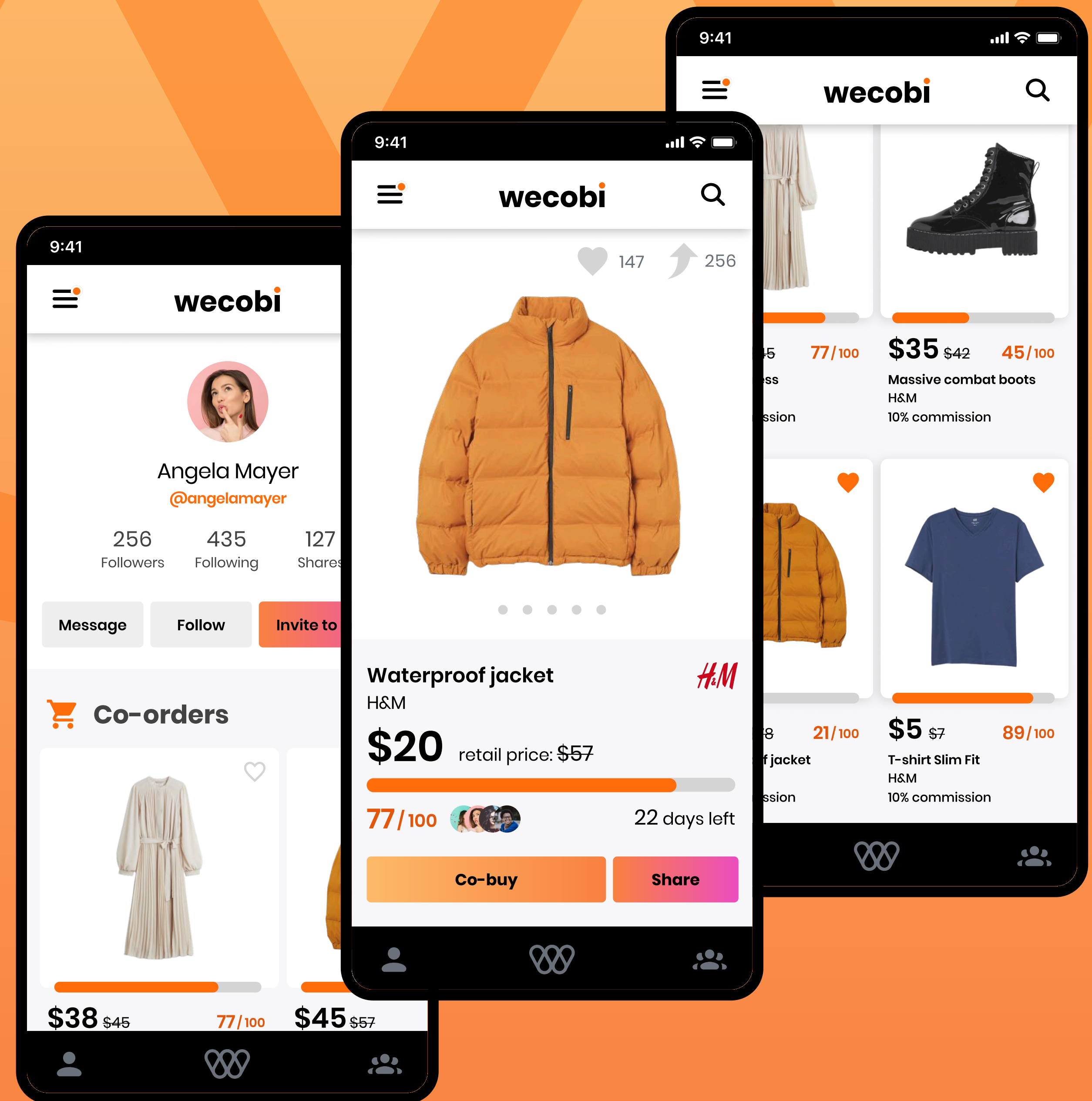




# A Social Commerce Platform For Over Stock



# Problem

How to reduce **dead stock**, without hurting the brand value, the bottom line or destroying the products?

Brands are creating large amount of dead-stock, resulting in losses in revenue, liquidity and strains on the environment.

The current solution is that the stock is being sold to third parties which means that the brands lose control over the stock and it can end up in land fills in place like Ghana, Kenya and Russia.

weecobi

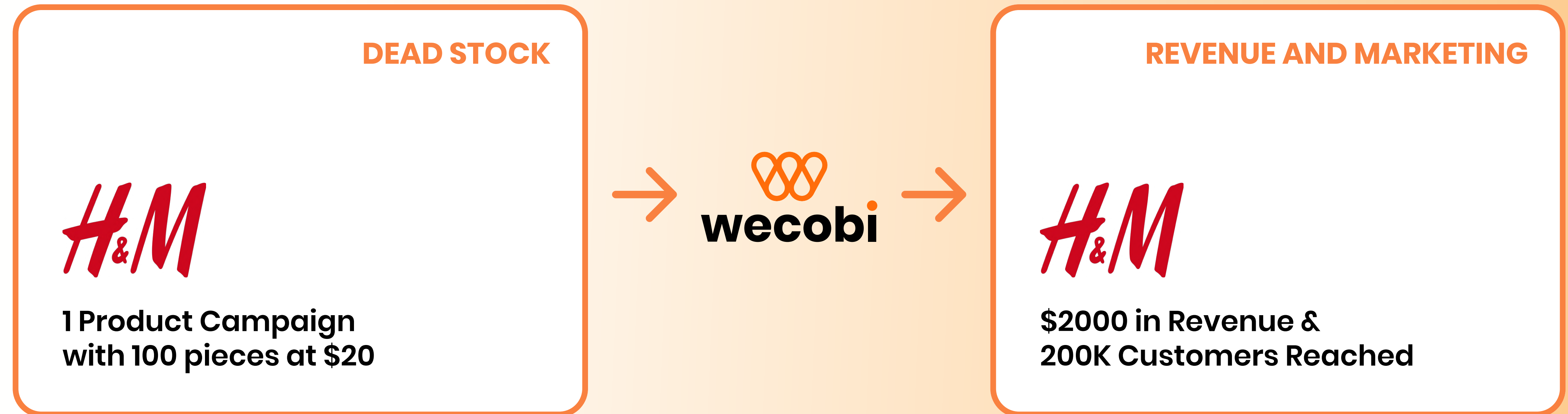
# Solution

**A centralized social commerce platform that converts the cost of dead stock into revenue and free marketing.**

Wecobi is a free pre-order, co-buying platform that incentivizes a sharing culture and rewards loyal customers.

Allowing brands to offload excess inventory at discounted rates while preserving brand value and control. Wecobi ensures oversight and a secondary sales channel without compromising the integrity of their primary market.

# Solution



By selling Dead Stock products on Wecobi, H&M will also be able to receive additional Free Social Media Marketing of up to a value of **\$15M.**

**81%**

of consumers trust the advice of friends and family over business ads.

