

TinhLouk

TinhLouk: Where Reliability and
Affordability Meet



This is Amara

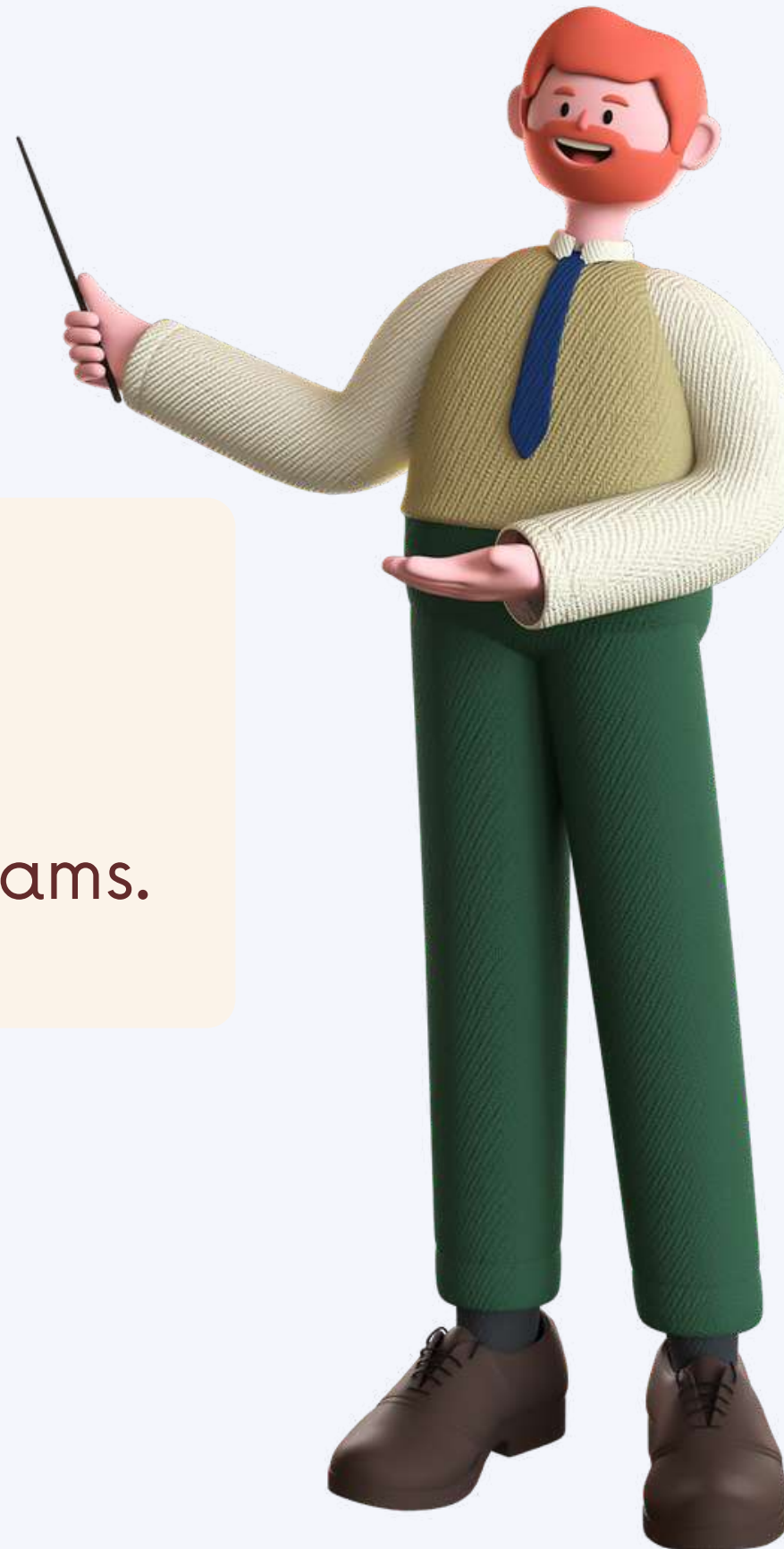
Amara is looking to buy a budget-size second-hand vehicle but struggles to find accurate information about the car's history and condition.

