OneTakas
Barter On The Market

Presentation 2025

From Linear Solutions to Cyclic Solutions...

www.onetakas.info

Content

Project Description

OneTakas is a sustainable one-to-one commerce platform where users can trade products they don't need for products they need

Based on circular economy principles, this platform offers consumers eco-friendly shopping

OneTakas aims to enable users to re-value their used or unused items by exchanging them and minimize waste in the process.

OneTakas' innovative solution offers great opportunities to its users and investors.

Existing Challenges

Low Recycling Rate

The recycling rate in Turkiye is around 30%, which is well below the world average. This shows that individuals and society do not contribute enough to recycling.

Lack of Sustainability of Existing Shopping Platforms

While existing shopping platforms focus on consumption, they fall short on sustainability. They do not offer structures that will make users' shopping experiences more sustainable

The Challenge of Changing Consumer Behavior

Since current systems are based on consumption and disposable products, there is a need to move to a new shopping model that embraces circular economy principles and encourages recycling.

Existence of Energy Waste in the World and Turkiye

Wasted Energy Consumption in the World

PERIOD	ENERGY (MWh)	BILLION $
1 DAY	115,000,000	5
1 WEEK	805,000,000	35
1 MONTH	3,450,000,000	150

Wasted Energy Consumption in Turkiye

PERIOD	ENERGY (MWh)	BILLION ₺
1 DAY	170,000	1.5
1 WEEK	1,190,000	10.5
1 MONTH	5,100,000	45

INTERNATİONAL ENERGY AGENCY (IEA), TÜRKİYE ELEKTRİK İLETİM A.Ş. (TEİAŞ), ENERJİ VE TABİİ KAYNAKLAR BAKANLIĞI

OneTakas as a Solution

Recycling and Waste Reduction

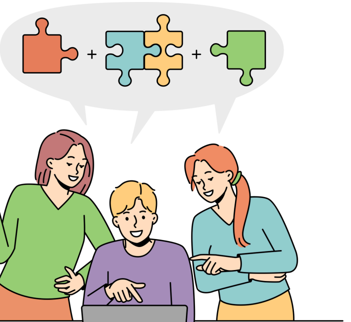
OneTakas, which encourages users to contribute to recycling by trading their products, plays an important role in achieving this goal.

Reducing Energy Consumption

Re-purposing products reduces the energy required for new production. This contributes to reducing energy consumption and waste.

Sustainable Consumption Habits

When users fulfill their needs through bartering, it encourages sustainable shopping habits and reduces environmental impacts.



OneTakas as a Solution

OneTakas Business Method

1. User Registration and Verification

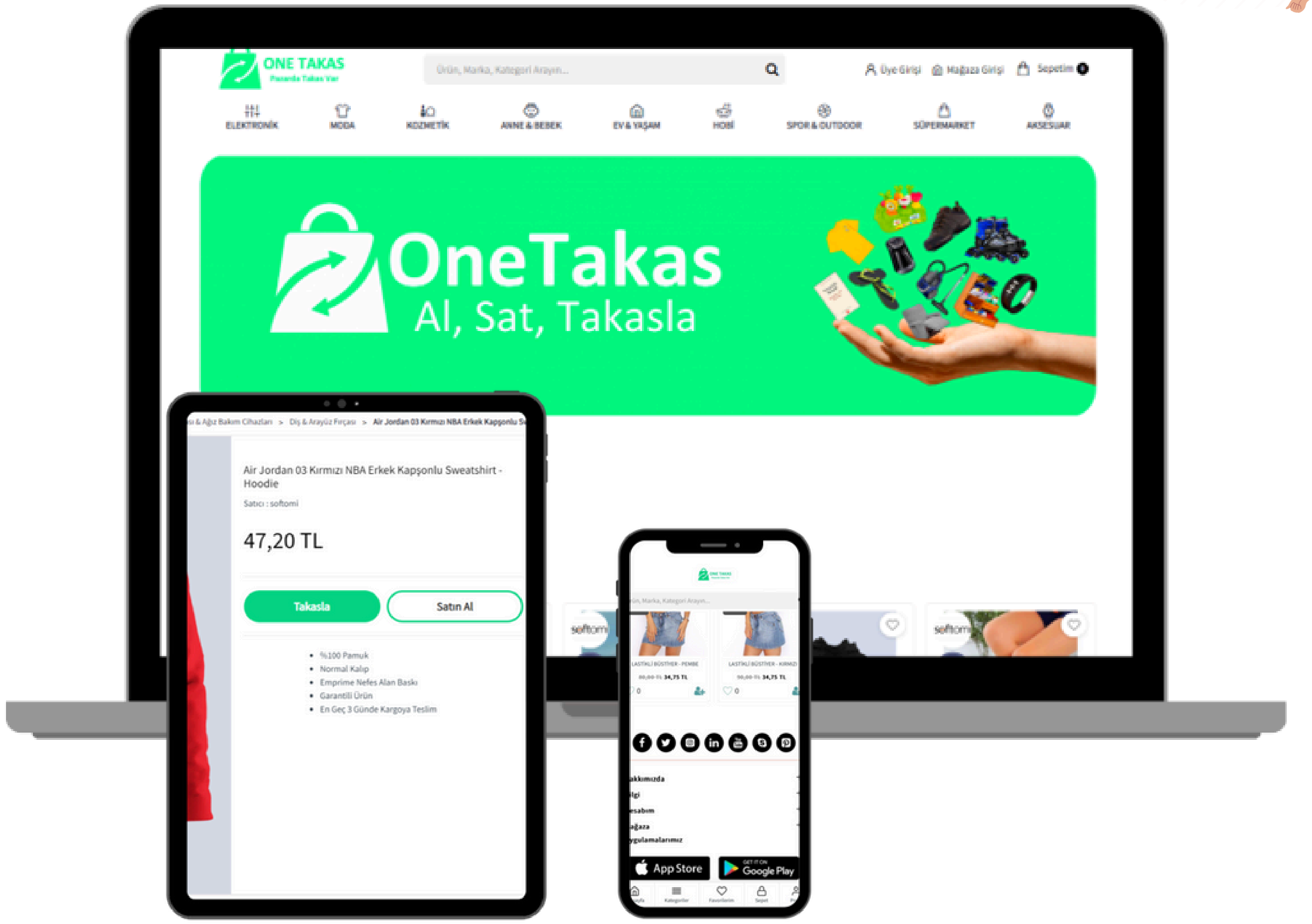
- Users register with their e-mail or social media accounts
- Accounts are secured with e-mail and SMS verification.

2. Product Addition and Cataloging

- Users upload product information and photos to the platform.
- Artificial intelligence checks whether the photos are compatible with the product descriptions.
- Products are placed in the right categories with category tagging algorithms and a user-friendly interface is displayed with SEO optimization.

3. Clearing Process and Transactions

- An AI-based matching algorithm evaluates the compatibility between users' wish lists and their available products.
- Exchange transactions are carried out securely and transparently using virtual payment systems.
- Service fees are paid through digital payment systems.



