  
Battery (50% in 30min)

[Add to cart](#)

9:41



Apple iPhone 13

Apple

iPhone 13 Pro 5G

769€



Apple

iPhone 13 5G mini

469€



Apple

iPhone 13 5G

559€



### Trending Searches

Dell XPS 2023

1199€

Ad



### Recent Searches

Samsung Galaxy S23 Ultra 5G (8GB/256GB)

799€



9:41



Wi-Fi



Samsung Galaxy S23 Ultra 5G



## Samsung Galaxy S23 Ultra 5G (8GB/256GB)

- Dynamic AMOLED Display 2X 6.8"
- Snapdragon 8 Gen 2
- S Pen
- Battery Capacity: 5,000mAh
- Memory: 8GB
- Storage: 256GB

Grade A used from 799€

Delivery: 2-4 business days

**799€**

Buy Now

OR

Add to cart



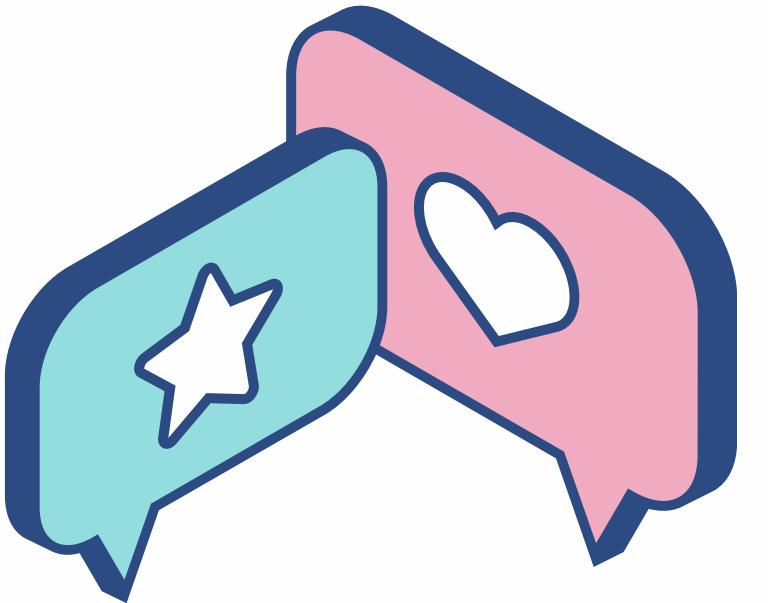
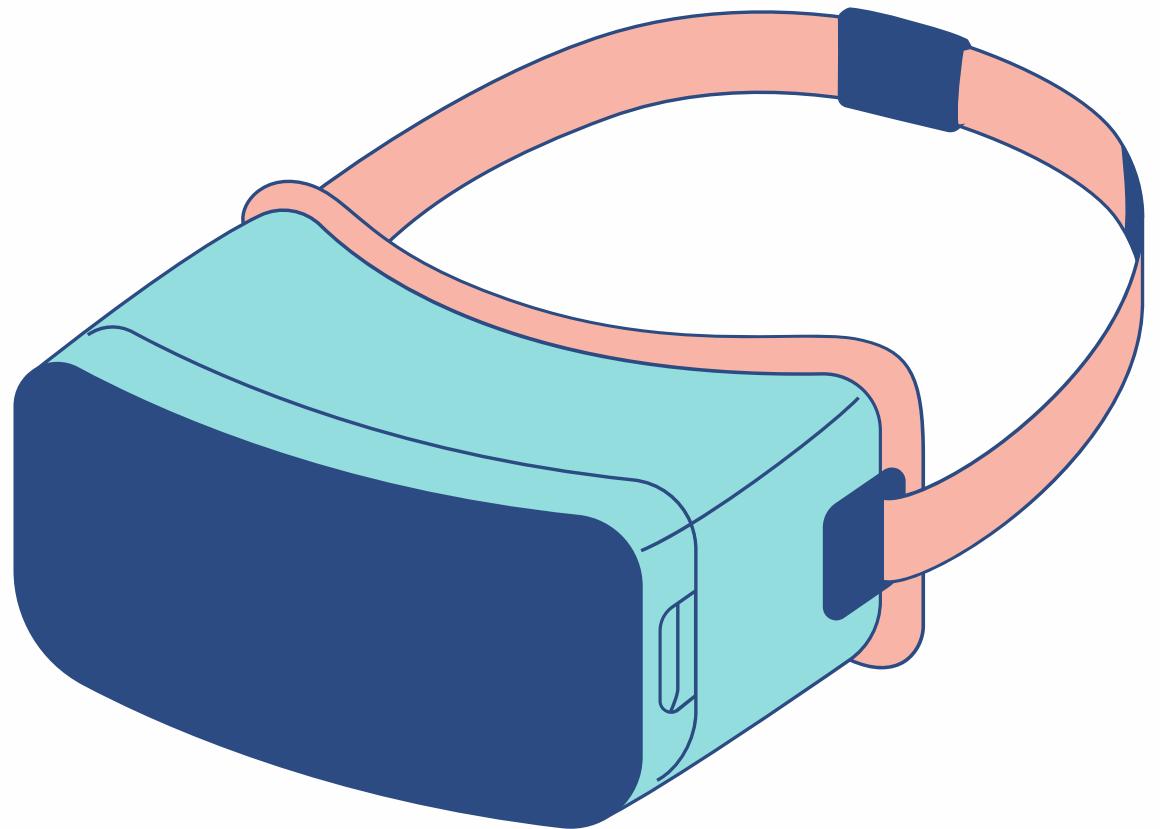


