



AI POWERED C2C MARKETPLACE

Mobile VS traditional classifieds



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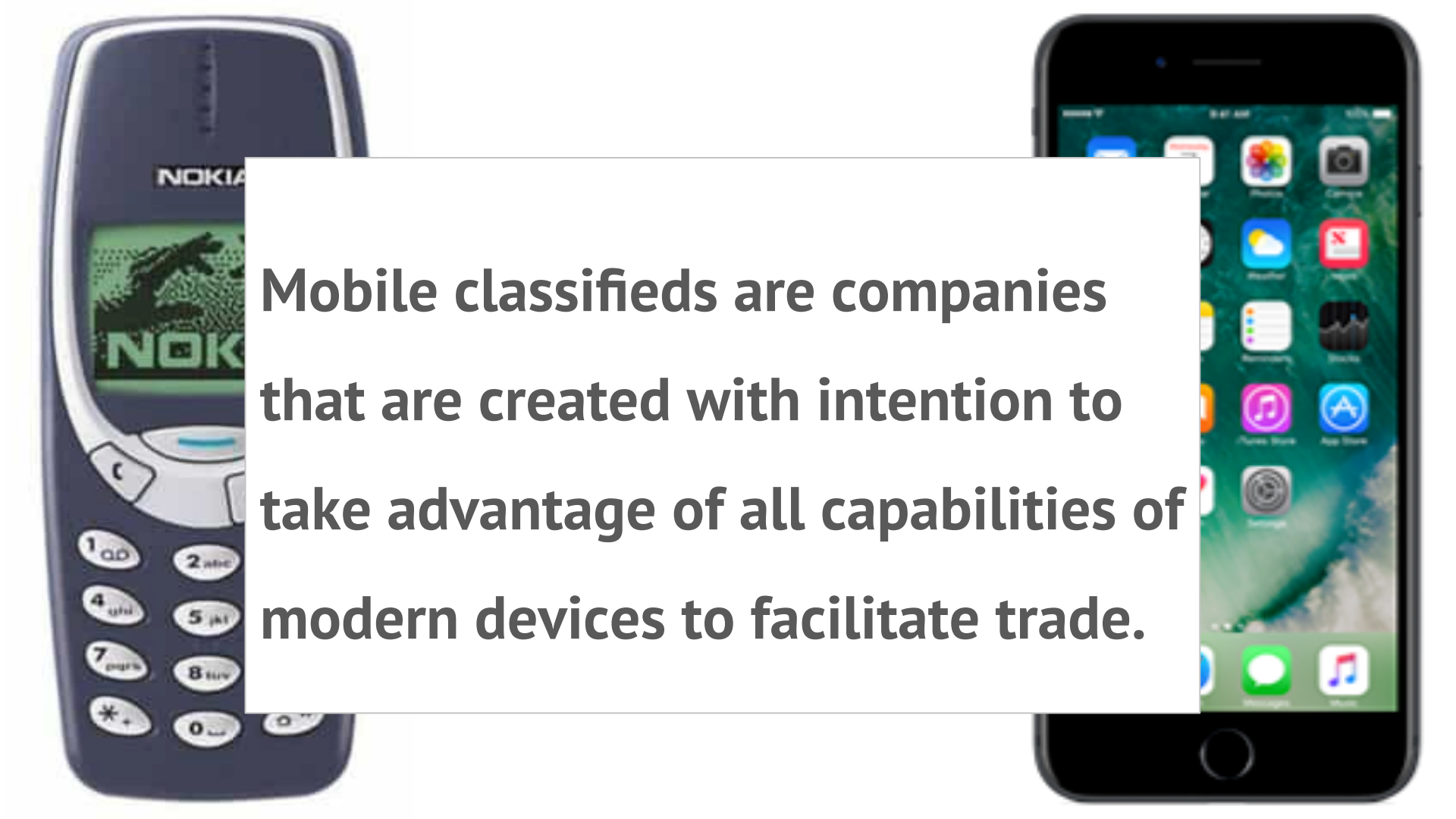
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**ROYAL
HOLLOWAY
UNIVERSITY
OF LONDON**

