

Trust as a core value for marketplaces at all times



Serhiy Luzhetskyy
co-founder & board member
RIA.com Marketplaces



Hard times test and develop values

2008 Financial crisis

The **money** is core **value**
when you are a startup

2013

Ordinary classified platform

2013

**Compete with global horizontal
classifieds company**

2014 crisis

Ukrainian people choose European values





2014 War with ruZZia





Trust between people





EMOTIONAL TRUST ▶ THROUGH INVOLVEMENT

Revenue 2014



- ▶ Lack of money to grow
- ▶ Low quality of ads
- ▶ Lack of trust to the online platforms
- ▶ Strong competitor

DEVELOPED TRUST ► THROUGH RESPONSIBILITY

EMOTIONAL TRUST ► THROUGH INVOLVEMENT

RESPONSIBILITY to built

TRUSTWORTHY platform, trust between
people

Trust is a core value

since 2014

Better ads moderation

&

Change communication

But nothing happens

“Why we should trust you?”

“How do you verify information?”



Verification

reason to believe in Trust

Blue ocean

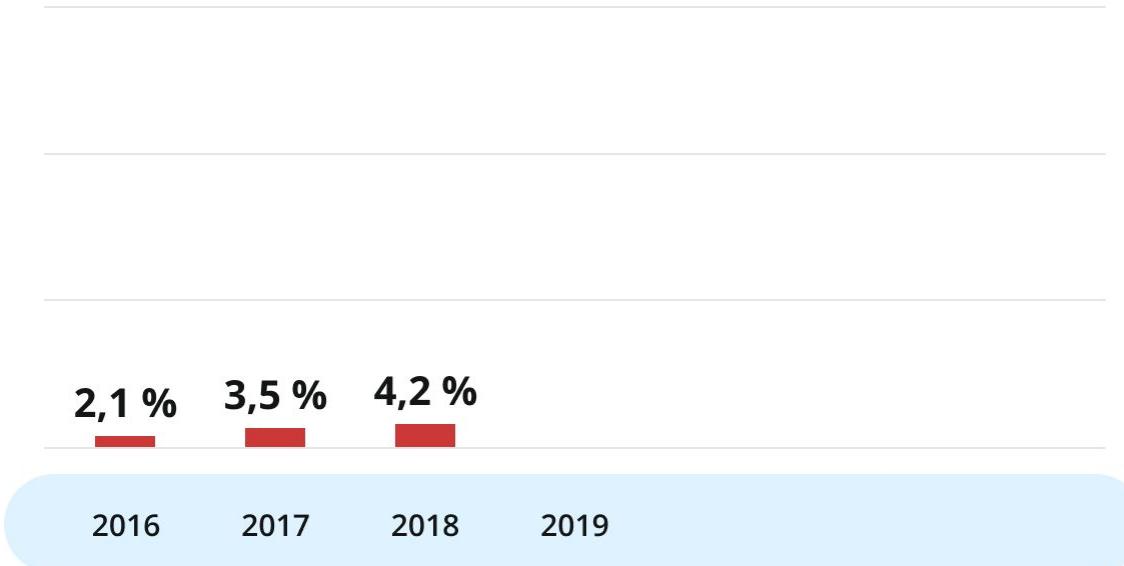
We are about
verified cars & real-estate
not about ads

