

**WELCOME**



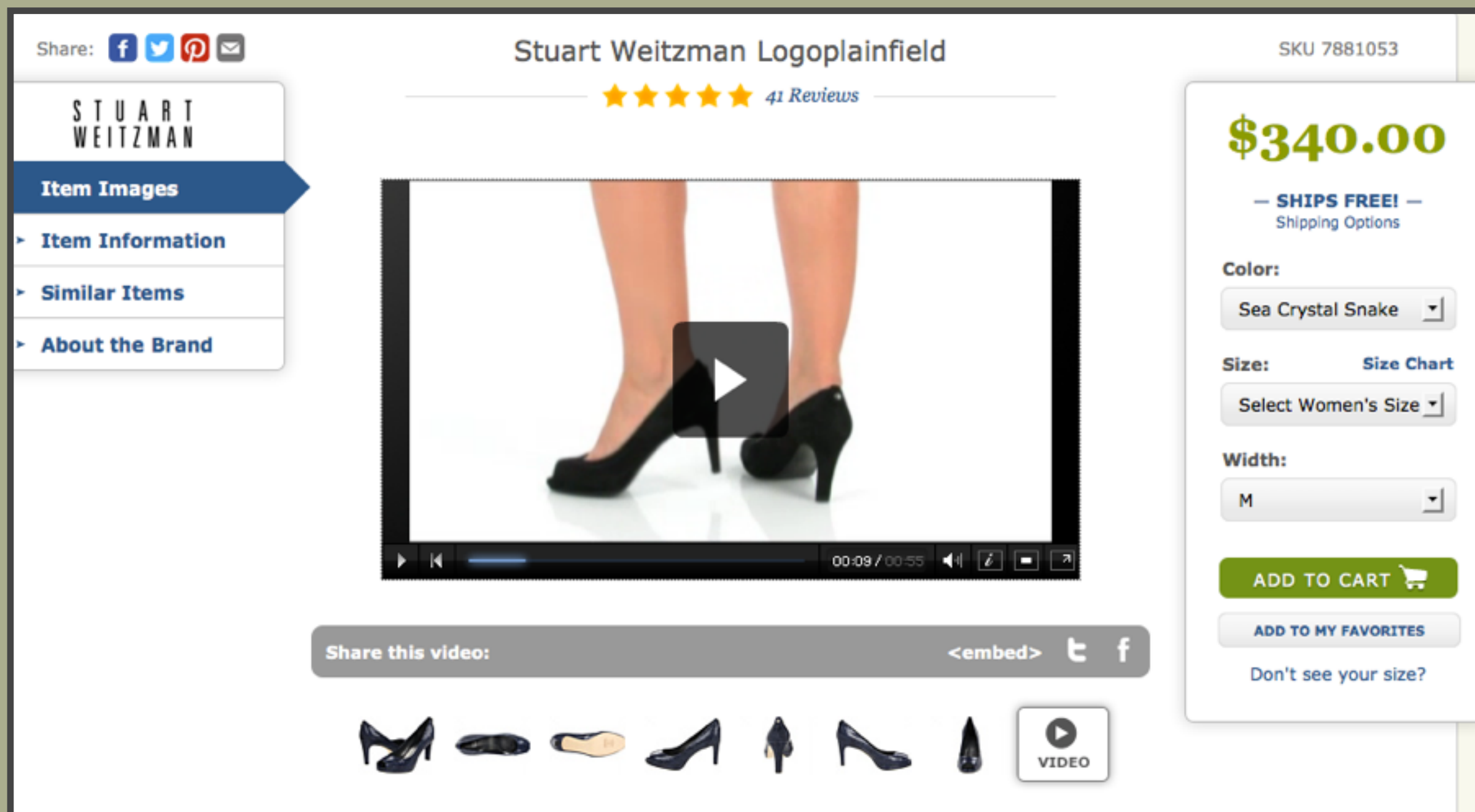
**FLICKFLYER**  
Because it Sells

**Shoot - Upload - Sell**

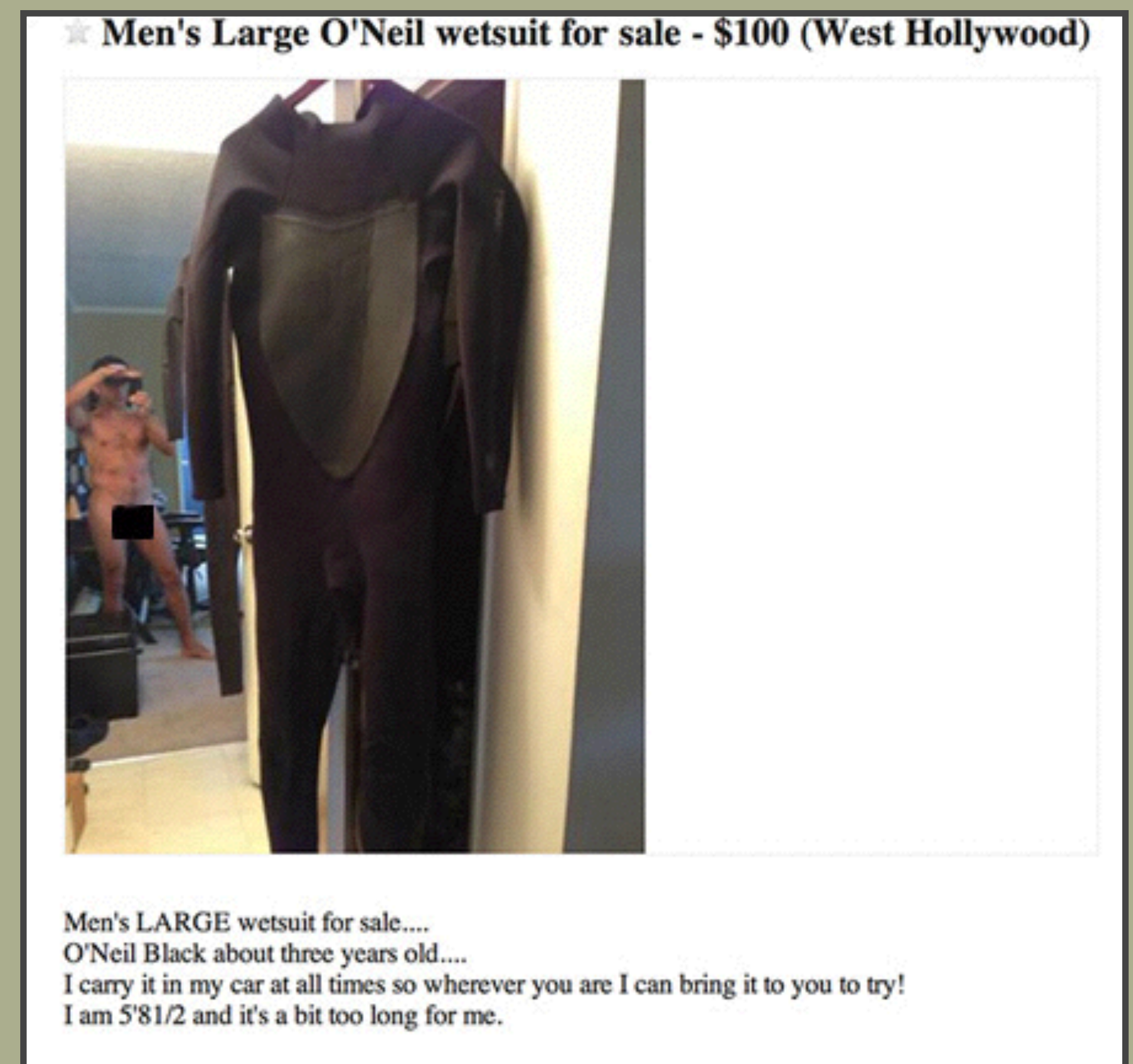
# The Problem

*We're avid digital shoppers...so we know!*

WHAT MOST BUYERS WANT TO SEE:



WHAT MOST BUYERS GET:



