

Why Scrubb?



Problem

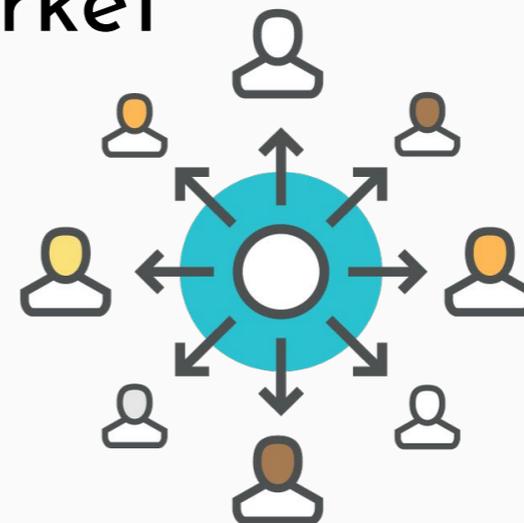
For Consumers;

- High prices-Purchasing power
- Surplus consumption



For Brands;

- Store stock cycles
- Reachability to target market





Target Market



Users;

- 17-22 age, student
- 22-35 age, employed women shopping mall customers
- 22-35 age employed men (consumer electronics)
- 25-35 age, Young Parents (Baby&Children Products)

Brands;

