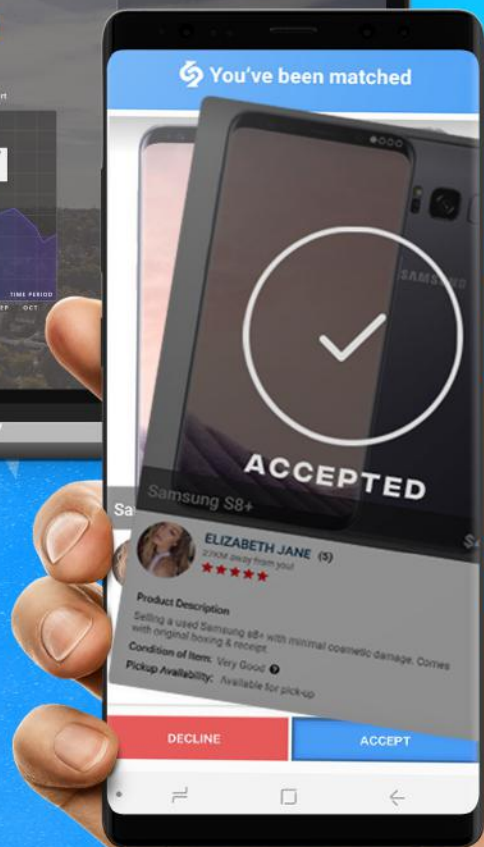
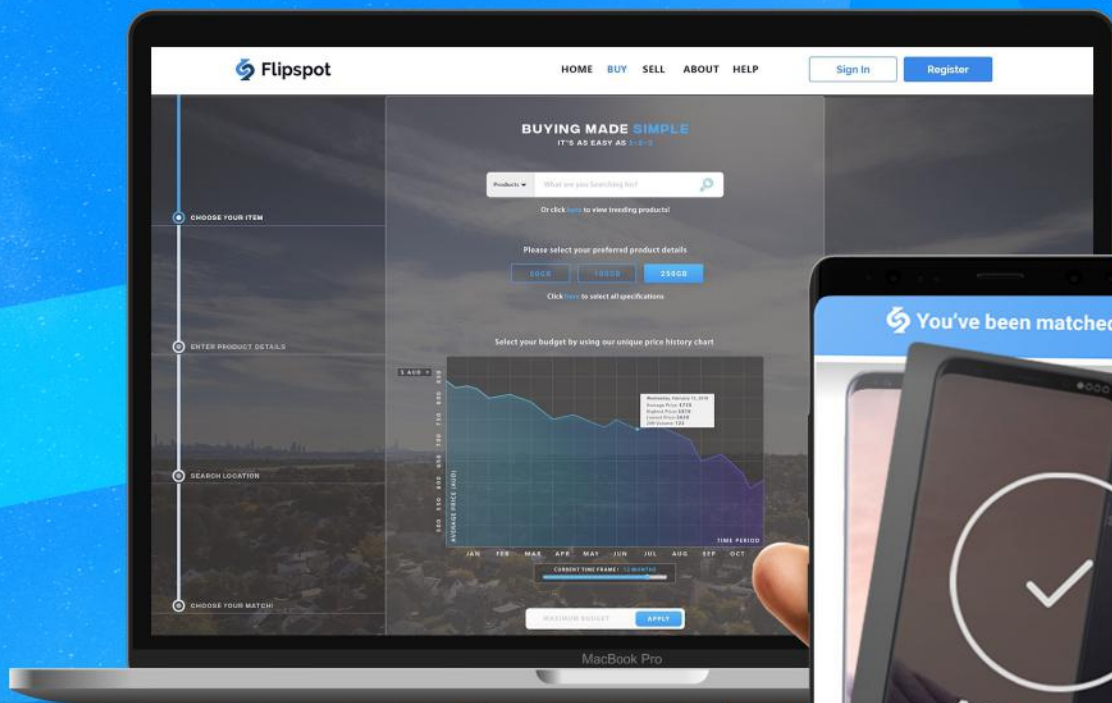


FLIPSPOT

A real-time trading platform for the marketplace.



