



## From Isolated Web2.0 Aggregators to Web2.5 Super-platform

Seed investor presentation





## Why

We want **online shopping to become** an experience as **exciting**, inspiring and spontaneous as in offline



## How

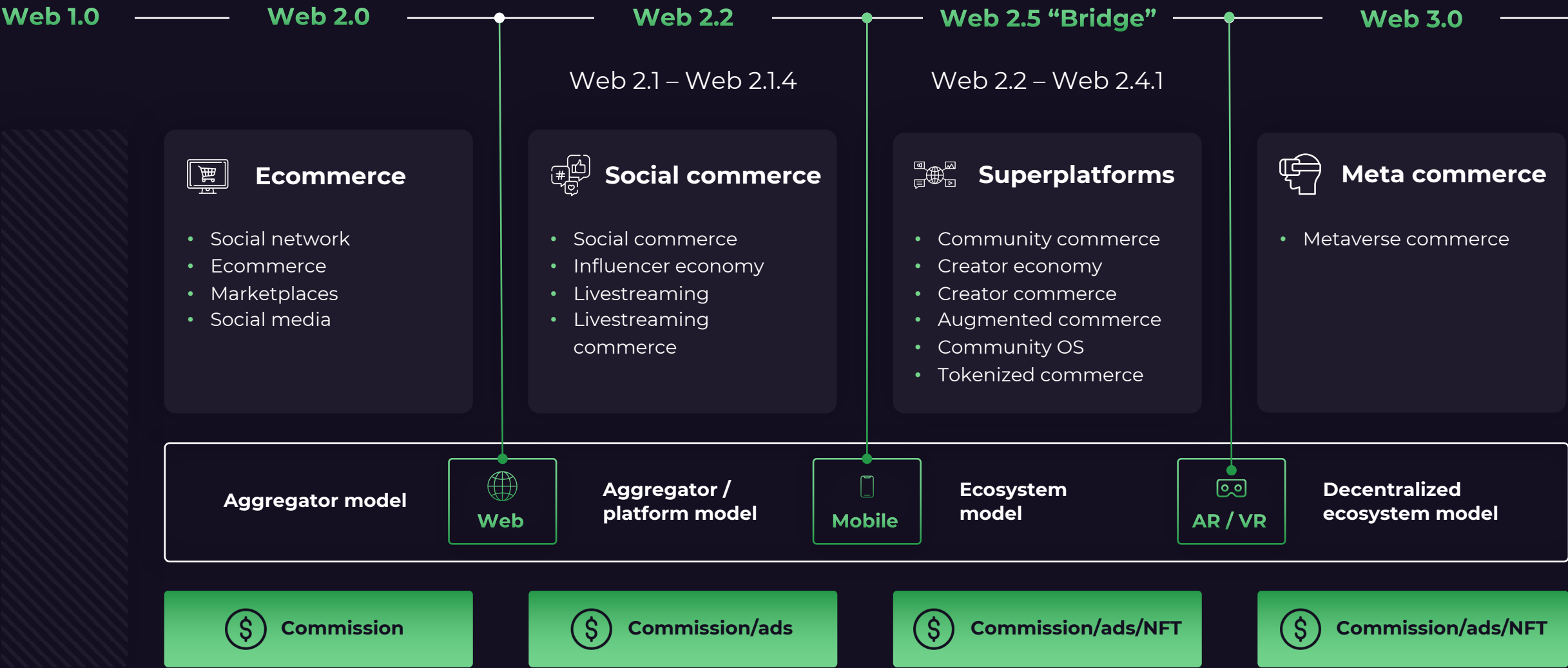
By boosting the traditional online shopping experience with **social and community features and going beyond the real world** with metaversal shopping



## What

Squad is introducing the new Bazaar: a **categorically superior online shopping**, social, and communitization experience compared to the established Commerce platforms and social networks by **combining multiple dimensions** seamlessly and natively

# Market is shifting towards Web 3.0, bringing new opportunities and technology



# Current e-commerce platforms and social networks **need a new approach to keep up with demands of customers and suppliers**



## Unhuman experience

Current ecommerce is shockingly **boring, lonely, 2d, passive, unsocial, and uninspiring**



## Inefficient engagement

Current social networks offer a shockingly **poor, primitive, disintegrated, and inefficient shopping** experience



