hype commerce noun

\ ˈhīp kä-(ˌ)mərs

The buying and selling of scarce and highly talked about goods and experiences.

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WHO ARE EQL?

PRODUCT FIRST

EQL is a **hype commerce platform** built to solve the problems that arise with scarce product releases.

LAUNCH SPECIALISTS

Run **+1000 high heat launches** across **10 markets** and **6 languages**

FAIRNESS UNION

Analyzed +**1.5M entries** using proprietary & evolving smarts. Delivered launches that are *Run Fair®* to **+720K users.**

AGILE

Raised 25M (AUD) with Insight Partners & Airtree Ventures. Have **21 staff** (Large Eng focus) growing to +**40 by end of 2022**

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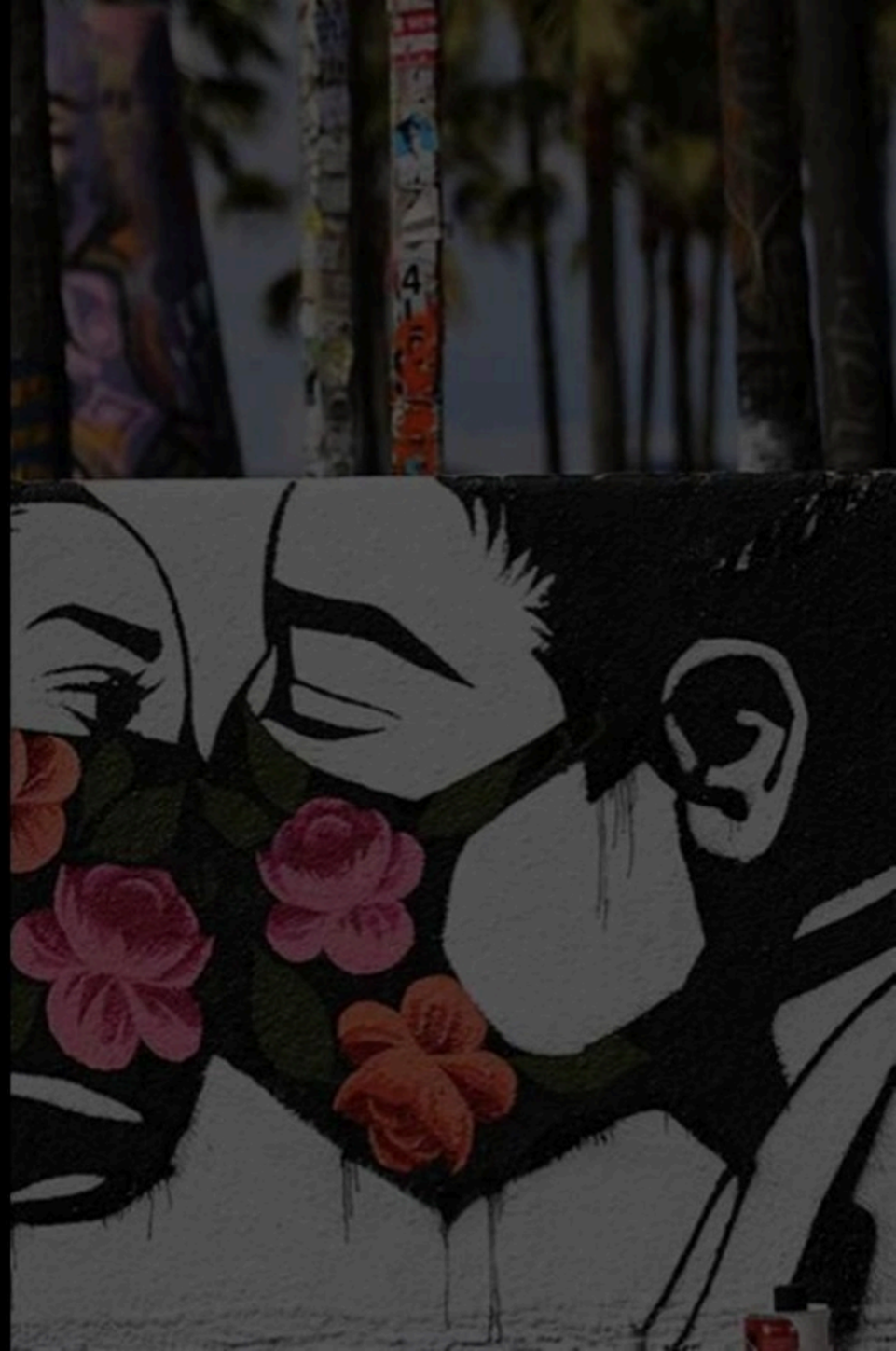
BUILD THE WORLD'S FAIREST HYPE COMMERCE PLATFORM