- 2.5B TL Deals' Market in Turkey
- 50B \$ Deals' Market Globally



iPhone



CAFFÈ
NERO

Penti

H&M

cinemaXimum

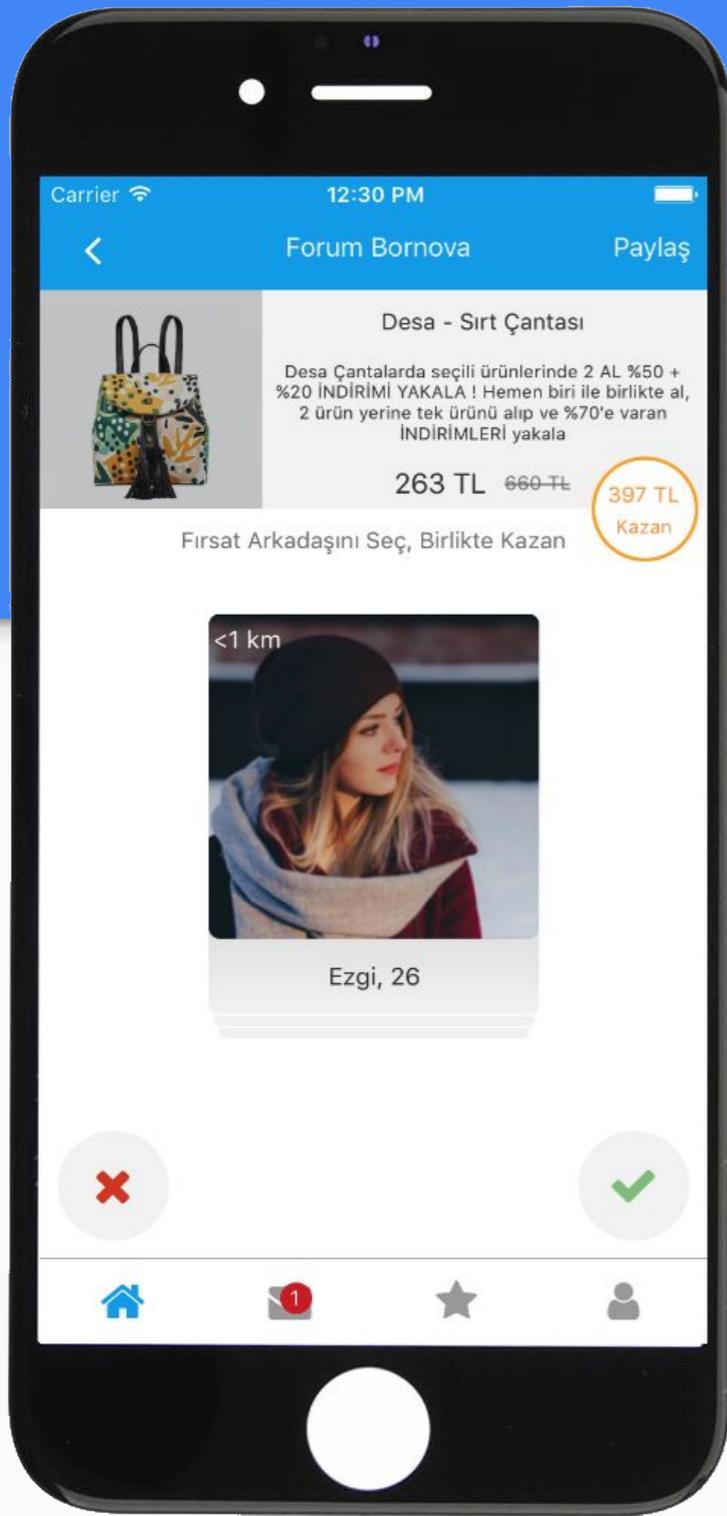
Gerçek Sinema

watsons



gratis

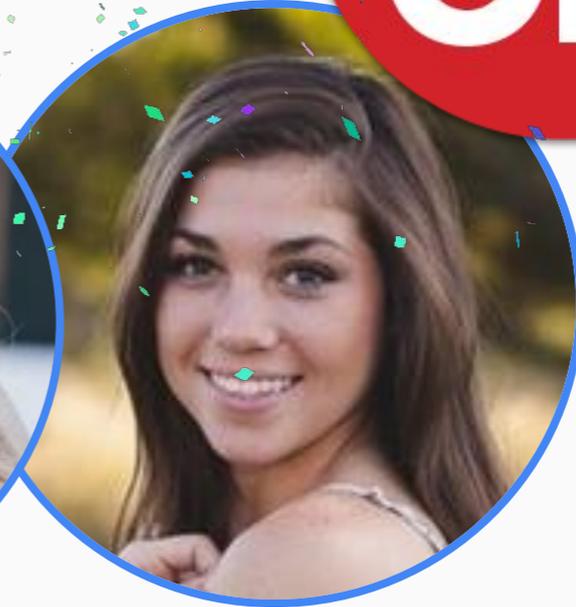
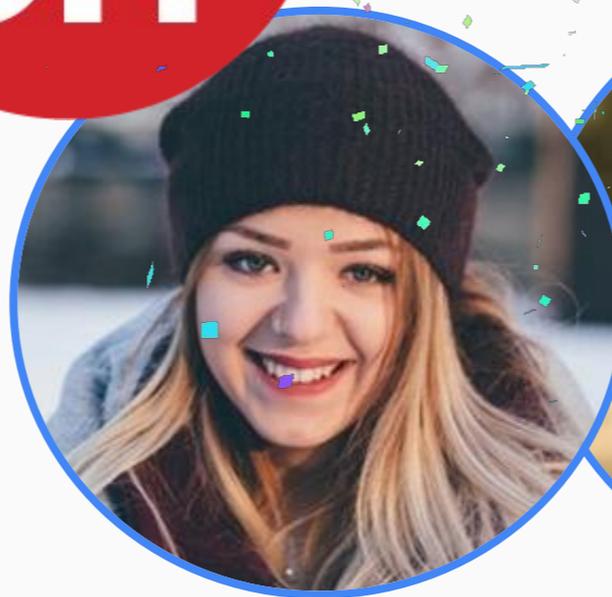




