



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

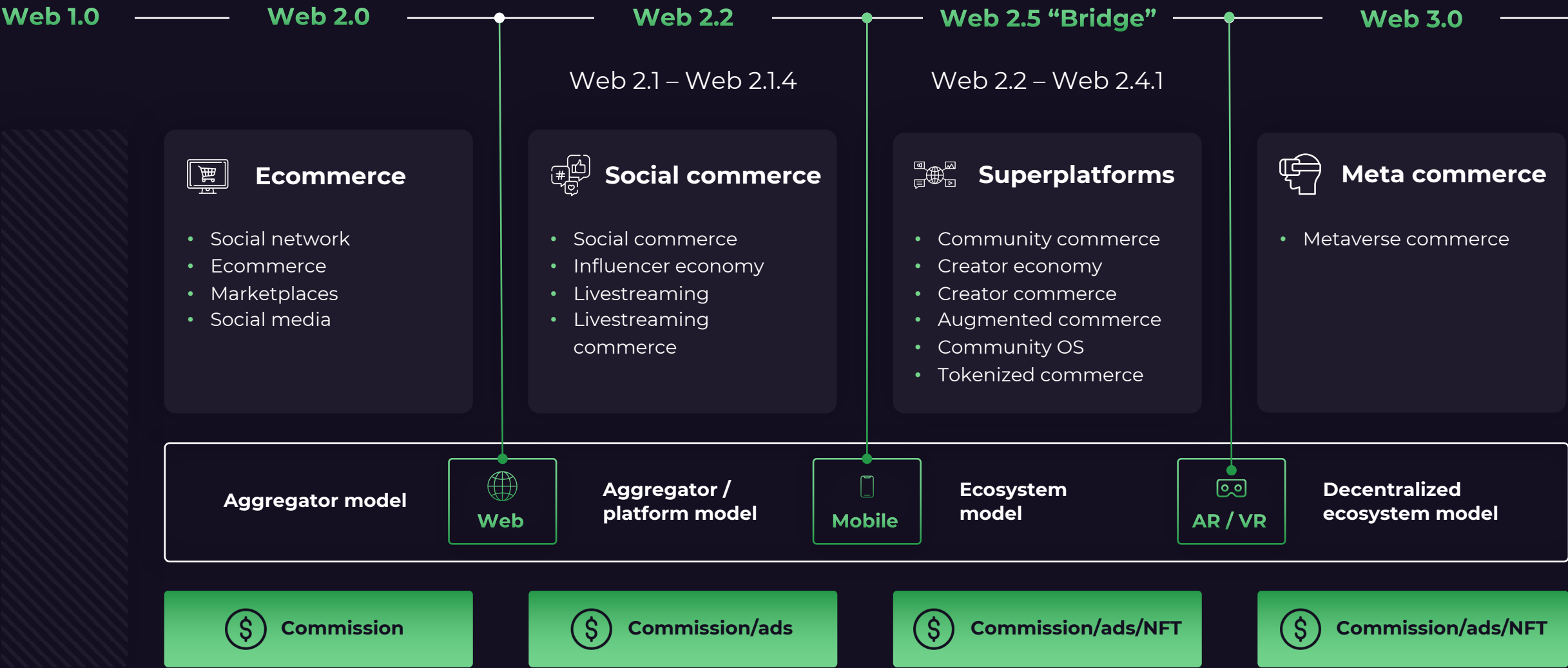
By boosting the traditional online shopping experience with **social and community features** and **going beyond the real world** with metaversal shopping



