

# Q1 2021

## Results / Customer Fit!

We design a system around our customers; slow but effective.



Selldone, as an eCommerce platform, operates as an angel for the growth of businesses. Whether you have a small brick-and-mortar store or a large company, you need to showcase your product on the internet. Selldone used to build online stores with lower operating costs and greater flexibility. In addition, we provide an always-improving e-commerce management toolchain that gains new features every week, like integrating store administration and visual programming interface to create custom automation processes or AI integration.

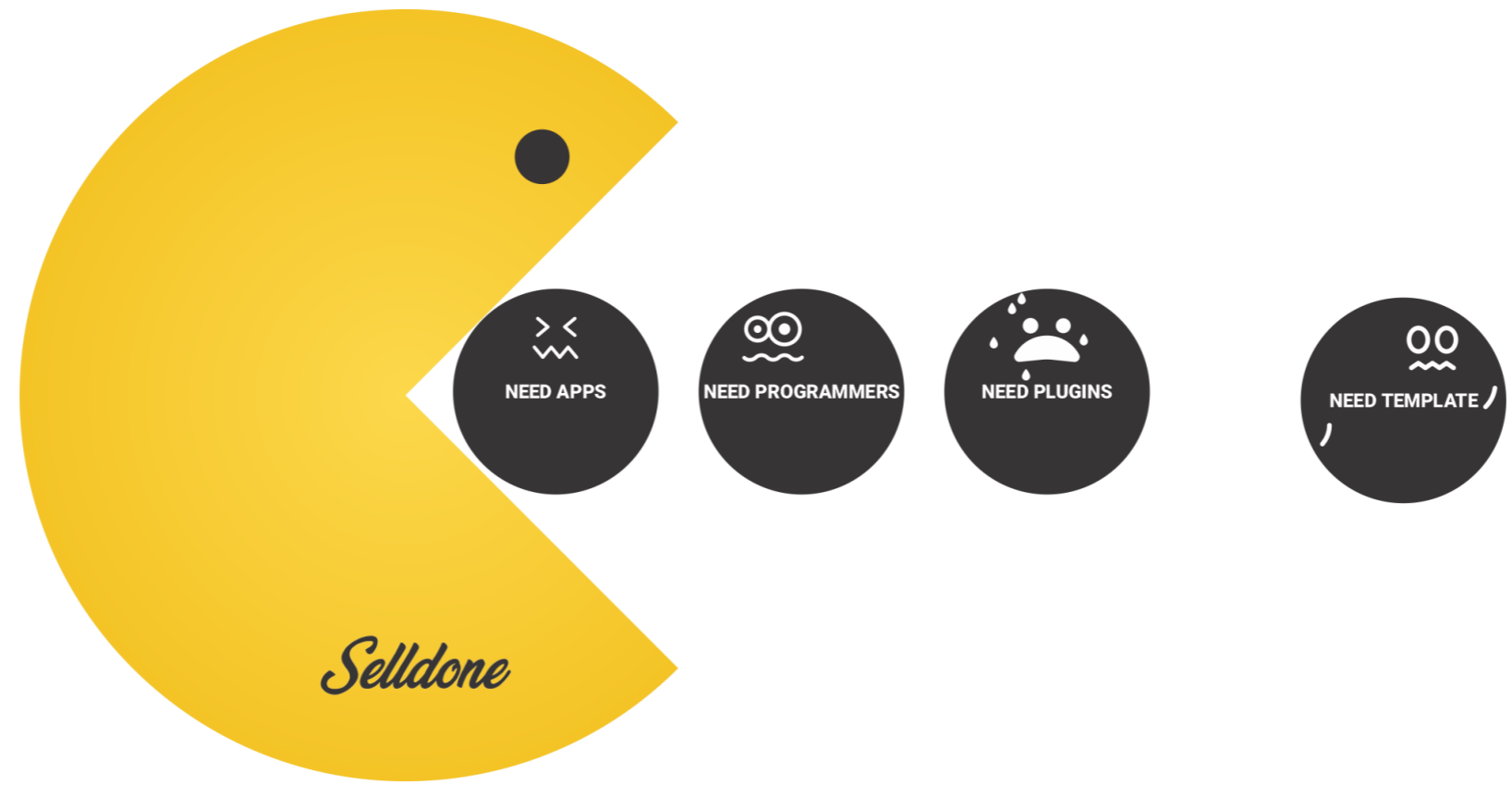
# DESIGN A SYSTEM AROUND OUR CUSTOMERS,

*Not to design a system and then gather people around it!*

**W**e will game by different rules in the brutal field of commerce platforms, especially when our competitors spend tens and hundreds of millions of dollars on advertising in all channels. Word of mouth is the most crucial channel for us to acquire new merchants. Our success in gaining this powerful sales channel without spending a single dollar of advertising or influencer marketing is because of putting money on product development and achieving Product-Market-Fit in nano niche markets worldwide that has always been overlooked. Building a community and creating common values is the plan to build a marketing machine for Selldone. It may be slow, it may not make big waves, media may not write about it, but no one can ignore it. When we put our users at the center of product design, we knew there would be many feature requests, which had not been achieved before on other platforms. They were frustrated with the previous experiments, the cost, and the lousy appearance of their websites. Although some of these merchants used the largest eCommerce and site builder platforms, their site output did far from their expectations. Our playground, rules, and value proposition are **"Zero setup cost to turn ideas into a successful online business by creating and offering a handy lovely product that anyone with any knowledge and any budget can have a beautiful site with professional sales and marketing tools."** Literally, we put enterprise-grade tools in the hands of ordinary people. The beauty of Selldone design is in the DNA, core, and middle layers of this platform. Adding any services on this powerful core takes little time from us! That's why we considered strange demands from merchants and buyers and created great tools to meet their wants, such as Avocado, Hyper, publishing tools, and the community builder platform! These changes made us find ourselves shifting from the eCommerce platform to the business OS. We game in an unusual way because rules not fair for many people around the world! They have significant problems in accessing tools, resources, and knowledge. They try to overcome difficulties, and Selldone will be a piece of the solution. Why did we choose this path and think that we can accomplish this mission better than anyone else? Because when other companies thrive in the biggest capitalist economy in history, we were in the worst, one of the worst places in the world! We learned that We should break the rules, move forward, and create a new game if the previous is unfair.

*To the team and anyone who wants to be part of our journey  
CEO, Pajuhaan*

# OVERCOME PROBLEMS BESIDES OUR CUSTOMERS



# CUSTOMERS | SMALL BUT EFFECTIVE

The clients who always have a request and want more; take us forward and illustrate the path.



Selldone fits their **NEEDS**.



Selldone meets their **WANTS**.

# MERCHANT ACQUISITION | ZERO-DOLLAR STRATEGY

Business is more like a marathon than a sprint!

Our users are promoting straight to their network, usually in person or on social media, which makes word of mouth cost-effective and highly valuable for us. Accordingly, we invest in building a close connection with our customers rather than invest merely the numbers of clients. That is why word-of-mouth is often mentioned in Selldone success stories.

We assign considerable time to resolve Joe's problems in making his online store. Joe talks to Kim about his experience with Selldone and brings her into Selldone. We Support Kim, Kim introduces Selldone to Rose, we support Rose, Rose describes her story and drives Elena to Selldone. And this is an endless road.