**From moderation to verification
based on VIN-code**

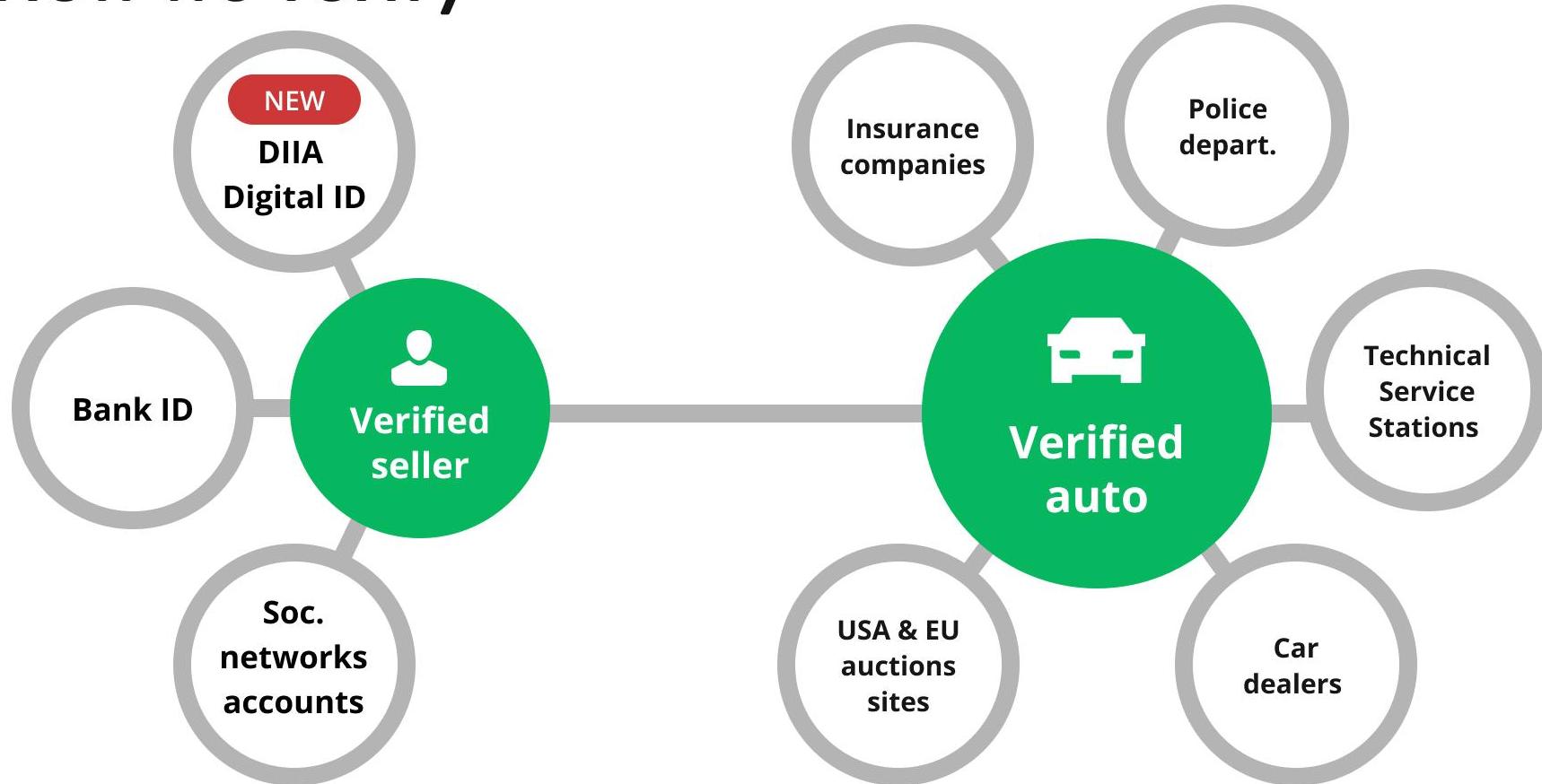
VIN-code as unique identifier

Attracting the Innovator's audience

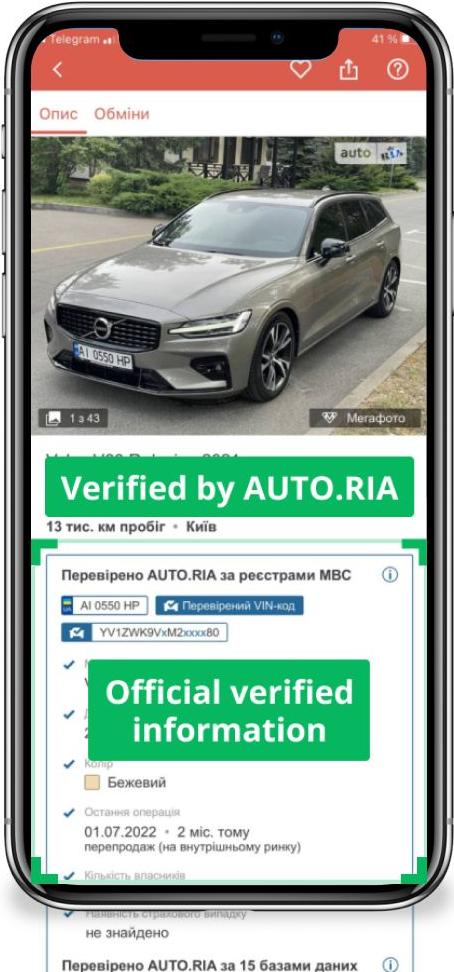
► Share of ads with VIN code



How we verify



Trust through responsibility



Немає офіційно зареєстрованих

Вам допомогли перевірки AUTO.RIA?

Подобається 1 людині

Історія авто за VIN-кодом

2 вер 2022 • Зарах

- Продавається на AUTO.RIA
- Продавець вказав пробіг 13 тис. км

1 лип 2022

Car history

- Перепродаж на внутрішньому ринку

15 черв 2022

- Продано на іншій платформі
- Продавець вказав пробіг 11 тис. км

Легкові • Універсал • 5 дверей • 5 місць

Двигун
2 л. (197 к.с. / 145 кВт) • Гібрид
місто 8 • траса 6 • змішаний 7

Коробка передач
Автомат

Привід
Передній

Колір
Бежевий металік

Опис
Продам свій автомобіль 2021 року в ідеальному стані, на гарантії.
Автомобіль дуже легкий в русі, маневрений, багато опцій:
- матові фарби
- додаткові фари
- обігрів сидінь
- підогрів сидінь

Seller description

Читати ще

Участь в ДТП
Не був у ДТП

Лакофарбове покриття
Як нове

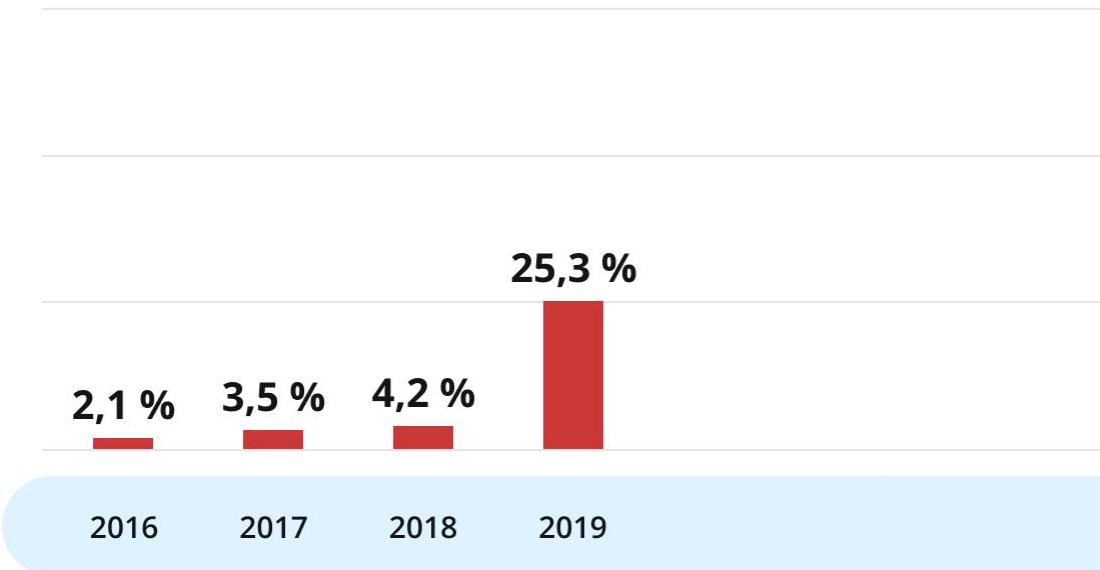
Технічний стан
Повністю непошкоджене

Fair principles of monetization

- ▶ **1 unique auto for 1 seller** free
- ▶ **Without VIN-code** paid
- ▶ **1+ auto for 1 seller** paid
- ▶ **Resale in 6 month** paid

