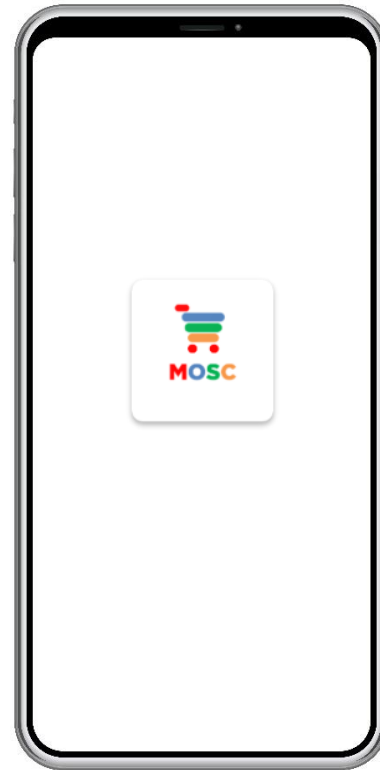


# MOBILE ONLINE SHOPPING CART



**Mathieu Guffens**

# B2C - VALUE PROPOSITION



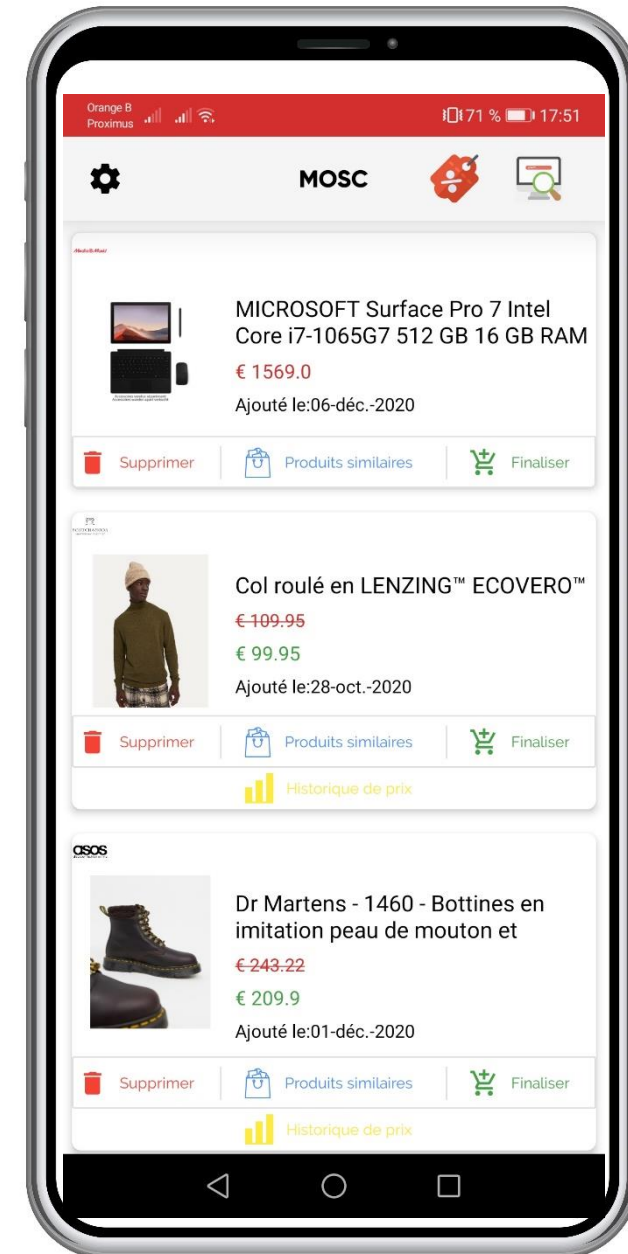
**SAVE TIME**

**SAVE MONEY**

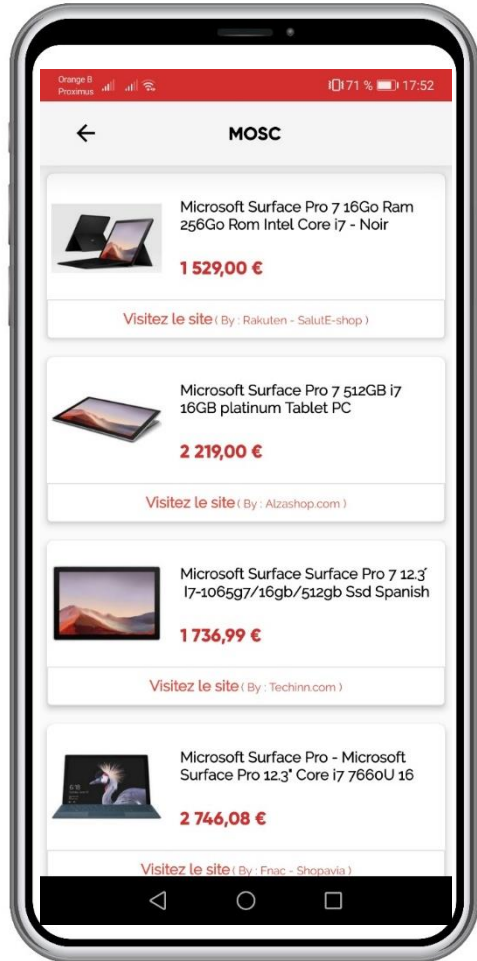


# B2C - APP MOSC

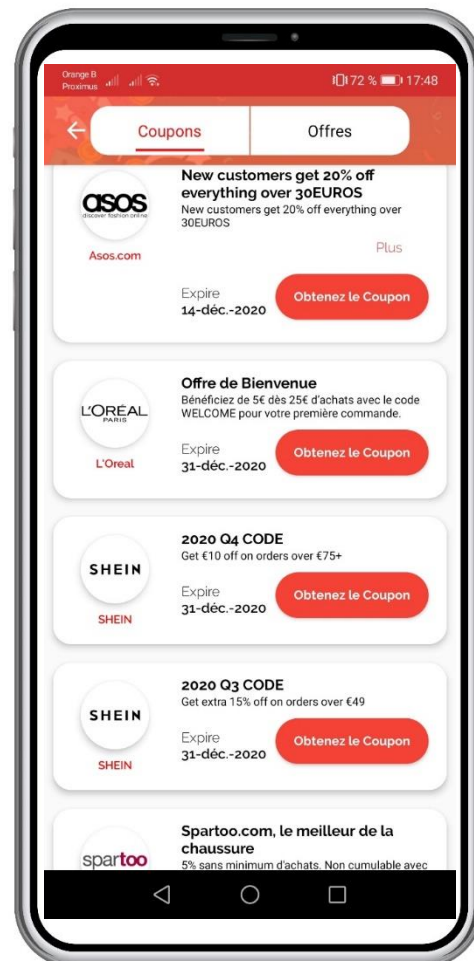
MOSC « *Mobile Online Shopping Cart* »  
is your unique mobile shopping cart



