



Dabchy

[Every wardrobe is a Fashion Store]

# CONSCIOUS CONSUMER

We're experiencing a societal shift toward **less ownership.**



In Fashion, people are embracing the **share-versus-own mentality**

CONSCIOUS CLOSET

REPAIR

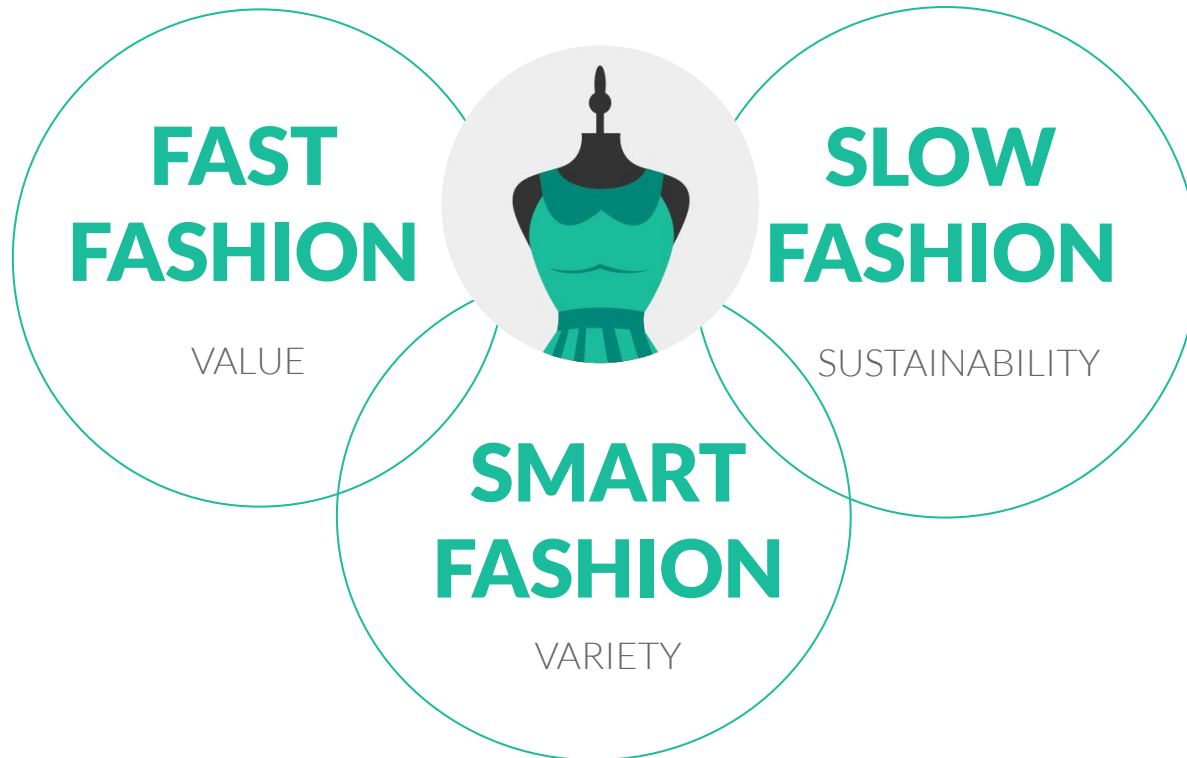


REDESIGN

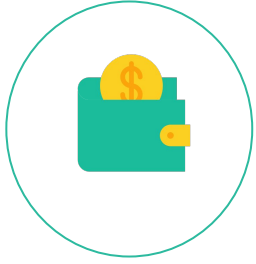
REPURPOSE

## OPPORTUNITY

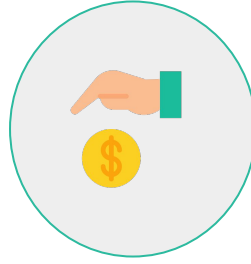
The Resale market uniquely meets consumers' preference for **variety**, **value** and **sustainability**.



