



ORIGAMI

Build your Marketplace



Origami is an all-in-one solution, which allows you to focus on your business without having to worry about technicalities. Our service will provide multi-currency (with a crypto-currency add-on coming soon) and multilingual solutions which is open to an international clientele. Our solutions are scalable and self-adjust to the evolution of your project.

A WORD FROM OUR CMO

Alexandre Duquenoy, Origami Marketplace's Sales Manager



« The Origami team conceived and developed the only complete marketplace-building **SaaS platform**. This solution allows you to create any type of marketplace that you would like to see come to life for your clientele : **B2C, B2B, C2C** or even a service marketplace.

Making the choice of establishing your own marketplace opens the door to a various set of considerable advantages, including a **large catalogue** of goods and services or a **lower stocks-related financial risk**. When visiting your website your customers will be thrilled to find a diverse catalogue that is far more versatile and interesting than the ones they are used to when shopping on classic websites.

The competition between sellers will naturally **get prices down** ».

Thanks to Origami, your business have the opportunity to become the virtual mall of choice within your market.

Let's meet and discuss your project !

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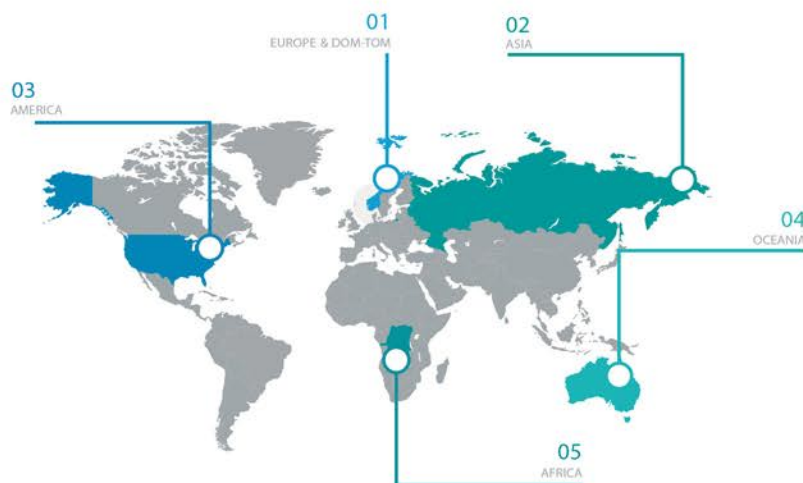
THEY TRUST US

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THE MARKETPLACE MODEL

An ever growing business

Get some inspiration from the best, propel your business with a model **tested and approved** by the most competitive websites of the moment. What do Amazon, Rakuten or even Zalando have in common? They've all chosen to operate a marketplace model, which is the **best solution** if you want complete **freedom** and keep in touch with your market.



«The 5 continents encompass the many potential new markets to the marketplace operators.»



AIRBNB

is the first global hotel operator

WITHOUT HOTELS



AMAZON

is the first global retailer

WITHOUT STOCKS



UBER

is the first taxi service

WITHOUT TAXIS

Marketplaces keep getting stronger. **One out of 3 internet users** bought something on a marketplace in the last 6 months, the influence which marketplaces have on the global e-commerce revenue can't be denied :

28% *in 2016*
against 16% in 2014.

According to various forecasts, **this growth is far from being over**, as marketplaces are believed to represent :

53% *of the global e-commerce*
growth in 2020

From a complementary leverage to a true *modus operandi*, marketplaces have become a huge part of online sellers that follow a **multi-channel revenue strategy**.

Did you know ?

In 2017, the amount of purchases on the 75 largest marketplaces rose to **1470 billion dollars**. The iPM index, which measures the overall marketplaces sales realized by third party sellers, reached a 15% increase in over a year. Today, marketplaces account for **29% of the e-commerce's volume of business**.

Source : Fevad



FORGET THE CONSTRAINTS

THE ASSETS OF A MARKETPLACE

Choosing to implement a marketplace model means first and foremost taking the weight off the e-retailers' usual constraints. Thanks to a simple commission system, invested sellers are continuously enriching your catalogue, without any inventory to care for. Below are some of the benefits you can expect when operating a marketplace.