Scrubb

50%
OFF

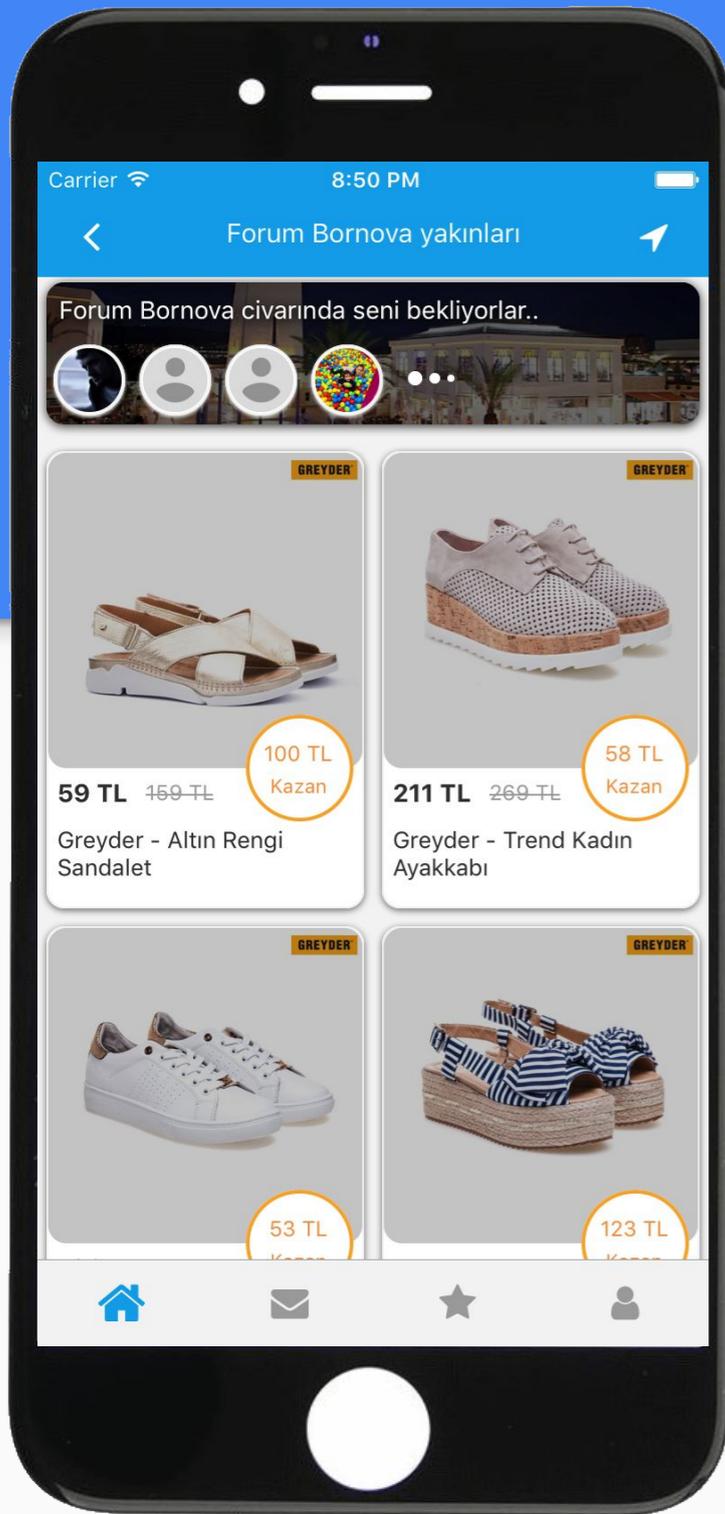
50%
OFF



Innovation



Scrubb



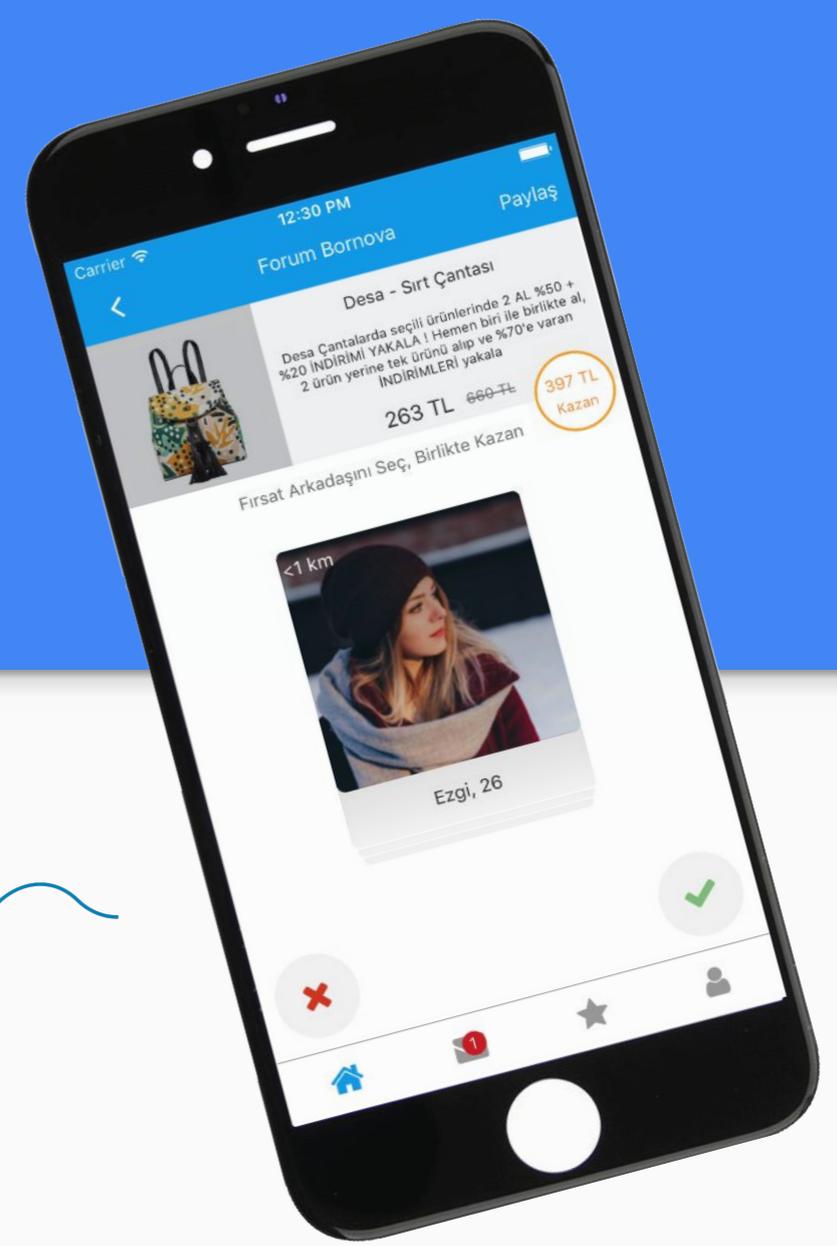