**SELLDONE DNA**  
*Always Be Closing In All Directions*

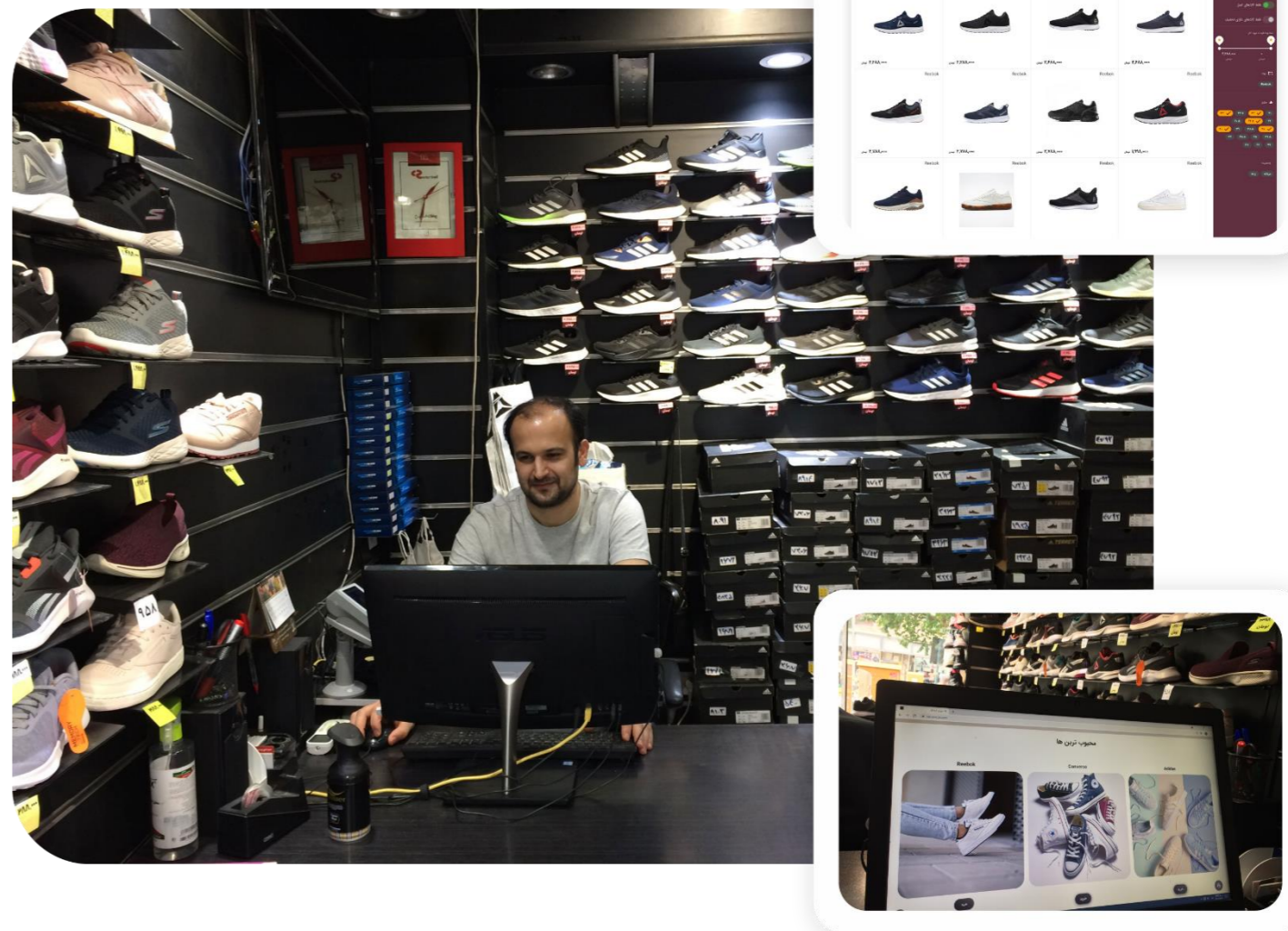


# MERCHANT JOURNEY

Merging the traditional and online sales by removing barriers.

I am Hooman Soltani. I [sell sports shoes](#) and currently have 2 stores in Tehran. For a long time, I thought about selling online, so I started researching on the internet. I tried several companies, but the big problem was the difficulties in adding product information and images, even though there was a tutorial. I was disappointed until I read about Selldone company on the internet.

The beautiful graphics of the site caught my eye, and most importantly, I realized that I can use Selldone for free. After joining Selldone, I started working with the panel. The ease of use with the dashboard was interesting to me, and I was able to upload the first product on the site within 3 minutes. Right now, I have a website that I am delighted to have, and I got exactly what I wanted.





## ENTREPRENEUR JOURNEY

Unlock your inside entrepreneur and make your idea into a real business.

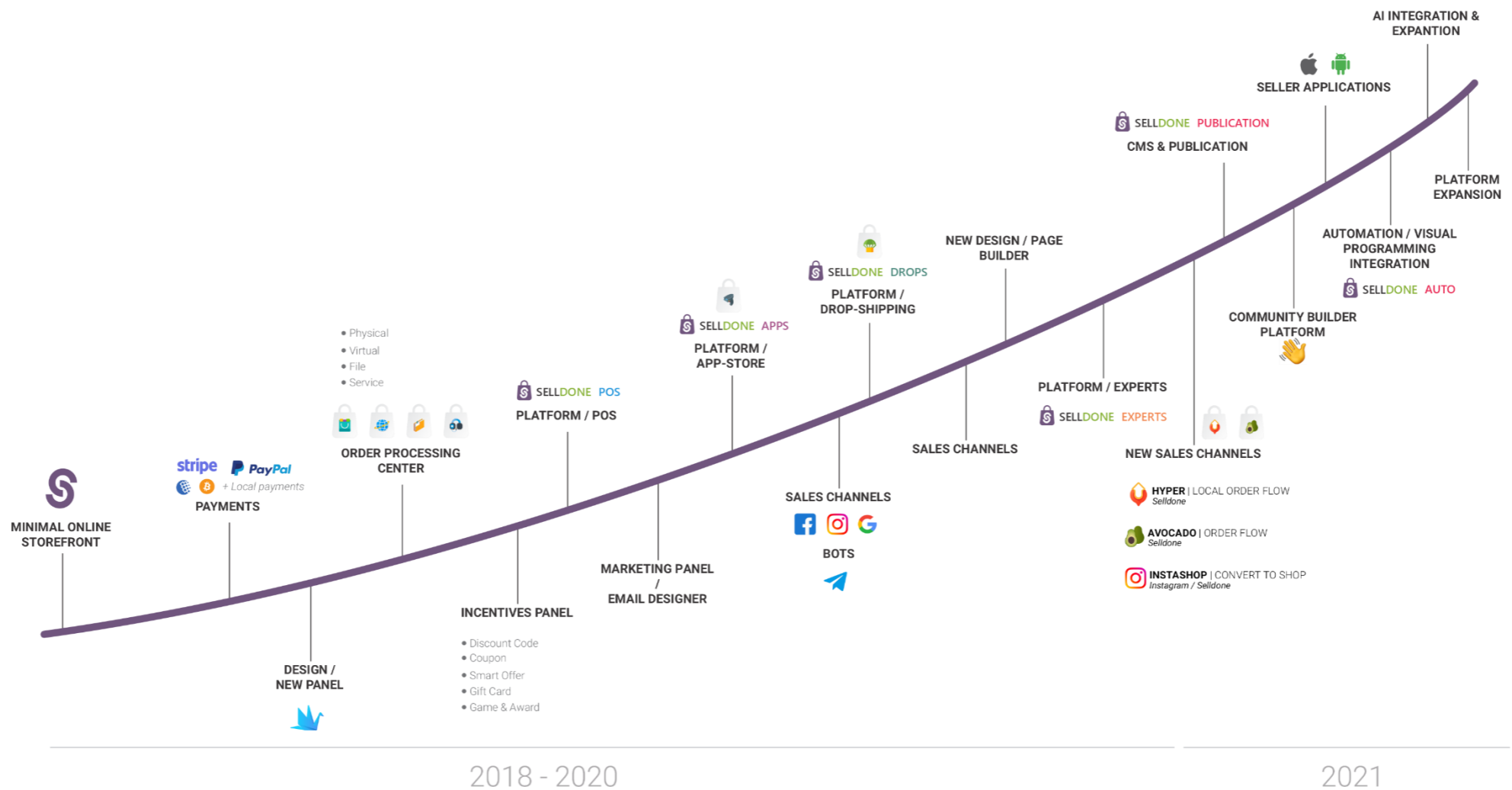
Ghazal Rezaie, who is called auntie Ghazal amongst kids, is a young solo entrepreneur. She [started her business](#) from scratch by making a video for 2 years old babies with an iPhone 8. After the video went viral, she was met with many requests from her friends to make videos for older children and decided to sell her videos through the internet.

Hooman is the brother-in-law of Ghazal, and the owner of Tehransyle brand, as a merchant on Selldone, recommended a platform for showcasing her products on the net.

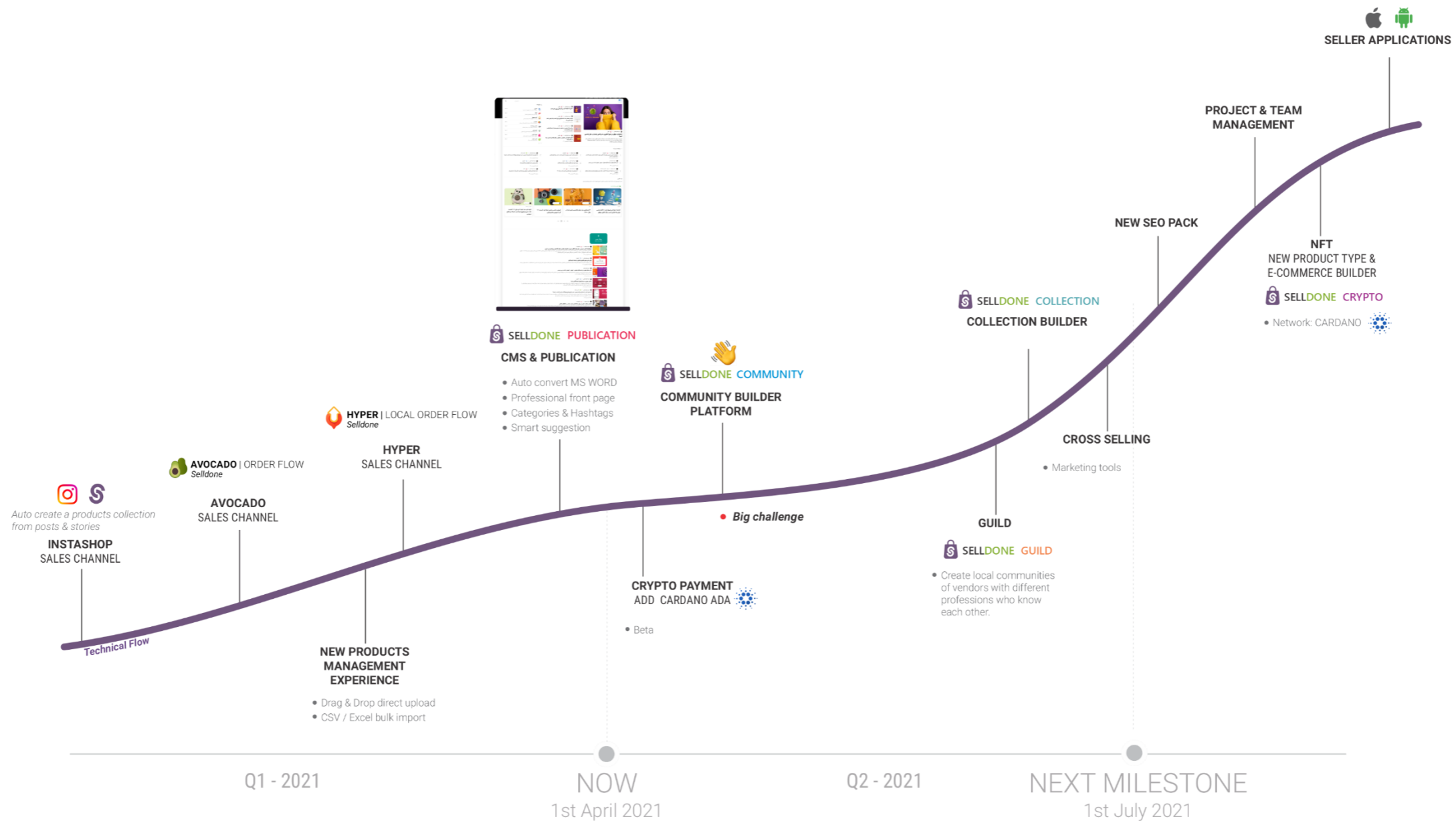
Koodaksaz sells its virtual products(files) through multiple channels, including Instagram and online store, and uses Selldone HyperPage to design eye-catching landing pages.