# ...continued...

*Yeah...this is what we go through...*

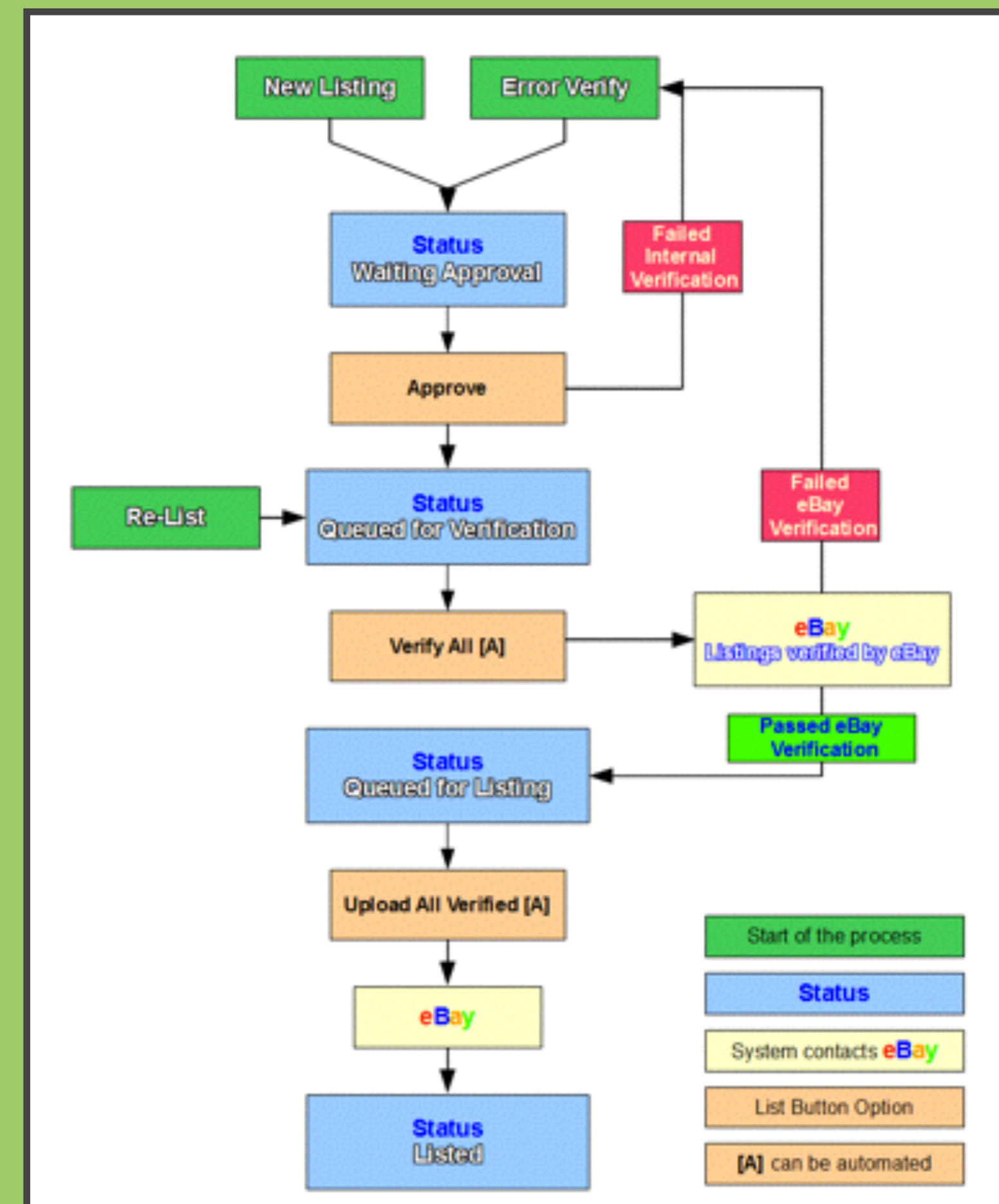
## WHAT MOST SELLERS WANT:

1. Simple Process

2. More \$ for their item

3. Quick Sale

## WHAT MOST SELLERS DO:

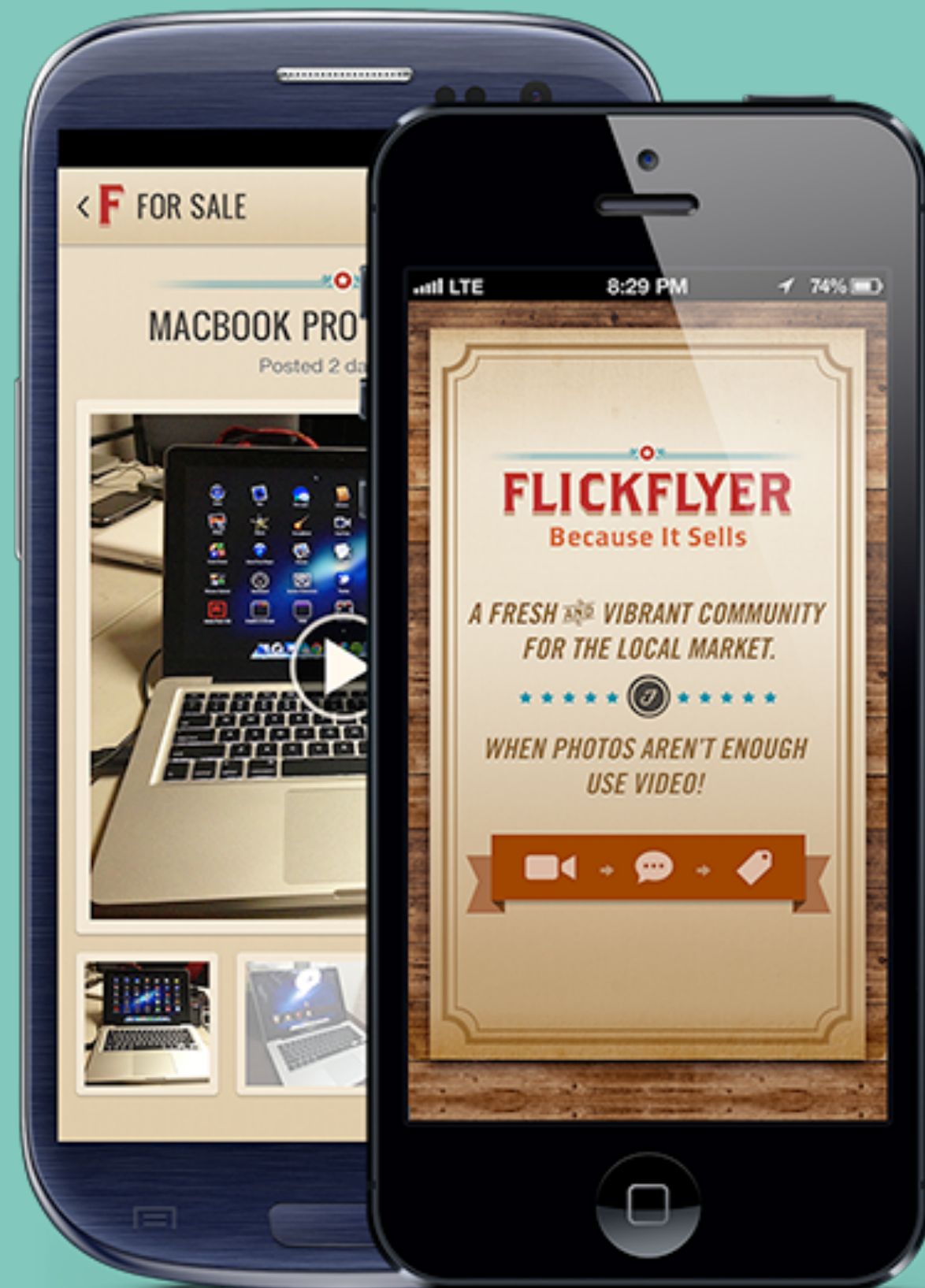




# Solution

*Tada! Introducing...*

**FLICKFLYER**  
Because it Sells