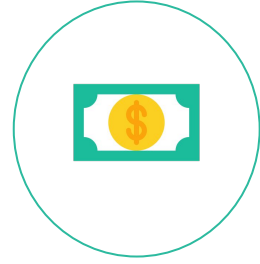
# DABCHY MARKETPLACE



MAKE MONEY

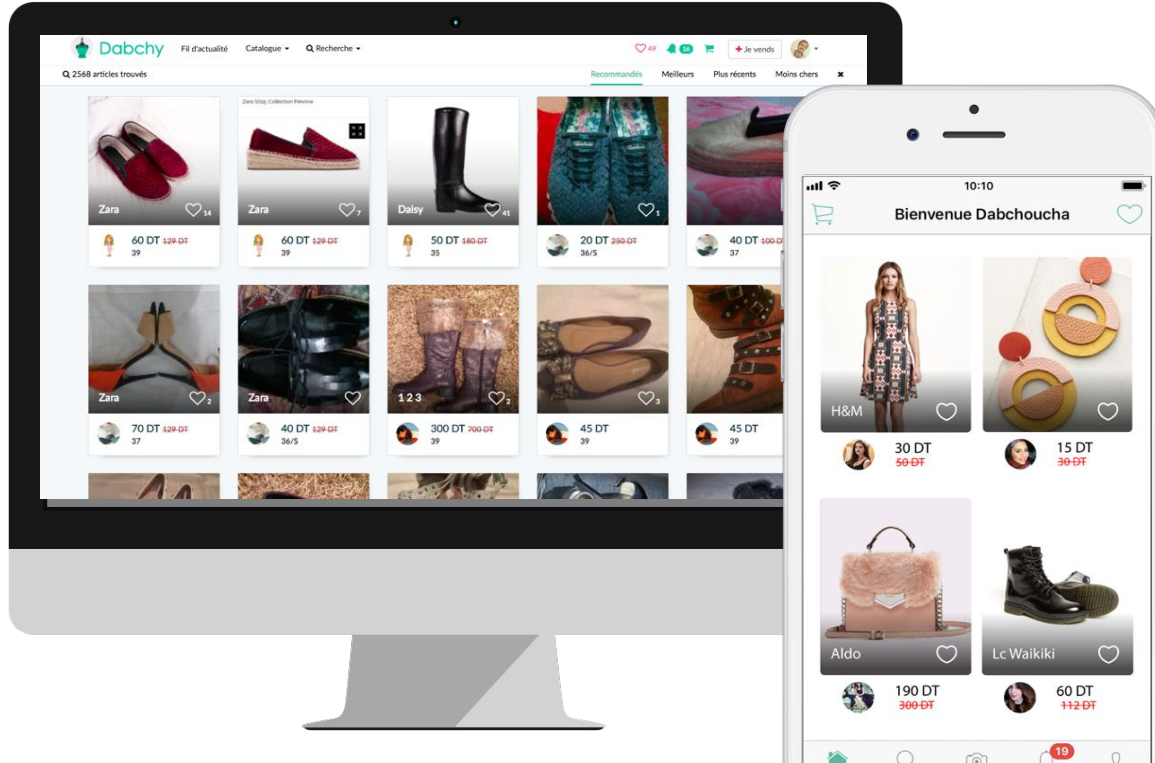


TRUSTED  
COMMUNITY



SAVE MONEY

# DESKTOP & MOBILE APPs



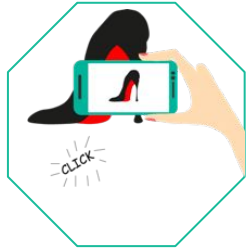
<https://www.pinterest.com/pin/630996597775365000/>



# PEER-TO-PEER & SOCIAL

<https://www.pinterest.com/pin/332984966201206148/>

## EASY TO USE



LIST ITEM



BUY ONE



DOOR-TO-DOOR  
DELIVERY



24 H FREE  
RETURN



MONEY TRANSFER



## OUR DABCHOUCHAS



FATEN



MARWA

## COMPETITORS



FACEBOOK &  
CLASSIFIED


















THRIFT SHOPS



ANY FASHION  
STORE

# COMPETITIVE ANALYSIS

	Online Presence	Eco-friendliness	Peer to Peer and Social	The catalogue	Delivery	Branded Clothes	Saving Money
Facebook & Classified							
Thrift Shops							
Any Fashion Store							
Dabchy							

## COMPETITIVE ADVANTAGE (USP)



# BUSINESS MODEL

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**20% COMMISSION ON ANY TRANSACTION**