A **seamless integration** between the two **boosts the experience while saving money and the planet, and bringing efficiencies to consumers and suppliers**



# We introduce a **super-platform** which answers **the most frequent demands** of new generation of users



## SQUAD is **merging the elements of:**

### **Community**

Encompassing creators and content and community members powered by Social-Fi core, which enhances engagement and social aspect of e-shopping

### **Sustainability**

Healthy lifestyle, physical and mental wellness, conscious and responsible shopping, organic products are the main focus for the platform, thus, the users' demand for sustainable shopping is met



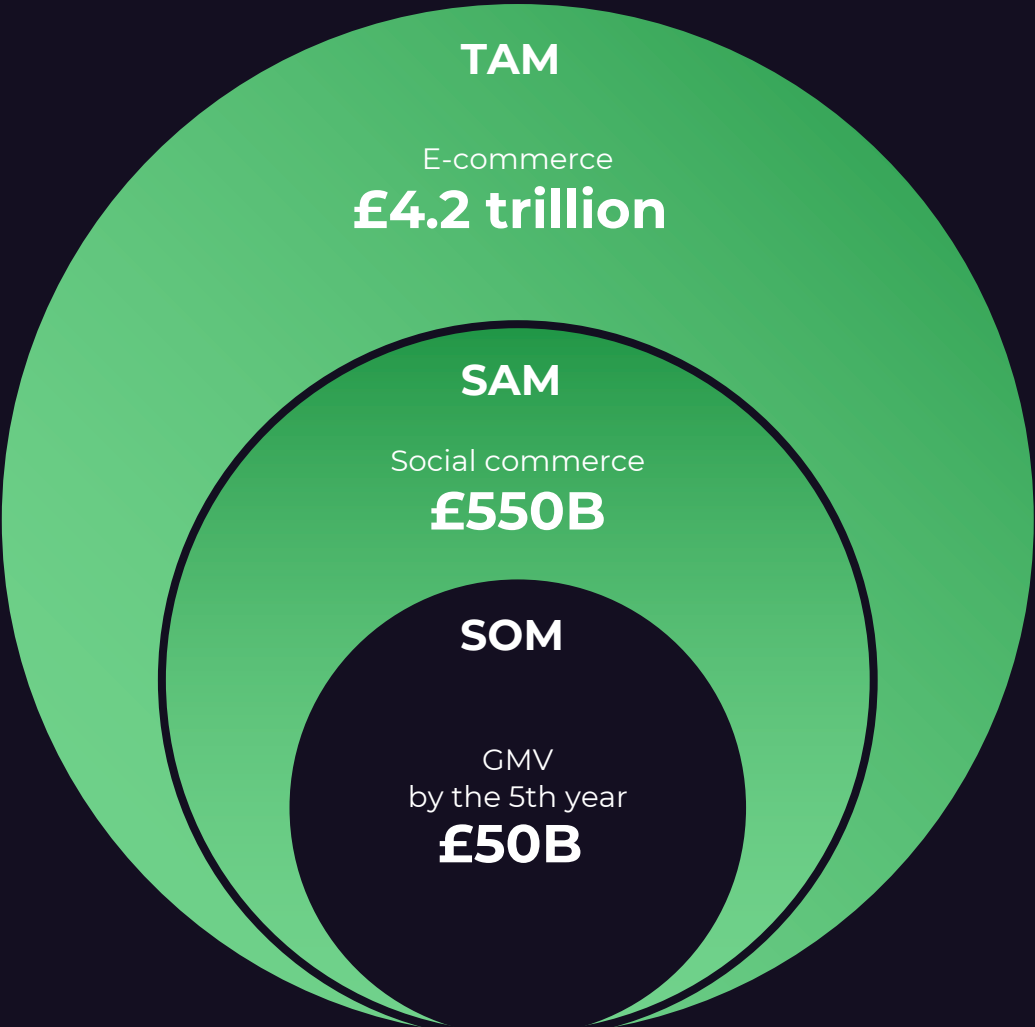
### **Intuitive and exciting shopping experience**

Our solution shifts from search-oriented e-commerce platforms to the augmented live shopping experience with all its benefits like group shopping, full immersion in the process and fun

### **Entertainment**

Gamification is the last pillar which complements the shopping process, makes it not just a to-do-list but an inspiring way of spending time and builds loyalty

