



October 2017



“We believe the future of marketplaces is
Transactional, Vertical and Mobile”

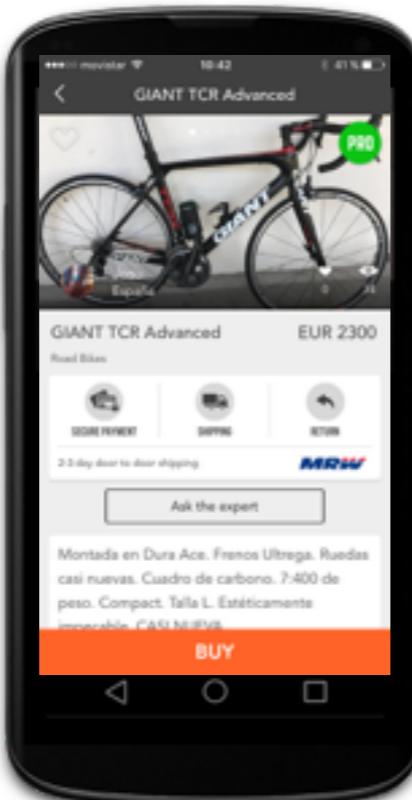
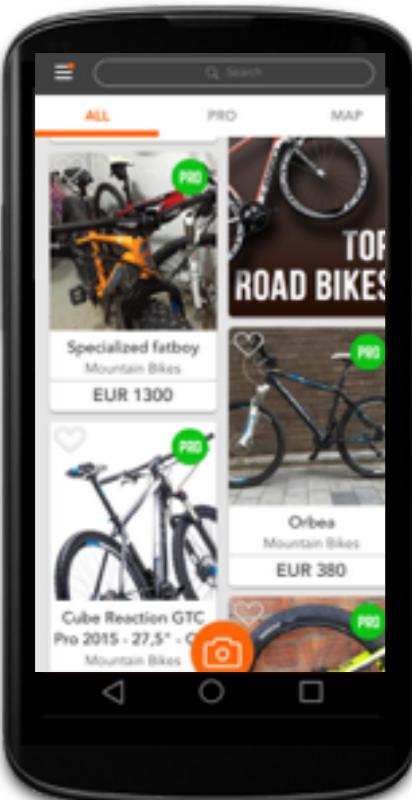


Buy & Sell second hand

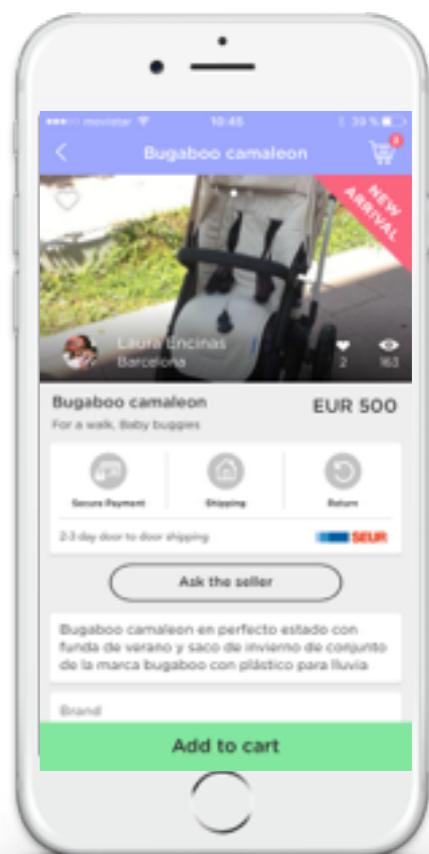
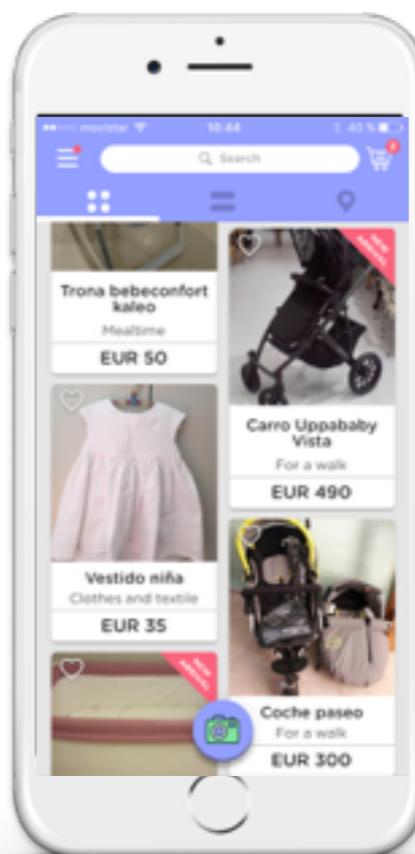
With safety, trust and convenience