## FEATURES AND BENEFITS:

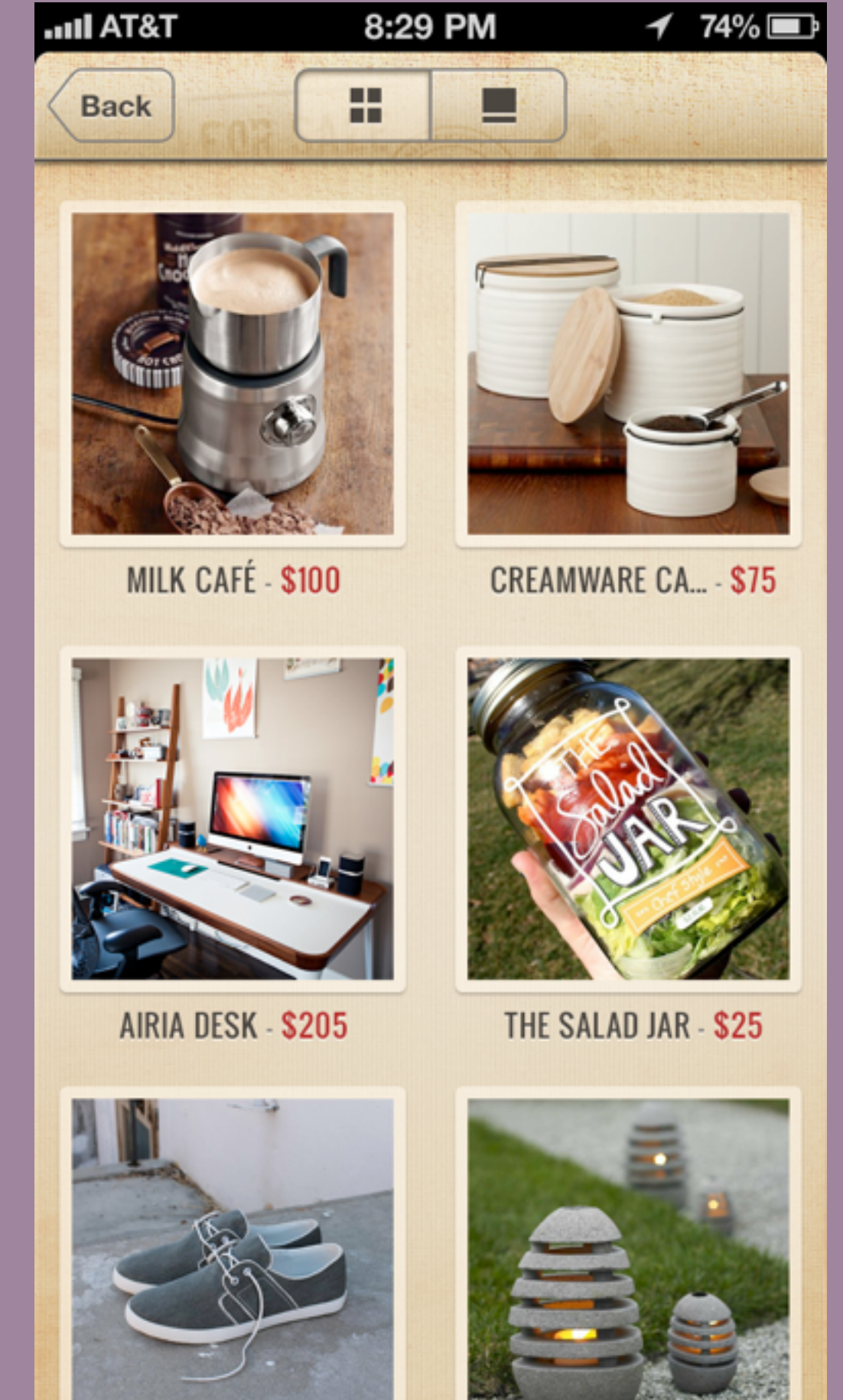
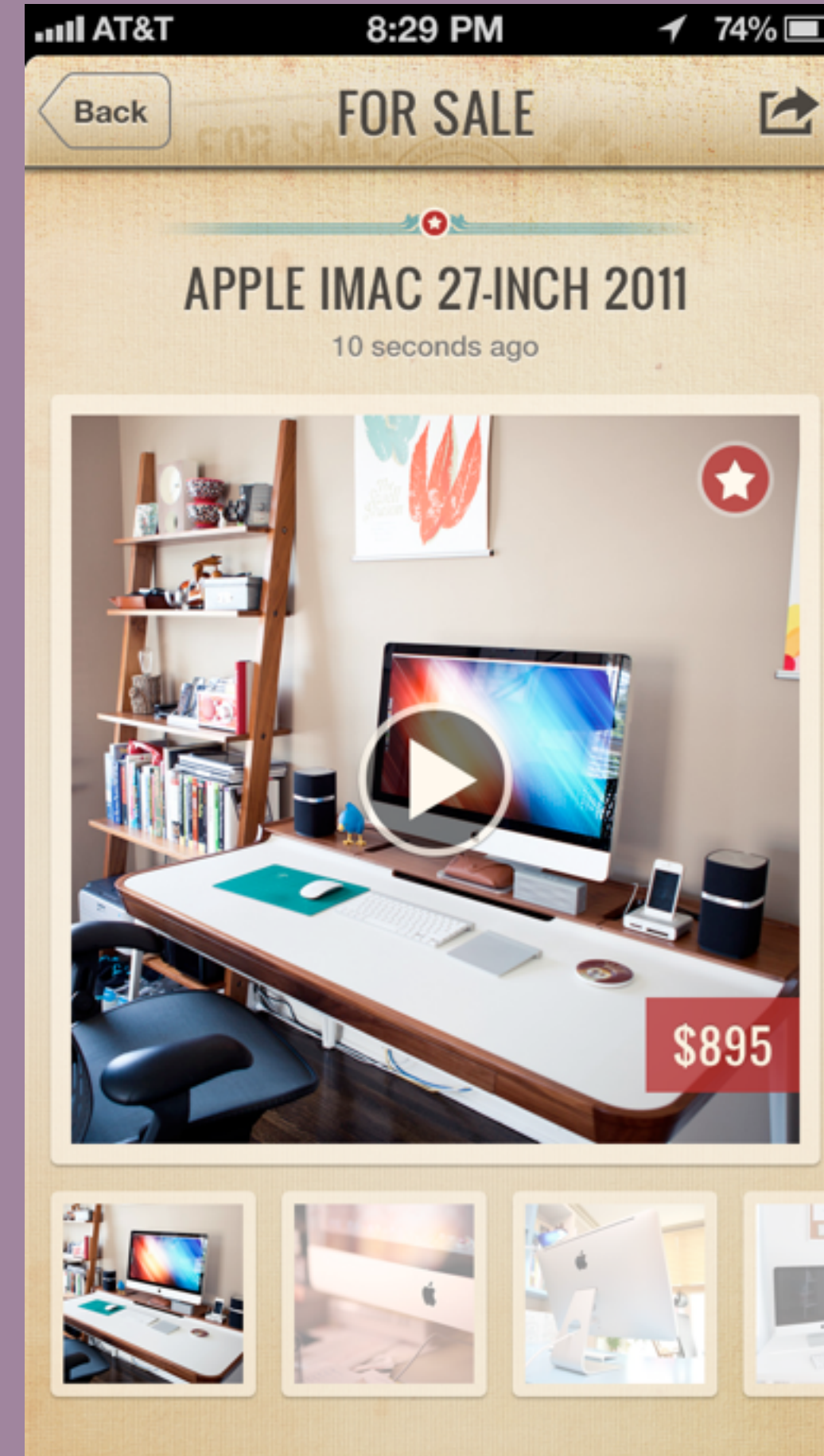
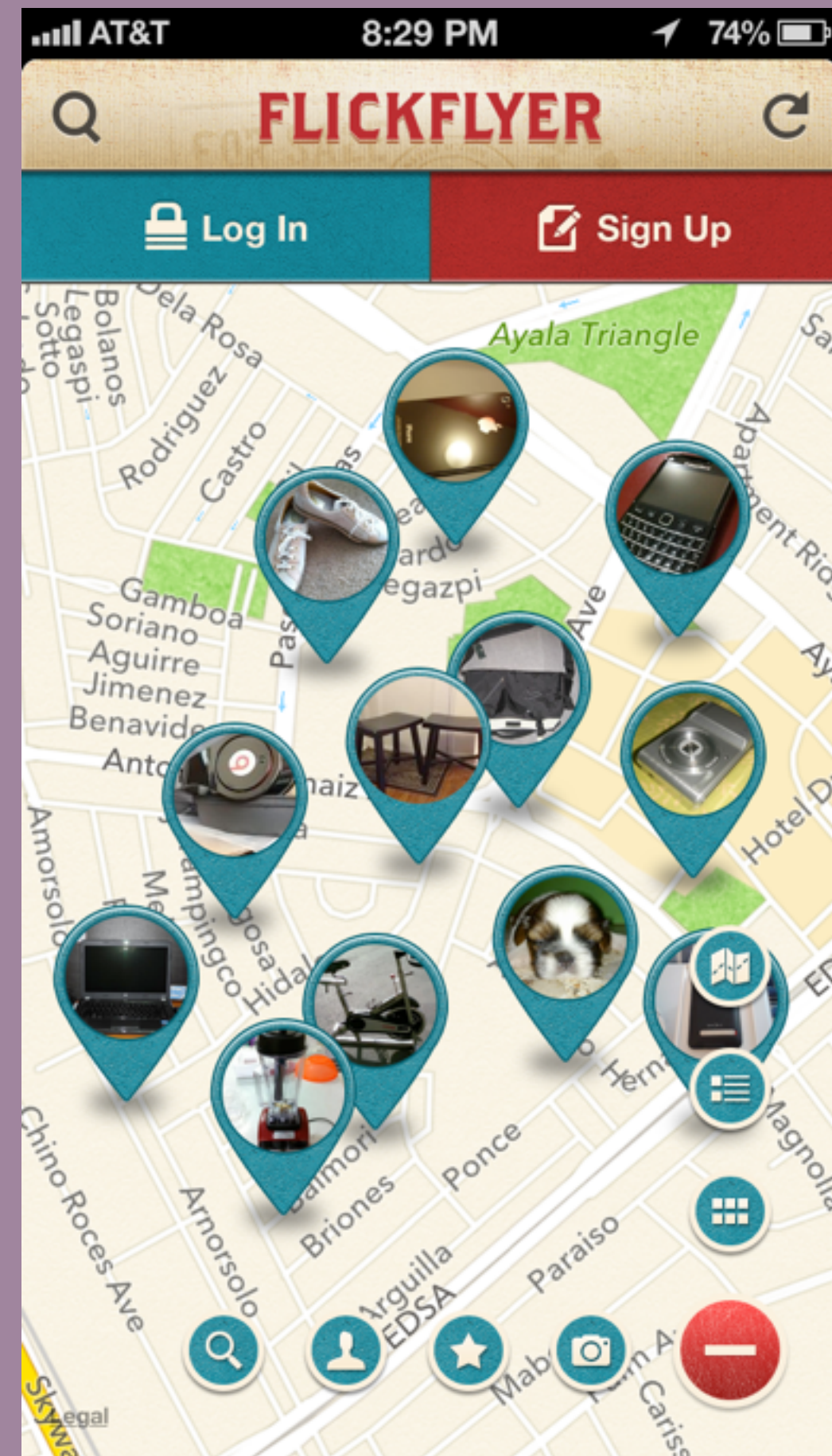
- USE SMARTPHONE TO RECORD AND UPLOAD VIDEO LISTING
- INCLUDE #HASHTAGS FOR EASY SEARCH AND DISTRIBUTION
- CONNECT WITH INSTAGRAM, FACEBOOK, AND TWITTER
- SHARE ON CRAIGSLIST AND EBAY VIA HTML FLYER
- VIEW REAL-TIME ENGAGEMENT WITH VIDEO ANALYTICS
- COMMUNICATE WITH SELLERS IN REAL-TIME
- AND MUCH MORE!