BROWSE FOR FREE!

Swipe right to get matched to the best deals across the globe instantly.



WWW.FLIPSPOT.COM

What is Flipspot?

Flipspot is the world's first stock-exchange for products. By using a real-time supply and demand model, Flipspot can instantly match buyers and sellers with the best market price. Our technology pairs large volumes of bids with live sellers to cater for a more efficient marketplace. The platform's pricing algorithm ensures that both parties will always receive the best deal at that specific point in time. This is beneficial to Flipspot users as:



Buyers can only be matched to sellers within their set budget, and are guaranteed the best market price through Flipspot's pricing mechanism.



Sellers can instantly receive the highest market price for their product, or set a minimum reserve price that they're satisfied with.



Both parties can make more informed trades through Flipspot's interactive pricing tools and trend analysis.

Flipspot ultimately resolves the current inefficiencies in the e-commerce industry by giving users more control over their trades. By providing a free platform where buyers can submit bids, and sellers are instantly matched to the highest market price, Flipspot has the potential to transform the way people buy and sell globally.



NIKHIL CHALLA
(Founder & CEO)

Flipspot revolutionises the global marketplace by combining the complexity of a real-time trading platform with an interactive user interface to cater for smarter, safer trades.



Advantages for the buyer

The benefits of being a buyer on Flipspot include:

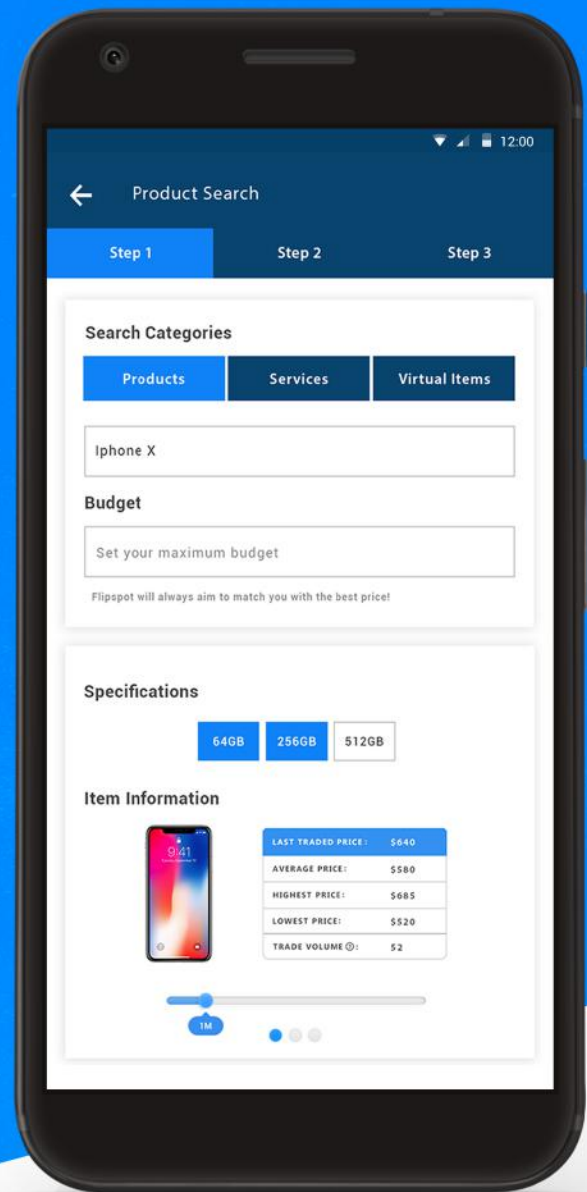


Creating a maximum budget and automated price negotiation:

Buyers on Flipspot can set a budget for any given product, and will only be matched to sellers within the specified price range. A live market price is then generated through the platform's pricing algorithm. If the submitted bid is higher than the set market price, Flipspot will automatically negotiate the lowest price on the buyers behalf.