SFF INTRODUCTORY PRESENTATION

# Leovo

Redefining Tech Shopping in Greece

Your trusted platform for buying high-quality, pre-owned phones, tablets, and laptops.



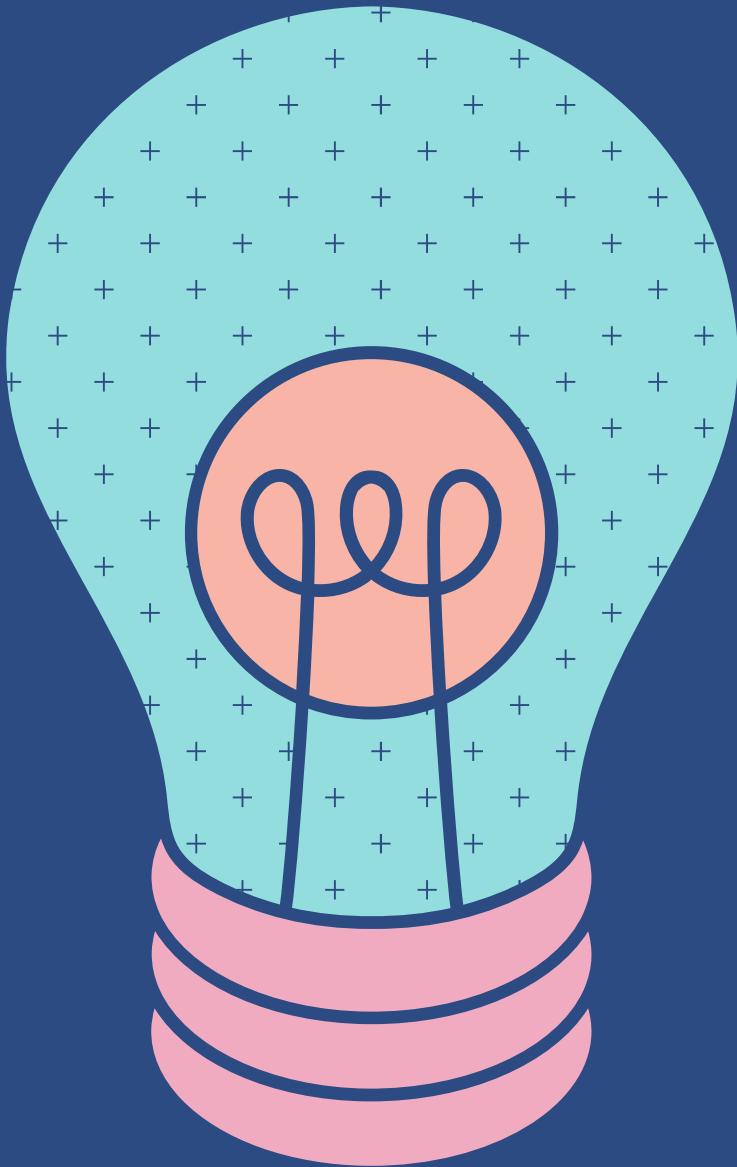
## Problem

- Not able to assess a **reused tech product's quality and appearance online.**
- Lack of **trust** in the purchase of reused gadgets due to **limited transparency.**
- Limited opportunities for **engaging, interactive shopping experiences online.**

# Solution

A mobile app that enables live shopping for reused phones, tables and laptops.

