



AI POWERED C2C MARKETPLACE

Mobile VS traditional classifieds



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NASPERS

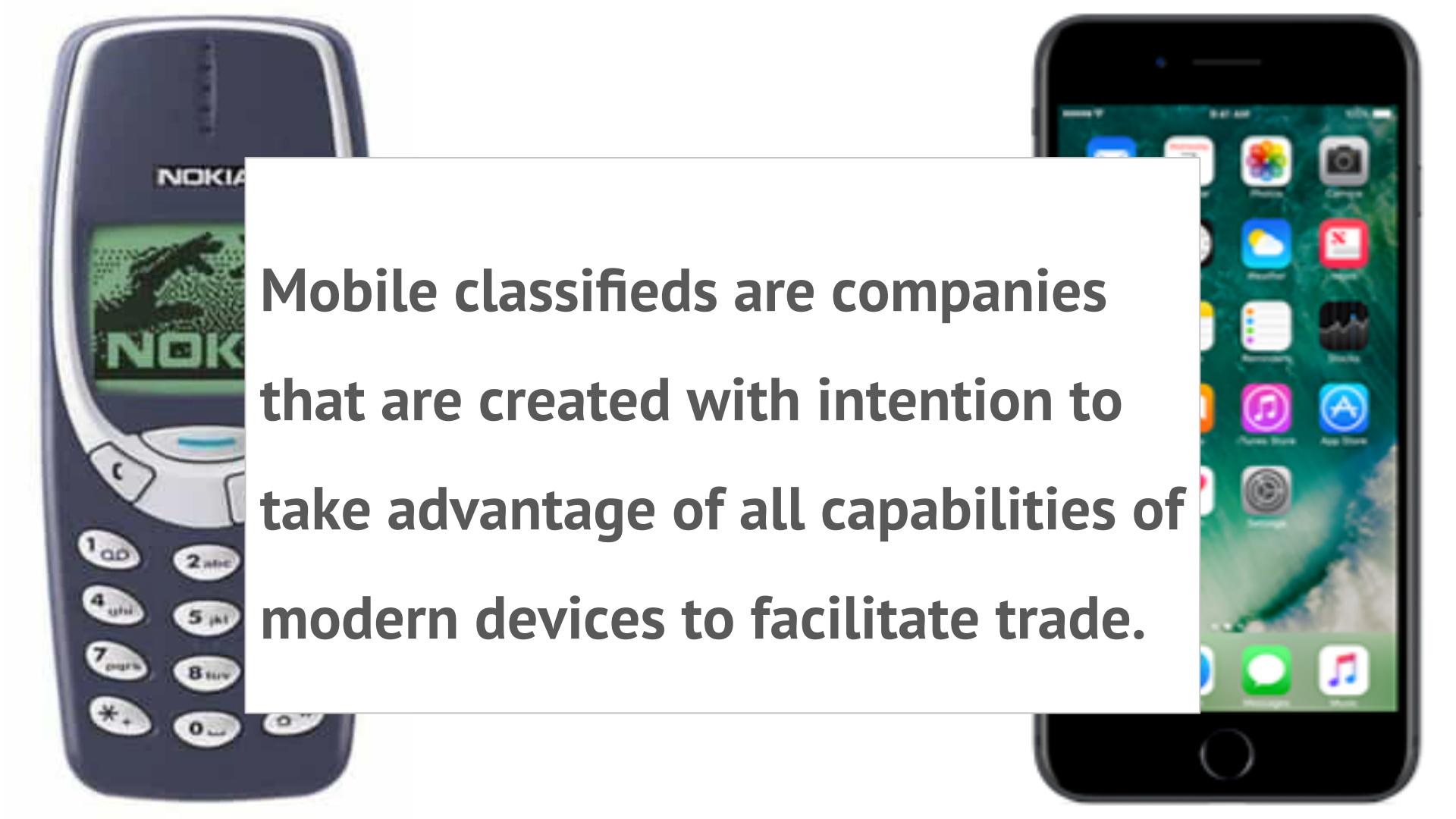
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Let's explore

- **Phenomenon of mobile classifieds**
- **Challenges they face**
- **What makes them special**
- **How they will evolve**



**Mobile classifieds are companies
that are created with intention to
take advantage of all capabilities of
modern devices to facilitate trade.**

Why talk about this now

letgo



wallapop

LALAFO

shpock

OfferUp



mercari

JOB
TODAY



carousell

cornerjob®

Why talk about this now

\$1B

invested in just a few years

Why talk about this now

facebook

amazon

Who's next?

Trends

- Investors believe in mobile
- High valuations
- Doesn't it look like a bubble?

Challenges

Risky

Unproven
monetisa

Are business
on mobile

Quality
work
of
clients

What makes them special

Content

sellers

Contacts

buyers

Audience

critical mass

Content



- Only 1.5% sell on classifieds
- No problem attracting sellers
- Generate GMV at high speed



Contacts

- 5 contacts / user
- Always on, instant chats



Audience

- **Compatible with second screen effect**
- **Reach critical mass fast**
- **High frequency and engagement**
- **Habit forming**

