



SWAPACE.com

the marketplace of choice

What is SwapAce?

SwapAce is the creator of **innovative online community marketplaces** where individuals, businesses, groups and communities **trade** and **interact** with each other—just as they do **in person**.



How is it different?

Unlike other online market providers, SwapAce has created **full function community marketplaces** where you can:

- Make a **wishlist** of things you want to buy, sell, swap or do, or people to reach
- **Receive offers** from other people—like a reverse auction
- **Choose the way** you deal— fixed price, auction, best offer or swap
- **Choose who** you deal with—your local community or the world
- **Trade without cash**— for items, for services, for tickets, for anything
- **Negotiate** until you're happy with no pressure
- **Make multiple offers** to multiple people, without ending up with nothing or the lot
- Create your **own private marketplace**— and save money and time
- **Interact** with others for **free**.



Who is the company?

SwapAce is a Sydney-based business founded in **2004** by a group of young traders dissatisfied with the cost and constraints of the big sites. The site was launched in July **2005** and in 12 months is gaining **200,000 hits** per day, **2 million views** per month. SwapAce has **125,000 members** and is gaining **500** new members every day.

SwapAce's unique **offer management system** is **patented**. The company was a finalist in the **Australian Secrets of Innovation** competition in 2005, received an AusIndustry **COMET** grant for innovative technologies in Feb 2006 and was voted in the **Top 10 Coolest Companies** by Anthill magazine in August 2006.

The company has an experienced **management team of 7** which combines youth and maturity, with local and international business experience, and technical and entrepreneurial expertise. The company's **20 personnel** have experience in finance, IT&T, software development, project management and marketing.



What do people say about Swapace?

"As a new site member of Swapace.com, I am overwhelmed by the endless possibilities. I am rating Swapace.com as the greatest site ever created; the concept of getting something for nothing is truly out of this world." **Chad**

www.swapace.com