

✦ Pitch Deck



marketly™
— MARKETPLACE MADE EASY

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Problems

Relocator's Dilemma

When moving to a new city, buyers need to find basic necessities for their home, but they don't know where to start. They are not part of local community WhatsApp or Facebook groups, making it difficult to find affordable options

Seller's Struggle

Struggling to sell your couch because you're not in the right local groups? Many sellers face the challenge of finding buyers as they lack access to community groups on WhatsApp or Facebook where items can be listed effectively, or they end up just throwing it away or giving it for free.

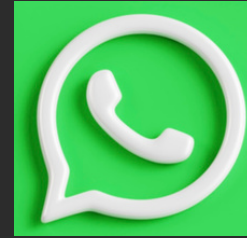
Finding What You Need, When You Need It

Relocators often struggle to access local marketplace finds at the right time, either due to travel schedules or uncertainty around moving logistics. Sellers face challenges finding buyers without access to the right community networks. The lack of coordination between discovery, storage, and delivery of items creates a frustrating experience for both buyers and sellers.

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The Marketplace is Broken



- Groups are often limited to small, closed communities, making it challenging to connect with a broader audience. This prevents fair competition for the best deals.
- Finding items is a hassle, as WhatsApp lacks proper categorization or search functionalities for the posted listings.



- Buyer-Seller Trust Issues: 43% of Facebook Marketplace users report hesitation to engage due to security concerns



- The platform has little to no buyer-seller verification, increasing risks during transactions. Around 1 in 10 Craigslist transactions are reported as scams or problematic in some way.

Solution



Relocator's Relief

Marketly provides a platform where relocators can easily find basic necessities, directly connecting them with both WhatsApp and Facebook audiences. No need to be part of local community groups—everything you need is in one place.

Seller's Success

We connect sellers with a wider range of potential buyers, beyond the limitations of local WhatsApp or Facebook groups. This ensures sellers have the exposure needed to sell faster and more effectively.

Logistical Solutions: Your Finds, Delivered On Your Schedule

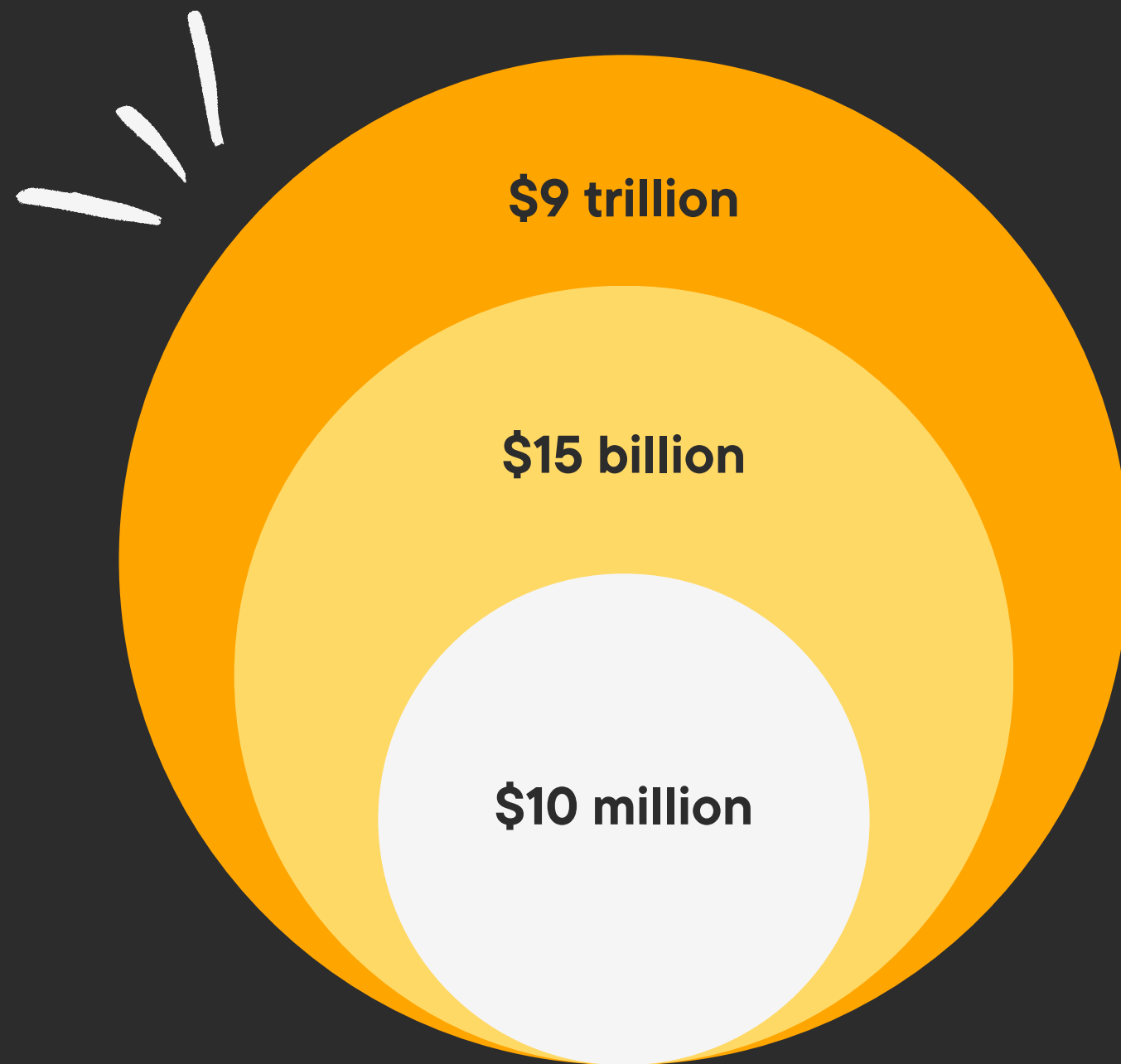
See something you like in the marketplace? We'll store it for you and deliver it when you're ready, even if it's weeks later. For those urgent needs, we also offer same-day delivery—getting your finds to you right when you need them.

