

# 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

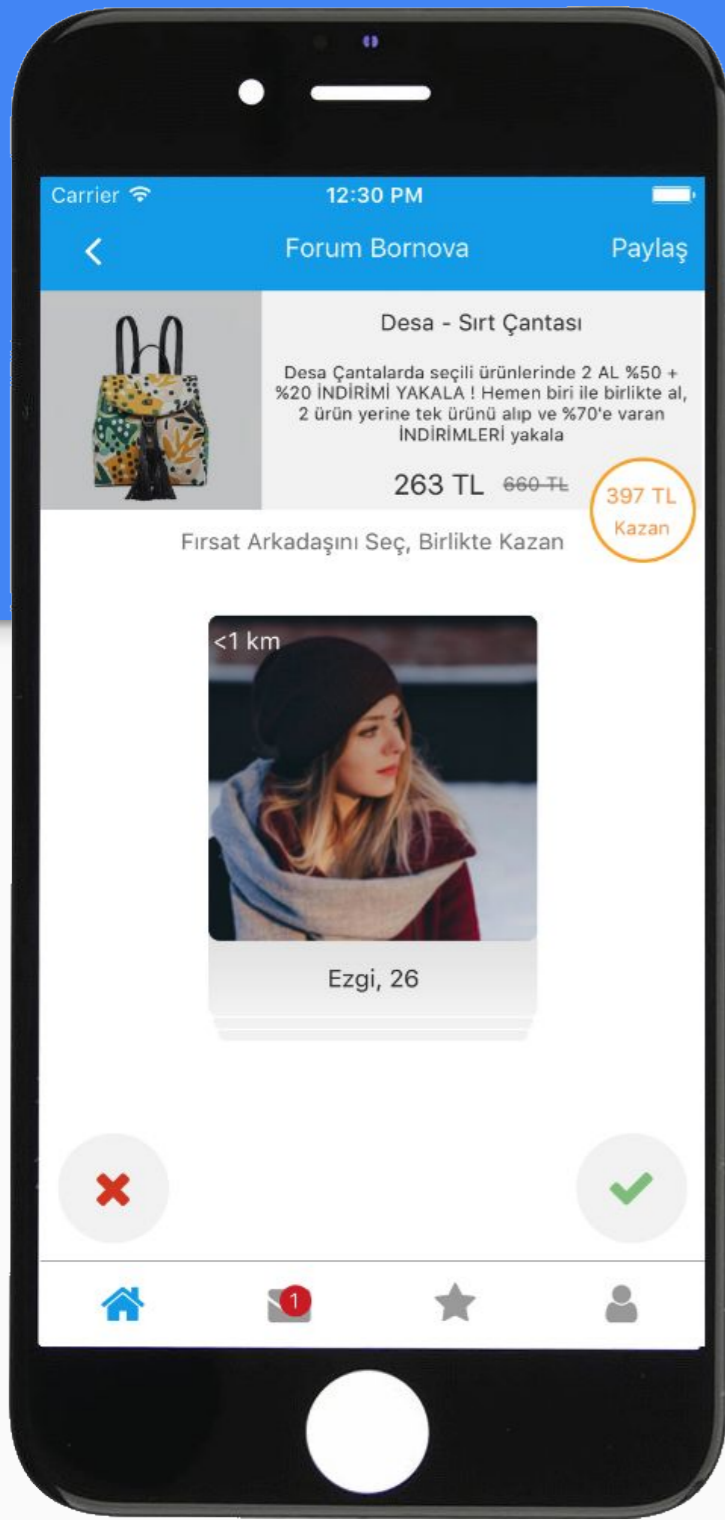
Gerçek Sinema

watsons



gratis