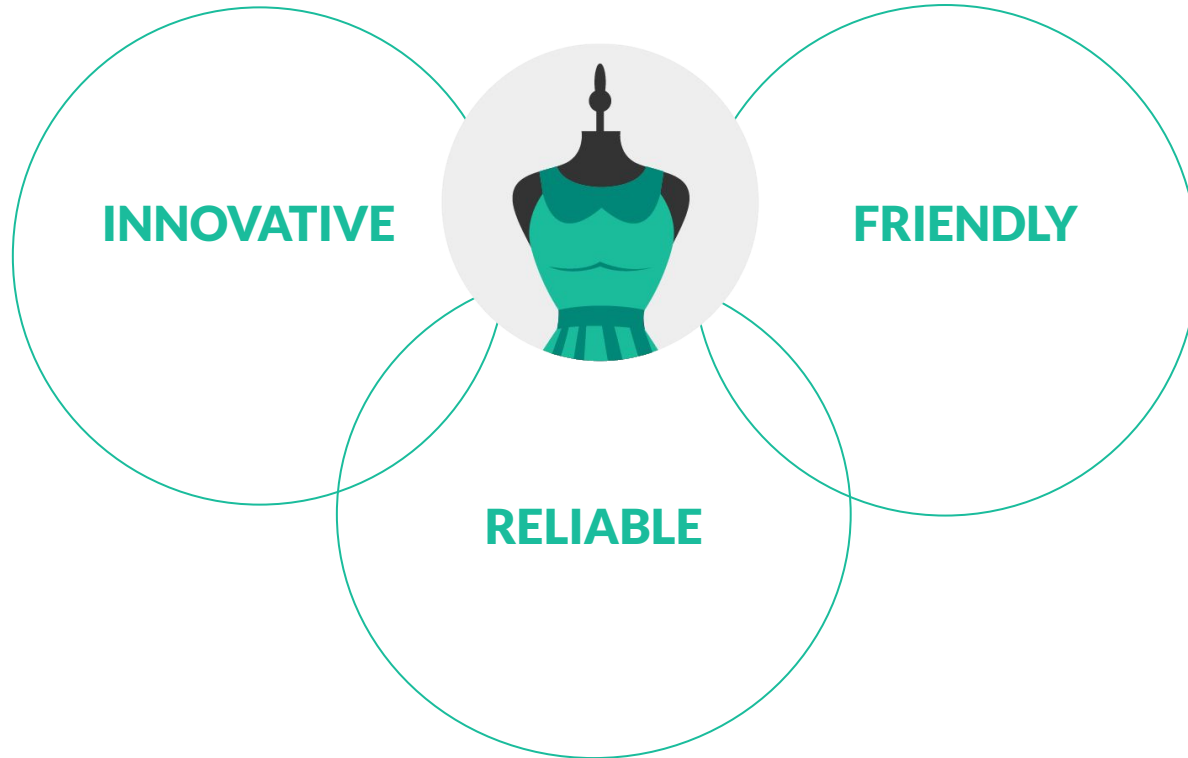
**THE DABCHOUCHA MAKES**

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IN PARTNERSHIP WITH PAYMENT SYSTEMS



# VALUE PROPOSITION



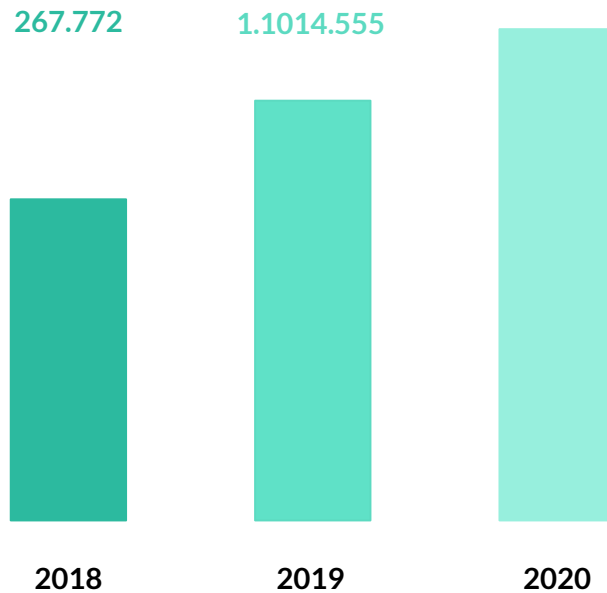
DABCHY NOW

550 K + ITEMS LISTED



DABCHY NOW

**+ 1M TOTAL AMOUNT OF SALES**







DABCHY NOW

**+ 450 K REGISTERED USERS**

**395.1 K in 2020**

**387.9 K in 2019**

**257.9 K in 2018**



- Introducing new UI/UX features
- Upcycling Events: Pimp my dressing workshops.