No
logistics



No after-sales
service



An unconstrained
wage



An amplified
SEO



A large
catalogue



Easily
internationalizable

ORIGAMI'S HISTORY

Once upon a time
CommentSeRuiner.com

*The empire of fun and original
gifts*



ORIGAMI MARKETPLACE

The French expertise

June 2012

*Creation of
Commentseruiner.com*

July 2013

*Admission into the Euratechnologies
incubation program*

September 2014

*Creation of the Origami solution
Commentseruiner.com becomes
a marketplace*

November 2015

*Launching of the e-commerce
website CuteLand*

November 2016

*Commentseruiner.com
is finalist of the «Formidable
E-commerçant» contest*

February 2017

*Commercialization of the Origami solution
for B2B, B2C and C2C*

Coming Soon

*Origami Review &
Origami payment*

THE ORIGAMI SOLUTION

A SaaS software solution to build your own marketplace



Vincent
PICHON

A word from our
technical manager

« Origami Marketplace is based on three different

principles : **modularity, performance and reliability.**

Besides its ability to adapt itself to the various and ever changing needs of a marketplace, its architecture based on an event/API system which allows an **efficient communication** with every tool available on the market or tools that are internally developed.

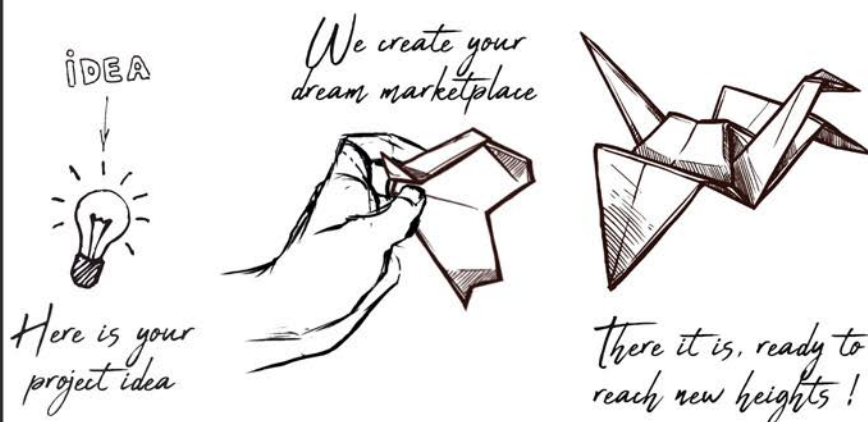
The Origami solution uses **new and strong technologies** (Laravel, Lumen, Docker,...) as well as **24/7** supervision tools.

You won't have to spend any minute worrying about scalability.

These cutting-edge technology tools as well as the agile deployment offered by Origami allow a **fast delivery (one week).**

An **intuitive and simple** management portal with a polished UX will allow both you and your sellers to efficiently manage your marketplace in a safe way. »

Working with Origami Marketplace is insuring yourself an **agile technique**, a dedicated human-sized team which offers focus and **specialized support** for your ventures. In order to satisfy all of your needs, our platform is modular "from scratch" or be fully tailored to an already-existing interface. The Origami solution is the **perfect answer to your needs**, whether you are looking to expand your business **locally or worldwide.**



Naturally, a project isn't set in stone.

We, at Origami, know that for certain and that's why our solution is **adjustable** in real-time to always stay coherent with **your ambitions.**

Support

Our dedicated team will support you during and after the implementation of your marketplace. You can trust our expertise to expediently answer all of your questions.

Scalability

As it is with every business, growth is your main goal. By adapting itself our back office won't restrain you from increasing your sales. Nothing changes, except for the amount of your orders!

Rapidity

By trusting the Origami solution, you ensure your business acquires an extra boost. Be ready to manage your own website in only one week and increase your sales.

Security

Origami always has your, as well as your customers' online security in mind. Both a HTTPS protocol and an SSL security certificate will make sure of that.

International

Trust Origami to make your marketplace available in different languages and for several currencies. It really is a necessity in today's global competitive market.