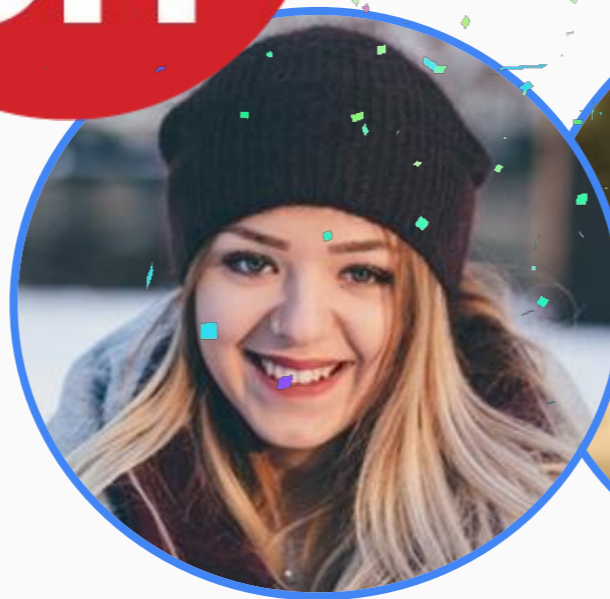




# Scrubb

50%  
OFF

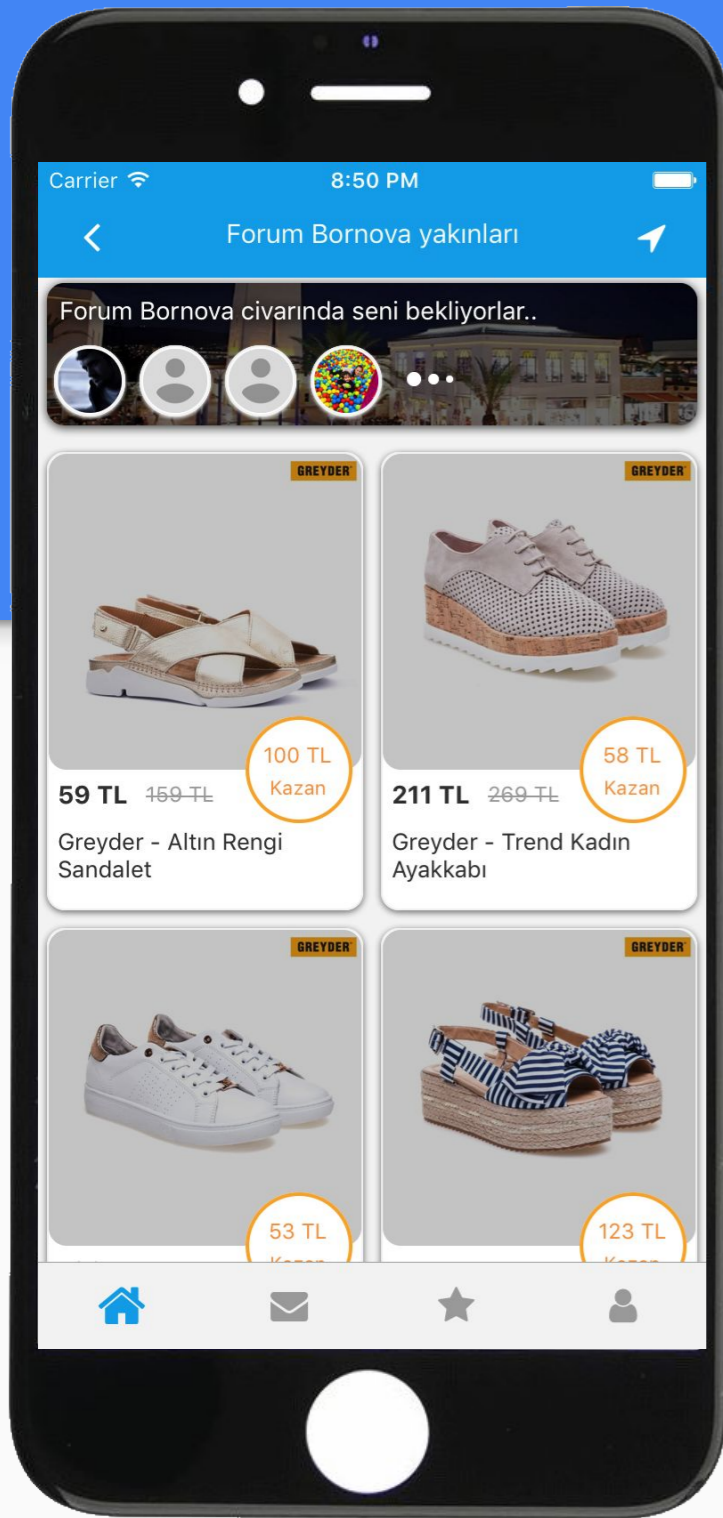
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Innovation