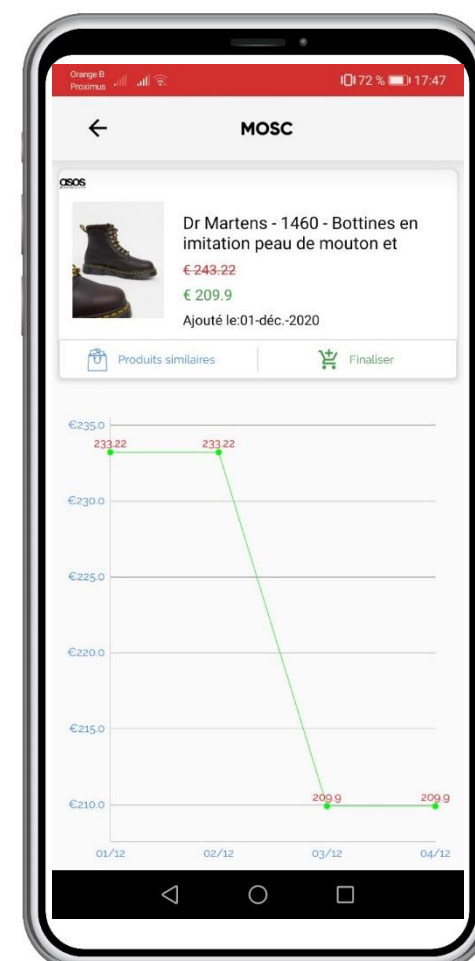
# B2C - APP MOSC



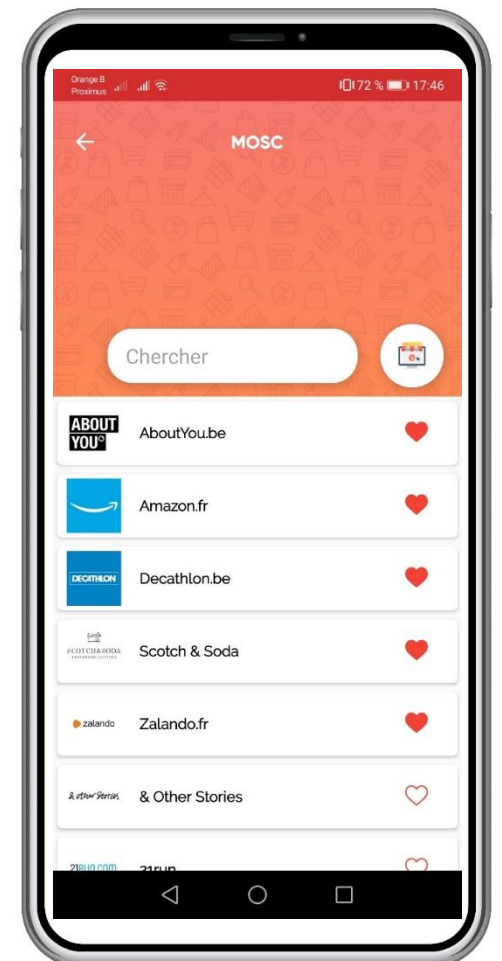
Compare prices and online stores



Get active coupons & deals



Track price history



Suggest new online stores

# B2B - VALUE PROPOSITION



- ✓ Get an access to a **database of potential customers**
- ✓ **Be present on mobile** without any development for online stores