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HYPE IS A MEGATREND

Combined with the surge in ecommerce, and the price insensitivity customers have for scarce goods and you have yourself Hype Commerce,

Global streetwear market is worth a whopping $185 billion in sales alone. Resale circular economy is also booming. It's worth 25-30B. We still haven't factored in luxury good, collectibles, beauty, travel, tickets, NFTs, Digital assets.

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THE PROBLEM:

Today's eCommerce platforms can't handle the hype heat.
Product launches are a nightmare for retailers to run.
Real fans don't get the products they love.

SITES CRASH

BOTS & SCAMMERS

RESOURCE INTENSIVE

CHAOS

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THE ORIGINS:
BORN AND RAISED IN HYPE

We were asked to help iconic Paris Fashion house, Maison Chateau Rouge with their AJ1 collab in 2019. It was part of the Fearless collection.

30/11/2019

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CUSTOMERS

WE HELP MANAGE HYPE FOR GLOBAL BRANDS.

COURIR

Foot Locker

crocs

culture kings

FAST TIMES

SULLIVANS COVE
Single Malt Whisky

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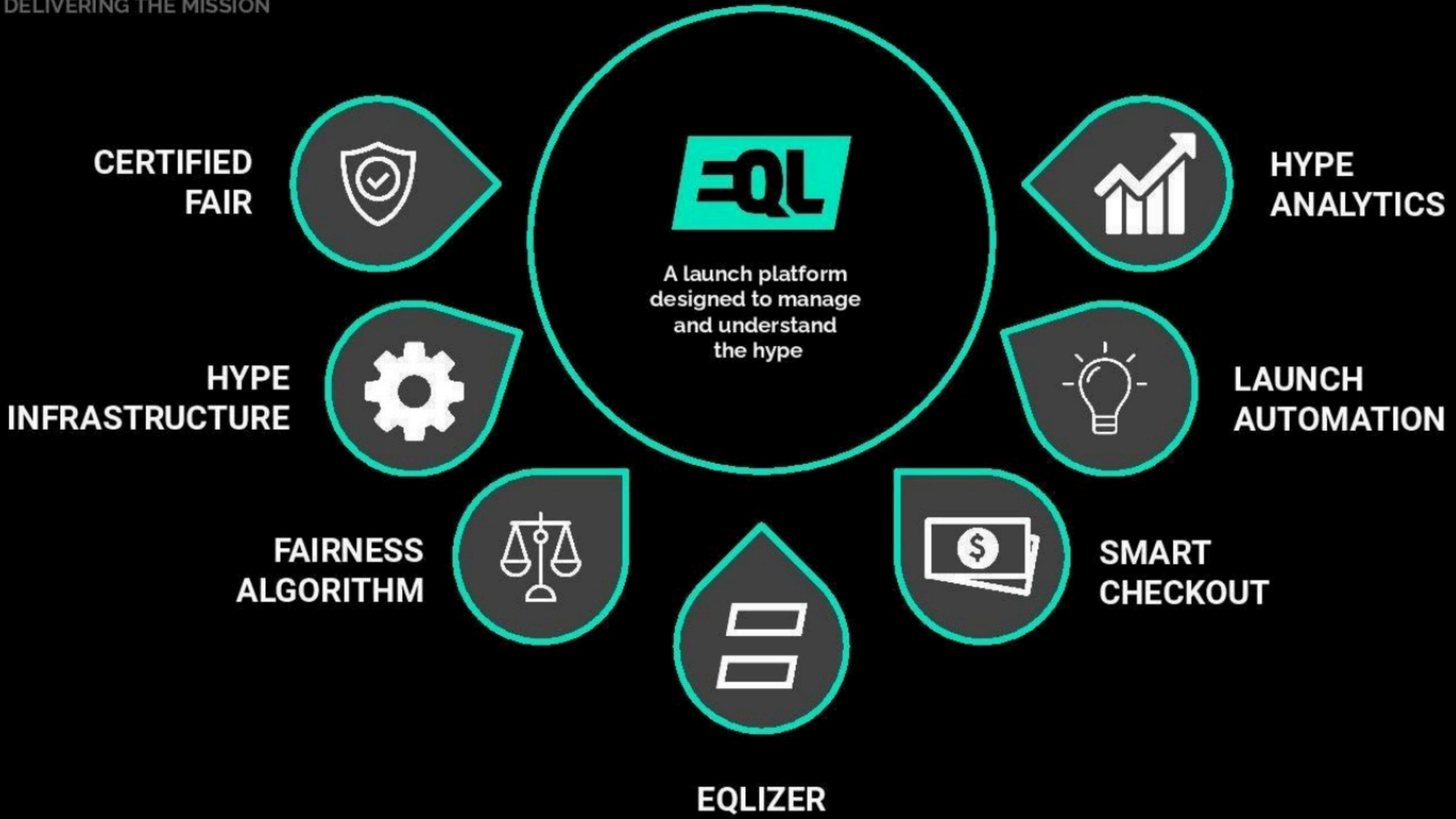
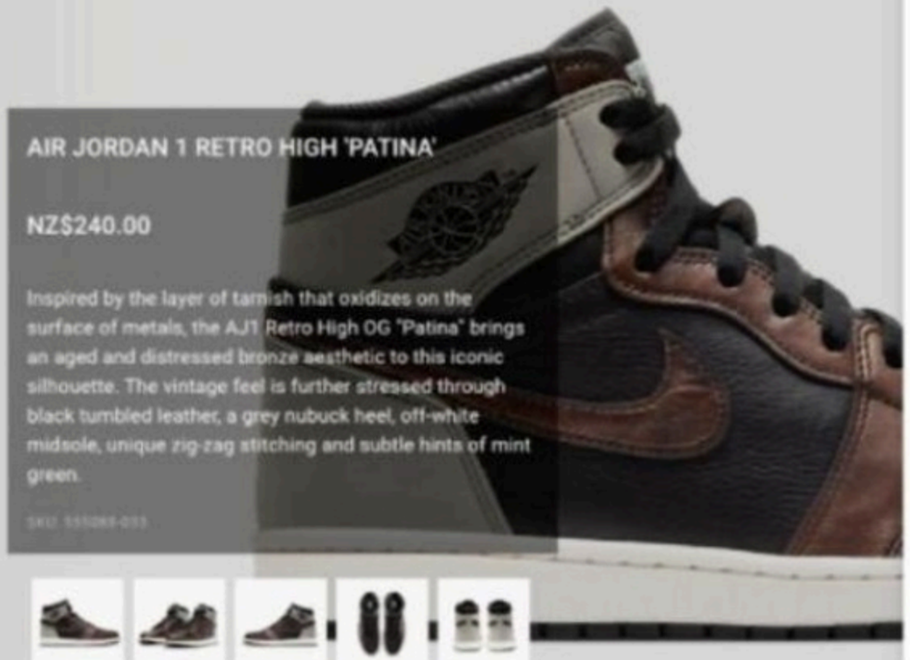
DELIVERING THE MISSION



Foot Locker Men Women Kids New Find a Store

JB



AIR JORDAN 1 RETRO HIGH 'PATINA'

NZ$240.00

Inspired by the layer of tarnish that oxidizes on the surface of metals, the AJ1 Retro High OG "Patina" brings an aged and distressed bronze aesthetic to this iconic silhouette. The vintage feel is further stressed through black tumbled leather, a grey nubuck heel, off-white midsole, unique zig-zag stitching and subtle hints of mint green.