# ROADMAP | CHANGE MARKET MINDSET FROM PAIN OF SALE TO FOCUS ON VALUE CREATION

Democratic commerce solution for everyone, everywhere, at any age and any budget



# ROADMAP ZOOM IN | RESULTS Q1 2021 & RESOLUTION OF Q2



# TRADING TYPES OVERVIEW

Trades in the real world are in a variety of forms and conditions. We offer fully adapted solutions to these methods of trading, buying, and selling around the world. They go far beyond selling physical goods, files, or services. We are precisely looking for the most overlooked nano-niche markets.



Physical



Virtual



File



Service



POS



Dropshipping



Hyper



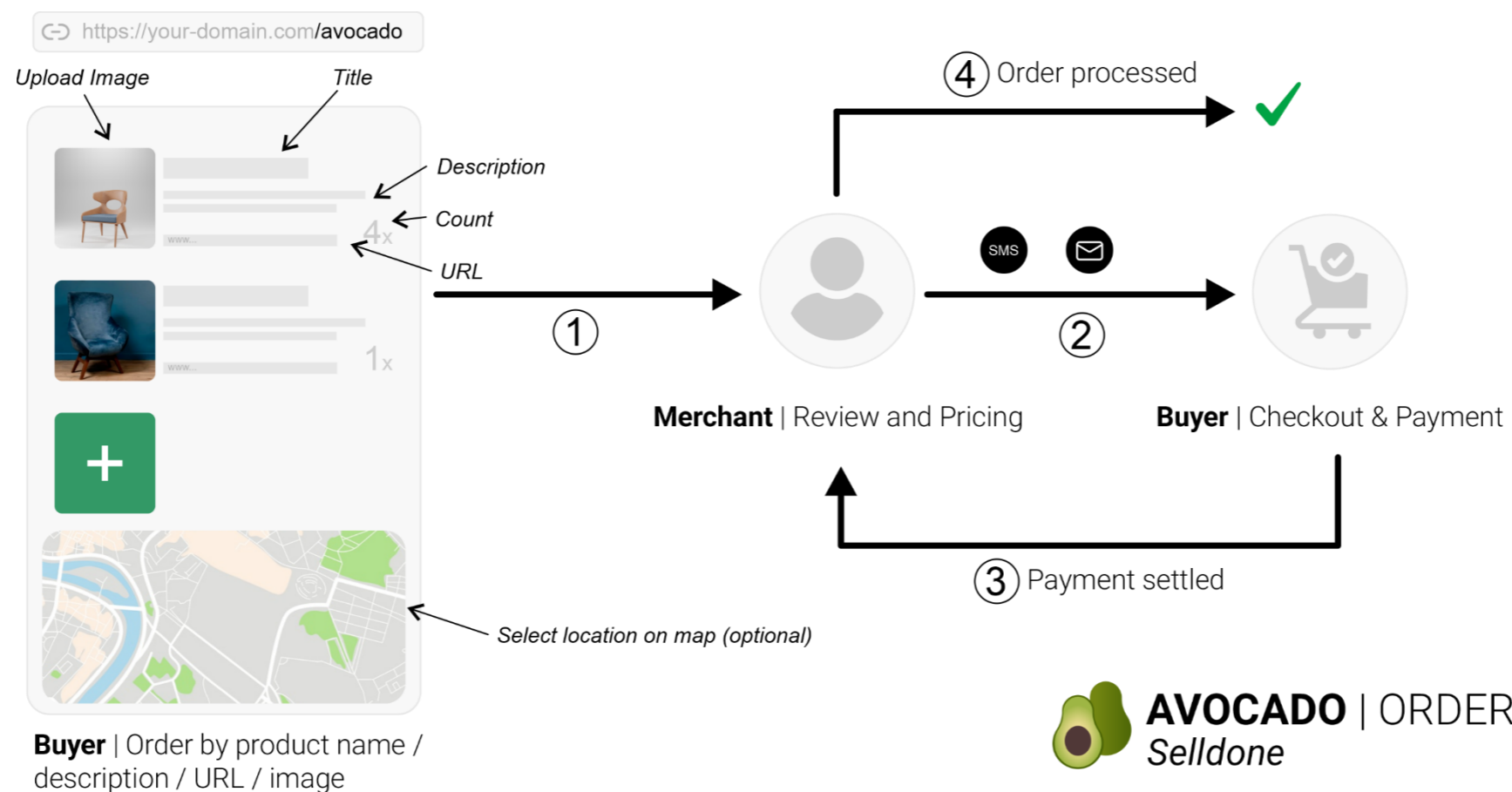
Avocado

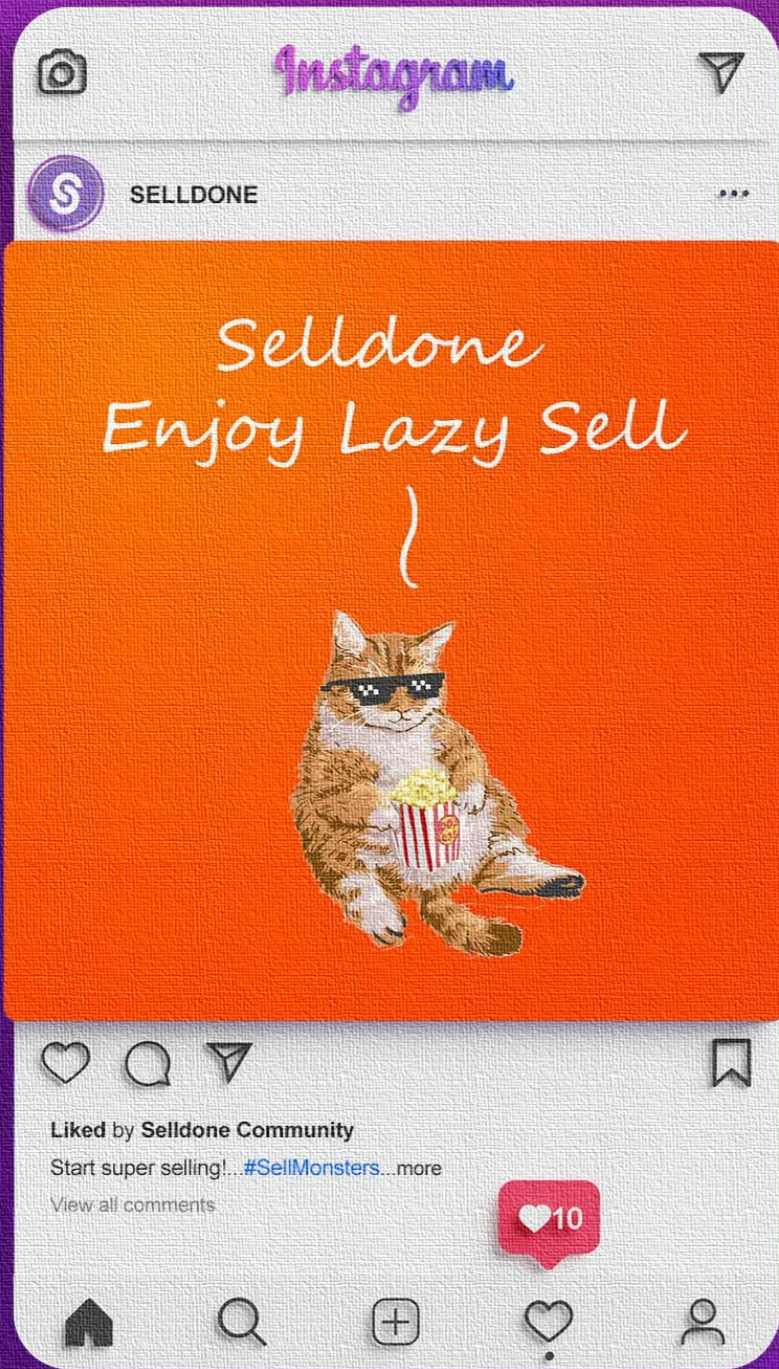
*More on the way...*

Needs in the market that have never been met before ...

