



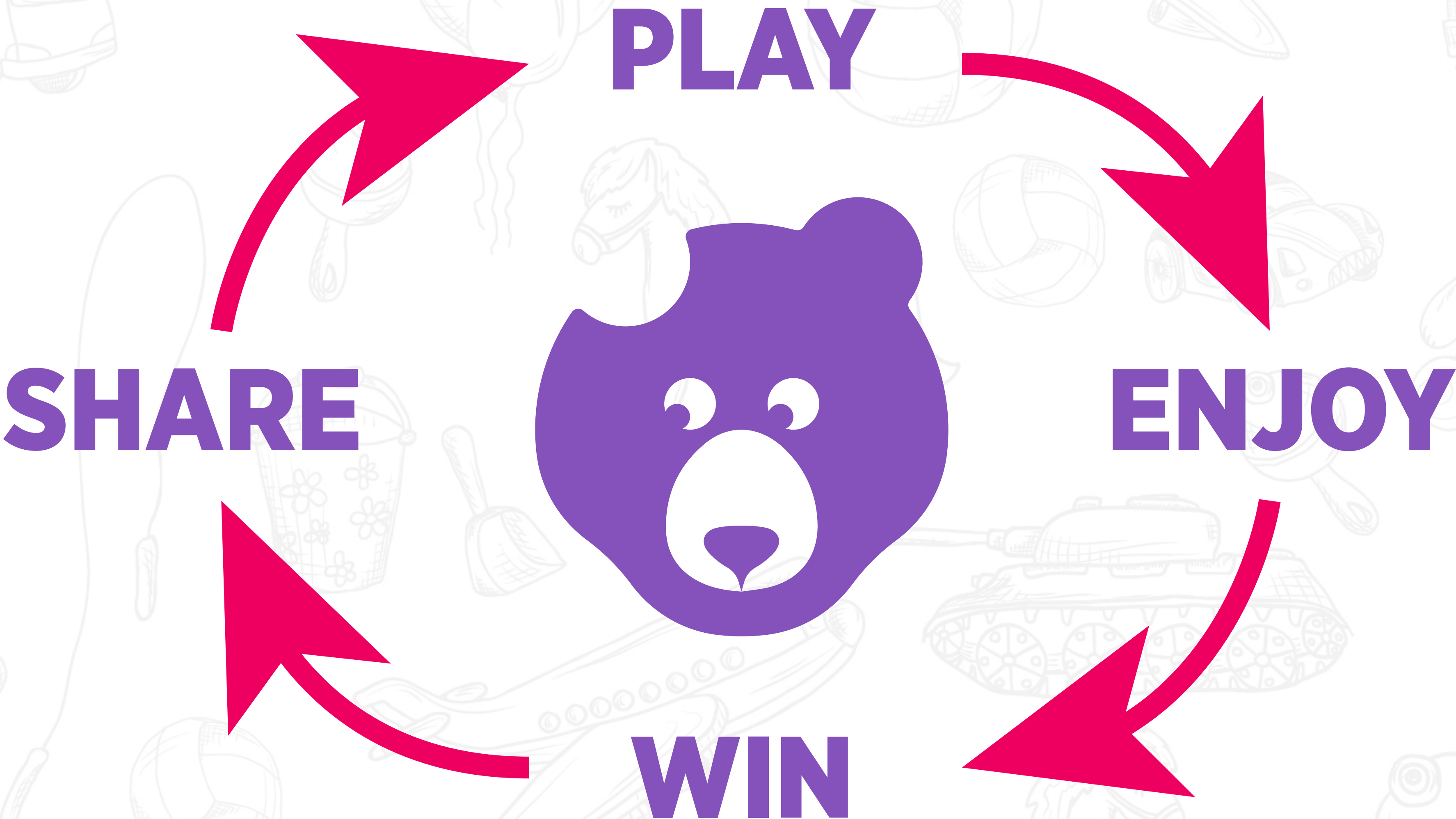
# Traddy Bear

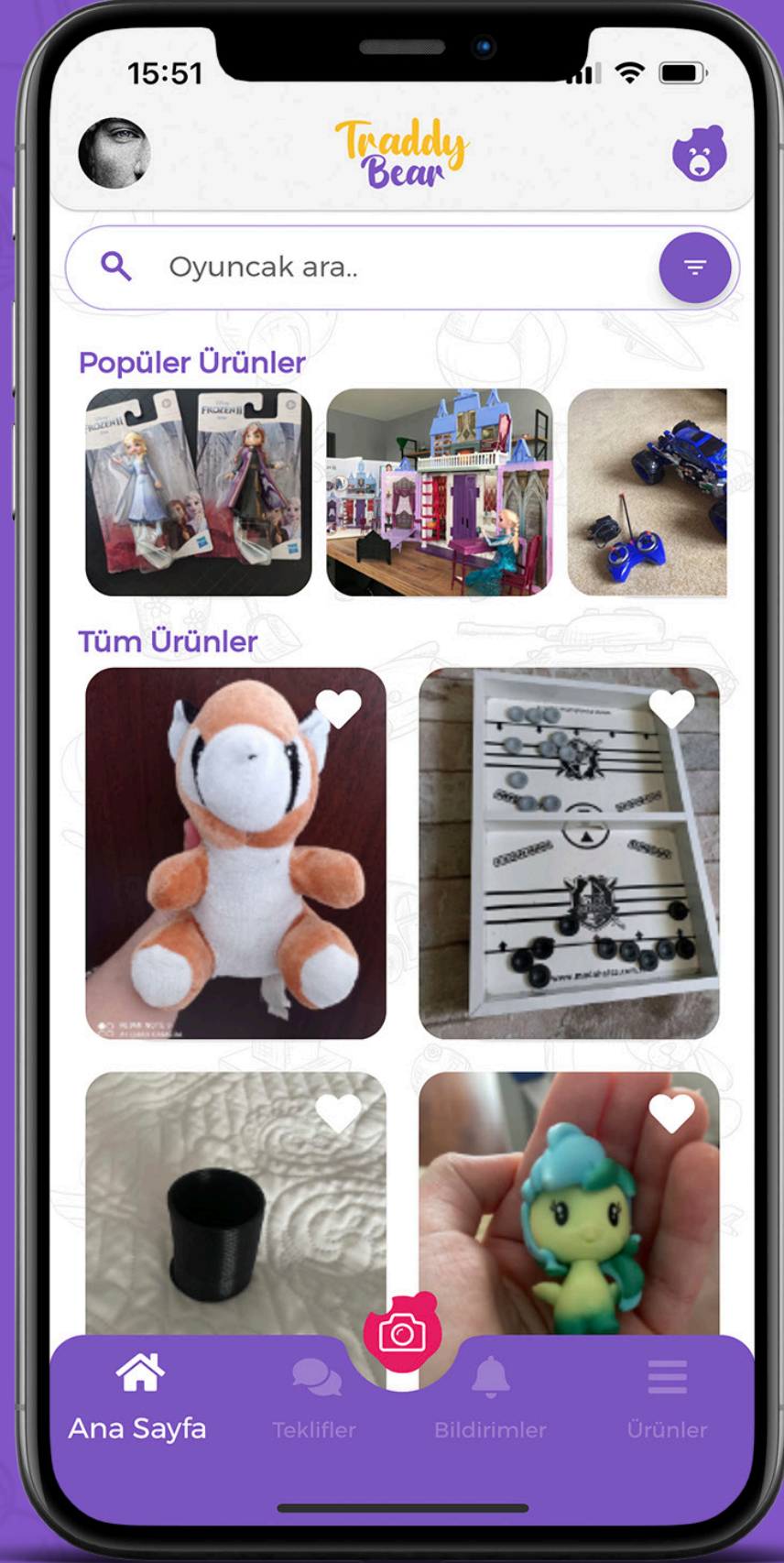
Trade by Bear

 /traddybearapp

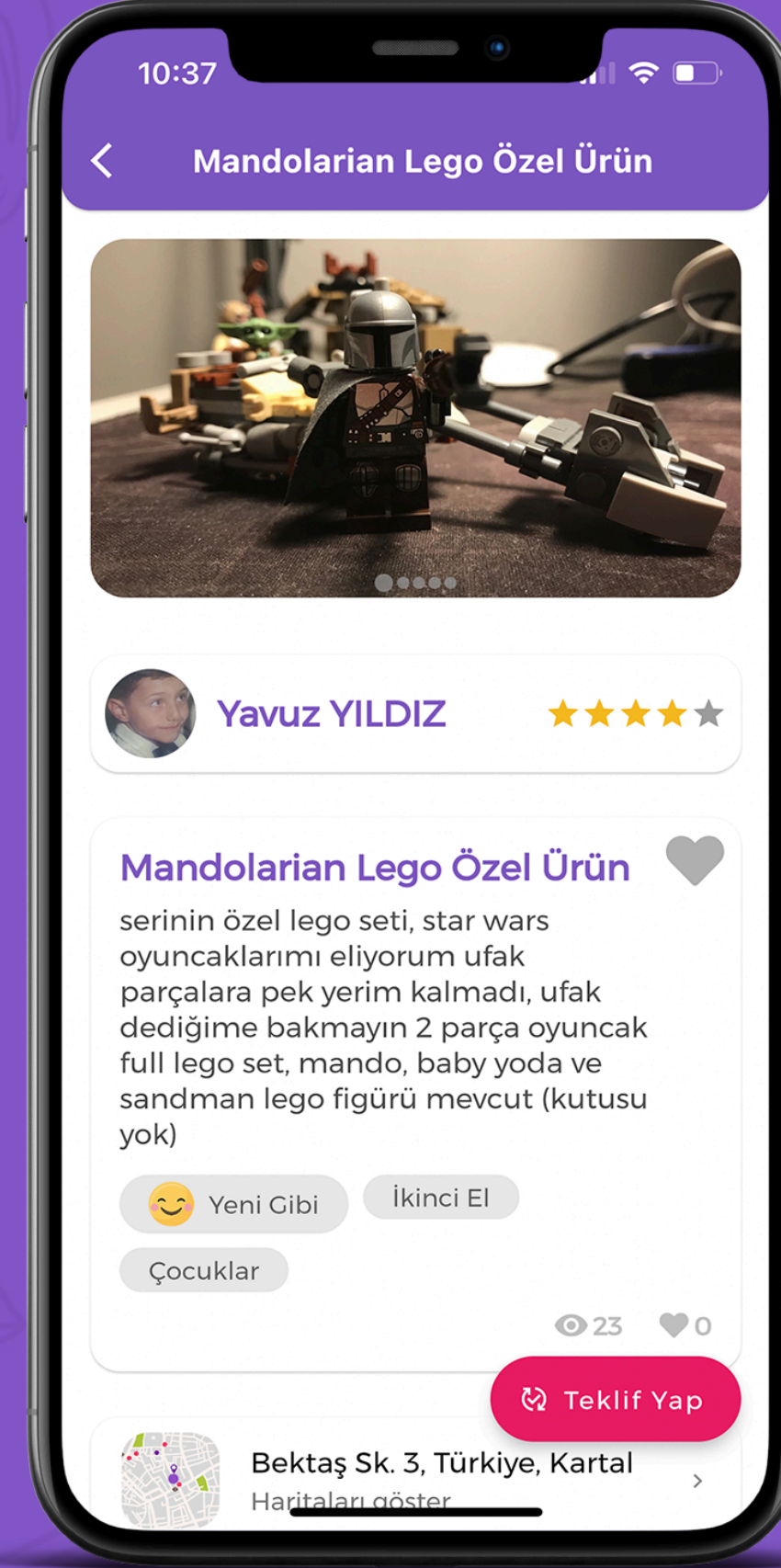
 /traddybearapp

 /traddybear

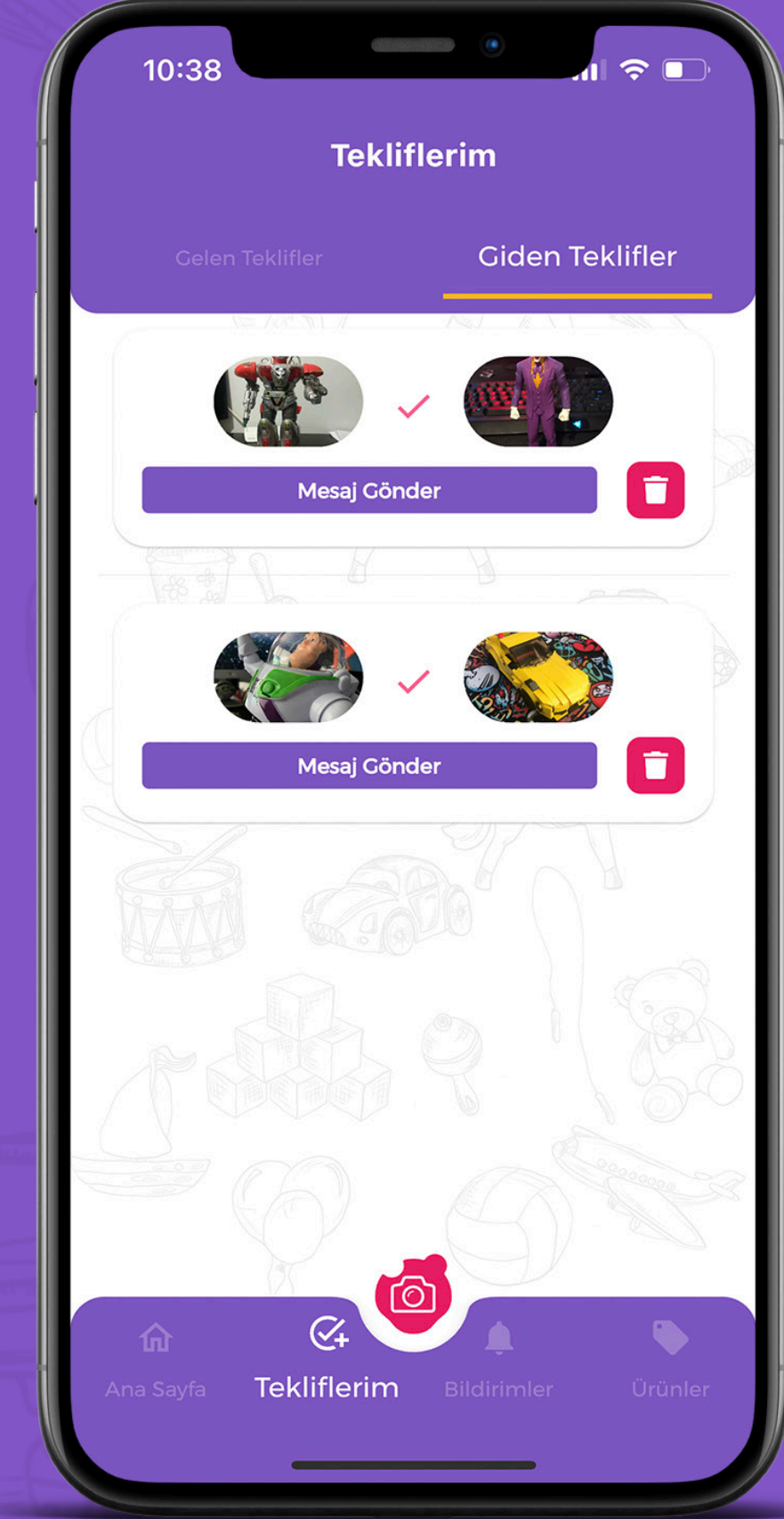




**ENTER THE  
APP**



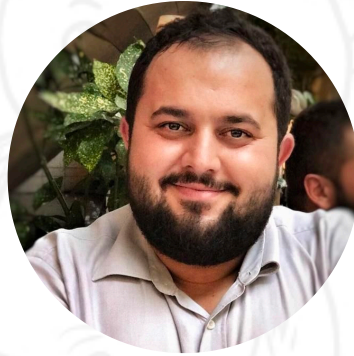
**CHOOSE  
THE TOY**



**TRADE**

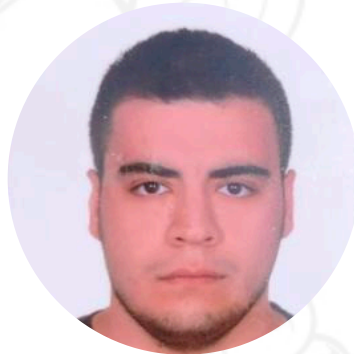


# WHO ARE WE?



## CEO - Mert T. Altun

Since 2014, he has been involved in social media projects, digital communication projects and different digital platforms for various companies, institutions and real persons as a manager. In 2017, he worked as a founding member and treasurer in the Digital Development Association. He is the CEO of the TraddyBear project.



