

# ZWIPR

**MARKETPLACE**



**SC PIERRE MONCLAIRE SRL**

**NO ADS / NO DATA COLLECTION**

## **BUSINESS PLAN**

The cool, modern & easy to use  
marketplace platform.

### **CONTACT INFO**



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ZWIPR@ZWIPR.COM



WWW.ZWIPR.COM



Lifetime Unlimited  
Access



Amazing User  
experience



Simplicity &  
Efficiency

Like & Wishlist



Buy & Sell

# CONTENT

about us (founders)

about the company (pierre monclaire)

about the app (features, technology, upgrades)

competition

target market

marketing

revenue & forecast

scaling

exit plan

# ABOUT US

- Catalin Alexandru 37 / Constanta - Romania / Profession - Economist / CEO Pierre Monclaire (50%)
- Toma Kacso 46 / Constanta - Romania / Profession - Naval Engineer / COMMANDER Maersk (20%)
- Ciprian Macaveiu 43 / Cluj - Romania / Profession - Teacher / CSO Hr Mecler (30%)

# ABOUT THE COMPANY

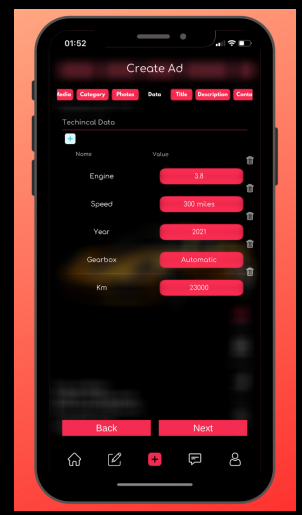
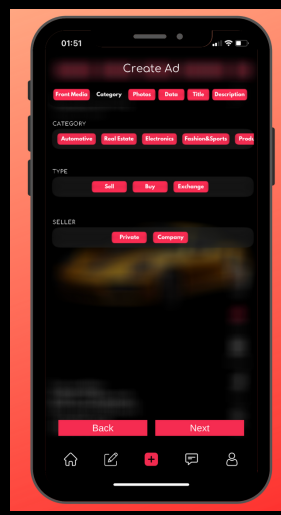
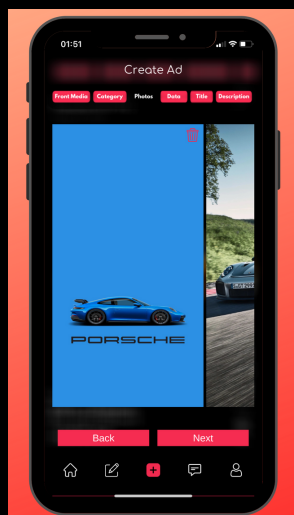
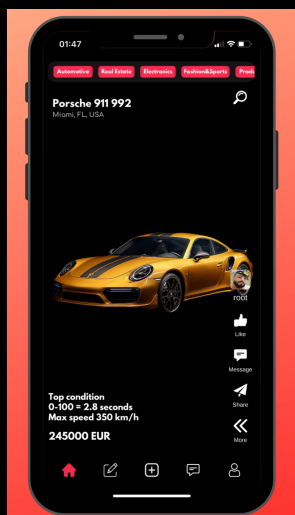
- Sc Pierre Monclaire Srl, is a company based in Constanta, Romania with the Reg No. 42528371 J13/1093/2020
- The main activity of the firm : business & management consultancy until 2022
- In year (january) 2022 we have founded 2 new businesses : zlinked and zwipr.
- Zlinked in a social media, jobs and candidates online platform
- Zwipr is a online video marketplace platform
- Both of the applications are available online and in Google Play and App Store
- [www.getzlinked.com](http://www.getzlinked.com) / [www.zwipr.com](http://www.zwipr.com)





# ABOUT ZWIPR

- Zwipr, comes from the word swipe, and it is an online marketplace platform, that is unique by the user interface aswell for the features like video presentation of the listing.
- Features : chat, like, shortlist favourites, share.
- The language of the app is english and the coding is made with unity platform
- You can ad a listing with a video or photo as main media, technical data, 5 photos of the listing, contact information, category, location.
- 1st ad si for free and starting the 2nd ad is 0.99\$/ad
- we have also boost option for 7 days, for promoting your ad in front of others for 0.99\$
- the app is avaiable as an app platformin google play and app store



# UPGRADES

- Redefined chat system with the option of sending photos and videos inside the chat
- Streaming introduction
- Multiview system
- redefined categories and filters with more informations
- push notifications
- redefined profile with interessts & rating system
- login with facebook, google, apple
- admin panel
- new categories : deals / stores
- end to end purchase system
- introduction of new languages : ro, de, fr, it, es





# COMPETITION

- our main competitors are : ebay, amazon, craigslist, gumtree, olx, facebook marketplace
- key differences : video listing, tiktok style, simplicity, pricing, no ads, no data collection



# MARKETSHARE

- Our target: people 18-65
- Area/Zone: United States, United Kingdom
- Interests of the targeted users: buy & sell automotive, real estate, electronics, products, services, fashion, sports, deal hunters, stores





# MARKETING

- Google ads : Google & Youtube
- Meta : Facebook & Instagram
- TikTok
- Twitter
- LinkedIn
- Amazon Ads

# PURPOSE OF ZWIPR

- The main purpose is to solve the video issue problem between buyers and to build better and more transparent relationships between buyers and sellers.
- Another mission is to give users a new & modern interactive experience by swiping between ads (videos) and searching, buying, selling with one finger.

# FORECAST & ROI

- 10000 paid ads by the middle of 2023
- 5000 paid boosted ads by the middle of 2023
- 100.000 paid ads by the end of 2023
- 50.000 paid boosted ads by the of 2023 (with the new languages and marketed areas such as (Ireland, Scotland, Australia, India, Germany, Austria, Swiss, France, Canada, Belgium, Italy, Spain, Mexico, Columbia, Argentina)

Revenue estimation : by the end of 2023 - 150.000\$  
(monthly)





# PARTNER & INVESTOR

- 10% of Sc Pierre Monclaire Srl (zlinked & zwipr)
- 10.000 Euro investing capital
- 5000 euro Buyin seat
- total : 15000 euro





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ADMINISTRATION