# Scrubb



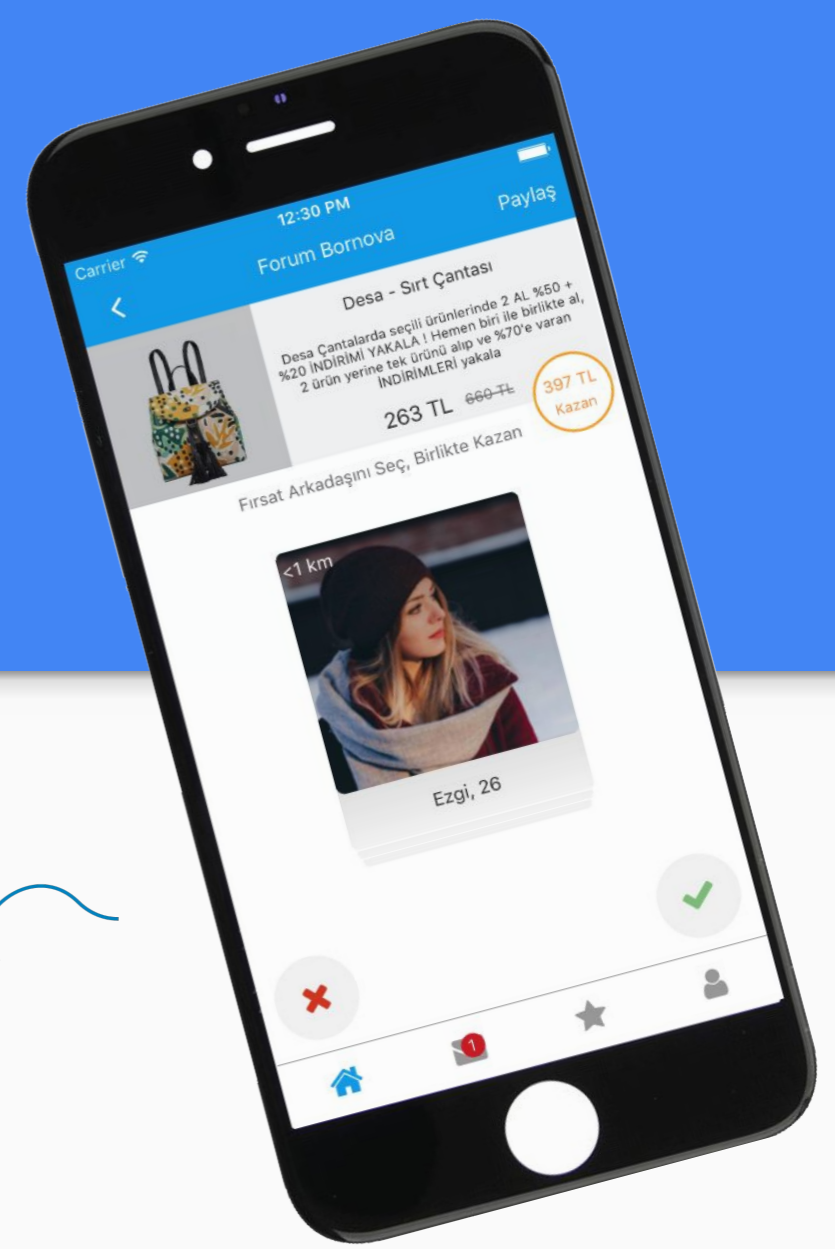
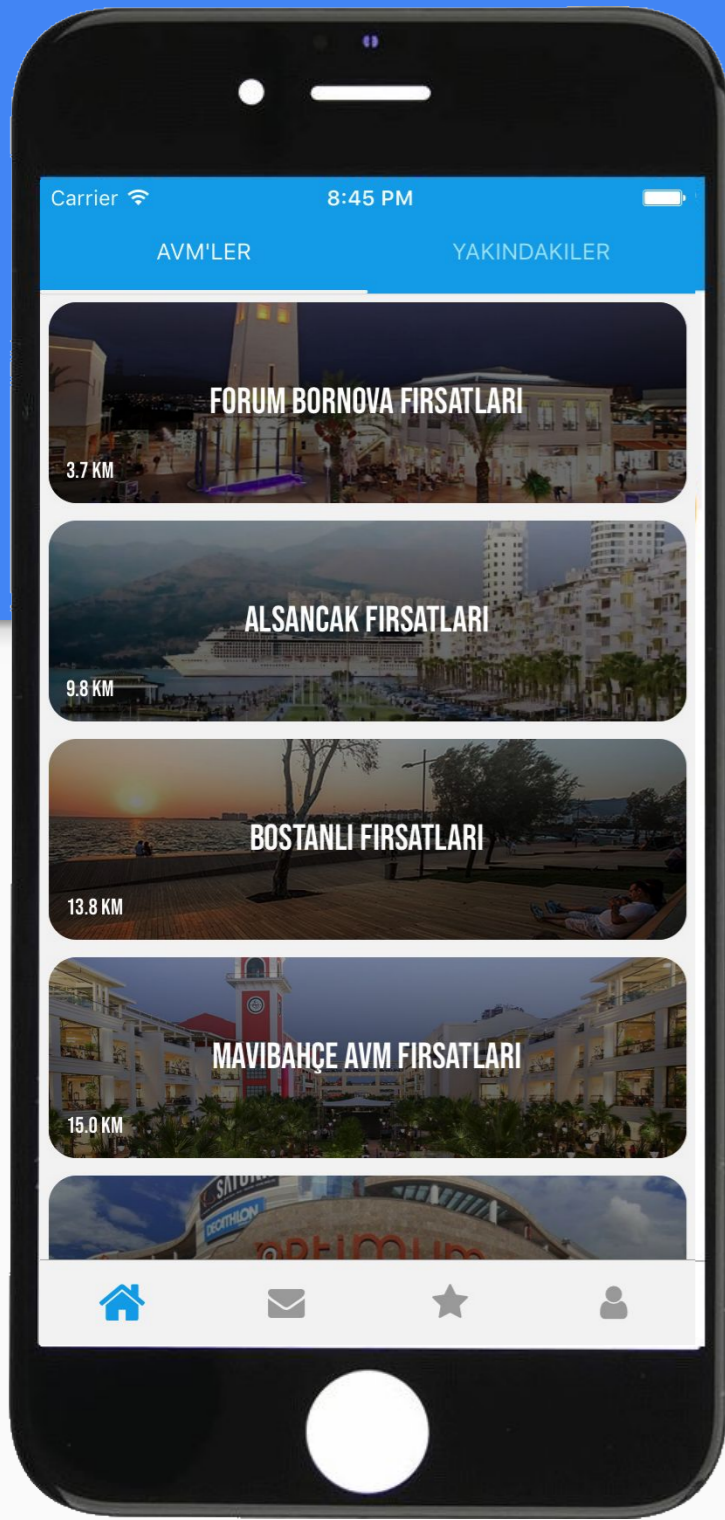
- x2 Customer
- Awareness of Deals
- Stock Cycle Speed