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



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

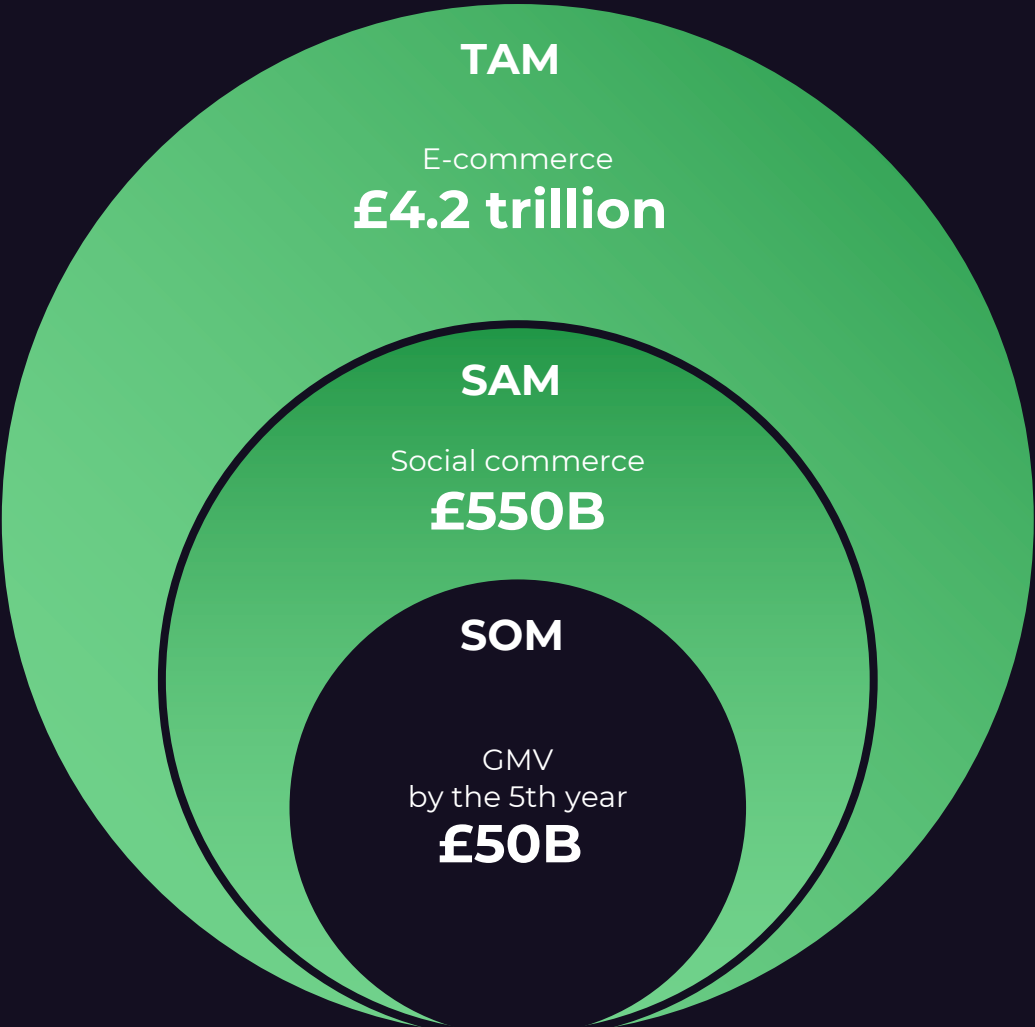
Sustainability

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

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** [↗](#)

