



Executive Summary

by
Group 3

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Overview

Many students nowadays have so much trouble finding the necessities they need from certain websites ranging from E-bay to OfferUp, it seems that none of these websites can satisfy them due to many barriers such as high prices or even inconvenient pick-up locations. With UC having almost 50% of their students living in university-operated housing, most students will have more difficulties in searching for house essentials with great prices and convenience.

Unisell is a university-based app specializing in second-hand deals for university students across the United States to meet the needs of university life. It is the future where college students can easily buy and sell their unwanted belongings without having to experience difficulties.

Team

Our team is composed of our co-founders who focus on a range of backgrounds in marketing, graphic design, and software development. We also plan to have a small group of researchers and software developers in order to maximize our application's performance.

- Zhenxi Ye, CEO
- Qiang Xiao, CFO
- Alexander Maltbie-Mangen, COO
- Christopher Erpelding, Project Manager
- Anthony Vivas, Accountant and Analyst
- Nancy Zheng, Website Developer
- Matthew Mattingly, Marketing Manager
- Diego Soekarno, R&D Team Leader
- *Team of Researchers
- *Team of Software Developers

Problem & Need

A problem that arises within college students is the fact that many of them would need to seek for new furniture, appliances, house décor, etc. Most college students can't go to furniture stores or name-brand suppliers due to the high prices they offer. This problem arises when sellers and buyers feel compelled to give up or seek another item that will better satisfy their requirements rather than overspending and abandoning the products. Another example is when college students such as seniors move out of their on-campus housing and realize that they no longer require some of the items they purchased. Our platform is based on the context of the situation, with the goal of reducing complications in selling items and ensuring students can effortlessly sell their items to other students who could benefit from them.

Another major issue we would like to address is the issue of sustainability. It was discovered that colleges and universities generate 18.3% of total E-waste globally. If this issue is not addressed, it could lead to a much larger problem for the environment. The impact of our platform would not only benefit students in terms of their ability to conduct transactions, but it would also reduce the amount of waste that is currently occurring. Our team is attempting to establish a sustainable future, particularly in our universities.

Solution

Unisell seeks to make the process of seeking face-to-face transactions as easy as possible for college students in need of such services. Our platform will use each student's email in order to make the process of buying and selling much simpler. Our platform would also use an algorithm that matches users to a products based on each their shopping preference. Examples of this include the customer's location, and the student's email in order to ensure authenticity for a great experience can be reached within their fingertips.

In comparison to our competitors like eBay or Craigslist, Unisell's market opportunity stems from the fact that only university and college students can buy/sell things and can only be contacted by

fellow students and colleagues from their perspective university. This would be done through an official university email verification system to ensure authenticity, security, and safety. No other system or app out there provides this sort of service for university students, therefore is in high demand.

Window of Opportunity

The window of opportunity to launch Unisell is now. With plenty of people turning towards recycling and donating goods, people are finding it more and more important to not unnecessarily add waste to our landfills. Unisell wants to capitalize on the ever expanding college market especially post pandemic as many students are back to living on or near campus. It's also important to note that now is the time to launch because no company has a true marketplace that ensures 100% accurate verification of its users. Buyers and sellers in today's market are moving away from big box stores and moving towards peer to peer buying and selling as well as buying from location such as thrift stores. Unisell aims to capture this wave of giving used items new life. Plus the third largest source of e-waste comes from universities so by creating a marketplace for universities we can help that huge issue.

Marketing Strategy & Opportunity (Anthony - Completed)

Our target market consists of college students, or more specifically, students who live in the vicinity of a specific university, like UCSD. Our app will primarily target freshmen, second years, and first year transfers as they are the ones who mostly have the opportunity of living on campus. As college students, we understand the hassle and need of having to buy things for your apartments/dorms or wanting to get rid of some things in your dorm in order to earn some extra cash. The app's goal is to hopefully target and assist those users who want to sell or buy used products in the most convenient and secure way possible. Our primary market location will begin with a limited rollout of the app at UC San Diego. Our app could then scale to expand our primary

market to other California universities, such as the rest of the UC's, Cal States, and local Community Colleges.

Furthermore, our total market demand (TAM) for our service are essentially all universities in the U.S. in which students are in need of selling items. Ultimately our main source of customers and consumers are students like you. In conjunction, the serviceable available market (SAM) in which our total available market Unisell intends to target is the University of California System as a whole. Lastly, the portion of serviceable available market Unisell is realistically going to reach (SOM) is at UC San Diego as that is where we intend to launch Unisell.

