



Traddybear is Turkey's one and only "toy platform" that you can trade your toys and collectibles and also win new toys by playing games.

contact: info@traddybear.com / traddybear.com



f /traddybearapp    i /traddybearapp    t /traddybear

## Problem

Due to the pandemic, families had a difficult time economically. Parents were having a hard time meeting their children's new toy demands. The wishes and interests of children who were constantly at home during the pandemic period were changing rapidly. All these problems made this situation a big problem for families. In order to solve this problem, the idea for Traddybear came from the "toy swaps" that we made in our childhood. While developing Traddybear, we considered the wishes and needs of the parents

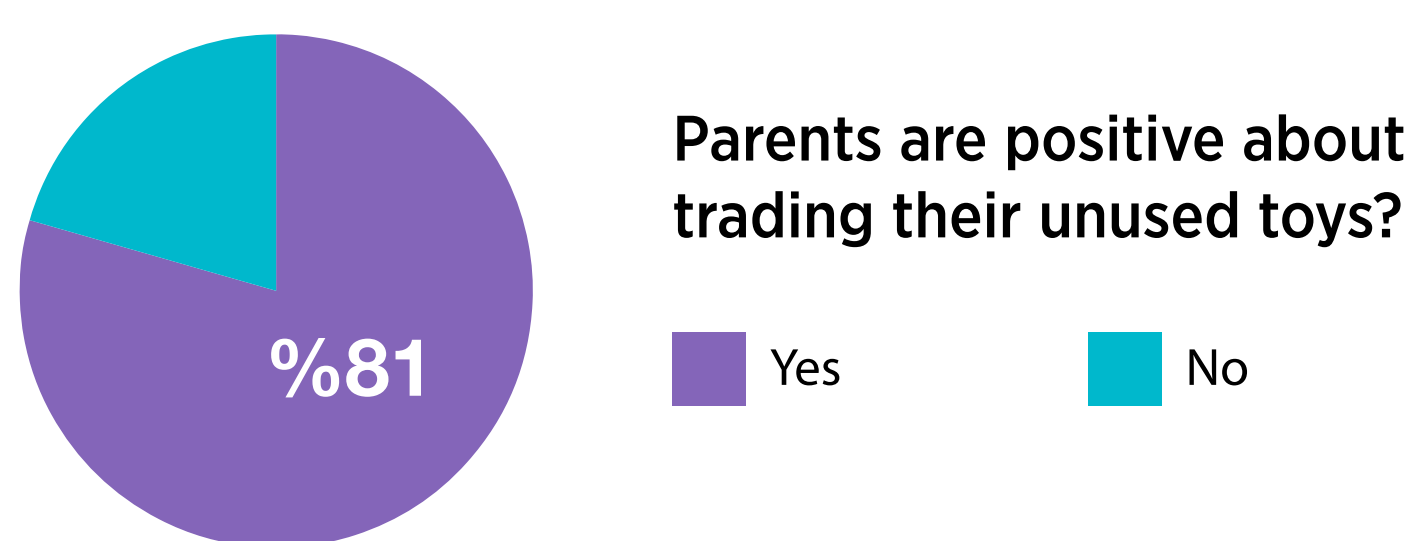
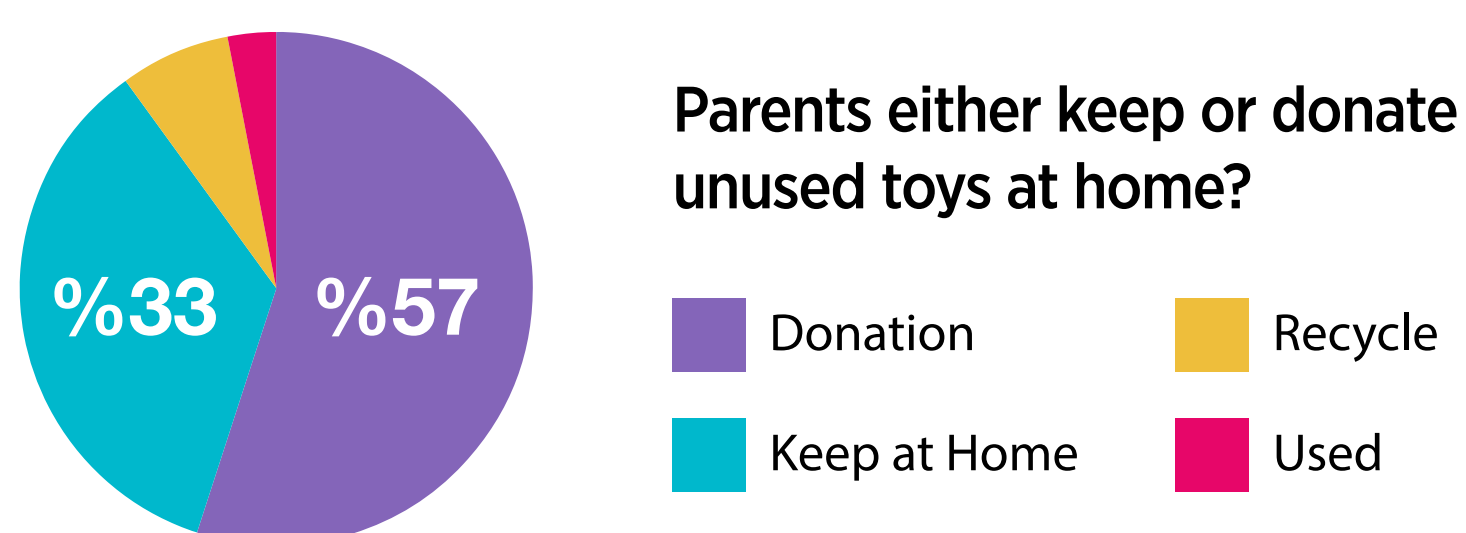
## Solutions