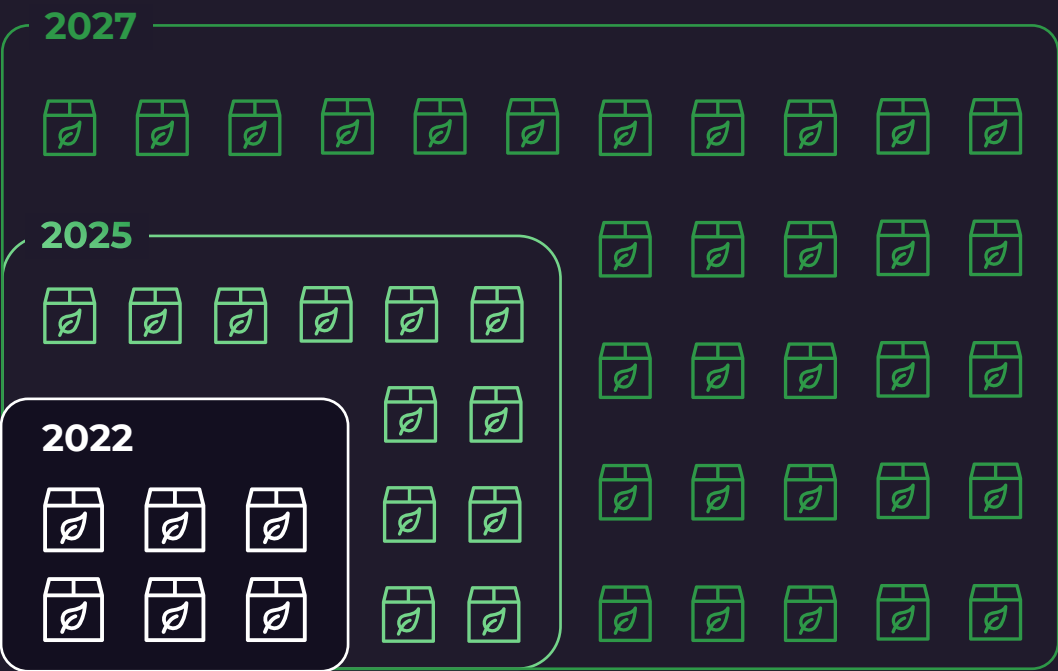


Market capacity was calculated with elaborate top-down and bottom-up approaches

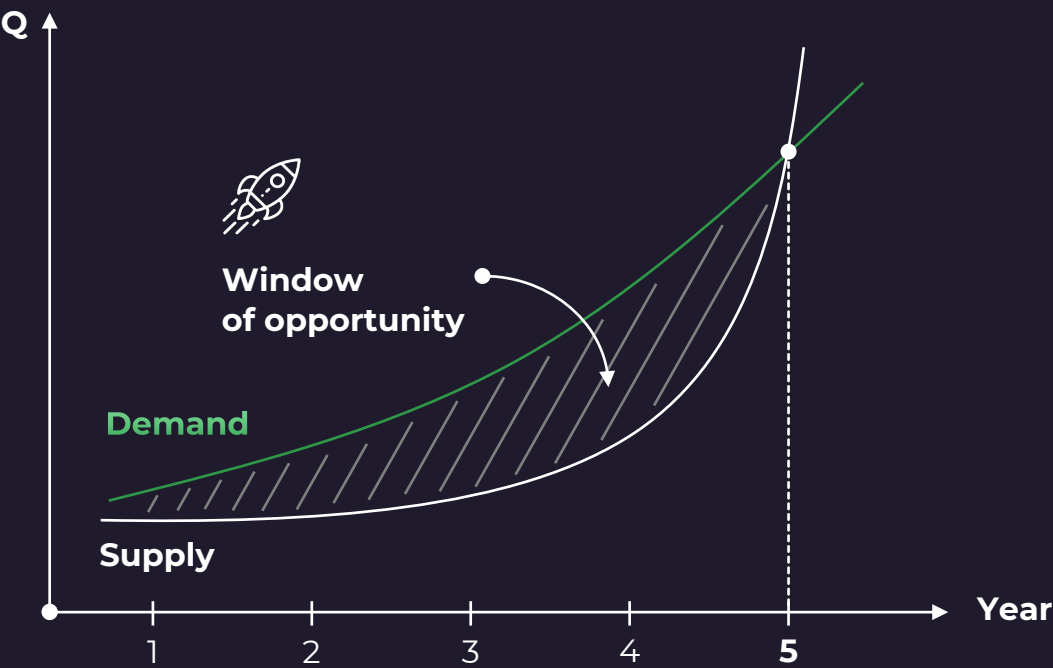
Industrial shift towards sustainability gives a great opportunity for differentiation