# AVOCADO | SELL IN A NON-TRADITIONAL WAY

Receive a purchase order according to the customer's request, rather than pre-added products





**SELLDONE** | AVOCADO



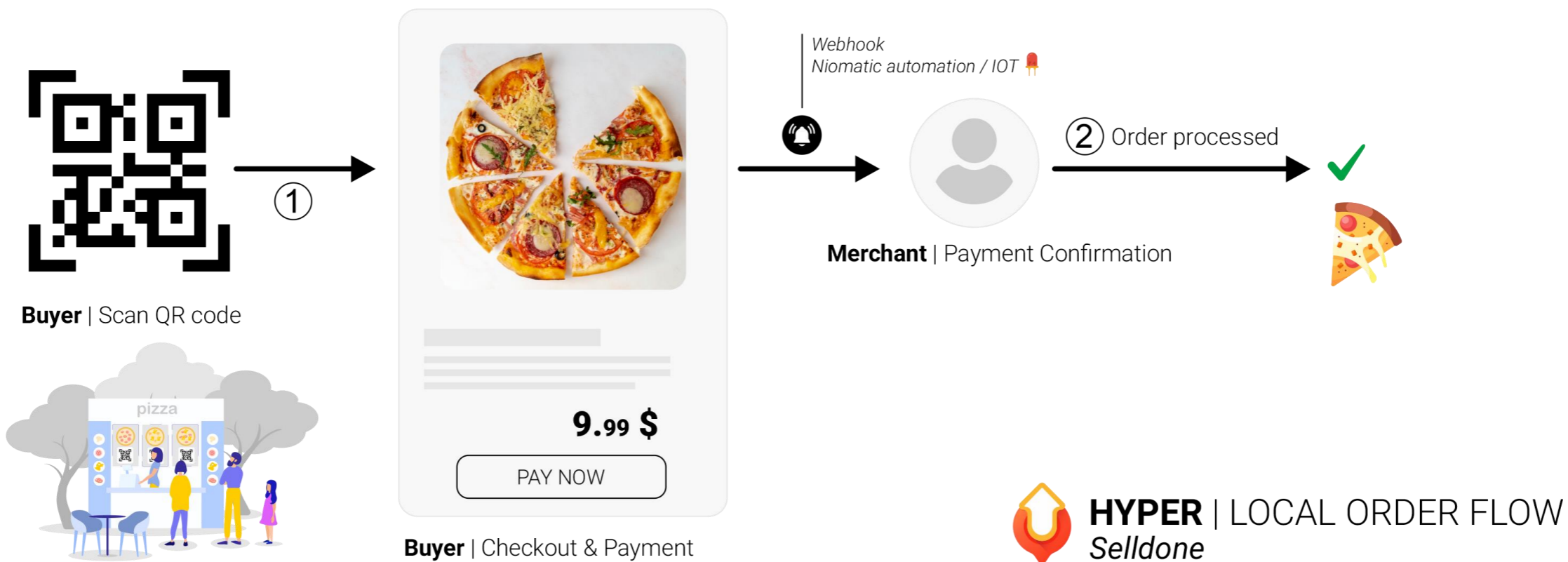
Needs in the market that have never been met before ...

# HYPER | SELL IN A SUPER-FAST WAY

For sale at festivals, exhibitions, and wherever the products are bought by many people in person

Want to buy a drink, pastry, or a slice of pizza in seconds? How long have you been waiting in queue to buy such things at festivals? What about long queues to buy a ticket for cinema or seasonal carnival?

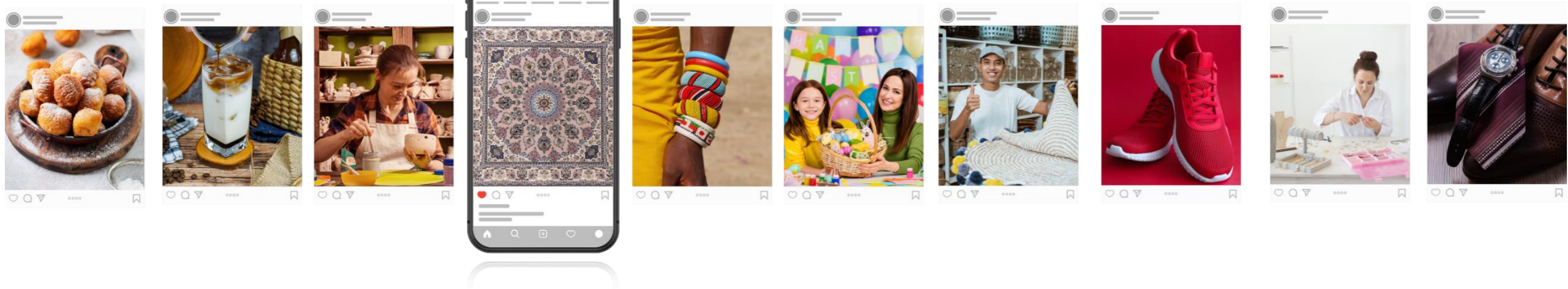
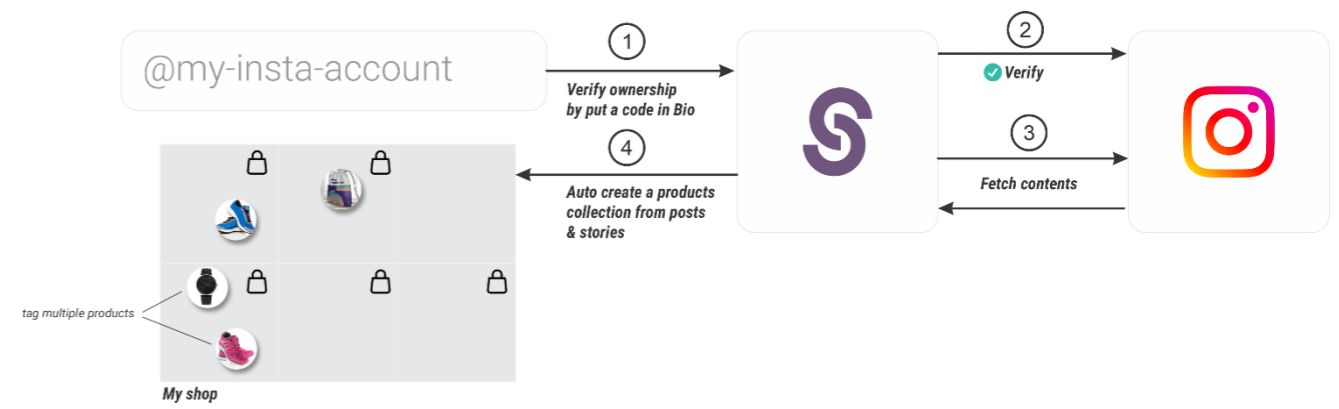
<https://your-domain.com/hyper>



Needs in the market that have never been met before ...

# INSTASHOP | AUTO CONVERT INSTA TO SHOP CATEGORY

A seamless way to sell on Instagram

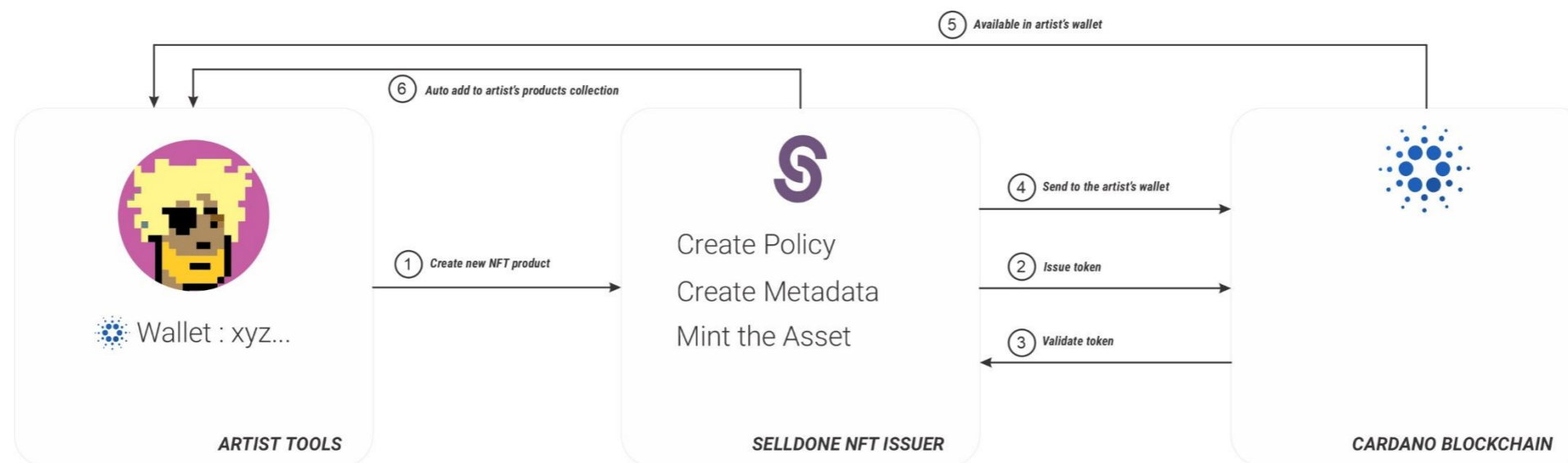


Needs in the market that have never been met before ...