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Size of the Market

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Total Available Market (TAM):

* \$9 trillion

This includes roughly 176 million people in the U.S. alone: 19 million students and 157 million working professionals who could benefit from a community-driven marketplace solution.

Serviceable Available Market (SAM):

* \$15 Billion





This includes 5-6 million students and around 25 million working professionals looking for an easier way to buy and sell items locally, especially during relocation.

Serviceable Obtainable Market (SOM)

* \$1 Billion

Targeting 100,000+ students and millions of professionals in Dallas-Fort Worth who need a simple solution for buying or selling essentials, with a goal to capture 20,000-30,000 active users in our first year before expanding further.

Market Competitors Overview :

Direct Competitors	Indirect Competitors
<div><p>Well-established local buying and selling platform, but lacks features for relocators like delayed delivery.</p></div> <div><p>Long-standing peer-to-peer platform with a significant user base, but suffers from trust and safety issues.</p></div> <div><p>Apps focused on local sales, providing a mobile-first approach but without logistical and community integration support.</p></div> <div><p>Connects neighbors for buying and selling, but lacks dedicated features for students and those relocating.</p></div>	<div><p>Informal marketplaces for community members, lacking centralized listings and search functionality.</p></div> <div><div></div><p>Provides relocation and storage solutions, but does not facilitate buying and selling household items.</p></div> <div><div></div><p>Convenient new items, offering affordable alternatives to secondhand goods.</p></div> <div><p>Focuses on niche segments like textbooks and dorm supplies, without the broader functionality for household items.</p></div>

Competitive Analysis



BRAND NAME	PRICING MODEL	LOGISTICS SUPPORT	BROAD AUDIENCE REACH	USER VERIFICATION	SAME-DAY & DELAYED DELIVERY
Marketly	Free for users, paid add on services				
Facebook Marketplace	Charges on delivery				
Craigslist	Free				
OfferUp / Letgo	Freemium				
Nextdoor	Free				

* Marketly Audience: Combined Reach of WhatsApp and Facebook Communities

Products and Services

Say hi to Marketly

Marketly is your one-stop solution to :