# SQUAD is launching on the market with **high capacity** and **extraordinary potential**



## Market insights



In 2021, retail e-commerce sales amounted to approximately **3.75 trillion pounds worldwide**. This figure is forecast to grow by 50% over the next four years, reaching about **5.6 trillion pounds by 2025** [🔗](#)



**Cryptocurrency solutions** on which SoFi market is built are going to expand with **30% CAGR reaching £2,7B by 2030** [🔗](#)



An expected compound annual growth rate (CAGR) of **28.4 percent from 2021 to 2028**, revenues in this segment are expected to reach **approximately 2.6 trillion pounds in the latter year** [🔗](#)



In 2021 **global metaverse** addressable market is worth **£1B** [🔗](#)

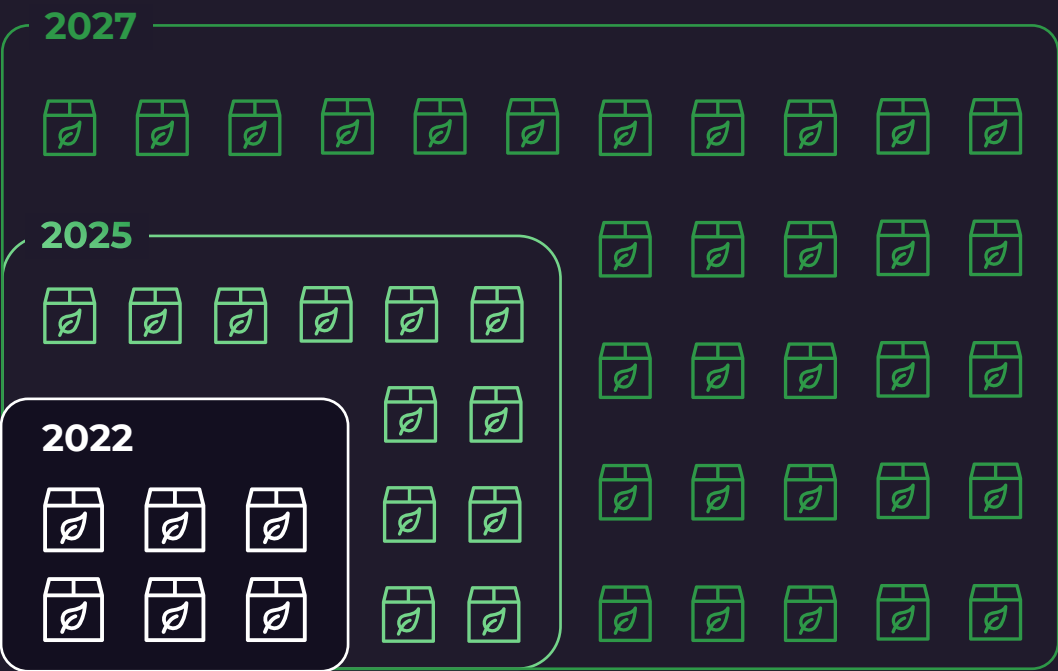


Market capacity was calculated with elaborate top-down and bottom-up approaches

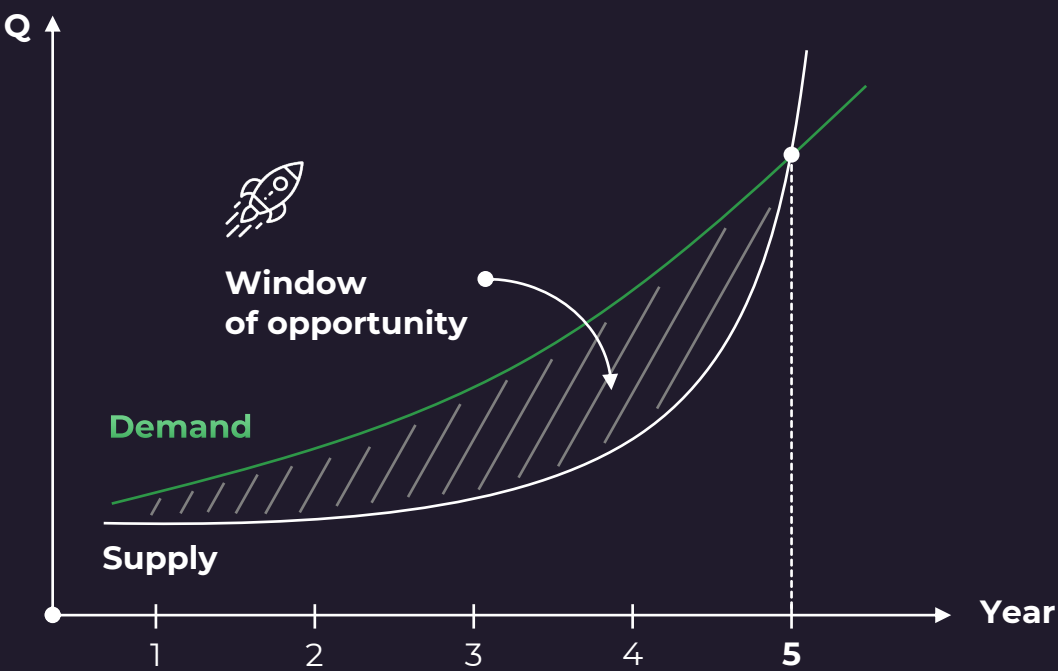
# Industrial shift towards sustainability gives a great opportunity for differentiation



There is plenty of evidence that global consumer consciousness about sustainability is **on the rise at unprecedented rates**.  
**Gen Z** is playing a critical role in this paradigm shift.  
We believe that **in a 5-7-year time, brands, retailers, and platforms will be irrelevant and obsolete if they have not put sustainability at the heart of everything they do**



The **supply curve has a lag compared to the demand curve** naturally. That's where the opportunity lies as **Squad can claim its competitive advantage of positioning itself as a number-one hub for everything eco and health and wellness** while the supply is still lagging



# People urge for a brand new sustainable and immersive experience



## Covid-19

Social commerce has been steadily growing in recent years, but took off in 2020 during lockdowns. While people were self-isolated and couldn't go to the shopping malls **they wanted the same experience online** [↗](#)



## Creator economy

In 2022 most e-commerce companies consider a social commerce strategy that **connects brands with consumers** through creators and live interactive experiences [↗](#)



## Shopatainment

**Shopatainment combines entertainment, commerce and content.** It is more appealing to users because it allows them to **do what they love** (livestream, play, chat, watch videos, listen to music and more) then **buy things with a few clicks without leaving the platform**, while **creators can monetize on their content** in the same space [↗](#)



## Community

Brands, influencers, creators, and everyone else is **urging to build communities as a global Web3.0 paradigm shift happening** towards communitization, decentralization, democratization, DAOs, and self-coordinating squads