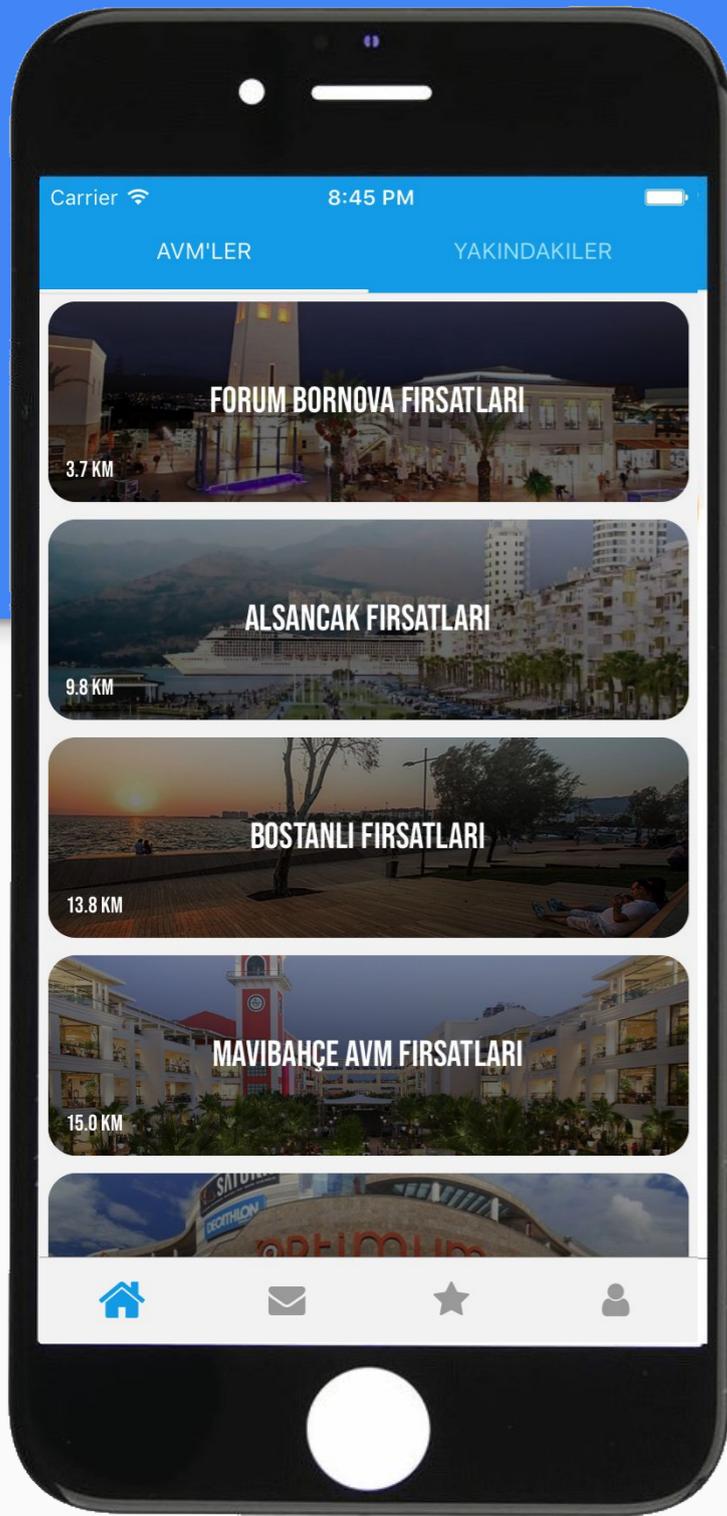
- x2 Customer
- Awareness of Deals
- Stock Cycle Speed