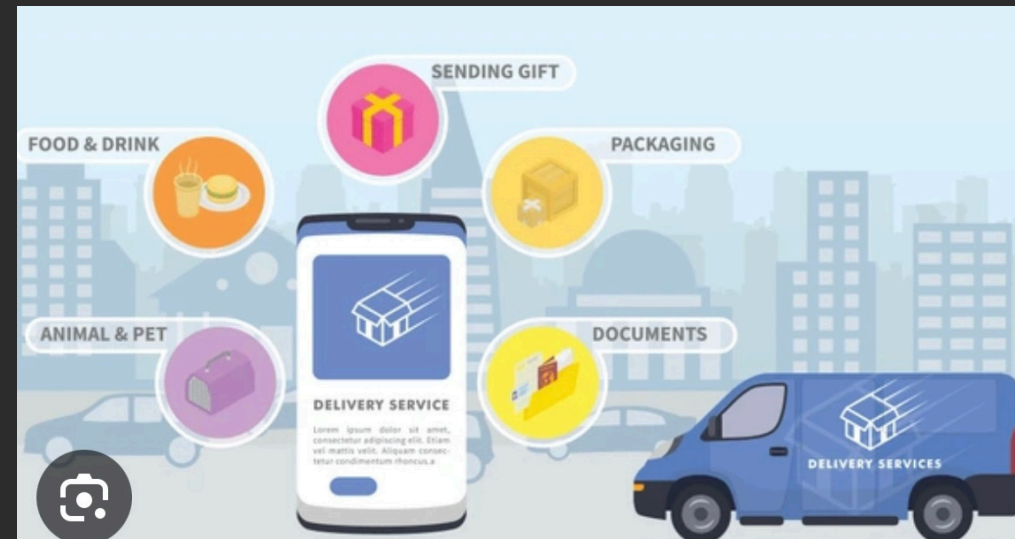
Multi-application connectivity



Our platform allows buyers to post advertisements to various WhatsApp and Facebook groups without being a part of them.

Also, it allows sellers to reach a broader audience while just being a part of one whatsapp/facebook group.

Flexible Storage and Delivery Options



Delayed Delivery: Store purchased items and get them delivered when you're ready—perfect for relocators who aren't in the city yet.

Same-Day Delivery: We offer prompt delivery for urgent needs, ensuring that items are always available when needed.

Enhanced User Experience



Safe and Verified Transactions:

Verified profiles, ratings, and a secure payment system ensure safe and trustworthy transactions.

User-Friendly Interface: A modern, intuitive platform with integrated search, filters, and categories, making it easy to find what you need.

Go-To-Market Strategy :

ACTION PLAN

Project Timeline

Phase 1 (Month 1-3)

- Engage with 5,000 community members on WhatsApp and Facebook.
- Collect continuous feedback to refine product direction.
- Develop MVP features including seamless listing, delayed/same-day delivery options, and listing boosting for visibility.

Phase 2 (Month 4-6)

- Soft-launch with existing community members.
- Initiate targeted marketing campaigns, including SEO to drive organic search traffic and social media ads to reach potential users.
- Leverage early adopters to drive organic growth.
- Target 10,000 active users by the end of the phase.

Phase 3 (Month 7-12)

- Expand community engagement through ongoing activities.
- Run growth experiments and utilize feedback loops to optimize platform features.
- Explore partnerships with local businesses for logistics support.
- Expand monetization features to increase revenue streams.