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



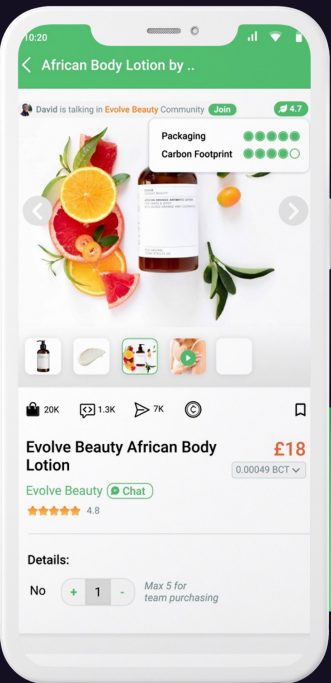
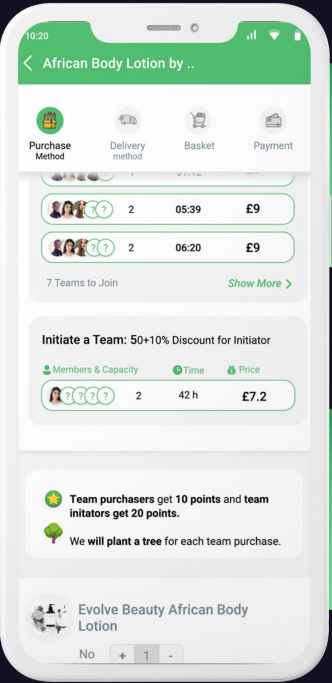
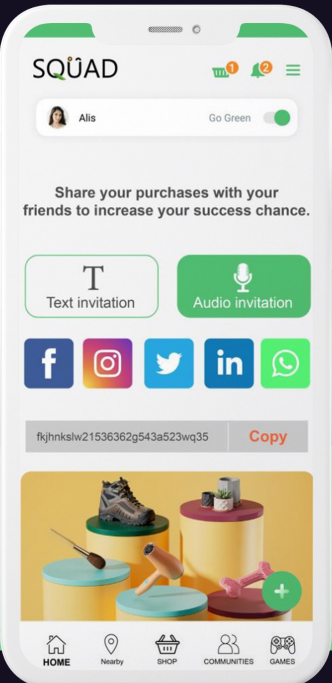
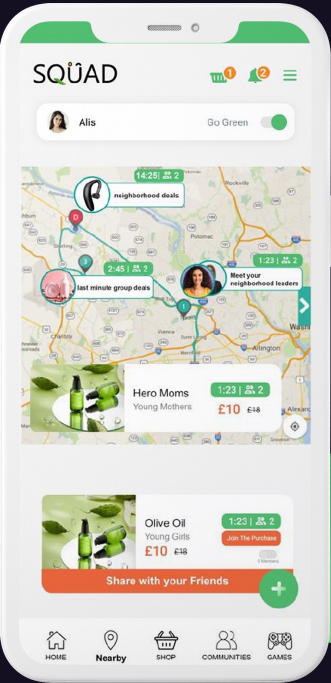
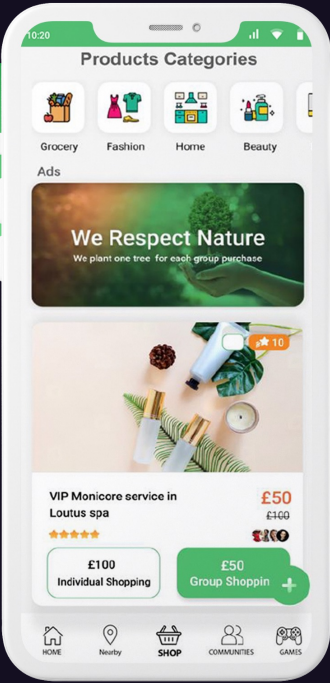
Meet the next-gen deep-commerce platform



