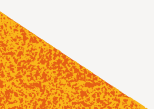


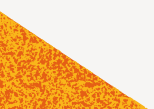


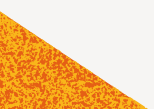


SAHARA

Transforming WASTE to WISHES

Pitch Deck

2023



Problem Interpretation



It's a lot easier for the owner to throw away stuff they don't need, A person on average will throw away 24% of their unused items.



People are not willing to give their items to others as they do not get anything in return for donating.
("Warm Glow")



People's Opinion

"I don't want to keep it anymore. **It's too tiring to sell it by myself.**"

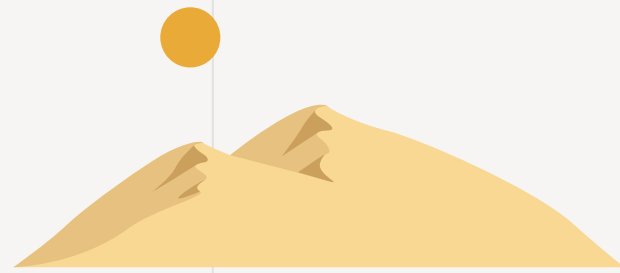
"In this economic situation, have to think hard before buying new furniture because of **expensive cost.**"

"Next month, I will move to Nakhon Phanom. I don't **want to carry things, because it's better to go buy a new one.** I thought to sell or donate it asap. Where **should I go next?**"

Solution

“A mobile application which allows users to donate unused items to people who might have a need for them”

EARLY ADOPTER : PEOPLE WHO WANT TO MOVE IN AND OUT OF ACCOMODATION



SAHARA

Values

Individual



Quick
Finding



Easy Getting



Free Usable
Items



Self-
Worth

Sustainable Community.