- Introducing Dabchy Wallet: a Blockchain-based monetisation solution.
- Introducing the Dabchy Luxury Category.
- Easier Pickups: Introducing the relay points delivery model with Orange



- Introducing the Premium Plan for Pro Sellers on Dabchy.
- Expansion to MENA Countries Starting with Egypt
- Introducing the AI-based personalised news feed.



- Inclusive Dabchy:  
Launching Dabchy for men



# GROWTH ROADMAP

# Dabchy Timeline 2019

## B U S I N E S S

- Accelerated by Womomentum Accelerator (Womona)
- Incubated by The European Fashion Tech Incubator Lookforward by Showroomprivé, in Paris
  - We received the Startup Label.
  - We have incorporated a new company in France Dabchy Groupe.

We have signed strategic partnerships with two new delivery companies.

## P R O D U C T

- We redesigned our website, and improved the SEO.
- We integrated new UI/UX to the app, and improved the algorithm, the Administration Console, and the retention system.

## T E A M

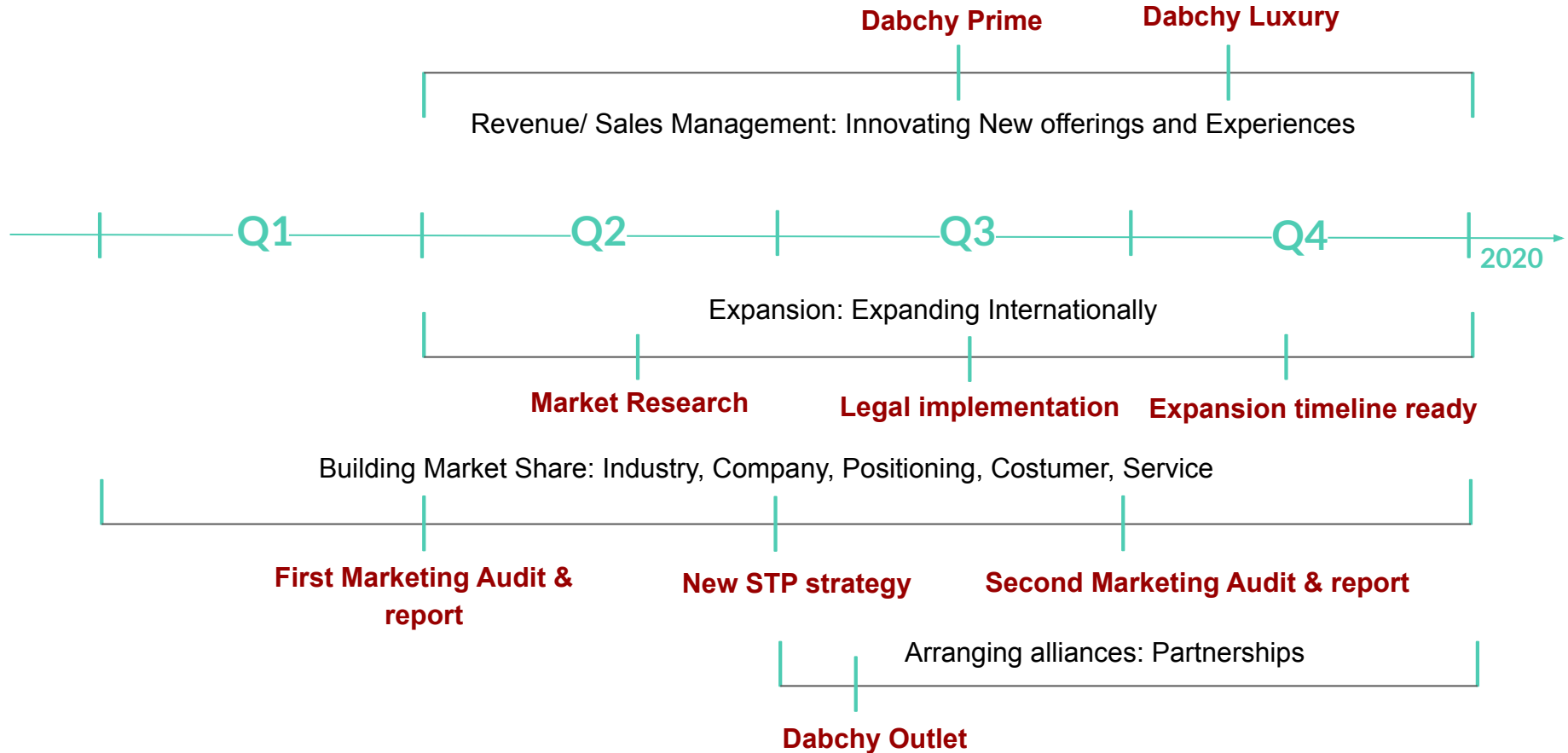
We hired senior profiles in IT and business development for Egypt expansion.