**Shoot - Upload - Sell**



# Screenshots

Yay!





# Screenshots

Yay x2!



## HOME PAGE

BLOG ABOUT US COUNTRY: US SIGN UP SIGN IN

**FLICKFLYER**  
Because It Sells

All SEARCH

★ 90-DAY FREE & UNLIMITED TRIAL ★ *Oh Hail!* SIGN UP NOW!

**We really, really want to hear from you**

Email us or post your comments below

Create your own Video Ad right Now!

The Flickflyer iPhone App

Connect with us

Facebook Twitter

★ SUGGESTIONS

Popular shoes #fridaysale nikon gundam #fantastic

CATEGORIES

Apartments, Rooms and Houses  
Arts and Crafts  
Clothing and Accessories  
Collectibles  
Electronics  
Events  
Sports  
Toys and Hobbies

FEATURED PRODUCTS

GUNDAM TALLGESE

Brand new with boxes and full packaging Model...  
[read more](#)

\$50

posted 71 days ago, Makati Manila

NIKON D3000

Nikon's 10.2-megapixel Nikon DX format CCD...  
[read more](#)

\$169

posted 71 days ago, Makati Manila

LONG BOARD

Mountain Board razor 45 1/2in in good...  
[read more](#)

\$175

posted 71 days ago, Makati Manila

## WATCH A FLICKFLYER


**FLICKFLYER**  
Because It Sells

All SEARCH

Peavey Vypyr Practice Amp Combo (Very Powerful and Versatile!)

