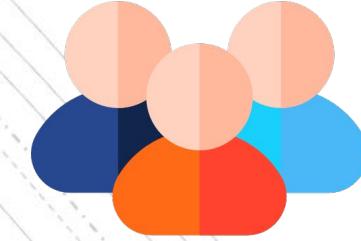
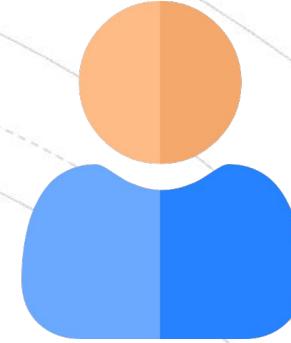




Market Status



Vendors struggle to compete and generate revenue in today's highly competitive ecosystem.

Consumers face challenges in finding relevant products at fair prices with fast delivery.

Community leaders are seeking innovative ways to monetize their communities.

Market Status - Current solutions

Global eCommerce platforms:



Physical stores:



Online stores:



Social Networks:



Consumers purchase products of interest across various channels, both physical and online.

Vendors often sell independently, competing directly against giant brands and retail chains.

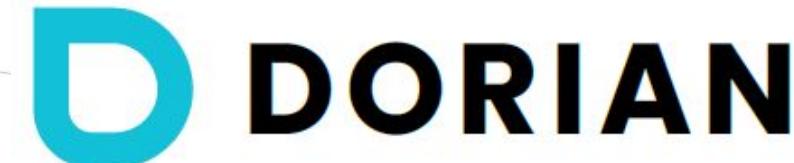
Community leaders rely on unconventional platforms (e.g., Facebook Marketplace, WhatsApp, Instagram DMs, Google Forms) to sell products.

The Alternative - Dorian

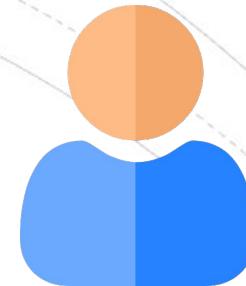


A new Shopping experience - Dorian is an AI Based one-stop platform where **Consumers** can buy products easily, **Vendors** can improve their offerings and increase sales, And **Influencers** can monetize their community.

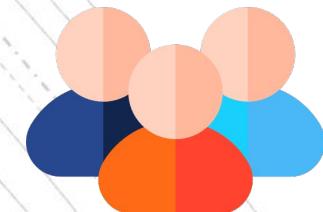
The Alternative - Dorian



Vendors can boost sales by effortlessly reaching a targeted and relevant audience, while learning insights and improving the offer with Dorian AI.



Consumers can find and discover relevant products tailored to their interests, themes or location, Using Dorian the personal AI Assistant.



Community leaders can monetize their communities through a marketplace connecting vendors and buyers based on follower interests and local proximity.

Introducing - Dorian



Users can buy and sell Products
based on geographical proximity



Users can discovery search and buy
products based on their interest



Dorian the AI Assistant will customize the shopping experience based on user's data and preferences, and aid the users through Finding and Purchasing products.