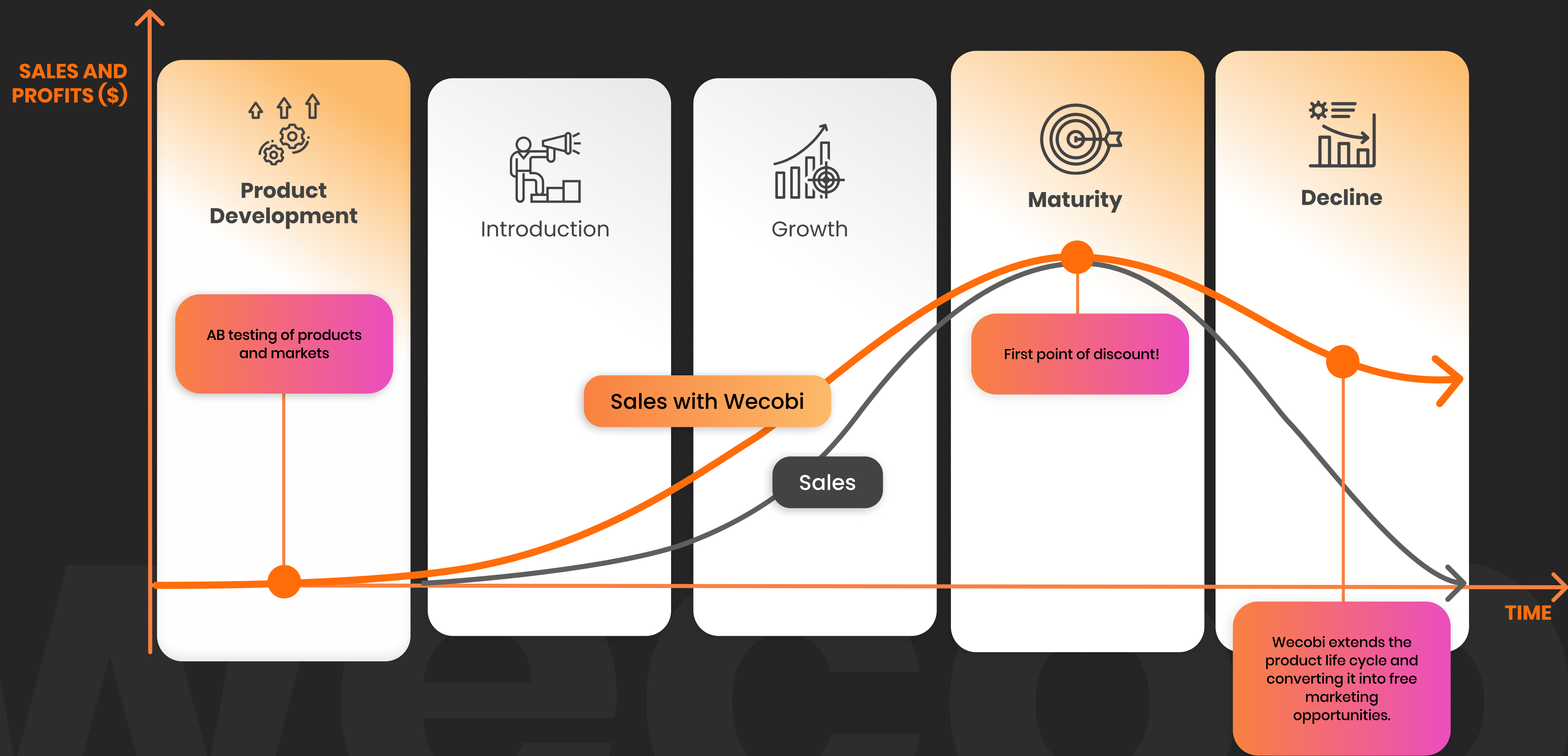
# Solution

Wecobi offers a comprehensive solution to the challenges encountered at every **product life-cycle**. Ensuring seamless navigation from development to decline.

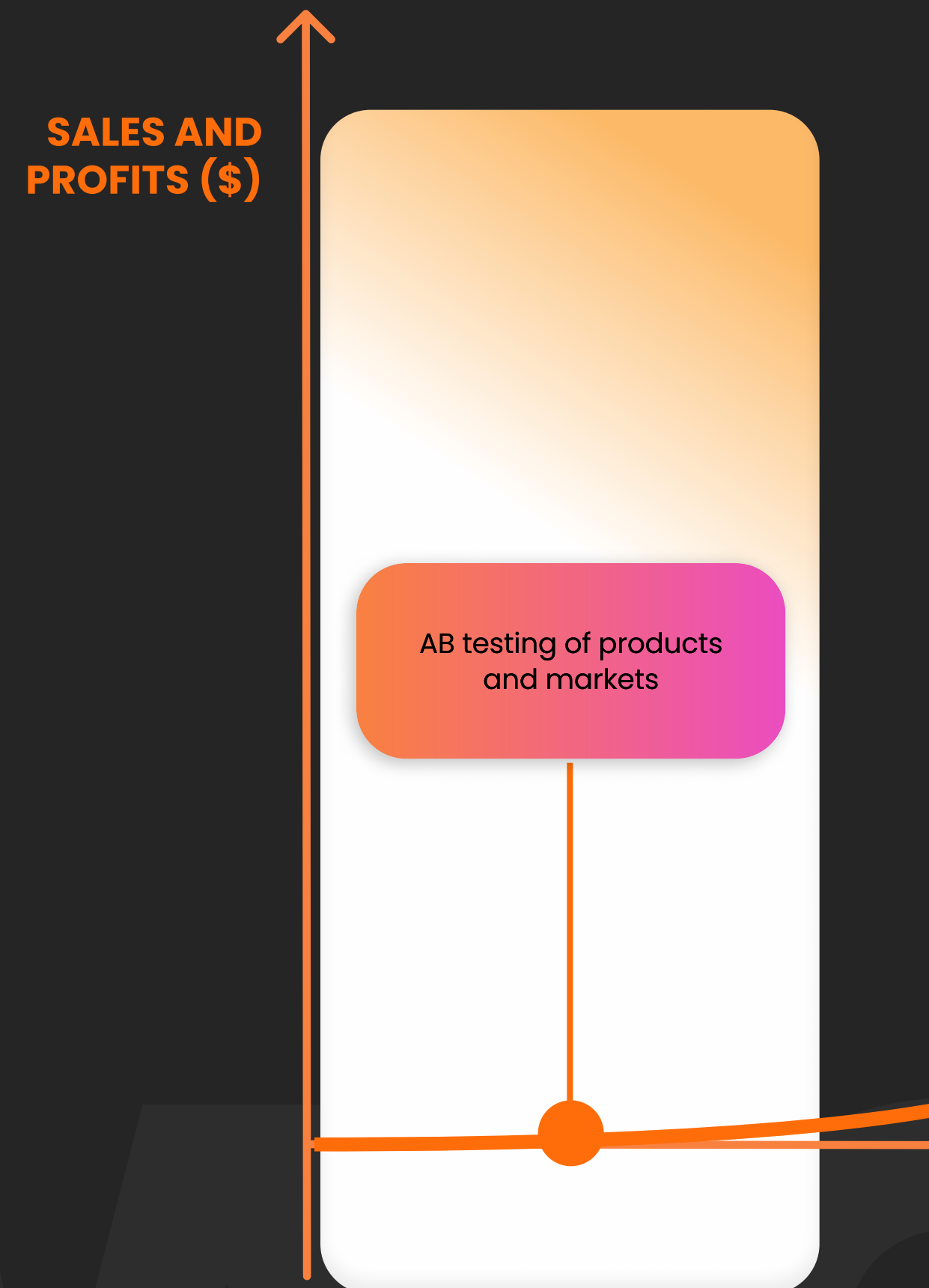
In the dynamic landscape of retail, **accurate AB testing**, **optimized discount strategies**, and **extended product lifecycles** are crucial elements for success.



