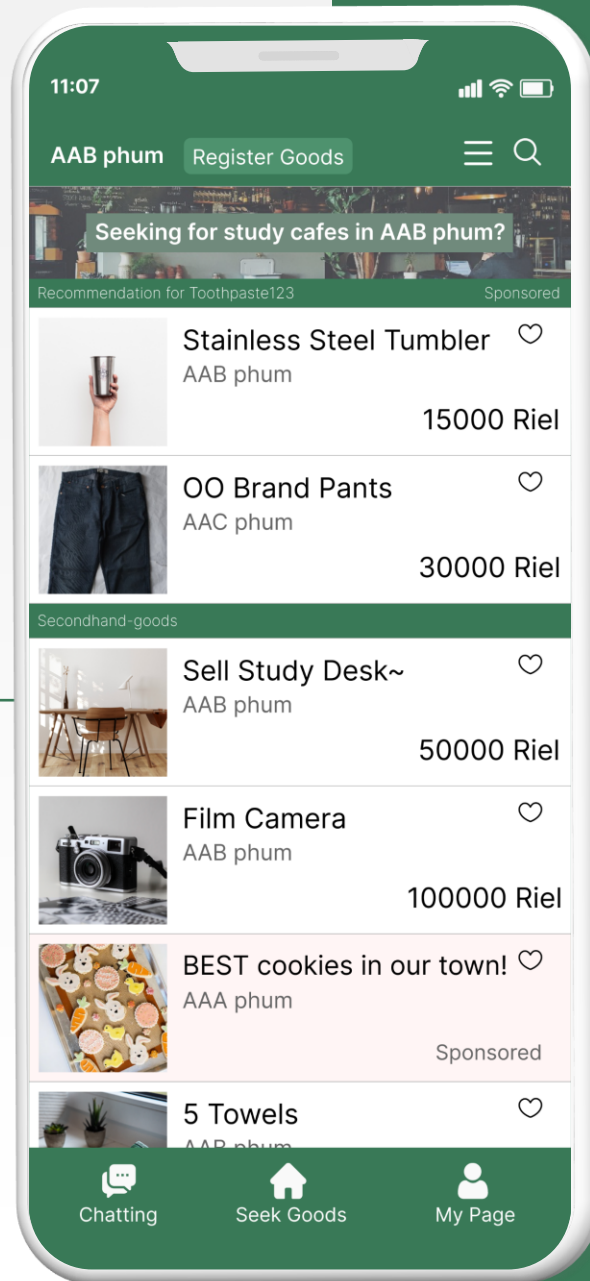


Project
ICT in Cambodia
Startup Incubation
Exchange Program

2023.12



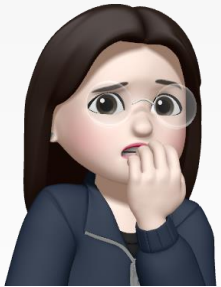
Secure second-hand Trading Platform TIPI

Team Ssok Ssok

Proposal Background 1

Interview someone who has experience with thrifting

Q. Are there any challenges you've encountered with existing thrift sites or apps?



“I wanted to buy an expensive item at a cheap price, but I gave up after hearing about my friend’s experience of being **scammed by a trader.**”

Somaya

3 months of second-hand



“I recently posted an item, but I'm worried because I can't trust the words and manner of the person who contacted me to buy it. I'm worried because I don't know **what kind of person the trader is.**”

Teresa

1 months of second-hand

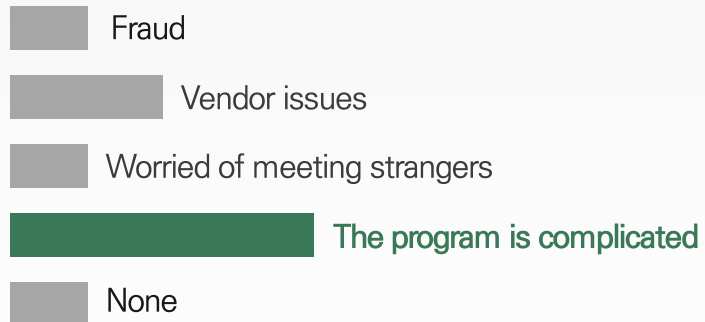
The people we interviewed were using second-hand trading platforms, but were worried about scams and trusting traders.

Proposal Background 2

Survey people who have experience with thrifting

Survey on perceptions of thrift (23.12.06 ~ 12.10), Google Form, 20 people responded

Q. Difficulties in Platform



Complex categorization
Complicated UI
Transaction process is hard
Too much information are jumbled (Location, quality, price...)

Proposal Background 3

Survey on Consumer Problems on Used Trading Platforms (2022.05)(Korea Consumer Resources)

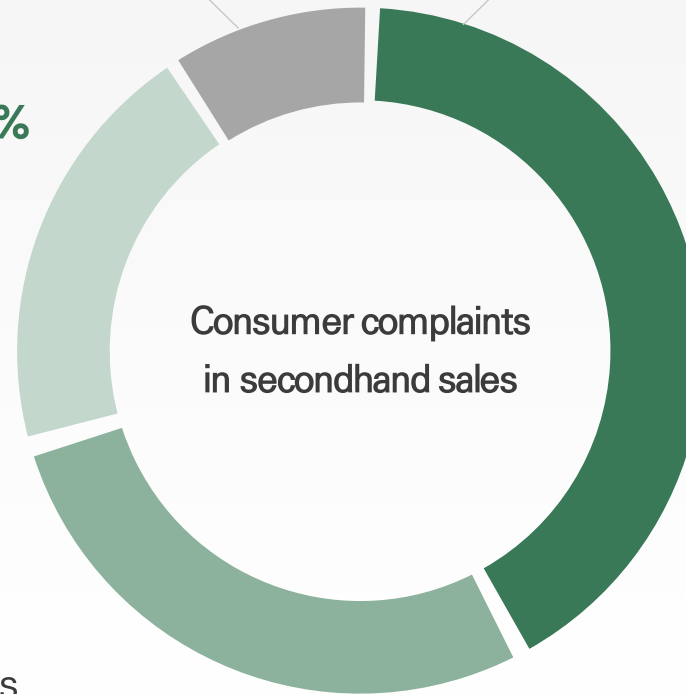
Others 8.7%

Platform-specific issues 22.8%

Unorganized categories
Privacy-related harm

Distrust of the seller 29.9%

Non-certified user
Businesses disguised as individual users



Fraud 38.6%

No-show / Fake items
Sending a different item (delivery)

Problems

```
graph TD; P((Problems)) --- F((Fraud)); P --- M((Miscommunication)); P --- T((Transactions that take a long time)); P --- D((Distrust in the trading process)); F --- M; M --- T; T --- D; D --- F;
```

