



Circular Business Model: Automated Online Resale

Thriftify's current business model is an AI-powered online platform designed to make selling preloved items and clothing online as easy as possible.

The platform uses new technologies, working with some of the world's largest resale organisations to achieve greater efficiency in online retail resale. Thriftify uses image recognition data to develop accurate listings and distribute these listings across various online preloved marketplaces, helping users sell online faster and more efficiently.

Thriftify featured as a 'Local Circular Solutions' organisation at the EPA Circular Economy Conference in 2021.

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