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



wallapop

LALAF0

shpock

OfferUp



mercari



carousell



cornerjob®

Why talk about this now



\$1B

invested in just a few years

ACCT
PARTN

PINCUS

MAN
CAPITAL

A

REESSEN
OWITZ

SCI
MED

y

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

Unproven
monetisation

Are business models
on mobile

Risky

Liquidity
work
of
ents

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

PHOTO CAMERA

- ELECTRONICS
- PHOTO EQUIPMENT
- BRAND: CANON
- MODEL: MARK II
- COLOUR: BLACK
- YEAR: 2011

RECOMMENDED PRICE: €740



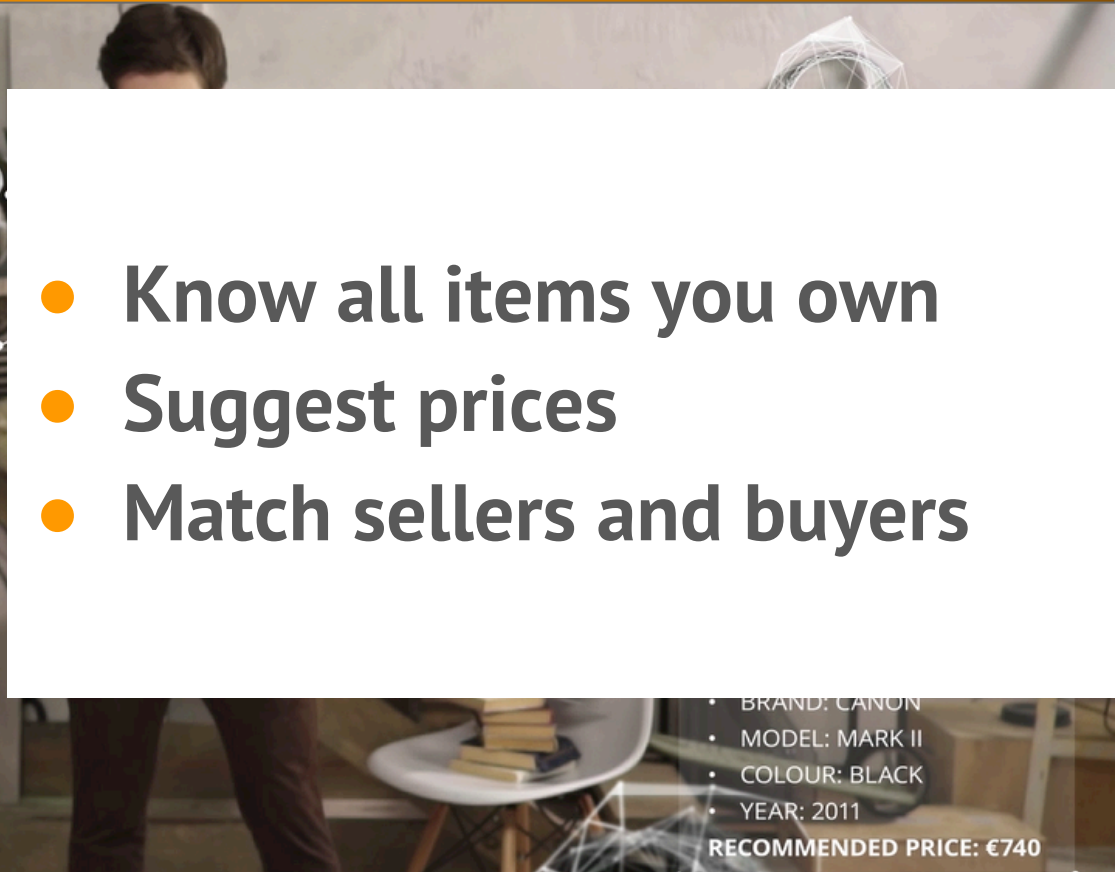
Very strong incentives:

- 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**
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