

MARKTANALYSE



A robotic hand and a human hand are shown against a black background. The robotic hand, located in the upper left, is white with red joints and is reaching downwards. The human hand, located in the lower left, is also reaching upwards. Their fingers are nearly touching, creating a sense of connection or interaction.

Target market

The platform is aimed at companies along the entire supply chain, with a particular focus on:

1. Large corporations:

- *Optimisation of global supply chains.*
- *Need for automation and transparency in material procurement.*

2. Small and medium-sized enterprises:

- *Opening up new markets with affordable and flexible solutions.*
- *Access to optimised trading networks.*

3. end consumer (phase 3):

- *Expansion to small orders and private customers.*
- *Seamless integration of B2B and B2C functions.*

A vertical image on the left side of the slide. The top half shows a white, articulated robotic hand with red joints, reaching downwards. The bottom half shows a human hand with a reddish-pink skin tone, reaching upwards. The two hands are positioned as if they are about to grasp each other, symbolizing the intersection of human and artificial intelligence.

Market potential

Forecast growth to USD 30 billion by 2030 (source: McKinsey, 2023).

1. Industries:

- *Steel and metal industry.*
- *Automotive industry.*
- *Chemical industry.*
- *construction and energy sectors.*

2. Growth driver:

- *Digitalisation and automation.*
- *Need for sustainable and efficient supply chains.*
- *Increased demand for transparent processes.*




Competition analysis

The platform positions itself as a comprehensive solution that sets itself apart from the competition:

<i>Provider</i>	<i>Strengths</i>	<i>Weaknesses</i>
<i>Tradeshift</i>	<i>Digital network for invoices</i>	<i>Limited functionality for logistics</i>
<i>SAP Ariba</i>	<i>Market leadership in purchasing</i>	<i>High costs for SMEs</i>
<i>Alibaba B2B</i>	<i>Large variety of products</i>	<i>Focus on Asian markets</i>

Our competitive advantages

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- *Integration: Unique combination of material procurement, logistics and cost calculation.*
 - *Technology: Use of AI and blockchain to improve efficiency and security.*
 - *Scalability: Modular structure that can be adapted to the needs of different industries.*



Risks and challenges

1. Barriers to market entry:

- *Need to build trust with established companies.*
- *Adaptation to different regulatory requirements.*

2. Technological risks:

- *Integrating new technologies can be complex and time-consuming.*

Opportunities



1. Sustainability:

- *Optimised logistics reduce CO2 emissions.*
- *Promoting sustainable supply chains through transparent processes.*

2. Efficiency:

- *Companies save up to 30% of delivery costs through automated and optimised processes (Deloitte, 2023).*
- *Opportunity to extend the platform from large corporations to SMEs and end consumers.*

With the right strategy and investment, the platform has the potential to play a leading role in global trade. The combined focus on technology, efficiency and sustainability offers companies and investors long-term benefits.



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