Fraud

Miscommunication

Distrust in the
trading process

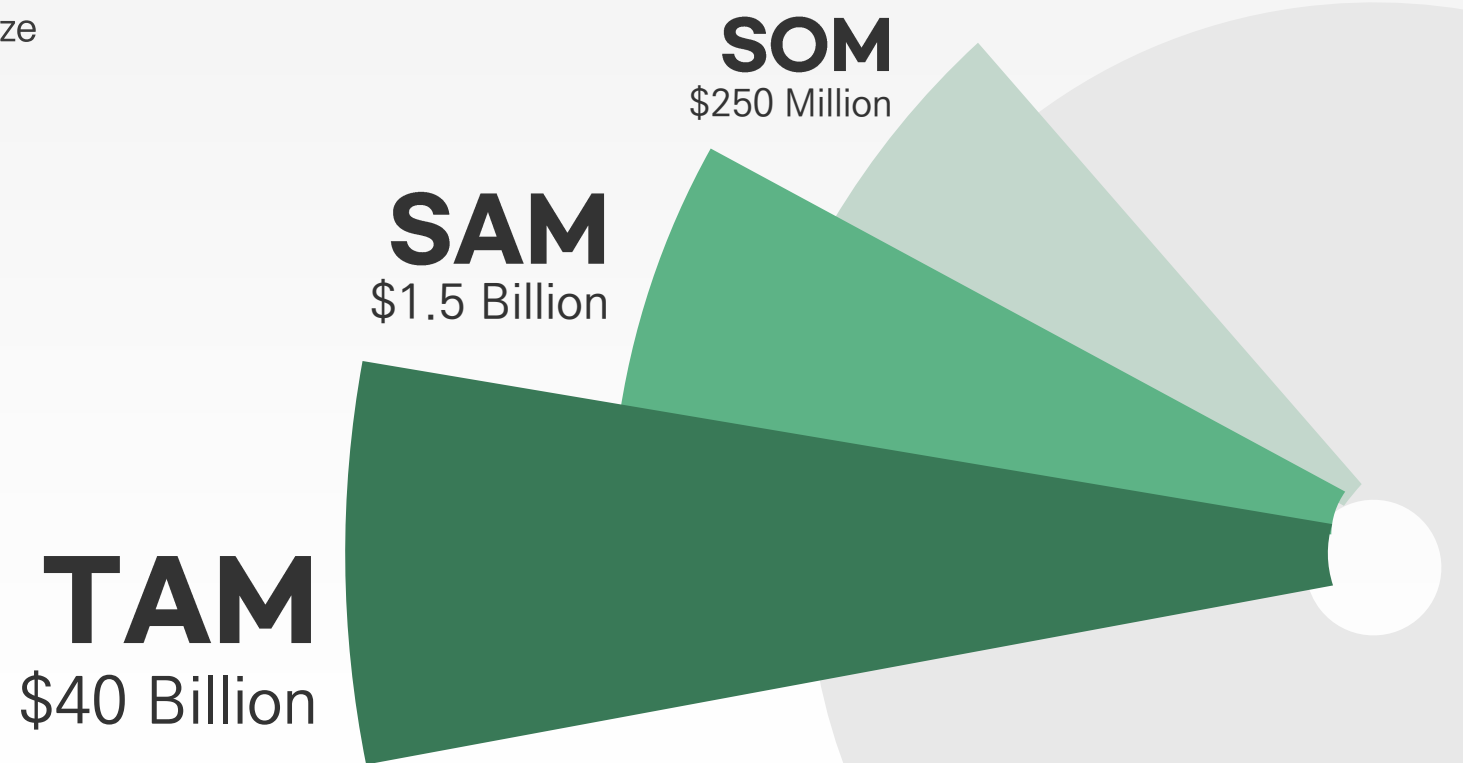
Transactions
that take a long time



Analyze Current Market Size, Trends

Analyze the size of the secondary market

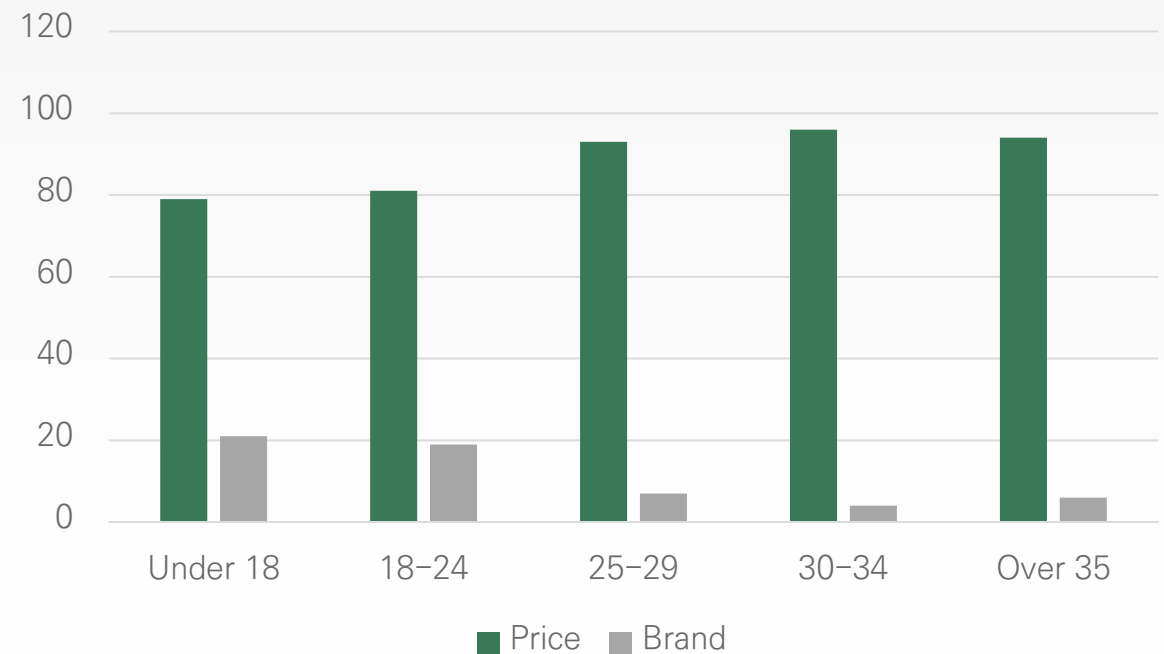
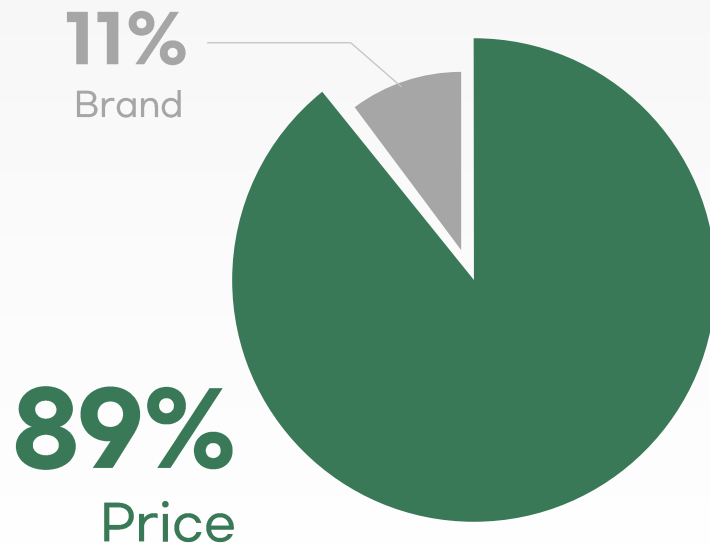
Southeast Asia / Cambodia / Phnom Penh Market Size
for Second-hand goods



Main Consumer Analysis

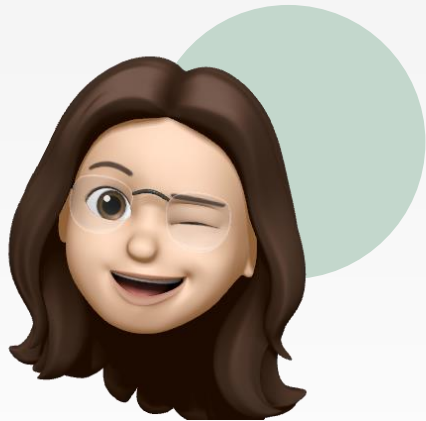
Analyze what people are looking for and what they're most likely to consume

How brand and price influence purchase decisions [MRTS Consulting]



Persona

Create personas based on interviews, surveys, etc.



Ratana

45 year old, Woman

Office Worker

Living in Phnom Penh

“

Is there anyone who wants to buy my items among the local residents?

”

Problem

Feels guilty about throwing away a lot of unused items at home, which are almost new things

Prefer direct transaction but it's hard to move far away due to her busy work schedule

Needs

Find buyers as close as possible for in-person transactions, considering her preference for local deals and her busy work life

Behavior

Efficient



Relaxed

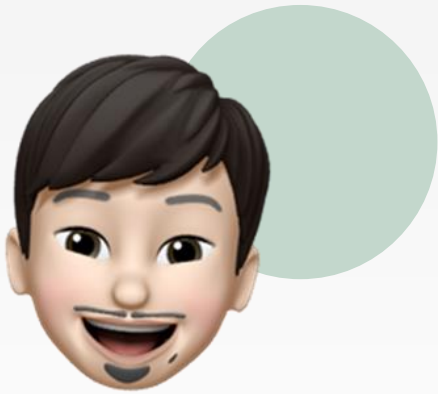
Discreet



Impulsive

Persona

Create personas based on interviews, surveys, etc.



Sokha

23 year old, Man

Student at the RUPP

Living in Phnom Penh

“

I hesitate to engage in deals with someone who has almost no trustworthy information...

