

PLATFORM

CARSALE

MINI-FRANCHISE “DIGITAL” OFFER



WHAT IS CARSALE?

CARSALE IS AN ONLINE PLATFORM PROVIDED BY AN APPLICATION FOR IOS AND ANDROID, WHERE REAL-TIME AUCTIONS OF CAR PURCHASES AND SALES ARE HELD

THE PLATFORM CONSISTS OF AN APPLICATION FOR OPERATIONAL WORK (CAR INSPECTION, LAUNCHING AUCTIONS AND THEIR CONDUCT, SUMMING UP THE RESULTS OF AUCTIONS) AND A WEB VERSION FOR THE ADMINISTRATION OF ALL PROCESSES OF THE PLATFORM



Текущая ставка

356 000 ₹

Renault Logan II 2014, 1.3 AT,
60 000 км.

Казань

Осталось 22 мин.

PLATFORM

- 1** THE **CARSALE** PLATFORM IS A SYSTEM WHERE CAR OWNERS CAN AUCTION THEIR CARS FOR FREE WITH THE HELP OF PROFESSIONALS AND RECEIVE A PURCHASE OFFER FROM ANY REGION OF THE COUNTRY
- 2** BUYERS GET ACCESS TO AN UNLIMITEDLY LARGE CAR MARKET IN THE COUNTRY; THEY CAN BUY A CAR FROM ANYWHERE IN THE WORLD
- 3** THE **CARSALE** BUSINESS MODEL FRANCHISE IS AN INNOVATION IN THE AUTOMOTIVE MARKET, A NEW APPROACH TO WHAT SEEMED TO BE A WELL-ESTABLISHED SEGMENT. THIS BUSINESS MODEL, POWERED BY AN ONLINE AUCTION PLATFORM, HAS THE POTENTIAL TO SPARK A CONSERVATIVE APPROACH TO THE INDUSTRY AND COMPLETELY TRANSFORM THE USED CAR MARKET AROUND THE WORLD.

TERMS OF COOPERATION

BY BECOMING OUR PARTNER, YOU WILL GET:

- 1 THE OPPORTUNITY TO BE A UNIQUE **CARSALE** REPRESENTATIVE IN YOUR COUNTRY
- 2 THE OPPORTUNITY TO PROMOTE AN INNOVATIVE **CARSALE** PRODUCT AND EARN MONEY FROM IT
- 3 THE ABILITY TO CHANGE THE CAR MARKET THROUGH INNOVATION

THE COST OF THE FRANCHISE - 10 000 \$

MONTHLY PAYMENTS - 30% OF REVENUE

NO OTHER PAYMENTS OR COMMISSIONS

PARTNERS OBLIGATIONS



- THE PARTNER SHOULD BE AN OFFICIAL REPRESENTATIVE OF THE **CARSALE** BRAND IN THE COUNTRY
- THE PARTNER PROMOTES THE **CARSALE** APPLICATION ON THE MARKET
- THE PARTNER ATTRACTS USERS TO THE **CARSALE** PLATFORM
- THE PARTNER COLLECTS PAYMENTS FROM THE **CARSALE** PLATFORM USERS
- THE PARTNER ORGANIZES SERVICE DESK TO SUPPORT THE **CARSALE** PLATFORM USERS

FINANCIAL METRICS

MAIN INDICATORS

NUMBER OF PARTICIPANTS PER AUCTION - 4

AVERAGE REVENUE PER AUCTION - \$40

NUMBER OF AUCTIONS IN THE FIRST MONTH - 50

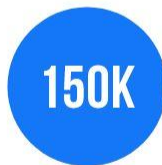
MONTHLY INCREASE IN THE NUMBER OF AUCTIONS IN THE FIRST YEAR - 30%

MONTHLY INCREASE IN THE NUMBER OF AUCTIONS IN THE SECOND YEAR - 15%



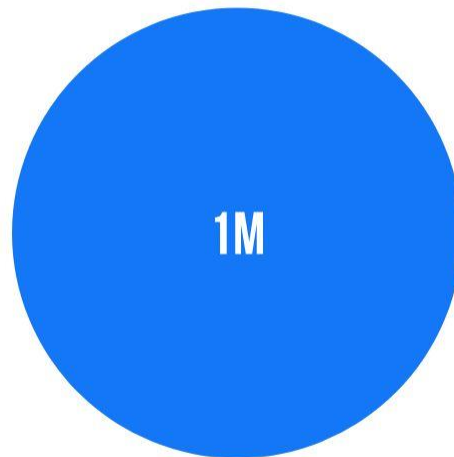
10K

THE COST OF THE FRANCHISE



150K

REVENUE FOR THE FIRST YEAR



1M

REVENUE FOR THE SECOND
YEAR

STAGE OF COOPERATION

AGREEMENT ON THE TERMS
OF THE CONTRACT AND
PAYMENT OF THE FRANCHISE
FEE

THE PARTNER IS LOOKING FOR
PEOPLE WHO WANT TO SELL A
CAR AND PEOPLE WHO WANT
TO BUY A CAR

ATTRACTED PARTICIPANTS
GET ACCESS TO THE **CARSALE**
AUCTION PLATFORM AND
START MAKING DEALS

THE PARTNER RECEIVES \$10
FOR EACH PARTICIPANT IN
EACH AUCTION