From cyclist to cyclist



From mum to mum

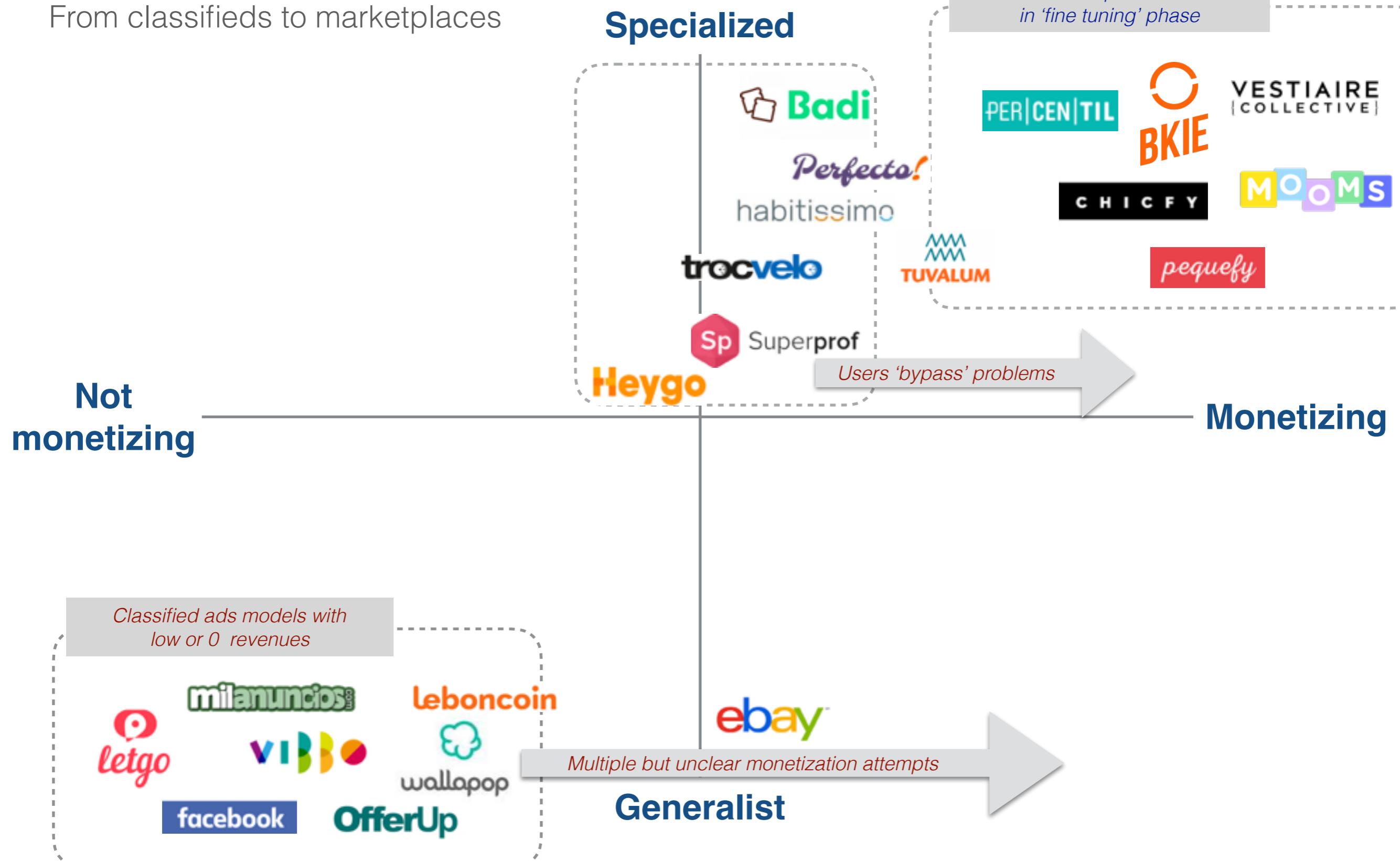


Company Snapshot

- Vertical mobile marketplaces focused on monetizing via sales commissions.
- Apps providing a safe & convenient environment.
- P2P intermediation model, with 0 stock.
- Two marketplaces up and running in Spain, BKIE (cyclists) and MOOMS (mothers).
- Over 800.000 downloads and 400.000 registered users.
- Take rate average above 20%.
- **GMV of +120.000€ achieved in Sep '17.**
- Raised in seed rounds over 1M € cash + 1M € media for equity.
- Now raising series A.