Attracting the Early adaptor's audience

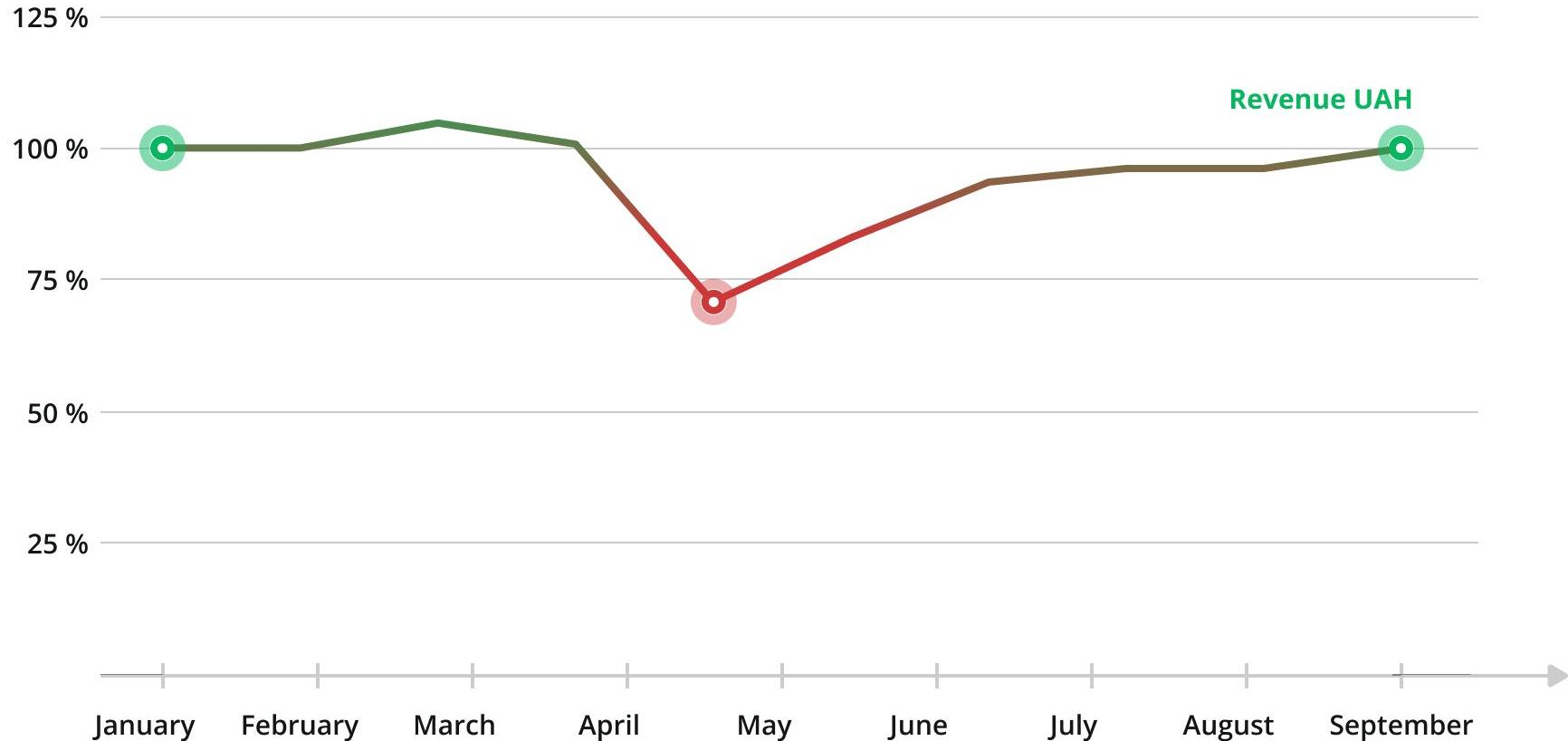
► Share of verified ads



2020 COVID



Revenue 2020



**Continue to develop trust
in a new reality**

Remote teams

Frustration in trust
Crisis of trust to organisations

AUTO.RIA verified by people

some damages,
but mostly - cool

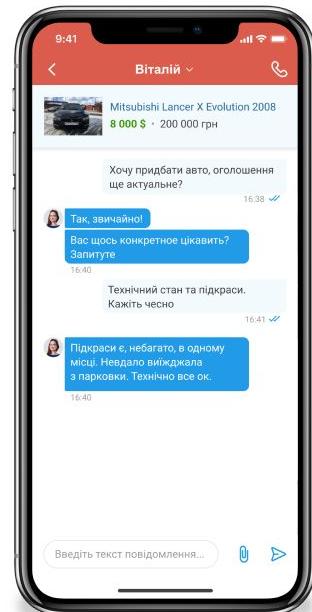
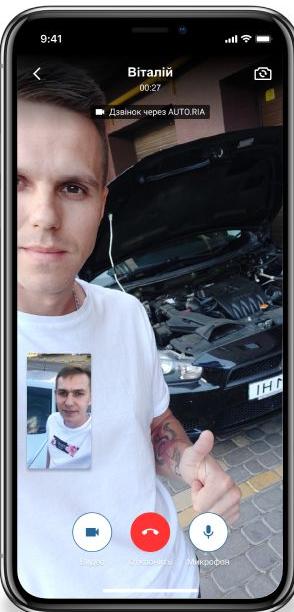
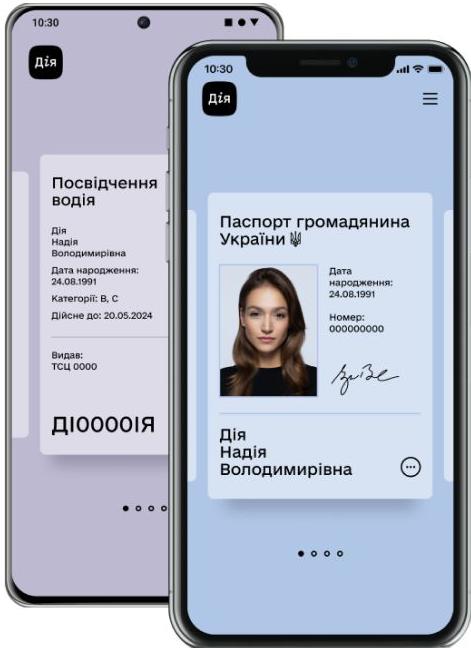