For example, a buyer wants to purchase an Iphone X with a \$650 budget. Flipspot sorts this bid with the selected search filters (such as location and condition) relative to all other active bids, and generates a market price of \$500. As a result, the buyer is instantly matched to a nearby seller for a final price of \$500.

In under 60 seconds, the buyer is able to purchase an Iphone X with his preferred preferences while saving \$150 from his total budget.



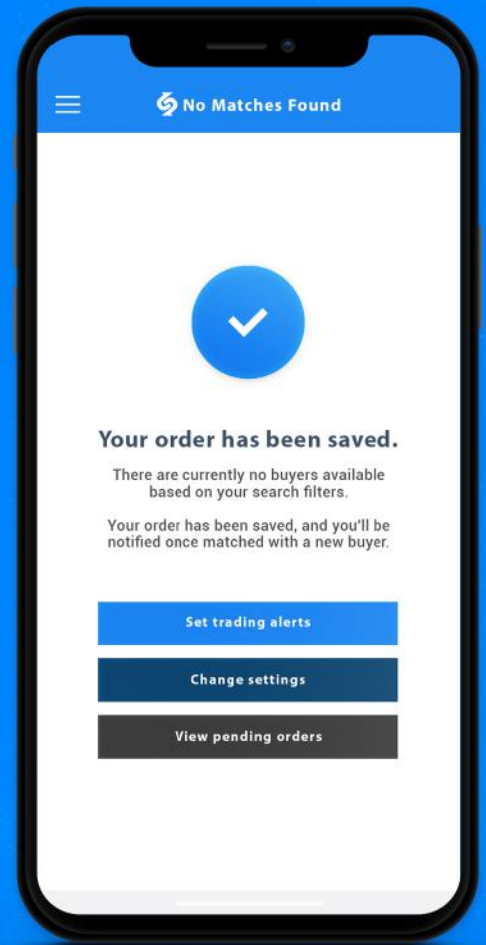


Setting buy orders at any price for multiple products:

If a buyer's bid is too low for any sellers, the order will automatically save onto the platform for future potential matches. This typically occurs when the buyer's budget is lower than the calculated market price. If the market price falls within the set budget, the order will trigger automatically and notify the buyer in real-time.

For example, a buyer wishes to purchase Bose Headphones for just \$150. Once the order is created, the order is saved as there aren't any sellers available at this price range. One week later, a new Bose Headphones is released, and as a result, the market price of the older model drops to \$120. The buy order automatically triggers, and is matched to a seller at \$125, saving \$25 off his set bid.

As buyers submit their bids, the entire process is simplified. There is no need to frequently compare the prices of items across different websites. Rather, Flipspot allows buyers to bargain-hunt effortlessly for any given product.



Creating a suitable budget with Flipspot's pricing tools:

It's important for buyers to be given transparent, unbiased pricing information when purchasing products online. Other e-commerce platforms simply have a "buy-now" price which fails to educate customers on how well-priced the product really is. That's why Flipspot provides free, interactive pricing tools for buyers to help make a fair yet competitive budget. These features include historical price information, interactive charts and analysis tools, which help buyers to make smarter, safer trades.



Advantages for the Seller

The benefits of being a seller on Flipspot include:

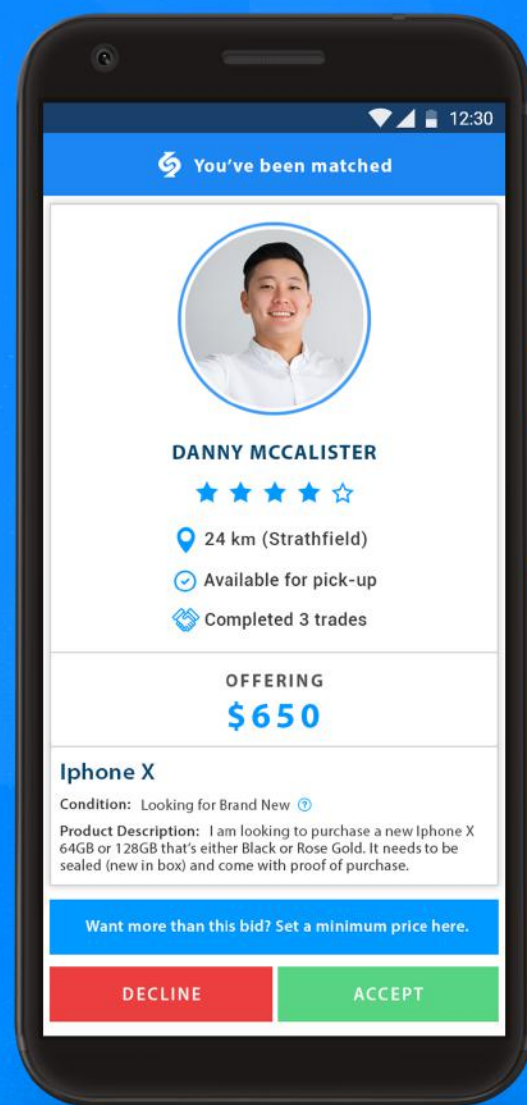


Guaranteed to receive the highest price in real-time:

Sellers on Flipspot won't need to advertise a price, as they'll be instantly matched to the highest buyer at that point in time. By letting the market determine the item's price, sellers can maximise profits, as there's no limit to how high the product can be sold for.

For example, a user wants to sell their Iphone on Flipspot for \$550. Once listed, the seller is automatically matched to the highest bidder, with a calculated market price of \$650. Rather than listing his product elsewhere at an advertised price of \$550, the seller was able to sell their product instantly while receiving \$100 more than his reserve price.

If the seller is still unsatisfied with the current market price (\$650), the user has the added flexibility of setting a minimum price, which will be saved for future potential matches.



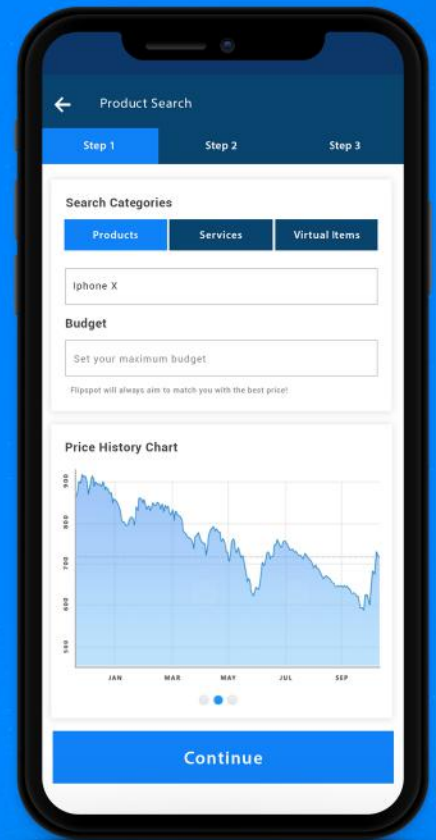


Setting a hidden minimum price for custom orders:

Sellers have the option of setting a reserve price if they want more than the highest bid, which will be saved on Flipspot for a future match. If the market price reaches the set price, the order will automatically execute, and the seller will be notified in real-time about the trade.

For example, a seller lists their iPhone X on Flipspot, and is instantly matched to the highest bidder for \$620. However, after reviewing the pricing tools, the seller decides to create a custom order with a minimum price of \$725. A month later, the market price surges to \$750, and as a result, the order automatically triggers to a nearby buyer for \$740.

As shown above, the seller has the flexibility of accepting the highest market price in real-time, or creating a minimum price they're more comfortable with.