The challenge of monetization

From classifieds to marketplaces

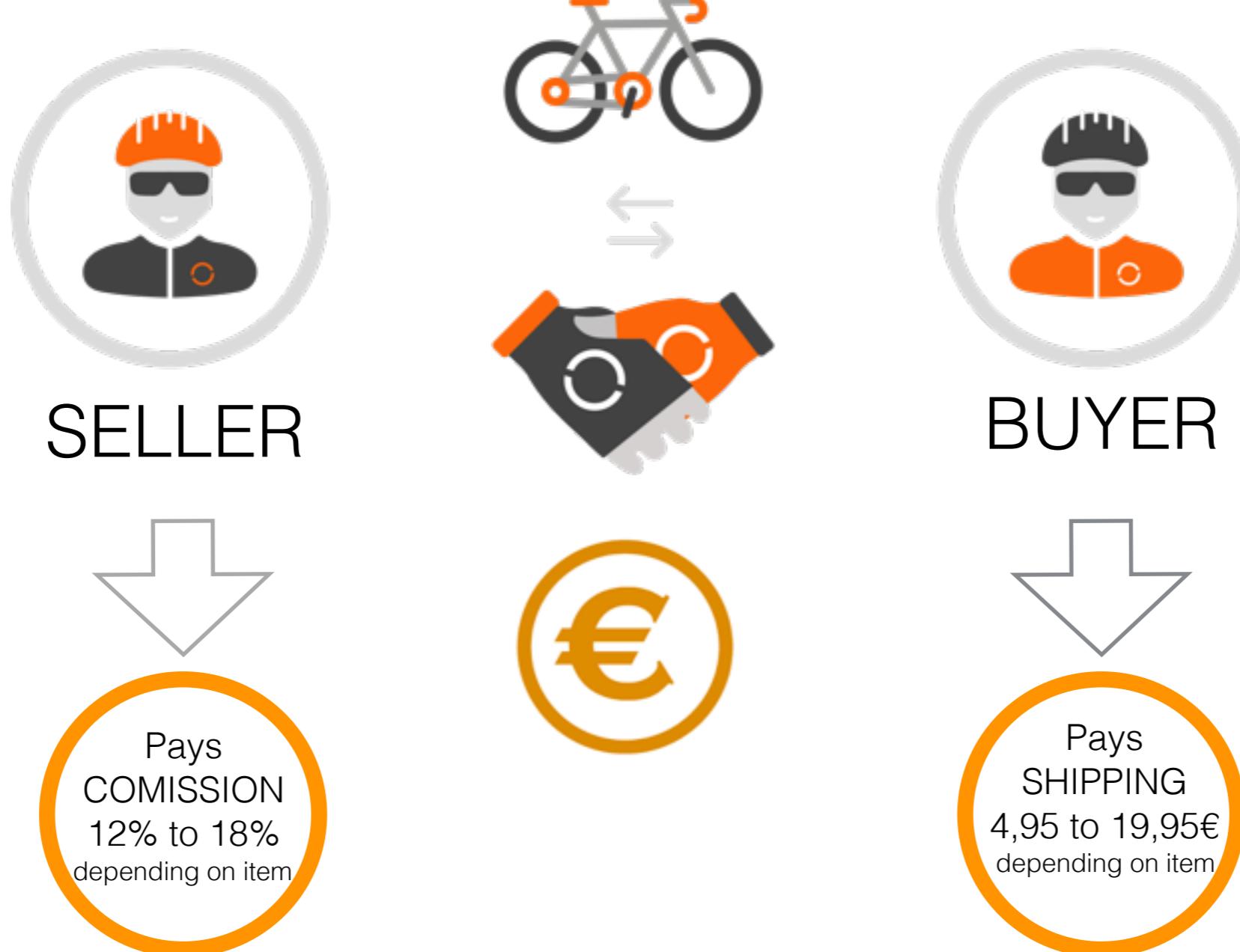


What sets us apart

- Validation of two scalable business models:
 1. **High AOV / Low recurrency**
 2. **Low AOV / High recurrency**
- Launch, test and scale from 500 Markets. Creation of autonomous execution teams fully dedicated to each marketplace.
- In house technology developments by mobile expert team (6 top engineers on-board) well balanced with business management.
- Low acquisition costs via multichannel marketing strategy.
- Fully integrated UX with key ‘in app’ features for an optimal buy & sell experience: high quality listings, P2P intervened communications, escrow payment, professional logistic service and return guarantee.
- Consistent monetization track record after 10 months.

Business model

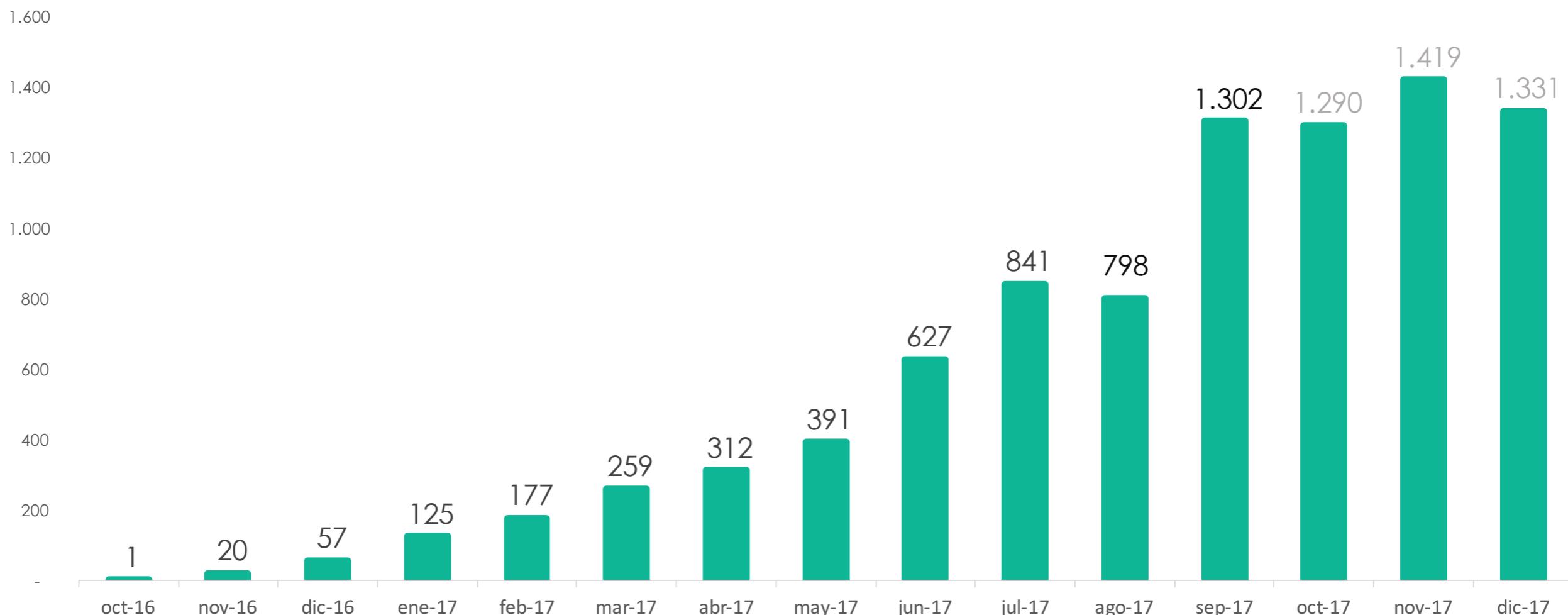
Seller pays comision, buyer pays shipping. Collaterals being implemented.



