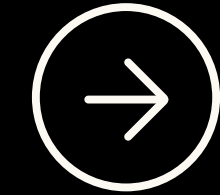


REFURNISHHUB PITCH DECK

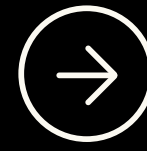
Present by Sanzhar Zhanabayev
Oladosu Oluwaseun Oladele
Omar Moubaraki
Srikanth Danam
Sizen Erbek



TODAY'S AGENDA



- 1 Introduction
- 2 Problem Statement
- 3 Our Innovative Solutions
- 4 Market Opportunity
- 5 Business Model
- 6 Marketing and Growth Strategy
- 7 Direct & Indirect Competitor
- 8 Our Landing Page
- 9 Meet The Team



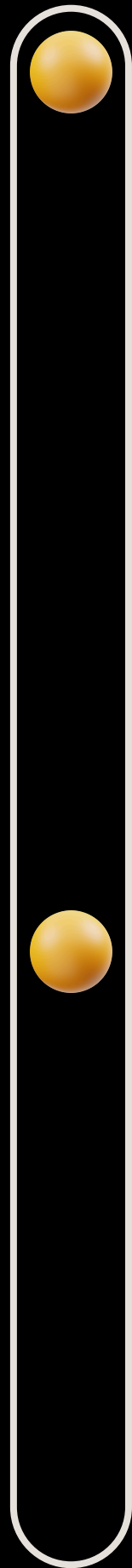
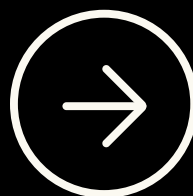
INTRODUCTION

ReFurnishHub is an innovative startup committed to transforming the way people furnish and decorate their homes by providing a seamless, affordable, and sustainable solution.





PROBLEM STATEMENT



Environmental Impact

- Landfill Overload
- Resource Depletion
- Toxic Chemicals
- Greenhouse Gas Emissions

Market Inefficiency

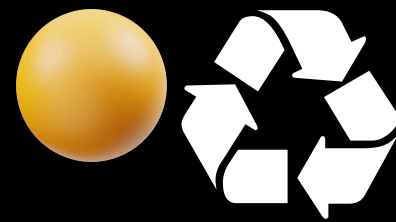
- Fragmented Market
- Limited Accessibility
- Economic Inefficiency

OUR INNOVATIVE SOLUTIONS



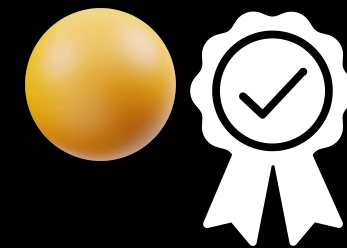
Seamless Marketplace

- User-Friendly Platform
- Streamlined Transactions



Sustainable Impact

- Reducing Waste
- Eco-Friendly Lifestyle



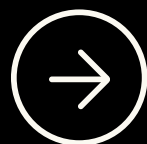
Quality Assurance

- Inspection and Refurbishment
- Transparency

MARKET OPPORTUNITY

Market Size and Growth Projections

- The second-hand furniture market is expected to reach approximately 30 billion USD by 2025.
- By 2030, the market is projected to grow significantly, with estimates ranging from USD 42.9 billion to USD 58.58 billion.



Target Audience

- Urban Professionals.
- Millennials and Gen Z.
- Eco-Conscious Consumer.

Consumer Trends and Preferences

- Sustainability.
- Technology Integration
- Quality and Affordability

BUSINESS MODEL AND REVENUE STREAMS

COMMISSION-BASED REVENUE



Earning a commission from each successful transaction conducted on our platform

PREMIUM MEMBERSHIP



- Premium Services
- Ability to exchange with other members

ADVERTISING AND PARTNERSHIPS



Display targeted advertisements from third parties, which generates additional revenue.

MARKETING AND GROWTH STRATEGY

Expansion and Scaling

- Investment in Technology and Logistics
- Customer Acquisition

Brand Development

Building Brand Identity: brand identity and positioning it as a leader in the sustainable furniture resale market.



Marketing

- online advertising, content marketing, participation in eco-friendly and design expos, and public relations campaigns.

Funding Requirements

- secure \$2 million in seed funding to support these initiatives

DIRECT COMPETITOR



THREDUP

- USP: Primarily focused on clothing and accessories, offering a managed service resale model.
- How ReFurnishHub is Better: The focus on furniture allows for a more targeted approach to quality assurance, refurbishment, and sustainability practices specific to furniture, which are not covered by ThredUp's model.

INDIRECT COMPETITOR



FACEBOOK MARKETPLACE

- USP: Easy to buy and sell a wide variety of items locally.
- How ReFurnishHub is Better: Commitment to sustainability and reducing furniture waste provides a compelling narrative that resonates with eco-conscious consumers



DIRECT COMPETITOR



OFFERUP

- USP: It emphasizes ease of use with a mobile-first approach and offers a visually appealing and intuitive user interface.
- How ReFurnishHub is Better: ReFurnishHub's platform simplifies the process of buying and selling, making it more accessible and efficient for users.