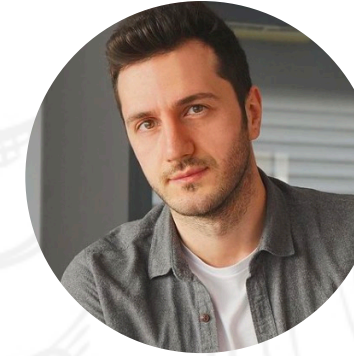
## CMO - H. Hüseyin Akyıldızoğlu

He completed his 5th year in his digital career, which he started as a Content Editor. In the last 2 years of her career, he carried out various projects in the fields of influencer, marketing and YouTube. He is the CMO of the Traddybear project.



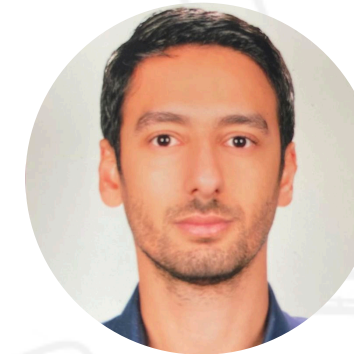
## CTO - Berkan Çınar

He has completed 7 years in his digital career, which he started with cyber security. In the last 6 years It only works on Mobile Apps. development so far There are 5 different mobile applications that it undertakes. Also in his career Google Solution Challenge Planet Hackathon 1st place.



## Game Development - Yavuz Yıldız

He completed 10 years in his digital career, which he started as a motion designer and visual designer. In the last 2 years of his career, he focused on 3D design and game design. He manages all processes concerning the gaming projects at TraddyBear.



## CFO - Nassir Oussama

He has worked in the finance departments of various banks and international companies in areas such as Budget Control, Audit and Management Control and Economic Analysis for 15 years. He is the CFO of the Traddybear project.



