

Competitive Analysis

Panjo is a community of hardcore collectors, racers, sportsmen, and connoisseurs. We connect like minded people with the same set of product value standards. Our marketplace offers a personal and secure experience for user to user sales between members of our community. We aren't for general audiences.

Competitors & Ecosystem:

<u>Marketplaces</u>	<u>Taglines</u>
eBay	
Lootsy	A Simple Way to Buy and Sell Stuff
Grabio	Buy and Sell with People and Businesses Nearby
Reverb	the Marketplace for Used, Vintage, and Rare Guitars
Shpock	your mobile yard sale for beautiful things
Depop	The new and fun app to buy and sell, with your friends, from your pocket.
Poshmark	A fun and simple way to buy and sell fashion
Threadflip	
Stuffle	With Stuffle sell and discover great stuff in your neighborhood.
Listia	Get rid of old stuff. Get new stuff for free!
Carousell	Snap, List, Sell. Create free listings in 30 seconds.
Craigslist	
Oodle	
Recycler	
Glyde	Discover how easy it is to make and save money on Glyde
Chirpify	We activate media for instant marketing and commerce
conversion.	
HipSwap	
MicroClassifieds	
PhotoPost Classifieds	
Dwolla	The cash-inspired payment network
Boku	Payments made mobile.
Venmo	A simple, fun, and free way to pay your friends.

Positioning

Our audience

- Persons who spend time and money on products, parts, and accessories related to an area of expertise or passion.
- Persons who dedicate time to consuming or contributing content to an online community dedicated to their passion.
- Passions include: autos, motorsports, and outdoor recreation.
- Has a credential set for an online community related to their hobby.
- Lurks on community sites and does not contribute. Doesn't want to deal with the hassle and ego.

Background

- Members of our audience periodically want to buy and sell items related to their area of passion. Depending on the practicality of shipping the item, they have three primary incumbent choices for finding and selling goods: eBay, craigslist, or a forum related to their area of interest. eBay has a lot of overhead and their listing will get lost. Neither Craigslist nor a forum can handle the payment processing of a successful transaction.

Demographics

- 67% Male
- 45% 18-34
- 42% 35+
- 38% have children
- 47% college/grad school

Psychographics

- Buyers/Sellers: Protective of their fellow enthusiasts and online communities. Skeptical of newcomers. Hierarchy of community members based on expertise and how much knowledge they contribute to the community.
- Forum owners: Protective, competitive, opportunistic, suspicious, exhausted by nagging forum participants. Most run online communities as a labor of love not of profit.

Pain points

- Buyers:
 - Listings are not categorized or organized. Simply sorted by post date.
 - Outside of eBay, payment processing is an extra step.
 - Item availability isn't clear.
 - Photography isn't user friendly.
 - No mobile-first solution.
 - Lack of buyer protection.
 - Lack of reputation management for sellers, buying in darkness.
 - Have to search in multiple places.
 - Information in multiple places... product info... reputation info.
 - Can't pay with favorite Visa, Mastercard, or Discover
 - No 'immediate gratification.' Can't 'buy now.' Have to wait.

- Sellers:
 - Need to post in multiple locations.
 - Outside of ebay, can't process payment without an extra step.
 - Listings get lost quickly in a sea of threads.
 - Hard to sell outside of an specialist community.
 - Little protection from fraudulent buyers
 - No confirmation of a valid payment
 - Extra step to close listing post sale
 - Messages related to listing in different places.
 - Listing is isolated in subforum. No syndication. No promotion.
 - **Tedious and administratively burdensome to communicate and negotiate with buyers.**
- Forum owners:
 - Not making enough money from their forums.
 - Forum members consume lots of time in need of support.
 - Perpetually battling spam and spammers.
 - Poor SEO.
 - Poor social media skills.

Key benefit

- Buyers
 - Relevance. This is a marketplace of stuff you would care about.
- Sellers
 - Convenience. It is very simple to list an item, find a buyer, process payment, and get paid.
- Forum Owners
 - New source of revenue.