Cars,
verified by
people

auto

RIA
.com

Digitalization of selling processes



► DIIA Digital passport

► Video calls & Chat

► Video-messages

Seller

Add photo →



Algorithms

Car number → VIN-code

← Recognise photo

Verified description

← Verification

Add price →

Price Mileage

← Price recommendations

Add description →

Descriptions & Options

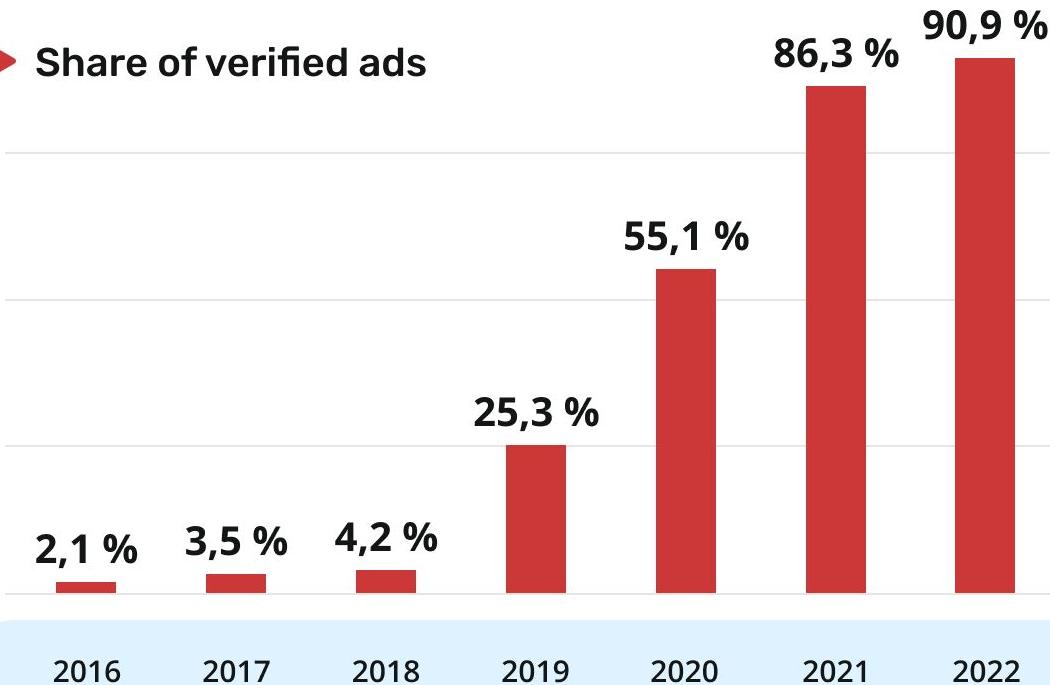
← Options recommendations

Car history

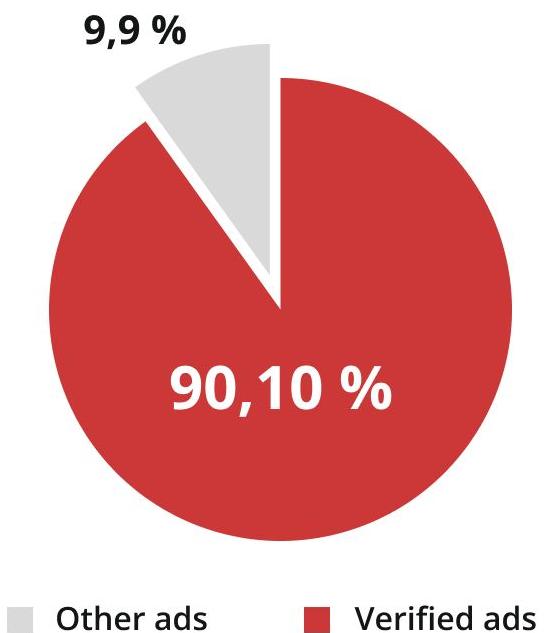
← Verification

VIN-code and verifications as a online standart

► Share of verified ads



► Share of calls to verified ads



Development =

stress

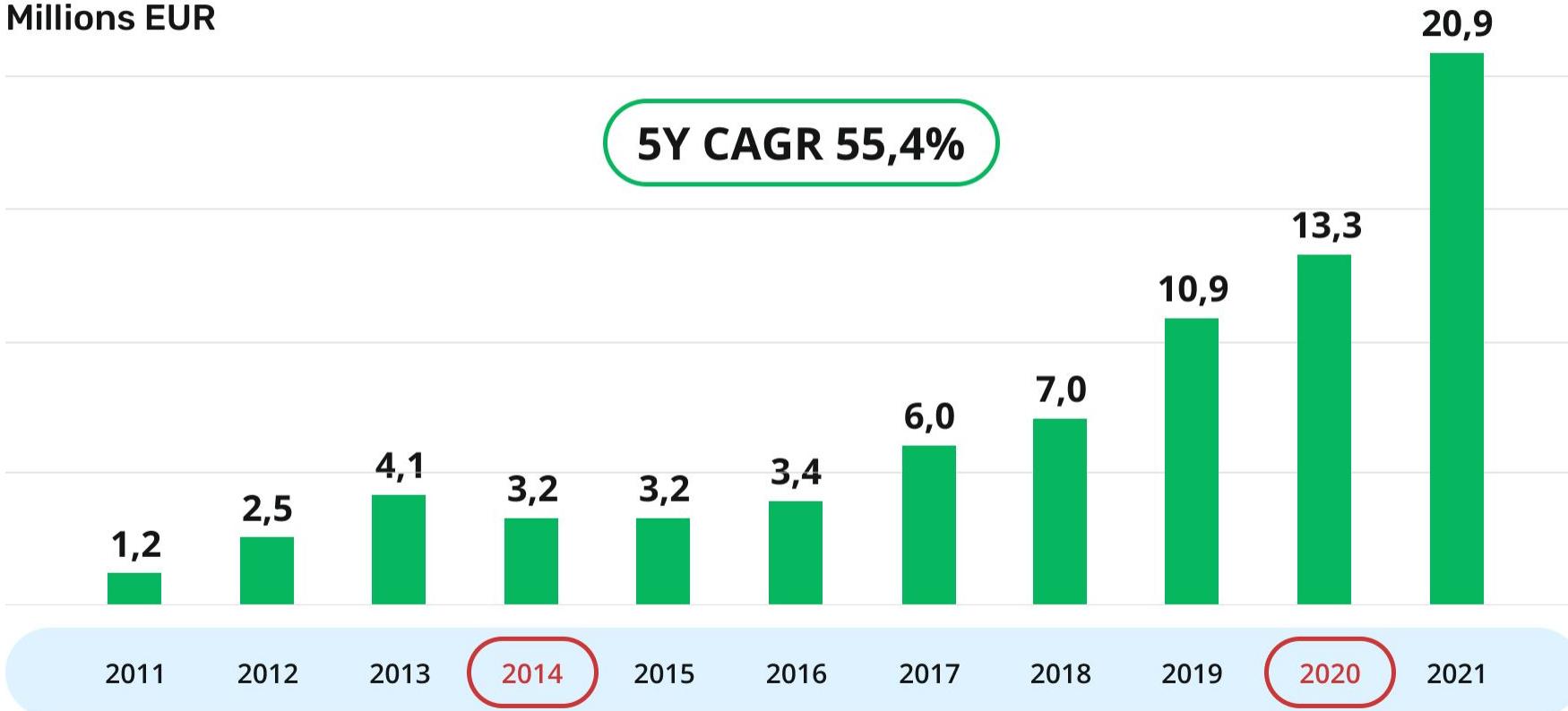
+

reflection

**We are becoming
a bit of experts in crises**

Revenue

Millions EUR