Making smarter sales with Flipspot's pricing tools:

It's important for sellers to have clear & unbiased pricing tools to inform them how much their product is really worth. Other marketplaces force sellers to openly advertise a price, which creates many issues as sellers are unaware of the product's true value. If priced too high, the product is left unsold as buyers go for cheaper alternatives, and if it's priced too low, the seller loses potential profit by selling it so cheap. That's why Flipspot provides free, interactive pricing tools to sellers, so they are educated and informed about how much their items are really worth in real-time.

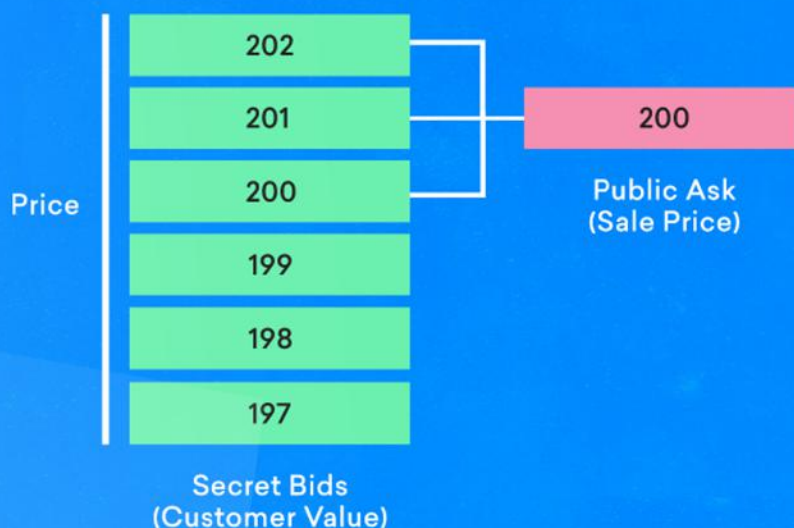


What makes Flipspot different to other marketplaces?

Flipspot combines the key features of a real-time trading platform, such as automatic order matching, instant trading alerts, and pricing tools to revolutionise the way consumers trade globally. In comparison to conventional store and auction models such as eBay and Amazon, Flipspot uses a real-time supply and demand model to cater for a more efficient marketplace.

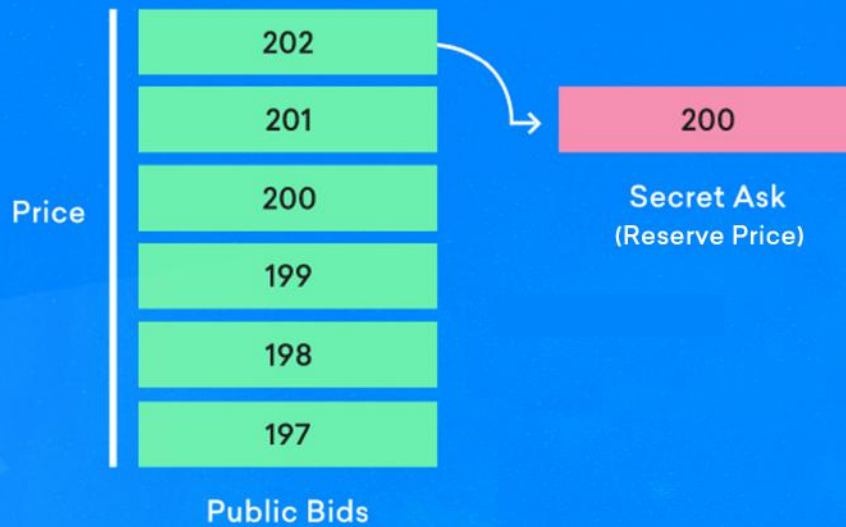
Amazon: Store model

Store models like Amazon require sellers to publicly advertise an asking price (e.g \$200), while buyers have a secret budget. As a result, buyers have a lack of bargaining power, as secret bids below \$200 will reject the price, and will continue to browse other websites over time until they find a price within their budget. This is also unfavourable to sellers, as it unintentionally creates a price limit, as buyers will not offer more than the advertised price. For example, a secret bid of \$202 will accept the advertised price of \$200, creating a \$2 deficit for the seller.