”

Problem

Too expensive to buy some items related to hobbies (e.g. instruments)

Has been scammed in a thrift store and doesn't easily trust other merchants

Needs

A reasonably priced second-hand transaction

Minimal concerns about potential scams

Behavior

Efficient



Relaxed

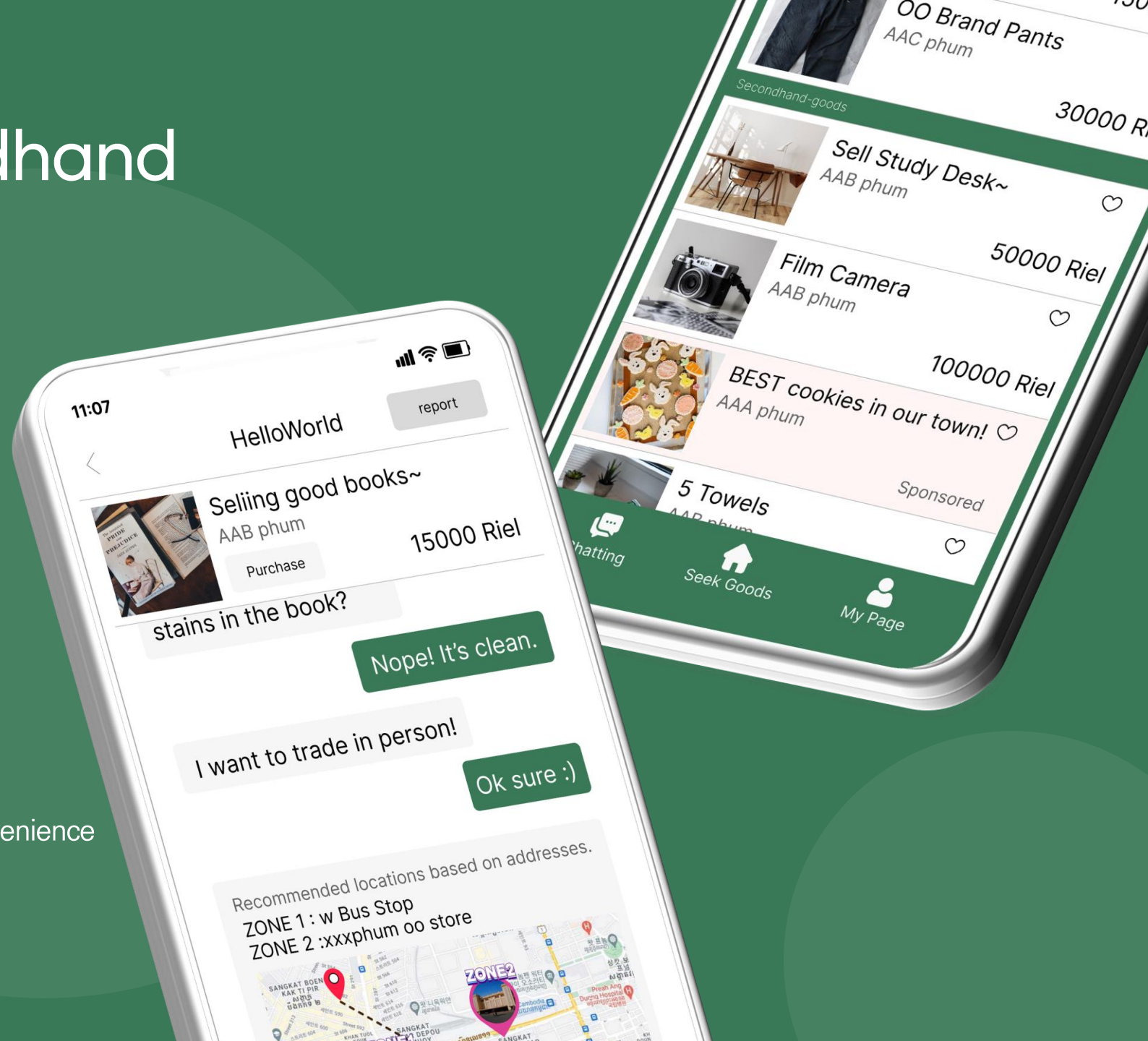
Discreet



Impulsive

A Trusted Secondhand Trading Platform TIPI

TIPI,
Locally-based second-hand trading platform
that anyone can use with confidence and convenience



Presenting New Solutions

Four elements of a solution

01.

A fraud-free platform for peace of mind

Trustful

02.

A platform that enables geo-localized direct sales

Location-based

03.

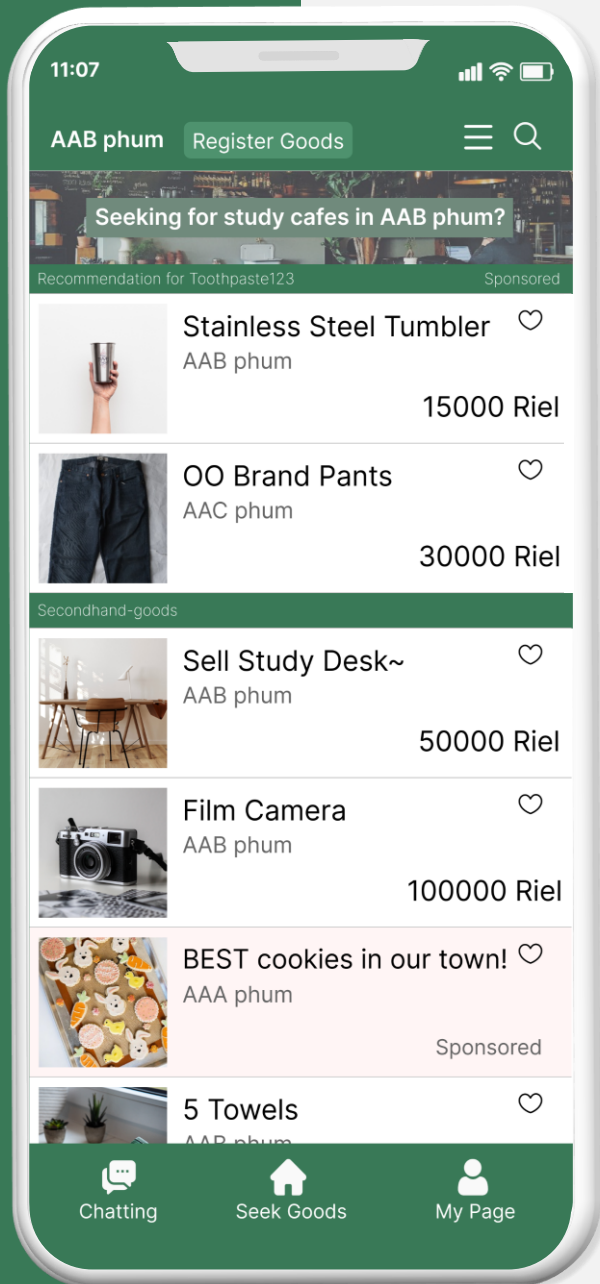
A platform that makes it easy for anyone to conduct a second-hand trade with guidelines.

Convenient

04.

Uncomplicated platform with a simple, easy-to-use design

Uncomplicated



“

I'm afraid of getting scammed when using second-hand stores ...

”

–Narisa–

- ✓ Location-based Trading System
- ✓ Trustful Platform
- ✓ Uniqueness like Transaction ZONE, Calendar
- ✓ Premium service with a range of additional features
- ✓ A platform that enables sustainable production and consumption (SDG #12)

Location-based Trading System

Higher Accessibility

Promote reliable trading circumstances

Trading with neighborhoods

TIPI

02-08-2001

E-mail
abcdef@gmail.com


Mobile Number
+855 10-1111-2222

Certify

Setting Region
A

AA phum
AAB phum
AAC phum

Recommended locations based on addresses.
ZONE 1 : w Bus Stop
ZONE 2 : xxxphum oo store



Is this location okay?

Text message


11:07

HelloWorld

report

Locations are going to be recommended based on your address...

ZONE 1 : w Bus Stop
ZONE 2 : xxxphum oo store



11:07

AAB phum Register Goods

Seeking for study cafes in AAB phum?