How can I be sure that the information I get is accurate? And what if I encounter scams or fraud?



This is Dara

Dara wants to sell his used car quickly but is worried about encountering fraudsters and scams.



**How can I ensure a safe
and trustworthy selling
experience?**

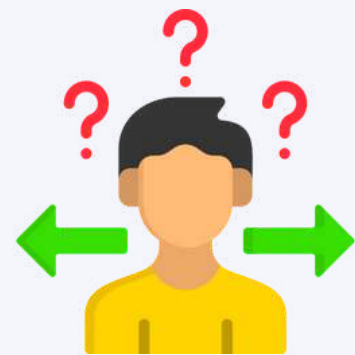
Problems

In the world of buying and selling used vehicles, it is difficult to know who to TRUST!

85%

out of 68
surveys

Most people from age 25 to 50 are facing challenges such as:



1

Lack of trust

buyers and sellers often lack confidence in the accuracy of information within the second-hand vehicle market



2

Risks of Scams and Fraud

the possibility of encountering tricking advertisements, forged documents, and misrepresented vehicle conditions



3

Limited Access to Reliable Information

cannot obtain accurate information about the history, and condition of second-hand vehicles, resulting in uninformed purchase decisions

Solutions

A mobile application software where users can sell or buy second-hand vehicles.

1



AI-Powered Verification

Implement an image recognition technology to analyze posted images and verify that they are indeed vehicles.

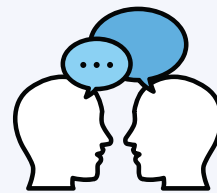
2



Document Validation System

Create a secure document validation system that verifies critical documents such as ownership certificates, vehicle history reports, and user identities to prevent fraud/scam activities.

3



Foster connection between buyers and sellers

Offer a user-friendly messaging interface within the application and facilitate in-app meeting scheduling.