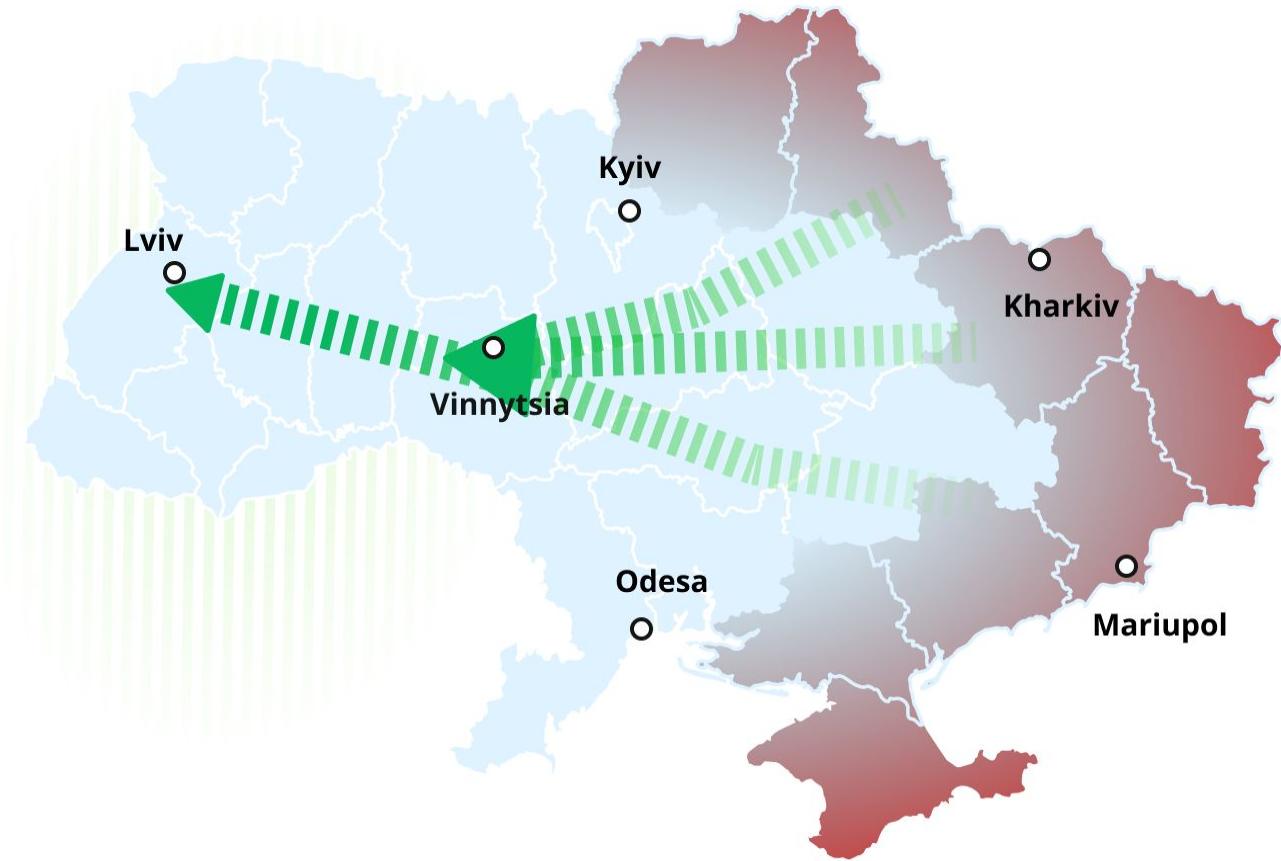
Russian invasion

24.02



First weeks

- ▶ Save the team
- ▶ Serve people
- ▶ Support Ukraine









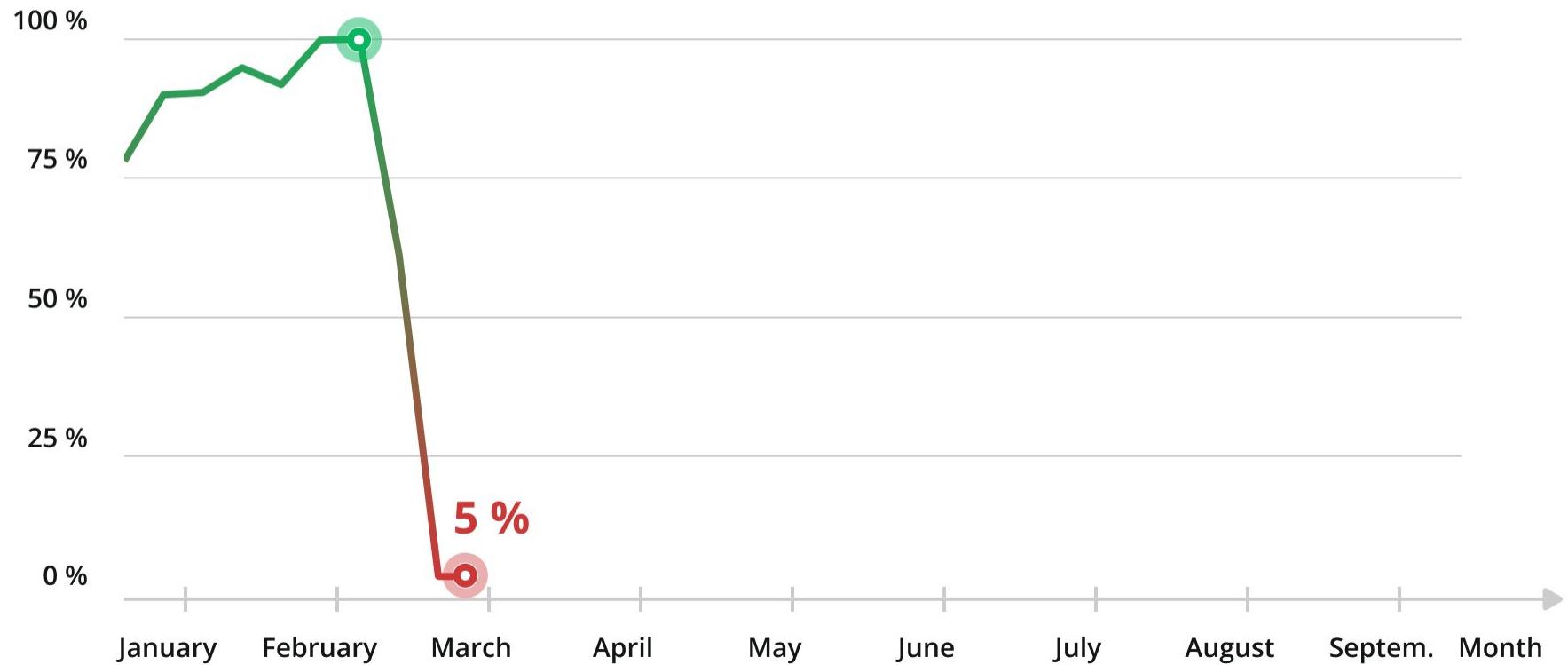


The fastest donation campaign

Satellite for 15M EURO

prytulafoundation.org

Revenue in 2022



Changeability

- ▶ Salary cuts solution

Communication

- ▶ The increase of the communication frequency

Business communication

- ▶ We **exist** and **continue** to work

Business communication

Continue
to work

=

Continue
to verify

Communication campaign

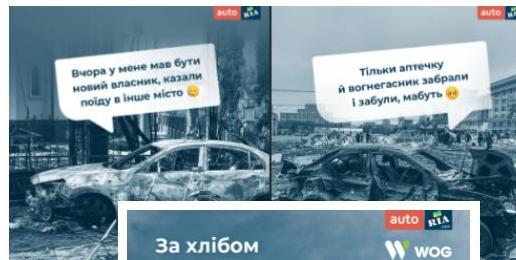
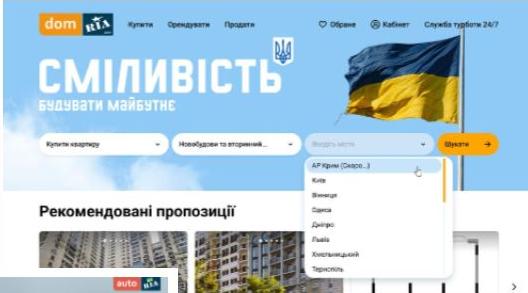
We've verified 107 000 cars
by VIN in Kyiv 🚗
since February 24 ❤️

We keep
verifying

auto

RIA
.com

We became media



УВАГА!