- **Real-time demonstrations** to showcase product quality and condition.
- **Interaction** between steamers and viewers breeds familiarity and trust.
- **"Live-Shopping" trend** for the Greek market to provide an engaging, interactive, and fun shopping experience.

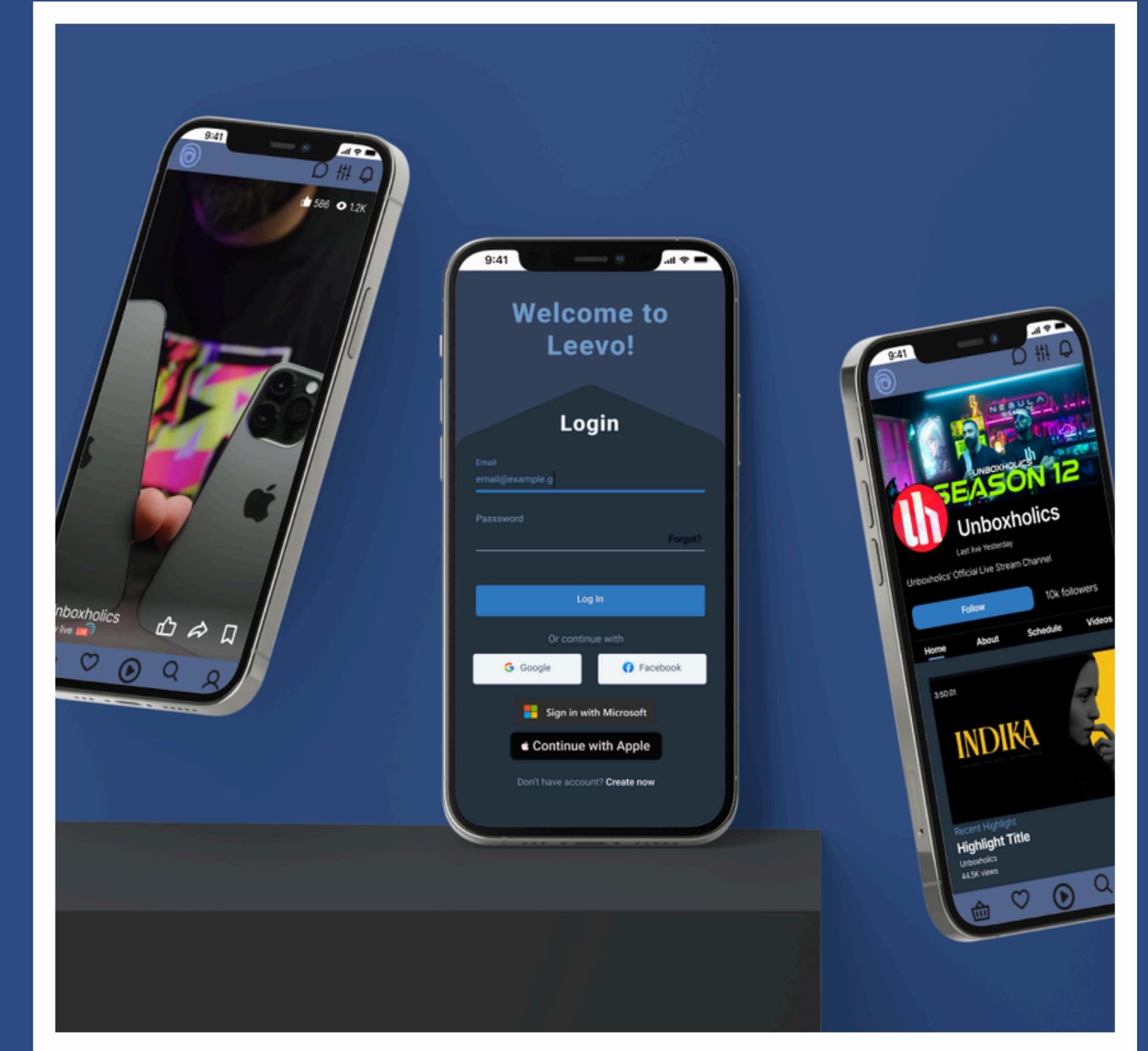


# Customers

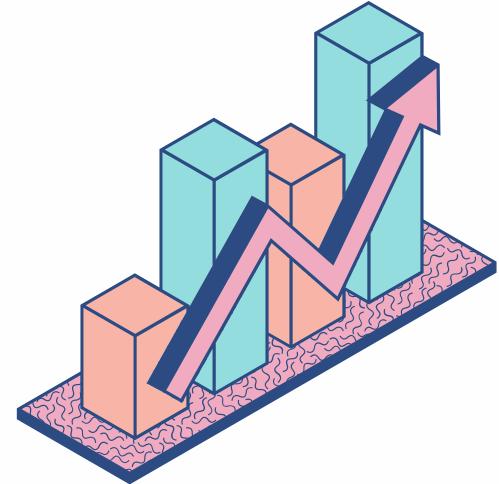
Characteristics of our main consumer

- Looking for cheap products
- Social-media conscious
- Technologically adept