4. User Support and Feedback

- 24/7 customer support service is available.
- AI-powered chatbots answer frequently asked questions.
- Users provide feedback by giving points and comments after their trades.

Market Analysis

Number of E-Commerce Users in the World and Turkiye and OneTakas-like Barter and Second-Hand Platforms

- Number of E-Commerce Users in the World and Current Situation
- Number of E-Commerce Users and Current Situation in Turkiye
- The World's Leading Second Hand and Exchange Platforms
- Leading Second Hand and Exchange Platforms in Turkiye

LOCAL	NUMBER OF USERS İN 2020 (BİLLİON)	2020 ANNUAL REVENUE ($TRİLLİON)	2020 ANNUAL GROWTH RATE (%)	2020 NET PROFİT MARGİN (%)	NUMBER OF USERS İN 2023 (BİLLİON)	2023 ANNUAL REVENUE ($TRİLLİON)	2023 ANNUAL GROWTH RATE (%)	2023 NET PROFİT MARGİN (%)
Global	2.14	4.28	27	10	3.2	6.54	20	12
Turkiye	0.034	0.0272	37	8	0.045	0.050	30	10

GLOBAL

- In 2020, 2.14 billion people shopped using e-commerce.
- 3.2 billion people in 2023.

- In 2020, global e-commerce revenues reached 4.28 trillion dollars.
- 6.54 trillion dollars in 2023.

- 27% annual growth rate (2020)
- 20% growth rate (2023)

TURKIYE

- In 2020, 34 million people shopped using e-commerce.
- 45 million people in 2023.

- In 2020, e-commerce revenues in Turkey reached 27.2 billion TL.
- 50 billion TL in 2023.

- 37% annual growth rate (2020)
- 30% growth rate (2023).

INTERNATİONAL ENERGY AGENCY (IEA), WORLD BANK E-TİCARET RAPORU, TÜRKİYE İSTATİSTİK KURUMU (TÜİK), GLOBALDATA SÜRDÜRÜLEBİLİR E-TİCARET RAPORU 2023 , PWC TÜRKİYE START-UP DEĞERLEME RAPORU

GLOBAL SECOND-HAND AND CLEARING PLATFORMS

PLATFORM	2023 NUMBER OF USERS (MİLLİON)	2023 ANNUAL REVENUE ($ MİLLİON)	2023 ANNUAL GROWTH RATE (%)	2023 NET PROFİT ($ MİLLİON)
ThredUp	2.5	350	25	30
RealReal	3.5	600	35	50
Poshmark	8	500	20	60
Vinted	9	400	30	40

ThredUp

- Number of Users: 2.5 million active users in 2023.
- Annual Revenue: 350 million dollars.
- Growth Rate: 25% annual growth.
- et Profit: 30 million dollars.

Vinted

- Number of Users: 9 million active users in 2023.
- Annual Revenue: 400 million dollars.
- Growth Rate: 30% annual growth.
- Net Profit: 40 million dollars.

The RealReal

- Number of Users: 3.5 million active users in 2023.
- Annual Revenue: 600 million dollars.
- Growth Rate: 35% annual growth.
- Net Profit: 50 million dollars.

Poshmark

- Number of Users: 8 million active users in 2023.
- Annual Revenue: 500 million dollars.
- Growth Rate: 20% annual growth.
- Net Profit: 60 million dollars.

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SECOND HAND AND BARTER PLATFORMS IN TURKIYE

PLATFORM	2023 NUMBER OF USERS (MİLLİON)	2023 ANNUAL REVENUE (BİLLİON TL)	2023 ANNUAL GROWTH RATE (%)	2023 NET PROFİT ($ MİLLİON)
Letgo	20	9.45	25	12
Dolap	7	2.43	20	10
Gardrops	5	1.62	25	10
Sahibinden	30	16	20	10

Dolap

- Number of Users: 7 million
- Annual Revenue: 2.43 billion TL
- Growth Rate: 20%
- Net Profit Margin: 10%

Letgo

- Number of Users: 20 million
- Annual Revenue 9.45 billion TL
- Growth Rate: 25%
- Net Profit Margin: 12

Gardrops

- Number of Users: 5 million
- Annual Revenue: 1.62 billion TL
- Growth Rate: 25%
- Net Profit Margin: 10%

Sahibinden

- Number of Users: 30 million
- Annual Revenue: 16.2 billion TL
- Growth Rate: 20%
- Net Profit Margin: 10%

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Analysis With OneTakas

Since OneTakas wants to exist in the sector with a new awareness, it does not have a direct competitor that it can point to.

SUSTAINABLE FOCUSED

OneTakas is a platform focused on sustainability and recycling. It encourages users to exchange and reuse products they no longer need.

WIDE PRODUCT RANGE

Although OneTakas focuses on second-hand products, it meets all the needs of users by offering a wide range of products.

USER-FRIENDLY INTERFACE AND TECHNOLOGICAL INFRASTRUCTURE

OneTakas, with its user-friendly interface and advanced technological infrastructure, ensures that trading transactions are easy and secure, providing users with the best experience.

HIGH GROWTH POTENTIAL

The potential to have a large user base in Turkey and the opportunity to expand into global markets enable OneTakas to grow rapidly.

COMPETITIVE PRICING AND SERVICE FEES

OneTakas attracts users with low service fees and competitive pricing strategy.

Competition Analysis

OneTakas is a unique platform that allows users to make exchange transactions, unlike existing e-commerce platforms.

1. Barter Transaction and Economic Advantages

Analysis:

- OneTakas allows users to obtain new products by exchanging products they no longer need. This means cost savings for users.
- Bartering allows users to meet their needs without spending cash.

Competitive Advantage:

- While purchasing products is common on other e-commerce platforms, OneTakas protects users' budgets with the exchange process.
- Users gain environmental and economic benefits by avoiding unnecessary expenses.

2. Sustainability and Environmentally Friendly Approach

Analysis:

- OneTakas reduces the amount of waste by reusing products that users no longer need.
- It targets an environmentally friendly consumer base by focusing on environmental awareness and sustainability.

Competitive Advantage:

- While other platforms generally focus only on product sales, OneTakas differentiates itself by prioritizing environmental responsibilityr.
- Users can choose OneTakas with the motivation to reduce environmental impact.

3. Secure and Transparent Transactions

Analysis:

- OneTakas ensures that exchange transactions are carried out in a safe and transparent manner.
- User accounts are protected with two-factor authentication (2FA) and SSL encryption.

Competitive Advantage:

- Security is a weak point in many e-commerce platforms. OneTakas provides competitive advantage with the importance it attaches to user security.
- Users have more trust in platforms that offer safe and transparent transactions.

4. AI-Powered Matching and Personalization

Analysis:

- AI-based matching algorithms evaluate the fit between users' wish lists and their existing products.
- Using big data analytics, personalized recommendations are provided based on user behavior and preferences.

Competitive Advantage:

- While other platforms generally rely on manual search and matching processes, OneTakas provides more accurate matches with artificial intelligence.
- Personalized recommendations increase user satisfaction and increase the likelihood of choosing the platform.