Socially interactive team purchase



Conscious shopping flows



Meet the next-gen super-platform



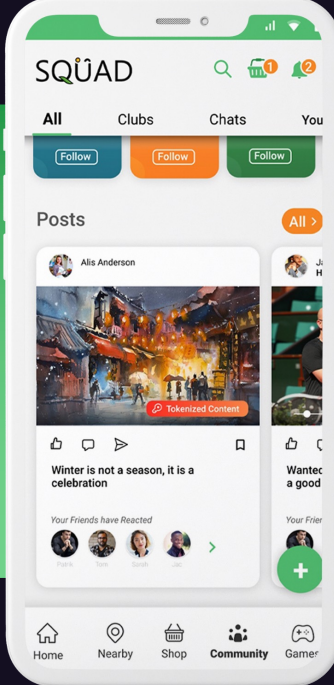
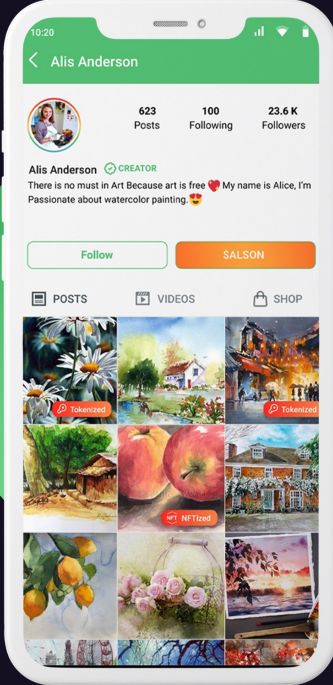
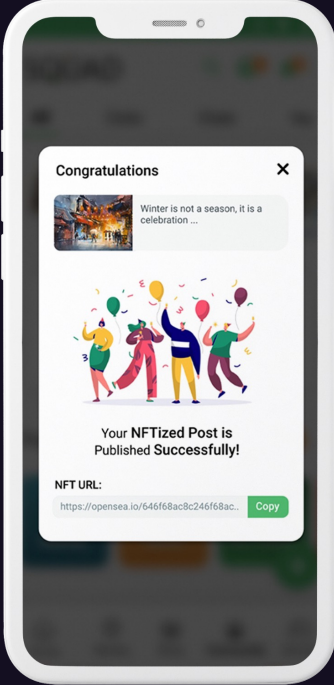
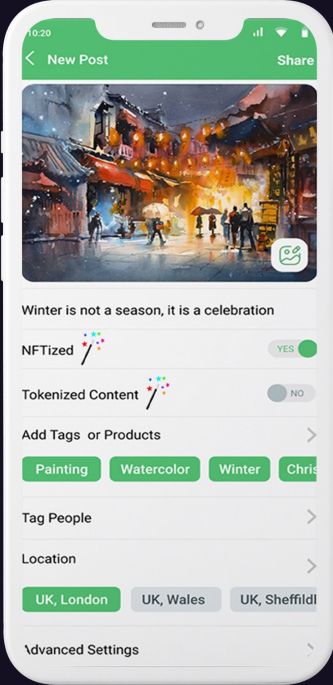
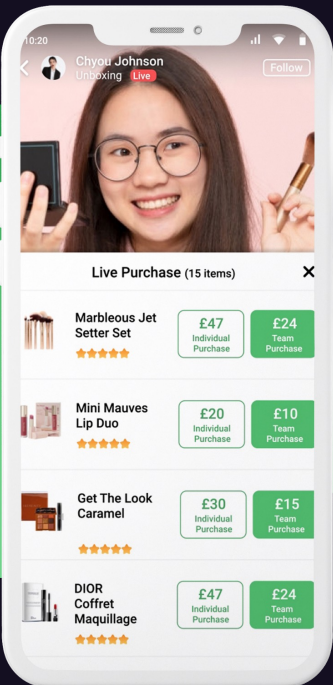
Livestreaming shopping