УВАГА! Центр протидії дезінформації
при РНБО України Інформус

ЗСУ просить повідомляти про особливо небезпечну техніку ворога:



Changeability

- ▶ Situational product development
for changed demand

Homes for refugees



Fuel crisis



Government initiatives for IT industry

► IT Army

230K cyber specialists



ItArmy of Ukraine

Government initiatives for IT industry

► **IT Generation**

Free IT education



Government initiatives for IT industry

► Army of drones

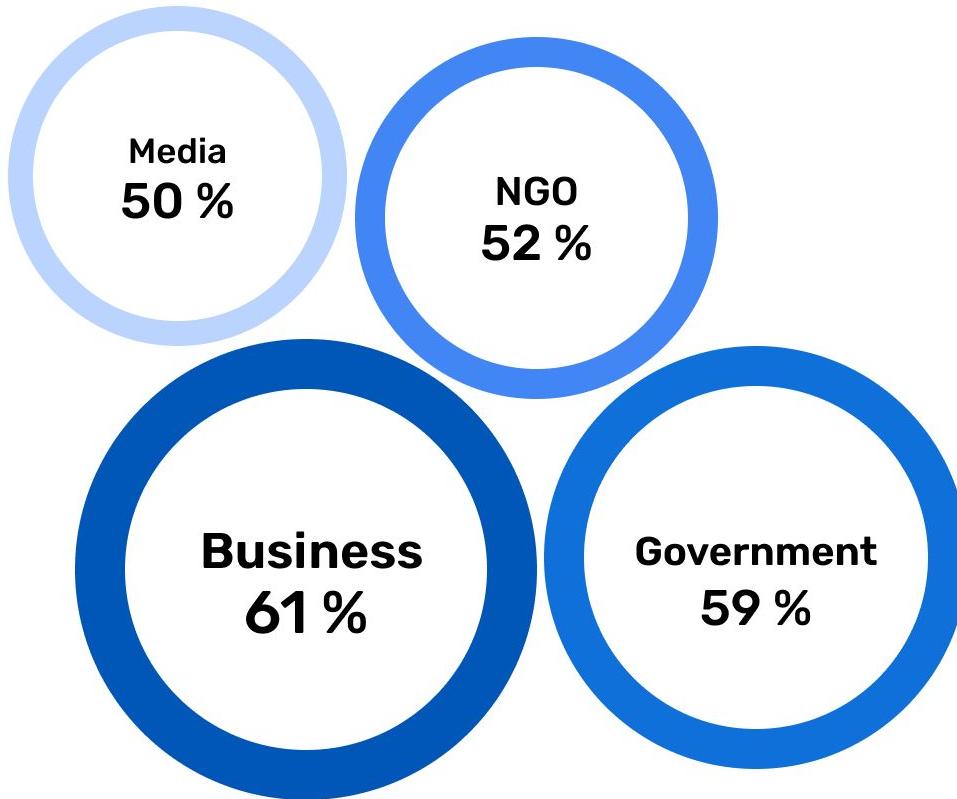
To cover the entire front line with drones