we hired a Head of operations with more than 8 years of experience.

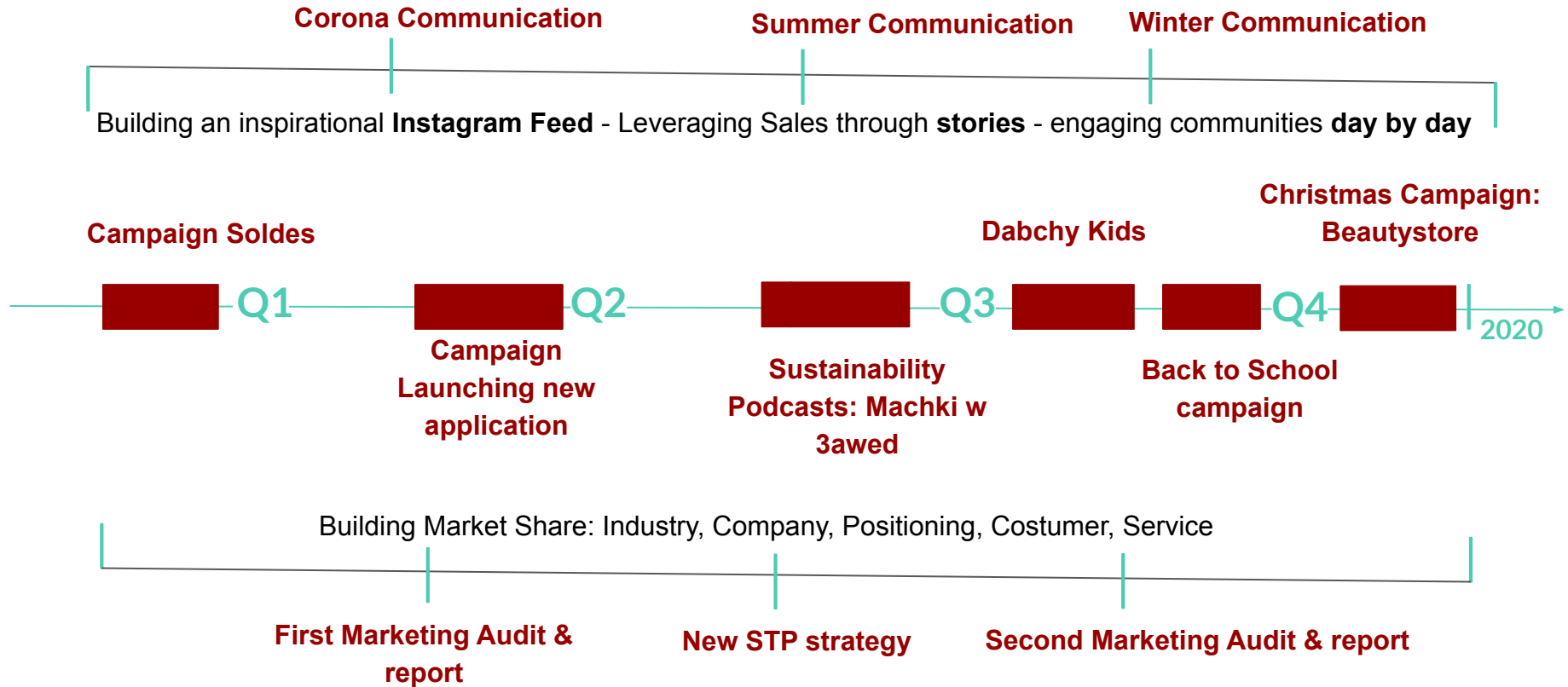
We inaugurated our own offices.