## Sustainability

**Gen Z expects true commitments to the environment** from brands. **21% of brands** are focused on becoming more sustainable businesses in 2021 [↗](#)



## Incentive systems

Offering right rewards and incentives **drives sense of belonging and community**, hence, **retention and loyalty** [↗](#)

# Squad is a four-sided marketplace which combines values of an advanced e-commerce platform...



**Shoppers**



## Pains and gains:

- Low value for money
- Online shopping is lonely, artificial and uninspiring
- Need of responsible shopping option



## Value proposition:

- Squad community gives an opportunity to shop together and get discounts on group shopping
- Always getting a fair review of products from the creators in the community
- More immersive experience with augmented live shopping
- Focus on sustainable and eco-friendly products guarantees responsible shopping experience



**Merchants**



## Pains and gains:

- High CAC
- Lack of emotional connection with their customers
- Need of long-term sustainable growth
- Need of direct to consumer relationship in sales



## Value proposition:

- The community element gives an opportunity to boost brand awareness through collaborations with creators (making them brand ambassadors), thus, lowering CAC
- Squad provides a platform for brand community development to be always socially connected with customers, increase loyalty and be aware of new trends
- Sustainability-first marketplace drives responsible shopping and helps building a long-term sustainable business



**Squads and creators**



## Pains and gains:

- Live as standalone creatures and existences with their unique identity
- Need in having their own micro-economy and decentralized governance
- Want to monetize the success on growth



## Value proposition:

- With the power of Web 3.0 we provide a truly immersive shopping experience for squads identity, culture, rules, values, tangible and intangible assets
- Decentralized system with its own tokenomics giving squads an opportunity to control their communities and earn from their success
- NFTization opportunities through influencers and creators for communities and squads