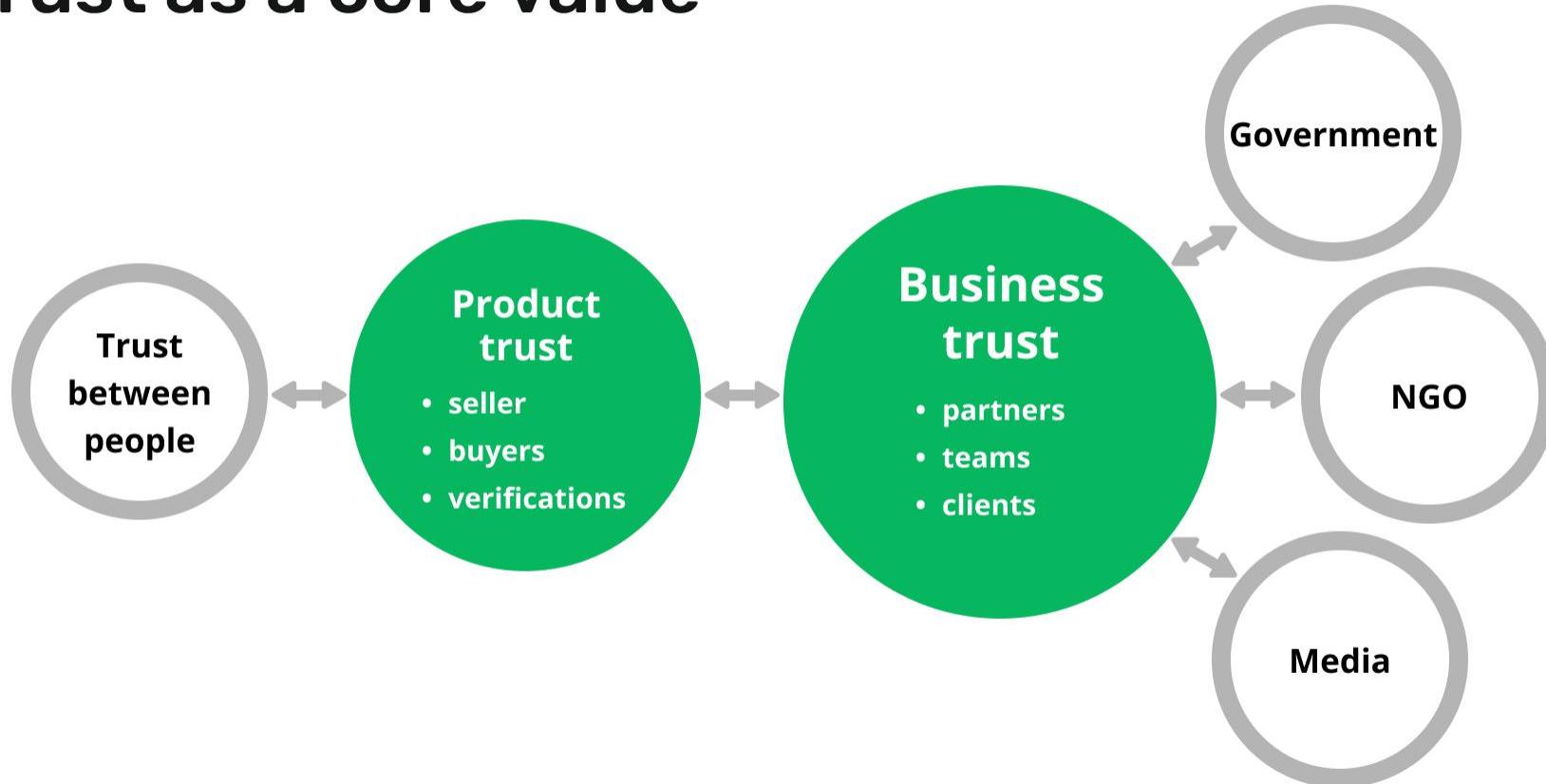
ARMY OF DRONES

Edelman Trust Barometer

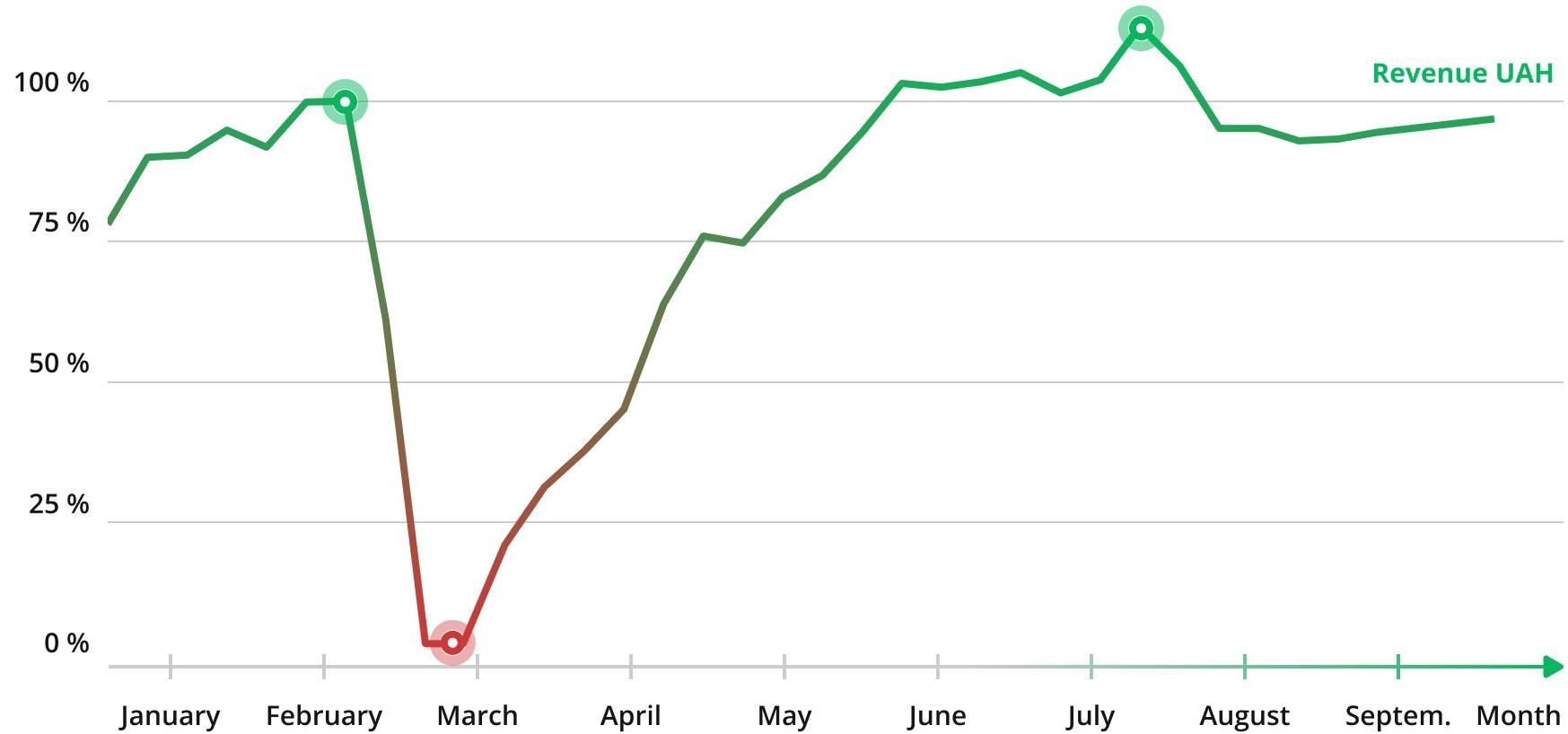
Level of trust 2022



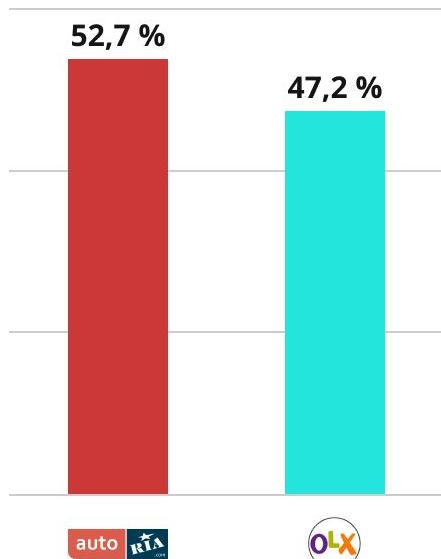
Trust as a core value



Recovery path 2022

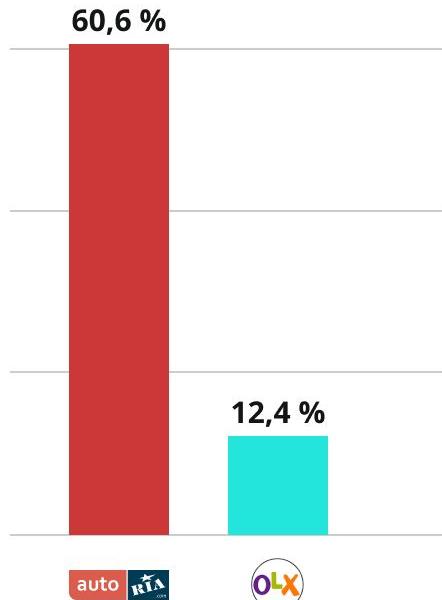


Competitive landscape



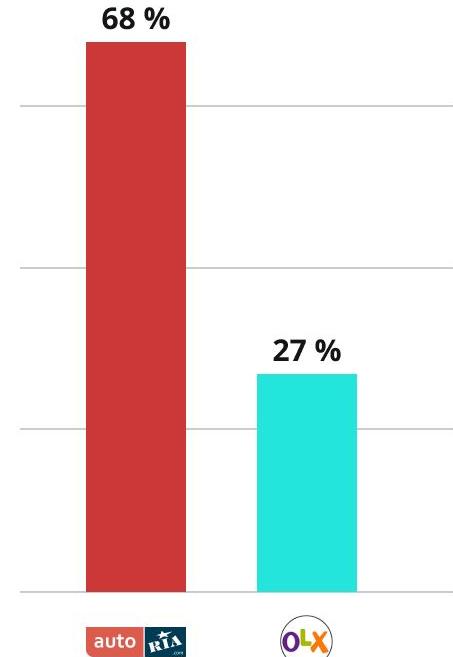
Brand Awareness

Feb 2022, TNS



Verified cars awareness

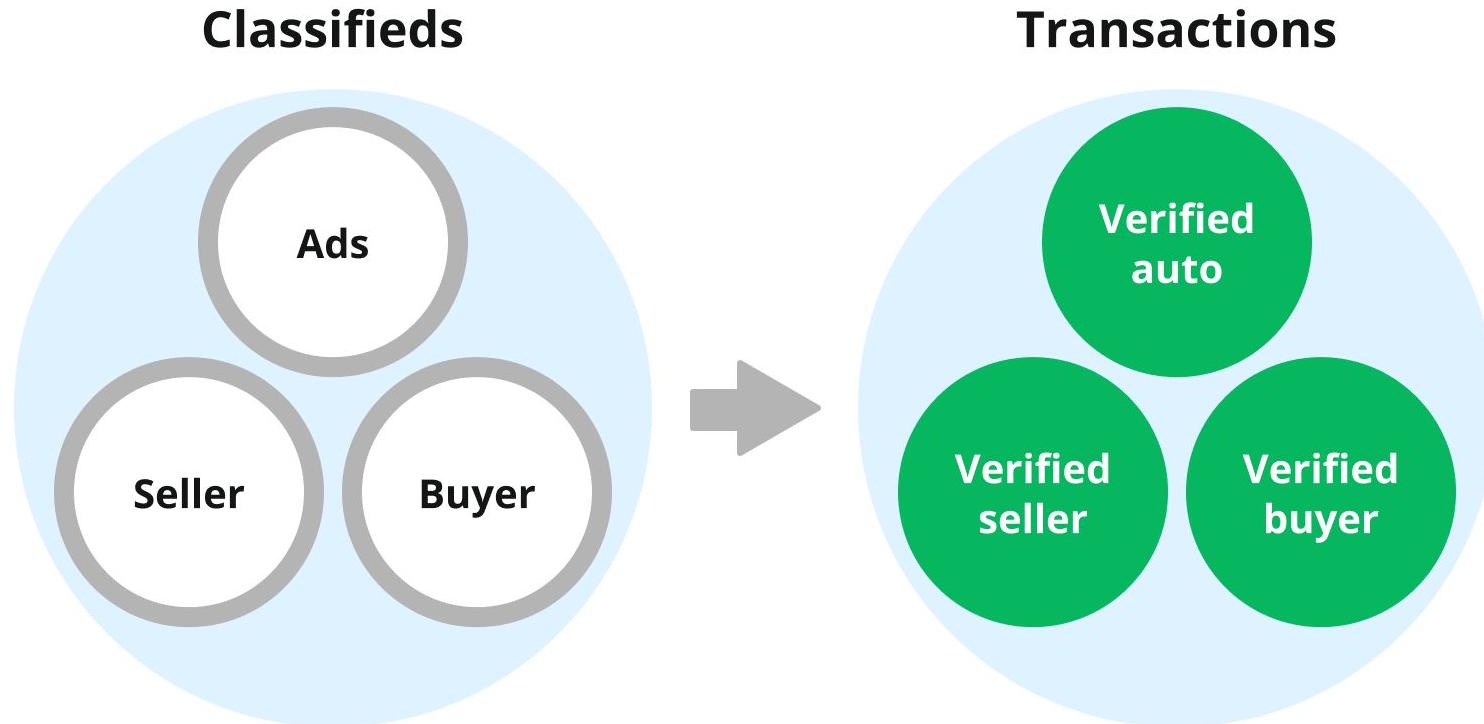
Feb 2022, TNS



Share of leads

June 2022, Internal research

From classified model to transactional



