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Community Marketplace

The Problem

1. **Consumers** face challenges in <u>finding relevant products</u> at <u>fair prices</u> with <u>fast delivery</u>.

2. **Vendors** struggle to <u>compete and generate revenue</u> in today's highly competitive ecosystem.

3. **Community leaders** are seeking innovative ways to <u>monetize their communities</u>.

The Problem - Current solutions

- Global eCommerce platforms (e.g., Amazon, AliExpress)

- Local marketplaces (e.g., KSP, Walla)

- Physical stores (e.g., malls, retail outlets)

- Online stores (small businesses and brand websites)

- Consumer communities

- Social media platforms

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.

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The Solution - Moly

A one-stop platform where:

- **Consumers** can discover relevant products tailored to their interests, themes, or location.

- **Vendors** can boost sales by effortlessly reaching a targeted and relevant audience.

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

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Introducing - Moly

Product Core Features:

1. Personalized consumer experience tailored to location and personal interests.

2. Comprehensive store management dashboard for vendors.

3. Secure payment and logistics solutions for each vendor.

Product Benefits:

1. Centralized marketing efforts.

2. Targeted marketing focused on concentrated groups of relevant consumers.

3. Data insights gathered from diverse communities.

4. Strong support for small businesses.

5. Enhanced, personalized shopping experiences.

6. Integration with community features, including events and collaborative opportunities.

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Market Opportunity

- The rise of micro-communities, where individuals seek groups with shared interests.

- Increasing demand for personalized online shopping experiences.

- SMB's struggling to compete with major brands and chains.

- Growing demand for wholesale products.

- Expanding supply of small, niche-focused sellers, both local and theme-based.

- A rising trend of supporting small businesses and promoting local commerce.

Competitive Gap:

Most competitors focus exclusively on either local stores or hobby-specific marketplaces, rarely addressing both simultaneously.

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.

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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	Moly	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	✔️	❌	❌	❌	❌

⚠️Limited = Partial Support or missing functionality

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