/traddybearapp



/traddybearapp

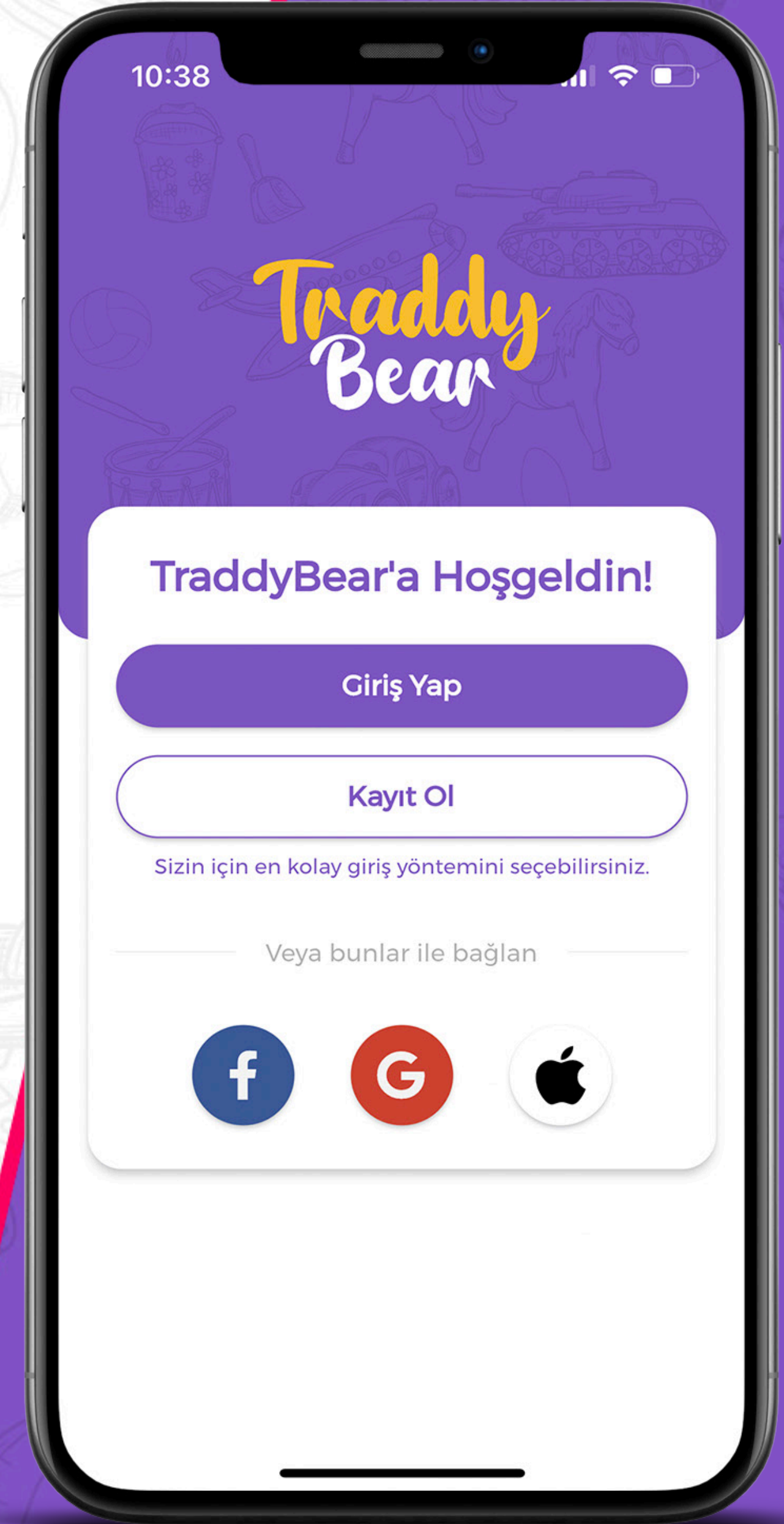


/traddybear



# WHO ARE WE?

We are Turkey's new generation "toy" platform, where you can trade your toys and collectibles, and win new ones by playing games.



 /traddybearapp

 /traddybearapp

 /traddybear



# THE IDEA

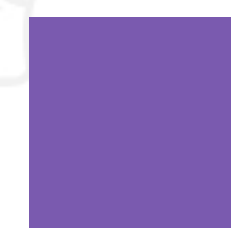
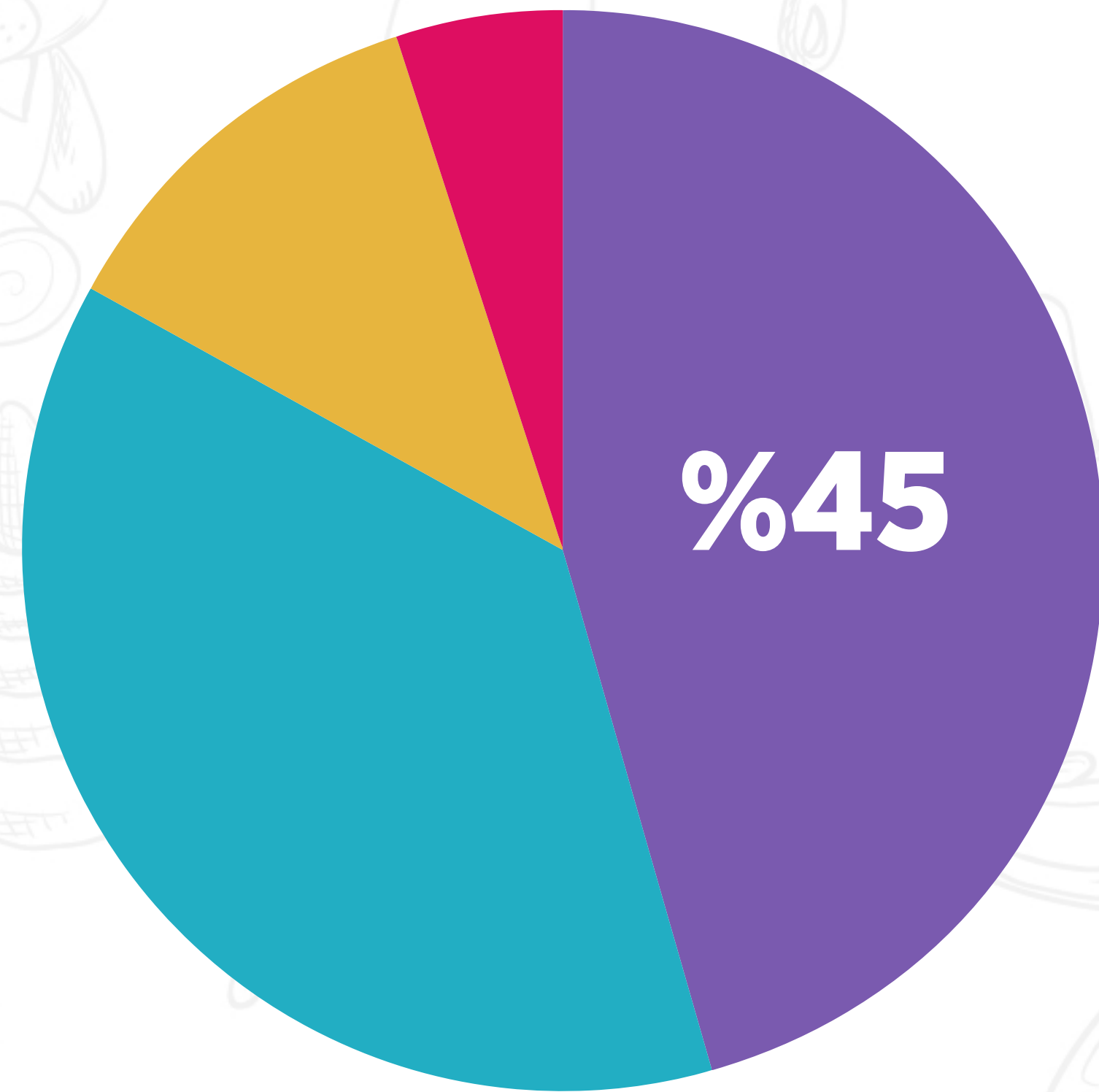
We saw that many parents around us had common problems. Parents, who were going through an economically difficult period due to the pandemic, had difficulties in fulfilling their children's new toy requests, and the rapidly changing interests of the children who were constantly at home during this period were exacerbating this problem. To solve this problem, we started from the idea of "toy swaps" that we made between ourselves as children and came up with the idea of TraddyBear. While developing TraddyBear, we took into account the wishes and needs of the parents around us.