4

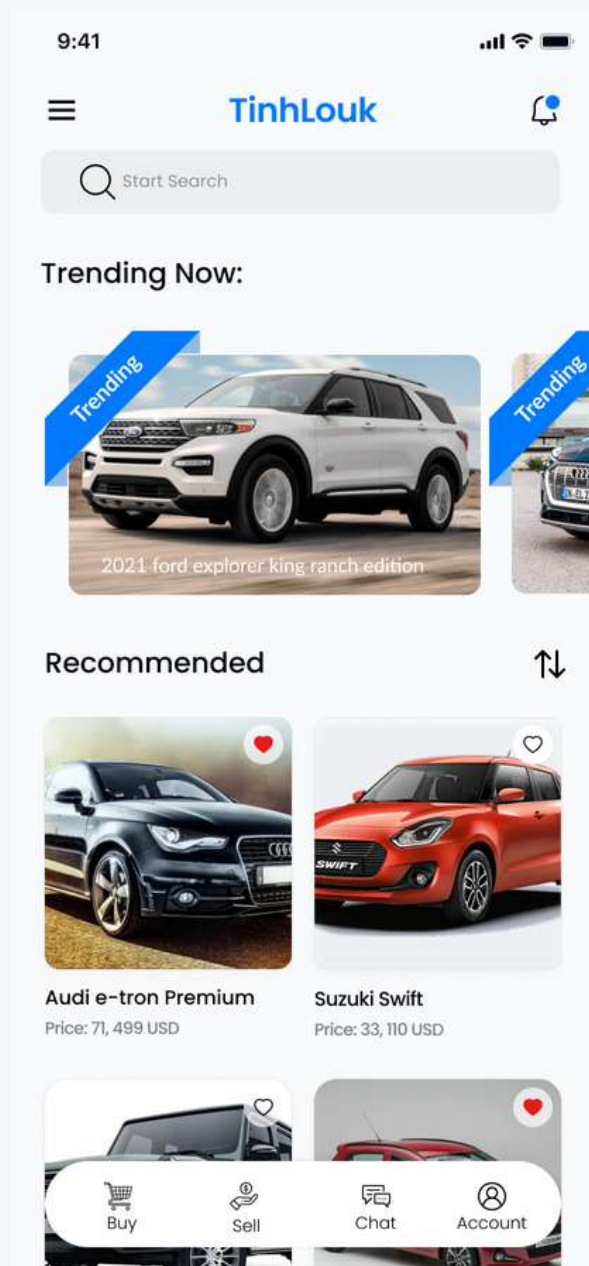


Verified User Profiles and Identities

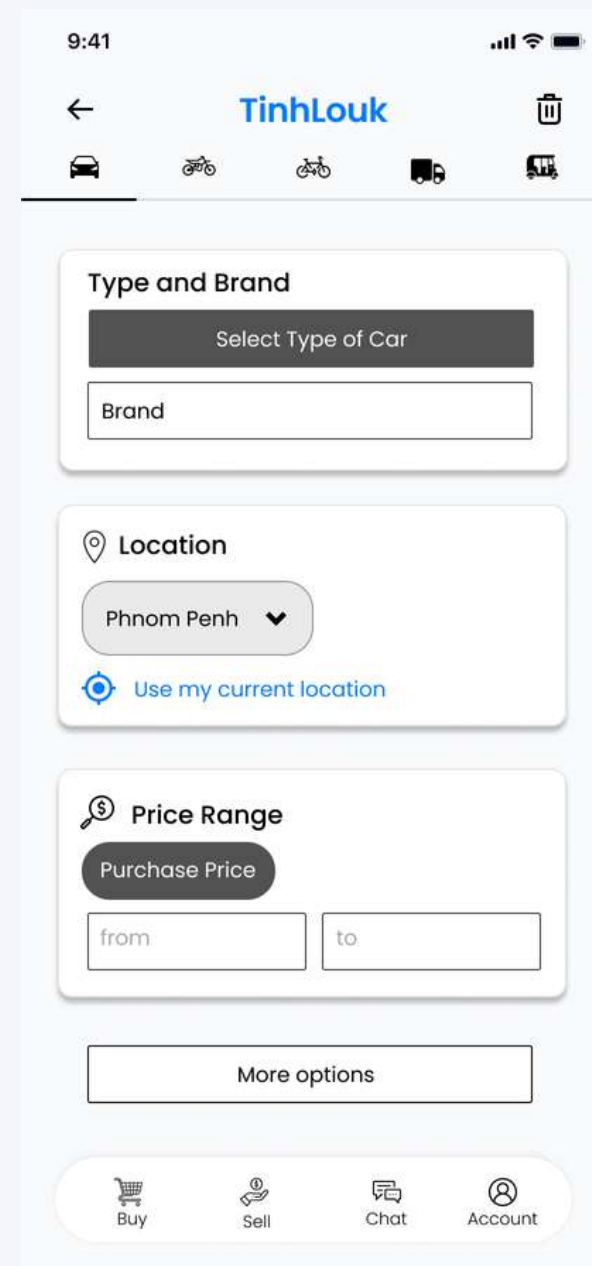
Implement a verification process to ensure the authenticity of user-profiles and identities.