Colaterales: Outlet shop drop shipping deals, financing services, promotions to database, featured ads,...

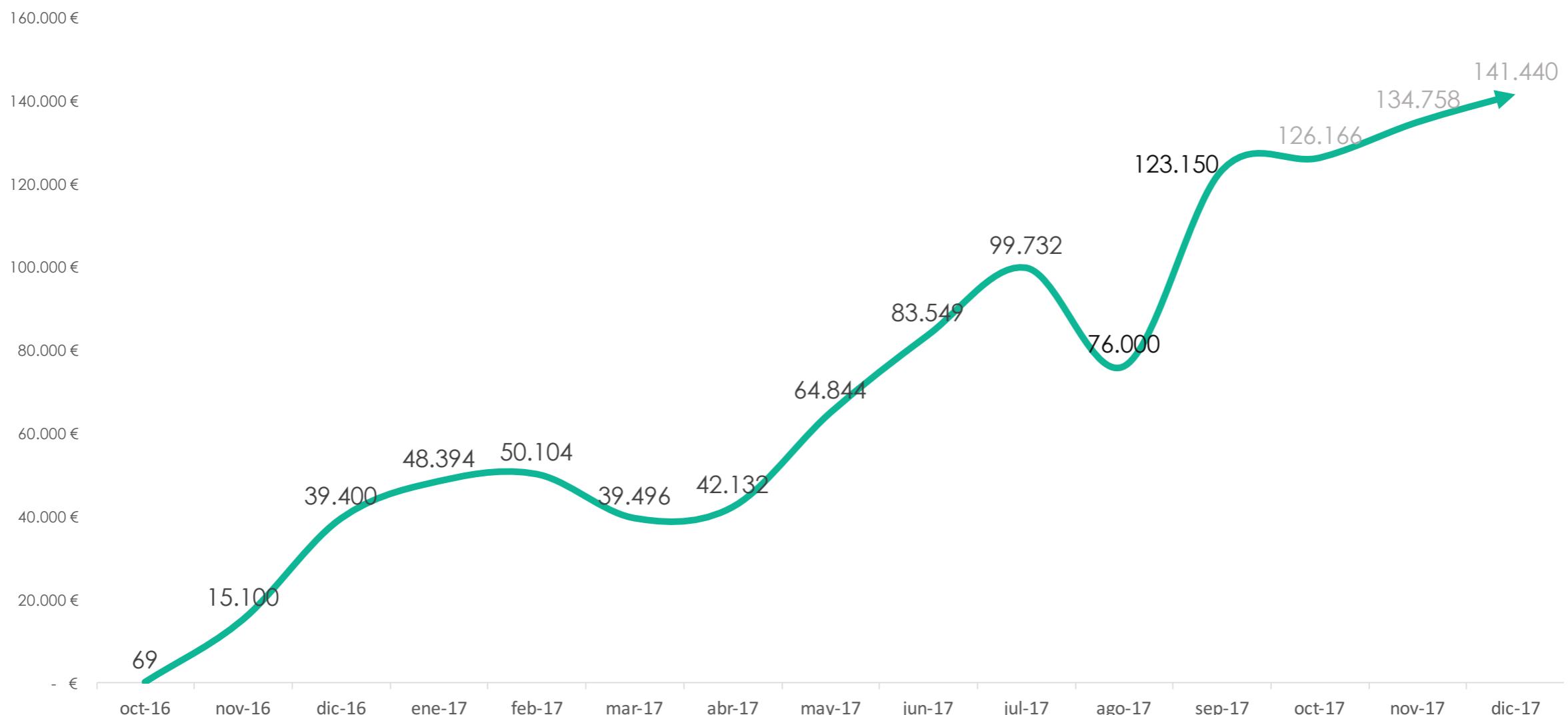