Simplicity

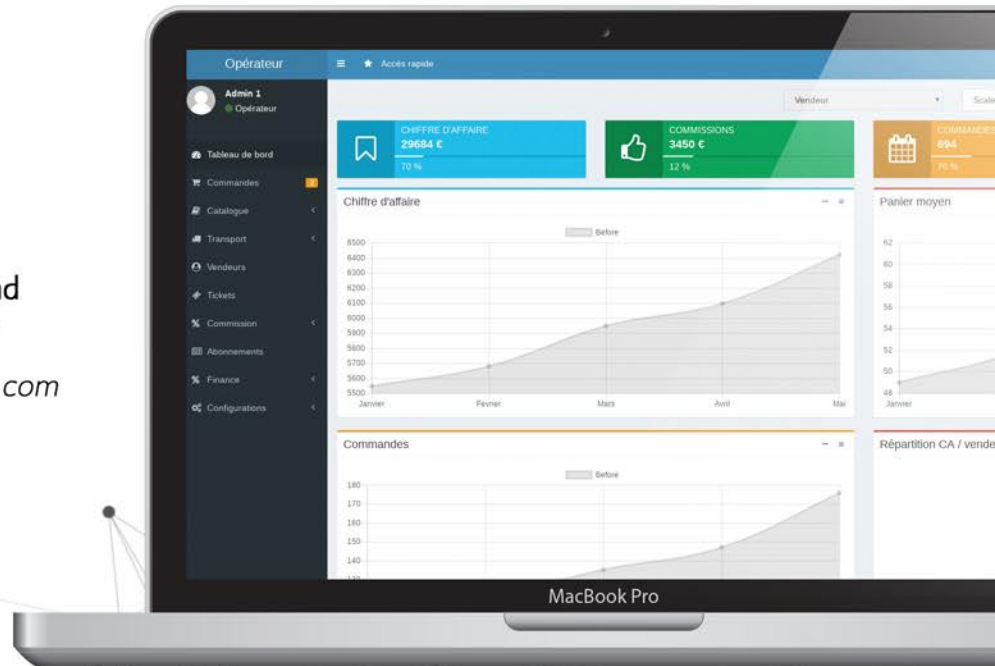
The Origami marketplace platform is both user friendly and intuitive. No specific training or knowledge is required to use its powerful tools.

A B2B, B2C & C2C solution

As you've probably already deduced, Origami Marketplace has a lot more to offer than any other typical marketplace. Whether they are B2B, B2C or even C2C, Origami can adapt itself to all your projects. Selling with our platform is also making the choice to benefit, among others, from powerful merchandising tools, a rock solid after-sales service and a simplified payment and billing management system. No complementary modules needed anymore.

« Origami is a very simple and user-friendly interface. I haven't had any trouble getting a hold of it »

Audrey from Commentseruiner.com



Even more innovations

Designing new projects is Origami's second nature. However, what we prefer above all is making them come to real life.

In 2018, our services are getting even more powerful with:

- Origami Review
- Origami Payment



Our goal is to generalize the access to decentralized customers' reviews and crypto currency escrow-payments on the Ethereum blockchain. This will surely revolutionize the way in which you operate your marketplace.



OUR FEATURES

Despite assuming a wide variety of forms, our marketplaces all have the same technical core

OPERATOR BACKOFFICE	Configuration	Marketplace settings management
		Delivery methods management (ex: express, relay...)
	Access	Users and roles management
	Messaging service	Consultation of the sellers/buyers message and intervention
		New message notifications
	Payment and billing	Payment methods management
		Taxes code management
	Seller management	Seller access management
		Seller platform: Access to the seller's interface
		Orders supervision
	Seller ratings	Seller ratings consultation
	Origami PIM	Category management
		Products/services properties management
		Products/services ranges management
		Products/services moderation
	Accounts management	Administration accounts management
		Seller accounts management
		Billing management
		Commissions and subscriptions management
	Statistics	Activity dashboard
		Sales figures
		Audience statistics
		Customer satisfaction monitoring
		Sellers monitoring
	Commercial management	Discounts management (catalogue, products, vouchers)

API FUNCTIONALITIES	Data	Data import/export
		Connection to third-party flows
	Webhooks	Connection to alerting services (text messages, emails...)
	Multi-sellers	The same product can be sold by multiple sellers
	Payment	Automatic distribution of the financial flows (commissions, subscriptions...)
		LemonWay / MangoPay / HiPay / Stripe and other payment
	Securing	HTTPS + OAuth 2.0

SELLER BACKOFFICE	Catalog management	Products/services addition or modification
		Products/services flows configuration
		Offers and stocks management
	Delivery management	Transporter management
		Shipping costs management
		Transporter tracking management
	Order management	Order management
		Products/services returns management
	Data export	Catalog export
		Order information export
		Customer data export
	Pre-sales & after-sales	Customer communications management
	Statistics	KPI orders monitoring
		Customer satisfaction monitoring
	Commercial management	Discounts management (catalogue, products, vouchers)

