# Toffee.com

## The P2P marketplace for digital products

STARTUP SCHOOL by Y Combinator

Google for Startups

Toffee is a peer-to-peer marketplace where you can buy and sell any digital product imaginable

**PROBLEM**

# The digital goods market is **huge**

**74%**
Of online purchases on digital goods/services

**$130 billion**
Annually spent on digital products

**13% YoY Growth**
Digital globalization, "Creator Economy"

# But the trading experience is **frustrating**

PURCHASES HAVE TO MANUALLY BE DELIVERED, **CUSTOMERS FRUSTRATED**

SELLERS ARE **TIME CONSTRAINED** TO DELIVER ORDERS, **NO USEFUL TOOLS** AVAILABLE

TRADITIONAL MARKETPLACES **DON'T ALLOW OR SUPPORT** TRADING DIGITAL PRODUCTS

**SOLUTION**

# Build a P2P marketplace **exclusively** for digital products

## Simple

- Convenient browsing experience
- Automated product delivery
- 3-step listing process

## Scalable

- Suitable for one-off sellers & bulk vendors
- PayPal, Stripe, Bitcoin payment options
- Globally available, zero restrictions

## Integrated

- Social: Skype, Discord, Telegram
- Insights: Google, Bing Analytics
- Extend: API/Whitelabel *(coming soon)*

Toffee is a marketplace for the **digital native**, where they can transact with one another safely, seamlessly, and securely

**REVENUE MODEL**

## Platform Fee

For every transaction on the marketplace, Toffee charges a base platform fee of 5%-10% of the transaction value

## Listing Upsells

Sellers can pay to promote their listings in various ways for the duration of 3/5/7 days to get more visibilty/sales

## Premium Plan

If a seller wants to access advanced tools/features, they can subscribe to a monthly recurring "Premium Plan"

**COMPETITION**

## Storefronts

1. Shopify
2. Gumroad
3. Etsy
4. Payhip

## Marketplaces

1. eBay
2. AliExpress
3. Craigslist
4. Facebook

## Peer-to-peer

1. Discord channels
2. Skype groups
3. Online forums
4. IRC

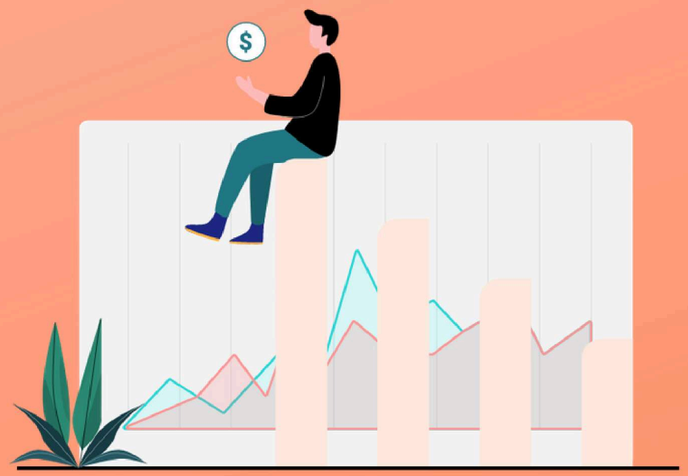
## Niche Verticals

1. Themeforest/Envato
2. Fiverr - services
3. Flippa - domains
4. Udemy - courses

# "What makes Toffee different from what's out there already?"

- Built **specifically for P2P commerce**. You don't need an audience to start selling!
- **Completely automated**; from payment processing to product delivery, Toffee handles it all.
- **Instant disbursement**. Sellers instantly receive their earnings, no business days wait.
- **Toffee is a marketplace** as opposed to a storefront, very different value proposition.

## TRACTION



- Toffee has processed **$27K+ worth of digital product purchases** across **2300+ sales**. In the past 12 months we have had over **170K listing views**

- In total, Toffee has **3000+ registered users** who have created **more than 800 unique stores** and **over 3500 unique listings**.

# Yousef Abdulhassan

## Technical Founder

*Age 14-17:* Ethical hacker, clients included **Hugo Boss, Mercedes Benz**, **Fossil.com** and others.

*Age 17-20:* Founder Turkvisum.com *(acquired)* & Lsport.nl

*Age 22-25:* Founder **Toffee.com** *(formerly CoinMall.com)*