2019

# Business Development Timeline 2020



# Marketing Timeline 2020



# Operations Action Plan 2019

## Process

- Establishment of a process for monitoring pick-ups and deliveries.
- Optimization of pick-up & delivery: we have negotiated with Aramex in order to have a dedicated agent in Dabchy for the follow-up of orders, but also that the couriers are dedicated to pick-up or delivery (for more efficiency)

## Partnerships

- Strengthening of the partnership with Colimax
- Creation of a new partnership with Tunisia Express

## Product

- Implementation of a moderation system to control ads.
- Implementation of a moderation system comments and photos

## Team

- Creation of customer service: we have hired new team members.
- Recruitment of a Head of Operations.

## KPIs

More follow-up of orders.  
Better Pick up Rate  
Better delivery Rate

Increase the number of delivered orders.  
Increase the quality of delivery

Smoother handling of complaints and monitoring orders

# Operations Action Plan 2020

## KPIs

### Process

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- Optimization of pick-up & delivery: we have negotiated with Aramex in order to have a dedicated agent in Dabchy for the follow-up of orders, but also that the couriers are dedicated to pick-up or delivery (for more efficiency)

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# Business Development Roadmap 2021

Q1

Q2

Q3

Q4

Launching

**Relay with Points  
Orange**

**Dabchy Luxury:  
Marketing Campaign**

**Brand Equity +  
Founders' Personal  
Brand Strategy**

**Dabchy Home**

**Dabchy Pro**

**AI-based personalised  
news feed.**

**Dabchy Men**

**Dabchy Wallet: a  
Blockchain-based  
monetisation solution.**

Execution,  
iteration &  
reporting

**Dabchy Outlet**

**Dabchy Luxury service**

**Dabchy Prime**

**Egypt Expansion**





**Marketing & Bus dev**



**Business Development**



**Dabchy Expansion**



**Marketing**



# Business Development



Due Diligence



Investors Update



Product



Reports



Partnerships



Pitch Deck



Due Diligence

Dabchy.com

## Executive Summary

### Business Idea

Dabchy  
Product  
Opportunities  
Solutions

### The Product

1. Mission & purpose
2. Value Proposition
3. Vision
4. Scaling
  - A. Target Groups
  - B. Expansion
    - Egypt
    - Europe and Morocco

### Market Analysis

Market  
Target Market  
Competitive Analysis  
Competition  
Competitive Advantage & Competitive Edge

### Business Model

Business Model



Business Plan - Dabchy 2020



## Dabchy's Action Plan

1. Update since the last investment
2. Operations - Marketing & Big Data - What has been done so far
3. Product March - April
4. Finance April - May
5. Why are we excited about the future
  - Change of customer's behavior
  - Marketing Communications Strategy & Action Plan
  - Functioning approach

## 1. Update since the last investment

2019 was an exciting year for Dabchy

- Dabchy received the **2019 most wanted Egyptian startup in "Fashion"**
- We received the **"Blackops Award"** a prize that is supposed to support innovative startups with an innovation and many other benefits to facilitate scaling funds.
- **Sales** - In 2019 our sales have grown considerably - we need from an average of 100 orders/day to reach more than **200 orders/day**. Our sales brought for 100 orders on Dabchy in 2019 our first March and we found **Dabchy has grown almost 10 times** (compared to 2018) that gives us a lot of confidence and makes us more confident.



Dabchy's Action Plan After C...