Key messages

- Buyers/Sellers: Discover and buy the best stuff.
- Forum Owners: Make money.

What they think now

- Buyers:
 - The seller might be ripping me off. Buyer beware.
 - I can't find what I want.
 - I can't tell who to buy from.
 - I can't find what I need in eBay.
- Sellers:
 - Buyers can't find my item.
 - I am targeting a very narrow customer.
 - I have too many things to sell, I don't want to post all these in multiple places.
 - The process is too much work from the time I post to the time I get paid.
- Forum Owners:
 - I have no way of monetizing my classifieds.
 - I offer classifieds to my community as a favor/benefit for my community.
 - Sellers (my members) will protest fees.
 - I don't like making any changes on my forum. Members resist change.

What we want them to think

- Buyers:
 - I can find what I want.
 - I trust that I will get what I pay for.
 - I can expect to get this item soon.
 - This is the best place to browse for items I might want or need.
 - I have access to an exclusive marketplace. Not just any Tom, Dick, or Harry can sell here.
- Sellers:
 - The right buyers can now find my listing.
 - I only need to list this once and it will post to multiple relevant places.
 - I can collect payment easily.
 - Buyers will automatically know if my item has sold.
 - Posting an item is easy.
 - I am getting lots of value for the fee I am paying.
 - I don't pay anything unless my item successfully sells.
 - I have access to an exclusive marketplace. Not just anyone can sell here.
- Forum Owners:
 - I can make money from my classifieds.
 - I can provide a new service to my customers.
 - I will get new members from this service.
 - I will grow my traffic from this service.
 - My members will embrace this services.
 - This service will not increase my customer support burden.

What they do now

- Buyers:
 - Only browse the first page of classifieds.
 - Don't pursue listings that look "stale" (no recent posts)
 - Get lazy about following through on payment.
 - Worry they'll get ripped off.
- Sellers:
 - Post in only one place, maybe two.
 - Describe their item with little detail.
 - May or may not include photos.
 - Information between listings is not uniform.
 - If they're selling multiple items, they list it all in one place.
- Forums:
 - Offer a craigslist-like classifieds experience.
 - Resist change.
 - Monetize their communities through adsense, viglinks, monthly sponsorships.

What we want them to do

- Buyers:
 - Take advantage of the search and attribute filters.
 - Feel confident that listed items are still for sale.
 - Pay for an item the moment they decide they want it.
 - Trust that their money is safe.

- Sellers:
 - Feel confident that listing an item is easy.
 - Communicate quickly with customers.
 - Feel confident that we're the best place to post their item.
 - Post a photo and a decent description.
 - Take the time to cancel a listing if they don't want to sell it anymore.
 - Finish the transaction in the platform.
- Forums:
 - Partner with Panjo in order to generate a new source of revenue.
 - Rely on Panjo to reduce the service burden for classifieds-related issues.

Brand Development

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Panjo conveys

trust
convenience
community
rewards
exclusivity
quality
knowledge

Panjo members are

discerning
exclusive
winning
personal

aficionados
specialists
experts
mavens
pros
niche
hardcore
enthusiasts

Panjo experience

“baller service”

“excellent support”

“score quality items”

“the fucking best shit”

“primo listings”

“legit network”

Panjo - Buy and sell the best stuff

Panjo - Buy and sell specialty goods and gear

Panjo - Simple and secure specialty goods sales

Panjo - Buy and sell primo gear and goods

Panjo - Gear and goods for experts

Panjo - Baller goods for experts and hobbyists

Panjo - Serious gear for serious passions

Panjo - Serious goods.

Panjo - Serious gear. Stellar support. Legit network.

Panjo - buy and sell serious gear from people i trust

Panjo - The right stuff

Panjo - Buy and sell the right stuff

Panjo - Supporting the worlds experts

Panjo - Creating the worlds next experts

Panjo - Expert communities worldwide

Panjo - The world's experts