Innovation



Scrubb

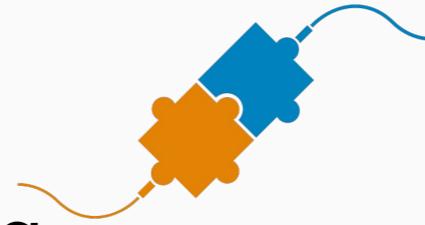


Integration

Instant Messaging

Notifications

Location Based/Free



365 Days Sale

Ocak

Yeni yıl İndirimi

Kış İndirimleri

Şubat

Sevgililer Günü

Kış İndirimleri

Mart

Kadınlar Günü

1 Nisan İndirimleri

Nisan

Bahar İndirimleri

Sezon Ortası İndirimleri

Mayıs

Anneler Günü

Bahar İndirimleri

Haziran

Babalar Günü

Shopping Festival

Temmuz

Yaz İndirimleri

Tatil İndirimleri

Ağustos

Sezon Finali İndirimleri

Kurban Bayramı

Eylül

Sonbahar İndirimleri

Okula Dönüş İndirimleri

Ekim

Bahar Ortası İndirimleri

Cadılar Bayramı

Kasım

Black Friday

Yalnızlar Günü

Aralık

Yılbaşı İndirimi

En Uzun Gece İndirimleri



Revenue Model

Phase 1:

- CPM (Cost Per Mille)
- CPC (Cost Per Click)
- Transaction Commissions
- Campaign/Product Statistics
- Special Brand Deals*

Phase 2:

- Payment Commissions





Scrubb

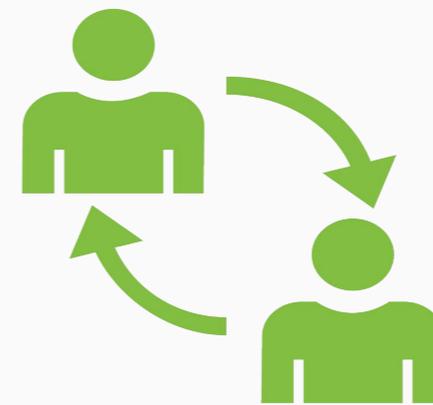
1000



30



250+



%40



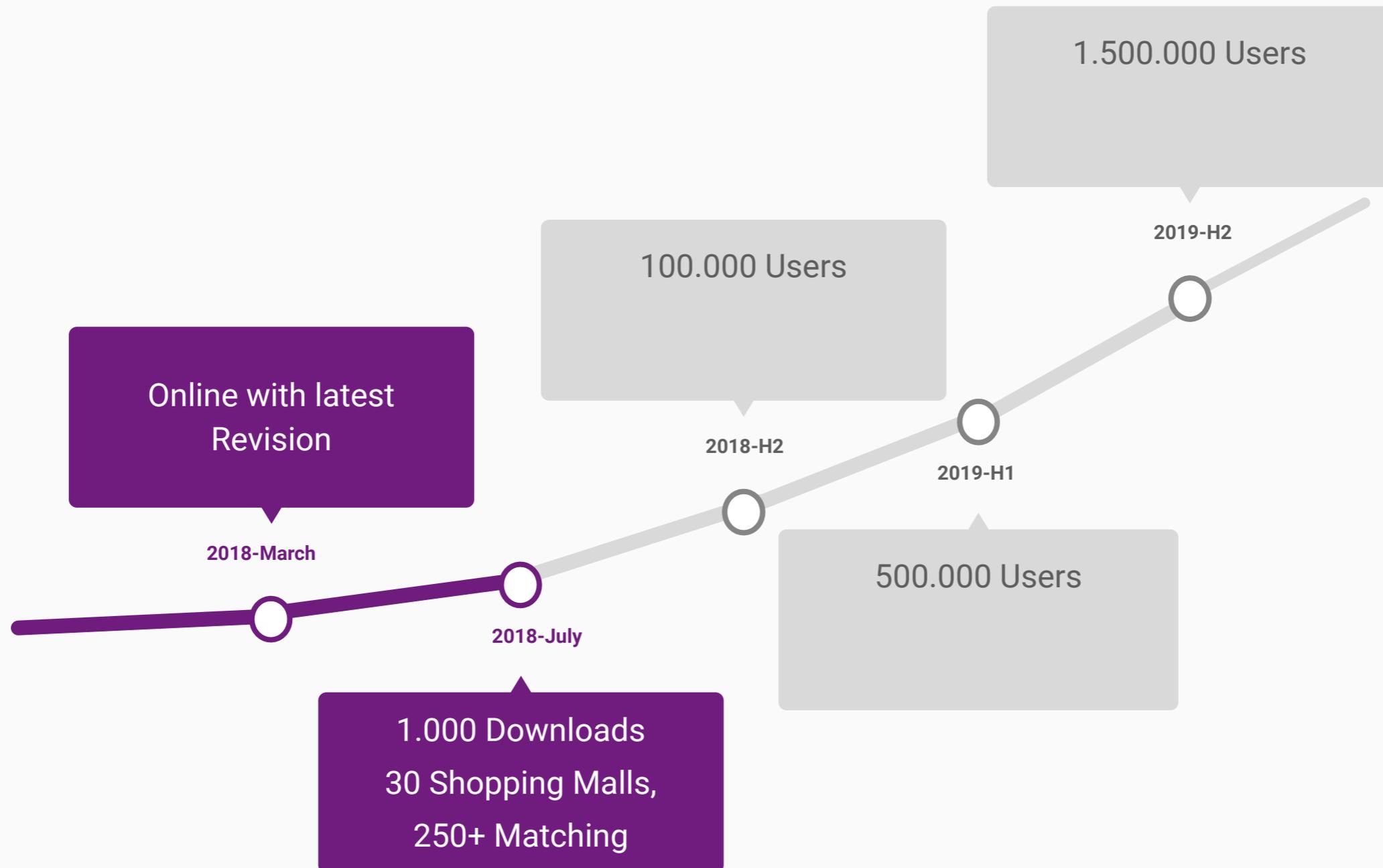
Allianz



1 Million+
Customer



Timeline



Marketing

- Social Media & Influencers
- Cross-Product Selling
- Guerrilla Marketing
- Special Days/Weeks Promotions



Team



Suat Özkan
Founder
Head of
Development



Ezgi Gürkaş