Recommendation for Toothpaste123 Sponsored

Stainless Steel Tumbler
AAB phum
15000 Riel

OO Brand Pants
AAC phum
30000 Riel

Secondhand-goods

Sell Study Desk~
AAB phum
50000 Riel

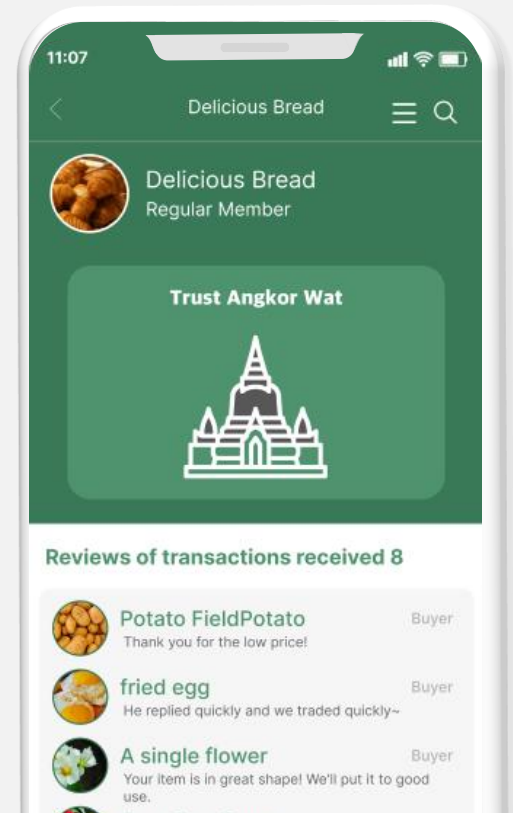
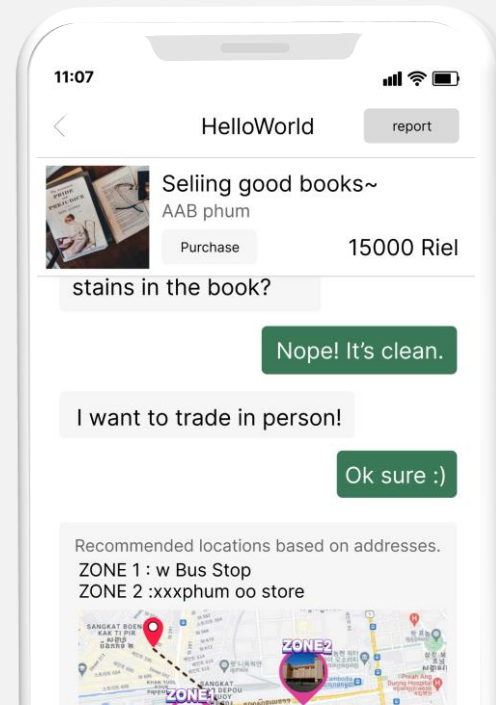
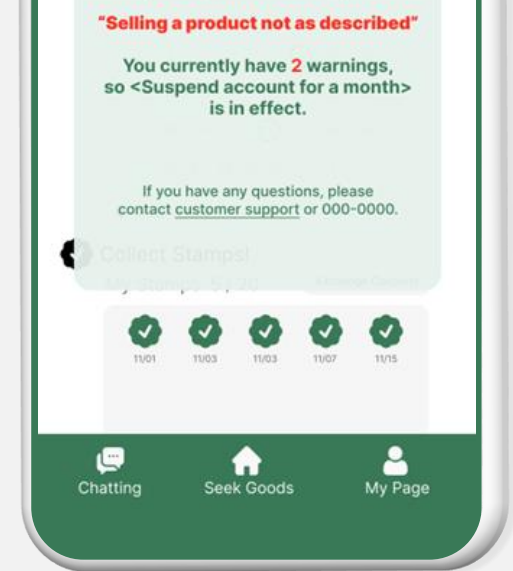
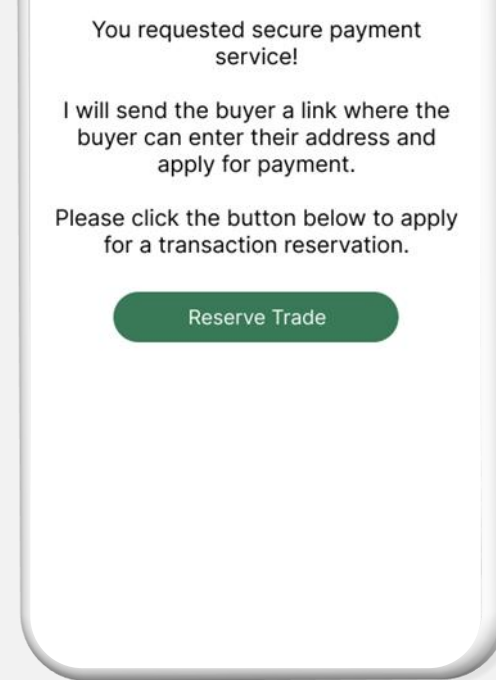
Film Camera
AAB phum
100000 Riel

BEST cookies in our town!

Trustful Platform

Secure Payment Service
Report System
In-person trade zone
User-to-User feedback
Provide Product Guidelines

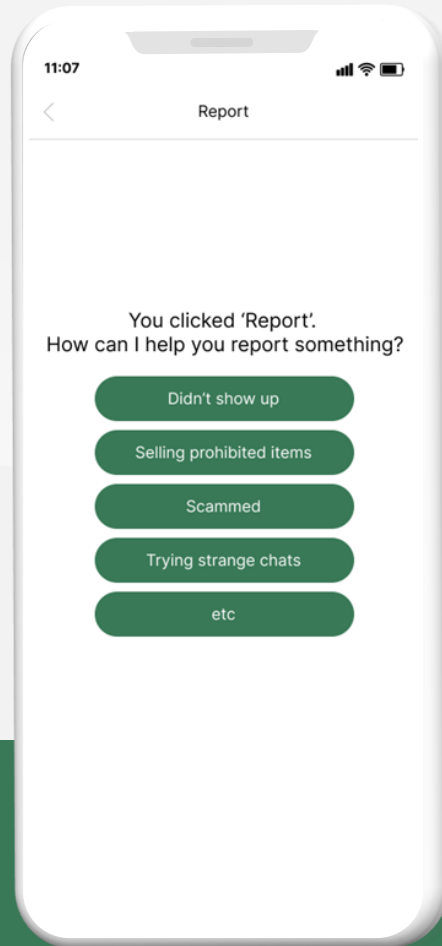
TIPI



Report System

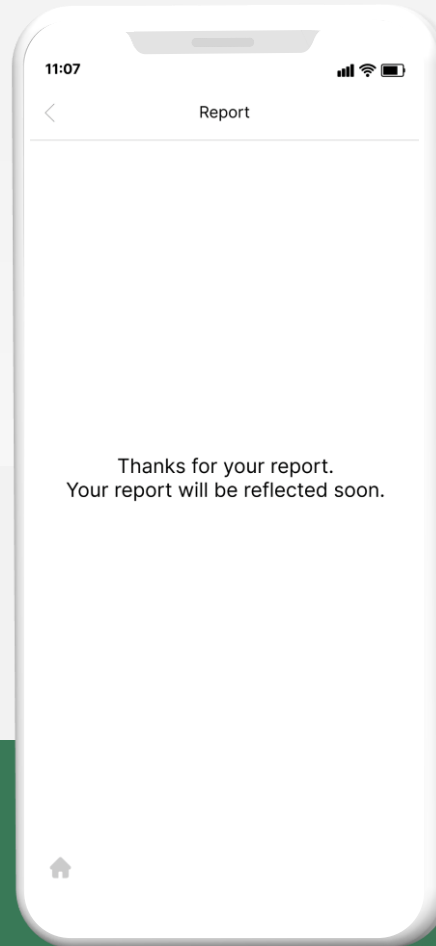
Reporting process

Report



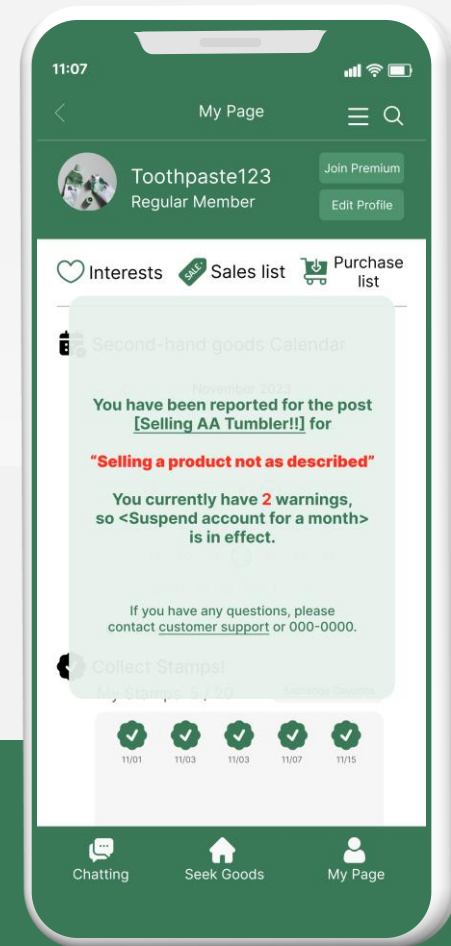
If you have issues during the trade process, click the Report Button

Examination



Service Department examines the case and verify the report

Actions

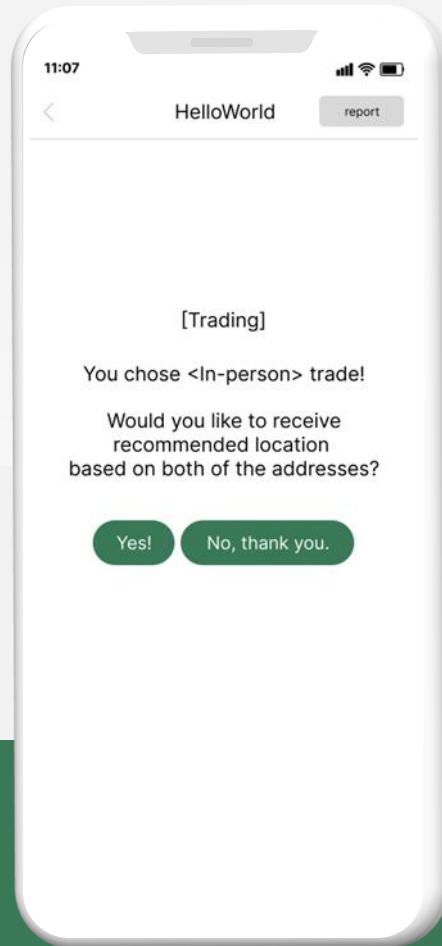


Sanctions are imposed (Three strikes law)