SKU: 555088-033

RUN FAIR.

Secure Checkout

Enter the draw to purchase the Air Jordan 1 Retro High 'Patina'

The draw opens on Mar 24, 2021, 9:00 PM GMT+13 and closes on Mar 25, 2021, 9:00 AM GMT+13.

Winning entrants must pick their order up in person from Foot Locker Queen St, Auckland. We'll supply pick-up details if you win.

Winners will be randomly selected and notified within 24 hours of the draw closing. By creating a SNEAKQL account you help us ensure that this draw is Run Fair.

Draw closes in...

00	23	59	11
DAYS	HOURS	MINUTES	SECONDS

New to SNEAKQL?

ENTER DRAW

Entered a draw with SNEAKQL before?

LOG IN

MacBook

CERTIFIED FAIR

PUTTING FAIRNESS FIRST

RUN FAIR certification: It's the trademark of fairness.

Retailers: Agree to run the launch fairly and aim to get the products into the hands of real fans.

Customers: Play by fair rules. Not attempting to game the launch for outweighed personal gains.

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HYPE INFRASTRUCTURE; SCALE AND PROTECT

Today's eCommerce platforms can't handle the heat.

SCALE

EQL tech stack is purpose built for hype, scaling as the chaos builds.

PROTECT

Custom domains protect your core website from going down.

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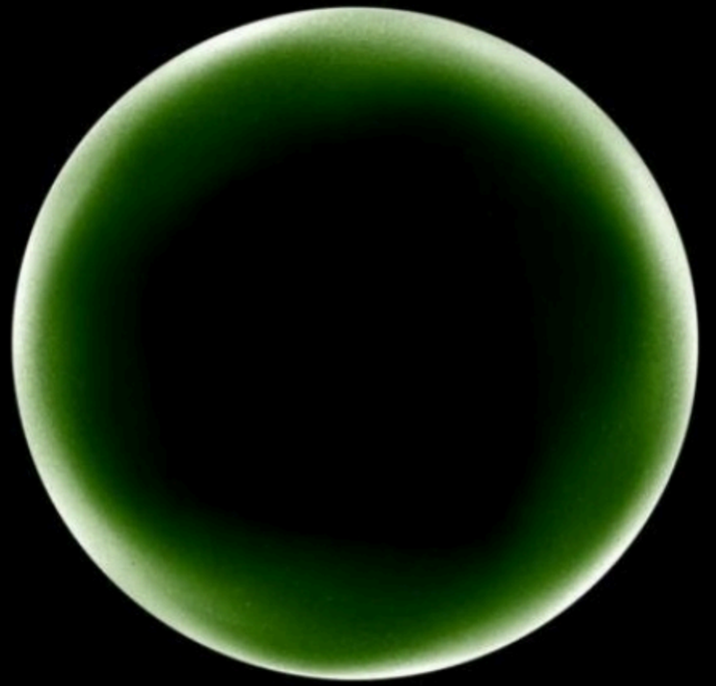
THE EQLIZER

Boosts and upweighting applied based on customers profile and interactions.



ENGAGEMENT

Chances of winning increase the more consecutive losses you get.

CUSTOMER CUES

Can boost and reward loyalty status, proximity to store and any other ingestible data point.

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ACCURATE, SMART PAYMENTS

Hype frenzies cause carts to crash and payments to go out of sync.

CONTROLLED

Managed and accurate linear payments mean no over or under selling.

FLEXIBLE

Manage online shipping, in store pickup, or a combination.

