



Netcycler info

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Netcycler in brief

Netcycler is a free online service for swapping, giving away and receiving secondhand goods. Consumers can acquire items they want and need by offering things they don't need anymore. One of our main goals is to extend the life of manufactured goods by making it easy to reuse existing items and thus reduce the environmental burden caused by consumption.

One of Netcycler's special features is the unique trade ring technology that cleverly matches offers and wishes and vastly increases the probability for trades to happen. A trade ring consists of three to five people, each person both giving and receiving something. For Netcycler users swapping feels like shopping, it is handy, environmentally friendly and free of charge. The service can be found at www.netcycler.co.uk

Netcycler as a company

This online service has been developed by a Finnish company, Netcycler Ltd. The Netcycler mission is to make the joy of consumption more sustainable by making it easier to get second hand things than to buy new ones

The company was founded in February 2008 by D.Sc. Juha Koponen and M.Sc. Jussi Koskinen.

Netcycler in the UK

Netcycler UK launched in May 2011. Over a thousand people have already signed up as test users before the launch and regular registration has started at launch.

Netcycler in Finland and in Germany

Netcycler was launched in Finland in March 2010. The amount of users has increased rapidly and the concept of the service has gained great media attention. Thousands of items have already been swapped through the Netcycler service. By early May 2011, Netcycler has more than 27 000 registered users, over 10 000 items have been traded and over 28 000 offers and 39 000 wishes have been entered into the service. Netcycler Germany (www.netcycler.de) was launched at the end of 2010.

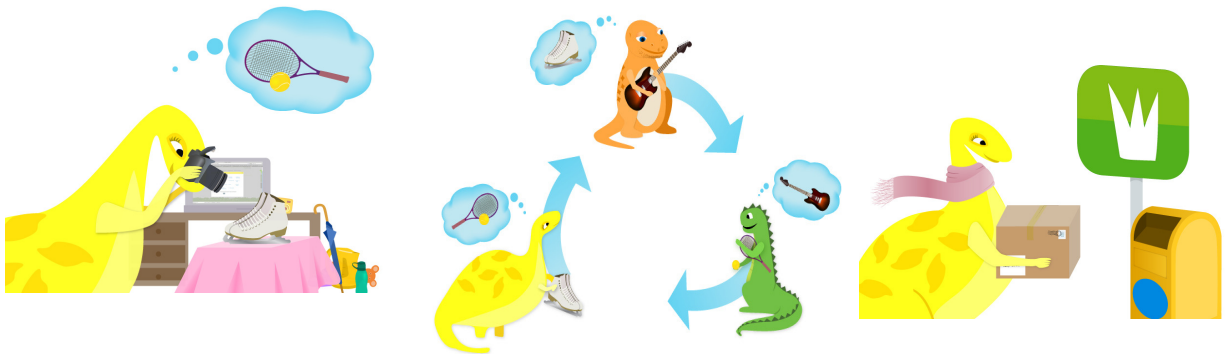


FAQ

What is Netcycler and how does it work?

Netcycler is a swapping service for secondhand goods. The users can list the items they are willing to give and the items they wish to get in return. Trades are made by swapping an item for an item, no money is needed. Giving and getting items for free is also popular.

1. List your offers and wishes
2. Netcycler proposes a trade
3. Ready to swap!



Who has founded the service?

Netcycler Ltd. is a Finnish company that has as its mission to make the joy of consumption more sustainable by making it easier to get second hand things than to buy new ones. Netcycler was founded in February 2008 by D. Sc. Juha Koponen and M. Sc. Jussi Koskinen.

How is the service being financed?

The income of the company consists of logistical services and enterprise services subject to a charge. Netcycler also offers internal solutions for businesses enabling a company's staff to trade, give away, sell and buy items with each other.

Netcycler is also constantly expanding abroad; at the moment the service is operational in Finland, Germany and the UK.

Ecological products and services can also be advertised on the service.

Netcycler has secured funding from angel investors, seed venture funds and the Finnish Funding Agency for Technology and Innovation.



How many items have already been swapped on Netcycler?

Currently dozens of items are being swapped or given away on a daily basis. The total amount of trades is more than 10 000 and the number is on a constant rise.

What kind of items are usually being traded?

At the moment, especially books, DVD's, CD's, children's clothing and accessories, home utensils (such as vacuum cleaners, microwave ovens) and furniture are popular objects on Netcycler.

Below are a few examples of recent trades on Netcycler:

Swaps:

handbag ↔ sandals

boots → sweater → trousers → children's pyjamas (trade ring of 4)

coffee machine ↔ optical mouse

wok pan ↔ children's purse

children's mittens ↔ necklace

rattle → perfume → pyjama trousers (trading of 3)

children's nightgown ↔ teapot

wine glasses ↔ Nokia mobile phone

life vest ↔ digibox

CD (H.I.M) → women's belt → Disney-songbook (trade ring of 3)

baby cradle → perfume → mp3 player (trade ring of 3)

Items given away for free:

winter coat

digibox

necklace

hammer

children's clothing package

HiFi-loudspeakers

drawer

toy car

maternity jeans

DVD (Harry Potter Collection 1-4)



What is Netcycler's target audience?

Netcycler is a service intended for private individuals. Netcycler users can swap, give away and sell their items. Netcycler can be used by anyone who owns some unnecessary stuff or who wants to acquire something. Netcycler's most essential target audience are environmentally conscious consumers as well as families with children.

How would we define a typical Netcycler user?

Netcycler does not collect demographic data about its users. Our estimate*) is that most Netcycler users are female, mainly between 20 and 40 years of age. Young children's mothers are a visible user group, as families with children usually own a lot of stuff, e.g. children's clothing and toys, which is only being used for a limited amount of time. Other user groups include eco-consumers, students, expats and people who are moving house or whose children are moving out.

*) These estimates are based upon statistics in Finland about the items that have been traded, upon the people liking Netcycler's Facebook site (73% out of them are female) as well as upon the replies from our test users when they were asked why they want to use Netcycler (for exact comments and replies, please see page 5).

How much does it cost to use the service?

The basic features of the service such as registering, swapping things, giving away and acquiring items are all completely free of charge. Netcycler has some extra services such as a postal service which is subject to a charge. In the future, even more additional services will be added to Netcycler. The use of any extra services is optional and their prices will be clearly indicated.



Why use Netcycler?

Comments from our test users:

Environmental consciousness

"Using secondhand stuff is environmentally friendly as it saves natural resources and reduces carbon emissions."

"I don't want to buy new products, as there is so much good and usable secondhand stuff in the world."

"I want to be ecological and not buy anything new unless I cannot find it secondhand."

Saving money

"I love the ecological aspect and saving money – it's 'egological' :)"

"Recycling saves the environment and my money."

Families with children

"Now as I have children I'm definitely interested in reusing stuff"

"I'm happy to give away unnecessary stuff to somebody in need. Children grow so fast and their clothes and stuff have such a limited lifetime."

Moving house

"I'm going to move soon, so I will both need some stuff and get rid of stuff then."

"I'd like to get rid of my old stuff so that I can redecorate my new flat ;)"

"My kids have grown and are moving out – now there's so much of their old stuff and they need all kind of things for their new homes."

Uniqueness

"Secondhand items are more personal and can be tuned up to make them unique."

"I want to save the environment by reusing and discover wonderful things."

A new and easy way

"Great idea, I've been looking for a service like this for ages!"



Additional information

We will be happy to answer any further questions you might have. Please do not hesitate to contact us!

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Happy Netcycling!

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