

DORIAN

COMMUNITY MARKETPLACE



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



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

 **Consumers** 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



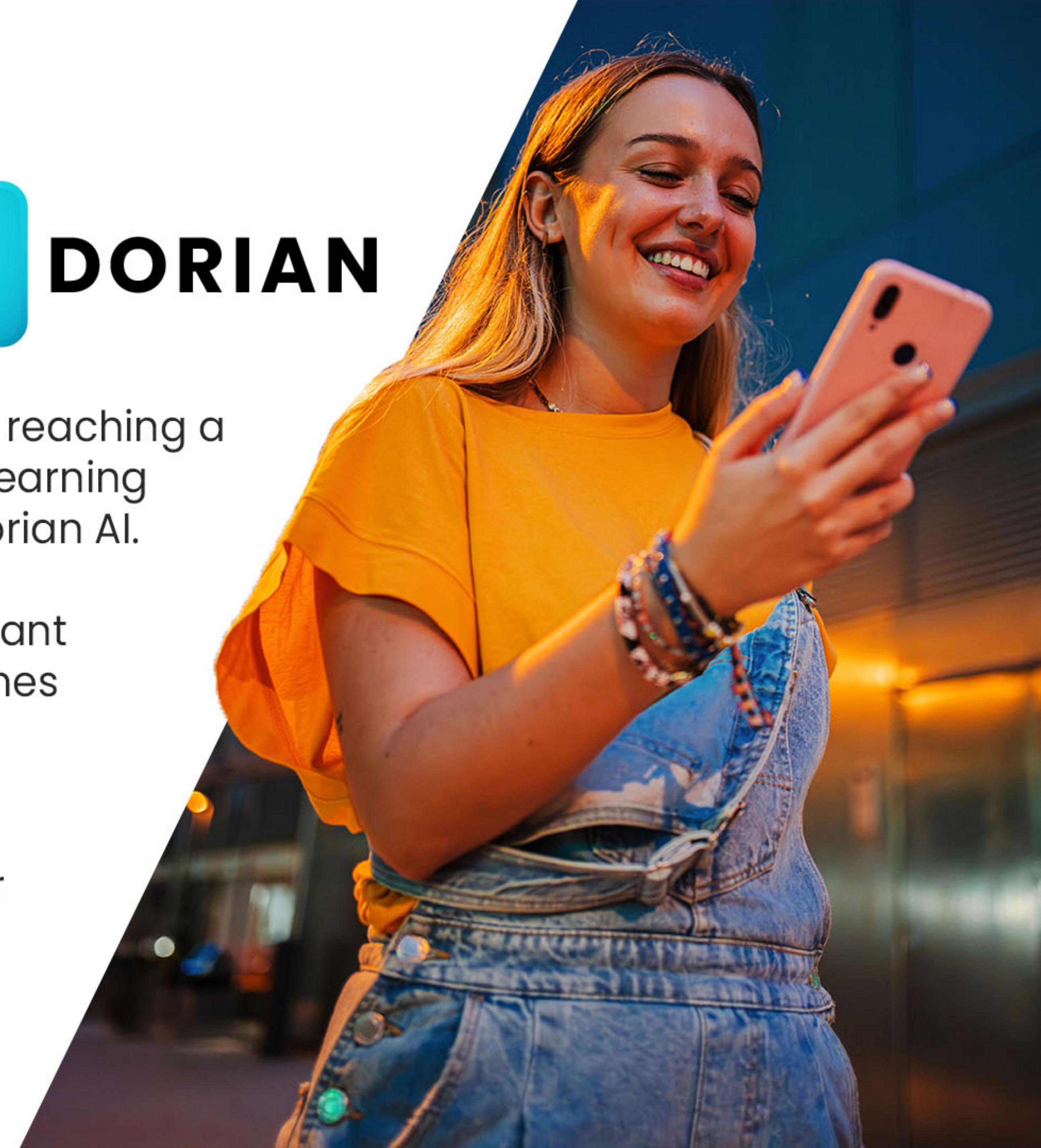
Vendors can boost sales by effortlessly reaching a targeted and relevant audience, while learning insights and improving the offer with Dorian AI.



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



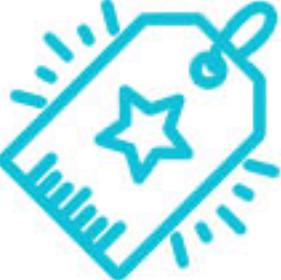
Community leaders can monetize their communities through a marketplace connecting vendors and buyers based on follower interests and local proximity.