# NFT | NON-FUNGIBLE TOKEN CREATOR & MARKETPLACE

## Crypto payment acceptance & NFT marketplace creation based on Cardano ADA

We are developing tools that allow artists to turn their artwork and digital products into NFT tokens and sell them on their own websites. The problem now is that the artwork should be in an online collection and associated with its NFT token. This work is currently handled through various and scattered sites, with significant problems and many defects. But in Selldone, the artist can put their artwork on their site, create a collection of products, and at the same time create NFT tokens in a very simplified way and sell those in their online art exhibition. They can also build and expand their own community through the Selldone community builder platform. These possibilities are not limited to artists and can be extended to many exciting applications in other fields. We select Cardano as a public blockchain network with a great future and many potentials to provide a stable blockchain infrastructure to handle payments and create tokens, NFTs, and smart contracts in the real world.



# COMMUNITY BUILDER PLATFORM 🤝 | SOCIALIZE COMMERCE

Democratic commerce solution for everyone, everywhere, at any age and any budget

## **Notion**

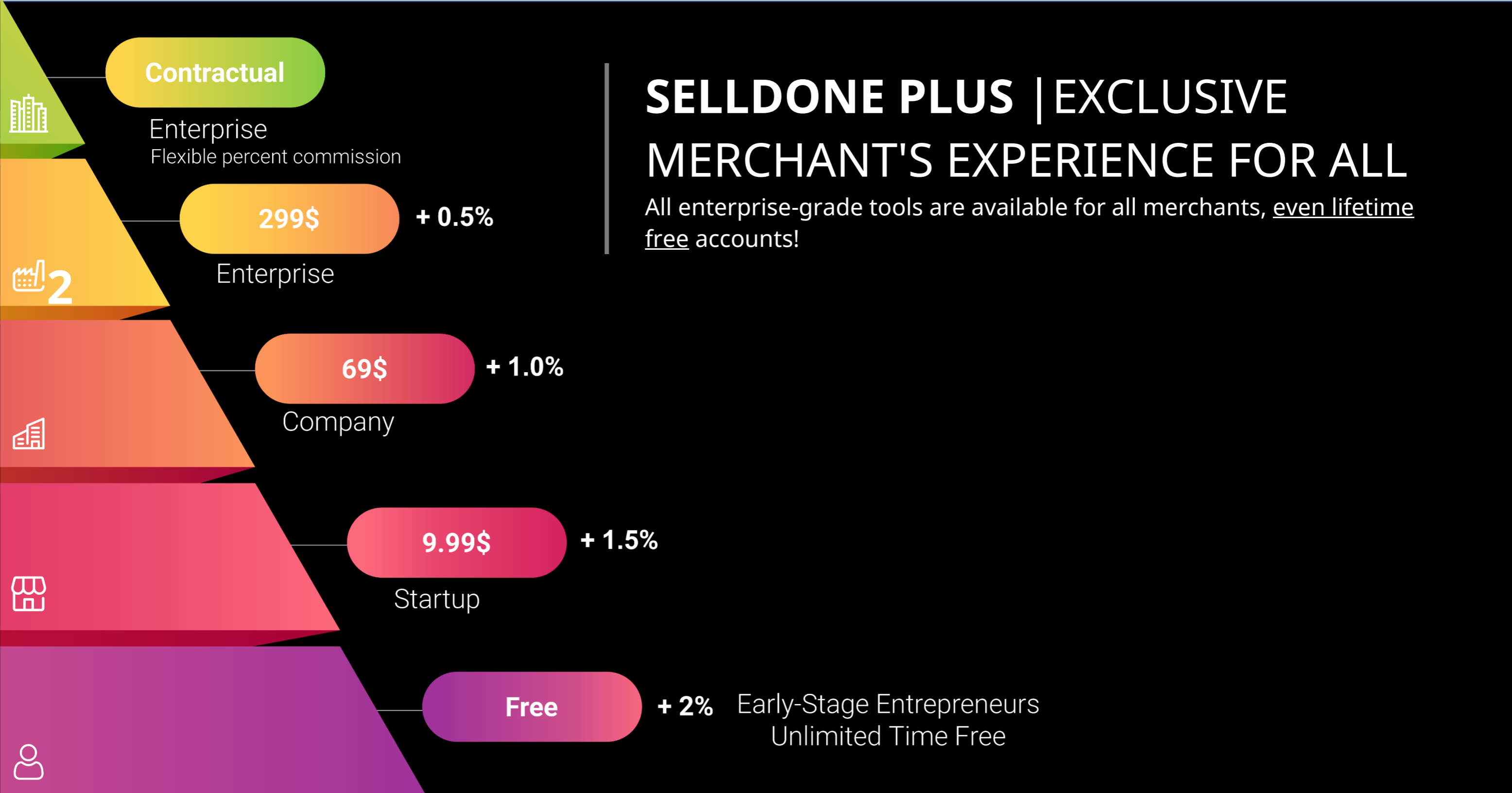
Democracy is exceedingly fragile and on the verge of destruction and only supported by a consensus of the collective opinion of humans, not contractual forces such as wealth and military power in timocracy or oligarchy. Creating an opportunity to bring people together is the primary mission of our community builder platform.

*Our community builder platform will be launched in May 2021. Anyone can create an independent community on their own domain with brand-new moderation, authority, and regime design tools.*

# MAKE YOUR BUSINESS **SUPPER HAPPY** WITH OUR **HAPPY PRODUCT**

Filling this gap between the need of the majority of sellers to sell online and having an online store without the need to hire experts and spend the initial cost is the primary philosophy behind the Selldone team's efforts.