Monthly growth transactions

Monetization started Nov '16 in BKIE and Jan '17 in MOOMS

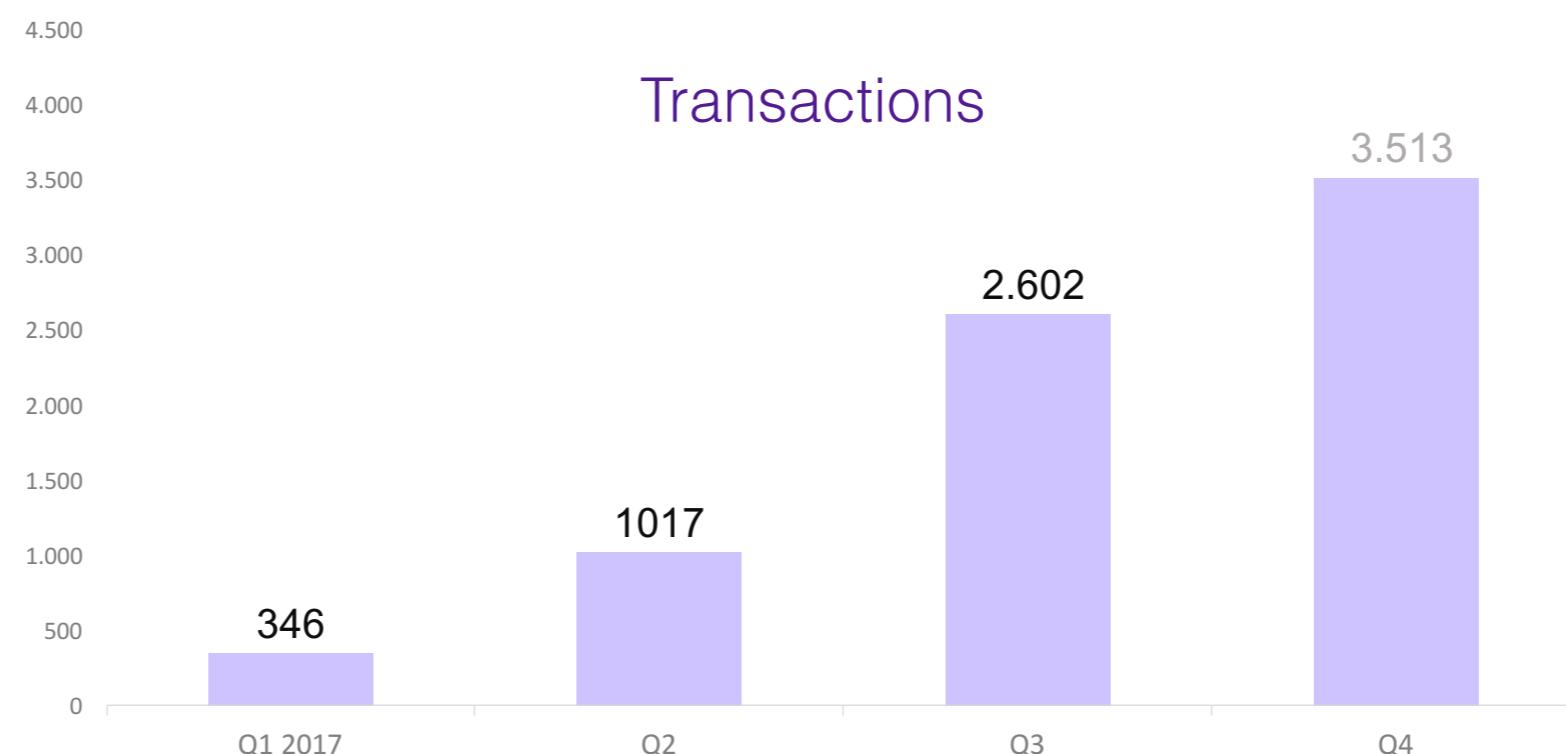
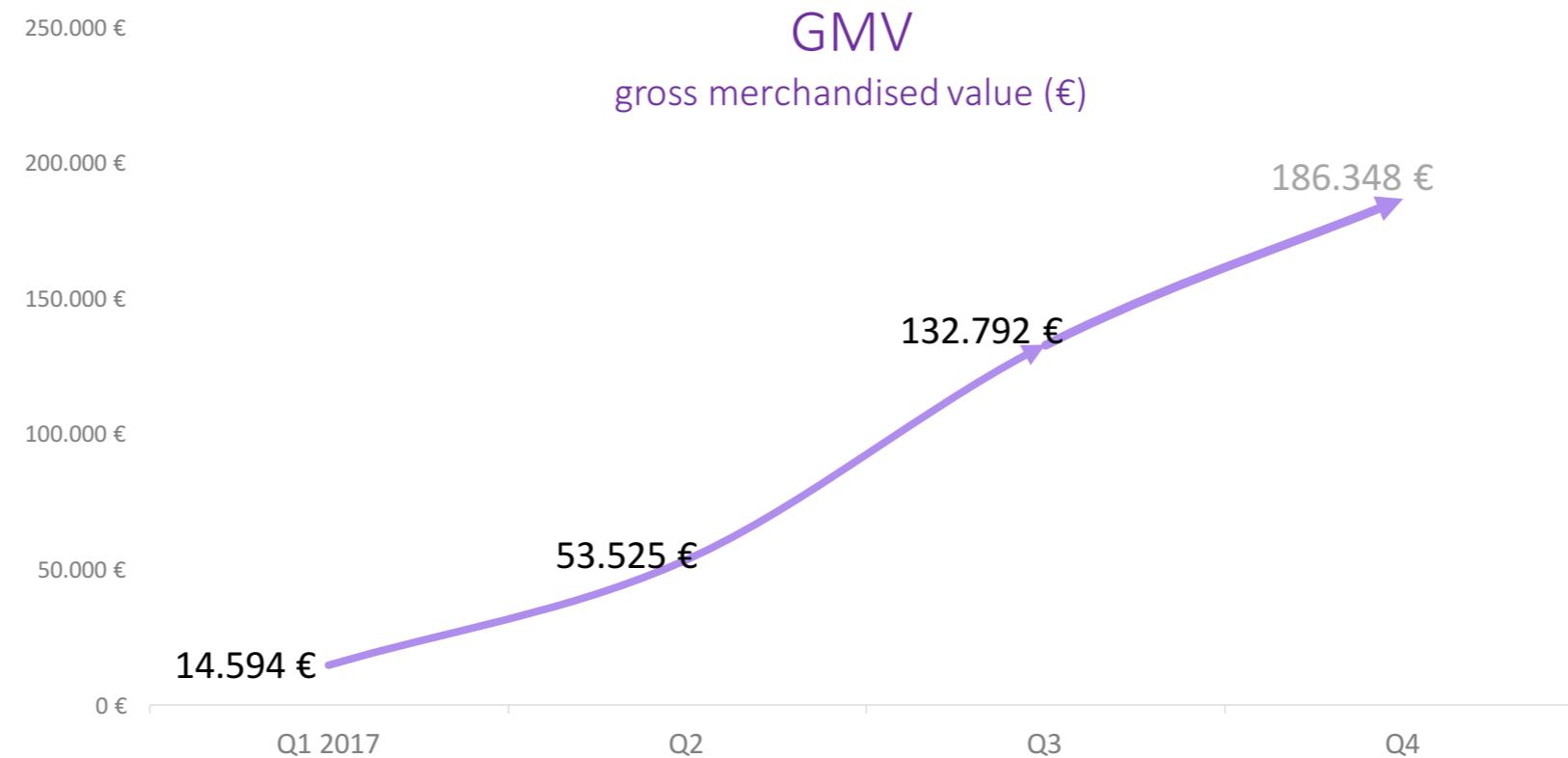


