



Swapabee

Coming soon to:



Pitch Deck Q3 2020



The Problem

The average household in the UK produces more than a **ton** of waste every year.



Put together, this comes to a total of 31 million tons per year



3.5 million double-decker buses, a queue of which would go around the world two and a half times



Most people already swap good and would like to swap

⊗ There is no suitable platform for them.



The Solution (1/2)

Backed by a machine learning **algorithm**



Swapabee's soon to be patented Matching Algorithm matches you with exactly what you want.



You can turn the unused thing cluttering up your home into collateral.



Using our matching algorithm we can precisely match our users with what they want or need.



Our Matching Algorithm Process will revolutionize the way our circular economy works.



We will facilitate money-less transactions for the financially vulnerable part of our society.



The Solution (2/2)

Backed by a machine learning **algorithm**

5x

With the innovation of our matching algorithm the average swap cycle is up to 5 times faster than before.



The overall strategy of the company is to diagnose near term challenges to our circular economy.



The exchange can easily be effected between people who were previously total strangers.



It also enables consumers to become producers or micro-entrepreneurs and to contact one another.



DON'T DROP IT, SWAP IT!



Why Use Swapabee

Our revenue model is simple, when you use the app the **first swap is free**.



Invite 2 friends for each listing

or

£ 1.00

Pay a 1.00 GBP listing fee



We donate money to beecharity, who focus on environmental clean ups



We help reduce the copious amounts of waste on this planet






The Business Model

Our revenue model is simple, when you use the app the **first swap is free**.



Advertisements

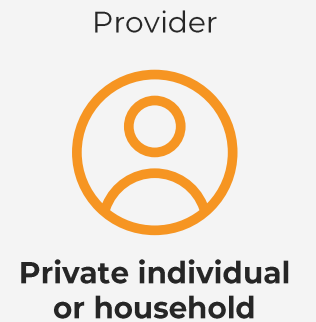
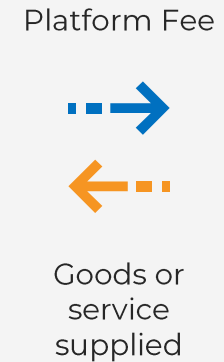
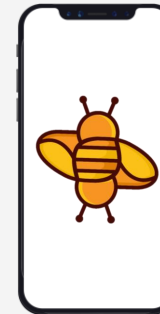
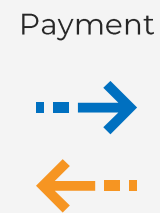
1100% margin

 Impressions	\$15/1000
 Cost-Per-Click	\$1.50/click
 Push Notification	Varies



Platform

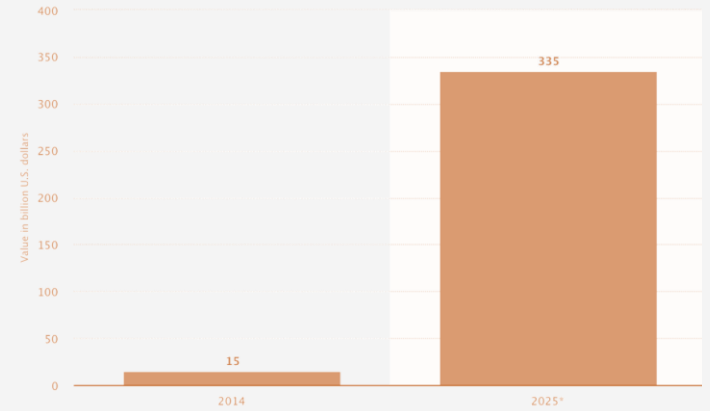
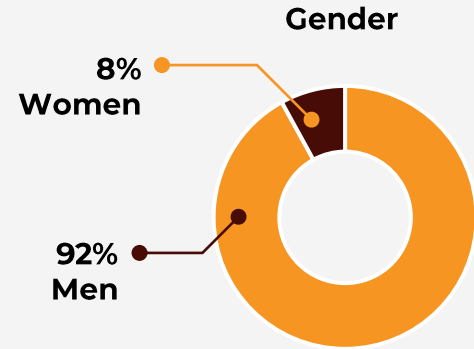
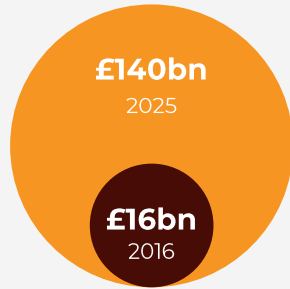
The first 2 swaps are free