SQUAD is following the trend of social shopatainment and brings it to the new level with web 3.0





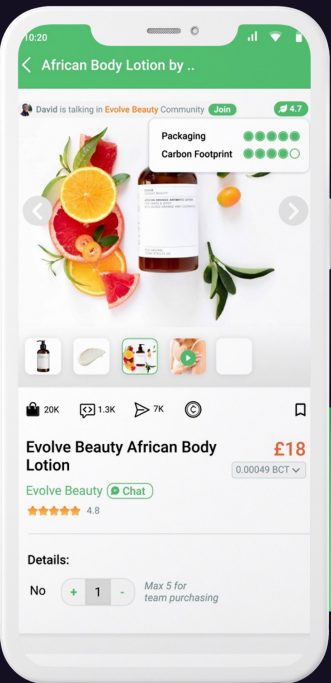
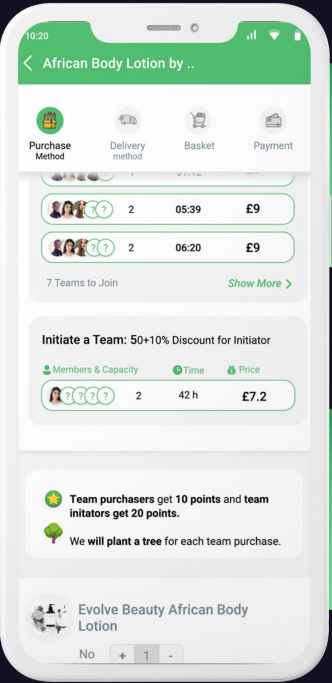
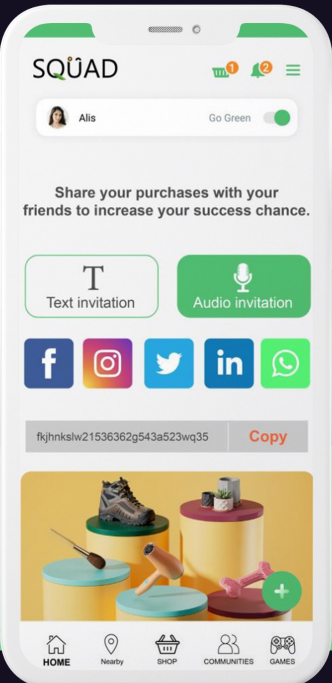
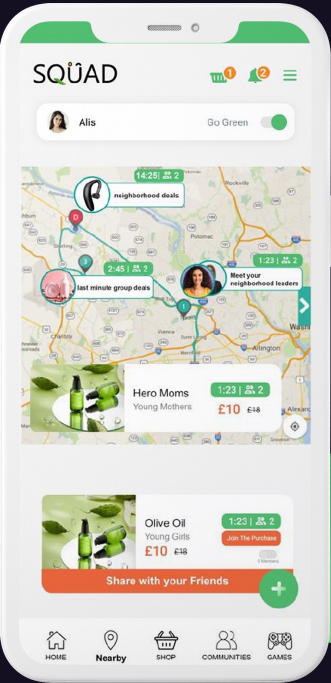
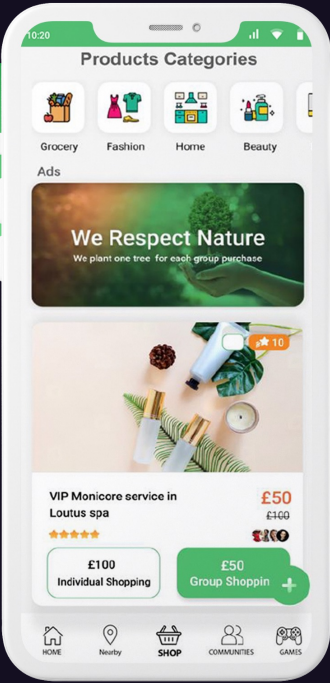
# Meet the next-gen deep-commerce platform



