



"Empowering Asia's Future: Revolutionizing Commerce  
Through Sustainability and Innovation."

# Problems

## Trust and Quality Concerns

- 01 Many customers are hesitant to purchase second-hand items due to concerns about quality and authenticity.

## Limited Product Variety

- 02 Re-commerce platforms often have limited product categories or options compared to traditional retailers, which may deter some customers.

## Competing with Traditional Retailers

- 03 Re-commerce platforms face fierce competition from traditional retailers who offer new products at competitive prices.

# Problems

## Selling Experience

- 04 Some sellers find it difficult to list and sell items on re-commerce platforms, especially if they lack experience or knowledge of the platform.

## Sustainability Messaging

- 05 While sustainability is a key selling point, some re-commerce platforms struggle to effectively communicate their environmental benefits to customers.

## Regulatory Challenges

- 06 Adhering to regulations related to product authenticity, consumer protection, and data privacy can be a significant challenge for re-commerce platforms, especially when operating in multiple countries.

# Solutions

01

## Quality Assurance Measures

Implement thorough quality checks and authentication processes for all products sold on the platform.

02

## Diversified Product Offerings

Expand product categories and offerings to cater to a wider range of customer preferences and needs.

03

## Streamlined Logistics

Invest in efficient logistics systems and partnerships to ensure timely and reliable delivery and returns

# Solutions

01

## Clear Sustainability Messaging

Clearly communicate the environmental benefits of purchasing second-hand items through the platform.

02

## Customer Engagement Strategies

Implement customer engagement initiatives such as loyalty programs and personalized recommendations to retain and attract customers.

03

## Value Proposition Enhancement

Emphasize unique value propositions such as lower prices, eco-friendliness, or curated selections to differentiate from traditional retailers.

04

## Innovative Marketing and Branding

Develop creative marketing strategies and branding initiatives to stand out in a crowded market.

05

## Seller Education and Support

Offer comprehensive resources and support to assist sellers in listing and selling their items effectively.

# Why now?

## Rising Demand for Sustainable Consumption

With increasing environmental awareness, there's a growing demand for sustainable consumption practices. Re-commerce aligns well with this trend by offering pre-owned goods, contributing to a circular economy, and reducing waste.

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## Large and Growing Market

Indonesia has a massive population, with a large percentage of young and tech-savvy consumers. This demographic is particularly receptive to online shopping, making it an ideal market for an e-commerce venture.

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## Addressing Trust and Quality Concerns

By implementing stringent quality assurance measures and authentication processes, a re-commerce platform can address trust and quality concerns, making consumers more comfortable with purchasing second-hand items.

# Why now?

## Diverse Product Offerings

Indonesia's diverse culture and lifestyle preferences create opportunities for a wide range of product categories, from fashion and electronics to home goods and furniture. A re-commerce platform can cater to this diversity, offering something for everyone.