Reduce
Garbage



Reduce
Pollution



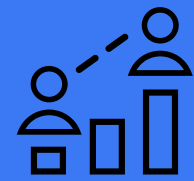
Save Global
Environment



Reduce Risk of
Disease from
Contaminated
Materials

Product

01



Browse

02



Chat

03

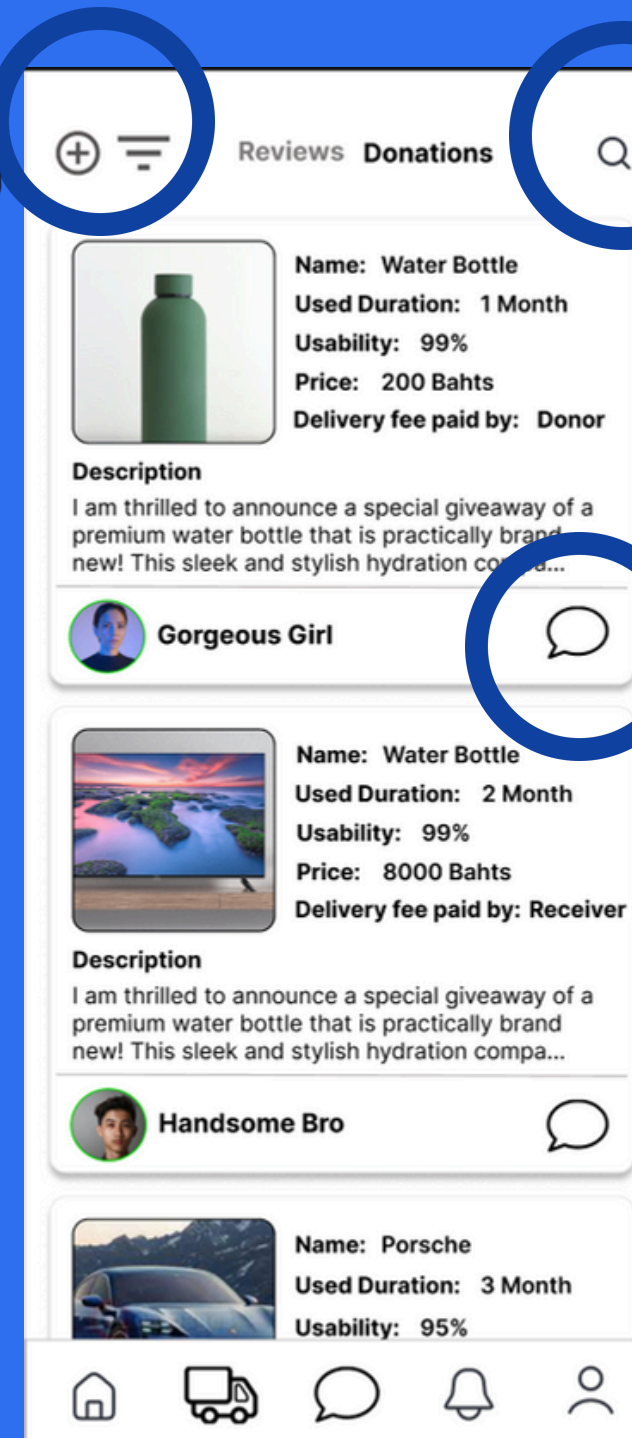


Receive

01

Browse

User can **browse** items by **Filtering**



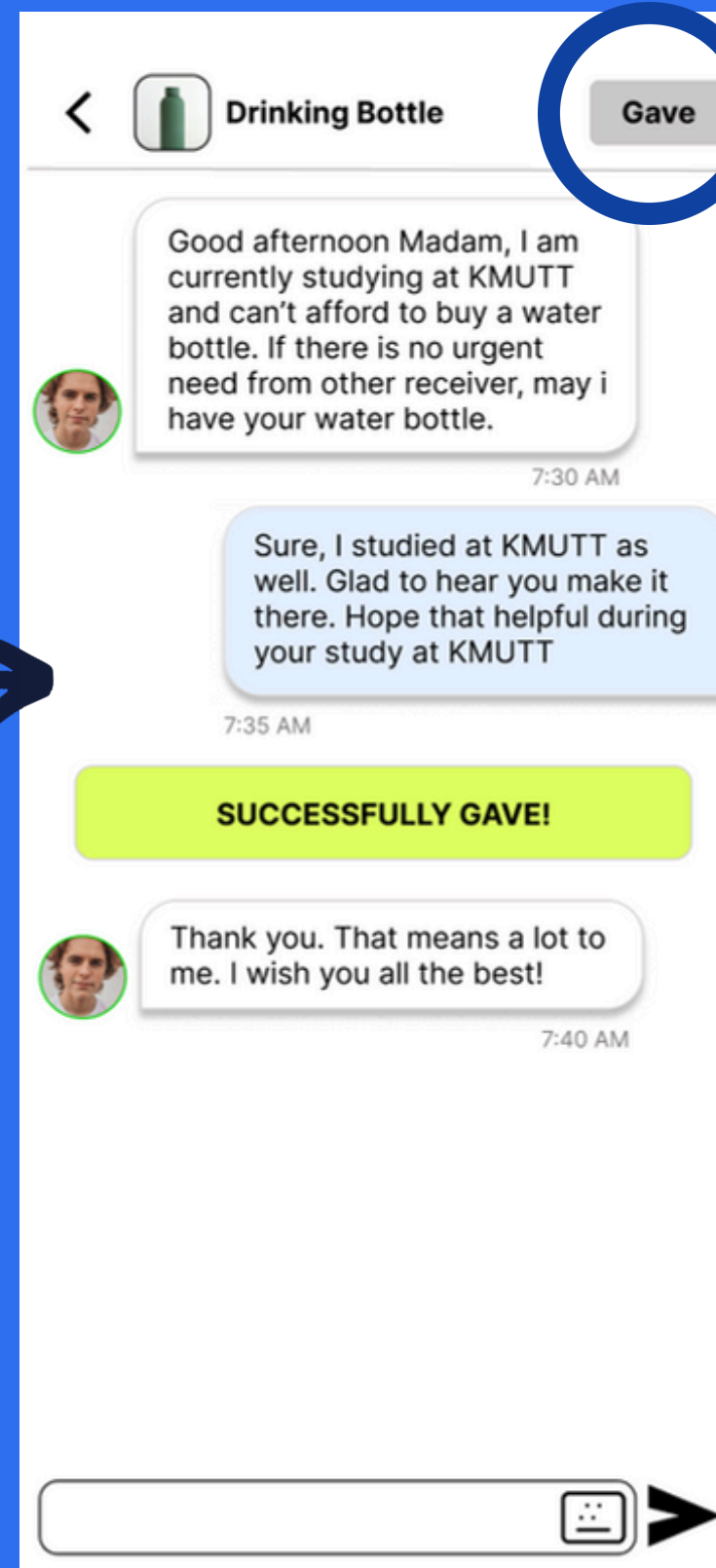
Or by **searching**

Then **click to chat** with donor

02

Chat

Donor and receiver
chat here



Donor **clicks "Give"**
if she wants to give

03


Receive

And **BOOM!!!**
The item is delivered

To Deliver

To Receive

Delivered



Name: Refrigerator

Used Duration: 1 Month

Usability: 99%

Price: 2500 Bahts

Delivery Information

Receiver Name: John Wick

Phone: +939 456 775 231

Delivery Fee: Paid

Address: 123/456 Soi Sukhumvit, Khwaeng Khlong Toei, Khet Khlong Toei, Bangkok 10110, Thailand

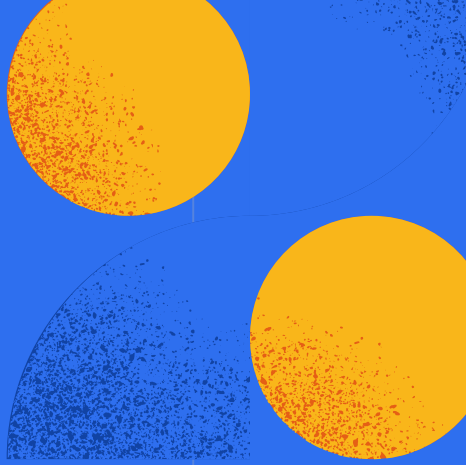
Expected arrival date: 13 June, 2023

Write Review



Receiver can also **write a review** about how thankful they are.