Electronics Faved by 1 person/people Campbell California

Peavey Vypyr Practice Amp Combo (Very Powerful ...



0:00 / 0:57 YouTube

Selling my #15watt #Peavey #Vypyr #Practiceamp for #electric #guitar . It is #used but in #greatcondition good 4 #rocknroll <http://flickf.ly/uWe2P>

Date Added: September 10, 2013

Uploaded via: Web Browser

Add to Favorites


Flag this Post

#peavey #vypyr #practiceamp #electric #guitar #used #greatcondition #rock #rocknroll #15watt #heavymetal #amp #comboamp

Hello Flickflyer peeps! I am selling my practice amp that used when I was in college, but to be honest, I was so busy that I never really used it. So, it's still in great shape and makes beautiful sounds!!! I bought this for \$100+ a few years back and selling it for more than 50% off, so it's a steal. About the video was played with a cheap guitar with FMC

**\$ 40**

SELLER

 **paiman**

Contact Shop Owner

★★★★★ Support this seller?

★★★★★ How's the video?

★★★★★ Photo Quality?

Your Comments

Submit Rating

Map

San Jose

Map data ©2013 Google Terms of Use



# Validation/Traction

*What People Think....*

## CURRENT PEEPS

*500 registered users*

## CLIENTS



## PITCH CONTESTS

*1st*



*1st*



*3rd*



*Peoples' Choice  
2nd Best Pitch  
3rd Best Innovation*



# The Market

*M-Commerce is in its infancy..wait  
'til this baby grows...*

**\$262B**

**U.S. E-Commerce**

**\$12B**

**U.S. Mobile  
Commerce**

**190M**

**Digital Shoppers**

**\$5B**

**Spent via Social  
Networks**



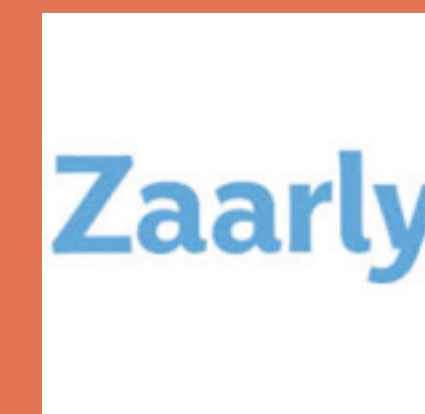
# Competition

*Dog eat dog world*

LOW FRICTION PROCESS TO SELL

VALUE FROM  
LARGE USER  
BASE

VALUE FROM  
RICH MEDIA/  
TRUST



HIGH FRICTION PROCESS TO SELL



# Go-To-Market

*Bowling Pin Strategy....*

**WHO**

## College Students:

- Tech/Social Media Savvy
- Using Similar Apps
- \$100B+ spending power

## Easy-to-use App:

- Saves Time
- Peace of Mind
- Make \$ and Save \$

**WHAT**

**HOW**

## Guerrilla Marketing:

- 3 Marketing Interns
- 15 student ambassadors (pilot program complete)
- Free Press/Media

## Local Universities:



**WHERE**



# Go-To-Market

*Help marketplaces grow*

**WHO**

## Marketplaces/Forums:

- Have user base
- They are making money
- Want to stay competitive

## Increase Traffic/Rev:

- Integrate FF Tech
- Integrate social
- Cross-post ads

**WHAT**

**HOW**

## Business Development:

- Emailing
- Calling
- Referrals

## Globally:



**WHERE**



# Business Model

*Where we can make moolah...*

1

**FREE**

*for 2013*

Drive adoption

Satisfy Community

Watch Behavior

*First 6 months,  
we want to do it  
RIGHT!*

2

**MERCHANTS**

*Subscription Model*

\$5/month (Bronze)

\$10/month (Silver)

\$20/month (Gold)

*Target individuals  
who sell consistently*

3

**LISTING FEES**

*Commission Model*

eBay: 9% + 3% Paypal

Average Sale: \$55

Success Rate: 40%

*5% for  
Flickflyer users*



# Our Team

## *Founding Fathers*



### *Bing Tan*

- 12 years in IT, owns web company w/ 25 Designers and Developers
- Previous startup experience with Qwikwire and DatePress (Bay Area companies)
- Expertise in architecture and user experience for Flickflyer



### *Paiman Vahdati*

- Graduate of San Jose State University, Finance and Economics
- Founded The Society of Leadership and Success, a 300 member organization
- Founded Social-Flyer, which eventually morphed into the Flickflyer



### *JV Colayco* *(He's the kid below)*

- Graduate of Brown and Harvard
- 20 years in Marketing, Entertainment in Web and Mobile industries
- His family used to own the biggest MMO-RPG company in the Philippines until it was sold to Naspers



### *Jimmy Cassells* *(He's the kid on the right)*

- Graduate of Stanford University
- 15 years in High Tech software with i2 Tech, Cypress Semi
- Launched 2 web companies in past four years
- Digital Marketing & SEO Strategist for Rocket Internet in Asia in 2012.