Traction



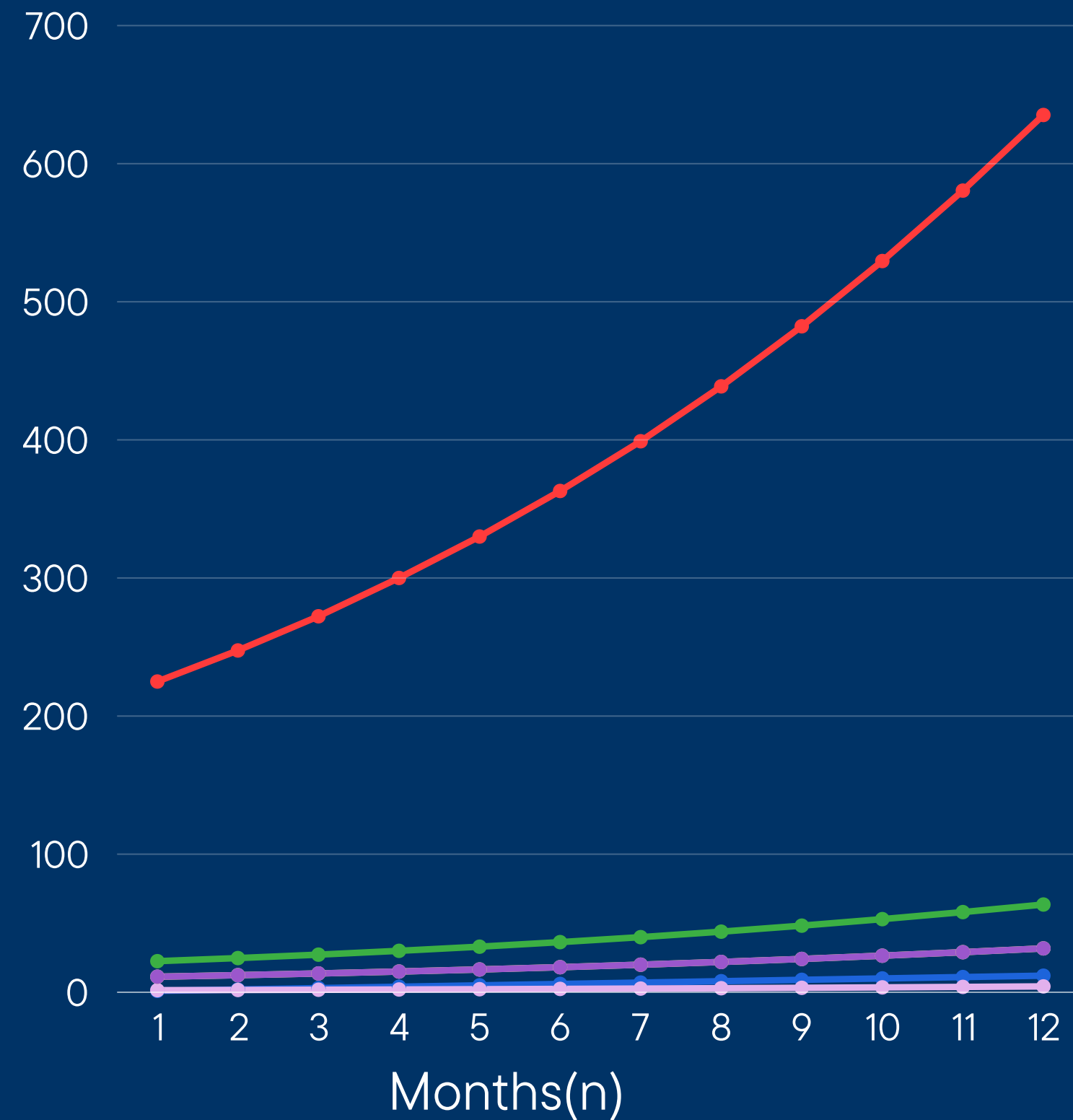
Demonstrate how successful your company currently is through key metrics.

733 Active Users

880 Average Monthly Listings

10% Monthly User Growth

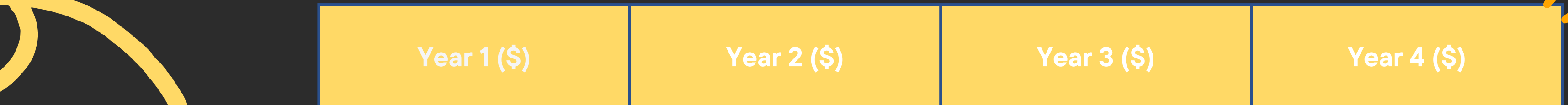
Cash Flow (\$)



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Financial Projections

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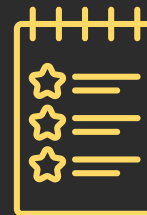


	Year 1 (\$)	Year 2 (\$)	Year 3 (\$)	Year 4 (\$)
Revenues	4,437,300	5,600,000*	7,000,000*	9,000,000*
Total Costs and Expenses	221,865	280,000*	350,000*	450,000*
Outstanding Debt	0	50,000*	70,000*	100,000*
Net Income	221,865	263,500*	340,000*	440,000*

*These values are approximate, based on expected growth of 20%-25% per year.



Accomplishments to Date



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Q1: Community Formation and Initial Growth

- It started with zero users and built a community of 5,000 members across WhatsApp and Facebook groups in the Dallas-Fort Worth area.



Q2: Platform Development and Pre-Launch Activity

- Developed core features and saw over 1,650 items listed during pre-launch engagement by early community members.



Q3: Monetization and Expanding Listings

- Introduced monetization and grew listings to 2,925, leveraging community-driven engagement and logistics partnerships.



Present: Scaling and Market Positioning

- Reached 5,000 active users and 4,235 listings, maintaining a 10% monthly growth rate and preparing for public launch.