5. Flexible and Wide Product Range

Analysis:

- Users can trade in a wide range of products, from clothing to electronics.
- User experience is increased by placing products in the correct categories and SEO optimization.

Competitive Advantage:

- While other platforms generally focus on specific product categories, OneTakas appeals to a wider user base with its wide product range.
- Users can find any product they need through OneTakas.

6. Community and Social Interaction

Analysis:

- Users can give each other points and comments after exchange transactions.
- Features are offered that encourage community building and social interaction among users.

Competitive Advantage:

- On other platforms, community and social interaction are often limited. OneTakas increases user loyalty with the features it offers in this area.
- Users can choose OneTakas with the motivation of being part of a reliable and active community.

OneTakas provides competitive advantage with its features such as unique exchange process, environmental sustainability, safe and transparent transactions, artificial intelligence-supported personalization, wide product range and flexible business models. These strategies enable OneTakas to compete with existing e-commerce and exchange platforms and stand out in the market.

FINANCIAL PLAN

OneTakas financial plan details its current earnings as well as future growth strategies and profitability targets.

INCOME SOURCES

Service Fees

OneTakas receives a service fee for every transaction made by users.

Premium Membership

Premium membership model that offers users extra benefits and features.

Advertising Revenues

Revenues from advertisements displayed on the platform.

Collaborations and Partnerships

Revenues from collaborations with recycling companies and local governments.

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EXPENSES

Operating Expenses

Staff salaries, office rents, operational expenses.

Technological Expenses

Software development, server costs, secure etc.

Marketing and Advertising Expenses

Digital marketing, social media ads, campaigns.

Other expenses

Legal consultancy, accounting services, various business expenses.

OneTakas Financial Projections (2024-2029)

YEAR	NUMBER OF USERS	ANNUAL REVENUE (MİLLİON TL)	ANNUAL EXPENSE (MİLLİON	NET PROFİT (MİLLİON TL)
2024	0	0	2	-2
2025	100.000	5	4	1
2026	500.000	25	15	10
2027	1.000.000	50	25	25
2028	2.500.000	125	50	75
2029	4.000.000	200	80	120

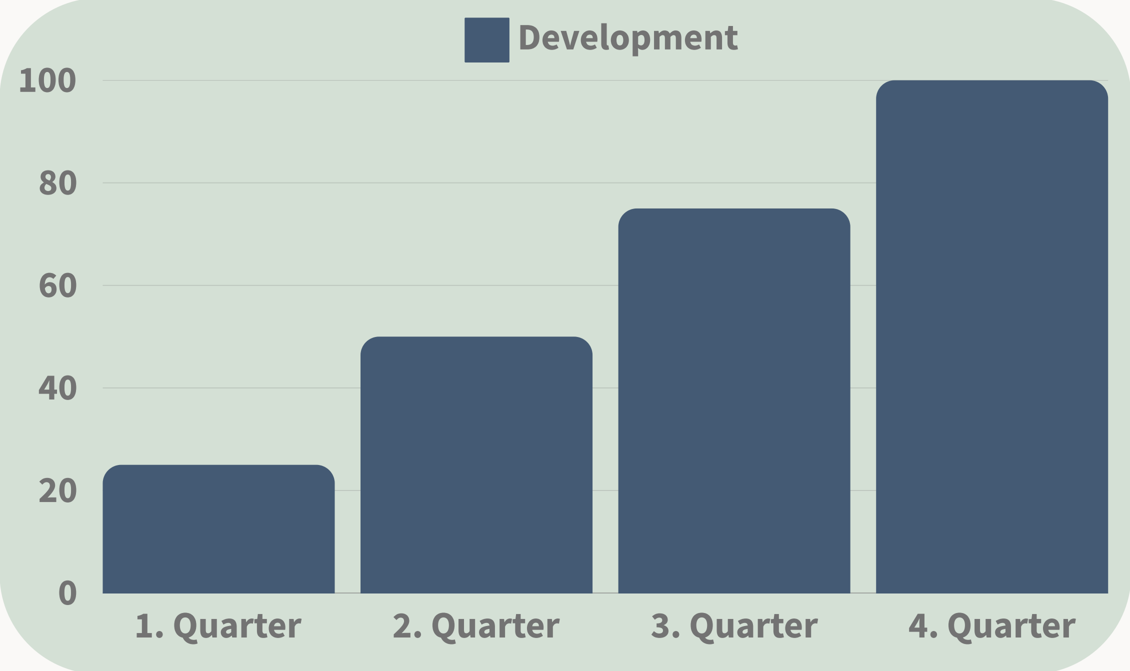
! Before Investment

UNEP GERİ DÖNÜŞÜM RAPORU, IEA ENERJİ RAPORU, WORLD BANK E-TİCARET RAPORU, TÜRKİYE İSTATİSTİK KURUMU (TÜİK), DELOİTTE TÜRKİYE E-TİCARET RAPORU 2022, GLOBALDATA SÜRDÜRÜLEBİLİR E-TİCARET RAPORU 2023, PWC TÜRKİYE START-UP DEĞERLEME RAPORU