INDIRECT COMPETITOR

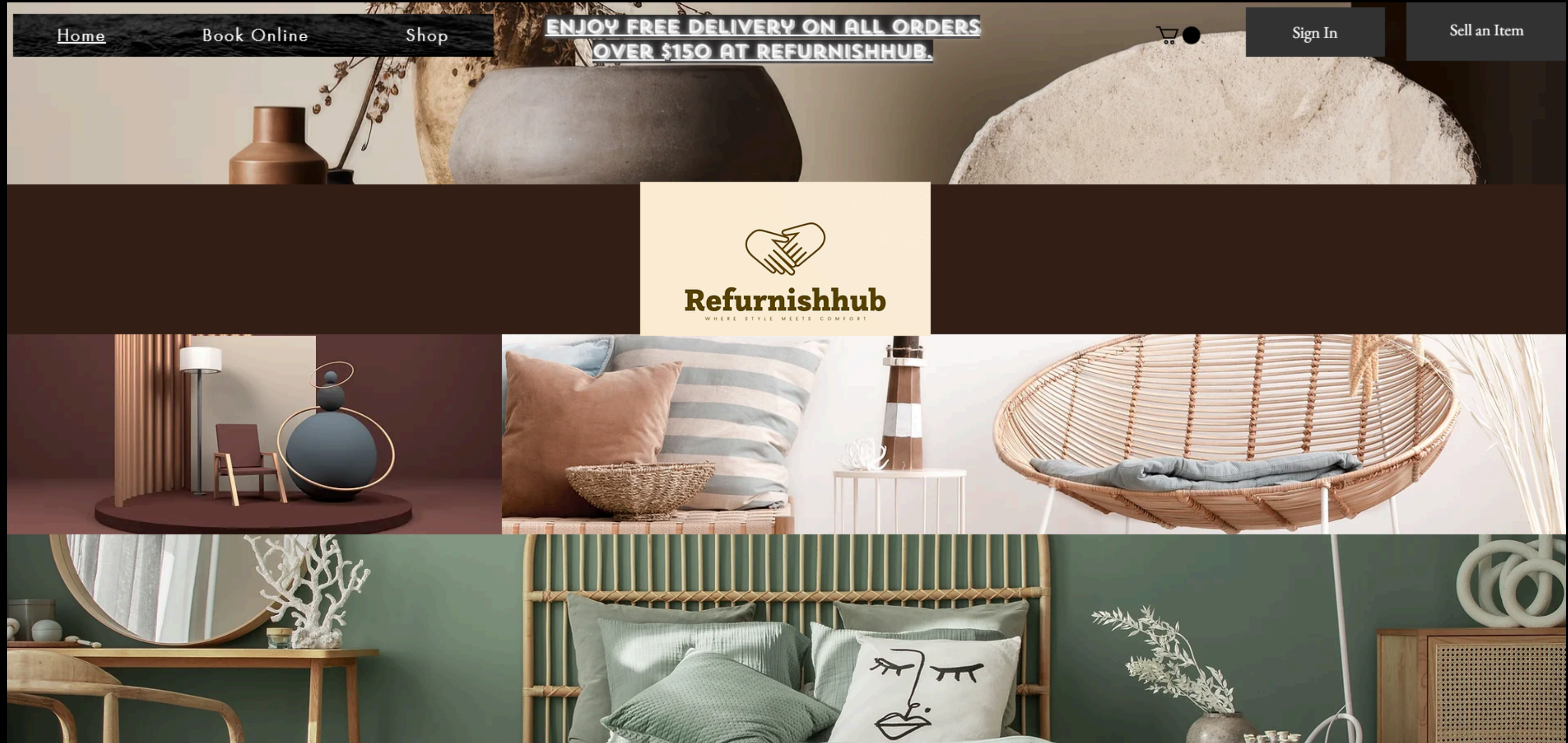


VINTED

- USP: It promotes a sustainable approach to fashion and provides a community for like-minded individuals.
- How ReFurnishHub is Better: The focus on second-hand furniture allows for a deeper understanding of the market's needs.



OUR LANDING PAGE

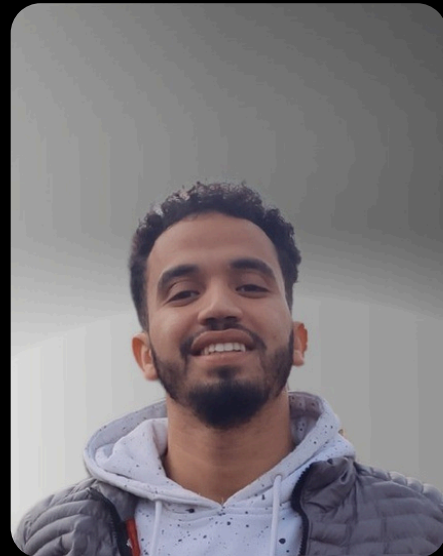


MEET THE TEAM

Thank you for your time! Reach
out to us for questions.



**OLADOSU
OLUWASEUN
OLADELE**
Chief Executive
Officer



**OMAR
MOUBARAKI**
Chief Operating
Officer



**SANZHAR
ZHANABAYEV**
Chief Marketing
Officer



**SRIKANTH
DANAM**
Director



**SIZEN
ERBEK**
Team Lead



THANK YOU

for your time and attention