Trading Zone

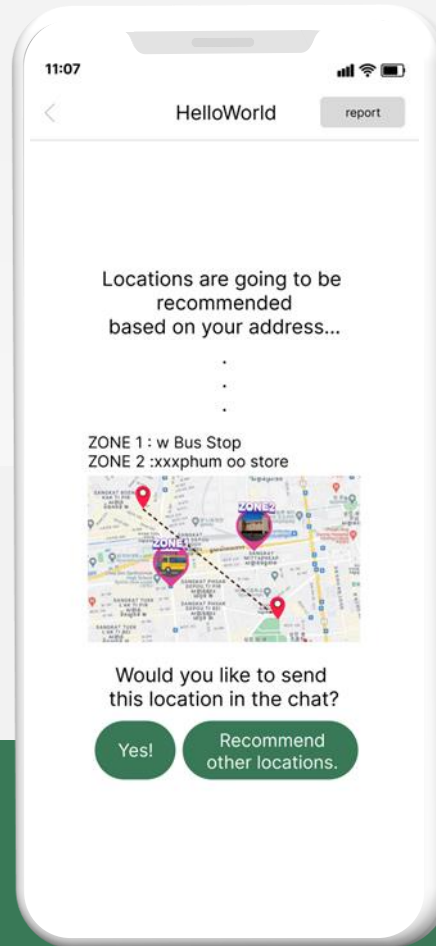
AI picks a location between two people's residences

Decide



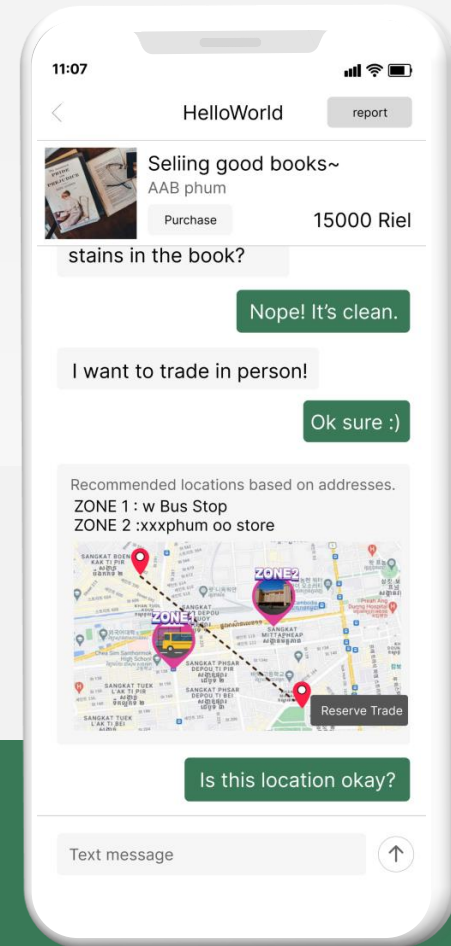
Decide if you want to use the Trading Zone Recommend system

Recommendations



AI picks a location between two people's residences

Sharing



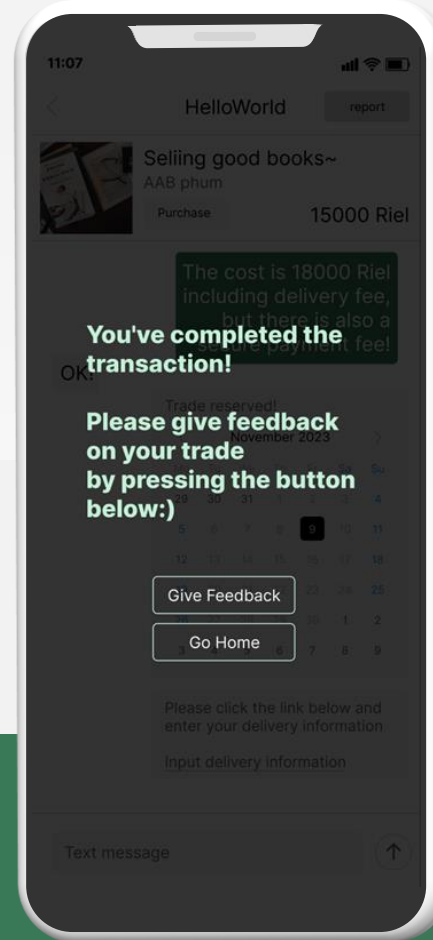
Continue the deal by sharing a recommended place

Counterparty Evaluation

Rate each other and make reviews visible

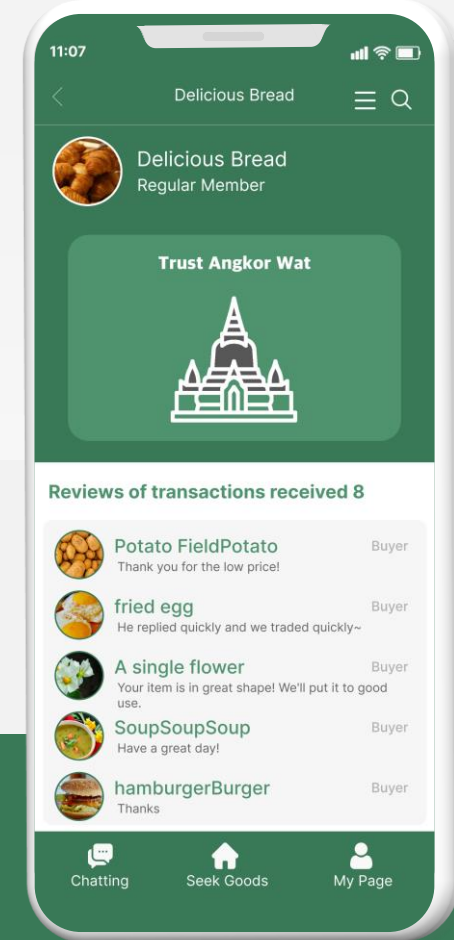
Star ratings form an encore watershed, giving you an Angkor Wat view of trustworthiness

Solicit reviews



Can leave reviews
for each other after the transaction

Confidence checks



You can check
each other's profiles to verify trust.

Provide Product Guidelines

A system that provides guidelines when purchasing products, such as electronics, so that you can be more trustworthy when purchasing items.

Photo Guidelines

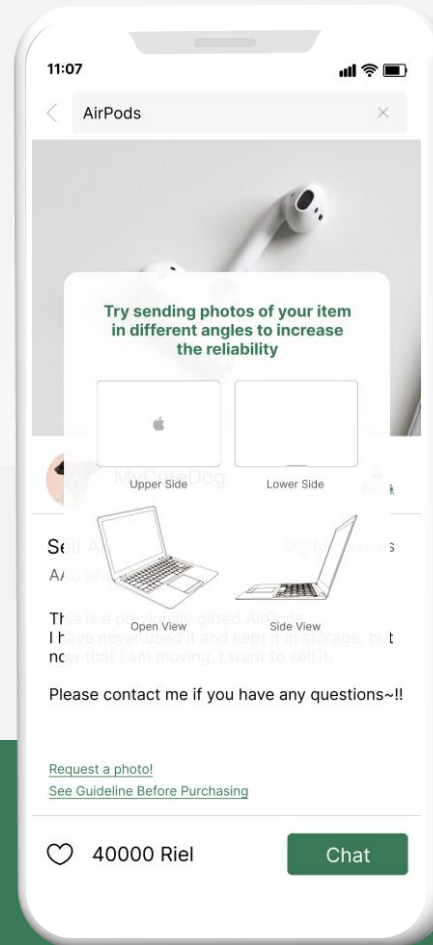
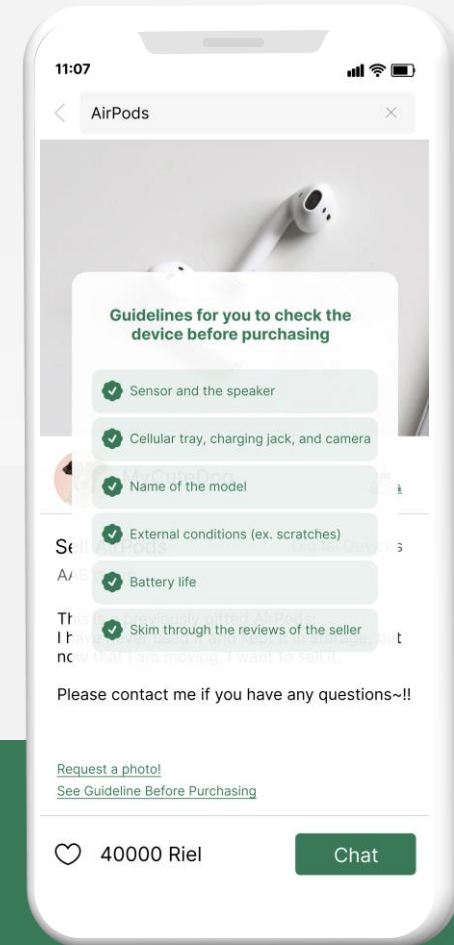