Traddybear brings a solution to the problem of the toy demands of children arising from their rapidly changing interests. We bring collectors together with the products they are looking for quickly and easily. We make earning toys by playing mobile games possible for our users.

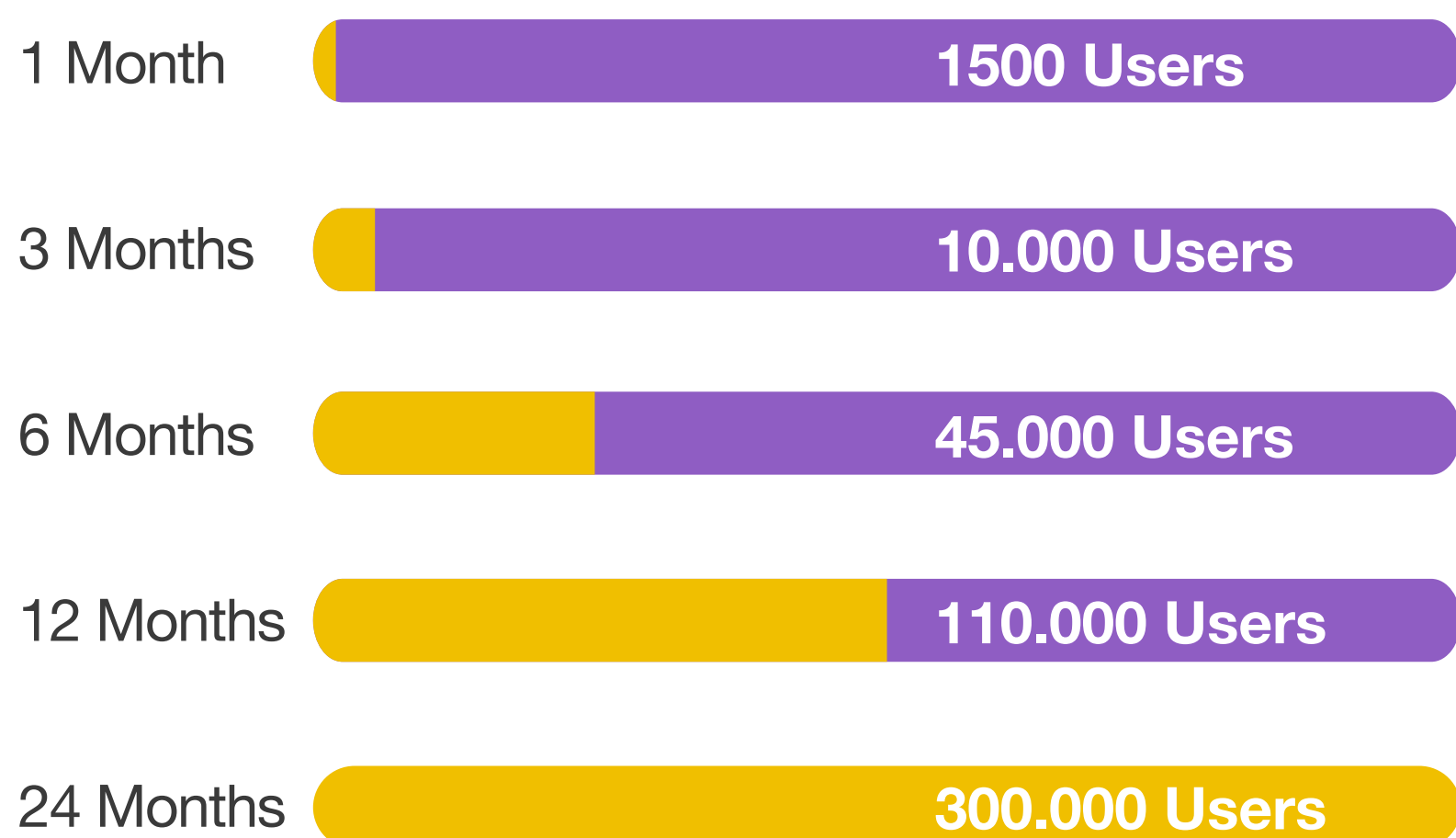
## Our Team

 <b>CEO Mert T. Altun</b>	 <b>Game Development Yavuz Yıldız</b>
 <b>CMO H. Hüseyin Akyıldoğlu</b>	 <b>CFO Nassir Oussama</b>
 <b>CTO Berkan Çınar</b>	