Monthly growth GMV

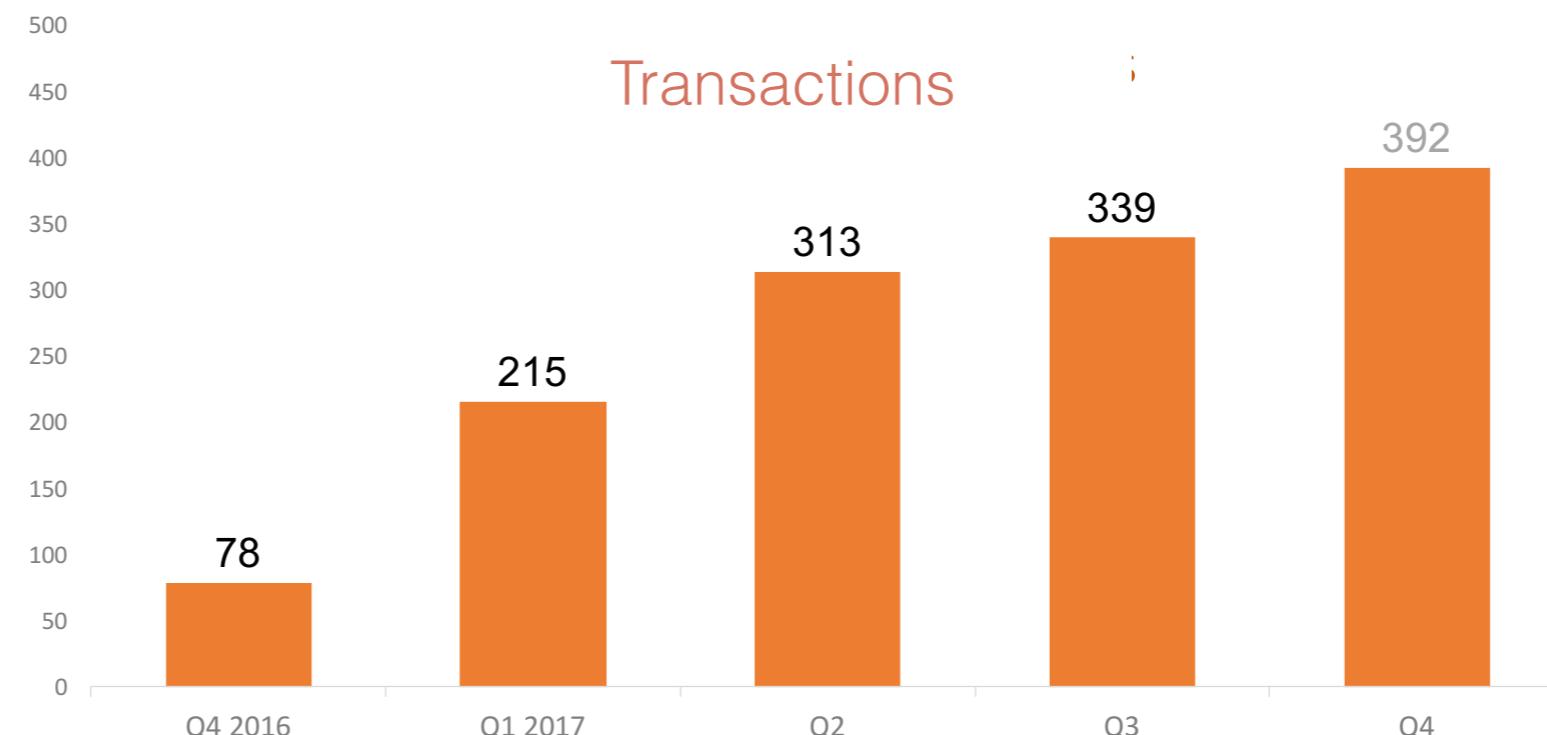
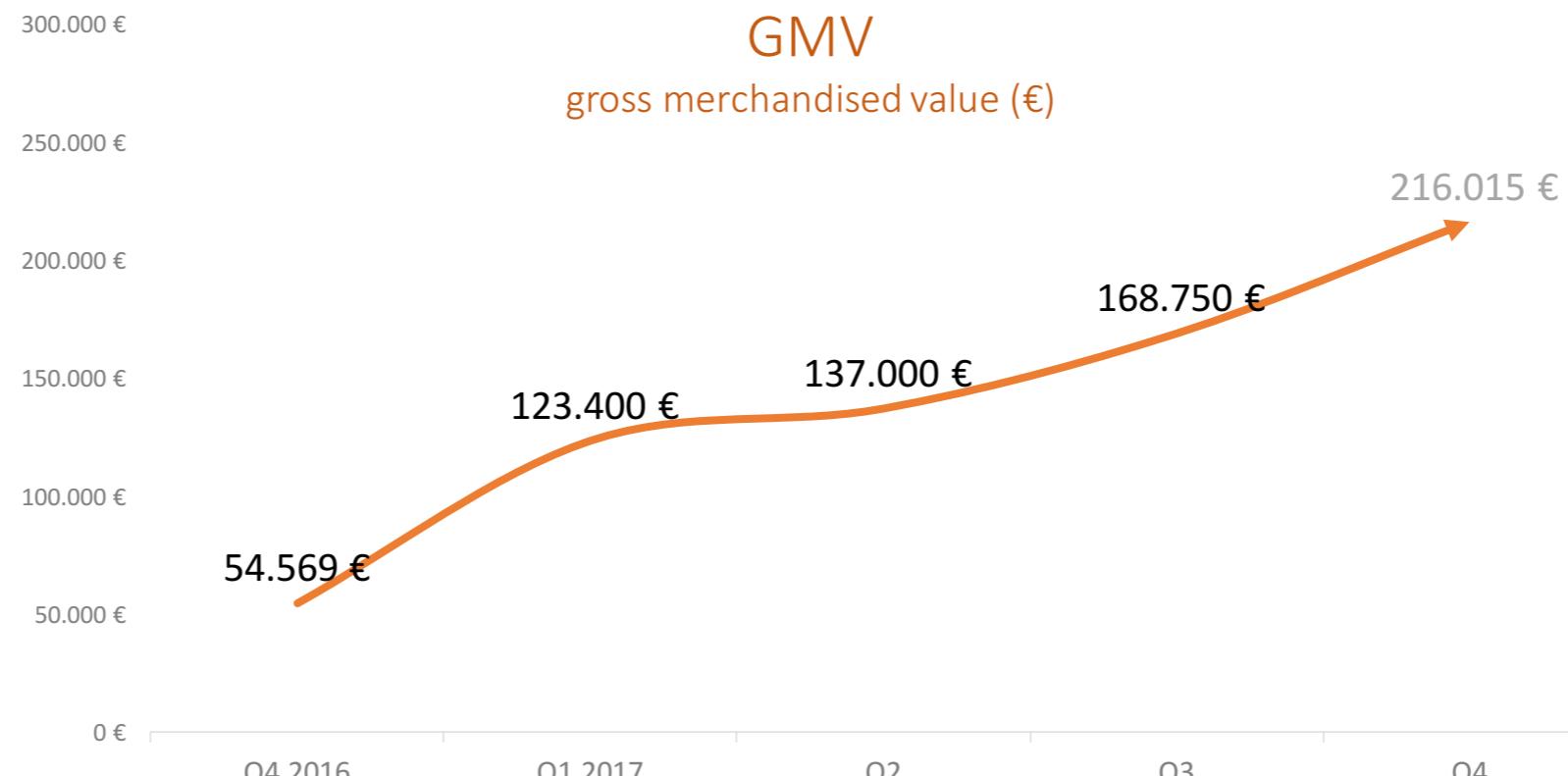
Monetization started Nov '16 in BKIE and Jan '17 in MOOMS