Tokenized content & feed



Native NFTzation



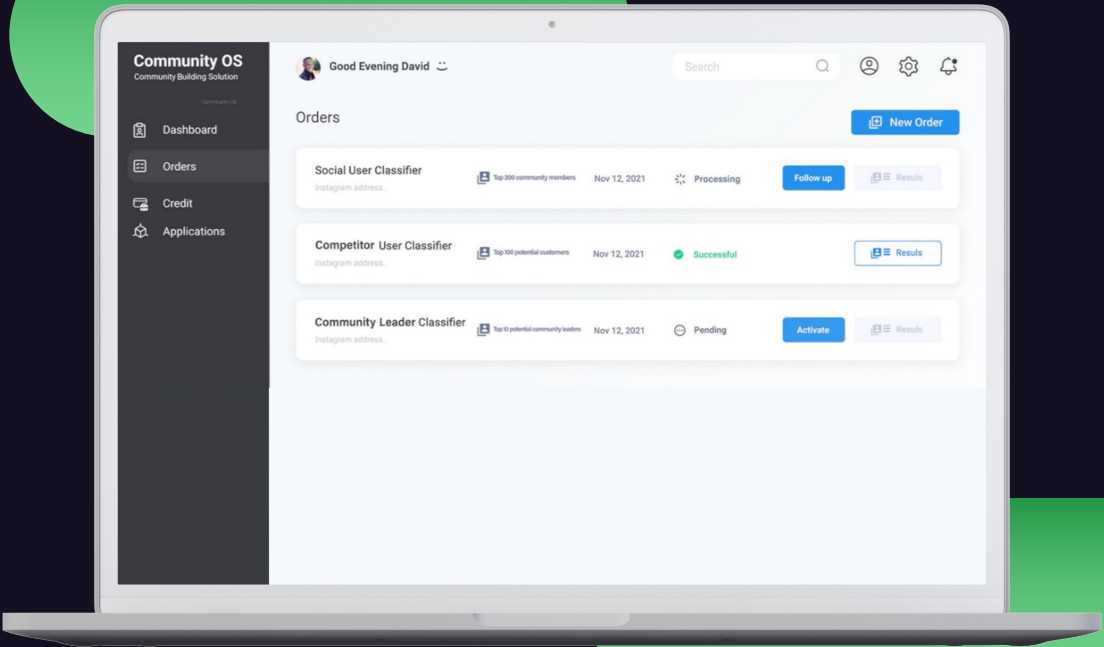
Meet the next-gen super-platform



Community-based distributed logistics



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

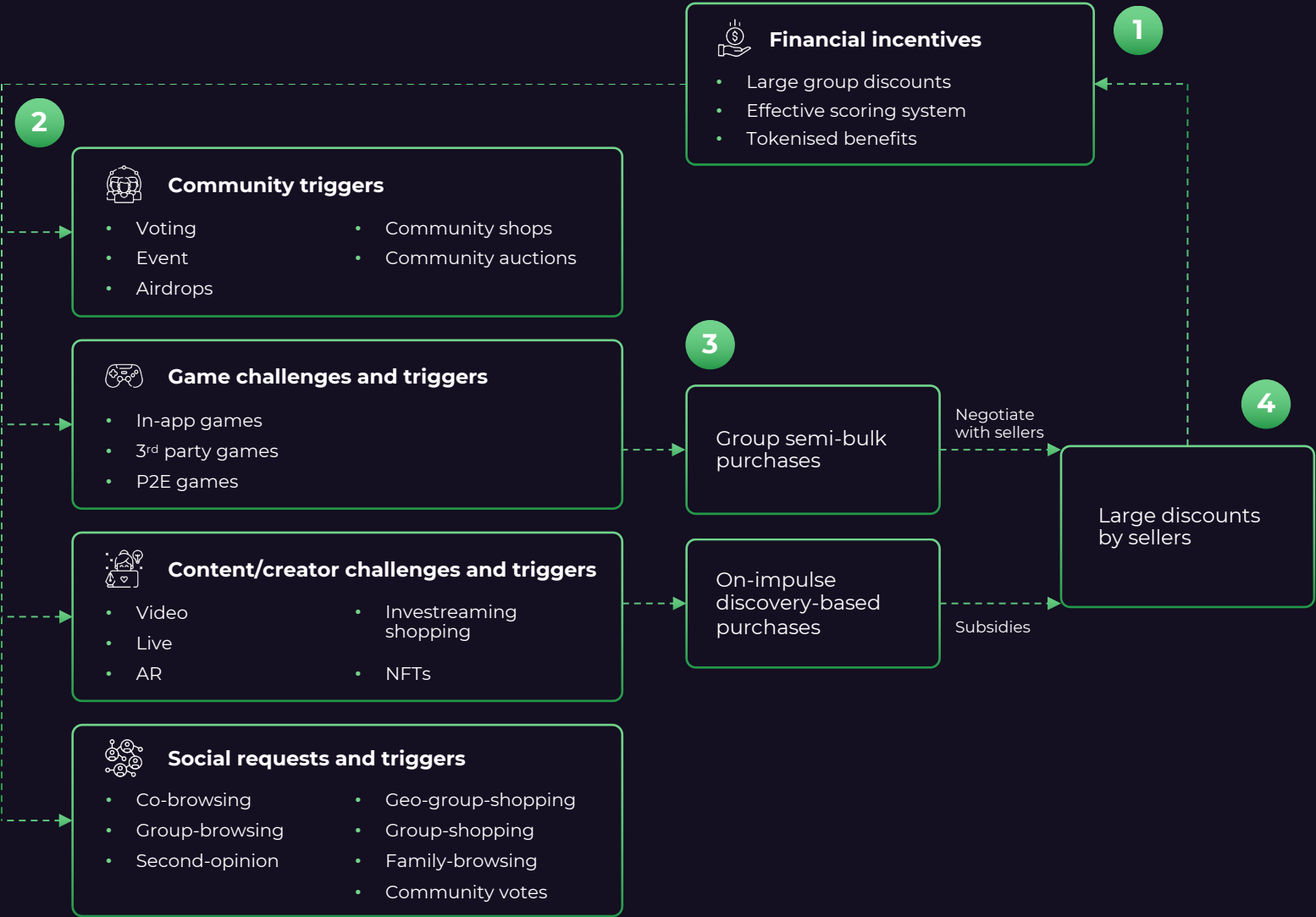


Squad followed the best practice and strengthened its features to be the **future of the e-commerce and social networks**



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

Our self-sufficient model motivates interaction between all sides of the marketplace



Business model

Mix of WEB 2.0 and WEB 3.0 Business Models!

Revenue Model

- Commission < 5%
- Sponsored Ads
- SquadPay Fee
- Community OS SaaS
- Community Tokenization Fee

Unit Economics Drivers

D2C: Cut out Middlemen

Team Shopping as a Customer Acquisition Engine

Impulse Shopping

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 6-month experiment has shown that **our business model works**

SQND

48%

Customer Retention Rate (CRR)