## We asked to parents



## Growth Projection

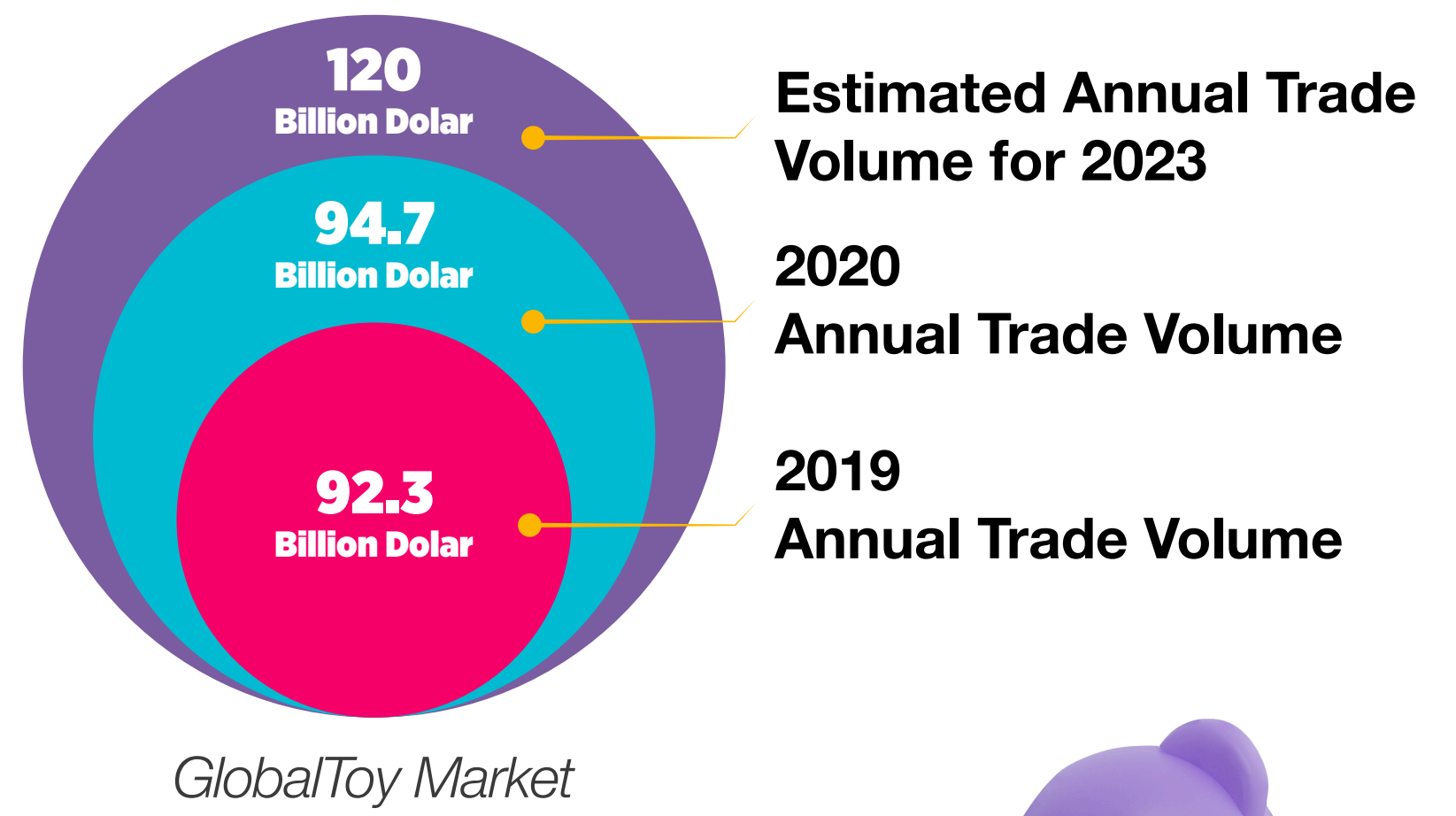


## Market Volumes and Opportunities

The toy industry is growing rapidly both in the world and in Turkey. People during the pandemic started spending more money on higher quality toys.



Turkish Toy Market



## Revenue models

- Banner ads.
- Sponsored posts
- Collaborations
- Mobile games and in-app purchase coin sales
- Leasing
- TraddyCoin commission fees



## TraddyCoin

- **Traddycoin** is the in-app currency that you can earn in various ways within the app.
- You can get traddycoins by playing games, trading or making **in-app purchases**.
- With Traddycoin, you can buy toys in the market, spend **in-game or increase** your trade offer.

## Road Map

- Release Date **December 2021**
- Release date of Traddy Run and the other mobile games. **January 2022**
- Annual Investment Meeting **March 2022**
- Traddy Market and Coin System **April 2022**
- Personal market feature Traddybear **June 2022**
- Youtube Kids Channel **July 2022**
- The educational game series of Traddybear **September 2022**
- TraddyBear NFT Market **February 2023**
- Traddy Blockchain Game Token **June 2023**

## How will we evaluate the investment?

We will grow our software team for application development  
We will set up the TraddyBear Operations and Cargo Center.  
We will use it for the marketing budgets of the application and Mobile Games.  
We will use it for events and sponsorship activities.  
We will use it for TraddyCoin development.  
We will develop different Mobile Games.  
We will establish a technical team for Blockchain and Metaverse projects.

We are asking for \$1.5M, duration of 18 months for 10% Minimum ticket price 150.000\$