# Product life cycle



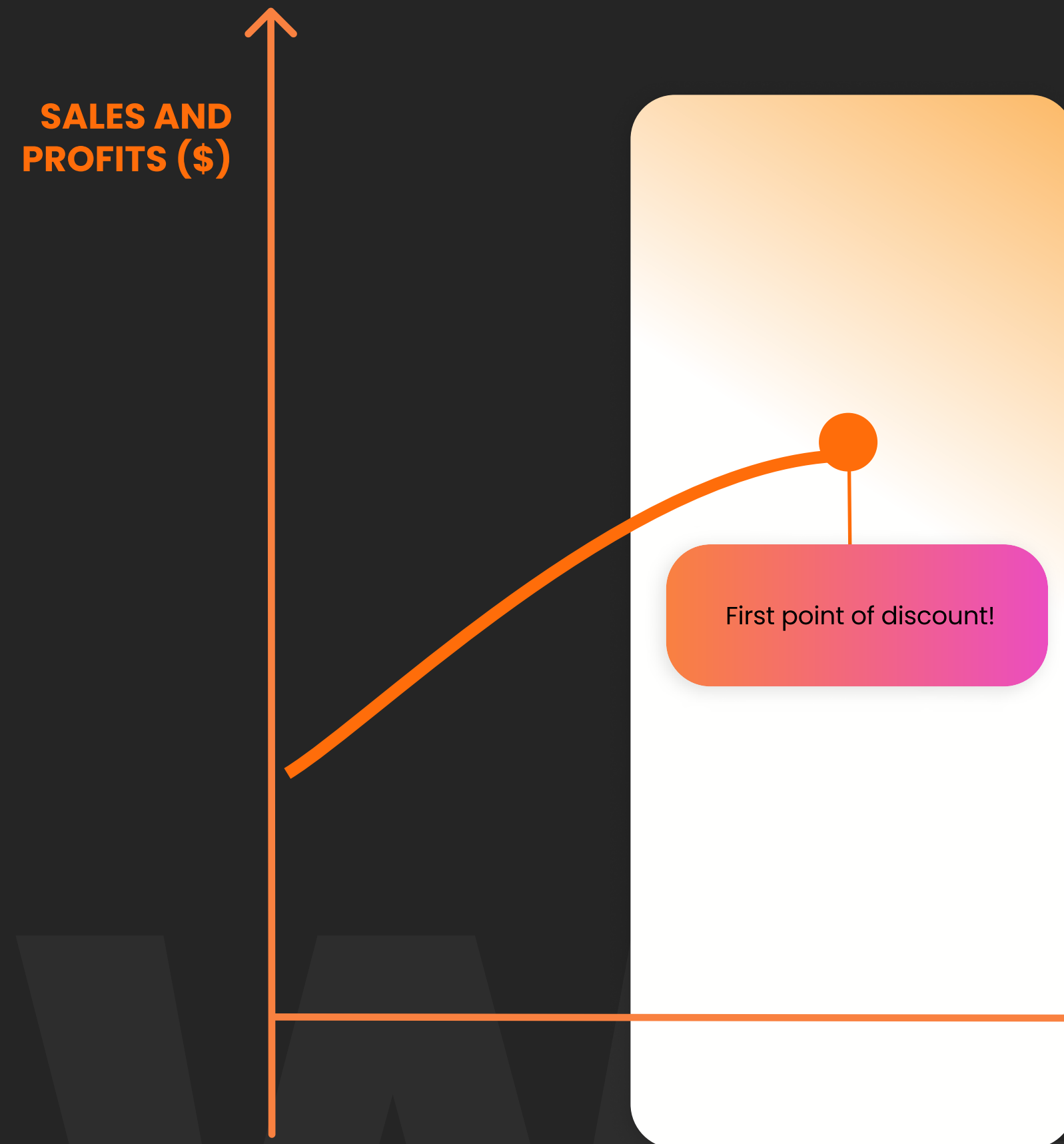
# Product life cycle



Wecobi specializes in **AB testing** products and markets, allowing brands to gauge market response before full-scale production, thus minimizing the risk of dead stock accumulation.

With Wecobi, brands can optimize their product offerings based on real-market insights effectively mitigating risks associated with product launches. By fostering innovation while maintaining profitability, Wecobi empowers brands to navigate the dynamic retail landscape with confidence.

# Product life cycle



## Why Wecobi Should Be Your First Point of Discount

In the retail landscape, maintaining consumer interest as products reach maturity poses a significant challenge. Premature discounting often leads to profit loss for retailers.

However, Wecobi offers a solution as the primary platform for **strategic discounting**. Leveraging advanced analytics, Wecobi identifies optimal pricing and promotional strategies, maximizing engagement while minimizing discounts. By utilizing Wecobi, brands can sustain profitability throughout the product lifecycle.

Our data indicates that due to product engagement, Wecobi can increase full-price sales by up to **42%**.



# Product life cycle

SALES AND  
PROFITS (\$)

## Extending Product Lifecycles with Wecobi while Converting Deadstock into Marketing Opportunities

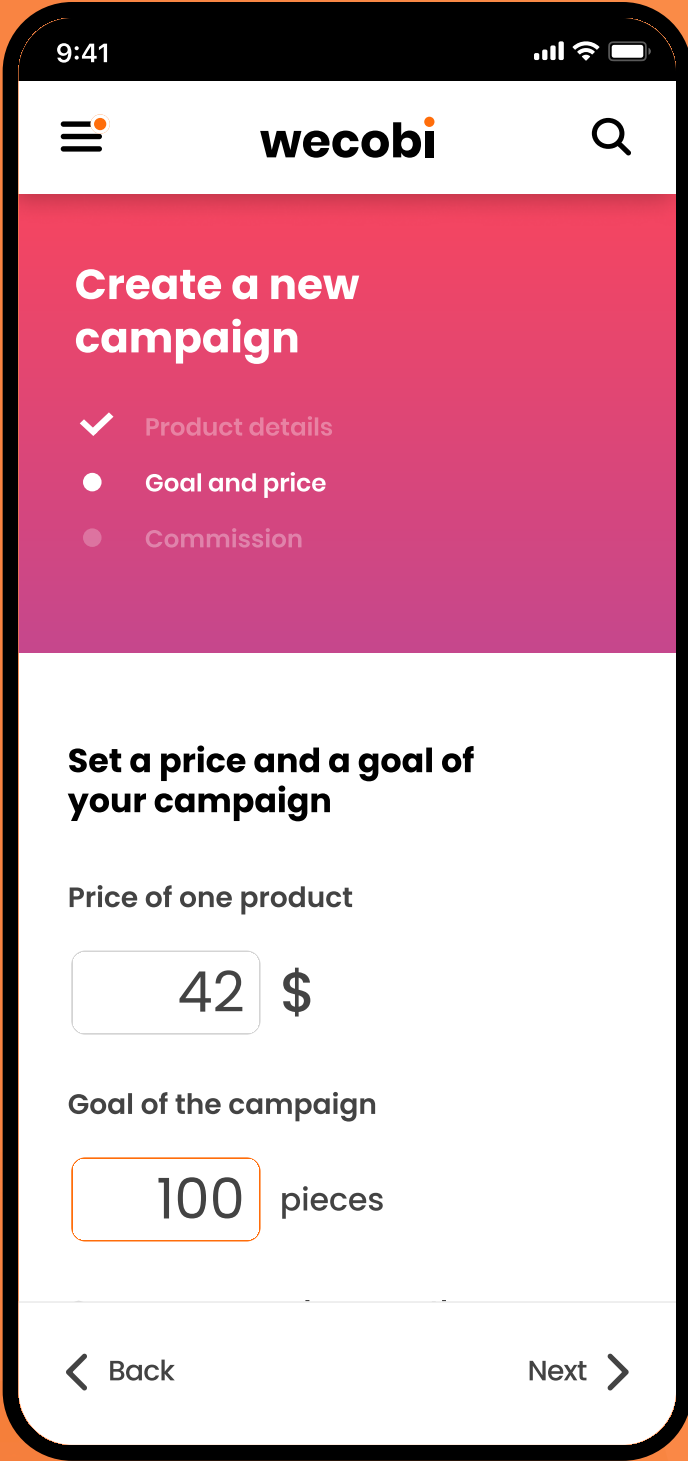
Deadstock accumulation is a common issue in traditional retail models as products decline, leading to inventory losses and wasted resources.