Features

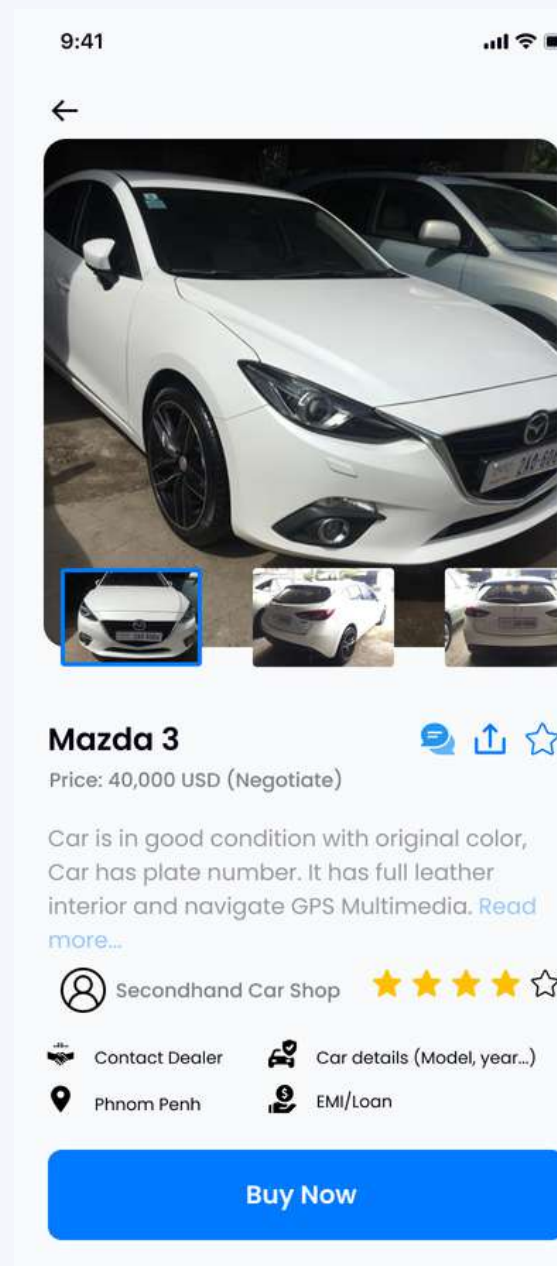
Home Screen



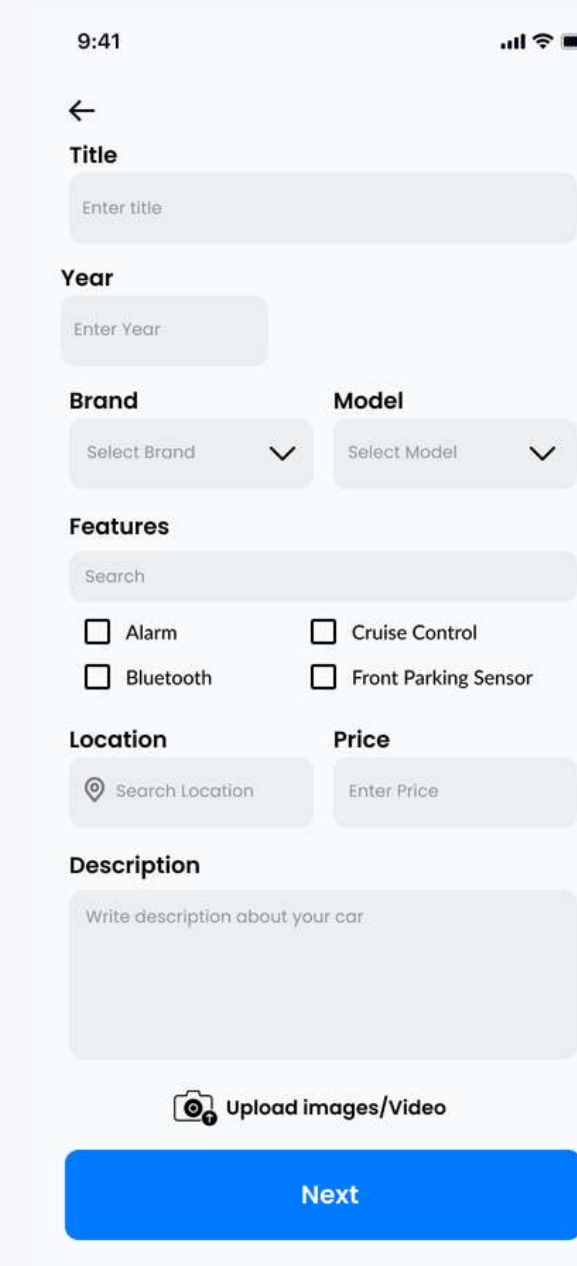
Search Screen



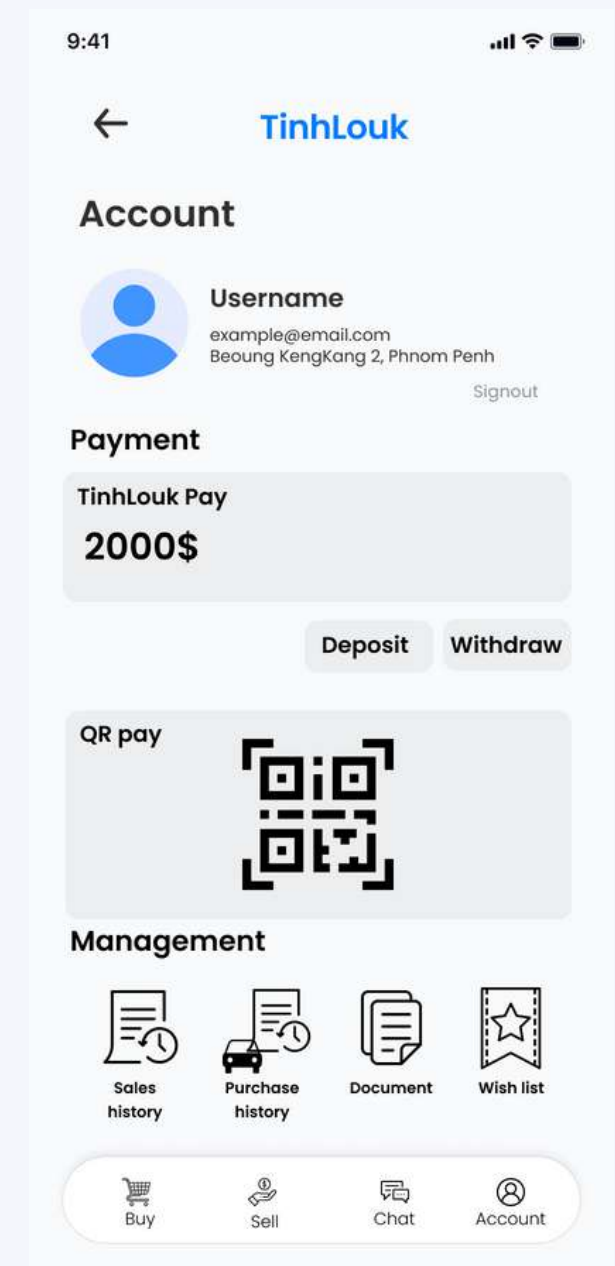
Buy Car



Sell Screen



Account



Features

TinhLouk

Documents

The default documents can be easily changed by you

Each completed upload will be automatically saved

Identity Card/Passport

Change Document >

Passport must still be valid

Add Passport/Identity Card

Certificate of Title

Change Document >

Document must still be valid

Add ownership document

Title Transfer and Bill of Sale

Change Document >

Document must still be valid

Add document

Next

TinhLouk

Identity Card

Replace photo

Identity Card Number

0000 0000 00

Expiry Date

dd/mm/yyyy

TinhLouk

Identity Card

Tips on how your photo should look:

Must show all four corners

Must not be covered in any way

Must not be blurry

This is right!

TinhLouk

Bill of Sale

Replace photo

Identity Card Number

0000 0000 00

Purchase Date

dd/mm/yyyy

TinhLouk

Bill of Sale

Tips on how your photo should look:

Must show all four corners

Must not be covered in any way

Must not be blurry

This is right!