eBay: Auction model

Auction models, like eBay, consist of several buyers competing for the one auctioned product within a set timeframe. Buyers will publicly bid against each other (\$197 - \$202), while sellers hide their reserve price (\$200) to maximise profits. Buyers often overpay for products as sellers may artificially inflate the price by bidding on their own auction (shill bidding). As well as being time consuming, buyers may bid on multiple auctions and purchase the same item twice. For sellers, auctions are extremely time-consuming, incur inflated fees (>11%), and run the risk of being left unsold due to the reserve price not being met.



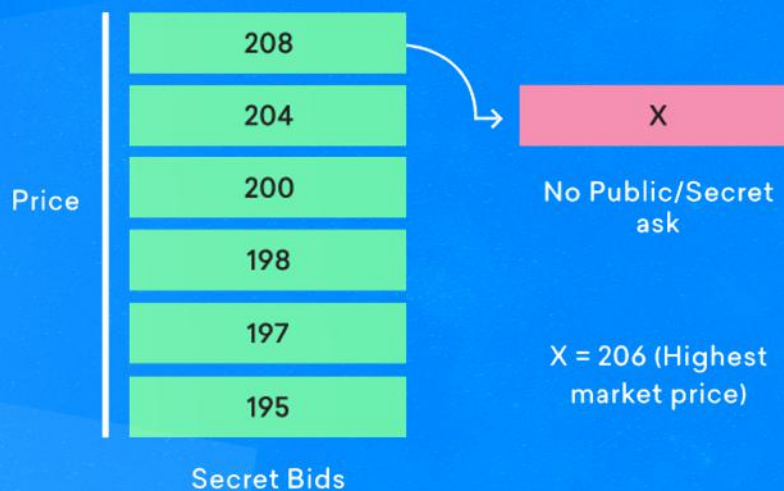
It's clear that both models fail to provide consumers with a central solution to trading instantly without compromising the true value of the product. This is due to marketplaces being biased towards either the buyer or seller, and are therefore unsuccessful in achieving a best-case-scenario for both parties simultaneously.



Flipspot: Supply & Demand model

Flipspot operates as a “stock-exchange for products” by using a real-time supply and demand model within the global marketplace. This is beneficial to both parties, as the platform is not skewed towards buyers (demand) or sellers (supply), but aims to achieve market equilibrium. This is achievable through Flipspot’s pricing mechanism, as the algorithm will continuously calculate the highest market price at any given moment to satisfy both buyers and sellers.

As shown below, the highest bid (\$208) is matched to the seller, but at a market price of \$206. This occurs as Flipspot’s pricing algorithm sorts all active bids for the product and creates a live market price. The platform then matches this modified bid of \$206 to the seller automatically. In this example, the buyer was able to save \$2 from his budget, while the seller was instantly matched with the highest market price.



What's next for Flipspot?

Flipspot challenges the status quo of conventional marketplaces by providing a free platform where users can trade products in real-time while getting the best price. Flipspot aims to develop and add more features as the application progresses in 2019-2020, and aims to rollout the following updates such as:



Adding new features to Flipspot's pricing tools, such as trading recommendations, further analysis tools and AI generated notifications.



Integrating an online payment wallet which supports bank accounts, debit/credit cards, Cryptocurrencies and Paypal.



Extending the platform's technologies to cater for Business-to-Business (B2B) and Business-to-Consumer (B2C) markets to disrupt wholesale platforms such as Alibaba.



Using the platform's algorithm to cater for different industries, such as Ticketing, Services, and Accommodation.

Overall, Flipspot aims to completely remove the artificial barriers that limit consumer trade around the globe. The team behind Flipspot value the importance of a free, efficient marketplace model to cater for both buyers and sellers, and ultimately support all parties at every stage of the business cycle.