23 535

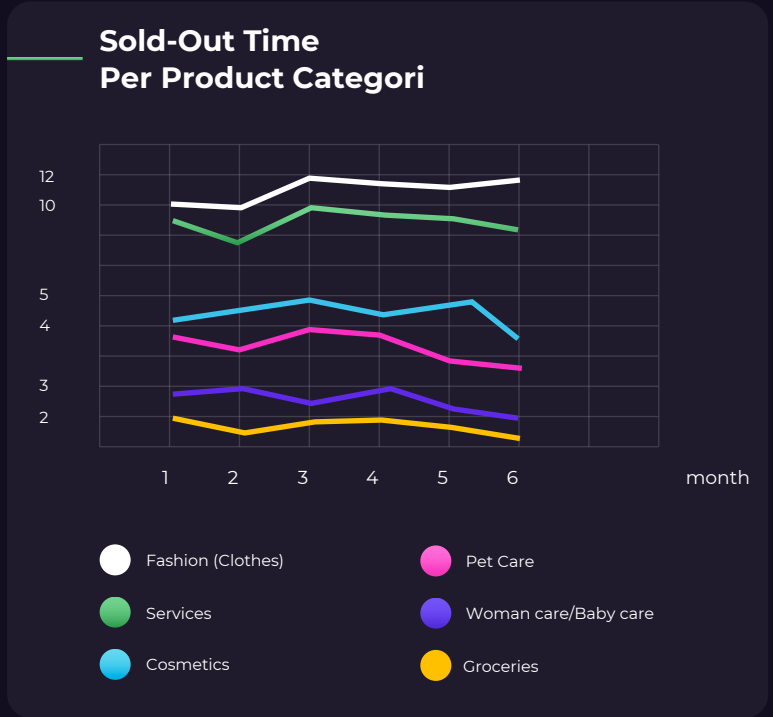
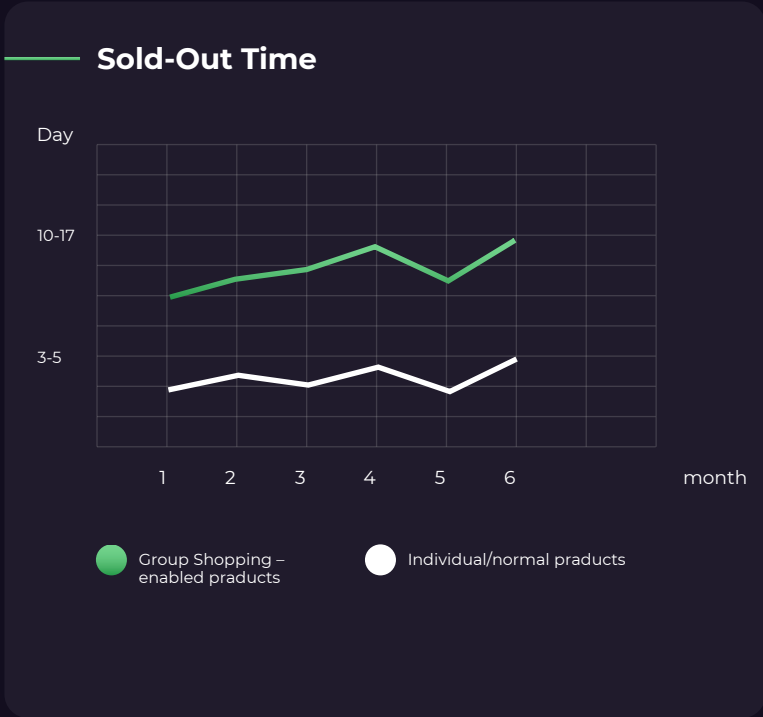
Average number of orders in 6 months

10 225

Number of customers

Up to 8%

Group Purchase Conversion Rate



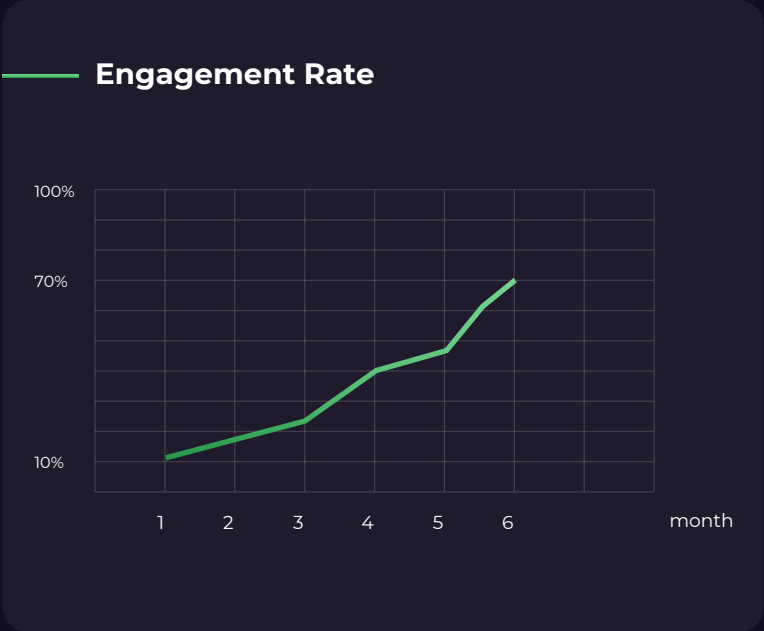
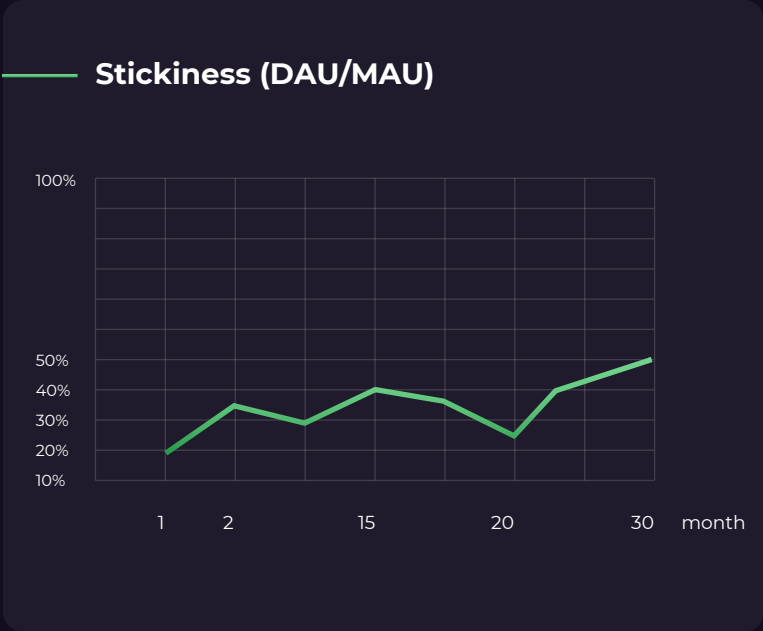
Our 6-month experiment has shown that **our business model works**



