



BLINK MARKETPLACE

PLATFORM OVERVIEW

A DIGITAL INFRASTRUCTURE FOR HIGH-VALUE ASSET EXCHANGE

Enabling trusted transactions, accelerating asset liquidity,
and connecting serious buyers with verified sellers across
high-value markets.



TRUSTED
ECOSYSTEM



STRUCTURED
AUCTIONS



WIDE MARKET
ACCESS



MAXIMUM
VALUE

AUTOMOTIVE



MACHINERY



REAL ESTATE



COLLECTIBLES



AGRICULTURAL
COMMODITIES



REAL ASSETS. REAL PEOPLE. REAL VALUE.

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1.

EXECUTIVE OVERVIEW

A digital infrastructure
for high-value
asset exchange.



EXECUTIVE OVERVIEW

- Blink Marketplace is a digital infrastructure for high-value asset exchange, powered by a distributed network of affiliate streamers and designed to unlock liquidity in traditionally slow-moving markets.
- At its core, Blink enables assets that typically take weeks or months to sell such as vehicles, machinery, real estate and commodities to be transacted within minutes through structured time-bound auction environments.

EXECUTIVE OVERVIEW

- Rather than functioning as a conventional marketplace, Blink is built as a transactional infrastructure, combining:
 - Real-time auction mechanisms
 - Verified seller ecosystems
 - Commitment-backed bidding
 - Inspection and dispute frameworks
 - Creator-driven distribution
- The result is a high-trust, high-velocity environment for serious buyers and verified sellers.

2.

MARKET OPPORTUNITY

Large market.
Inefficient today.
Ripe for transformation.



MARKET OPPORTUNITY

- Across emerging markets, high-value commerce remains largely inefficient:
 - Transactions are slow and fragmented
 - Trust is limited, especially online
 - Price discovery is often opaque
 - Distribution is constrained by geography
 - Digital platforms are not optimized for complex, high-value assets

MARKET OPPORTUNITY

- At the same time:
 - Digital adoption is increasing
 - Creator influence is expanding
 - Buyers demand transparency and control
- Blink sits at the intersection of these shifts, building a system that aligns trust, speed, and scale.

3.

PLATFORM MODEL

Structured auction rooms, optional live Q&A, and private access by invite and code.



PLATFORM MODEL

Auction-Centric Architecture

- Blink is built around structured auction rooms where assets are listed and made available for bidding within a defined time window.
 - Auctions begin automatically at scheduled times
 - Bidding continues regardless of livestream presence
 - Optional live Q&A sessions allow brands or streamers to engage buyers in real time
 - Each auction supports:
 - competitive bidding
 - reserve pricing
 - buy-now options
- Additionally, Blink supports private auction rooms, accessible exclusively via invite links and access codes, enabling:
 - Closed network sales
 - High-value private transactions
 - Curated buyer participation
- This ensures that liquidity is driven by system design, not constant seller presence.

PLATFORM MODEL

Inventory-Based Listing System

- All assets are uploaded into a centralized inventory system:
 - Listings are subject to approval before going live
 - Category-specific data structures ensure standardization
 - Edits trigger re-validation
 - Only approved inventory can be auctioned
- This enforces consistency, transparency and quality across the platform.

4.

CATEGORIES SUPPORTED

Diverse high-value
assets across
multiple sectors.



AUTOMOTIVE



MACHINERY



REAL ESTATE



COLLECTIBLES



AGRICULTURAL

CATEGORIES SUPPORTED

- Blink focuses on sectors where:
 - transaction values are high
 - trust is critical
 - sales cycles are traditionally slow
- **Automotive:** Cars, motorcycles, and commercial vehicles across new, used, and luxury segments.
- **Machinery:** Construction, agricultural, industrial, and marine equipment.
- **Real Estate:** Residential, commercial, land, and distressed asset sales.
- **Collectibles:**
 - Physical Collectibles (coins, antiques, art, memorabilia)
 - Luxury Collectibles (watches, jewellery, rare items)

CATEGORIES SUPPORTED

- **Agricultural Commodities:** A structured marketplace model for:
 - Oils and butters
 - Grains and legumes
 - Seeds and nuts
 - Processed staples
 - Dried proteins
 - Export crops
 - Spices and natural sweeteners
- Unlike other categories, agricultural products support:
 - Quantity-based listings
 - Direct purchase (“Buy Now”) only
 - Fulfilment-driven delivery systems

5.

TRANSACTION FRAMEWORK

Commitment-based
bidding. Secure
transactions.
Inspection. Delivery.



TRANSACTION FRAMEWORK

Commitment-Based Bidding Model

- To ensure serious participation, Blink introduces a structured bidding requirement:
 - Buyers are required to maintain a Bid Commitment Deposit
 - This is set at 5% of their intended bidding capacity, capped at ₦500,000
 - The deposit enables participation in auctions up to a defined limit
- This mechanism:
 - Discourages non-serious bidders
 - Improves seller confidence
 - Enhances auction integrity

TRANSACTION FRAMEWORK

Post-Auction Flow: After winning an auction, buyers proceed to claim their asset:

1. Initial Payment: Buyer pays for:

- The asset (full or partial, depending on preference)
- Applicable VAT
- Inspection and/or delivery fees

2. Inspection (Optional)

- Platform-assisted inspection via agents
- Buyer may waive inspection and proceed directly

3. Final Settlement

- If inspection is conducted: balance is paid after confirmation
- If no inspection: full payment is completed upfront

4. Delivery

- Platform-enabled
- Seller-arranged
- Independently handled

TRANSACTION FRAMEWORK

Default Protection

- If a buyer fails to complete a transaction:
 - The Bid Commitment Deposit is forfeited (capped at ₦500,000)
 - Funds are shared between the seller and Blink
- This ensures accountability across all participants.