Photo guidelines
for better product purchases

Checklist



Checklist
Before purchasing

Uniqueness

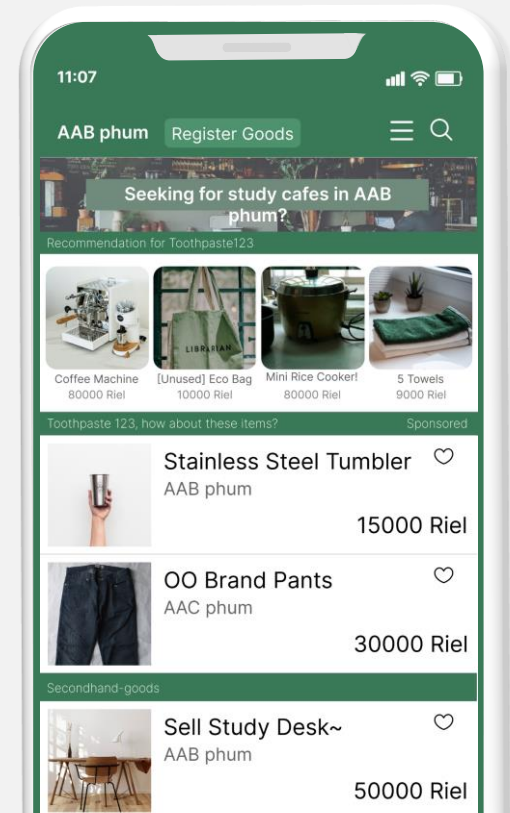
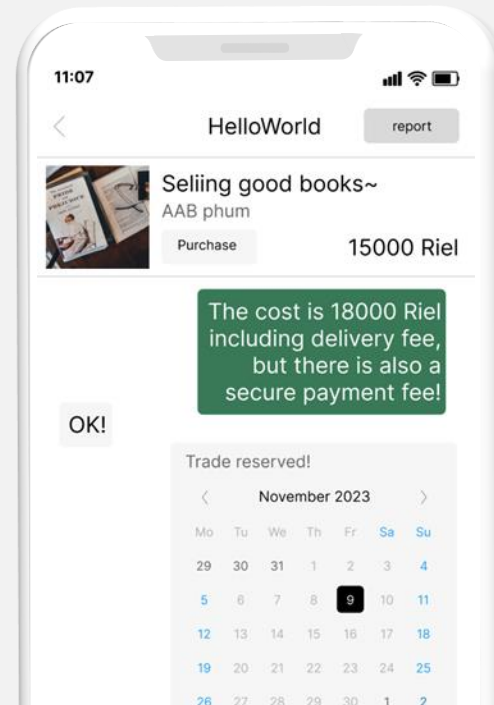
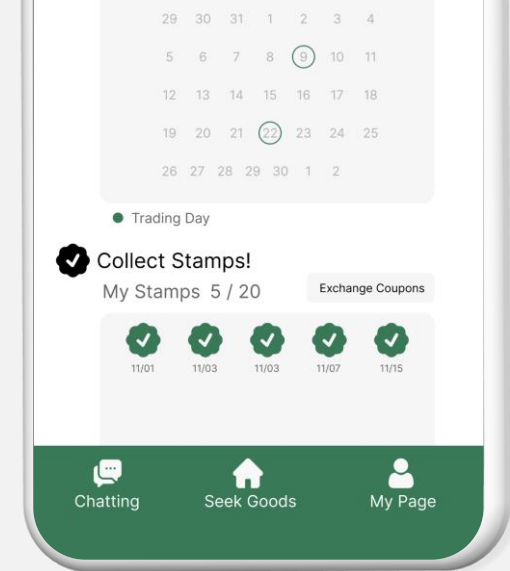
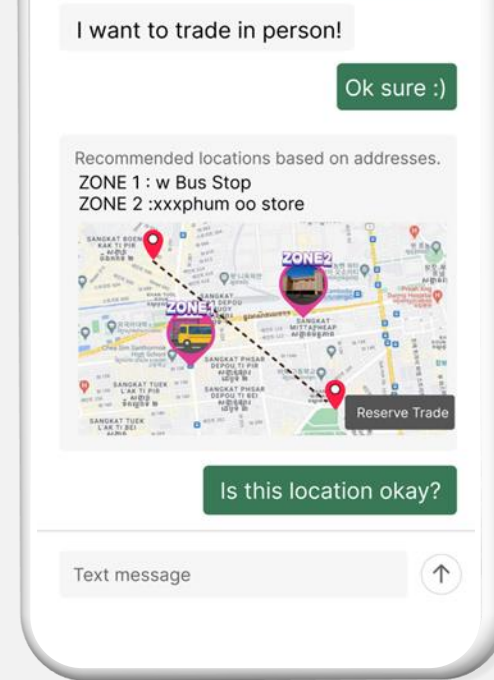
Transaction ZONE

Calendar

Stamp system

AI recommendation algorithms

TIPI

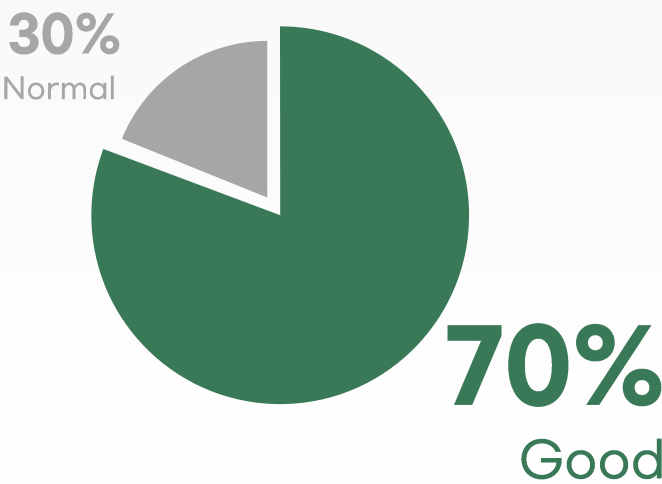


Solution Feasibility

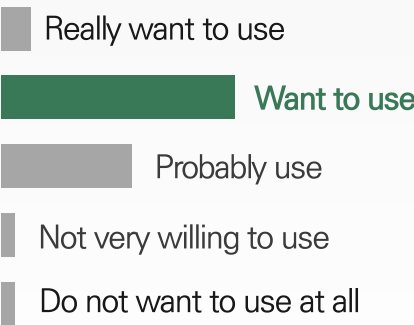
Opinions on solutions based on surveys

Solutions TIPI Awareness Survey (23.12.06 ~ 12.10), Google Form, 20 people responded

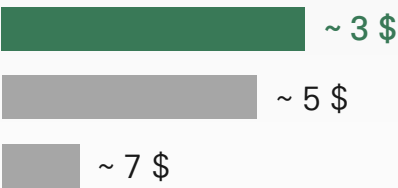
Q. Brand Image



Q. Whether you want to use the app



Q. Desired price for premium services



Q. Have "Premium service" should any more features?

- The seller must have a clear identity
- Completed vendor formalities and anti-fraud standards
- Discounts for bulk orders.

Growth Potential

Global Trend



\$7.7 billion

The global second-hand trading market is expected to double, reaching \$7.7 billion and grow at a CAGR of 15-20% over the next five years.

(Source: thredUP, GlobalData, Boston Consulting Group)

Growth Potential

Price Sensivity in Cambodia

\$1,786.6

**GDP
(2022)**

Low-income and rural households still have limited access to basic services and income-generating opportunities

Inevitable to consider the price aspect in consumption
Increasing demand for inexpensive second-hand products

Marketing Strategy and Planning 1

Strategies for customer acquisition

Promotional Strategy with SNS Marketing



- 1) Using some important keywords
ex) Emphasis on 'a Friendly community with people around you' / 'Reliability' / 'the importance of Safety'
- 2) Storytelling advertisement using actual app user reviews

Marketing Strategy and Planning 2

Strategies for customer acquisition



Customer acquisition strategies for gathering geo-based users

Run geo-specific ads or offer rewards for recommending and inviting friends to join, based on the hypothesis that a community is activated when a certain number of people gather.