School and university students,  
younger generations

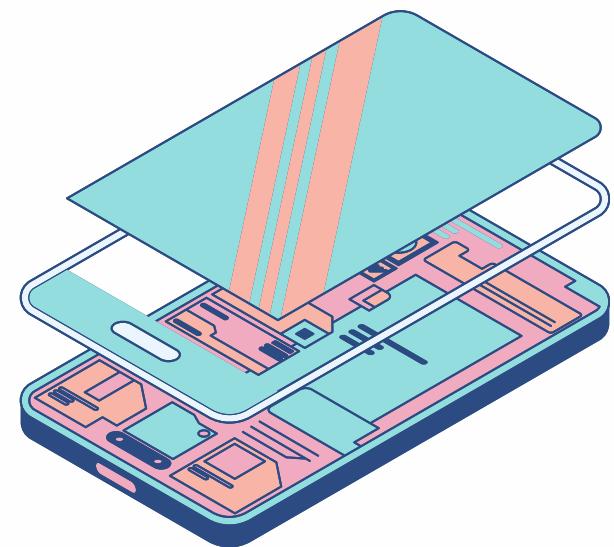


# Unique Selling Proposition



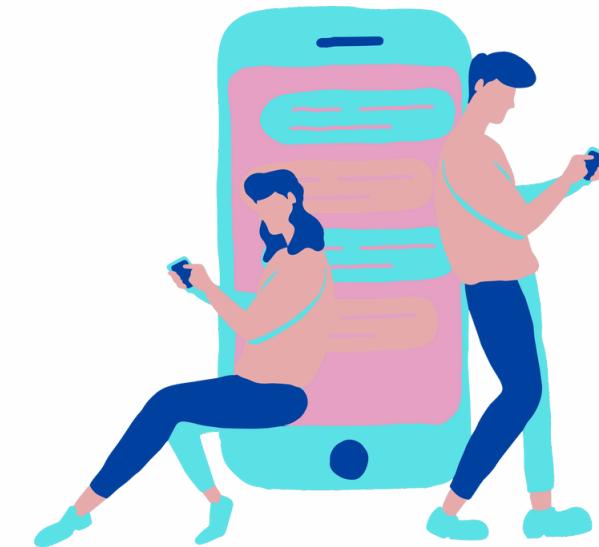
## New Trend

first app to bring “Live-Shopping”  
in the Greek market



## Innovative Design

social-media themed application  
for the younger generation

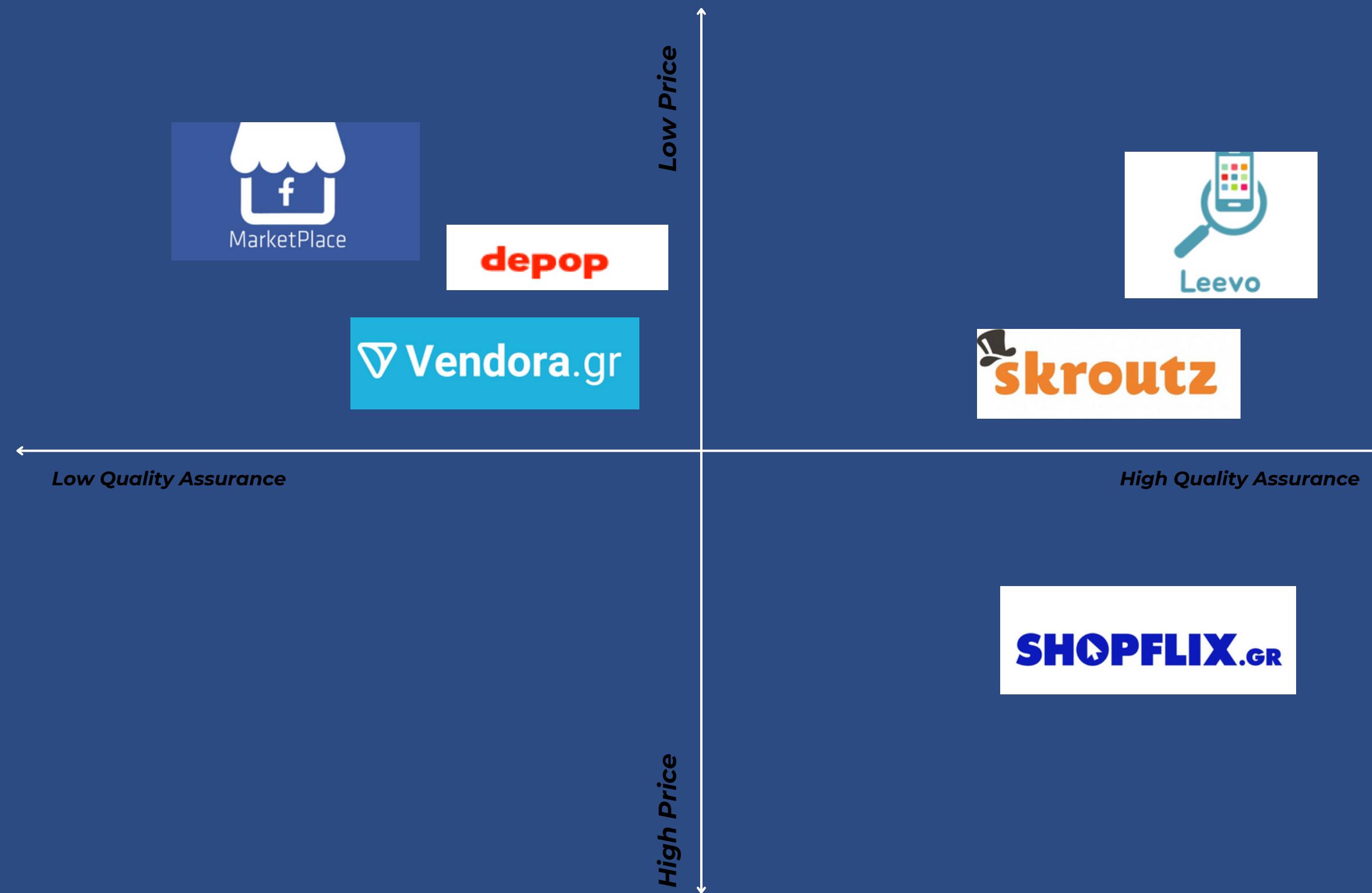


## Tech Community

community centered around  
technology gadgets