DORIAN. marketplace

**Discover and Purchase products from
various communities based on your
interests**

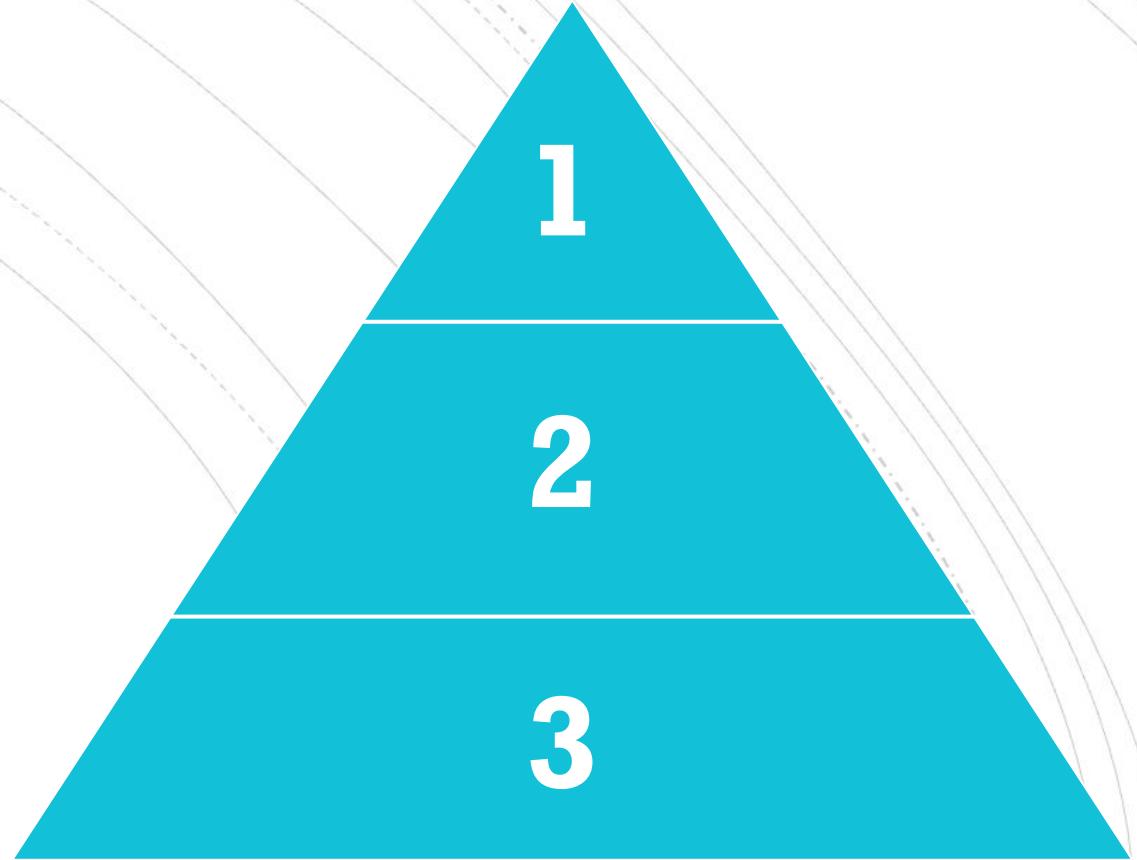


DORIAN.local

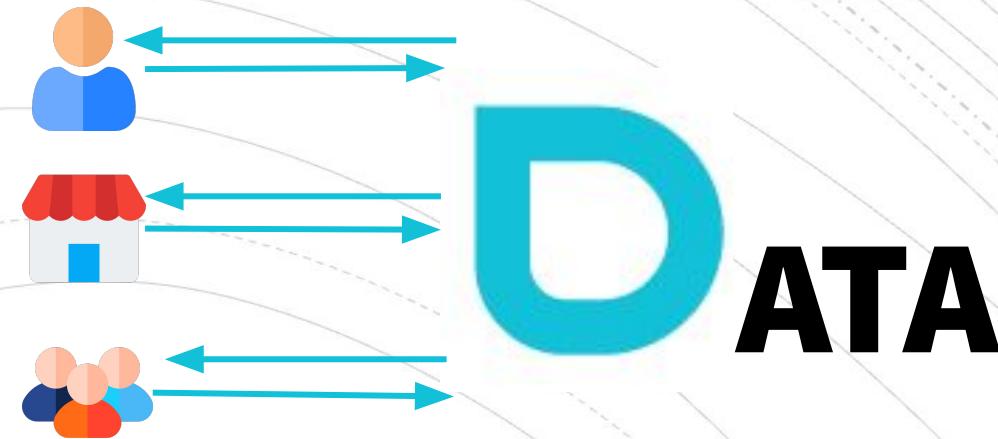
**Discover and Purchase products from
nearby local stores**

Dorian Rating System

- 1.** **Close & Interesting**
Best match based on user's Preferences and proximity
- 2.** **Close Or Interesting**
Best match based on user's proximity Or Interests
- 3.** **Discovery**
Discover new products and build personal rating



Introducing - Dorian Data



Dorian continuously collects and analyzes data to deliver actionable insights to all users:

- **Vendors** receive valuable insights to optimize their product offerings, improve customer service, and increase sales.
- **Consumers** enjoy smarter discovery and comparison of products tailored to their interests across the entire marketplace.
- **Community Leaders** gain visibility into trending products and user interests, helping them identify opportunities for growth and deeper engagement within their communities.

Market Opportunity

- The rise of **micro-communities**, where individuals seek groups with shared interests.
- Increasing demand for **Personalized** shopping experiences.
- Empowering niche and unique products over branded content.
- Expanding supply of small, niche-focused sellers, both local and theme-based.
- A rising trend of supporting SMB's and promoting local commerce.
- The rise of AI Based shopping experience

Competitive Gap:

Opportunity to combine Local based and Interest based shopping experience, while aiding SMB's and Communities, focusing on non branded unique products.

Business model



Sales Commission: Percentage of revenue earned from vendors.



Subscription Plans: Tiered pricing for additional features and services.



Freemium Model: Basic features free, with paid upgrades for advanced tools and support.



In-Platform Marketing: Sponsored listings and advertisements for increased visibility.



Additional Services: Value-added offerings such as marketing, photography, and more.



Marketplace Recommendations: Suggested products curated by the platform to drive sales.

Competitive landscape

Comparison of Moly with other global marketplaces highlights that Moly stands out as the only platform prioritizing a personalized user experience tailored to location and individual interests.

Feature	Dorian	Amazon	eBay	Facebook M/P	Etsy
Target Audience	Local SMB's & Community-based	Global marketplace (all products)	Global marketplace (auction-style)	Local Transactions	Handmade, vintage, unique
Location-Based Discovery	✓	✗	✗	✓	✗
Thematic Communities	✓	✗	✗	✗	✗
Personalized Shopping	✓	✗	⚠ Limited	⚠ Limited	⚠ Limited
Support for Small Businesses	✓	⚠ Limited (favors larger brands)	⚠ Limited	⚠ Limited	⚠ Limited
Store Management tools	✓	✗	✗	✗	✗
AI Shopping Experience	✓	✓	✗	✗	✗

The Team

Roy peled

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Thank you