# WE NOTICED THAT

Children get bored with newly bought toys in a very short time and stop playing.

How long does your child use a new toy on average?



0-1 Month



2-3 Months



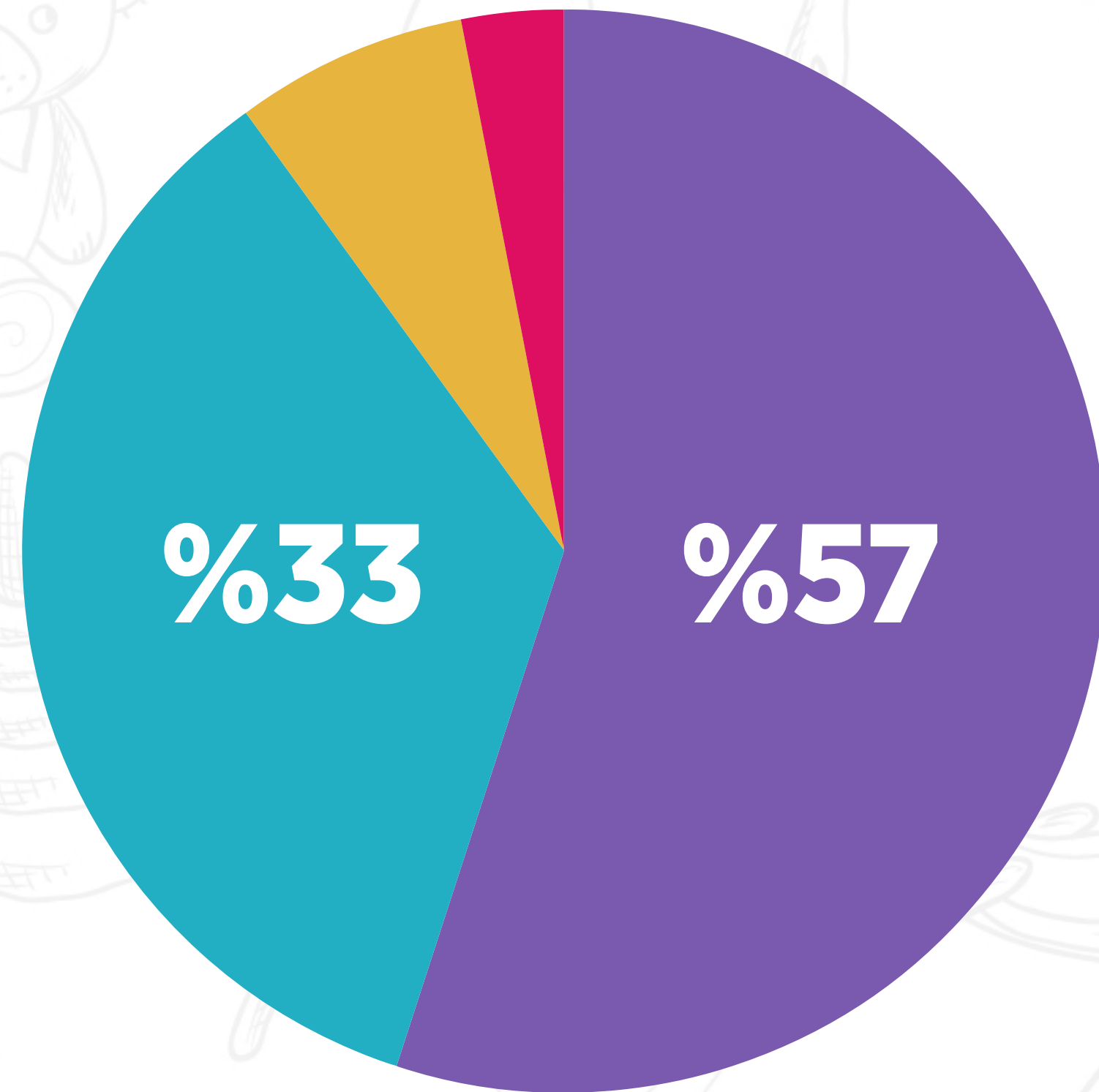
1-2 Months



3 Months +

# WE NOTICED THAT

Parents either keep unused toys at home or donate them.