6.

FULFILMENT & LOGISTICS MODEL

Verified fulfilment centres. Quality assurance. Reliable delivery.

A large, modern industrial warehouse with a dark facade. The words "BLINK FULFILMENT CENTRE" are illuminated in white on the upper right side of the building. In the foreground, a dark-colored truck is parked on the left, and a pallet loaded with several stacks of cardboard boxes sits on the right. The sky is a mix of deep blue and purple, suggesting twilight. The interior of the warehouse is visible through large open bay doors, showing some internal structure and lighting.

BLINK
FULFILMENT CENTRE

FULFILMENT & LOGISTICS MODEL

Agricultural Commodities

- Blink operates a controlled fulfilment system:
 - Sellers deliver goods to designated fulfilment centres
 - Products are inspected and verified
 - Orders are grouped and dispatched in batches
 - Delivery is coordinated via logistics partners
- This model ensures:
 - Quality control
 - Efficient distribution
 - Reduced logistics costs

FULFILMENT & LOGISTICS MODEL

High-Value Assets

- For vehicles, machinery, and real estate:
 - Physical inspection precedes completion
 - Legal documentation is facilitated through partners
 - Delivery may be optional and externally coordinated

7.

ECOSYSTEM PARTICIPANTS

Brands. Streamers.
Buyers.
One connected
ecosystem.



ECOSYSTEM PARTICIPANTS

A. Brands (Sellers)

- Brands are the primary suppliers of inventory.
- They benefit from:
 - Faster asset turnover
 - Access to a wider buyer base
 - Structured and transparent transactions
 - Reduced reliance on physical marketplaces
- Brands are verified at the business level, establishing a baseline of trust across all listings.

ECOSYSTEM PARTICIPANTS

B. Streamers (Creators)

- Streamers function as distribution and conversion channels.
- **Onboarding**
 - Monthly subscription (currently flexible/discounted)
 - Submission of social profiles and category interests
- **Role**
 - Create auction rooms on behalf of brands
 - Promote listings across their audiences
 - Host optional live Q&A sessions
- **Earnings**
 - Commission per successful transaction
 - Performance-based growth opportunities
- This creates a scalable, performance-driven creator economy tied directly to commerce.

ECOSYSTEM PARTICIPANTS

C. Buyers

- Buyers gain access to:
 - Verified high-value opportunities
 - Real-time price discovery
 - Structured protection mechanisms
- They can:
 - Participate in auctions
 - Purchase instantly via buy-now options
 - Choose inspection and delivery preferences

8.

USER EXPERIENCE & PLATFORM LOGIC

Intuitive. Focused.
Built for high-value
decision making.



USER EXPERIENCE & PLATFORM LOGIC

Blink's interface is designed for clarity and decision-making efficiency:

- Category-first navigation
- Auction rooms grouped by:
 - upcoming
 - live
- Each room includes asset listings, pricing structures, scheduling information, brand location and engagement tools (comments, Q&A)
- Importantly:
 - Inventory is only visible within auction contexts
 - Focus remains on transactions, not passive browsing

9.

REVENUE MODEL

Multiple revenue
streams. Scalable
and sustainable.



REVENUE MODEL

- Blink generates revenue through:
 - Transaction commission (10%)
 - Brand verification fees
 - Streamer subscription fees (currently subsidized)
- The model aligns platform success directly with transaction volume and value.

10.

MARKET STRATEGY

Start local.
Scale nationally.
Expand globally.



MARKET STRATEGY

- **Initial Focus**

- Lagos
- Abuja
- Port Harcourt

- **Approach**

- Onboard high-quality anchor brands
- Activate streamer network
- Drive demand through targeted campaigns

- **Expansion Vision**

- Integrate Nigerian brands with international reach
- Position Nigeria as a supply hub for global buyers
- Expand cross-border transaction capabilities

11.

STRATEGIC ADVANTAGE

Trust. Speed. Scale.
A category-defining
advantage.



TRUST



SPEED



SCALE

STRATEGIC ADVANTAGE

- Blink is not competing with traditional marketplaces.
- It is building a new category defined by:
 - Structured auctions
 - Trust infrastructure
 - Creator-led distribution
 - High-value asset focus
- This combination creates:
 - Stronger margins
 - Faster transactions
 - Higher user intent
 - Defensible network effects

12.

VISION

Redefining how
high-value assets
are exchanged in
emerging markets
and beyond.



VISION

- Blink aims to become the primary digital infrastructure for high-value asset exchange in emerging markets.
- A system where:
 - Trust is engineered, not assumed
 - Transactions are accelerated, not delayed
 - Access is expanded beyond geography
 - Value moves with speed and confidence



13. CONCLUSION

Blink Marketplace is the future of high-value asset exchange—where trust is engineered, transactions are accelerated, and opportunities are limitless.



TRUST ENGINEERED

Verified sellers,
secure transactions,
and built-in protection.



TRANSACTIONS ACCELERATED

Structured auctions
and seamless
processes drive
faster sales.



ACCESS EXPANDED

Connecting more
buyers and sellers
beyond boundaries.



VALUE MAXIMIZED

Unlocking the full
potential of assets
and markets.

BLINK IS MORE THAN A MARKETPLACE.
IT IS THE INFRASTRUCTURE FOR A NEW ERA
OF HIGH-VALUE COMMERCE.

THANK YOU.

CONCLUSION

- Blink Marketplace represents a fundamental shift in how high-value assets are transacted.
- By aligning incentives across sellers, buyers, and creators and embedding trust into every layer of the system, Blink transforms fragmented markets into a unified, high-performance trading environment.
- This is not simply a marketplace.
- It is a platform designed to redefine liquidity, trust, and scale in digital commerce.