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## Economic Potential

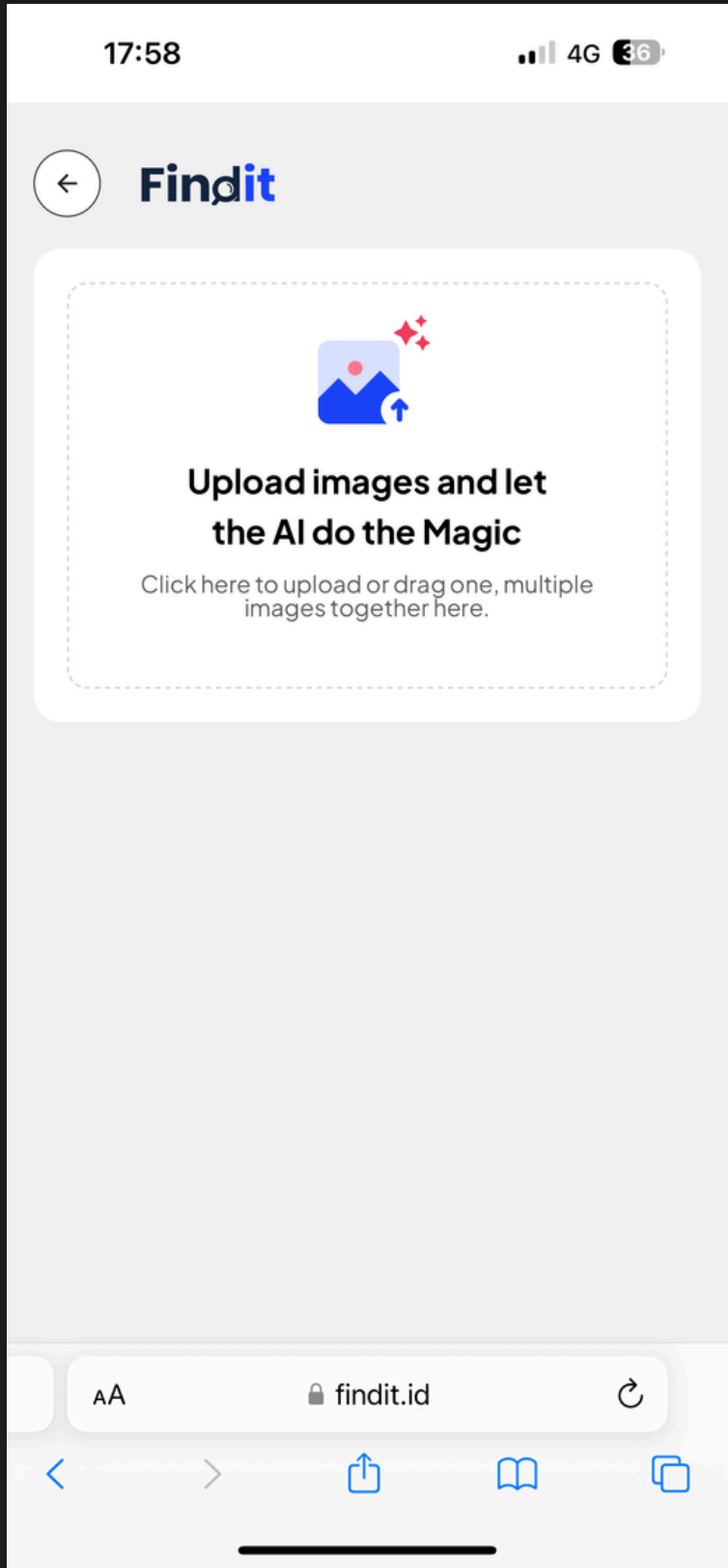
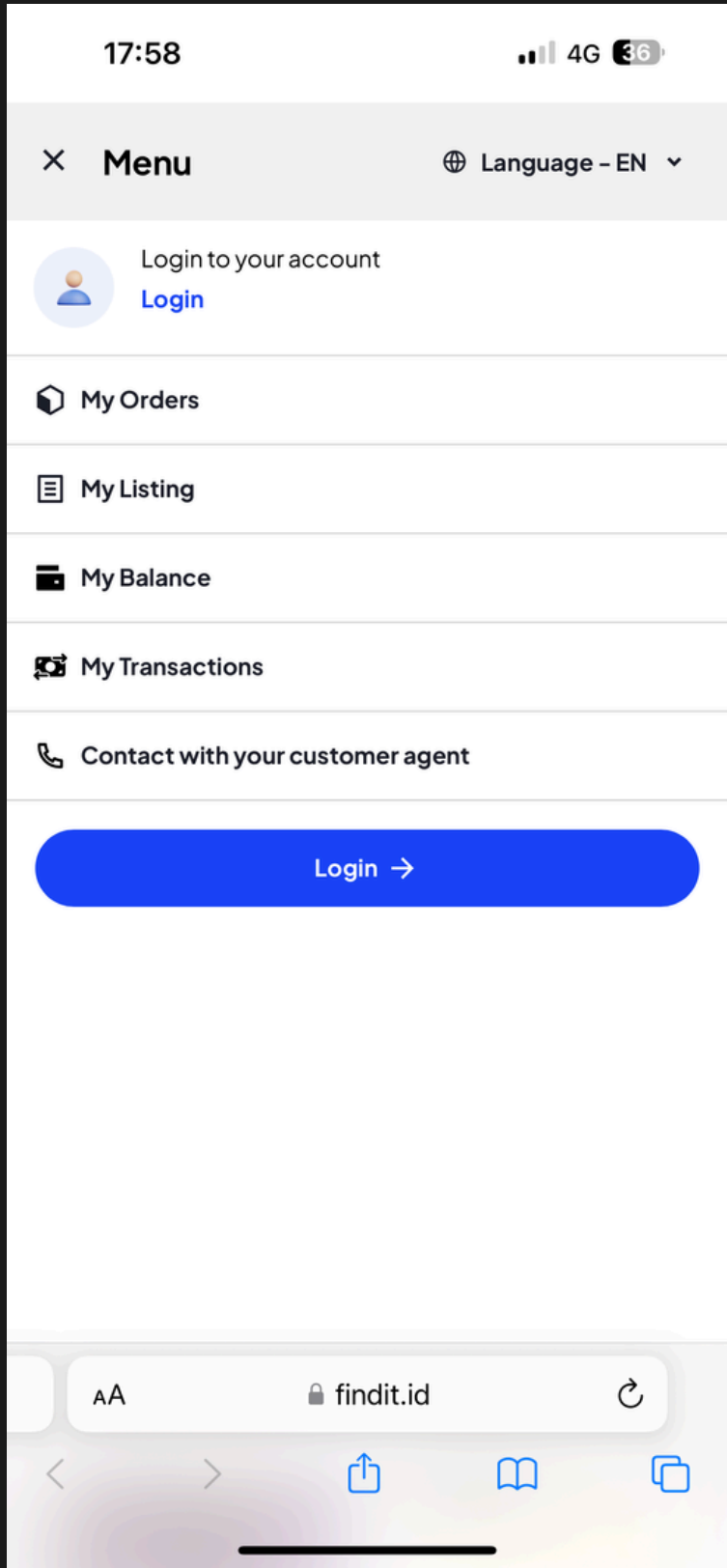
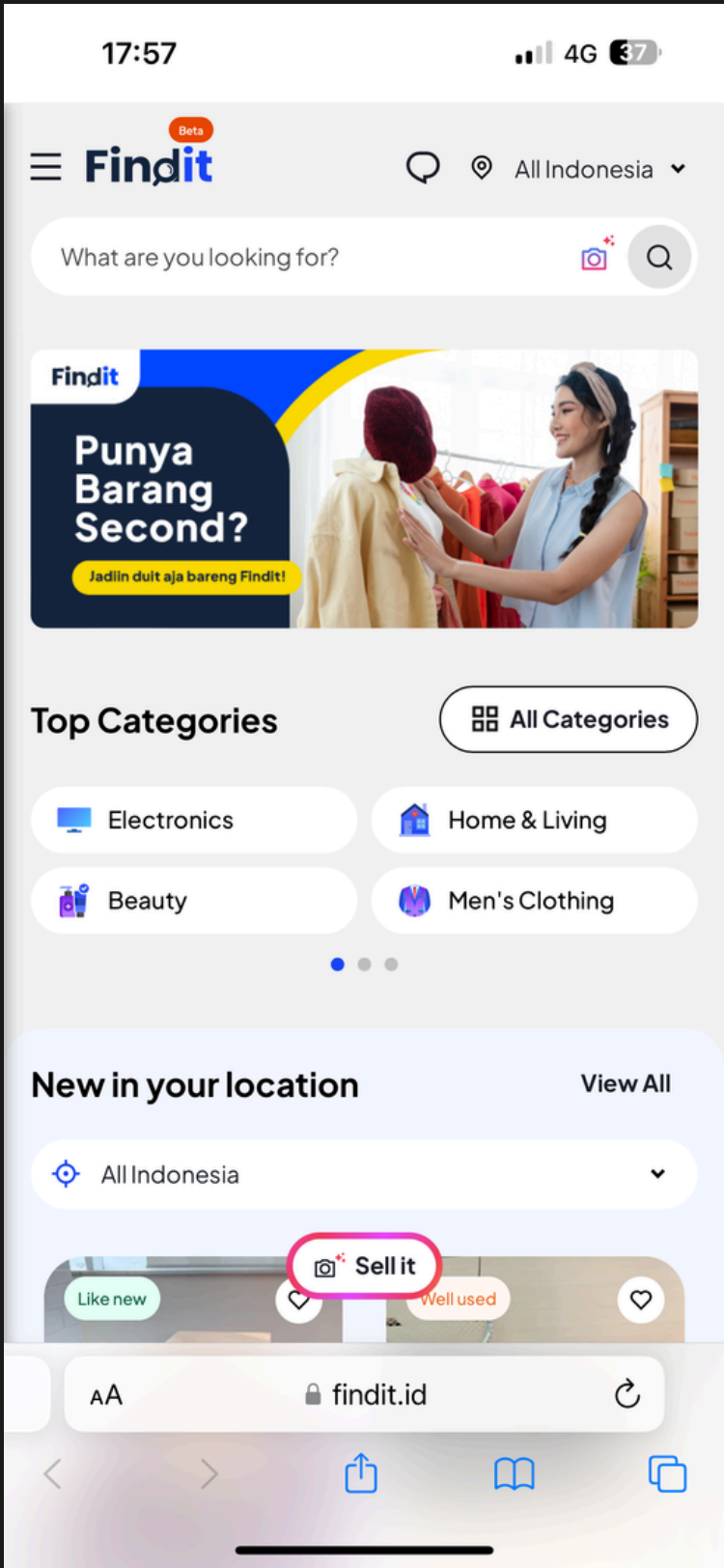
Re-commerce presents economic benefits by providing a platform for individuals to earn extra income by selling items they no longer need. This can be especially impactful in a country like Indonesia, where income inequality is a concern.