**Contractual**

Enterprise  
Flexible percent commission

**299\$**

**+ 0.5%**

Enterprise

**69\$**

**+ 1.0%**

Company

**9.99\$**

**+ 1.5%**

Startup

**Free**

**+ 2%**

Early-Stage Entrepreneurs  
Unlimited Time Free

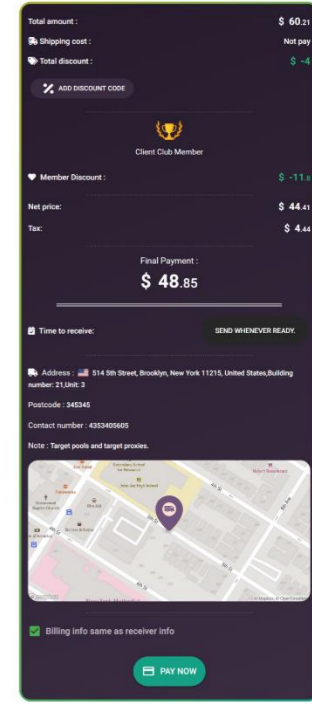
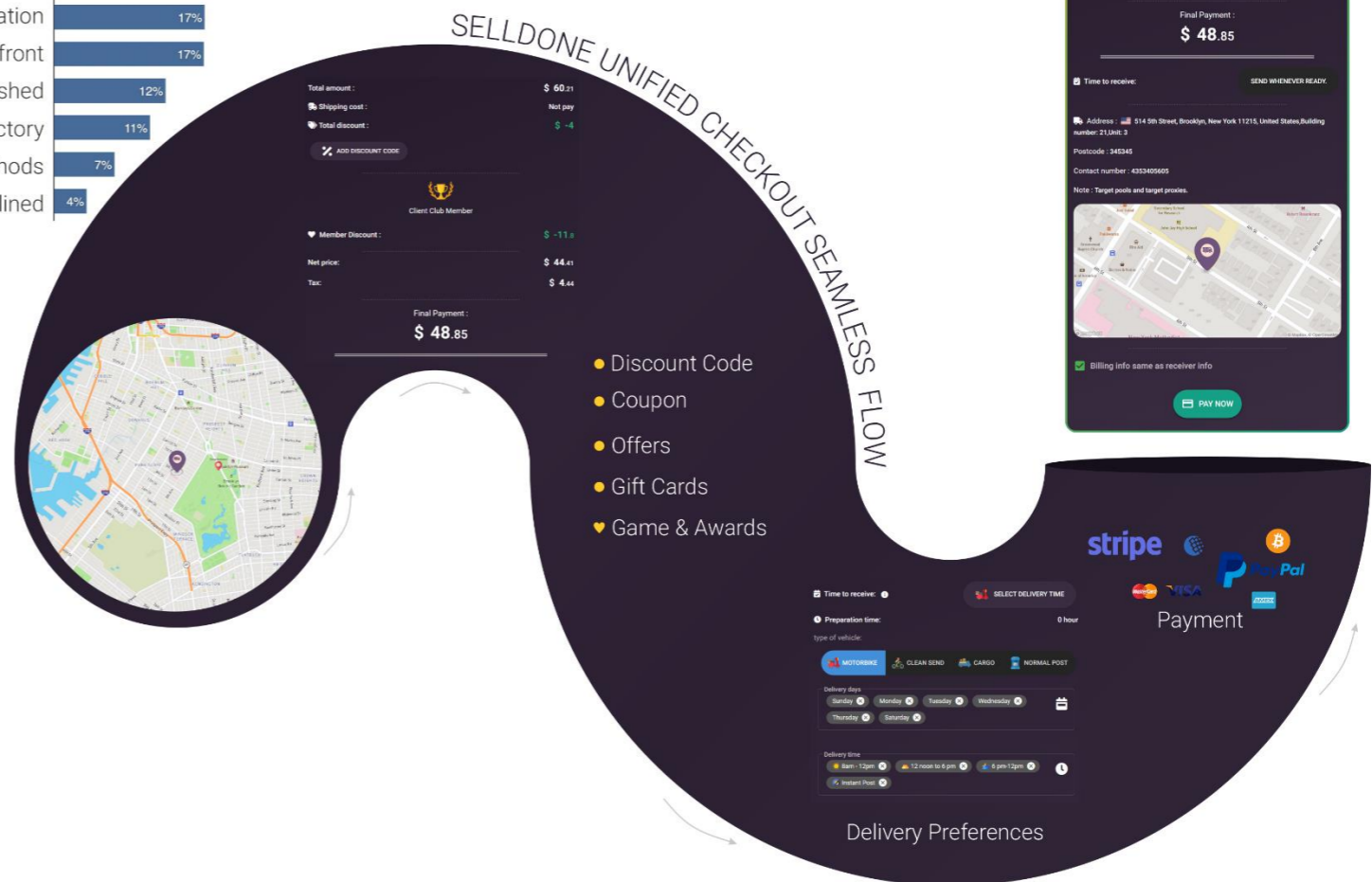
# SELLDONE PLUS | EXCLUSIVE MERCHANT'S EXPERIENCE FOR ALL

All enterprise-grade tools are available for all merchants, even lifetime free accounts!

# SINGLE-PAGE CHECKOUT | THE HEART OF A SHOP

The checkout page's role in an online store is the same role that the heart plays in the body. According to reports conducted by Baymard Institute, the average large-sized e-commerce site can gain a **35.26% increase in conversion rate** through better checkout design. If we look at the combined e-commerce sales of \$738 billion in the US and EU, the potential for a 35.26% increase in conversion rate translates to **\$260 billion worth of lost orders which are recoverable** solely through a better checkout flow & design. That's why we call it the HEART of a shop.

Reasons for Abandonments During Checkout



# SELLDONE PURCHASE-FLOW ADVANTAGE

**IT'S FASTER.** *(After convert to PWA +47% increase in conversion rate\*)*

It takes less time to complete the one-page checkout because buyers don't need to wait for the multiple pages to load or refresh.

**IT HAS A MENTAL BENEFIT.** *(After adding location selection on map and remove tabs +23% increase in conversion rate)*

The fact that buyers can see how far along the process they are and how many steps remain to complete the order acts as a psychological supplement, encouraging them to finish what they've begun.

**IT HAS NO NAVIGATION.** *(After convert to all-in-one single page basket-checkout +14% increase in conversion rate)*

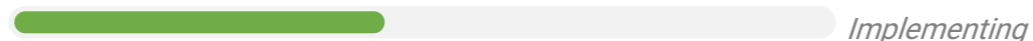
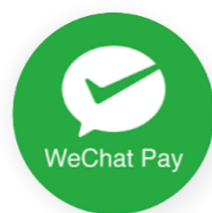
Since shoppers fill in all required information on a single page, they don't need to navigate multiple pages if they want to change or edit the details they entered. It reduces the likelihood of customers' cart abandonment if they need to re-enter the same words and numbers every time they go back into the browser.

\* We obtained this data from studying checkout (add-to-basket to success payment) conversion rate changes during three significant updates of shops' web applications. The number of active shops in these three changes was 17, 35, and 61 stores, respectively, with the number of visitors ~ 4k per month from September 2020 to November 2020.

# MULTIPLE PAYMENT OPTIONS | DIGITAL WALLET SUPPORT

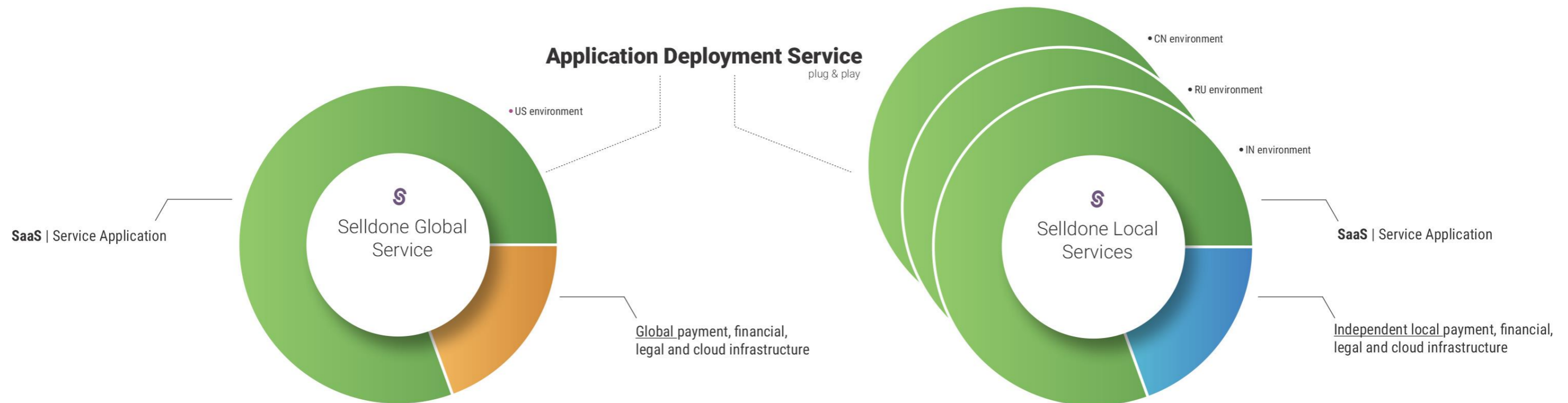
**Why is it vital?** Shoppers operate and explore on mobile and desktop in different ways. To make the most of their visit, their expectations and behaviors should be considered. For example, if you show customers a checkout form that does not perfectly match the size of their device, they are more inclined to leave the checkout stream entirely.

In fact, a distinct Stripe study showed that while **over 50 percent of e-commerce traffic** comes from smartphones, carts are abandoned on mobile at more than twice the rate on the desktop. Digital wallets like Apple Pay or Google Pay allow for a convenient one-click payment experience on mobile and continue to grow in popularity. In view of stripe data, **26% of European customers** that pay via stripe checkout have either **Apple Pay or Google Pay** on their device or browsers.



# PLUG & PLAY | INDEPENDENT & LOCALIZED

Selldone was designed from scratch to set up and launch in different countries! Although there is a Selldone Global Service, some countries do not have access to international services due to political, cultural, or economic constraints; thus, the local businesses must use local services! Currently, the Selldone are working in two zones utterly independent of each other. We can publish Selldone entirely according to the conditions of each country; For example, in Russia, China, and other countries.