~1704 Monthly Active Users

Up to **70%** Engagement Rate

Up to **60%** Discovery Related Purchase through social & community



We have planned a 13-step go-to-market strategy



Focus on just a few product/service categories (community-based, frequent, sustainability-focused, health and wellness-focused)



Find select products popular across those categories. And **list them on the platform** (don't buy or store them yet)



Subsidize prices and use group shopping mechanisms to bring new customers to make purchases



Order and ship products once a **purchase group is complete**



Retain the customers by offering further discounts, gamifications, entertainment, and community membership (token-holdership)



Use livestreaming shopping feature to help brands drive conversion rates, flash sales, and a better experience for their customers



Use community OS to help them build and grow their communities, **driving up customer retention and loyalty and pushing down customer acquisition** costs for them



Onboard brands (sellers and suppliers) **of those** product and service **categories** decided above



Use the group semi bulk purchases to **negotiate With small brands** (sellers and suppliers) on discounts



Onboard micro-creators and micro-influencers to the platform. Focus on health and sustainability and environment creators and community leaders



Use community OS to help them grow their community



Use the tokenization engine to let them issue and sell their tokens to their would-be community members



Token holders (community members who buy a token of a creator) would **benefit from exclusive access** to events, livestreamings, and discounts on certain products and services

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 have a **solid growth strategy** covering all the stages of our project for the next 5 years



1-2 years run



- **3-sided marketplace** in the UK and UAE
- Hub for all-things **eco-friendly, sustainable, community-based**
- Offer **only certain product** categories with **25%-35% discount** on every group purchase
- Subsidize at ~50% of the discounts **to fire up the marketplace growth**
- Focus on **engagement rate**
- **Advanced** community, social and shopping features
- **Basic** community & content **tokenization & content NFTization features**

3-4 years run



- **Expansion to US and MENA**
- Focus on all-things **health, wellness, and sustainability**
- Offer a **broad range of product** categories
- Offer **25%-40% discount** on every group purchase. **Subsidize only a tiny** percentage
- Community **mini-app store, SquadPay**
- New revenue model: **transaction fee**
- **NFT marketplace**, token tiers, metaverse shops. **New revenue model**: tokenization & NFTization fees. Focus on revenue

5+ years run



- **Global expansion**
- Position as **#1 creator and community** platform
- Offer **25%-40% discount** on every group purchase. **Zero subsidization**
- **P2X and metaverse** games
- **MasterKey** project

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



And we are on schedule with our **step by step funding** and **strategic goals**



Funding



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



4th year

Return on investments



8,5x

YtY Revenue growth in 5 years



6,5x

YtY User growth in 5 years

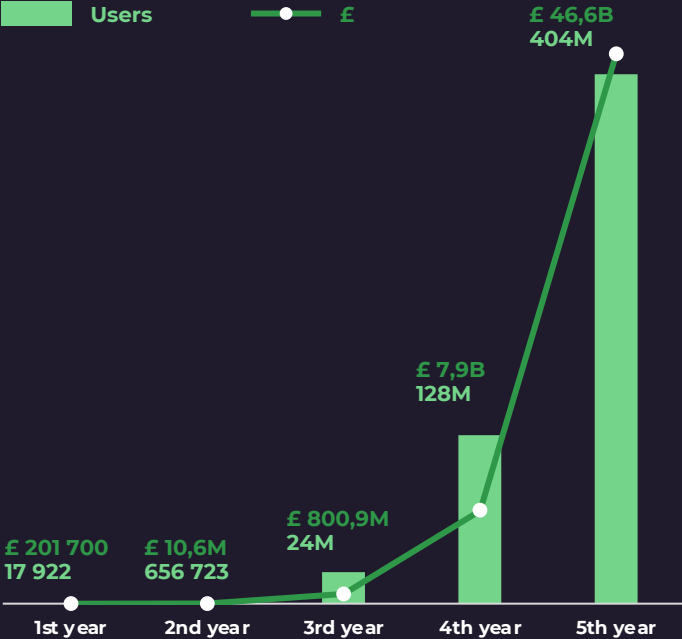
Cumulative Profit/Loss



Annual Revenue Streams and Total



Users & Annual GMV





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

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🌐 squadland.io