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## Growing Digital Economy

Indonesia's digital economy is rapidly expanding, with increasing internet penetration and smartphone usage. This creates a conducive environment for the growth of online marketplaces, including re-commerce platforms.

# Product







# Market Size

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LARGEST ECONOMY AND ONLINE MARKET IN S.E.A.

4TH LARGEST POPULATION IN THE WORLD - OVER 277,000,000.

AVERAGE AGE OF 29.

50% OF THE POPULATION SHOP ONLINE.

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THE INDONESIA ICT MARKET WAS VALUED AT US\$ 36.90 BILLION IN 2022 AND WILL GROW AT A COMPOUNDED ANNUAL GROWTH RATE (CAGR) OF 17.09% TO REACH A VALUE OF US\$ 81.21 BILLION BY 2027



# Meet the Team



KEVIN DU PLESSIS  
LEAD INVESTOR



KIRAN DEV  
CEO



SABRINA SOESILO  
VP MARKETING



ABDULLAH AL NOMAN  
VP PRODUCT



ELIZABETH SEPTISIA

SENIOR MANAGER - FINANCE



FIRIZKI ALFATHA

SENIOR MANAGER -  
OPERATIONS



HOTMAN PANJAITAN

SENIOR MANAGER -  
HR + ADMIN



FAHMI MALIK

SENIOR MANAGER -  
PERFORMANCE MARKETING



# Our Business Model

## MARKETPLACE PLATFORM

The core of the business model is a re-commerce marketplace platform where individuals can buy and sell pre-owned goods.

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## QUALITY ASSURANCE

Implement a stringent quality assurance process to ensure the authenticity and condition of items listed on the platform. This could involve thorough inspections, authentication checks, and seller verification

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## LOGISTICS MANAGEMENT

Offer integrated logistics solutions to facilitate the shipping and delivery of items sold on the platform. This includes partnerships with reliable shipping providers for nationwide coverage

# Our Business Model

## SELLER SUPPORT

Provide resources and tools for sellers to easily list and manage their products. Offer guidance on pricing, product descriptions, and photography to enhance the selling experience.

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## CUSTOMER SERVICE

Offer responsive customer service to address any inquiries, concerns, or disputes from buyers and sellers.

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## COMMUNITY BUILDING

Foster a sense of community among users through forums, social media groups, and events. Encourage engagement and interaction between buyers and sellers.

# Monetization Strategies

02

## Premium Listings

Offer sellers the option to boost the visibility of their listings through premium placement or featured listings for a fee.

03

## Subscription Plans

Introduce subscription plans for sellers with additional benefits such as lower transaction fees, enhanced marketing features, and priority customer support

01

## Transaction Fees

Charge a percentage-based fee on each successful transaction conducted on the platform. This fee can be deducted from the seller's earnings

04

## Advertising and Sponsorships

Generate revenue through targeted advertising and sponsorships from brands looking to reach the platform's audience.

# Monetization Strategies

05

## Value-Added Services

Offer value-added services such as professional photography, listing optimization, and virtual styling consultations for sellers, charging a fee for these premium services.

06

## Affiliate Partnerships

Partner with complementary businesses such as eco-friendly brands or sustainable fashion labels and earn commissions on sales generated through referral links.

07

## Data Insights

Analyse user data and behaviour to provide insights and analytics to brands and retailers for a fee. This data can help them better understand consumer preferences and market trends.

# Competition

	Findit	Carousell	OLX	FB Marketplace
AI Image listing	YES	NO	NO	NO
Built in delivery service	ALL	Limited	NO	NO
Payment protection	ALL	Limited	NO	NO
Free to list	YES	YES	YES	YES
Generative listing	YES	NO	NO	NO
Time to list item	1 min	7min+	10min+	8min+
Internal chat feature	YES	YES	NO	YES
Image Search	YES	YES	NO	NO
Dispute Moderation	YES	NO	NO	NO



# Funding

**Our company is seeking investment to fuel our operational and growth strategies. We've identified key areas where this investment will be deployed to maximize our potential and scale our business.**

## Operational Enhancement

A significant portion of the funding will be allocated towards improving our operational efficiency. This includes:

## Infrastructure Development

Strengthening our technological infrastructure to support increased demand and enhance our service capabilities.

## Process Optimization + Talent Acquisition

Implementing streamlined processes to minimize costs and maximize productivity. Hiring top-tier talent across various departments to drive innovation and ensure operational excellence.

## Customer Acquisition and Retention: Investment will be directed towards acquiring and retaining customers by:

### Marketing and Sales

Increasing marketing efforts and sales initiatives to attract new customers and drive revenue growth.

### Customer Experience

Enhancing our customer experience through improved support, personalized services, and product enhancements.

### Retention Strategies

Implementing loyalty programs and incentives to retain existing customers and foster long-term relationships.



# Contact Us



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