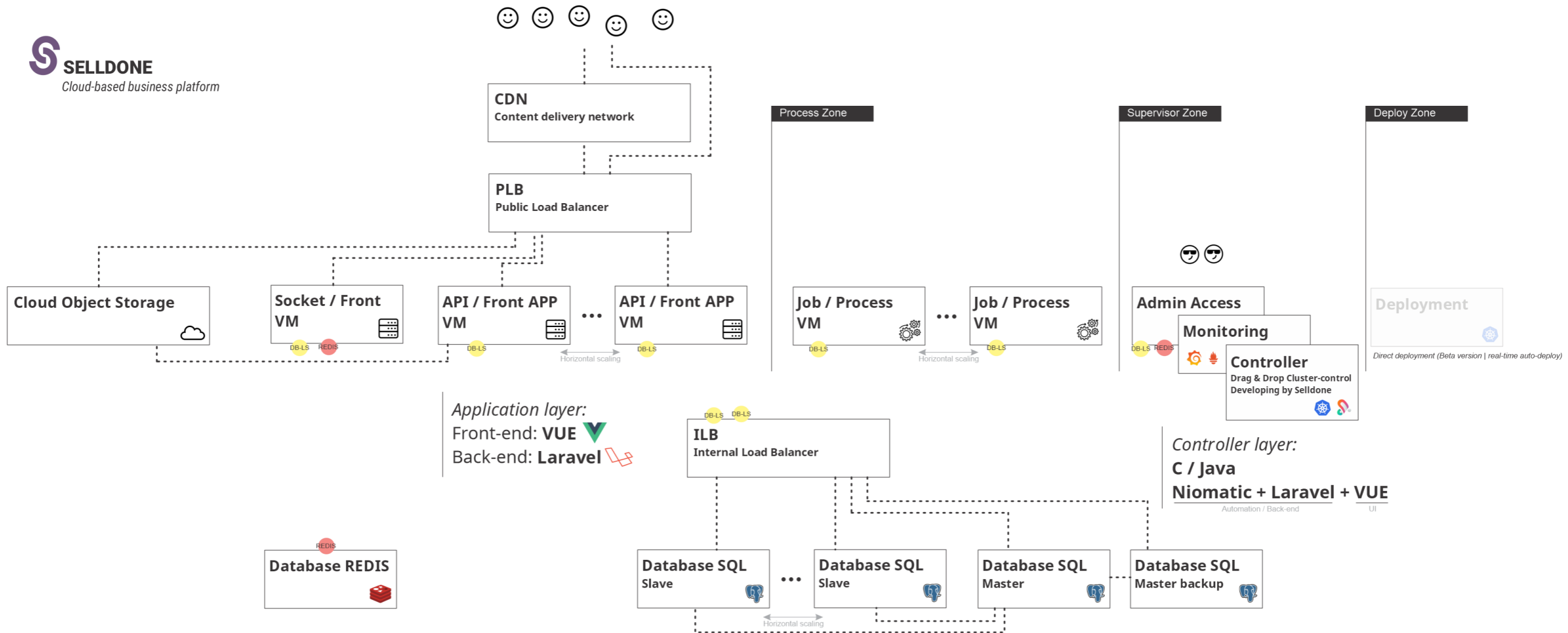
# SELLDONE POS | ONLINE & REALTIME ON ALL DEVICES

Unifying in-store and online sales with the top-notch Selldone POS system enables business owners to manage their online and offline sales integrated.

*Make it live, open beta (Now available in some countries)*



# TECH FOR NERDS | WHAT'S HAPPEN ON BACKSTAGE?



## Instagram Sales-Channel

**Auto convert Instagram to self-hosted online shop with one click!**

Selldone fetches the latest posts and stories from the merchant's Instagram account and turns them into an online collection. Seller converts the images into products or pins the pre-made products on the posts or stories. Users confirm identity by putting a code in their Instagram bio.

*Completed*



## Avocado Sales-Channel

**Avocado is the seamless purchase flow in some trading scenarios, literally based on demand.**

First, the buyer sends the type and specifications of the product to the seller via Avocado form, then the seller calculates the cost of the order. Finally, the invoice will be sent to the buyer with the payment link.

*Completed*



## Hyper Sales-Channel

**It's the fastest way for local selling.**

It's the conjunction between traditional offline selling and the advantage of online shopping. Checkout and payment process online by buyer and seller only receive the notification, via app or cloud IoT connected device.

*Completed*



## Community Builder Platform

**Customer support solution & sales channel at the same time!**

Enjoy ready-to-use brand-new moderation, authority, and regime design tools. Reduce the customer support time and cost and build a new powerful sales channel at the same time.

*Progressing*

## Guild Builder Platform

**Create synergy between merchants.**

More info about this feature will be released in the future.

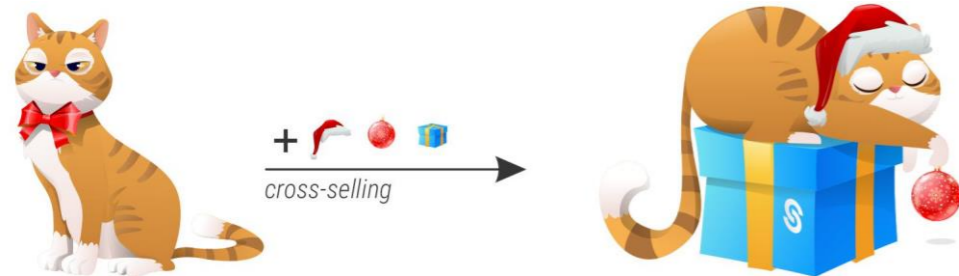
*Progressing*

## Cross-Selling Tools

**Incentive & marketing solution.**

Cross-selling is the process of selling a different product or service to a customer to increase the value of a sale.

*Progressing*



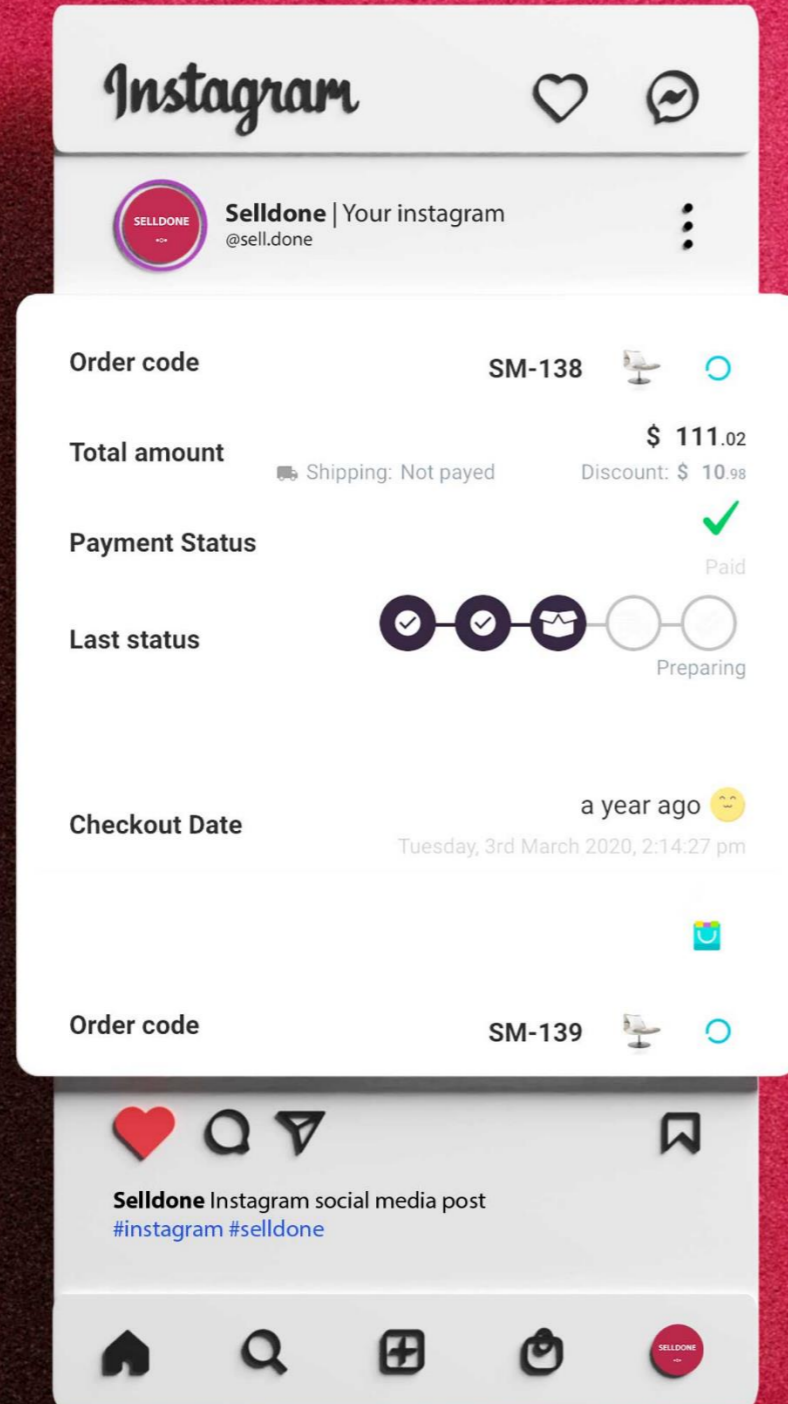
**COMMUNITY | CUSTOMERS**  
*Selldone*



**GUILD | MERCHANTS**  
*Selldone*



**CROSS-SELLING | MARKETING**  
*Selldone*



*instagram*



*selldone*

## FOR LOVERS OF **SOCIAL SALES**

- One-click website / e-commerce builder
- Link it with your current social sales channel

# OUR VISION: ZERO SETUP COST FOR STARTING AN E-COMMERCE

The main power is in the hands of small companies that are creating value worldwide. The multi-thousand-dollar costs of designing, building, programming, buying plugins, and expert advice for online businesses must go down in history.