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**





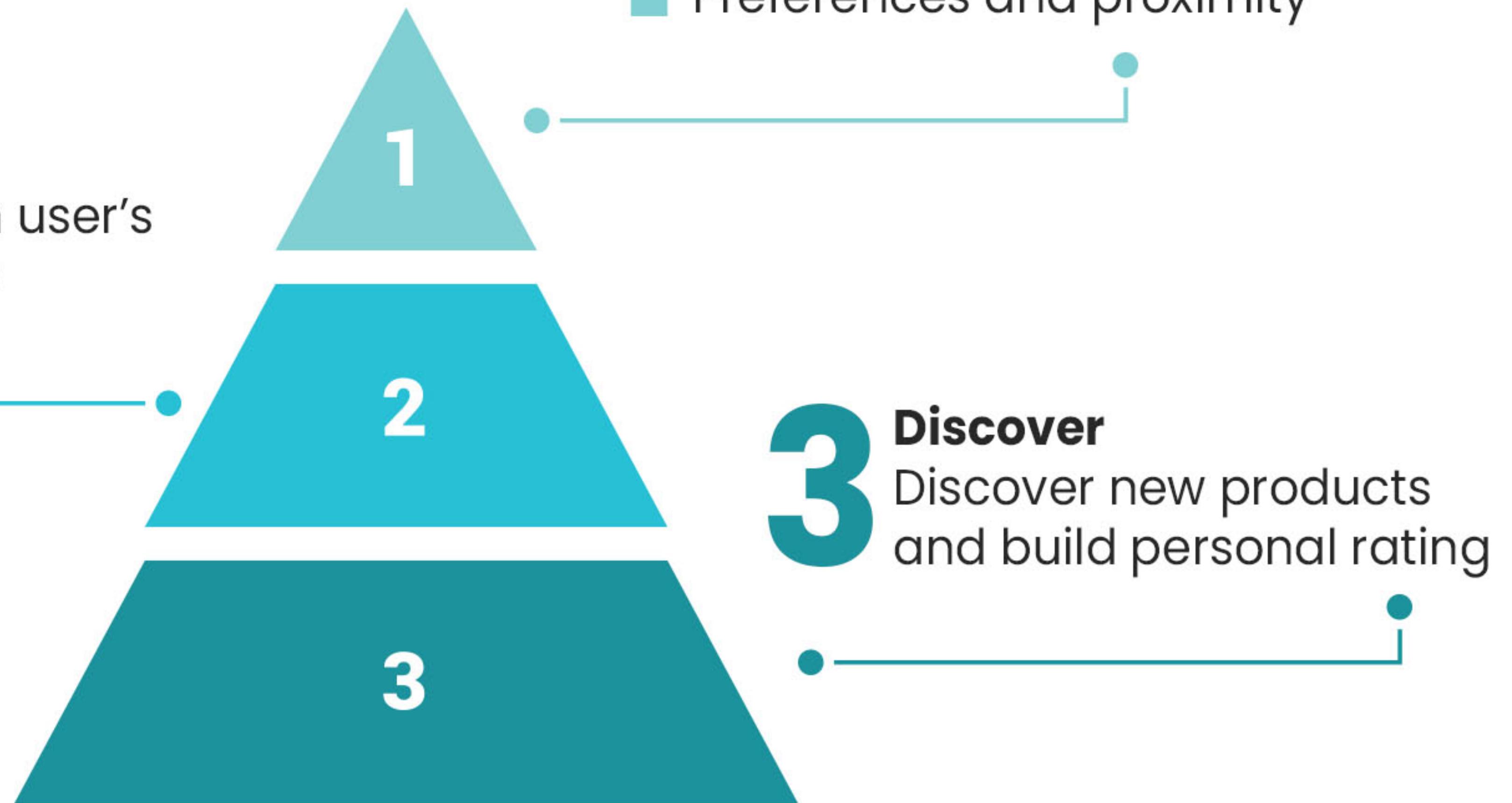
DORIAN.local

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



Rating System

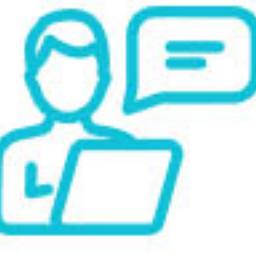
2 Close Or Interesting
Best match based on user's proximity Or Interests



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.

	DORIAN COMMUNITY MARKETPLACE	amazon	eBay	facebook	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	✓	✓	✗	✗	✗

Dorian For Stores

Dorian provides smart AI powered tools to ease the day-to-day Store management:

- **One Click Marketing** – Dorian can study and research your products, market and competition, and generate an entire set of campaigns and ads tailored to your target audience.
- **Data based BI Insights** – Using your store data and information, Dorian can provide smart insights, reports and action items for store managers to improve their performance based on collected data.
- **Automated Customer Relationship** – Dorian Will manage your connections, marketing and remarketing with your customers for you, using seamless smart AI agents and automatic processes.

