

# Business Proposal for 12sell.app

## 1. Executive Summary

12sell.app is a next-generation B2B trading platform designed to connect businesses worldwide, streamlining trade opportunities through advanced digital tools. The platform allows users to post and filter trade offers efficiently, facilitating direct connections between buyers and sellers. With a token-based economy, real-time chat, AI-powered moderation, and advanced filtering, 12sell.app provides a powerful and modern solution for global trade networking.

## 2. Business Model & Features

### 2.1 Business Model

12sell.app operates on a token-based system, where users purchase tokens to access premium features such as:

- Posting trade offers (WTB/WTS)
- Boosting post visibility
- Creating and managing private business channels

Additionally, users can earn tokens through the affiliate program, which rewards referrals and encourages user growth.

### 2.2 Core Features

- Powerful Filtering System – Users can filter trade posts by region, category, sub-category, and brand for precise business matchmaking.
- Want to Buy (WTB) & Want to Sell (WTS) Listings – Businesses can broadcast their buying and selling needs to targeted audiences.
- Showcase – A photo-based post type for users to display their products and services.
- Tale – A short-form content feature similar to Instagram Stories, allowing 5-second videos and photos with quick reaction options.
- Private Broadcast Channels – Users can create customized WTB/WTS channels for targeted business outreach.
- Real-Time Chat & Reviews – Enables direct communication between traders and transaction feedback to establish trust.

- Affiliate System – Users can earn tokens by referring new members who subscribe.
- Supabase-Based OTP Authentication – Secure phone number verification powered by Supabase authentication and Twilio OTP integration for seamless and secure user access.
- Admin Panel for Moderation – A centralized admin dashboard for managing user activity, trade posts, and enforcing platform policies.

### 3. Market Opportunity & Target Audience

#### 3.1 Market Opportunity

The B2B trade industry is rapidly shifting towards digital platforms, with businesses increasingly relying on online networks for sourcing and sales. 12sell.app capitalizes on this trend by providing a specialized trade networking platform with powerful filtering, secure communication, and scalable monetization options.

#### 3.2 Target Audience

- Wholesalers, manufacturers, and distributors seeking trade partners.
- Importers and exporters looking for reliable suppliers and buyers.
- Business professionals needing real-time trade networking and outreach tools.
- Users who require business matchmaking based on category, subcategory, brand, and region.

### 4. Technology Stack & Development Plan

#### 4.1 Tech Stack

- Web Application – React.js for a fast, interactive frontend and Node.js for a scalable backend.
- Mobile Application – Native development for iOS and Android to ensure top performance.
- Database – Supabase for authentication, real-time updates, and secure data management.
- Payment Gateway – Stripe integration for seamless token purchases and subscription handling.

- AI Moderation – ChatGPT-powered content moderation for enhanced security and compliance.

## 5. Conclusion

12sell.app is designed to be a leading B2B trade networking platform, offering a secure, efficient, and scalable environment for global business connections. With its token-based economy, real-time communication tools, and AI moderation, it provides a modern and intelligent solution for trade professionals worldwide.