# B2B - ONLINE DASHBOARD MOSC



- ✓ View **in real time** their added products by MOSC's users
- ✓ Convert their **potential customers**
- ✓ **Be on mobile** without any development

Vos produits    Votre position dans la liste des e-shops    Notifications

<input type="checkbox"/> Produit ↕	Prix ajouté ↕	Prix actuel ↕	Date d'ajout ↕	Code coupon envoyé	Validité du code coupon
<input type="checkbox"/> PHILIPS 43PUS7555/12	€ 379.00	€ 399.00	09/12/2020		
<input type="checkbox"/> ORAL-B IO - 8S BLACK	€ 239.00	€ 179.00	13/12/2020		
<input type="checkbox"/> SAMSUNG GALAXY S20 FE 256GB BLUE	€ 699.00	€ 649.00	26/12/2020		
<input type="checkbox"/> BOSCH SERIE 4 WAN28070FG	€ 449.00		18/07/2020		
<input type="checkbox"/> APPLE MACBOOK PRO 13'' (2020) 256GB SPACE GR...	€ 1,489.00		11/11/2020		
<input type="checkbox"/> HUAWEI P30 LITE NEW EDITION MIDNIGHT BLACK	€ 229.00	€ 229.00	29/01/2021		
<input type="checkbox"/> SAMSUNG GALAXY A71 BLACK (SM-A715F)	€ 367.00	€ 319.00	14/04/2021		
<input type="checkbox"/> THOMSON TCH 301 E	€ 349.00	€ 299.00	03/07/2020	Deal60	29/01/2021
<input type="checkbox"/> PHILIPS HD7461/20	€ 35.99	€ 34.99	06/10/2020		
<input type="checkbox"/> KALORIK TKG CM 1019 BT	€ 35.00		06/10/2020		

Selection Coupon

Ecrivez votre code coupon

Ajoutez une date d'expiration

jj/mm/aaaa

Ecrivez votre message

\*Votre notification sera envoyée aux utilisateurs sélectionnés

☐ En cochant cette case, votre coupon/offre sera visible par tout le monde dans la section Coupons & Offres de l'application mobile

Envoyez votre notification

# MARKET & COMPETITION



✓ **Market:** international, focused on:

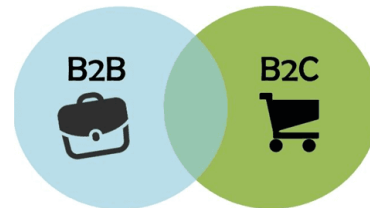


30,000 online stores



210,000 online stores

✓ **Competition :**



# TEAM



## **Mathieu Guffens** - Liege, Belgium

- ✓ *Formation:* Master in Management at HEC-ULg
- ✓ *Professional experiences:* e-commerce, digital, start-up, marketing...
- ✓ *MOSC:* Founder



## **Jugal Kishor** - Mohali, India

- ✓ *Formation:* Computer engineer at Panjab University
- ✓ *Professional experiences:* several web and mobile tech projects
- ✓ *MOSC:* web and mobile development





# BUSINESS MODEL



## ✓ Online dashboard subscription (B2B):

Give online stores access to their added products through a dedicated platform via a **monthly subscription**:

- Get an access to data of added products
- Send coupons and offers from the platform (notifications and visibility in the app)

## ✓ SaaS solution (B2B) by deploying the MOSC technology on other apps:

- Duplicate & customize MOSC app via a **customization price**
- Offer access to dashboard for their users via a **monthly subscription**

# INVESTMENT PLAN



Investment sought: **300,000 €** over 18 months

- ✓ Hire a staff of **3 full dedicated persons**
- ✓ **Marketing goals:**
  - Take off MOSC on Belgian and French market (> **5,000 users currently**)
  - Cover new markets (UK, German...)
- ✓ **Technical goals:**
  - Dashboard optimization to best match the needs of e-shops
  - App optimization to improve the user experience
  - Allowing the payment directly from the app

YEAR		2021		2022		2023	
Sources Revenues	Unit price €	# of paid users	Expected Revenue	# of paid users	Expected Revenue	# of paid users	Expected Revenue
Online Dashboard - Monthly subscription (B2B)	10,00 €	150	1.500,00 €	1200	12.000,00 €	10900	109.000,00 €
MOSC app duplicate and customization (B2B)	2.500,00 €	2	5.000,00 €	6	15.000,00 €	12	30.000,00 €
		Total	6.500,00 €	Total	27.000,00 €	Total	139.000,00 €

THANKS!



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