



Strictly Private and Confidential

The purpose of this investment proposal is to outline SquareDeal and act as a foundation for detailed discussions around investment.

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The Platform

www.thesquaredeal.co.uk

The Strapline

SquareDeal, Rethinking Classifieds - Fair, Local, Community-driven

Buying on SquareDeal: A Marketplace for Serious Dealmakers

Selling on SquareDeal: Where Every Item and Service Finds Its Match

The Elevator pitch

At SquareDeal, we're more than just a marketplace—we're a community. We connect sellers and buyers for everything from selling and haggling to giving away and renting out items or services. With our innovative model, selling is always free, and buyers pay just £2.99 a month after a 7-day free trial. We're building a space where deals are fair, feedback is transparent, and members look out for one another, all while promoting sustainability and local connections.

The Business Model

The platform is developed and tested on the web. The IOS app is in beta. The Android app requires an additional 25 beta testers.

Income is generated via a monthly subscription of £2.99 for buyers. There is currently a 7 day free trial period. Selling is free. The plan is to extend income generation through advertising revenue, when users reach the minimum requirements. We can possibly extend income via transactional charges on buyers (buyer fee), if the business model supports it.

Projected Finances

Our development costs have already been absorbed.

Monthly costs will remain low, with variable costs on paid advertising required. All costs are available for scrutiny.

Our initial aim is to obtain 1,000 monthly subscribers within 6 months as a proof of financial concept, moving towards 10,000 monthly subscribers within 2 years as a sustainable, highly profitable business.



The Marketing Plan

We intend to market locally, by area. We will use Facebook adverts and Facebook groups to both encourage items for sale and promote items to buyers.

We intend to use low-level, low-cost advertising to promote local sales. We will use Church publications, Local Directories and flyer car boot sales.

We will target probate services.

We currently post to Facebook and Instagram and will look to expand this offering.



<https://www.facebook.com/thesquaredeal.co.uk>



<https://www.instagram.com/thesquaredeal.co.uk/>

The Market

The market is wide, basically dealing with people's or organisation's belongings. We also intend to corner the market in advertising for individuals' side hustles and small businesses. We want the children's party organiser, the cupcake baker and the piano tuner.

We believe there is a very different way to communicate with sellers and buyers. Sellers may be dealing with downsizing, probate or moving house. Buyers may well simply want a deal or something for nothing. Individuals looking to hire out their services or people looking for swaps will also require a tailored message.

The origins of our experience of this secondary market is from one of the major provincial auction halls and largest commercial auctioneers in the UK.

The Technology

SquareDeal is built by experts in React using Next.js, Supabase and Stripe. The app is built in React Native using Expo. We use industry leading solutions.

It is built to scale up.



The Competitors

Obviously we are looking to be the new go to solution for traditional classified adverts.

The secondary market is well served by high profile technology platforms: Facebook Market Place, Shpock, Gumtree, Ebay, Vinted to name a few.

We believe there is a gap in the market for re-working all kinds of classified adverts and not having to earn income on the transaction.

We believe there is a need for a more local, fair and community driven market to support sustainability and promote serious deal making.

SquareDeal prioritises trust, accountability, and sustainability. Unlike platforms like Shpock, Craigslist, Facebook Marketplace, eBay, and Vinted, we're more than just a space to buy and sell.

SquareDeal supports selling, swapping, freecycling, and renting/hiring (both items and services), providing a more versatile platform for users.

Our focus on local connections and community oversight sets us apart. We use a Mutual 3 Strikes Rule and a two-way feedback system, ensuring both buyers and sellers are accountable, fostering fairness and trust. Where other platforms can be crowded with casual users or timewasters, SquareDeal's subscription model for buyers (just £2.99 a month after a 7-day free trial) ensures serious, committed users, creating a higher-quality marketplace experience.

We also put sustainability at the core of our platform—encouraging freecycling and local swaps to reduce waste. With a focus on community, fairness, and eco-consciousness, SquareDeal is building a trusted marketplace where people genuinely want to engage. In a crowded space of generalised platforms, our emphasis on accountability, trust, and versatility offers a differentiated, meaningful alternative that today's users are craving.

SquareDeal is designed for everyone: the savvy seller, the eco-conscious swapper, the generous freecycler, and the committed service provider.



What are we looking for ?

We are a start up and in need of finance. This investment is required to pay for advertising which will directly turn into subscribers.

We would prefer a commitment to £100,000, which may form cashflow whilst we build a subscription base. An initial £10,000 is requested to launch the service in Birmingham and the West Midlands.

We are not looking for a silent partner. We would prefer a committed colleague who has ideas on marketing and sales.

We believe the next launch steps are a PR, marketing and sales challenge.

What are we offering?

An equity stake.

A platform that is built and tested.

A chance to help shape our future in a meaningful way.

The potential of a high profit business share.