TinhLouk

Certificate of Title

Replace photo

Number Plate

00 - 0000

Registration Date

dd/mm/yyyy

TinhLouk

Certificate of Title

Tips on how your photo should look:

Must show all four corners

Must not be covered in any way

Must not be blurry

This is right!


Verification

Why TinhLouk?

TinhLouk's document validation system verifies critical documents, including ownership certificates and vehicle history reports, ensuring transparency and reducing fraud risks.



Market Size



USD 20.6M

USD 13M

USD 1M

TAM

Cambodia's market demand for second-hand vehicles

SAM

The market demand for second-hand vehicles aged from 15-64

SOM

The market demand for second-hand vehicles aged from 15-45

Sources:

<https://www.marketresearchfuture.com/reports/used-vehicle-market-7616>

<https://www.mordorintelligence.com/industry-reports/south-east-asia-used-car-market>

<https://www.statista.com/outlook/mmo/passenger-cars/cambodia>



















Target Market

We target Cambodian users who seek to sell and buy second-hand vehicles that hold identity cards and driving license cards. There are 8M people aged (15-45), however, we only scope **30%** of them which is equal to **2.4M (2, 400, 000)** people

Aspect	Primary Users	Secondary Users	Potential Users
Who?	Retailers/Business Owners	Adult(15-35)	Old Adult(35-64)
Why?	Rely on the platform to sell their second-hand vehicles	Looking for their buying budget friendly vehicles	Seeking for buying affordable vehicles or selling their own vehicles

Our Competitors

- **Khmer24** is a consumer-to-consumer marketplace platform to buy/sell their less used belongings like clothes, gadgets & accessories, cars & vehicles, etc.
- **MyKhmerCar** is a website platform to buy & sell cars, motorbikes, and trucks in Cambodia.

	VERIFIED USER PROFILE	DOCUMENT VALIDATION	CHAT SERVICE	USER RATINGS AND REVIEWS	MOBILE APPLICATION
 Khmer24					
					
					

Business Model



Advertisement

Revenue will include advertising partnerships with renowned vehicle brands and businesses within the automotive sector.



Commission Fee

Our platform will charge **5% commission** on successful second-hand vehicle sales, ensuring a fair fee structure for all users.

Market Strategies

Goal: Reach 3,000 users by the end of 2024



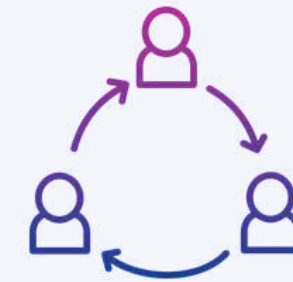
Digital Marketing

We are trying to target online advertisements to reach potential users interested in buying and selling second-hand vehicles.



Influencers

We will collaborate with influencers to showcase the benefits of using our platform, highlighting the AI-powered verification system and secure document validation, etc.



Referral Program

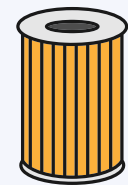
We will launch a referral program that encourages existing users to refer new buyers and sellers to the platform in exchange for promotions or special offers.

Roadmap

We plan to sell important accessories for cars and basic maintenance

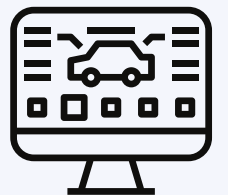
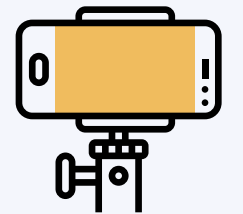
Vehicle Maintenance

- engine oil maintenance service every 5,000 to 10,000 kms
- change of air filter every 15,000 to 30,000 kms
- change of spark plugs every 30,000 to 100,000kms
- change of tires every 8,000 to 10,000kms



Vehicle Accessories

- sell phone mounts for every type of air vents
- sell car / radio adapters
- sell car monitors for both android and apple
- sell fuel additive for every type of cars



About Us



Men Monypothi

Telecommunication
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Data Science and
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Thank you

Contact Us



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