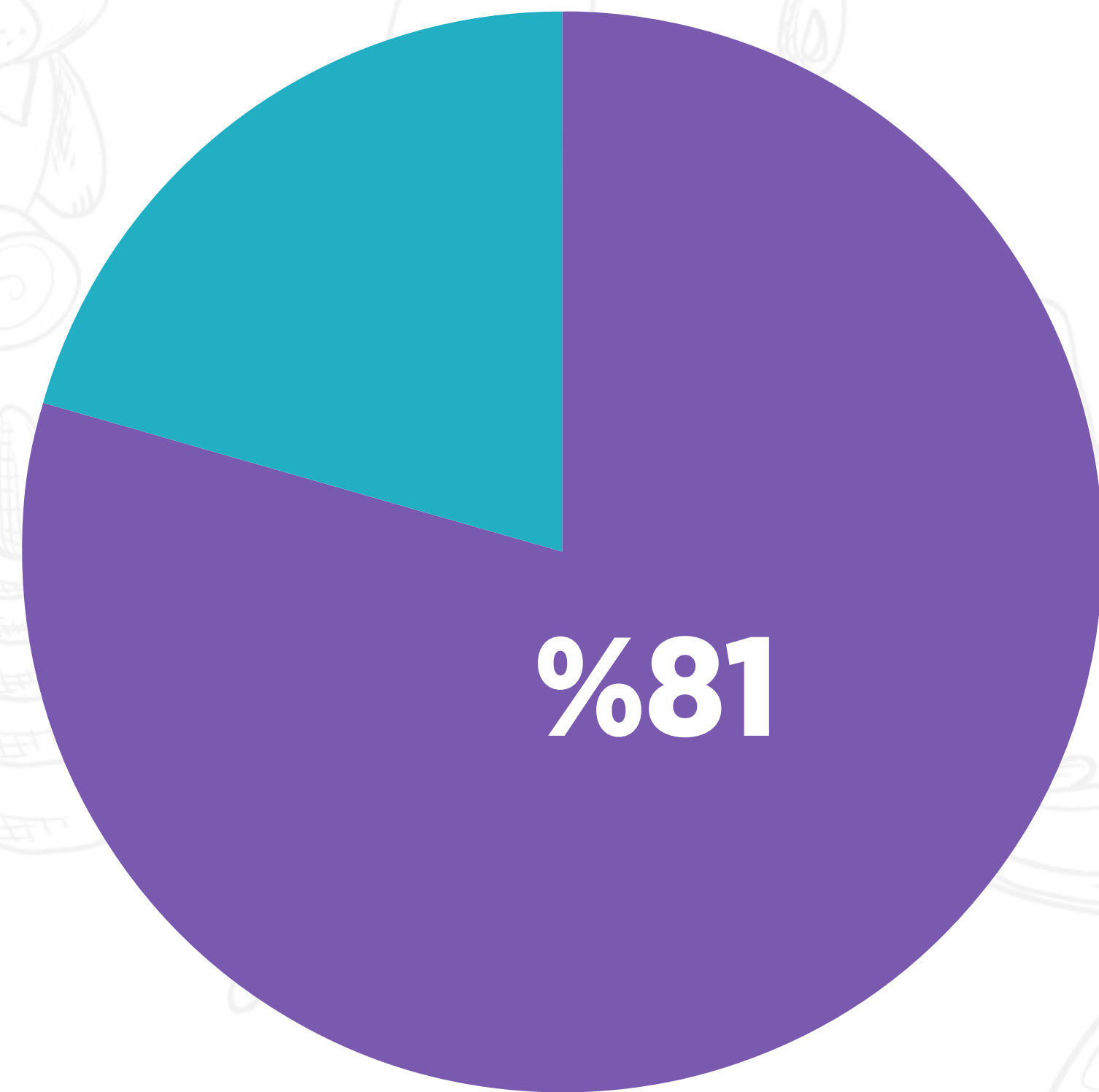
What do you do with your old or idle toys?

- Toy Donate
- Kept at home
- Recycling
- 2nd hand selling

# WE NOTICED THAT

Parents are very keen on the idea of swapping out their unused toys.

Do you welcome the idea of exchanging your child's old toys for new toys?



■ Yes

■ No



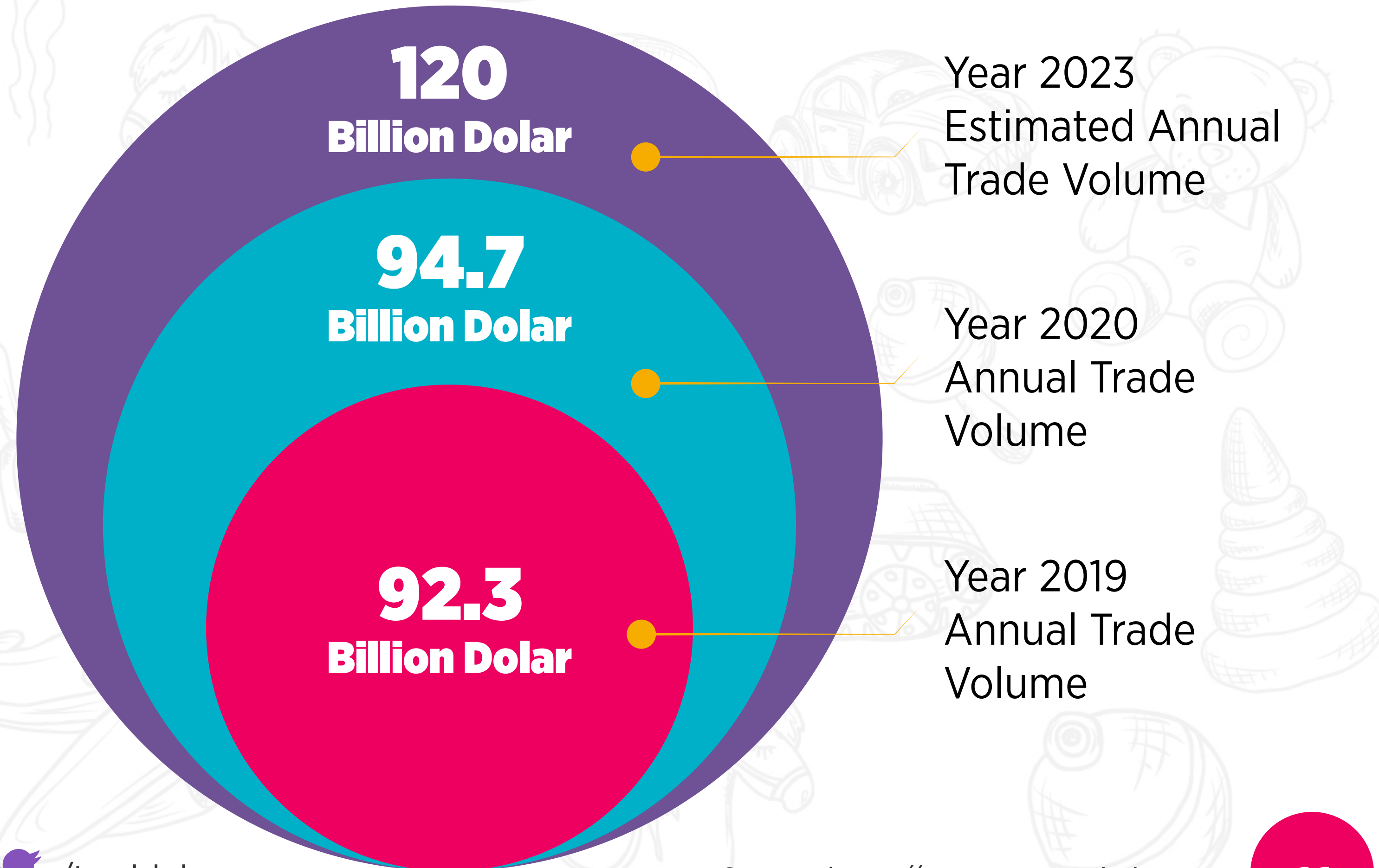
# WHAT WE GAIN?

