

# Online Marketplace Roadmap

Hello, and welcome! In this presentation, we'll explore the roadmap to launching a powerful Online Marketplace - from its potential as a scalable business model, to the types of platforms you can build, key features, tech stack, and estimated cost. Let's dive in.





# Why Build an Online Marketplace

The marketplace model has revolutionized modern commerce. Whether it's for products, services, rentals, or bookings, online marketplaces offer unmatched scalability and user reach. By launching a marketplace, businesses can:



## Multiple Vendors

Enable diverse sellers under one platform



## Minimal Risk

Reduce inventory while maximizing product variety



## Network Effects

Leverage user growth for increased engagement



## Revenue Streams

Generate income from commissions, ads, subscriptions

# Types of Marketplaces We Build

Every marketplace is unique. At Dev Technosys, we tailor solutions for different business visions. Some of the popular types include:



## Product Marketplaces

Like Amazon or Etsy for physical/digital goods



## Service Marketplaces

Like Upwork connecting professionals with clients



## Rental Marketplaces

Like Airbnb for booking spaces and assets



## B2B Marketplaces

Connecting wholesalers, manufacturers, retailers



# Market Trends & Opportunities

Let's talk numbers:

**\$9T**

Market Size

Global marketplace economy by 2030

**60%**

Online Purchases

Happen through multi-vendor platforms

**2X**

Growth Rate

In emerging regions with mobile-first  
markets





# Essential Panels

A robust marketplace runs on three major pillars:

## User Panel

- Seamless onboarding
- Advanced search
- Secure checkout
- Reviews & ratings

## Vendor Panel

- Product listings
- Inventory tools
- Sales tracking
- Messaging

## Admin Panel

- KPI dashboard
- User management
- Commission handling
- Marketing tools



# Addressing User Expectations

Modern users expect more than just functionality. They demand ease, personalization, and trust. 🧠 What They Look For:

## What Users Want

- Smart recommendations
- Mobile-optimized experience
- Transparent policies
- Reliable payments
- Fast support

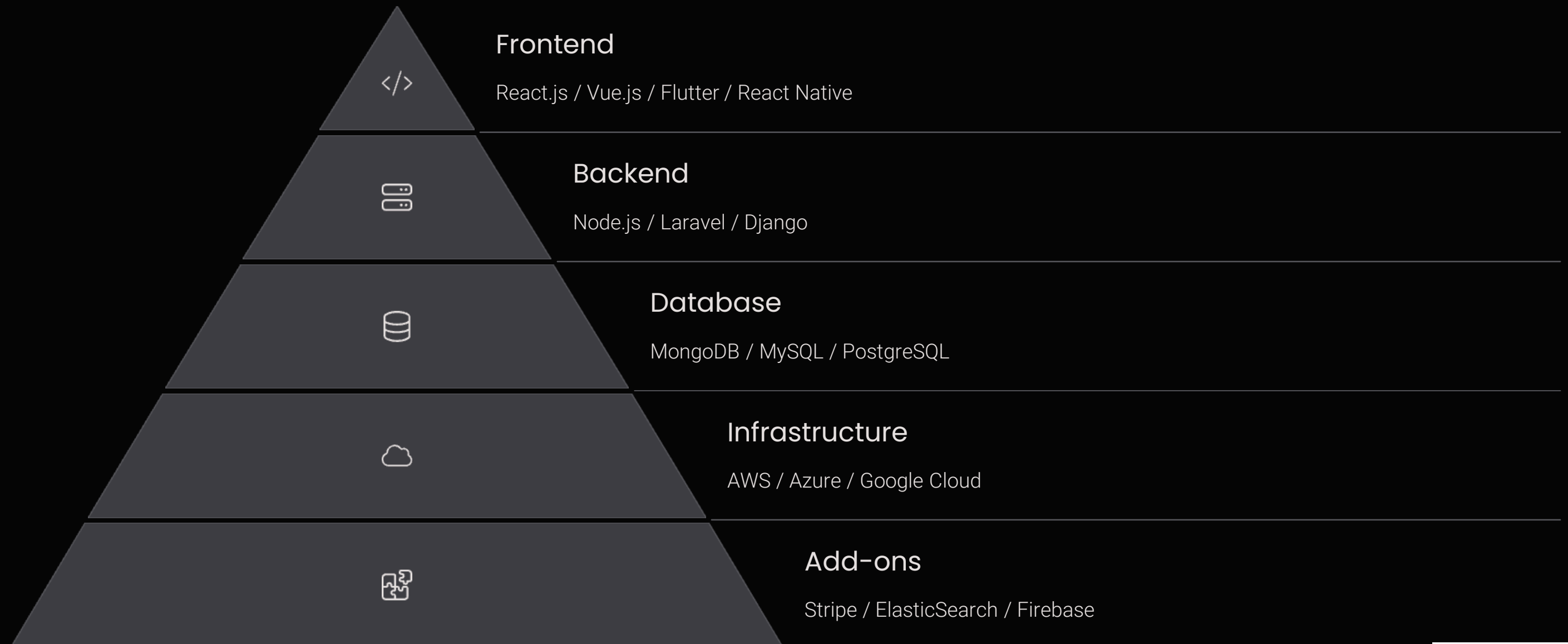
## Market Insights

- 78% abandon poor UX
- 2x conversion with mobile-first
- 35% better retention with loyalty

# Recommended Tech Stack

To build a flexible, secure, and high-performing marketplace, here's our suggested tech stack:

Frontend:



# Our Industry Recognition

At Dev Technosys, we've helped launch over 1,000 successful apps — many of them multi-vendor platforms. Our work has been consistently recognized by global tech analysts:

## Clutch

Top Custom Software Developers

## GoodFirms

Trusted Marketplace App Experts

## AppFutura

Leading B2B Tech Partner

## TechReviewer

Excellence in UX & Innovation



We take pride in turning ideas into business-ready products.





# Who We Are

Dev Technosys is more than just a development company. We're a team of 150+ professionals passionate about building digital products that scale.

## Experience

14+ years in web & mobile development

## Global Reach

Clientele across 30+ countries

## Expertise

150+ professionals specializing in eCommerce, marketplaces, SaaS

# Development Cost Breakdown

Every marketplace is unique, so costs vary based on:

- Platform type (product, service, rental, etc.)
- Feature complexity (AI, payments, real-time chat, etc.)
- Custom design & integrations
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# How We Partner With You

When you work with Dev Technosys, you're not just hiring coders — you're gaining a strategic tech partner.

## 1 Agile Development

Flexible, iterative progress from day one

## 2 Business-Driven Design

Focused on your goals, user experience, and growth

## 3 Scalable Architecture & APIs

Built to evolve with your marketplace

## 4 Flexible Hiring Models

Full-cycle teams, augmentation, or MVP builds

## 5 Post-launch Support

Updates, hosting, and scaling assistance

We walk with you from concept to growth.

# Ready to Build Your Marketplace?

## More Than a Product

Build a thriving business ecosystem

## Transform Your Idea

From concept to revenue-generating platform

## Let's Talk

Explore your vision and customized solutions





# Thank You!

Contact us at [info@devtechnosys.com](mailto:info@devtechnosys.com)