# Key Milestones

*Hard at work....*

1.

**WEBSITE AND IOS  
APP ARE LIVE  
(IN BETA)**

2.

**ACCEPTED INTO  
SPARTUPS  
ACCELERATOR**

3.

**ANDROID APP  
AND FIRST WHITE  
LABEL APP  
BY MAY**



# Financing/Advisory

*No money, no honey...*

**EXISTING**

- SELF–FUNDED TEAM FOR THE PAST 12+ MONTHS
- CURRENTLY HAVE 2 INTERESTED ANGELS WHO COULD INVEST \$50K BY END OF THE MONTH

**SEEKING**

**YOUR VOTE INTO VATOR SPLASH =)**



# Just Remember....



**SOMETIMES PICTURES  
AREN'T WHAT THEY  
SEEM TO BE...**

**...CREATE A FLICKFLYER!**

**THANKS!**



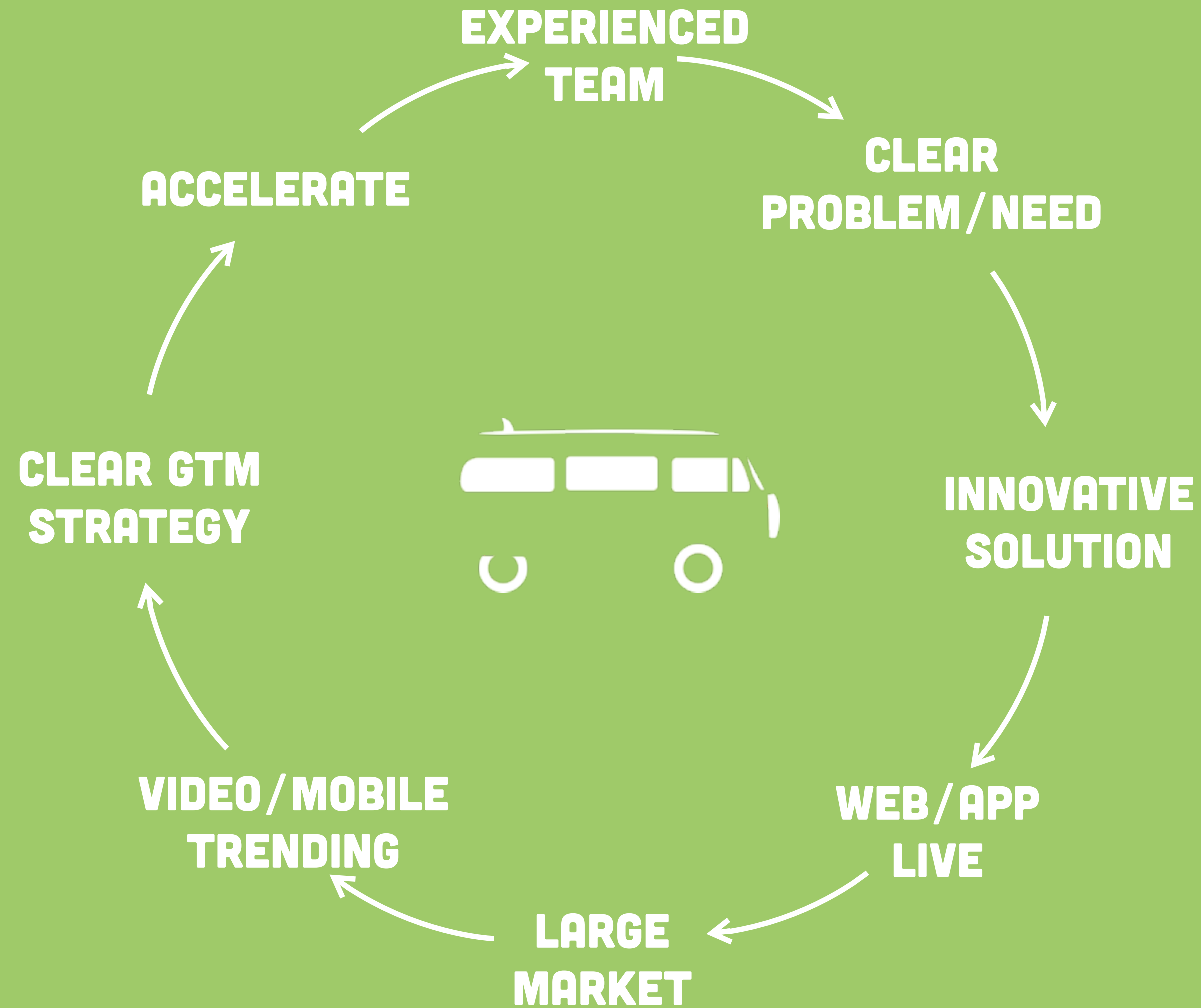
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**QUESTIONS?**

# Summary

*In a nutshell...*





# Technologies

*Ingredients*