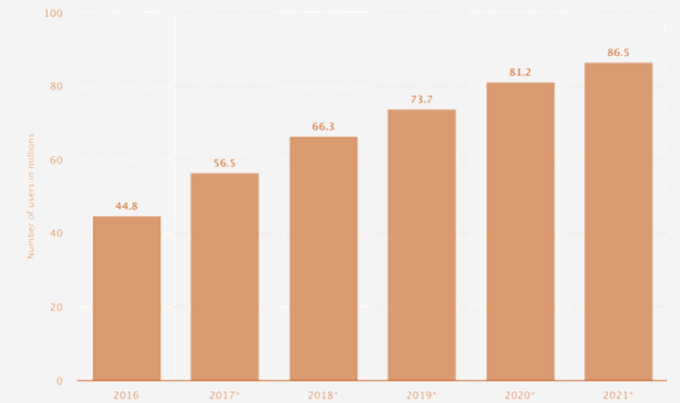
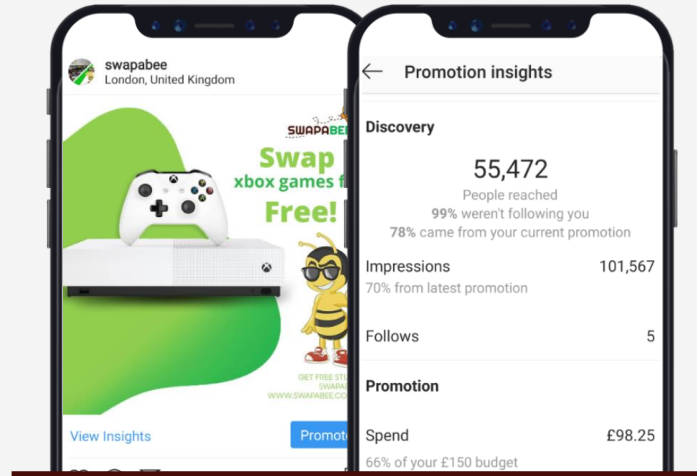
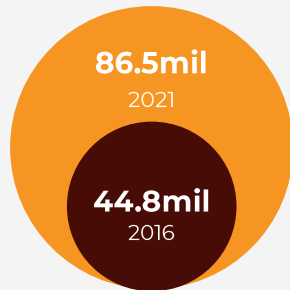


Target Audience

UK sharing economy



Adults using sharing economy services (US)





Highlights Since Launching

Since launching swapabee has created **partnerships** with Coventry university, brighton university and Wolverhampton university.

30
volunteer per year

£100K

We won an
environmental
award with
ocean outdoors



Giving us access
to a huge pool of
content and talent.



2019: Award for best
sustainable business idea



How We Get Our First 100,000 Users



Our partnership with trade me project on TikTok is vital to our first 100,000 users.

Trade me project is a social media star, focusing on a girl trying to exchange her way from a bobby pin all the way to a house. She has 4.5 million followers on tik tok and 31 million likes.



We have a long term partnership with the Stunii App which has 100,000 app users in universities across the UK.

We pick the top 10 candidates from student internship program



Why We Are Better Than The Competition



Marketplace



Search Option



Location Based
Matching Algorithm



Messaging
Capabilities



Star Rating System



Referral System



Donation To Charity



Facebook and
Gmail Registration



Preference Based
Matching Algorithm