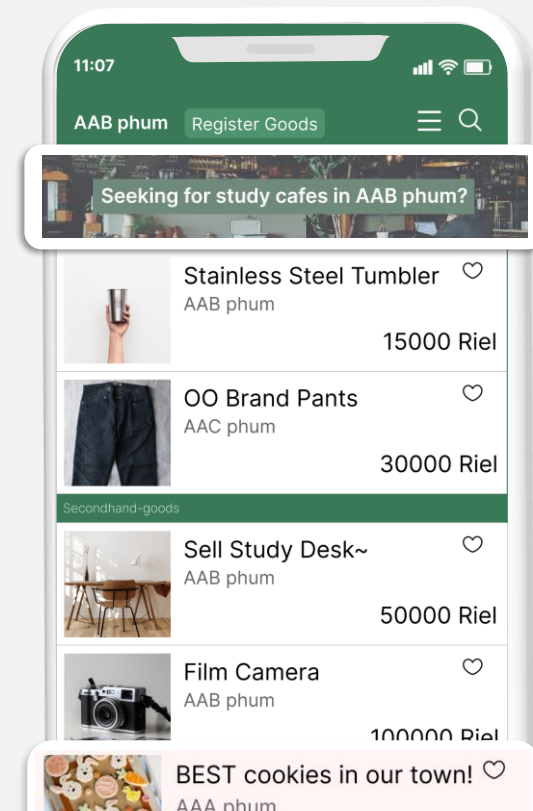
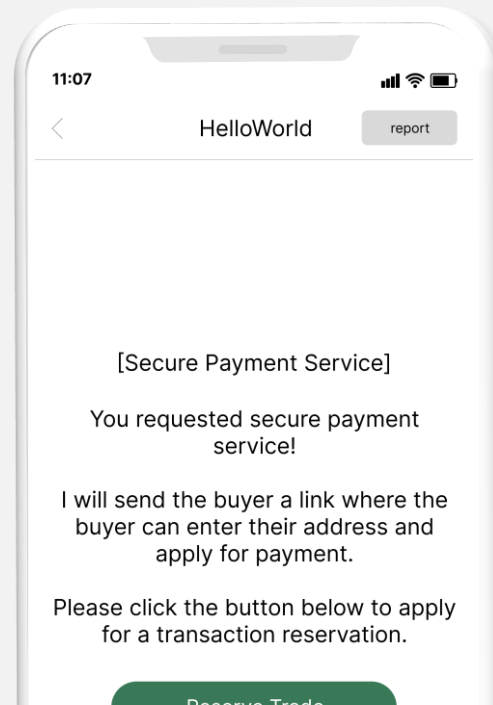
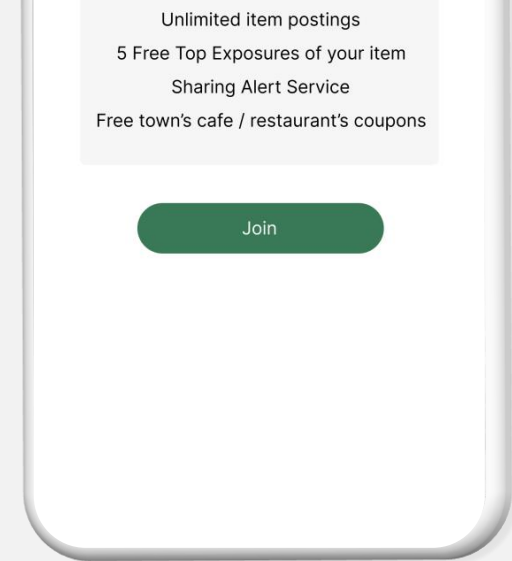
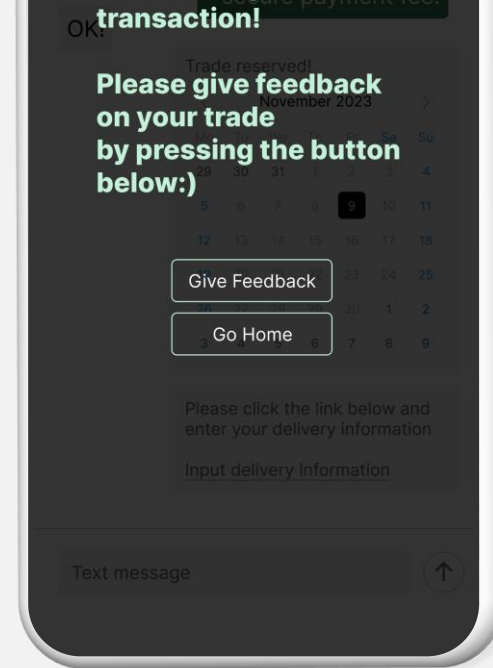
Profit Strategy

Premium Service

Commission of secure payment service

Pop-up advertisement

TIPI



Premium Service

Remove ads

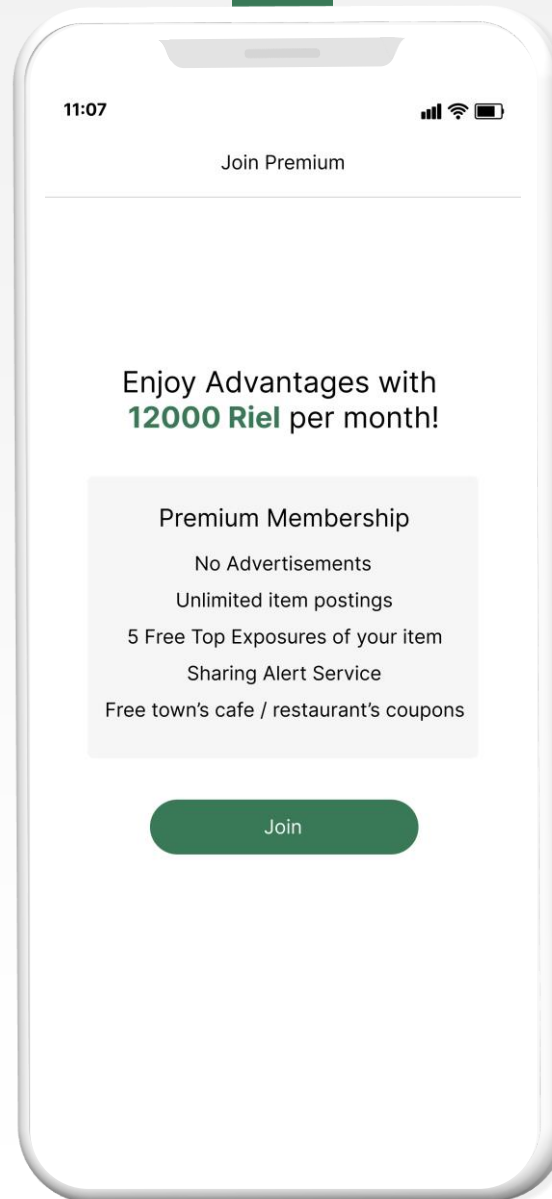
Remove all banner and pop-up ads

Sell unlimited items

From only being able to list one post per day to unlimited listings!

Giveaway Alert Service

Be the first to know when a sharing product goes live



Product top placement

Showcasing your used sales at the top of the feed, leading up to a quick sale.

Offer coupons for local stores

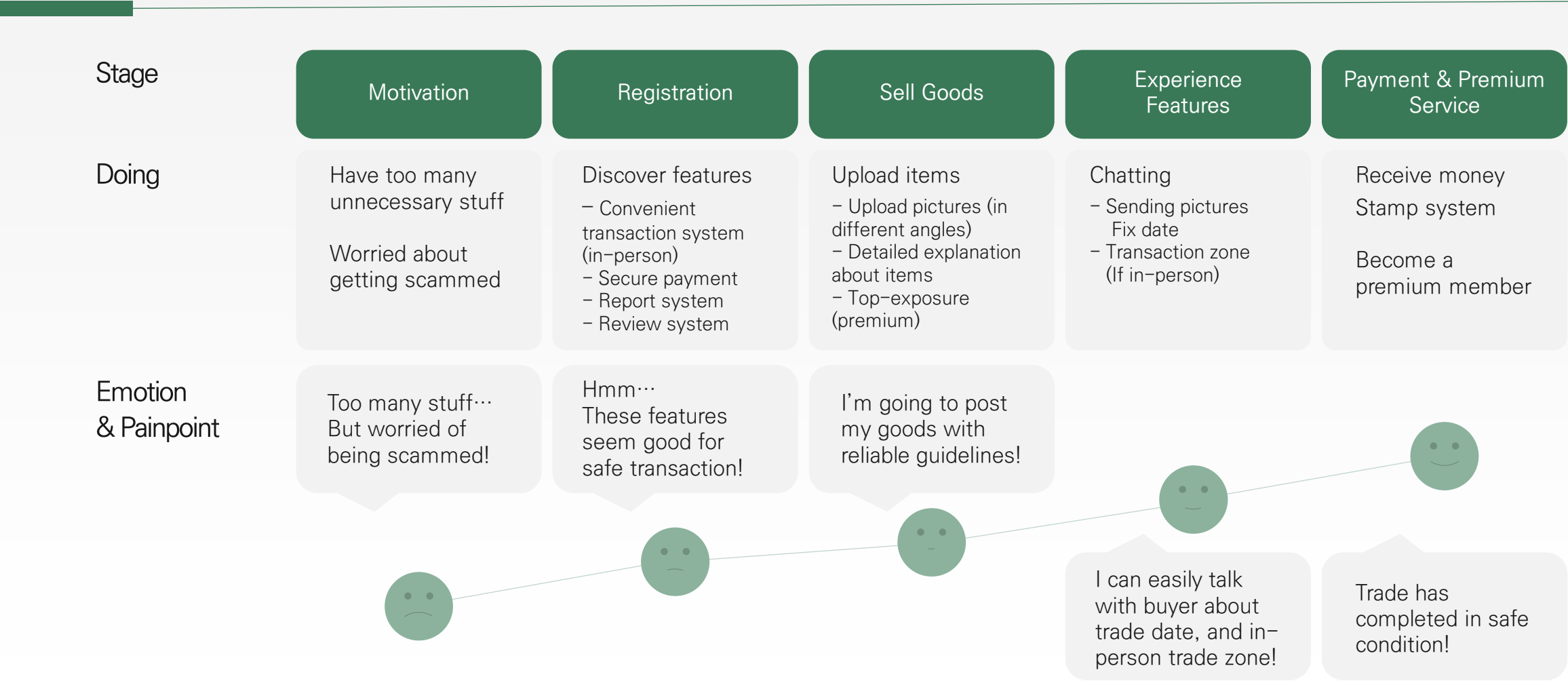
Offer free/discount coupons from collaborating local cafes and restaurants

