

SONAR 6
XERO
NZ COMPANIES GOING TO THE WORLDWIDE

INTERNET BUSINESS MODEL EG:

BUY THE TERM FROM GOOGLE
"DATING"
PAY GOOGLE
COMPETITIVE ADVANTAGE CAN BE DISADVANTAGED BY COMPETITION

THE INTERNET IS OUR BUSINESS

WE ARE A COMMUNITY ON LINE

SAM MORGAN
CEO & FOUNDER
TRADE ME

- ✓ KEEP SITE UP
- ✓ MAKE IT FAST (ON MODEM)
- ✓ MAKE EASY
- ✓ RESPECT CONSUMER
- ✓ DESIGN FOR WOMEN

WORD OF MOUTH



trade me

WHERE KIWIS BUY & SELL ON LINE



400,000 VISIT TRADEME EVERY DAY

3000 SMALL BUSINESSES

\$15 MEDIAN SALE VALUE

1.5 B PAGES PER MONTH

2 MILLION REGISTERED MEMBERS

TRAFFIC PEAKS... LUNCH TIME AND SOCIAL LEISURE TIME

DIGITAL STRATEGY RECOMMENDATIONS

SECURING DIGITAL TRADE ROUTES

PROTECT CONSUMERS

BUSINESS SHOULD ENGAGE



CONSUMER PROTECTION IMPORTANT

TRUST BUSINESS MODEL

GOVT CONTACT WHEN SUSPICIOUS ACTIVITIES

SUCCESSFUL IN NZ BUT NOT OTHER PEOPLE CULTURES

TRADEME MOTORS

TRADEME PROPERTY

TRADEME JOBS

TRADE ME TRAVELBUG

LEAN FORWARD

VS

SLOUCH BACK

CULTURAL DIVIDE

FAMILY WATCHING TV TOGETHER

WERE YOU BORN AFTER 1967?

LOG ONTO...
FLICKR
REISO