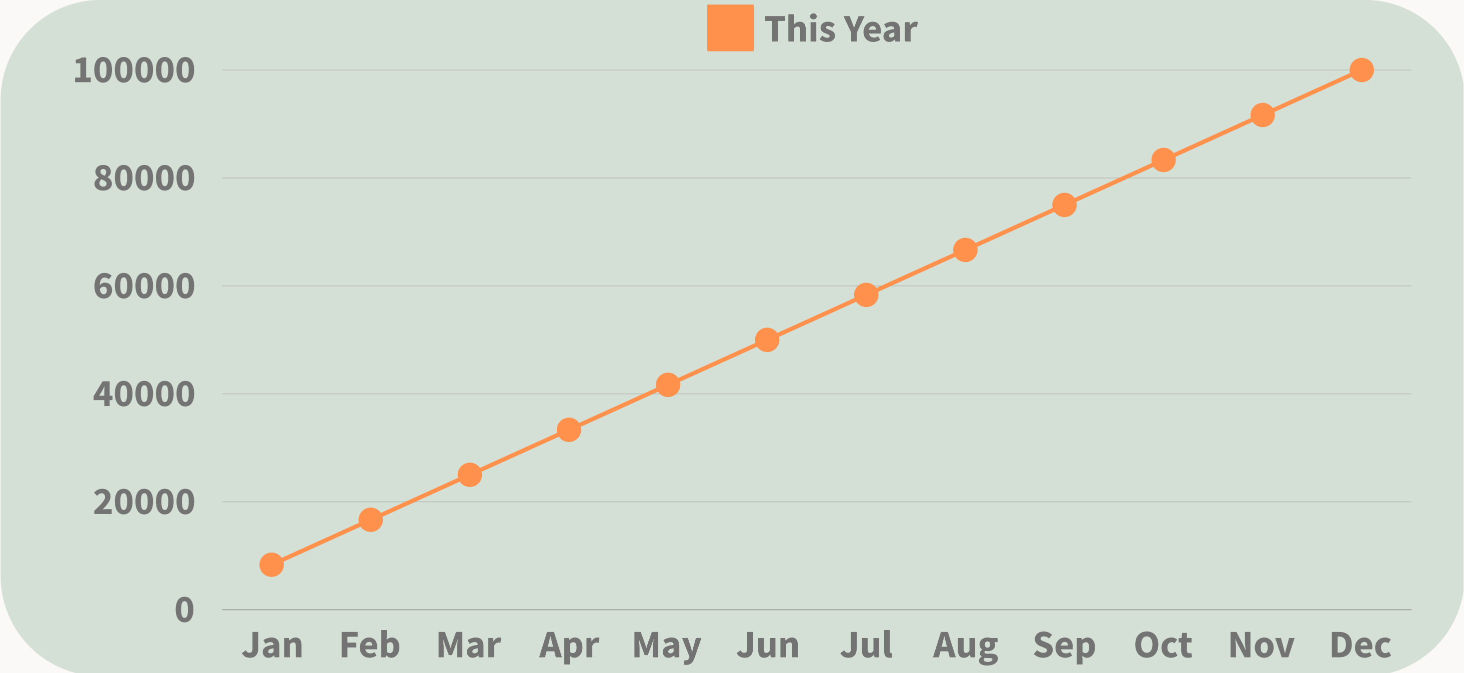
Projected Financial Performance Table

2025

Quarterly Growth



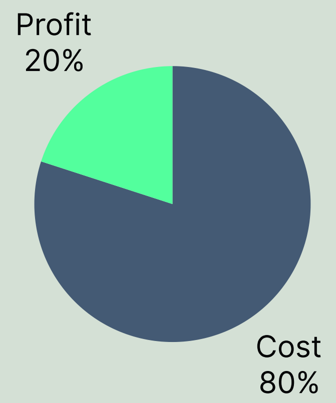
User Increase



Market Rate

%0,2

Profitability Status



Total turnover:

₺5.000.000

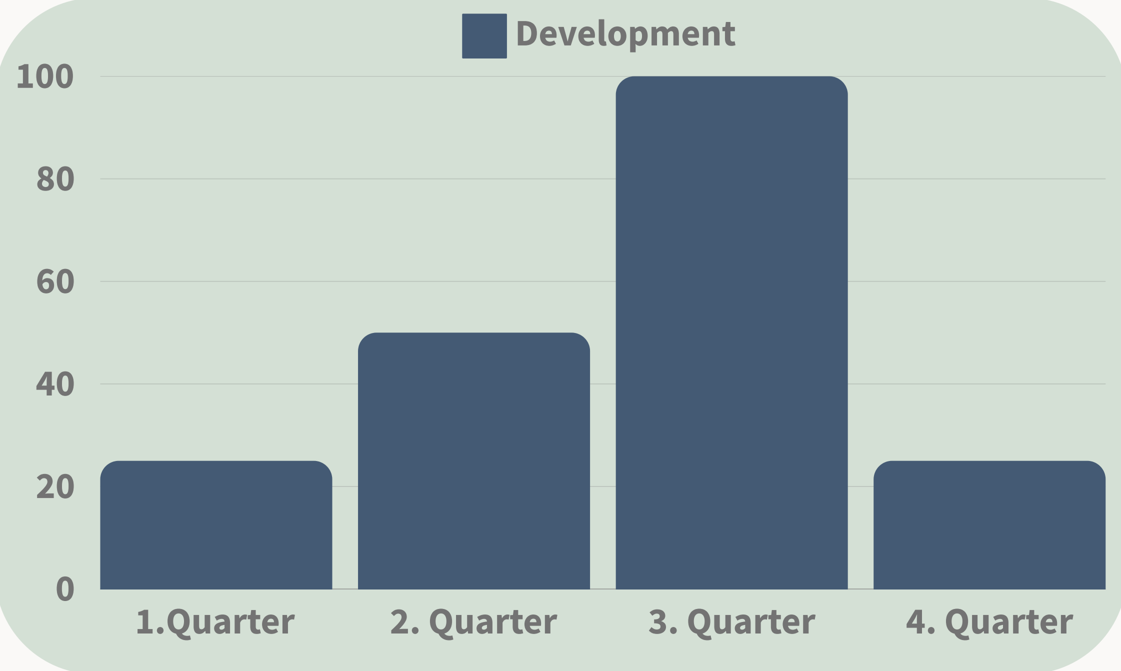
Total profit:

₺1.000.000

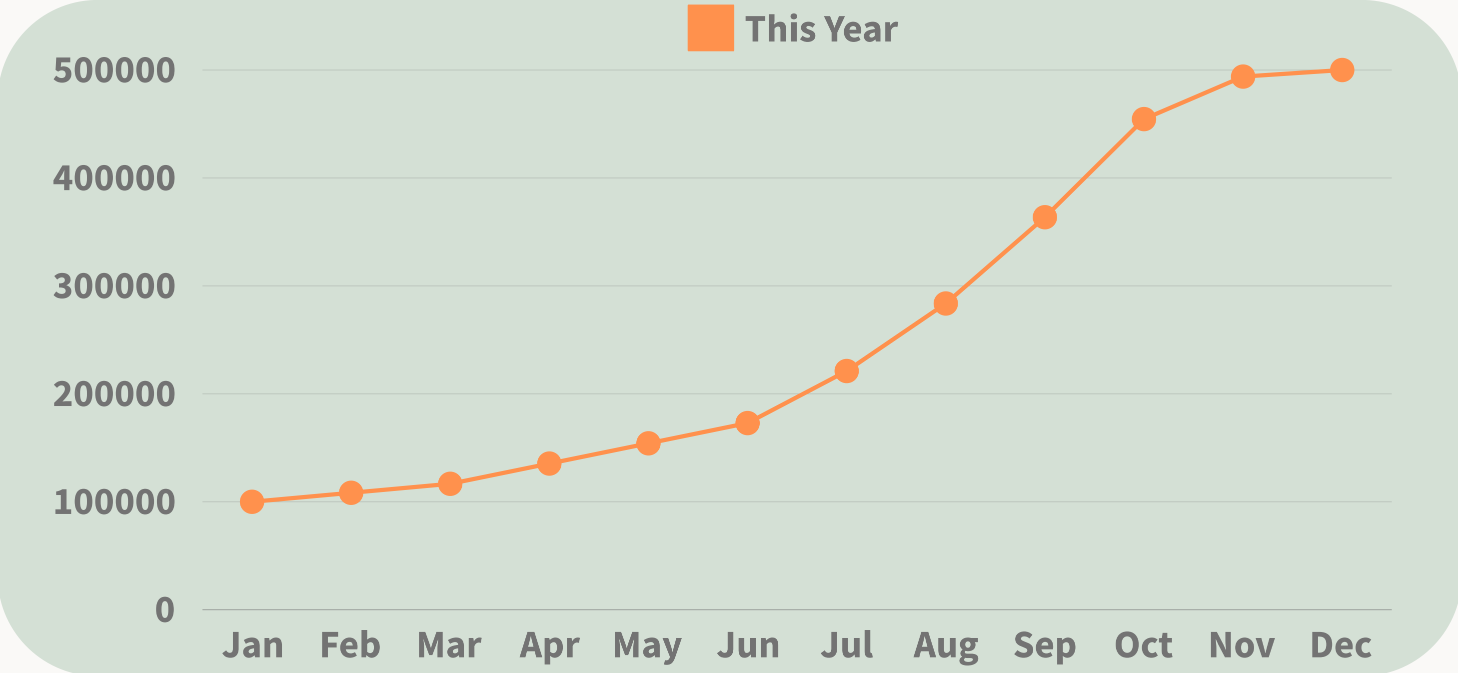
Projected Financial Performance Table

2026

Quarterly Growth



User Increase



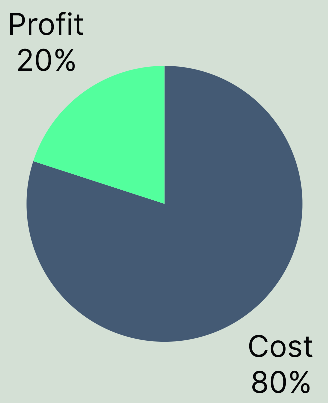
Market Rate

%400

%1
This Year

%0,2
Last Year

Profitability Status



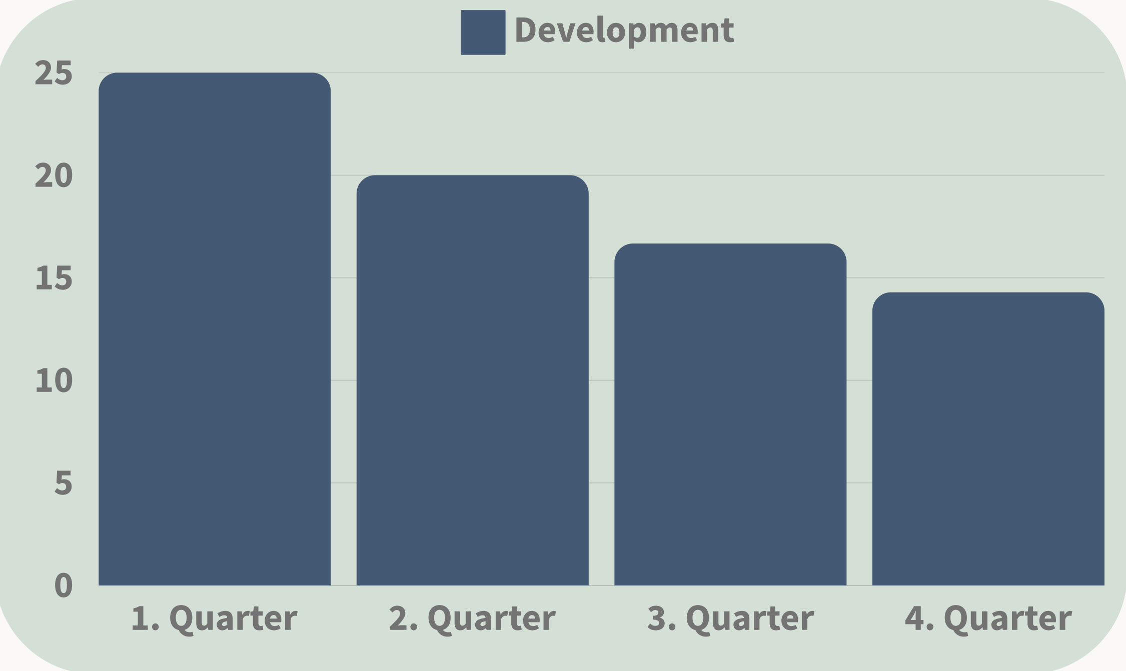
Total turnover:
₺25.000.000

Total profit:
₺10.000.000

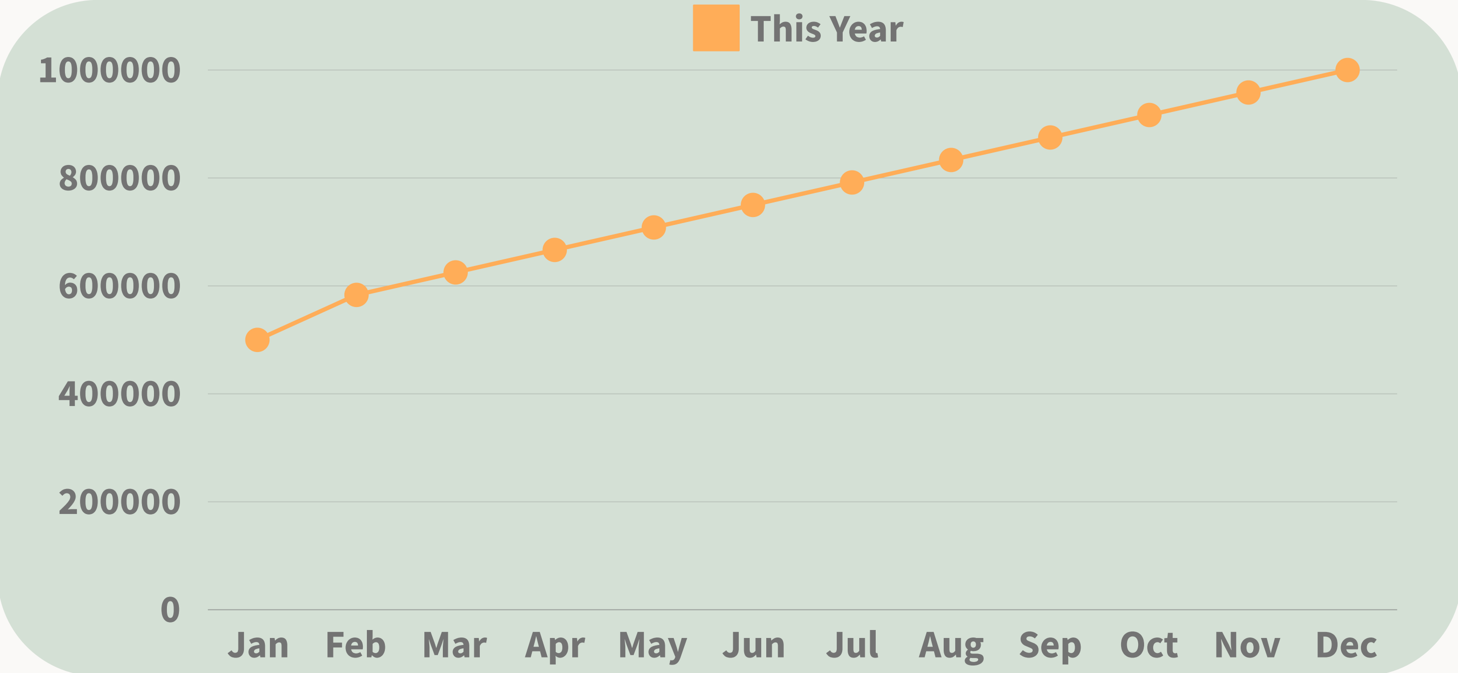
Projected Financial Performance Table

2027

Quarterly Growth



User Increase



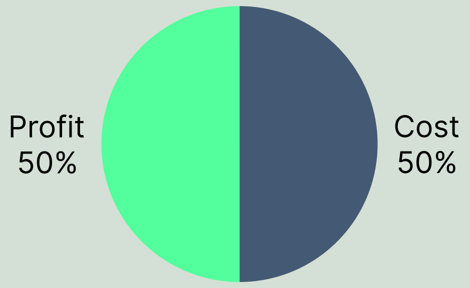
Market Rate

%100

%2
This Year

%1
Last Year

Profitability Status



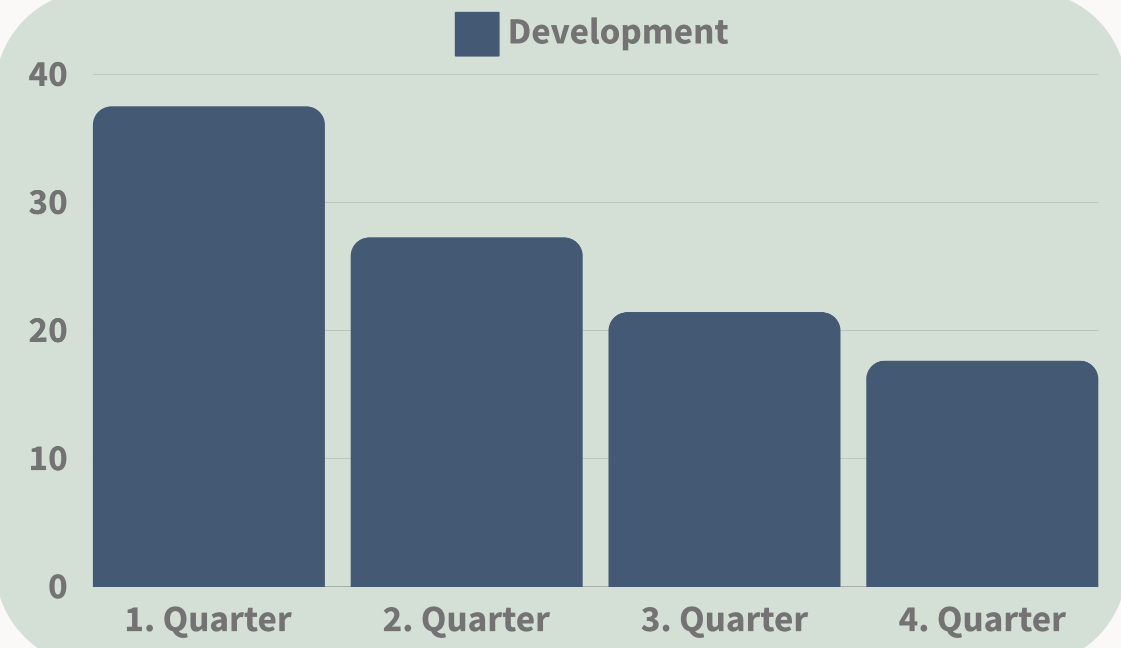
Total turnover:
₺50.000.000

Total profit:
₺25.000.000