Socially interactive team purchase



Conscious shopping flows



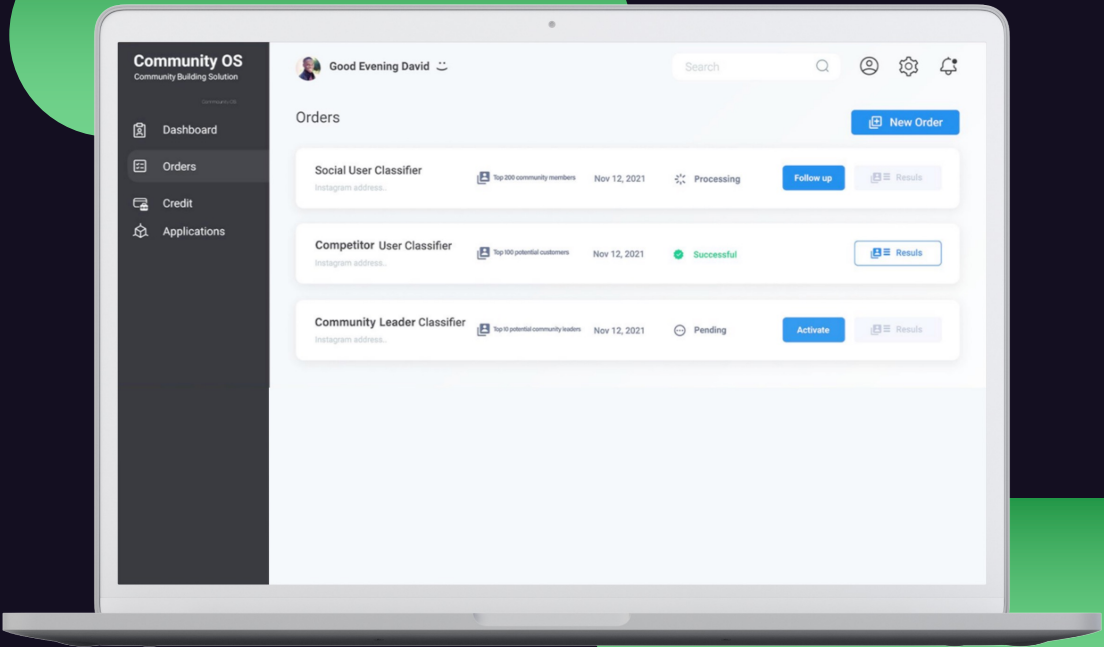
# Meet the next-gen super-platform



**Community-based distributed logistics**



**Community OS:** Social bots & apps to build, grow, monetize and govern communities



# Squad followed the best practice and strengthened its features to be the **future of the e-commerce and social networks**



Platform	Name	Type	Commerce Excellence	Entertainment & gamification	Social & community	Conscious shopping	Crypto native
<b>E-commerce</b>	<b>Amazon &amp; Other Traditional e-com</b>	Search based	● ● ●	✗	✗	✗	✗
<b>Social shopping apps</b>	<b>Amazon Live</b>	Discovery based	● ●	✓	✓	✗	✗
	<b>Picker</b>	Discovery based	● ● ●	✓	✓	✓	✗
	<b>Agora</b>	Discovery based	● ●	✓	✓	✗	✗
	<b>Boards</b>	Discovery based	● ●	✓	✓	✗	✗
	<b>Shopform</b>	Discovery based	● ●	✓	✓	✓	✗
<b>Social networks</b>	<b>Instagram &amp; Other</b>	Discovery based	●	✗	✓	✗	✗
<b>SQUAD</b>	<b>SQUAD</b>	Discovery & Shopertainment	● ● ●	✓	✓	✓	✓

# Squad manages to **show outstanding metrics** with the help of organic triggers



## **Superior retention and churn rates**

Through social, gamification, gaming, and community features like group-shopping, co-shopping, personal shoppers, pro-shopping, community shops, and community tokenization



## **Superior engagement and stickiness rates**

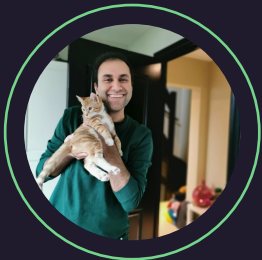
Through social and gamification mechanisms and community features like group-shopping and community tokenization



## **Superior conversion rates**

Through highly discounted group-shopping prices, better and more engaging shopping experience, highly engaging livestreaming-commerce feature, geo group efficiencies that will make shipping and delivery costs irrelevant

