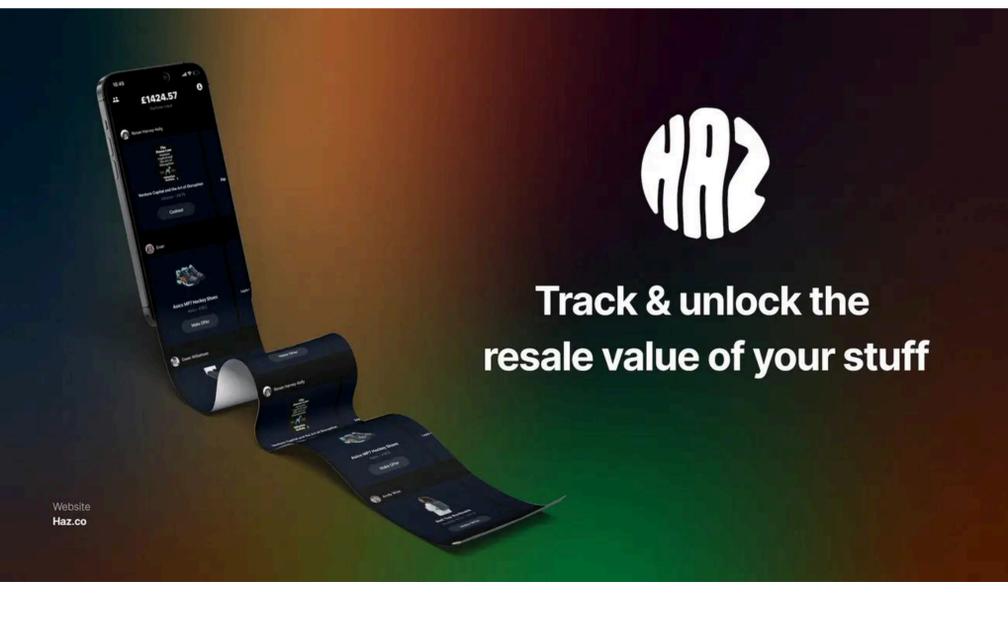


# Pre-Seed



Track & unlock the resale value of your stuff

Website  
Haz.co

## The Problem —

**47%** of goods fit for resale, are still not resold.

## The Problem — Why?

Buying is easy, selling is hard.

### Time

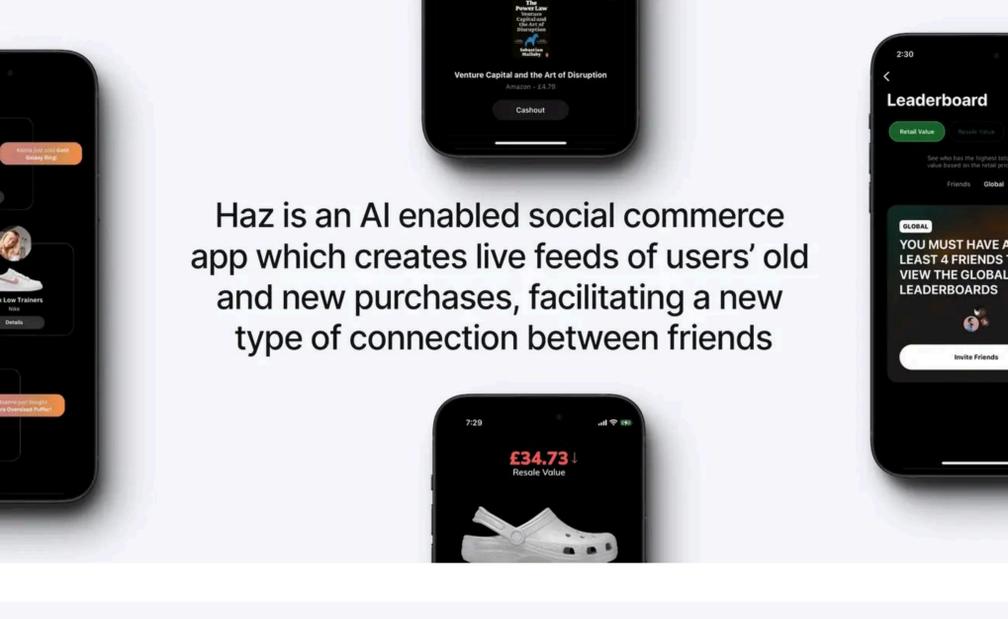
People don't have time to resell their belongings.

### Knowledge

People don't know what their stuff is worth, opting to discard or do nothing.

### Boring

The second hand consumer experience lacks entertainment, social connection and gamification.



Haz is an AI enabled social commerce app which creates live feeds of users' old and new purchases, facilitating a new type of connection between friends

## The Solution —

Haz uses AI to automatically create a feed of everything you own.

Track the resale value of your items in real time.



A new type of social connection through ownership.

Gamification of the second hand consumer experience.

## How is Haz Different?

Haz	eBay, Depop, Vinted, FB Marketplace
More choice, Haz lists <b>ALL</b> the items people own.	Only items that have been actively listed for sale, are unwanted or broken.
Automatically digitise the things you own, no time consuming or manual listing process.	Manual listing process. Take photos, write listing descriptions, research resale prices, categorise.
See what your friends own with live purchase and resale notifications. A new type of social connection.	Consumer experience is outdated, with no social features or gamification.
Track the resale value of your belongings in real time to make better resale decisions.	Consumers have access to minimal data, encouraging poorer resale and purchases outcomes.
Access to more data as all items are tied to original digital receipts.	No idea where items come from, with higher variances in listing quality.

## Why Now?

1

### AI

Haz's proprietary AI pipeline is built on models and technology which have only recently been made available.

2

### Consumers

80% of Gen Z consumers bought second hand in 2022 (1), with 60% considering the resale value when purchasing a new product (2). Consumer behaviour and perceptions are changing rapidly in Haz's favour.

3

### Planet

40% of consumers state sustainability as the main reason they shop second hand, yet 73% of clothing is disposed as landfill, 95% of which could be recycled or resold (3).

## A Clear Go-To-Market-Strategy



## A Huge Market Opportunity



## Why Us?



**Ronan Harvey-Kelly**  
CEO

- Serial entrepreneur, building and launching multiple consumer apps across Europe.
- Founding team at Lottie.org - a marketplace business scaling from pre-Seed to Series A at a valuation of \$110M+.
- Built and ran enterprise SaaS product with clients including Unilever, Diageo & Schrodgers.



**Glenn Keller**  
CTO

- Co-founded, built and scaled Blindlee, largest blind dating app, featured in Apple, Techcrunch & Forbes.
- Expert in design, engineering and AI.
- Worked with multiple startups and larger enterprises to help build and scale their products.