Sales (Diego)

Our company operates on a B2C basis. Our platform has a freemium model, which allows customers to easily sell their unwanted possessions. In order for our application to thrive within the market, Unisell would collaborate with universities to assist each other in providing college students with the ability to conduct transactions without fear of fraud.

Distribution: Our application will be available for free, directly downloadable by the customers on available app stores - Google Play and Apple App Store. Another requirement for the success of our platform is that our team establish a location around the university specifically for customers to offload the items they want to sell.

Competition: Our product is different from potential competitors because, rather than providing simple e-commerce websites, we are actually helping guide our consumers to the best service options for them within their range. Our app provides ALL and the BEST options catered to our consumers based on a questionnaire they fill out when first signing up for our application. Our app does most of the work, while the customer would only need to send their items. Essentially, it consolidates all the hassle most students have with other competitors' websites.

Getting Our Customers

Unisell plans on acquiring customers through various methods. Some of which include regular posting on social media platforms such as Instagram and Tik Tok to spread awareness of what we are offering to university students. Since we are targeting college campuses we will use traditional forms of information sharing such as thousands of flyers spread around campus, in walkways, and in lecture halls. Initially slow customer acquisition is expected but as our user base grows word of mouth will help spread our company. Another form of customer acquisition will be finding any on campus influencers who can be compensated ambassadors for our company. We find that what better way to acquire a college student is through another college student. Once we have found success with one university we picture itll will be much easier to grow our customer base fast. With one successful university we can use that to leverage in negotiations with other universities in order to convince those universities that partnering with us will be a beneficial addition to the lives of their students.

Competitive Analysis

Unisell aims be the cross section between the communal quality of local buying and selling as well as the trust and security that comes from buying from a large corporation. Four companies we picked to compare ourselves to are Ebay, Target, OfferUp, and Goodwill. Ebay and Target are the more mass sales focused companies with Ebay providing p2p. Where Goodwill and OfferUp are examples of local buying and selling with OfferUp being directly peer to peer. Large corporations like Target and Goodwill have credibility and a sense of no fear during a transaction when purchasing from either. On platforms like Ebay and OfferUp you can get scammed or put in harmful situation if the person you are making a deal with ends up being someone other than who they say. What Unisell aims to do is give users security because every user is a verified student. This means you know exactly who you are dealing with on the platform on every transaction. This gives a sense of security akin to buying from a corporation with local quality, generally lower prices, and helping out someone in your community.

SWOT Analysis

Strengths <ul style="list-style-type: none">- Product is varied to each customer's product, which will not be limited.- Operating costs are relatively low since we are serving a digital product that is offered through in-app experience.- Customers do not have to meet with other buyers directly. This ensures security for sellers and buyers.	Weaknesses <ul style="list-style-type: none">- Selling a commerce app can be seen as an untested strategy, and many targeted customers may not be able to commit to our app up-front.- Users of the application might leave the platform over time due to graduations and expired identification.- Profit margin could be slow at first with the lack of available revenue streams that are available.
Opportunities <ul style="list-style-type: none">- Opportunity to place transactions among university students at the very front-and-center of a digital platform.- Opportunity to benefit the overall community, and to improve the social aspects of many individuals.- Opportunities for more marketing and certain advertising based off of user subscriptions.	Threats <ul style="list-style-type: none">- Existing online applications such as E-bay, OfferUp, and Facebook marketplace.- Getting approval from UCSD to utilize students personal identification for fraud security.- Current state of the market with a recession possibly arising in the near future.

MVP + Tests

Our minimal viable product contained our critical features that were gathered from feedback on it. Those include Unisell showing what other students are selling and for what price and showing users filters to different products in which they are looking for. As a result, it showed that what holding people back the most when using generic buying/selling apps are not being able to find the right product for the right price and the worry of getting scammed.

Road Map (Anthony – Completed)

Unisell's road map for the next 3 years kicks off with implementing the user interface design by Feb 2022, this is to ensure that we have a visually appealing interface that user can interact with and come back often and in order to meet our demand and regional launch date by the end our plan. By December 2022, we anticipate running our minimal viable product to draw upon what makes us different than other buying and selling apps, like offer up and Facebook market place. Lastly by the end of that year in October, we plan to gather and talk to potential investors that would like to join our mission and vision within the next 2 years.

In the start of 2023, by Feb, Unisell then intends to start our application trial in order to ensure user flow is proper and to fix and potential bugs. By July 2023, Unisell will launch to the public and users. Lastly by December of that year, we plan to then deliver this innovative app to UCSD students so they can start buying and selling with one another and join us in our mission of sustainability, continence, and authenticity.