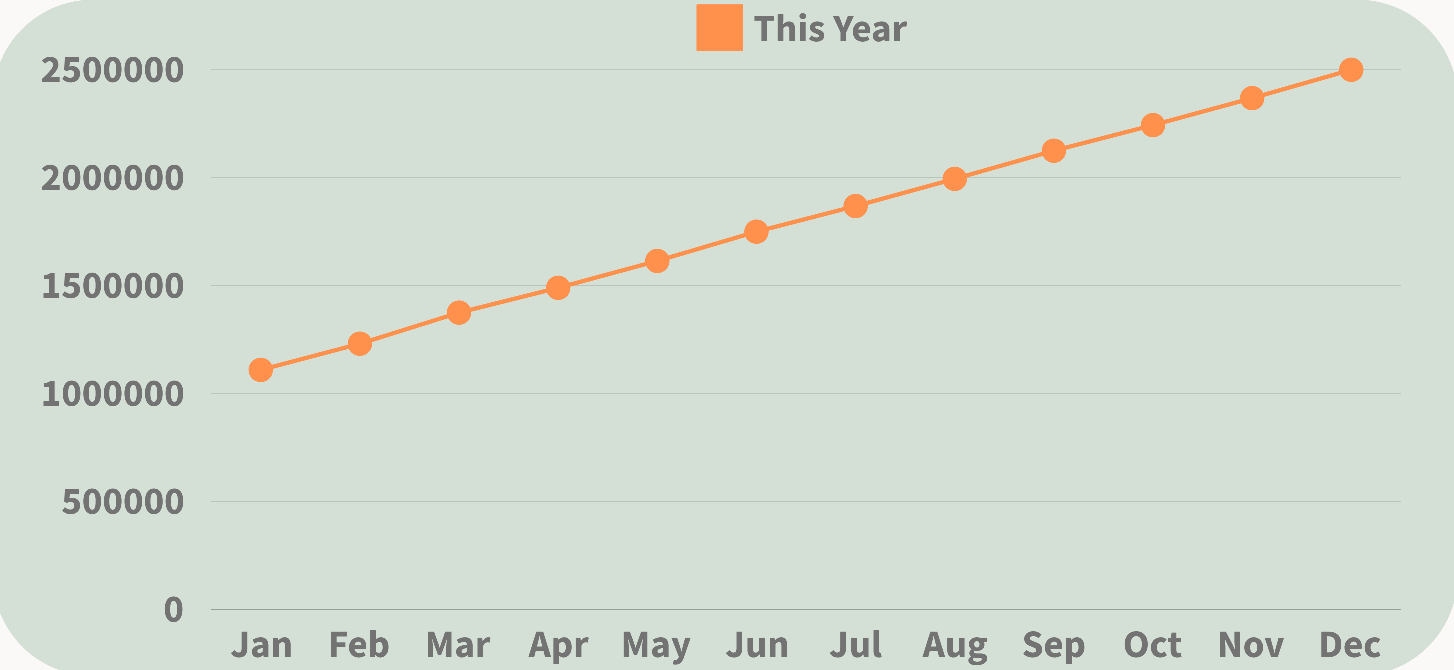
Projected Financial Performance Table

2028

Quarterly Growth



User Increase



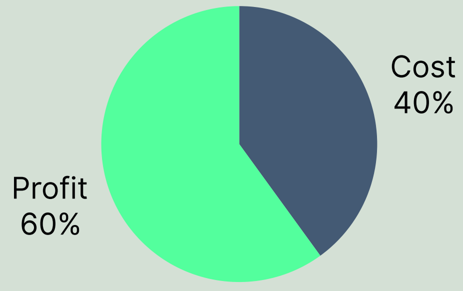
Market Rate

%150

%5
This Year

%2
Last Year

Profitability Status



Total turnover:
₺125.000.000

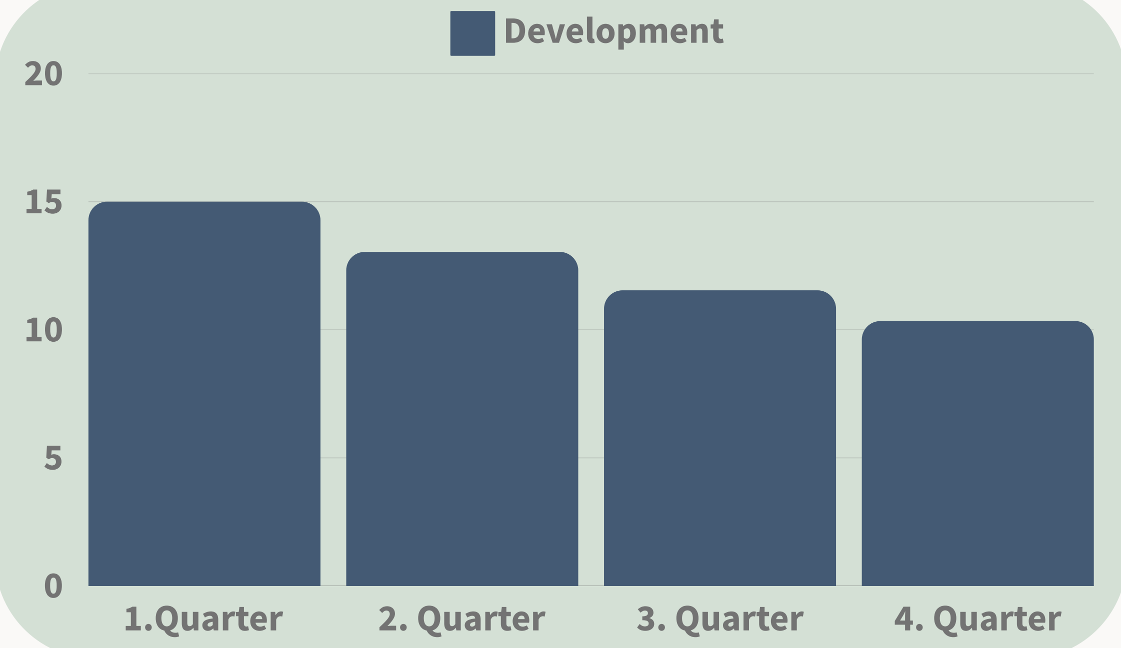
Total profit:
₺75.000.000

!

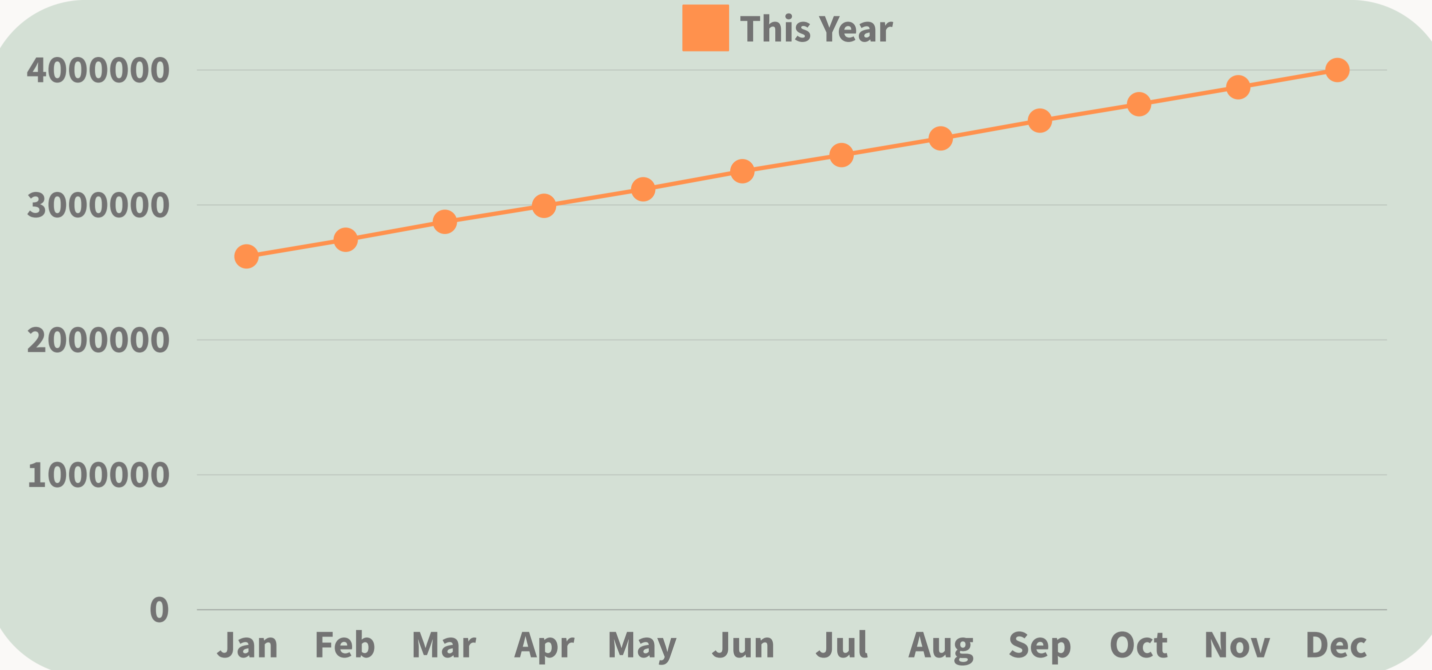
Projected Financial Performance Table

2029

Quarterly Growth

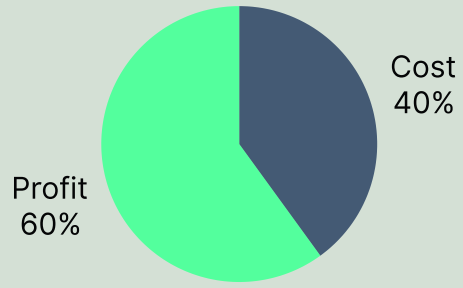


User Increase



Market Rate

Profitability Status



Total turnover:

₺200.000.000

Total profit:

₺120.000.000

!

SWOT ANALYSIS

OneTakas With Its Strengths

1 **Innovative Business Model**

- An innovative e-commerce platform built on the barter system.
- It offers users attractive and sustainable shopping options.

2 **Environmental Awareness**

- It provides environmental benefits by encouraging sustainable consumption habits.
- It attracts a user base sensitive to recycling and waste reduction.

3 **Rapid Growth Potential**

- It has the potential to grow rapidly in the e-commerce sector.
- A chance to quickly gain a place in the market with its innovative approach and technological infrastructure.

4 **Low Cost Business Model**

- Low operating costs compared to traditional retail.
- No stock costs and users can exchange their own products.