Innovation



# Scrubb

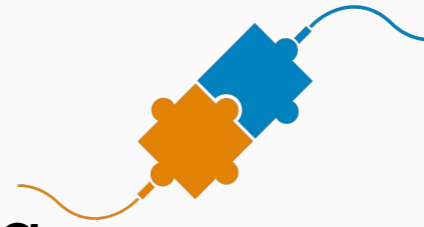


Integration

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

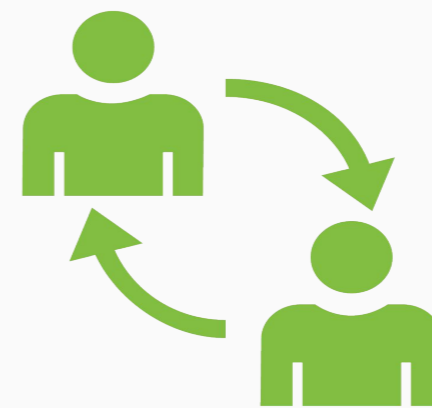
1000



30



250+



%40



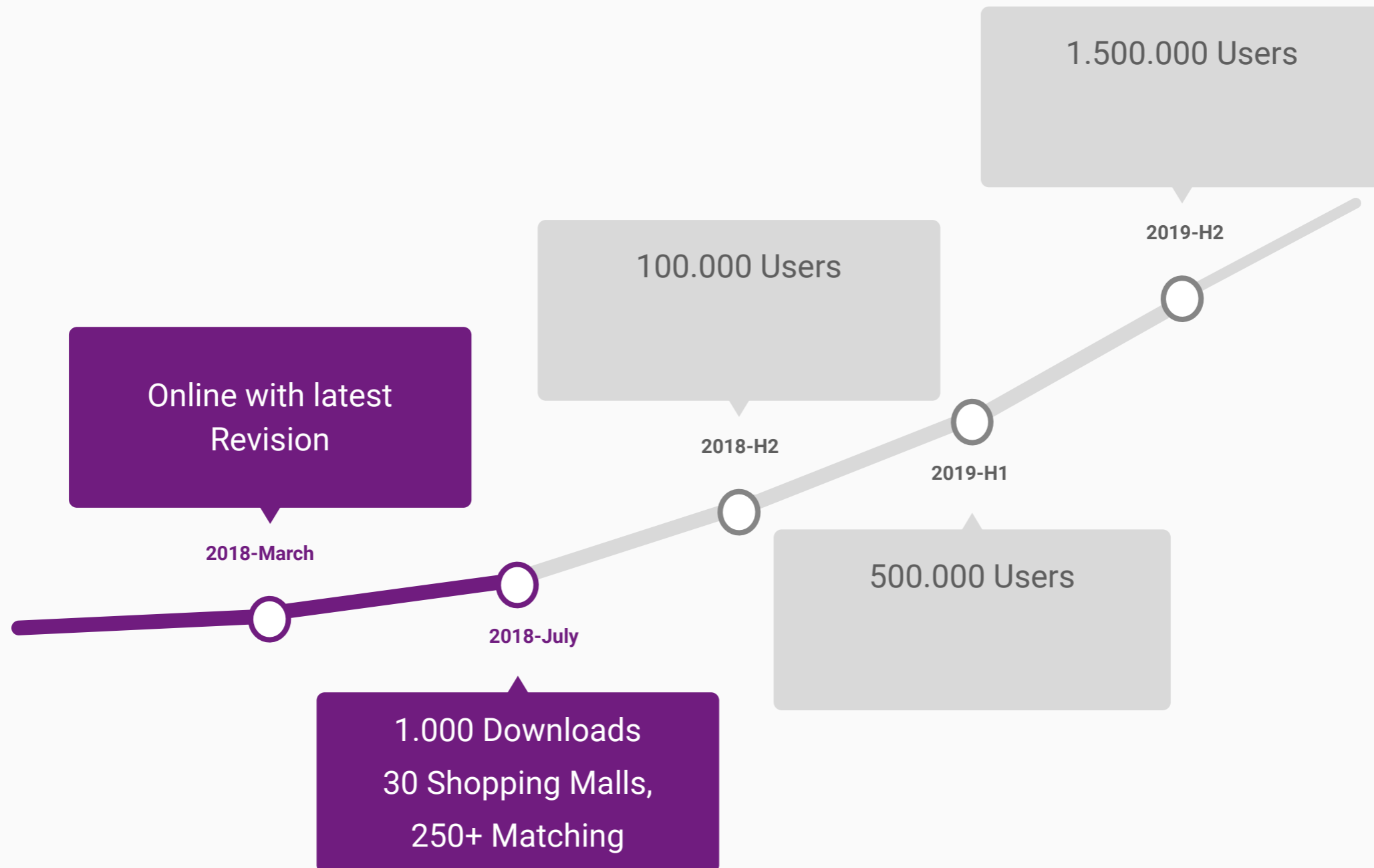
**Allianz**



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



**S** SCRUBB

ENTERTAINER  
(3 Million + )

ZUBIZI  
(3 Million + )

HOPi  