Marketing &
Sales



Hasret Özkan
Front-end
Developer

Competitors



SCRUBB

ENTERTAINER
(3 Million +)

ZUBIZI
(3 Million +)

HOPi
(6 Million +)

DISCOUNT



SOCIAL



-

-

-

EXPERIENCE
SHARING



-

-

-

REFERENCE
EFFECT IN
SHOPPING



-

-

-

MARKET

x+y

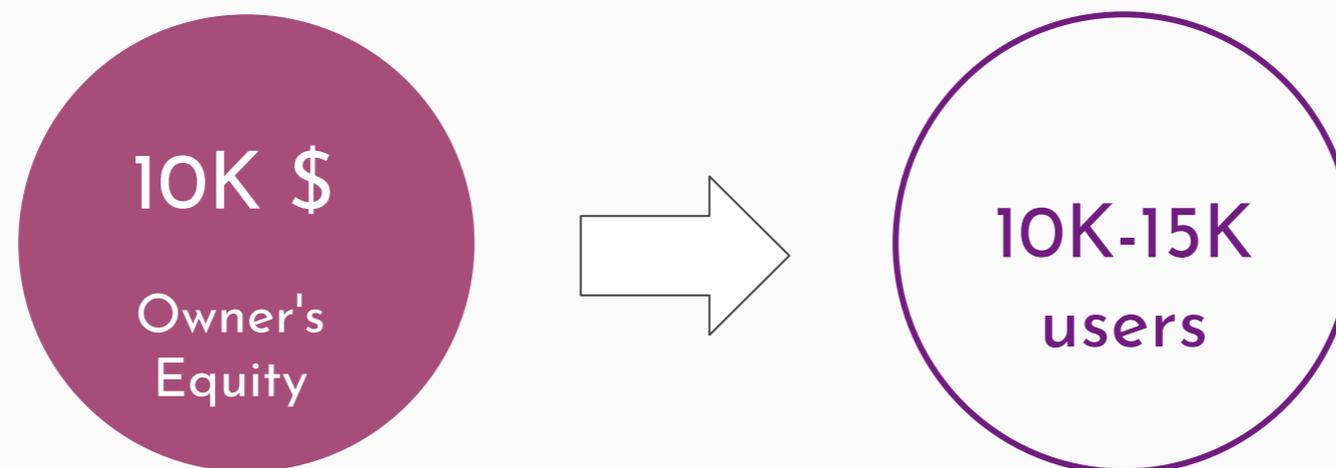
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x

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Financial



Thank You



Scrubb

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