Market Validation



Freegle

Give and get stuff for free in your local community. Don't throw it away, give it away!



**14,774
TONNES**



**£10,503,993
BENEFIT**



**7,535
TONNES
CO2**

These three figures are totals over the last 12 months.

**MORE
THAN
14,000
TONNES
OF WASTE
SAVED!**



Market Potential

T.A.M

**20 MILLION
TONNES!** of
reusable items

The size of total addressable
market in 2023 (Worldwide).
Conservative estimate.

S.A.M

3 MILLION
reusable items

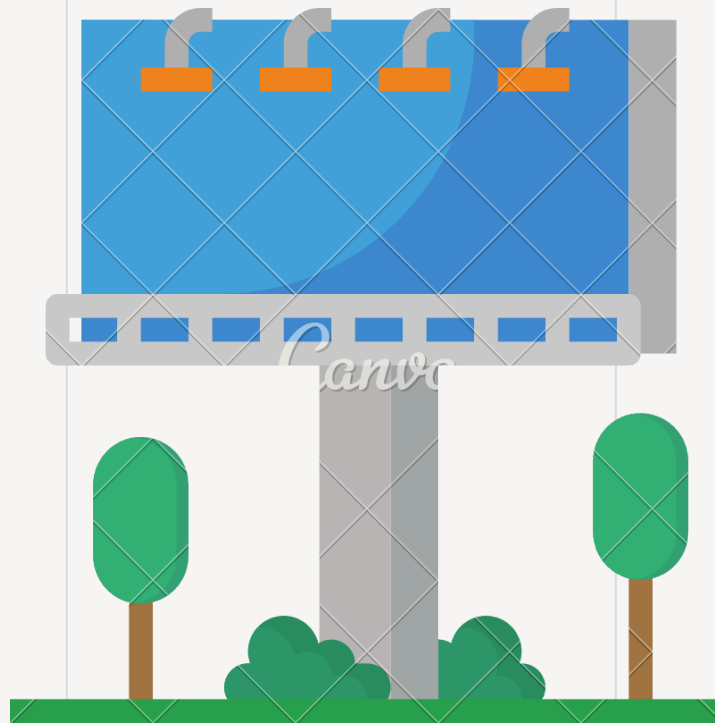
Service Addressable Market in
Thailand

S.O.M

252K
reusable items

Estimated Market we can
address initially.

Adoption Strategies



**Bill Board
Advertising**



Event Marketing



**Advertising Through
Social Media**

Business Model



WE TAKE A 5% FROM TRANSACTION FEES ON EACH ITEM DELIVERED!

252K

By Sahara
application

15% of Thailand
charity application
market

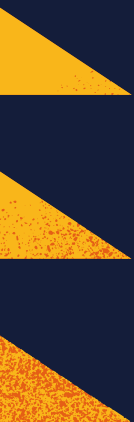
\$1.5

Average 5% of
Transport fee

Minimum 30฿ per
transport order

\$378K

Revenue
Projected by 1 Year



Competitors

Sharebay

Pros: They allow people to share skills online

Cons: UI is complicated to use and they're not focused on small businesses.

Freegle

Pros: Well established in the UK

Cons: Limited to UK and does not encourage "warm glow" users to donate.

Trash Nothing

Pros: Established internationally

Cons: No delivery or review system for transparency

Local Charities (Second Chance etc.)

Pros: They are well-known in Thailand and do more than just donating items.

Cons: No Transparency

Competitive Advantages

Best UI/UX

Our simple and relaxing UI allows users to **easily sign up** and use our application **without needing any documentation**.

Do It in 3 Steps

Receive or donate anything in **3 steps**

- Donor-> Create posts/Chat/Donate
- Receiver -> Browse posts/Chat/Receive

Delivery Service

We provide a delivery service which will come to the donators home, get the items and deliver it to the reciever.

Donor Incentive

Providing Discounts and heartwarming reviews from receivers to provide them motivation to donate.

Our Team



**TEAM LEAD AND LEAD
DEVELOPER**
Khush Agarwal



PROJECT MANAGER
Supasek D.



DEVELOPER
Kantitat W.



UI/UX DESIGNER
Kyaw Swar Hein



UX/UI DESIGNER
Phongsaphak F.



BUSINESS
Sukanya C.



**Join us as we
turn all waste
to wishes**