(6 Million + )

DISCOUNT



SOCIAL



-

-

-

EXPERIENCE  
SHARING



-

-

-

REFERENCE  
EFFECT IN  
SHOPPING



-

-

-

MARKET

**x+y**

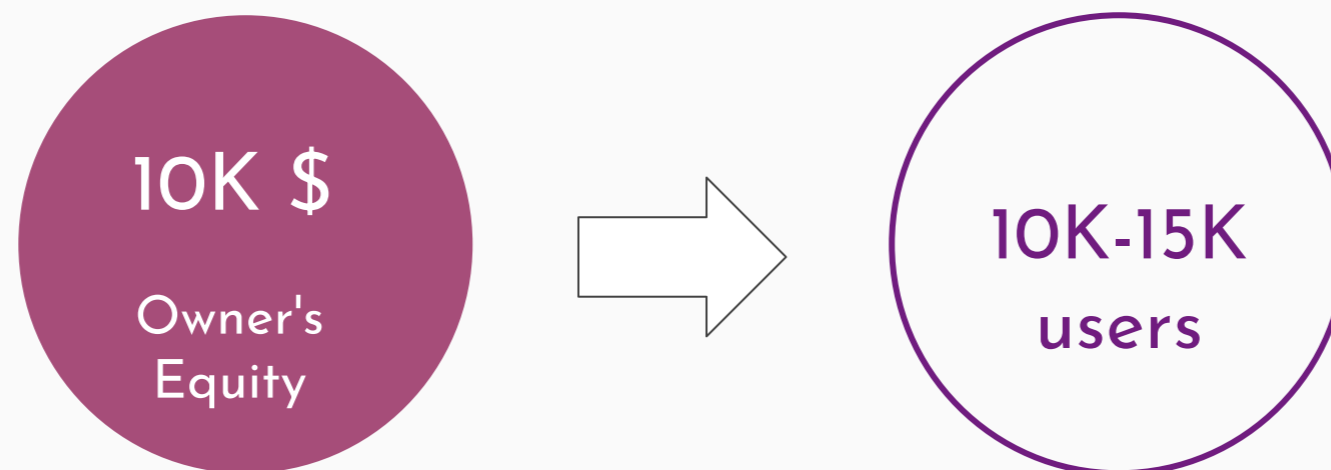
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**x**

**x**



# Financial



# Thank You



## Scrubb

 @scrubbapp

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 [info@scrubb.co](mailto:info@scrubb.co)