The Team

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Sarthak Verma

Founder

hunkemöller

Canon

Sabre

Capgemini

UTD



Adarsh Kumar

Co-founder

JPMorganChase

Microsoft

Goldman
Sachs

BABSON

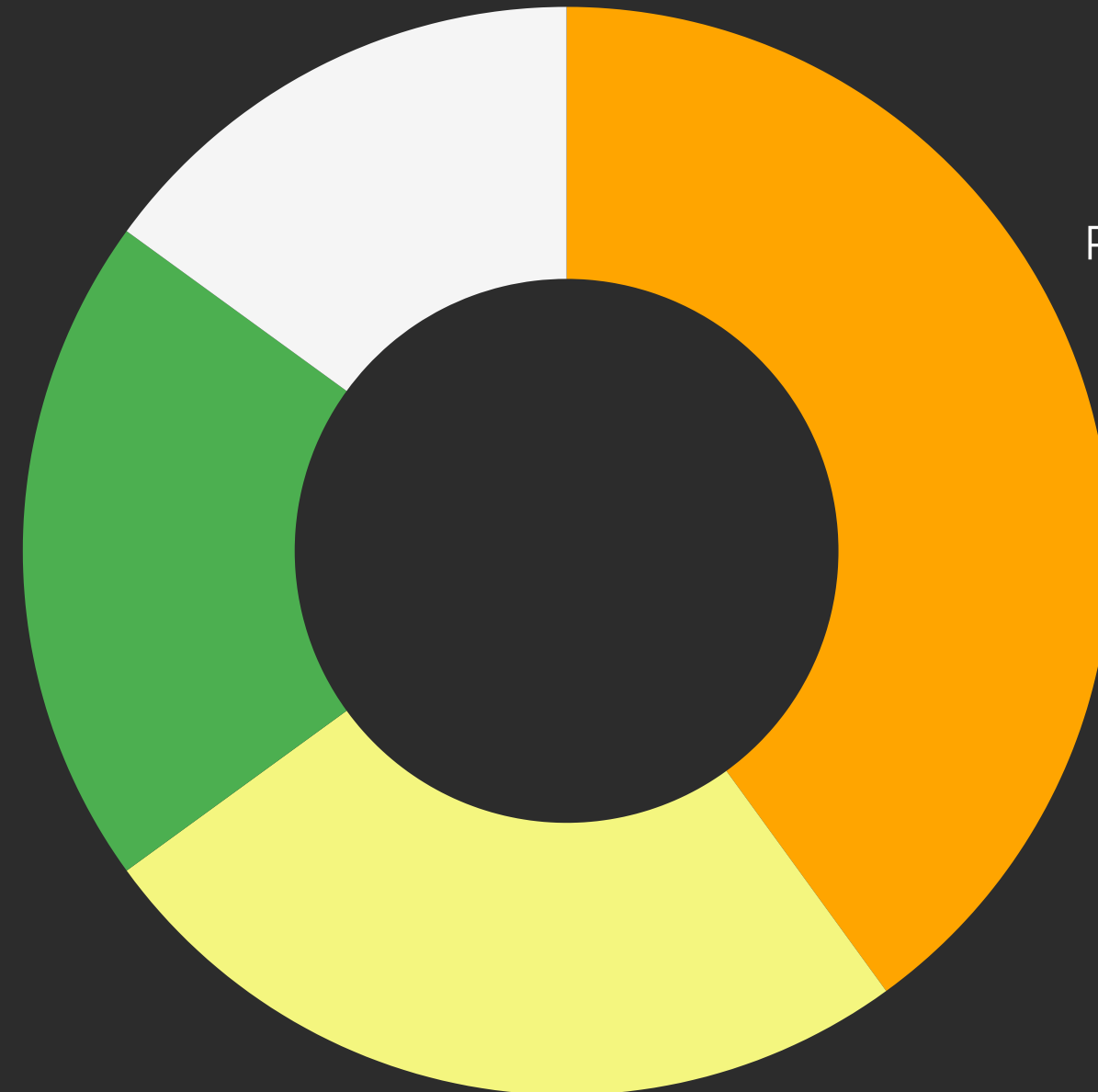
Use of Funds



We plan to use the funds in a strategic way that aligns with our Lean Startup approach to maximize learning, iterate quickly, and validate our market fit. Here's how we'll allocate the \$50,000 prize:

- 40% on Product Development & Iteration
- 25% on Market Validation & Customer Acquisition Cost (CAC)
- 20% on Marketing & Growth Experiments
- 15% on Operations & Team Expansion

Operations & Team Expansion
15%



Product Development & Iteration
40%

Marketing & Growth Experiments
20%

Market Validation & CAC
25%



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