Track record & projection

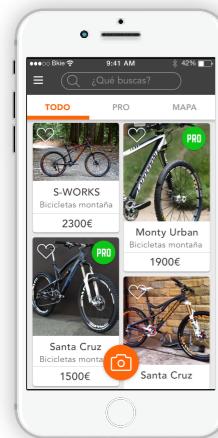


Track record & projection



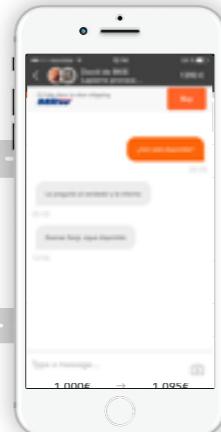
How does it work?

Fully integrated 'in app' experience



Search & find

Search products from cycling lovers



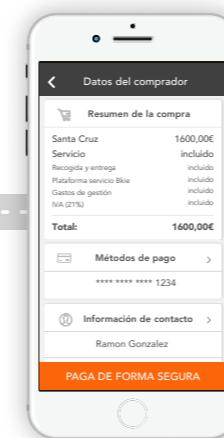
Ask & negotiate

Moderated chat with no users bypass chance



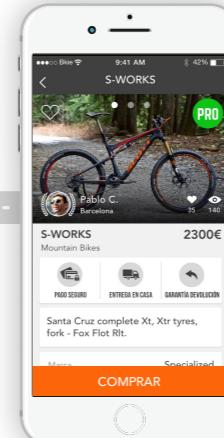
Upload product

Easy and free process to publish listing



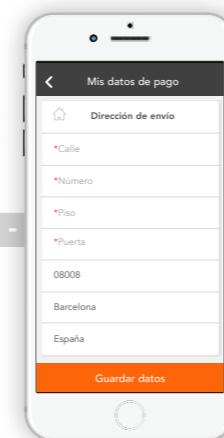
Safe purchase

In-app "escrow" payment until product delivered



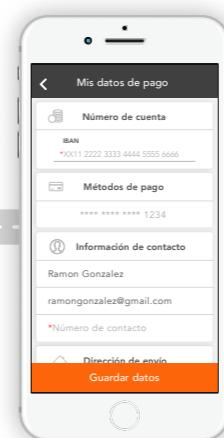
Shipping + 48h guarantee

Product picked up and delivered
If not ok... just returned!!