Wecobi addresses this challenge by extending the product lifecycle through our marketplace for overstock products. By **converting deadstock into valuable marketing opportunities**, we not only mitigate financial losses for brands but also minimize environmental impact by reducing waste. Through our sharing and commission functionalities, brands can reach a broader audience and drive sales, further promoting sustainability in the retail industry."

Wecobi extends the product life cycle and converting it into free marketing opportunities.

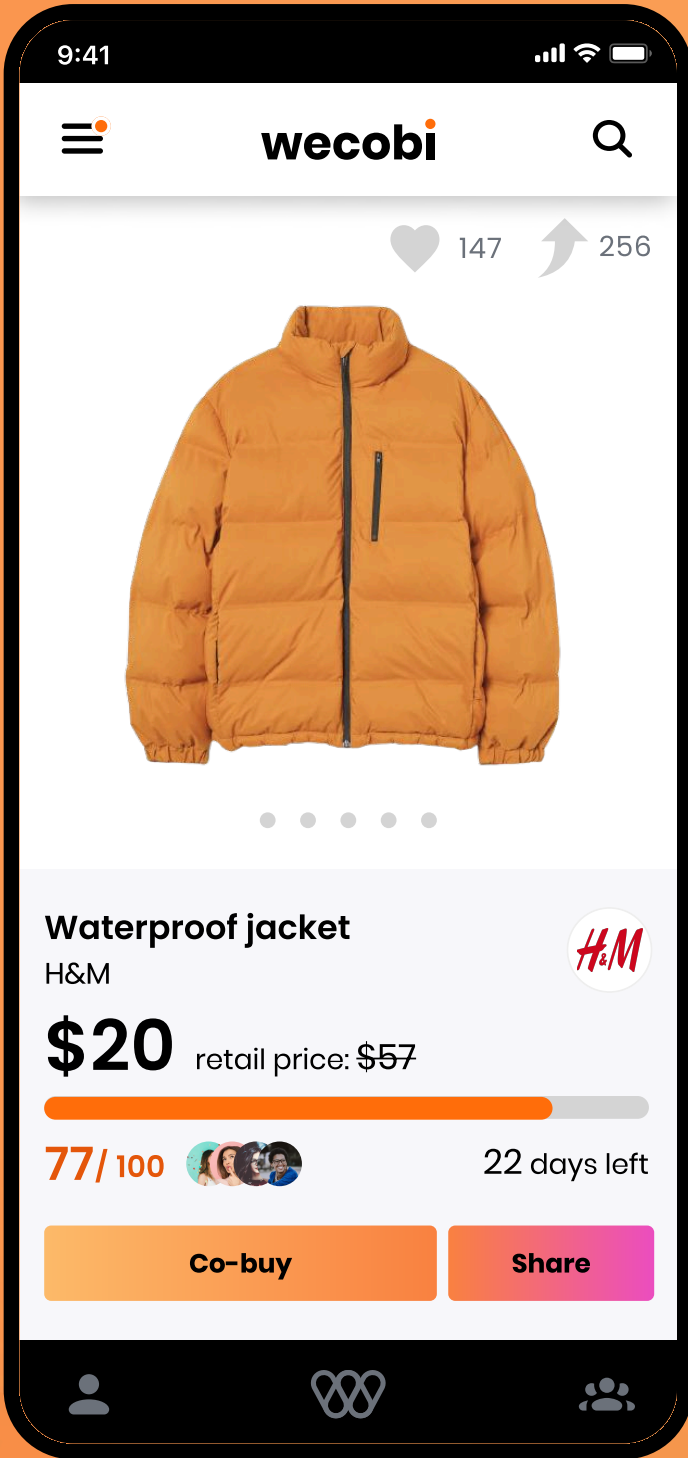
TIME