- We bring an economical solution to our children's toy requests arising from their ever-changing tastes and interests.
- We evaluate the toys that you do not use in your homes.
- We contribute to the formation of social responsibility awareness.
- We save products such as board games and puzzles, which are short-lived, from becoming boring and staying at one side of the house.
- We bring collectors together with the products they are looking for easily and quickly.
- We contribute to environmentalism and recycling.
- Parents can communicate with each other, share their experiences and a social platform where they can give advice on the products they can use We meet under.
- We create the opportunity to win toys by playing games for our child users who have no purchasing power.
- We offer our users a fun platform where they can spend time apart from the exchange feature.
- Eco-friendly app.



# MARKET OPPORTUNITIES AND INDUSTRY VOLUME

■ The game and toy industry around the world has made a great progress by increasing its speed in recent years.





# OUR CONSUMPTION HABITS ARE CHANGING

- Our changing consumption habits with the effect of the pandemic also affect the game and toy industry.
- Modern consumption habits and the change in game culture contributed to the development of parents' awareness of recycling.
- Parents are now making an effort to raise their children in a more sharing, more environmentally friendly way and away from consumerism.



/traddybearapp



/traddybearapp



/traddybear



# TOY MARKET IN TURKEY

- According to 2019 data, the toy market in Turkey reached 23.4 thousand tons and rose to 116.3 million dollars with an increase of 19 percent compared to the previous year. Nearly 100 domestic toy manufacturers operate in Turkey.

**116,3**  
**Million Dolar**  
**+100 Company**



# OUR TARGET AUDIENCE

■ Kids

■ Parents

■ Figure Collectors

■ Board Gamers

■ **All Toy Lovers :)**

 /traddybearapp

 /traddybearapp

 /traddybear



# OUR POTENTIAL PARTNERS

- Toy Companies
- Toy manufacturers
- Online Sales Sites
- Non-Governmental Organizations



 /traddybearapp

 /traddybearapp

 /traddybear



# REVENUE MODEL

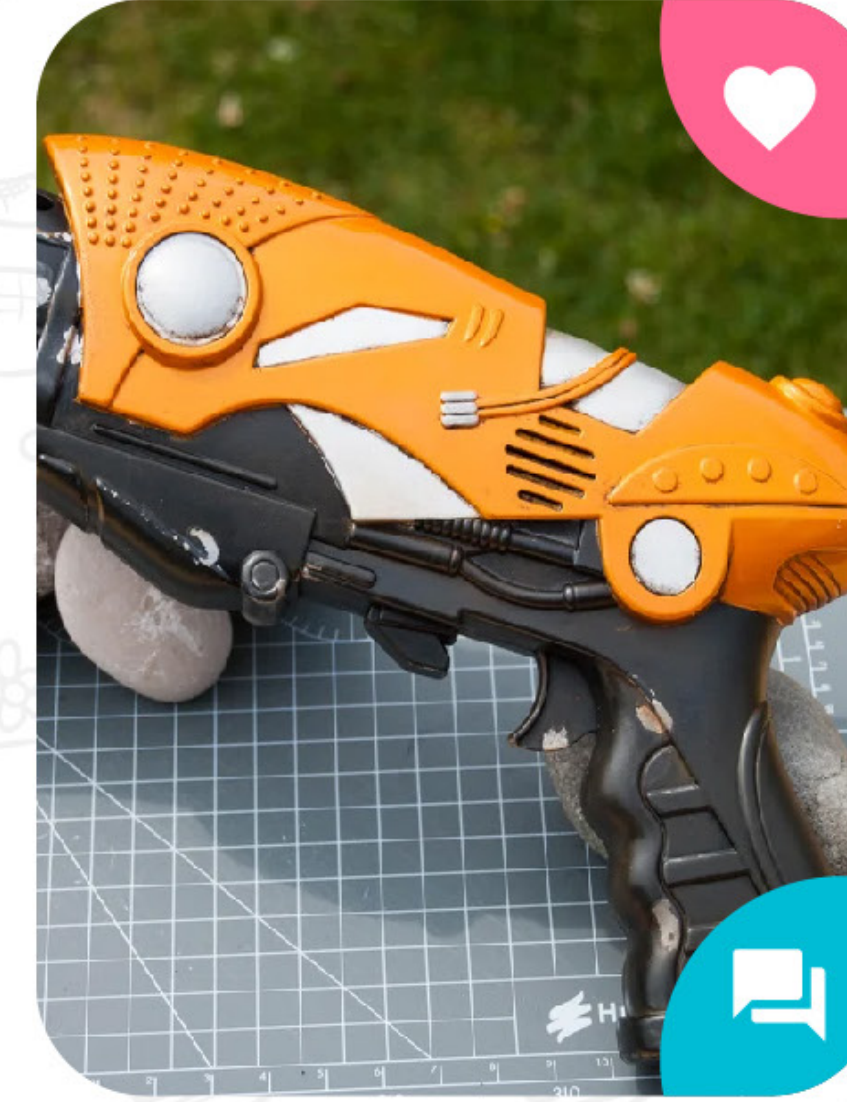
- Banner Ads
- Sponsored Posts
- Collaborations
- Mobile games
- Leasing
- TraddyCoin commission fees