Sell & wait for pick up

Once sold, we'll pick up product and deliver it



Receive money

48h after delivery
money is transferred



ENJOY PRODUCT!



EASY SALE!

Main KPIs to date

(cumulative data updated 31.Jul.17)

+7M € GMV from users direct transactions in test phase previous to monetization model lauch.



+480.000 €
GMV

12%
Comission

+200.000 €
GMV

18%
Comission

570.000
Installs

305.000
Registered users

228.000
Installs

151.000
Registered users

42.000
Listings posted

30.1 M €
Catalogue value

83.000
Listings posted

5.7 M €
Catalogue value

945
Transactions

540€
Average order

4.600
Transactions

50€
Average order

Team

Independent structure by vertical to be progressively implemented in Q4 2017 as business grows

Strong 'in house' mobile technology team



CTO
Carlos



iOS
Karen



Android
Manuel



Product
Minty



Marketing
Nuria



CEO
Sergi



Backend
Hug



Backend
Adrià



Data analyst
Marta



Operations
Isabela



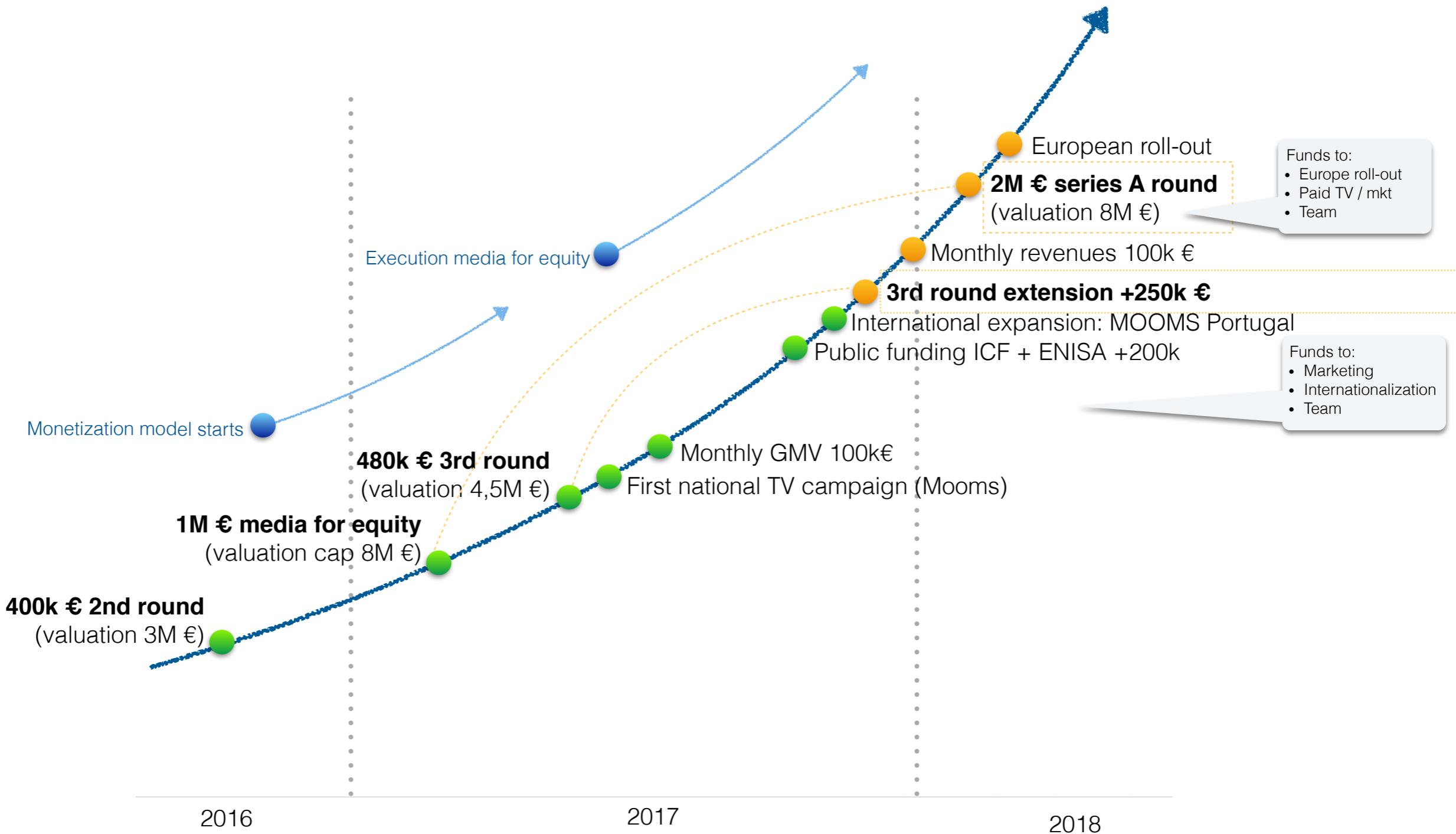
UX & Design
Sasha



Founder
Marc



Growth & funding roadmap





Mobile marketplaces

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