# Brand view



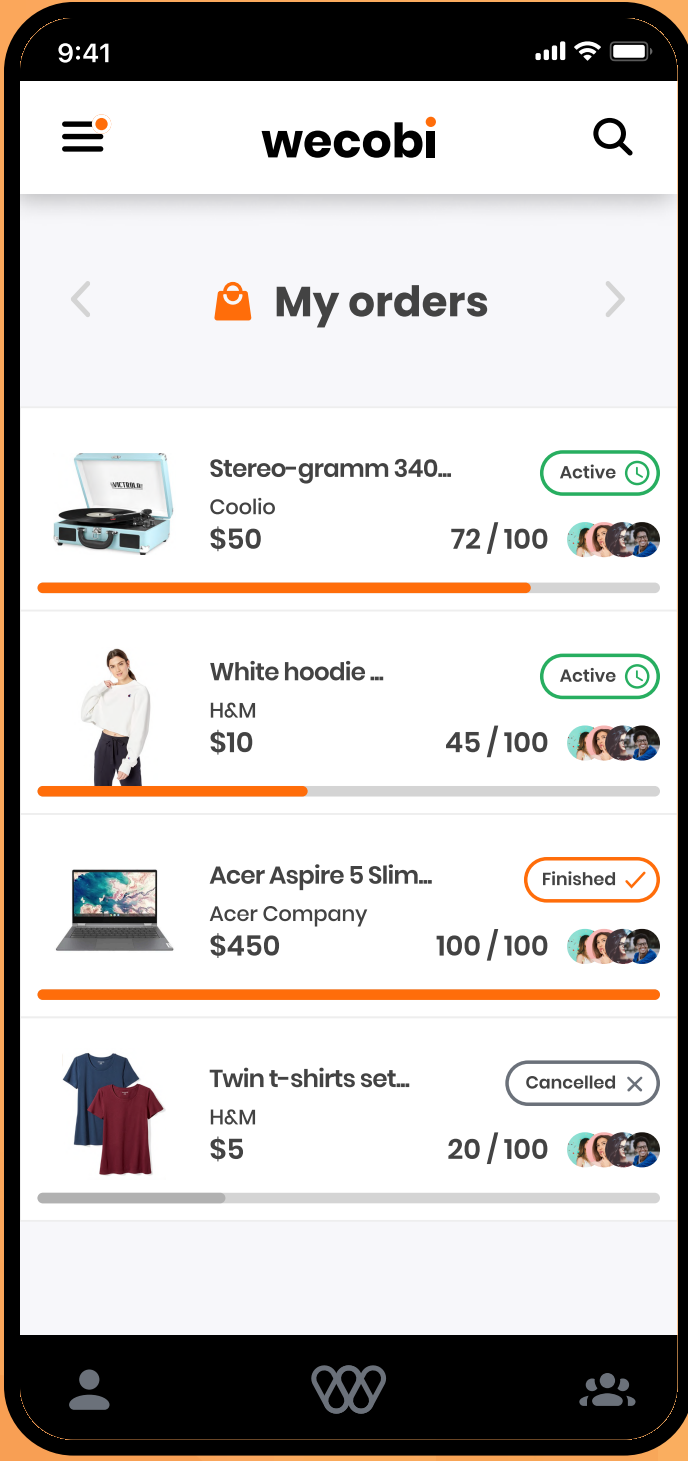
## Create a campaign

Upload your product. Set the minimum buying order and campaign duration. Set commission rate. Buyers who share the campaign with their friends will earn a percentage for each co-buying referral.



## Launch

Launch a campaign. A campaign is successful when the minimum buying order is reached.



## Sell

Start delivery process to all co-buyers. Restart the campaign again if needed.

# Product For brands

## Create campaigns

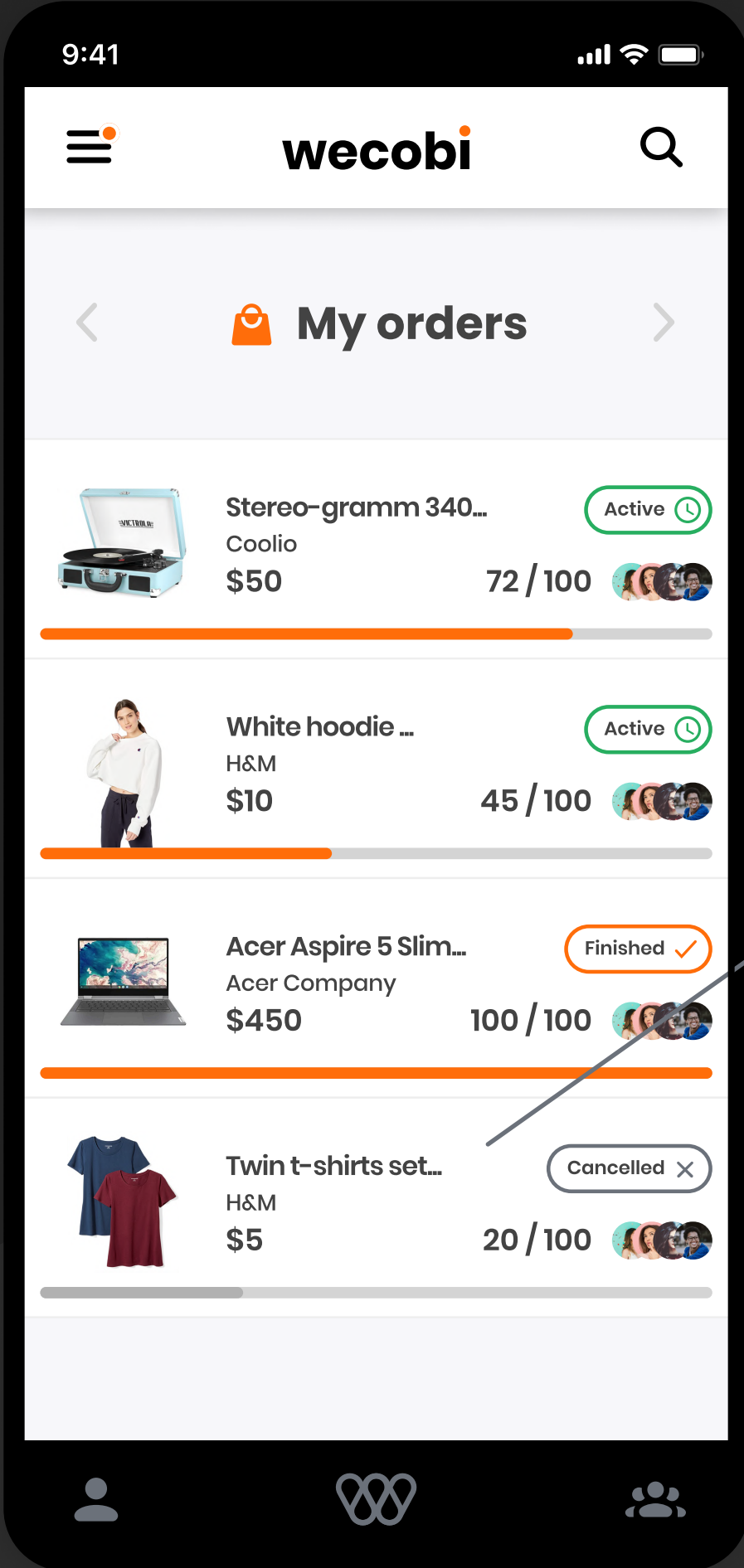
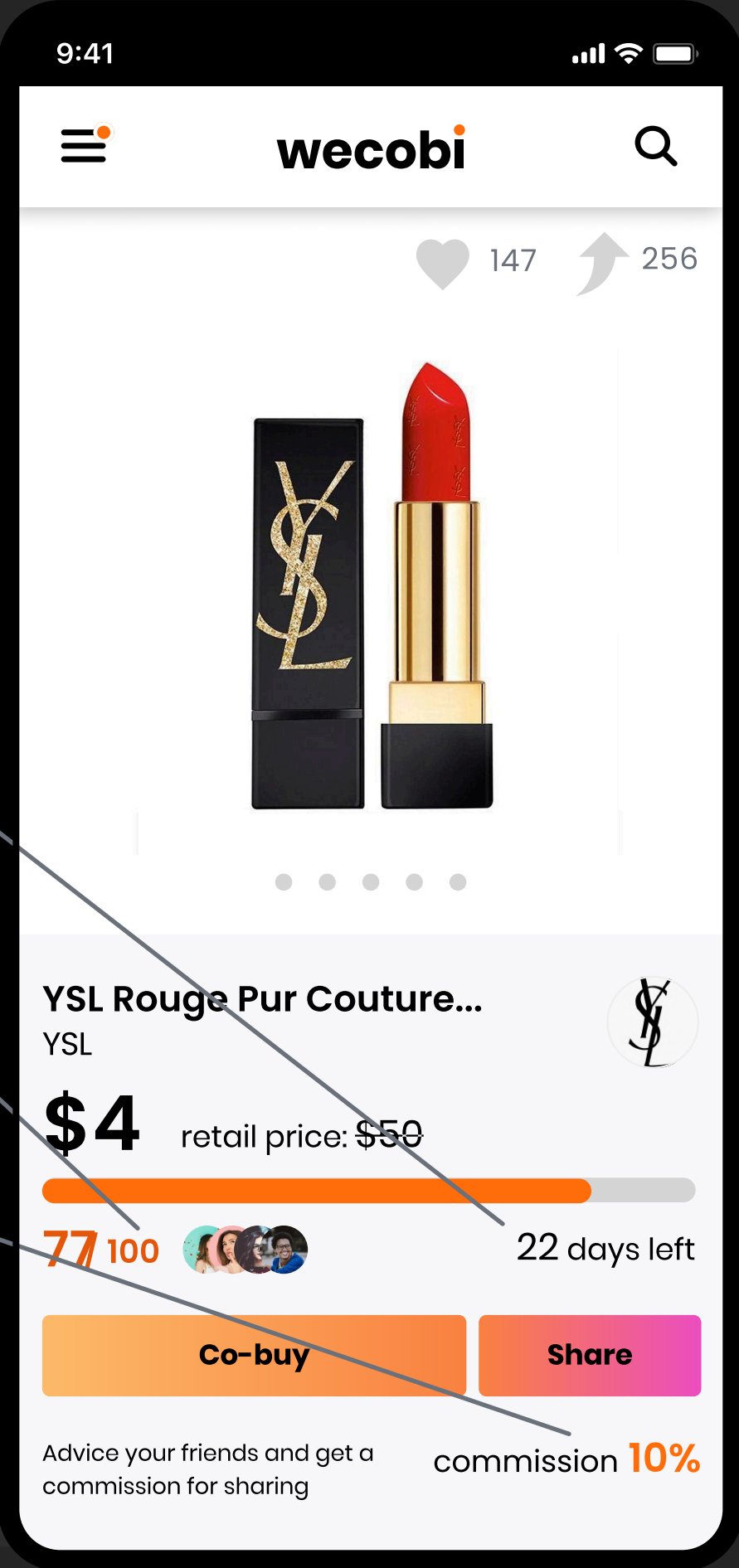
## Manage and regulate