FRONT OFFICE	Catalog and product/service pages	Listing of the in-sale and sold products/services
		Products/services pages
		Catalog divided by sellers
		Faceted browsing
		Platform-integrated search engine
	Marketing funnel	Multi-seller shopping cart page
		Buyer identification
		Delivery and billing
		Promo code
		Buying recap for the customer
		Multi-sellers shopping cart management
	Multi-lingual	Multi-linguistic management
	Newsletter subscription	Newsletter management
	Customer account	Account subscription/creation
		Password management
		Sales and purchases personal info
		Orders monitoring and history
		After-sale service
	Pricing management	Display of prices only to online users
		Duty-free prices management
		Setting prices according to the different buyers' groups

EXPLORE OUR OFFER

Your adjustable marketplace in seven days

An operating licence is all you will require to set up your own Origami marketplace and gain access to all these functionalities:

Back-office and API (Cloud) hosting

IT outsourcing

Maintenance

Support

Updates

Payment modules

Monitoring and support in marketing/communication

Price for 2500 sells

from

1990€ /month

0% FEE

no commission debited from your sales

ORIGAMI'S ECOSYSTEM

We offer our customers an adjustable solution. Third-party applications can also be easily integrated to it, enriching its ecosystem. (Ex: Integration to an ERP)

TECHNICAL SUPPORT

We accompany the project team through its whole transition phase from its existing platform to Origami Marketplace solution. (Ex: data migration)

PERSONALIZED TRAINING

Support is offered to our customers via custom training sessions, which speeds up our client's implementation process.

LEGAL AND FINANCIAL SUPPORT

Operating a marketplace may occasionally exposes you to legal and financial situations. To help you manage these, you can rely on our team to help you manage these topics (escrow payments, billing, partnership contracts...)

MULTI-LINGUAL / MULTI-CURRENCIES / MULTI-COUNTRIES

COMING SOON : ORIGAMI REVIEW & ORIGAMI PAYMENT

AND MUCH MORE ...

Since each project is inherently unique, we adapt ourselves to your needs.

AGILE

Our method is naturally agile. Customers are truly integrated to the core of the project, which allows us to move towards a common goal.

ADJUSTABLE

Since every stage of your company's growth affects your production environment, our solution is in constant evolution along with you. All increases in operations will therefore be handled with no service interruption.

SCALABLE

Is your venture encountering more orders than those offered in the basic package? Contact us to receive a personalised quotation.

*We'll help
you sharpen
your project*

*Thanks to a
Product
Design
Sprint*

*A productive
and fun
moment*

*An attentive
technical
staff*

*Not convinced
yet?*



*You leave
with a
prototype of
your project!*

Need a little help before getting into your project? We invite you to participate at a 6 hours **Product Design Sprint** session with our team. Let us help you define your project and its development axis through a fun and productive day and leave with a precise first draft! Please contact us to receive a quotation.

OUR REFERENCES

They trust Origami Marketplace



COMMENT SE RUINER

The perfect website for fun and original gifts : the first of several e-commerce actors to integrate, and approve the Origami solution.



A label that is given to economic hubs recognized for their startups ecosystem. A brand stated by French innovative companies



Platform for young parents wanting to buy new and second-hand clothes and accessories for their kids.



A French bank believing in our marketplace solution and giving Origami advice and help in financing our project.



Fashion & lifestyle specialist for men. Mendity offers a complete and qualitative selection that will delight these gentlemen.



Economic excellence hub located in Lille and dedicated to Information and Communication Technologies (ICT).



LAPIN BLANC

Community of French creators taking their future in hand by creating their own marketplace.



Bpifrance is a Public Investments Bank accompanying companies thinking bigger in every project.



COMMERCE DE WALLONIE

Marketplace selling food and beverages from local Wallonia's storekeepers (Southern Belgium).



MangoPay is a service intended for marketplaces. It is a payment and financial flows solution also allowing e-wallets management.



The Village by CA is a business accelerator that connects startups with companies, ETI, SMEs (partners).



Réseau Entreprendre Nord is the first support network for the Lille metropolis' company heads. Origami is lucky to benefit from its support.





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