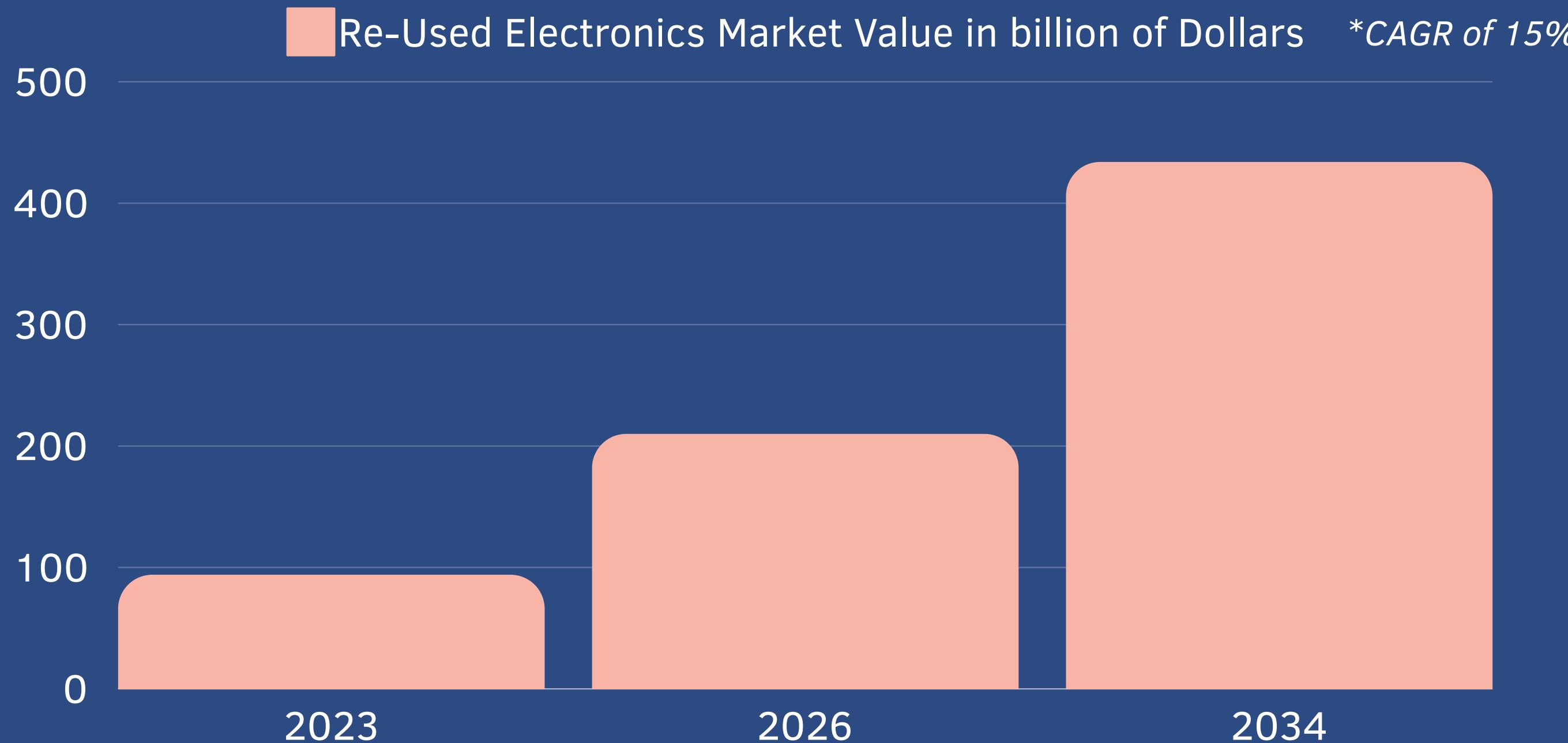
# Competition Analysis

This diagram visually illustrates the relationship between price and quality assurance, highlighting the trade-off between affordability and product reliability.



# Business Model

- **Product Sales:** Purchasing pre-owned tech products in bulk and reselling them after quality assurance and live demonstration by streamers.
- **Freemium Model:** Offering a premium account for users who wish to enjoy an ad-free experience for a monthly fee.
- **Premium Account:** €9.99/month for an ad-free experience and additional perks.



# The Team



**Konstantinos  
Vasilopoulos**

Backend Developer  
BSc Computer Science  
AUEB



**Nikolaos  
Kountouris**

Marketing Manager  
Bachelor in  
Business Administration  
BA UOA



**Konstantinos  
Panou**

Mobile App Developer  
BSc Computer Science  
AUEB



**Georgios  
Ioannou**

Business Analyst  
BSc Computer Science  
AUEB

Thank  
you!