Brands can upload product campaigns and set:

Time frame

Minimum buying orders

User commission



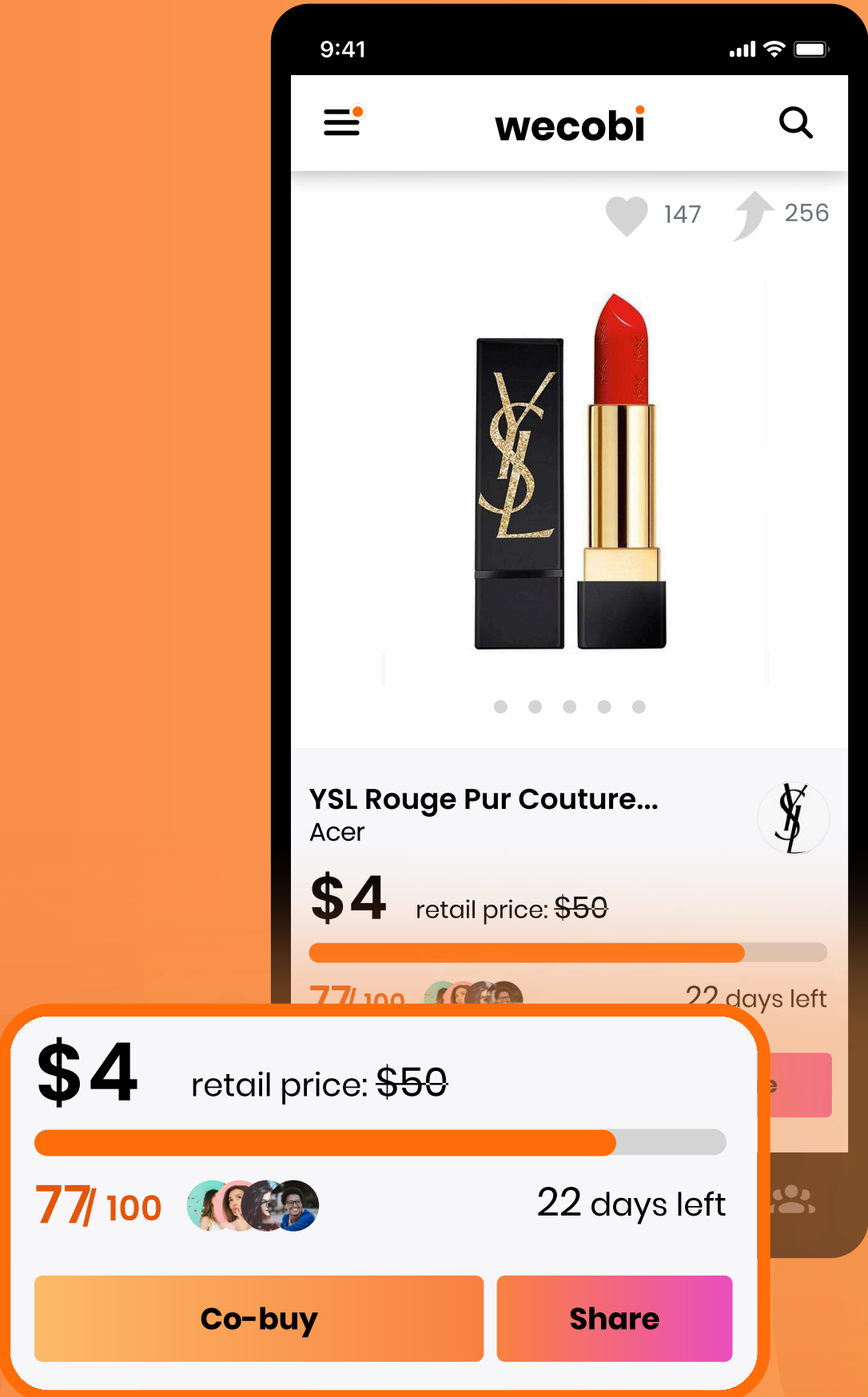
If the minimum buying orders are not met by the end date, the campaign will be canceled. **No payment** will be drawn unless the minimum buying order is met.