What makes them special

Expanding
the market

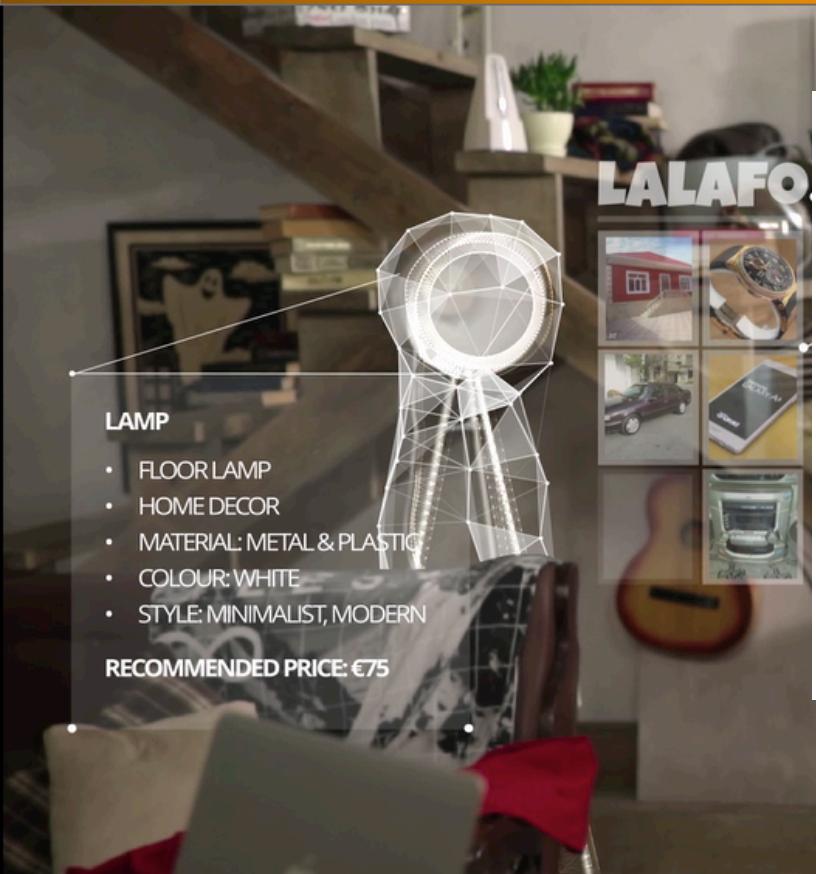
How they will evolve



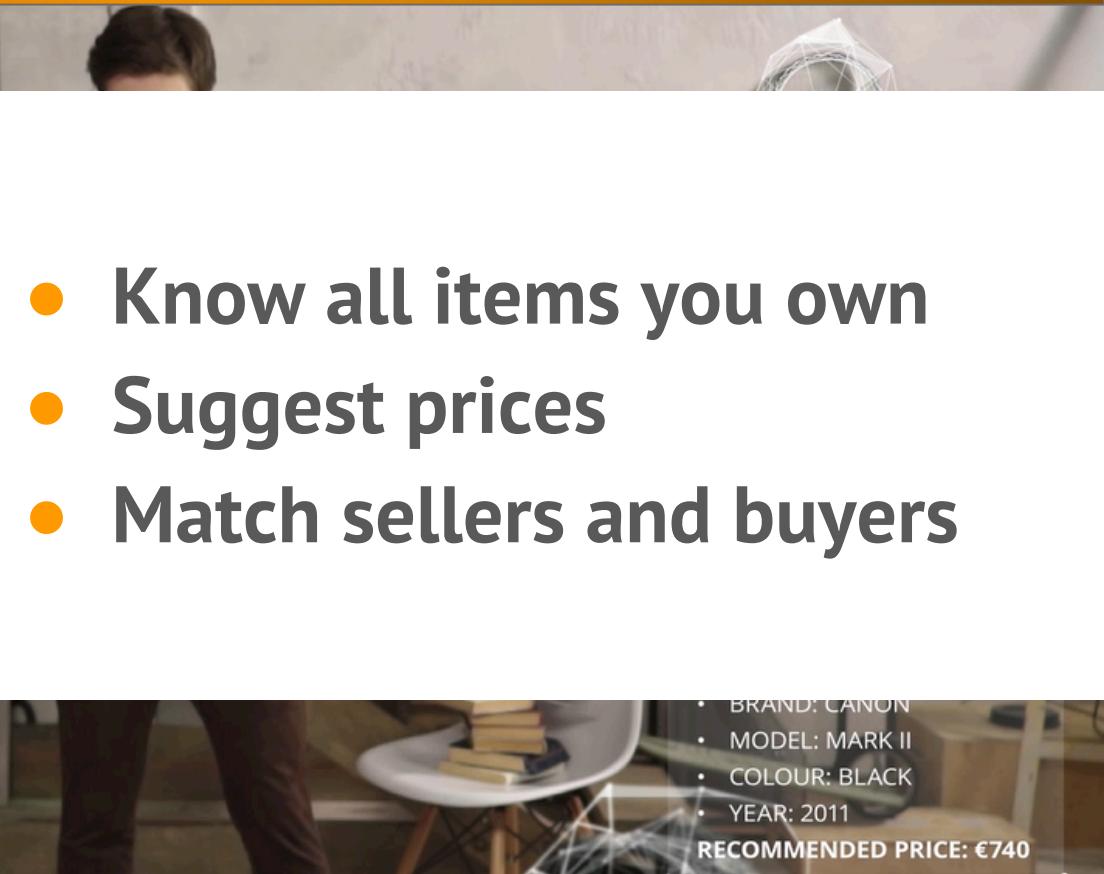
Very strong incentives:

- to grow fast
- to simplify
- to become smarter

How they will evolve



- Know all items you own
- Suggest prices
- Match sellers and buyers



Summary

- **Investors are betting on mobile**
- **Mobile apps have their own challenges**
- **They grow fast by expanding the market**
- **They will evolve into smart assistants**
