

How to choose the right way?



The objective of this Radar is to identify **the emerging** and **promising** start ups worldwide in the **secondhand luxury ecosystem** to foster collaborations and partnerships **to leverage their expertise** for our clients in the luxury sector. In total we identified **15 startups**.



The criteria of selection for start ups are:

- / With **appropriate technology** to respond to the challenges of luxury sector
- / Specializing in **luxury market**
- / Specializing in **secondhand market**
- / **Worldwide**



Our approach was to identify start ups at each phase of the process of adopting a secondhand business model as a strategy.



The first phase is focused **on the acquisition of luxury goods from first-customers and authentication**. The second phase is focused on them as a secondhand luxury good, **defining the right strategy and approach to resell**.

15

identified startups in Europe & North America



Categories of Radar



ELIGIBILITY OF REFERENCES

Collecting references according- to **respective brand criteria's**, established **standards** and **pricing** tools for first evaluation of the luxury article

DESCRIPTION



AUTHENTICATION AND EVALUATION OF REFERENCES

Authentication tools backed by **relevant technology** to evaluate the **global condition** and **originality of the product**. Handling the **transaction** between the brand and the first client



SALES REGISTRATION

Promote second-hand offer, **financial transaction** and transport **logistic**



AFTER SALES

All activities concerning after **sales** to support customer **post purchase**

SUB - CATEGORY

Eligibility criteria of articles
What products do I wish to sell?

Sourcing of articles
Where can I source products for sale ?

Estimation of price of articles
At what price, can I sell my products ?

Authentication & traceability
How to verify the authenticity of the second-hand products ?

Evaluation of quality
How to evaluate the quality of my products ?

Financial Transaction C2B
How to recompensate the consumer ?

Trend analysis
What are the trends of the second-hand market ?

Customer experience
How to offer a great customer experience on my second-hand offer ?

E-commerce
How to build my ecommerce offer ?

Financial transaction B2C
What are the methods of payment available for the final client?

Logistics
How to respond to the logistic needs of the second-hand business model?

Customer Support
How to engage with consumer with my second-hand offer after purchase ?