# Product For Customers

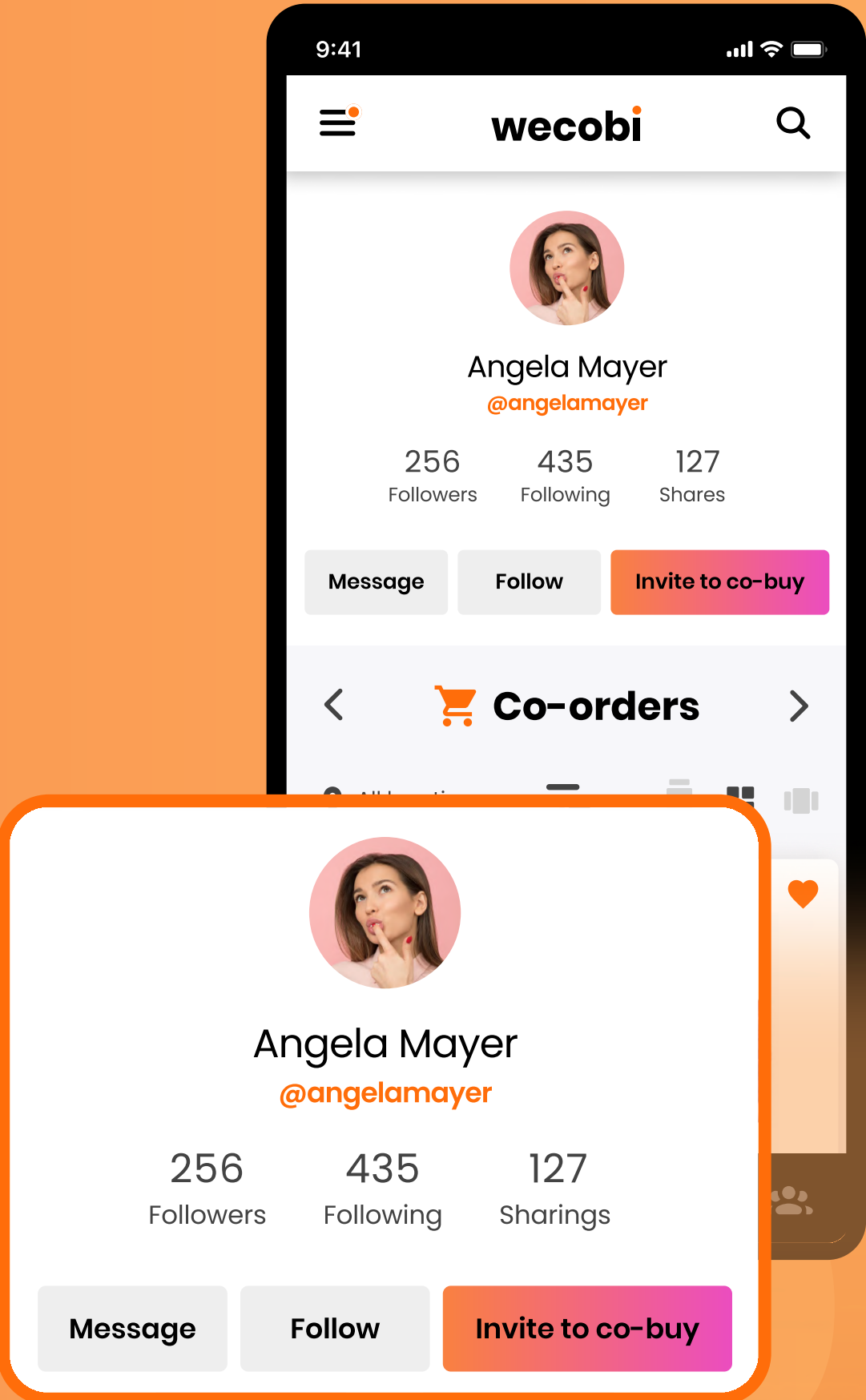
## Co-buy

Participate in a campaign with others



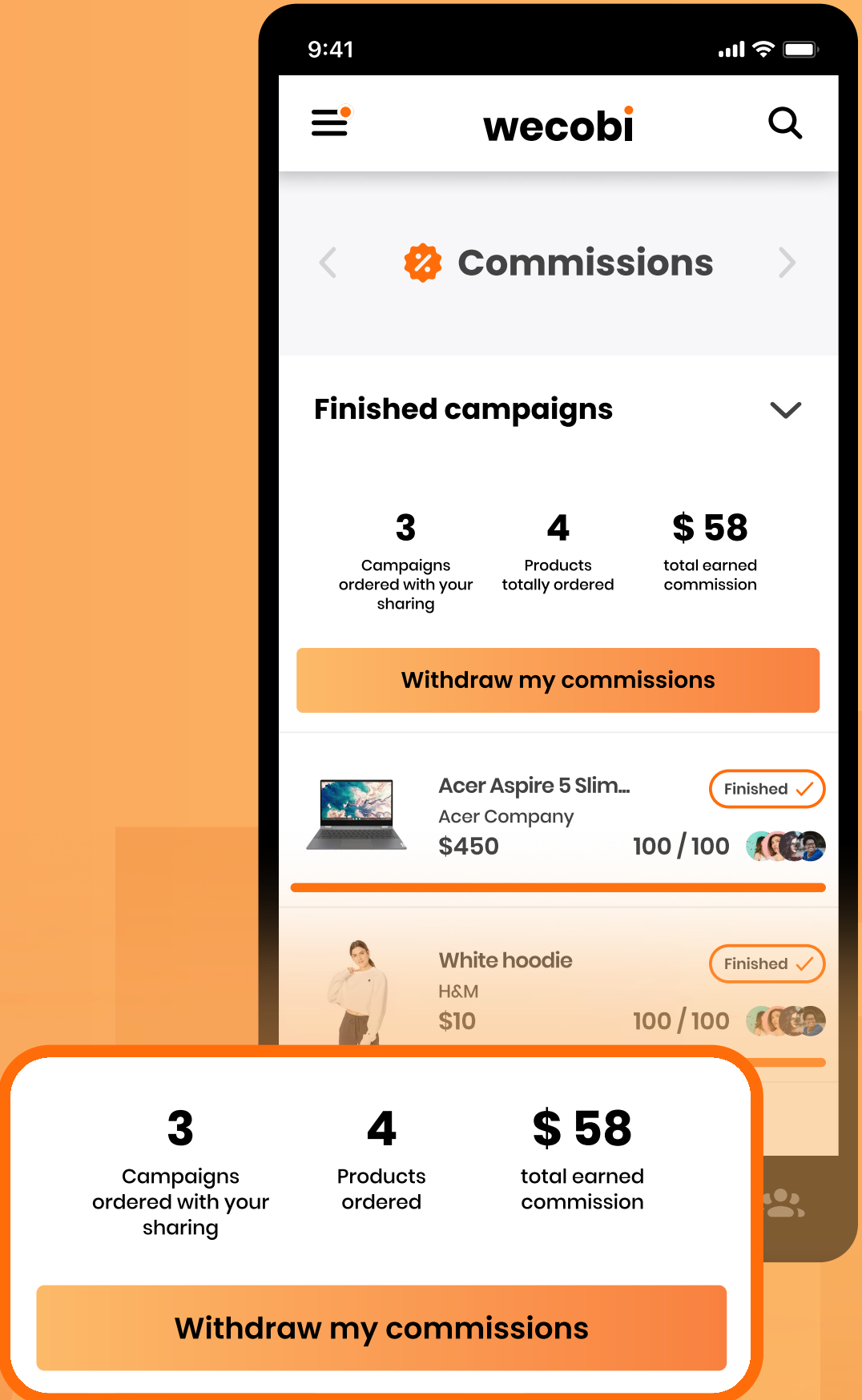
## Invite friends

to participate in the campaign



## Earn a commission

If the friends will place an order based on the referral

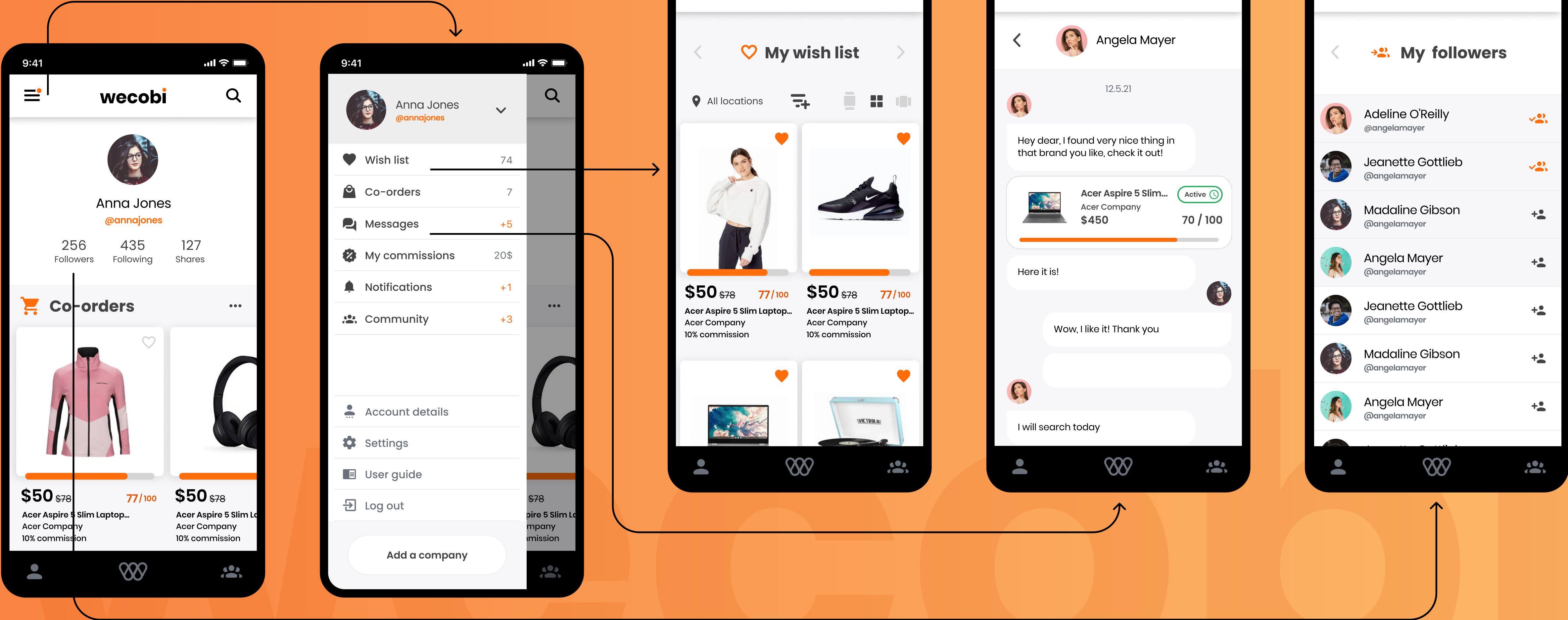


# Product For Customers

Create  
a wish-list

Message  
each other

Follow  
users and brands



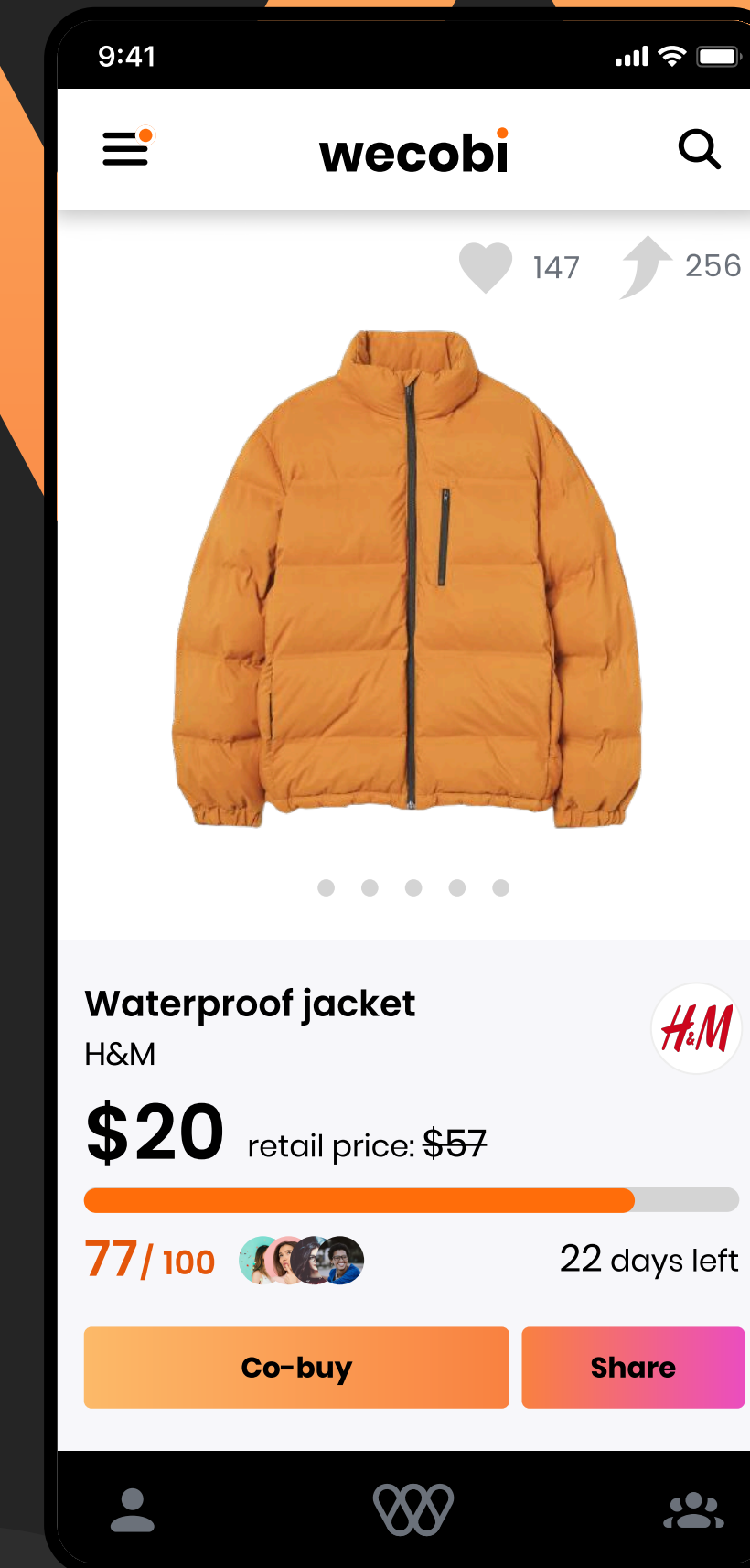
# Case Study

One of our best performing campaigns, with a minimum buying orders of 1500 pieces reached **1.8 million** people.

If the minimum buying orders are not met by the end date, the campaign will be canceled and No payments will be drawn.

However, our data indicates that as a result of the product engagement, **34%-42%** of customers are willing to buy the product at full price even if the campaign didn't reach the minimum buying order.

**That is Why Wecobi Should Be Your  
First Point of Discount.**







**Together, We can create  
meaningful change!**

**Thank you for your interest.**

[info@wecobi.com](mailto:info@wecobi.com)