Benefits keep coming

Offers a variety of benefits that will continue to be updated in the future

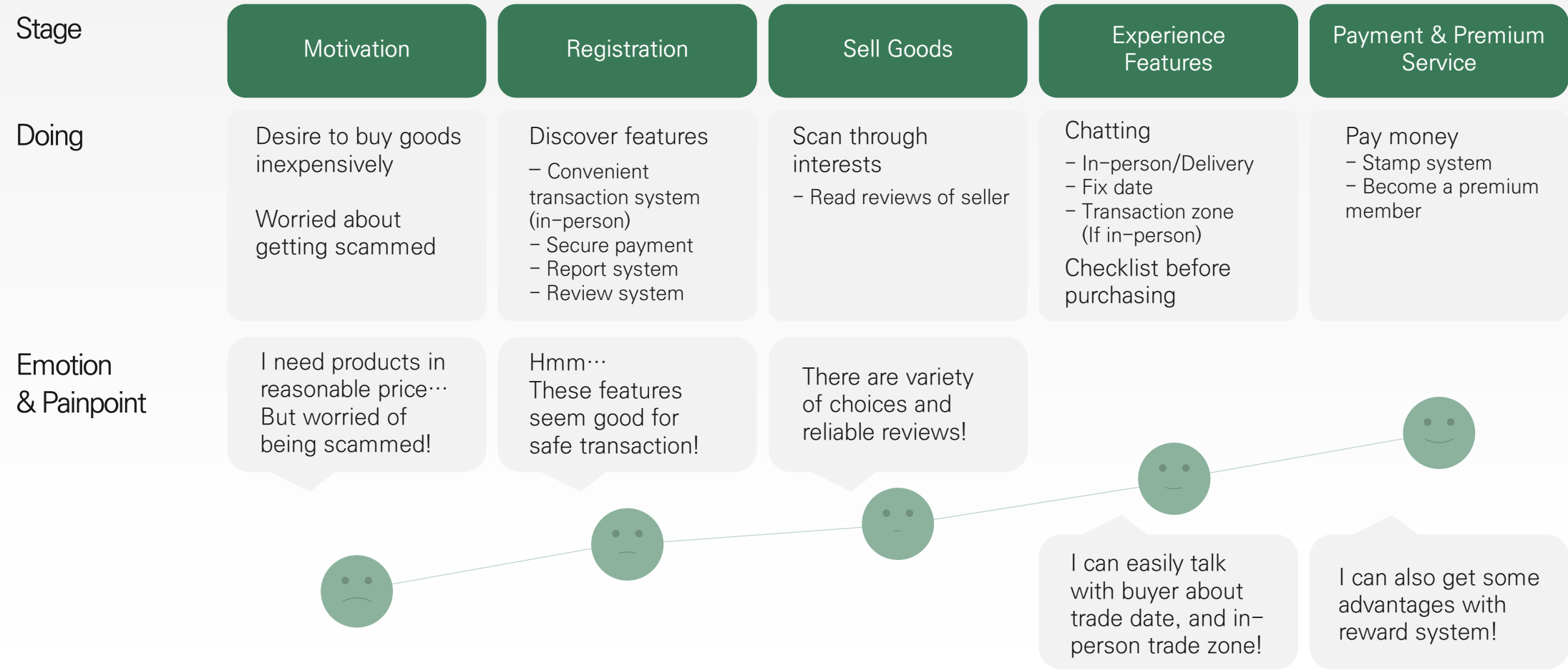
User Journey Map _ Seller

Seller's Journey Map with Tipi



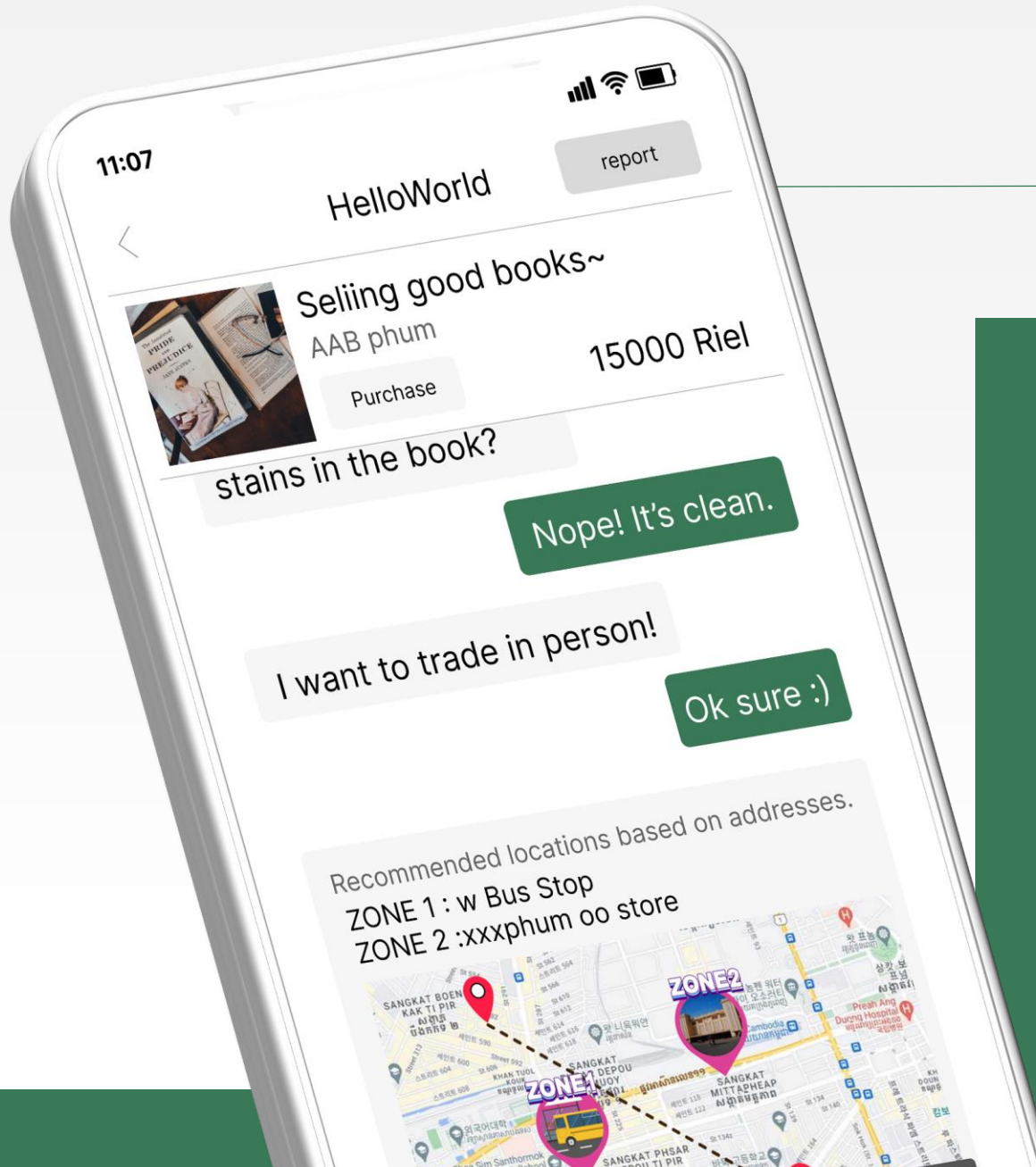
User Journey Map _ Buyer

Buyer's Journey Map with Tipi



Expectations

What to expect from using the Tipi platform



01.

Trade with confidence

A safe and reliable platform with a variety of features that support trust, such as the Report System and In-person trade zone.

02.

Second-hand trade that saves time and money

A platform that saves time and money through region-based secondary trading and AI recommendation algorithms.

Thank You

Team Ssok Ssok