

TROLLEY DASH PRESENTS

# TROLLEY DASH MARKET

A NEW APPROACH TO  
ONLINE GROCERY SHOPPING





# HI THERE...

# Welcome to Trolley Dash Marketplace.

We want to revolutionise the online grocery shopping experience by connecting Australian farmers and makers to everyday shoppers.

More than just a digital platform; Trolley Dash is a movement. It's about joining forces with a community of passionate individuals who share values and aspirations around supporting local economies, preserving the environment, and leaving a positive impact on future generations.





# 01 - THE PROBLEM

## HOW DO WE GIVE AUSTRALIAN CONSUMERS MORE ACCESSIBILITY TO ETHICAL SHOPPING CHOICES?

Australians care more than ever about where their food comes from and the impact their shopping choices have on our environment and society.

A growing number of shoppers are bypassing supermarkets and buying direct from farmers and alternative product sources.





# 02 - OUR PROPOSAL

**A CENTRAL POINT FOR ALL THINGS  
AUSTRALIAN MADE, ETHICALLY  
SOURCED AND ENVIRONMENTALLY  
CONSCIOUS.**

Our marketplace focuses on providing a wide range of grocery categories, giving shoppers access to the greatest range of sustainably focused products in Australia.





# 03 - OUR SOLUTION

## A FARMERS MARKET WITH A TWIST

All the authenticity of a traditional farmers market, without the crowds. We increase customer accessibility to your products by showcasing them in our digital marketplace, giving customers the farmer's market experience from the comfort of their homes.





# 04 - OUR VISION

## WE WANT TO CONNECT SHOPPERS TO ETHICAL SHOPPING CHOICES

Our marketplace focuses on ethical, Australian made, environmentally conscious products.

Align your products with likeminded suppliers and increase your customer base.





# 05 - HOW DOES IT WORK?



## AN ETHICAL DIGITAL SUPERMARKET? YOU GOT IT!

Our app is a digital marketplace for independent Australian vendors who share a passion for socially and environmentally sustainable products. Think Etsy, but for ethical groceries.

Products are sorted into categories much like you would find in a typical supermarket, allowing consumers to easily navigate to their favourite purchases, as well as browse to find new offerings.

Once the sale is made, we transfer the order and funds to you. All order fulfillment is in your hands, giving you utmost control.



# 06 - SUPPLIER BENEFITS

## INCREASE EXPOSURE

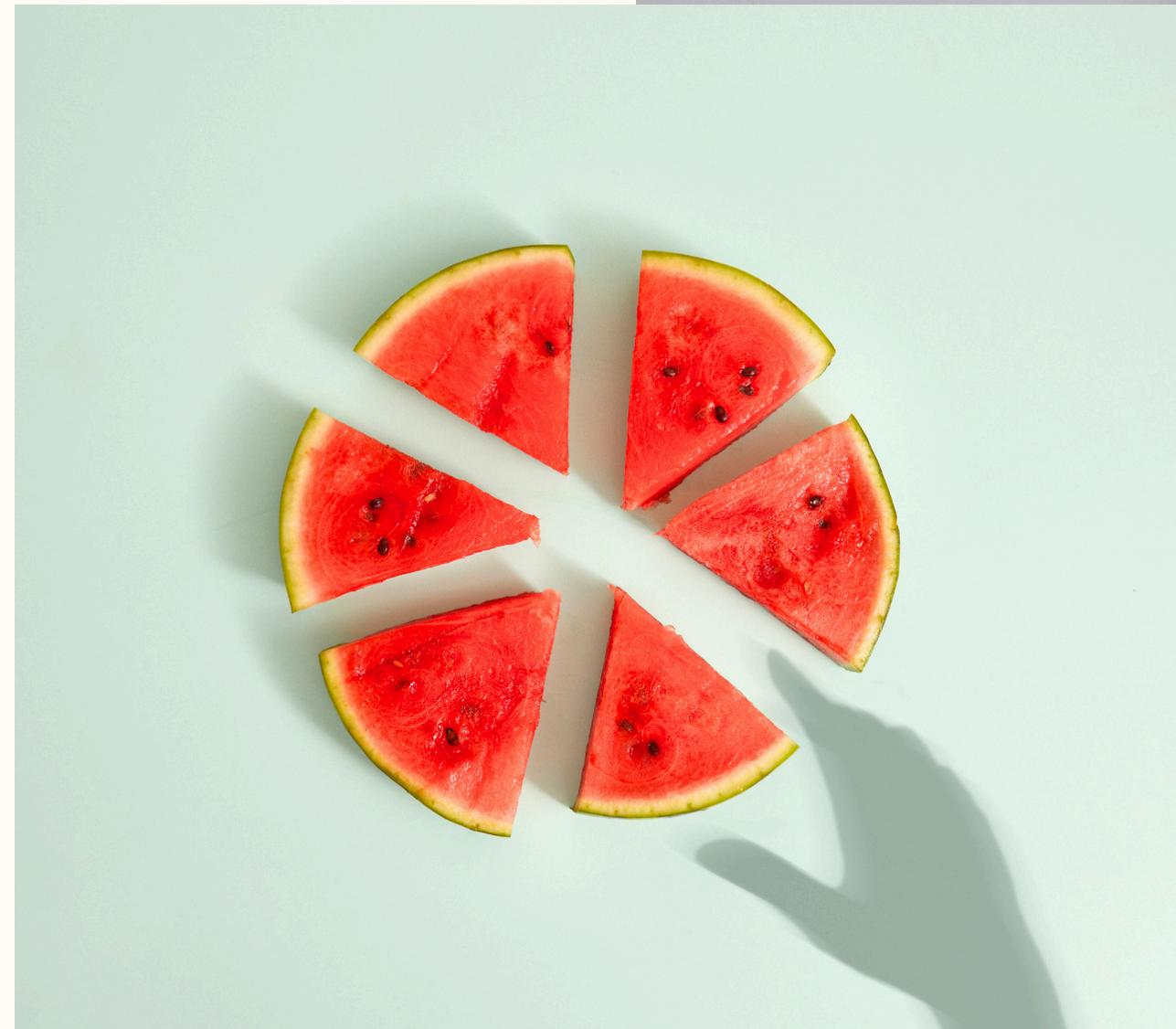
- Increase your exposure by being affiliated with like minded products
- Multiple marketing opportunities

## BETTER PROFITS

- Keep a bigger piece of the pie - there are no fees to be a part of our market, we just ask for 10% of your sale value.

## BE A PART OF SOMETHING BIG

- Support the Australian made, ethical and sustainable ecosystem
- Be a part of a grocery shopping revolution





# 05 - JOIN OUR HERD!

We are looking for suppliers to join our community and be a part of our fresh approach to grocery shopping.

If you already have an online shop, or sell through another independent retailer we don't mind. We want to increase your exposure, not monopolise it.





# WANT TO KNOW MORE?

## LET'S TALK!

Register your interest by email, or by booking a time for us to call.



[www.trolleydash.com.au](http://www.trolleydash.com.au) | [hello@trolleydash.com.au](mailto:hello@trolleydash.com.au)

TROLLEY DASH PTY LTD