**focus**

*You try,  
we open the doors*

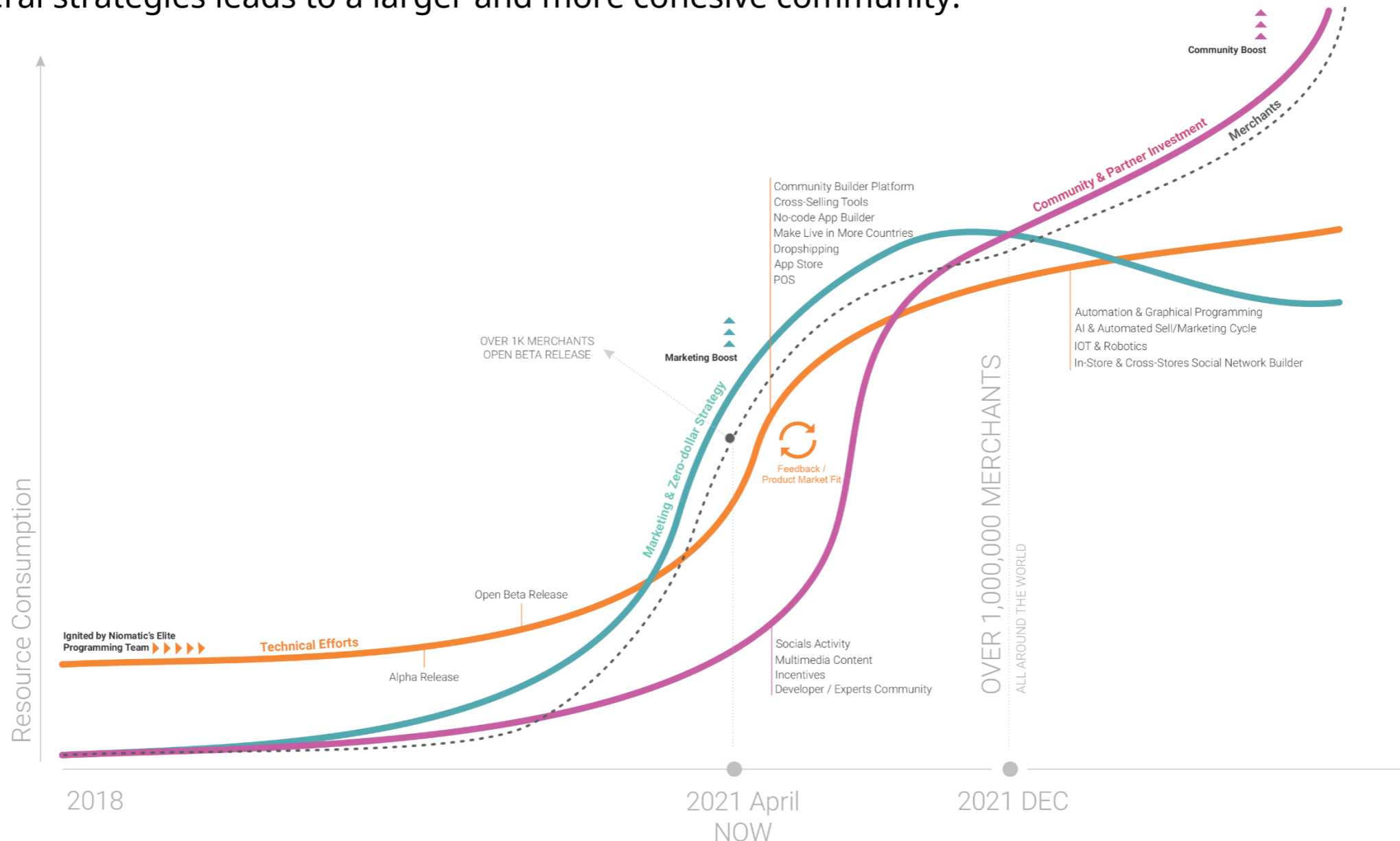
NO PAIN E-COMMERCE SOLUTION

**Democratic**

Our focus is on simplifying and reducing business costs.

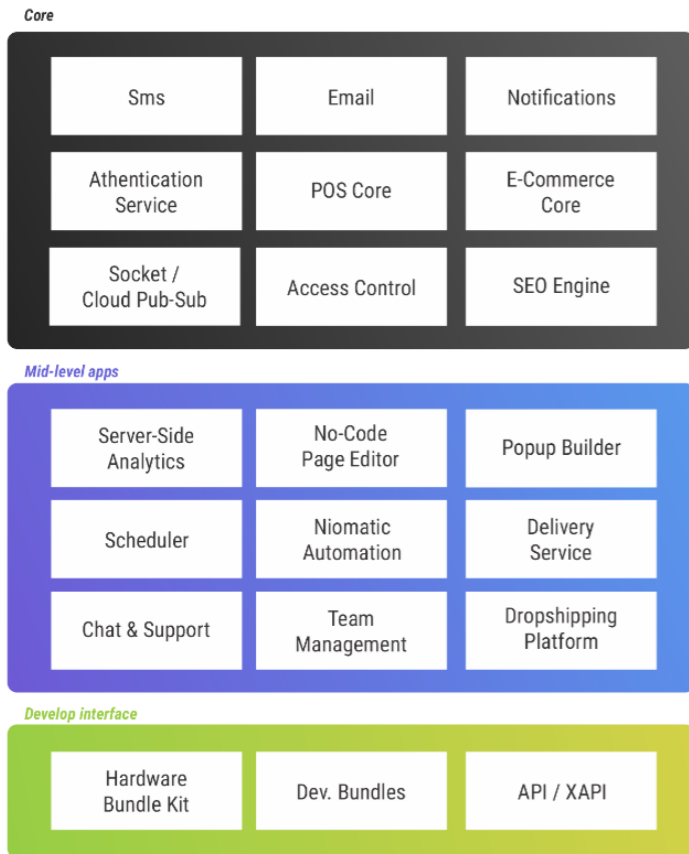
# WHAT WE DID, WHAT WE DO, AND WHAT WE WILL DO

A combination of several strategies leads to a larger and more cohesive community.



# #1 BUSINESS OS | ROBUST CORE AND FLEXIBLE MID-LAYERS

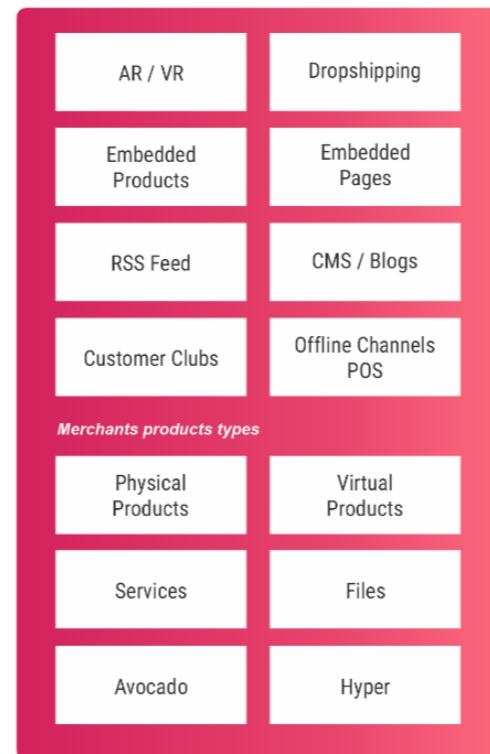
## COMMERCE OS



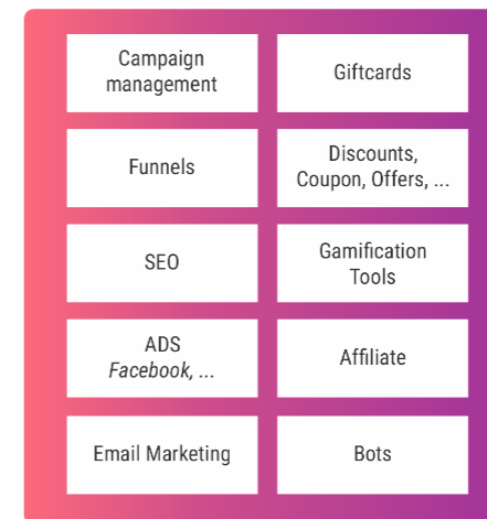
## WEB OS



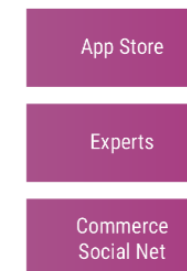
## SOLUTIONS



## MARKETINGS & INCENTIVE TOOLS



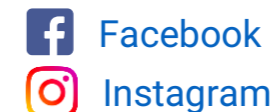
## COMMUNITY



# AND IT IS JUST THE START OF THE NEXT-GENERATION OF BUSINESS OPERATING SYSTEMS

Selldone publishes quarterly reports regularly to make its stakeholders acutely aware of happenings. Information contained in the quarterly reports can guide our management toward developing and implementing strategies and actions that create growth, increased profitability, and value creation over the long term. If you are interested in receiving our periodic "Reports for Investors," send us your request by official email to [investors@selldone.com](mailto:investors@selldone.com). We will invite you to Selldone Investment Room to gain deeper insights into what we are thinking, what we are doing, and what we plan for.

Selldone.com  
[info@selldone.com](mailto:info@selldone.com)





UNLOCK NEW IDEAS & ENTREPRENEURS

IDEA

SPR OUT

GRO WTH

SELLDONE.com



**DES**

**IGN**

UI

UX

**UJ**

USER JOURNEY

**SELLDONE**  
TO MAKE LOVELY  
& HANDLY TOOLS