# Our team combines industrial expertise with business knowledge and startup development experience



**Founder**  
**Moe Moeen**



Serial entrepreneur and unicorn founder **Snapp!**



World-class product and operations leader



Has worked at pancontinental tech companies across 9 industries around the world



Education:



London Business School



**AI**  
**Mos**



Top class AI and data science engineer



Seasoned senior software engineer



Software architecture extensive experience



PhD Candidate



**Tech**  
**Farhad**



Well rounded senior computer engineer



Full mastery of software engineering, cyber security, machine learning, large team management



PhD Candidate, Informatics





We are raising a Seed round to **fuel the growth** of our project and **disrupt the market**



Round targets



First marketplace beta development and deployment



Find and sign first suppliers with focus on ESG products



Marketing activities to promote Squad as a first truly immersive e-marketplace



Hiring a team of industry experts to drive project's growth

30%



Tech

20%



Supply chain

20%



Key hires

30%



Growth hack & Marketing



# Squad combines a variety of revenue streams with a strong increase of user base and profits



4<sup>th</sup> year

Return on investments



8,5x

YtY Revenue growth in 5 years



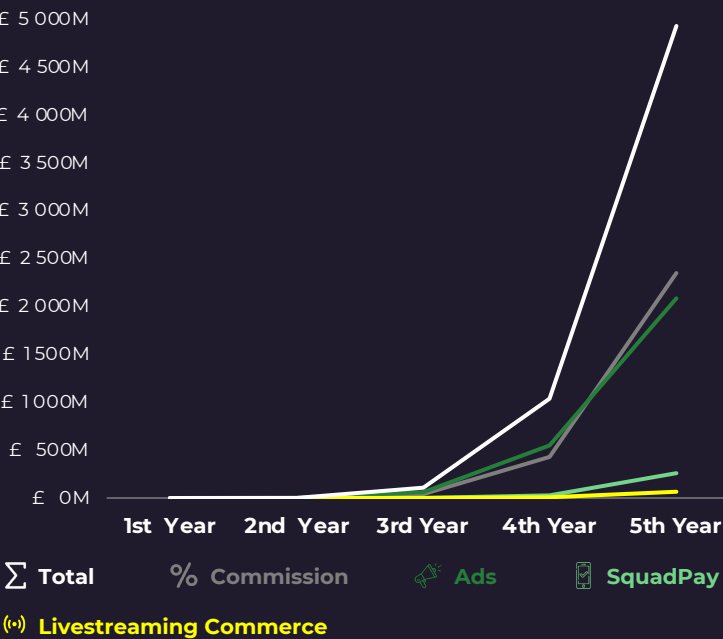
6,5x

YtY User growth in 5 years

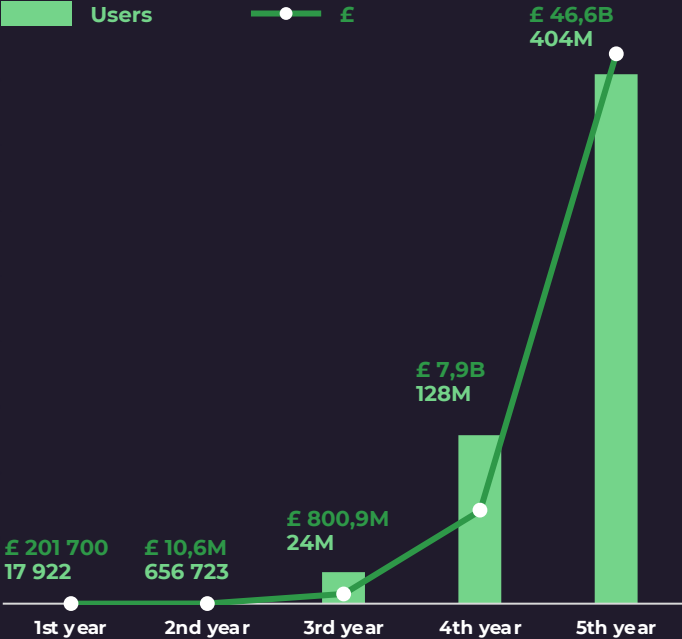
Cumulative Profit/Loss



Annual Revenue Streams and Total



Users & Annual GMV







We'll be happy to **tell you more about our project!**

✉ [moe.moeen@icetorm.global](mailto:moe.moeen@icetorm.global)

🌐 [squadland.io](https://squadland.io)