- ▶ Looking for **investors** and **advisors** to prepare company for **next big transformation** into **transactional model**

- ▶ Opportunities & experience exchange for building better products

UNITED24

The initiative
of the President of Ukraine

United24 donations for

Defence and demining

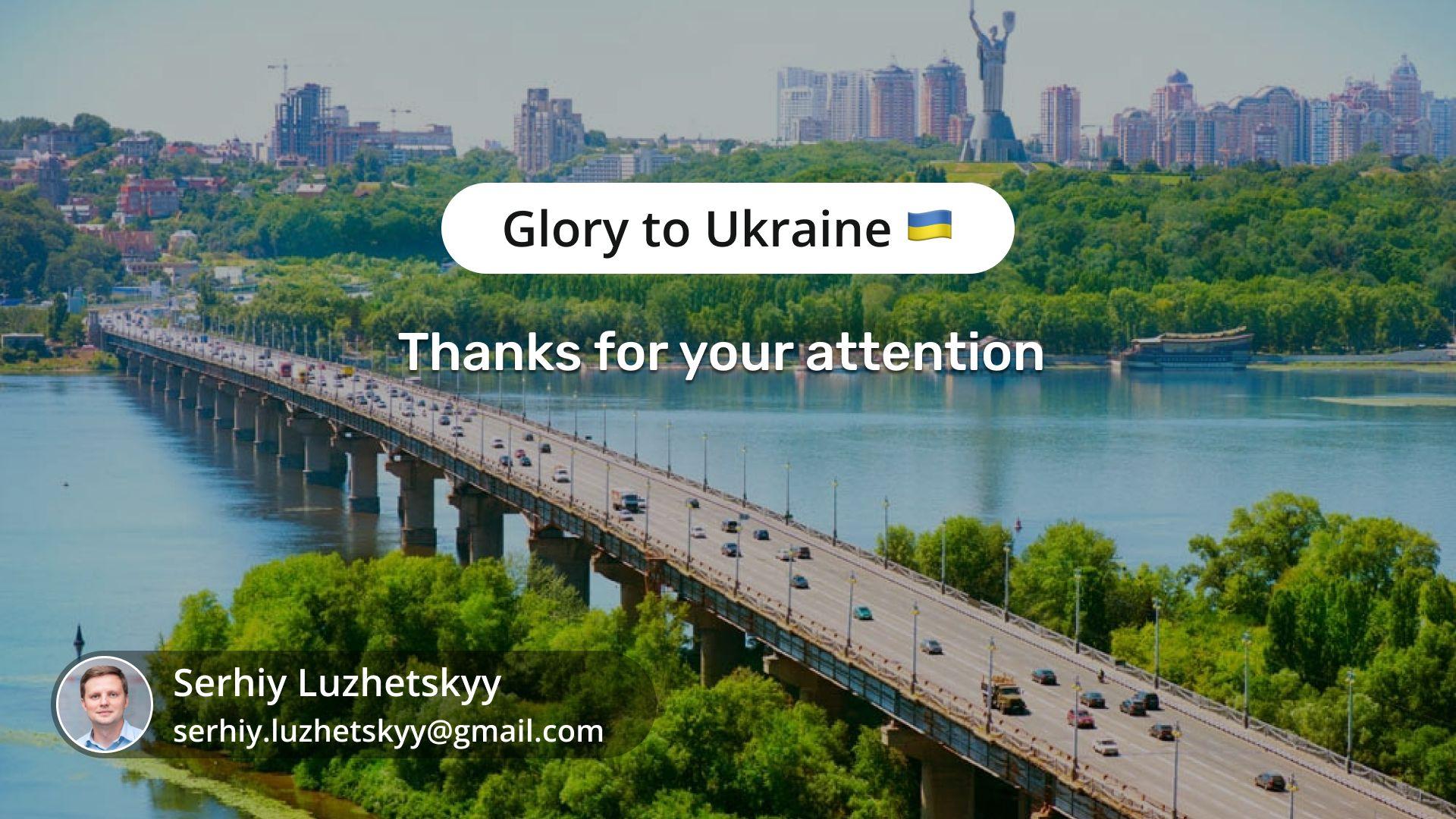
Medical aid

Rebuild Ukraine

u24.gov.ua



- ▶ Ukrainian language is not russian.
Localization for ukrainians



Glory to Ukraine 🇺🇦

Thanks for your attention



Serhiy Luzhetskyy
serhiy.luzhetskyy@gmail.com