In the start of Feb 2024, Unisell business plan will then start to grow more rapid as we intent to grow our service to other universities and make our service UC wide. This will be prover to be vital for the growth of Unisell because we would then be in high demand and acquire even more investors. By July 2024, Unisell will continue to grow and expand to other California universities, such as the 23 Cal States. Lastly, our 3 year plan of Unisell will end by expanding to the 116 local community colleges in California to ensure our growth, success, and vision. As a result, Unisell's vision would then become reality as we reach all of California major college systems.

Milestones (Diego)

2022

Quarter 1	Quarter 2	Quarter 3	Quarter 4
€ UI Design	€ Develop MVP	€ Acquire Investors	€ Application Trial

2023

Quarter 1	Quarter 2	Quarter 3	Quarter 4
€ Launch	€ Deliver to UCSD	€ Get Verification Methods	€ Advertise for students

2024

Quarter 1	Quarter 2	Quarter 3	Quarter 4
€ Expand to UC's	€ Research and Development	€ -	€ -

The primary aim of our company would be to launch the application in early 2023. In doing so, we've also set other goals to help this happen. The most important ones, such as obtaining the student verification method and advertising, are expected to be completed in the fourth quarter of 2023. There are also numerous additional elements that were not included in the roadmap because the application will always be enhanced as time goes on.

Traction

The timeline of our start-up began with the formation of our team gathered together with the same viable goal of improving buy and selling experiences of college students, here at UCSD. By September 2022, our team conducted competitive analysis and user research to see what our competitors are doing and what they are doing wrong. In other words, how we as a service, can provide for our users. By October 2022, we started our early costumer adoption and started showing how we would be making any sort of revenue. By November 2022, we conducted our tests and came up with our minimal viable product, as a result we then had a working prototype. By December 2022, we anticipate to have our working application and start preparing for our launch. Lastly, by January 2023, we anticipate our official launch, where users can start buying and selling things to each other here a UCSD.

Financials (Alex)

In order to sustain profitability in our market we need a clear understanding of the expected annual costs that will be required to operate the business. We have split the anticipated costs into four categories that are necessary for the success of the company.

Expenses	Year 1	Year 2	Year 3
Capital expenditures	\$32,400	\$34,560	\$37,044
Warehouse	\$14,400	\$16,560	\$19,044
Track	\$18,000	\$18,000	\$18,000
Operating costs	\$478,090	\$559,390	\$642,690
Operating costs (Labors)	\$474,000	\$556,800	\$639,600
Operating costs (Recycling and Tools)	\$4,090	\$2,590	\$3,090
App & Platform	\$9,000	\$9,000	\$9,000
Design and Development	\$9,000	\$9,000	\$9,000
Publicity costs	\$90,000	\$108,000	\$126,000
Publicity workers	\$90,000	\$108,000	\$126,000

Total Expenses	\$609,490	\$710,950	\$814,734		
	YEAR 1	YEAR 2		YEAR 3	
Revenue					
Unit Sales	\$165,460	\$244,077		\$451,456	
Advertisements	\$191,204	\$283,200		\$507,075	
Data	\$288,376	\$424,800		\$801,533	
TOTAL REVENUE	\$645,040	\$952,077		\$1,760,976	
TOTAL EXPENSES	\$609,490	\$710,950		\$814,734	
GROSS PROFIT	\$35,550	\$241,127		\$946,242	
SG&A	\$6,857	\$28,782		\$46,006	
NET PROFIT	\$28,693	\$212,345		\$900,236	

Call to Action (Alex)

To ensure the financial viability of the company and the launch of the app, we are asking for a \$500,000.00 investment for a 15% stake in the company.

The majority of this funding would be allocated to the largest category, operating costs, which includes paying fleet, refurbishment and IT workers for their services involving warehouse production, transportation of items and app maintenance. There is also the necessary refurbishment of tools and recycling of materials that need to be considered when determining the operating costs. This category made up \$478,090 of our budget for the first year.

The next mandatory expense associated with our company that we would use these funds toward is the publicity costs. Publicity costs are necessary to ensure growth in our industry. This portion has been estimated to cost us \$90,000 for the first year using publicity departments, student association and media platforms.

Conclusion (Alex)

E-commerce transactions in the United States are rapidly increasing, with many Americans purchasing products from online websites each year. Unisell is a platform that can easily guide college students toward a much simpler face-to-face transaction. Unisell allows customers to buy products from other students without the hassles associated with other apps such as Craigslist. Our application's main goal is to help college students meet their needs while also providing them with security and safety throughout the whole transaction process. Unisell is monetizable through a freemium model, in which the application would be released in smaller release locations before being scaled statewide.

Reference

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