OneTakas With Its Weaknesses

1. **Lack of Market Awareness**
   - The market and users do not have enough information about the brand.
   - High marketing and promotional costs may be required.

2. **Security and Trust Issues**
   - Concerns about the security and reliability of users in clearing transactions
   - Risks associated with fraud and counterfeit products.

3. **Logistics and Operational Challenges**
   - Logistics and transportation costs during the exchange process of products.
   - Operational problems that may occur during the exchange of products.

4. **Legal and Regulatory Barriers**
   - Legal regulations and restrictions on e-commerce transactions.
   - Difficulties in adapting to laws that apply in different countries and regions.

OneTakas With Opportunities

1

Growing E-Commerce Market

- Rapid growth and digital transformation trends in the e-commerce industry.
- The spread of online shopping and users' interest in e-commerce.

2

Increasing Demand for Environmentally Friendly and Sustainable Products

- Increasing demand for environmentally friendly and sustainable productsı.
- Increasing awareness of recycling and sustainable consumption

3

Entering the Market with New Consciousness

- OneTakas, which wants to exist with a new awareness, will quickly differentiate itself from other platforms in a short time.
- The interest of users in different countries in the exchange system.

4

Low Cost Business Model

- Low operating costs compared to traditional retail.
- No stock costs and users can exchange their own products.

OneTakas With Threats

1

Intense Competition

- Many strong competitors operating in the e-commerce industry.
- Competition from large and well-established e-commerce platforms.

2

Economic Fluctuations

- Decrease in consumer spending during periods of economic recession
- or crisis.
- The impact of fluctuations in exchange rates and economic indicators.

3

Rapidly Changing Technology

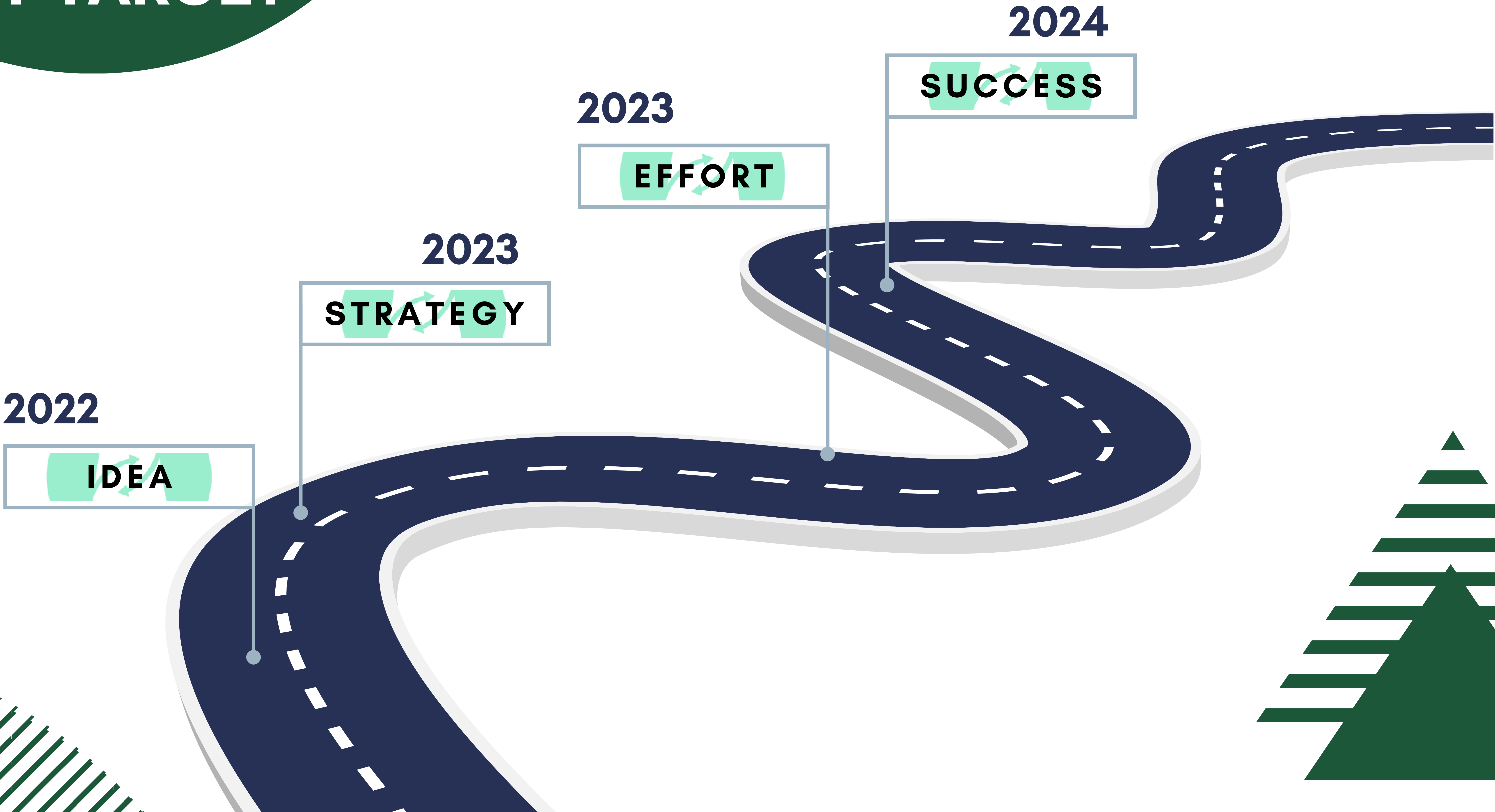
- The obligation to keep up with technological developments.
- The necessity of constantly updating the technological infrastructure and developing innovative solutions.

4

User Security and Privacy

- Concerns about the security and privacy of users' personal data.
- Precautions to be taken against data breaches and cyber attacks.

ONETAKAS ON THE WAY TARGET



OneTakas Is On The Way

01

IDEATİON PHASE

- OneTakas was conceived as an idea after certain thought experiments in the field of sustainability.

02

SOLUTİON DEVELOPMENT

- Our analyses and research have shown that OneTakas needs to exist, and the idea has been advanced to a higher level with the principles of sustainability.

03

STRATEGY

- After all the developments, analyses, research, and other efforts and preparations, the team began working in line with the determined strategy.

04

CORPORATİZATİON

- OneTakas için gerekli yazılım işlerine başlamak ve bu doğrultuda profesyonel şirketler ile görüşebilmek için One Dizayn Yazılım şirketi kurulmuştur.

05

SOFTWARE

- One Dizayn Software Company was established to start the necessary software development for OneTakas and to engage with professional companies in this regard

06

TÜBİTAK

- They have expressed their opinions and support.

07

TEKNOPARK

- They have expressed their opinions and support. Consequently, our Technopark process has begun.

TARGET

Reaching Target Number

Being a Movement

Opening OneTakas Branches

Swapping Globally

Creating an Environmentally Friendly Generation

One Dizayn
Software

OneTakas
Barter On The Market

From Linear Solutions to Cyclic Solutions

For Questions

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WE THANK YOU...