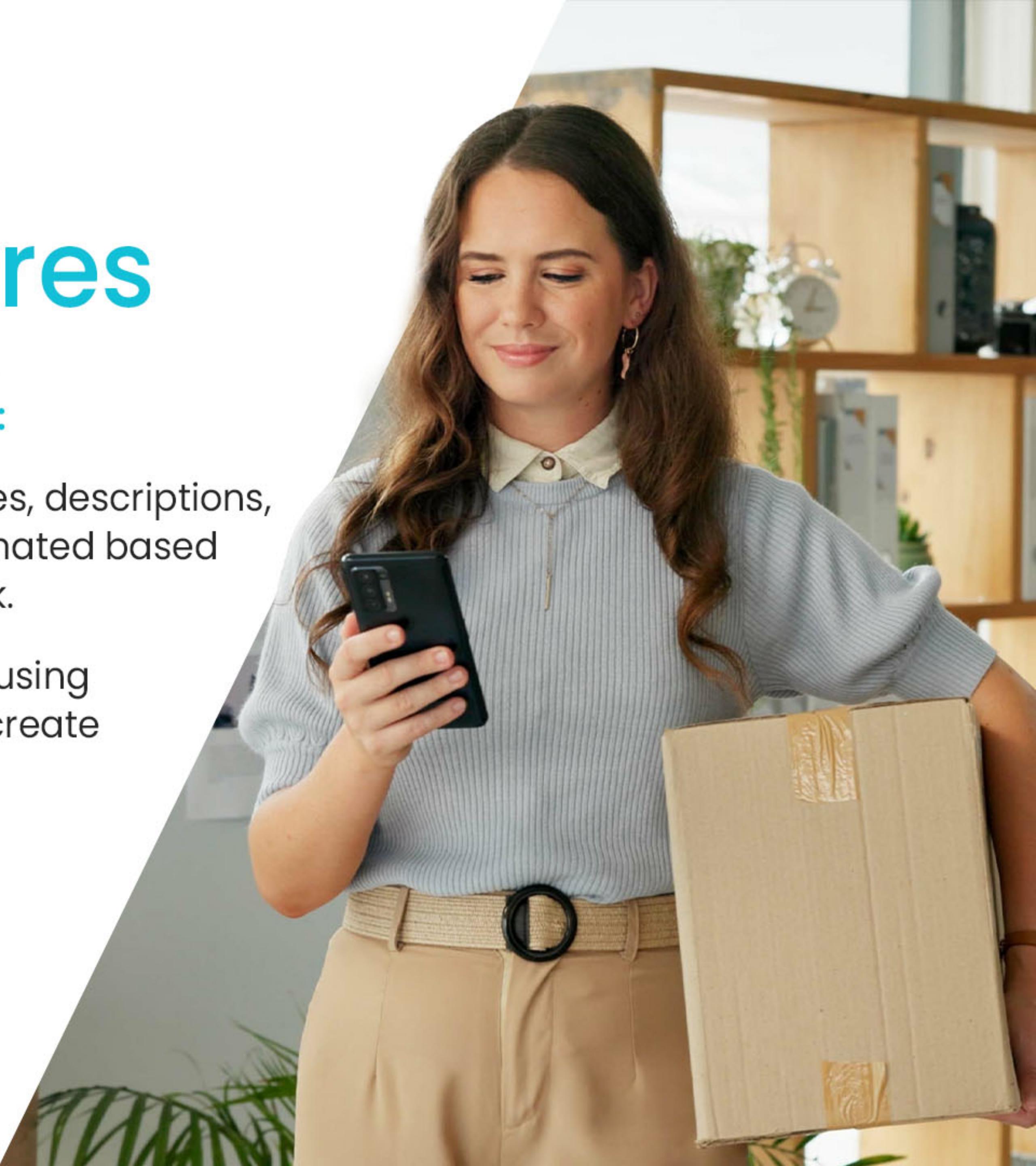


Dorian For New Stores

Dorian can help you create a new store from scratch, while generating EVERYTHING you need for your store:

- The tedious work of naming products, providing prices, descriptions, categorizing and fetching images can be fully automated based on AI and save users Hours of manual repetitive work.
- Natural Language Actions – Dorian can work for you using natural language and commands. Prepare reports, create marketing creatives, contact customers.

No More Clicking around.



DORIAN
COMMUNITY MARKETPLACE
THANK YOU