f /traddybearapp

o /traddybearapp

t /traddybear

Vitrin İlanları



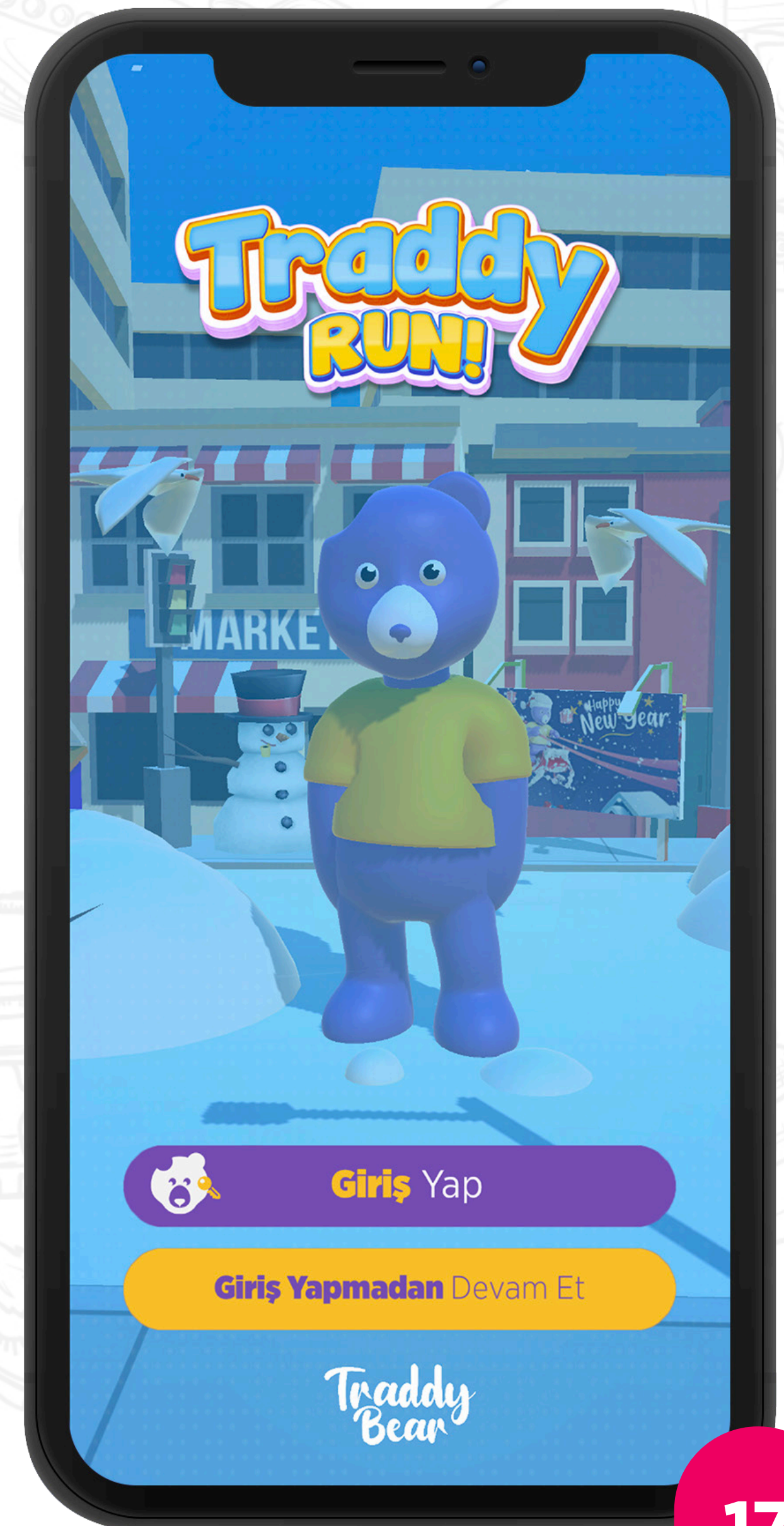
Tümünü Gör





# REVENUE MODELS OF MOBILE GAMES

- Ads to be played when starting a new game.
- Ads to be played to double the points earned after the game is over.
- Ads to be watched to earn 1 extra right after the game right is over.
- Banner ads
- Selling coins that will be used for the game.





# HOW DOES THE COIN SYSTEM WORK?

- **TraddyCoin:** It is in-app currency that you can earn in various ways in TraddyBear apps.
- **TraddyCoin** You can play games, trade or buy using fiat money from the in-app market to get.
- **Traddycoin**, you can buy any toy you want from the in-app market spend, raise your trade offer, or pay a certain commission. You can convert it back to cash.





# WHY MOBILE GAME?

- We will direct users to the TraddyBear app thanks to the games, even if they do not need to trade.
- We will bring new users to our application with games that appeal to different audiences.
- We will ensure that users spend more time in the application with constantly updated content and new concepts.
- Thanks to the coin system, we will gain user loyalty for toy acquisition.
- Thanks to the characters we use in the application, we will create a character pool for children's YouTube videos or cartoon series that we will edit in the future.





**YouTube Kids  
Cartoon Series**

**Viral  
Marketing**

**Mother-Child  
Workshops**

**Social Media  
Ads**

**Poster,  
Billboards**

**Influencer  
Marketing**

**Digital Marketing  
Methods**

**Mobile Game  
Events**

 /traddybearapp

 /traddybearapp

 /traddybear



# APP TARGET

## USERS COUNT



1. MONTH



**1500 Users**



3. MONTH



**10.000 Users**

6. MONTH



**45.000 Users**

12. MONTH



**110.000 Users**

24. MONTH



**300.000 Users**

 /traddybearapp

 /traddybearapp

 /traddybear




# MOBIL GAME TARGET

## USERS COUNT



 /traddybearapp

 /traddybearapp

 /traddybear



# ROAD MAP 1ST YEAR

**Phase 1 Finish**



**April 2022**

**Phase 2 Finish**



**August 2022**

**Phase 3 Finish**



**2023**



[/traddybearapp](https://www.facebook.com/traddybearapp)



[/traddybearapp](https://www.instagram.com/traddybearapp)



[/traddybear](https://twitter.com/traddybear)



# MILESTONES

## PHASE 1

- Force Update
- Advanced Management Panel
- Login Methods with Social Media Accounts
- 2-Factor authentication via SMS
- Search and Filtering
- Advanced Exchange System
- Feed Ad Structures
- Coin Wallet
- Coin System and Mobile Game Integration
- TraddyRun Market Entry
- Google Pay and Apple Pay Integration

## PHASE 2

- Deep Link and Product Share
- Sending a Message Request
- Task System
- TraddyRun Online Store
- Market Place and Suggest My Ad Feature
- Personal Market System
- Free shipping feature for donation
- Continuation of Mobile Games
- Follow / Follower Features
- TraddySocial Feed
- Launch of our Youtube Kids Channel

## PHASE 3

- Feed Personalized by Artificial Intelligence
- Leasing System
- A virtual TraddyBear Amusement Park on the Metaverse
- Traddy Coin Blockchain Project
- Traddy NFT Market
- Blockchain based Play&Earn Games
- Efforts will be made to host toy companies under its own roof.





# HOW WILL WE ASSESS THE INVESTMENT?

- 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.



/traddybearapp



/traddybearapp



/traddybear