## Marketing



Blogs



Budgets



Data



Design



Email Marketing



Events



Influencer Marketing



Media & PR



Meetings



OKRs

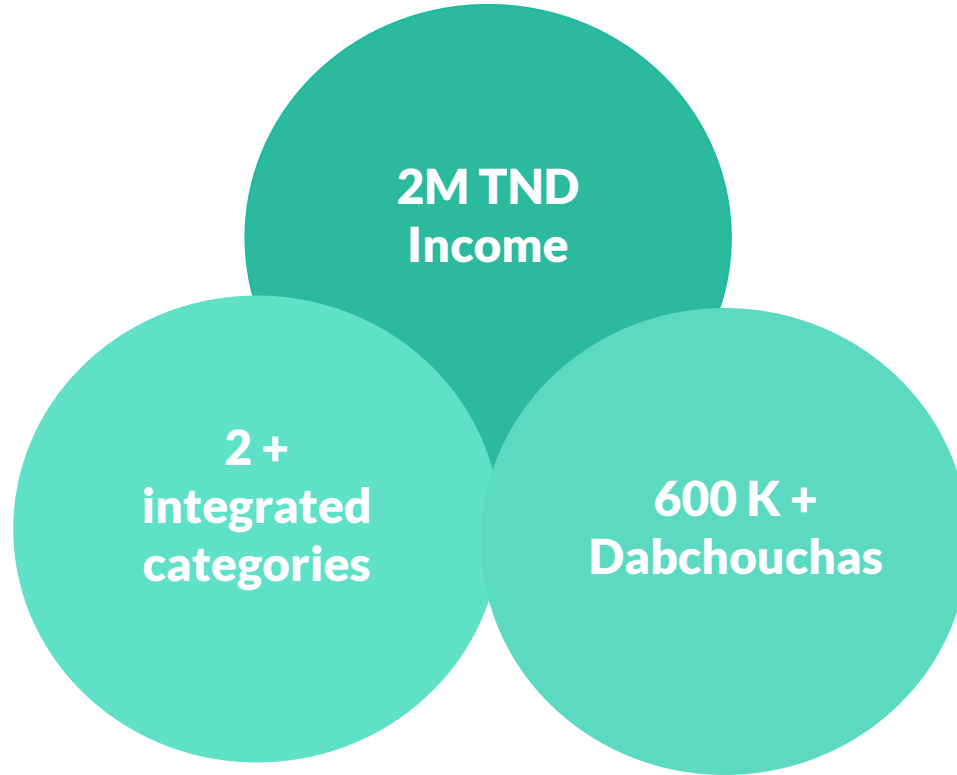


Social Media



Youtube

IN 2020



**15%**  
**Monthly Growth**

START  
UP  
ACT 

**giz**

womena®

cogite

FLAT

**6**

LABS  
TUNIS



THEY TRUSTED US

THEY INVESTED IN US

IT'S MORE THAN  
JUST A LABEL

# THEY ARE TALKING ABOUT US



100 most promising  
African startup by IFC



Forbes Middle East's  
30 under 30 list



Dabchy: A social network for MENA's  
second-hand fashion lovers



100 Top Arab  
startups by WEF

# WE ARE THE BEST TEAM EVER

WE DO WONDERS TOGETHER!

## TEAM



AMENI

CEO & CO-FOUNDER



GAZI

PM & CO-FOUNDER



OSSAMA

CTO & CO-FOUNDER



SOUHEIB

DEVELOPER



INES

UX/UI DESIGNER  
GRAPHIC DESIGNER



IMEN

OPERATIONAL & FINANCIAL



SABRINE

HEAD OF OPERATIONS



HOUYEM

MARKETING LEAD



SAFA

BUSINESS DEVELOPER



YASSINE

OPERATIONAL



IMEN

OPERATIONAL



SARRA

OPERATIONAL



NESRINE

OPERATIONAL



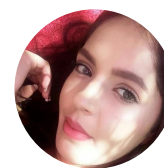
EMNA

OPERATIONAL



ABIR

OPERATIONAL



INES

OPERATIONAL



AHLEM

OPERATIONAL

NOW IT'S YOUR TURN

**1M \$**

**EXPANSION 40 %**

**BUSINESS & SALES 20 %**

**MARKETING 20 %**

**PRODUCT 10 %**

**TEAM 10 %**

How are we going to spend the money for the next 18 months





# Dabchy

[DABCHOUCHA ONE DAY, DABCHOUCHA EVERY DAY!]

# CONTACT

# ROADMAP

2021



Expansion to MENA Countries Starting with Egypt

2022



Expansion to Morocco