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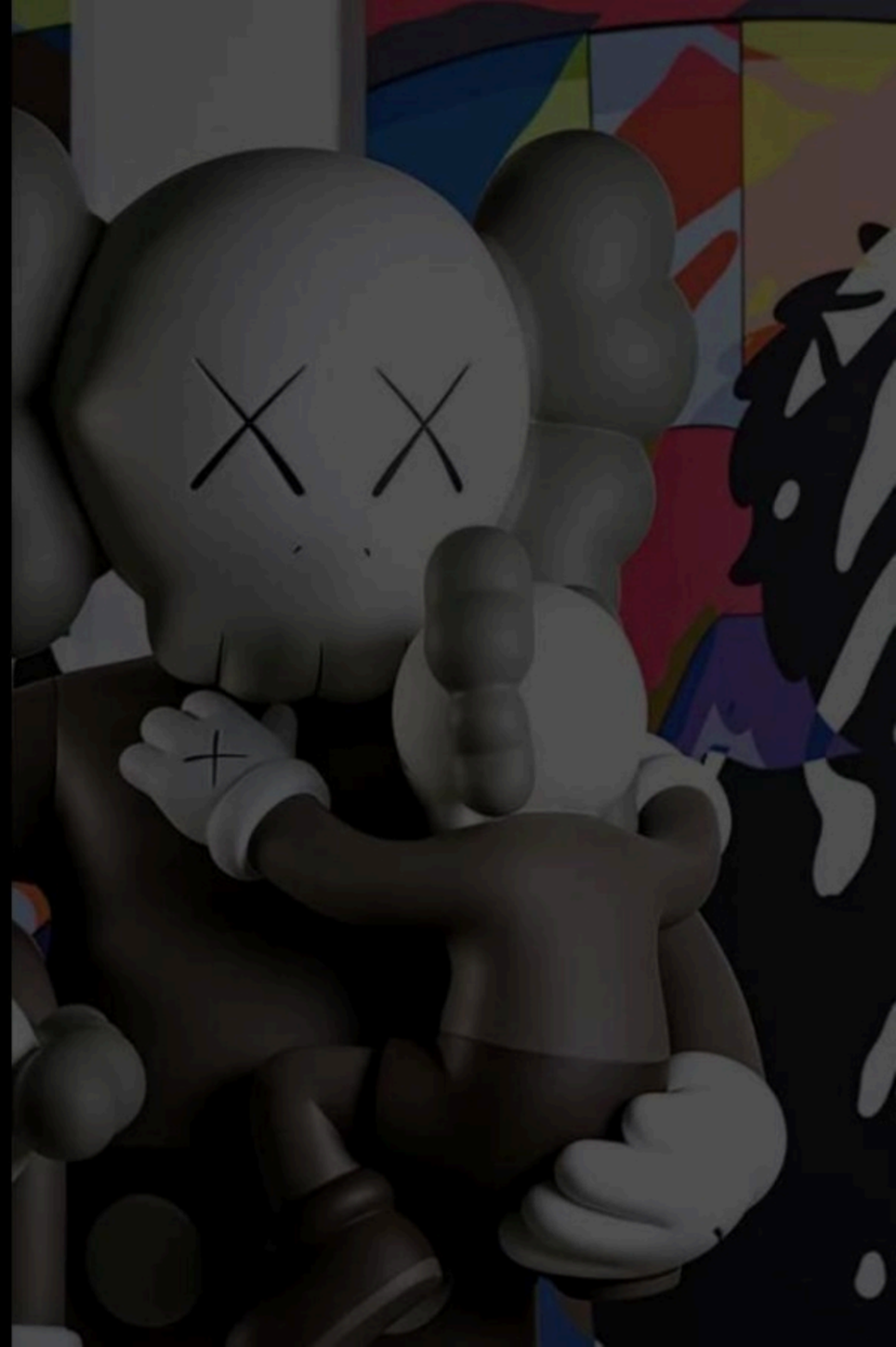


REAL-TIME HYPE ANALYTICS

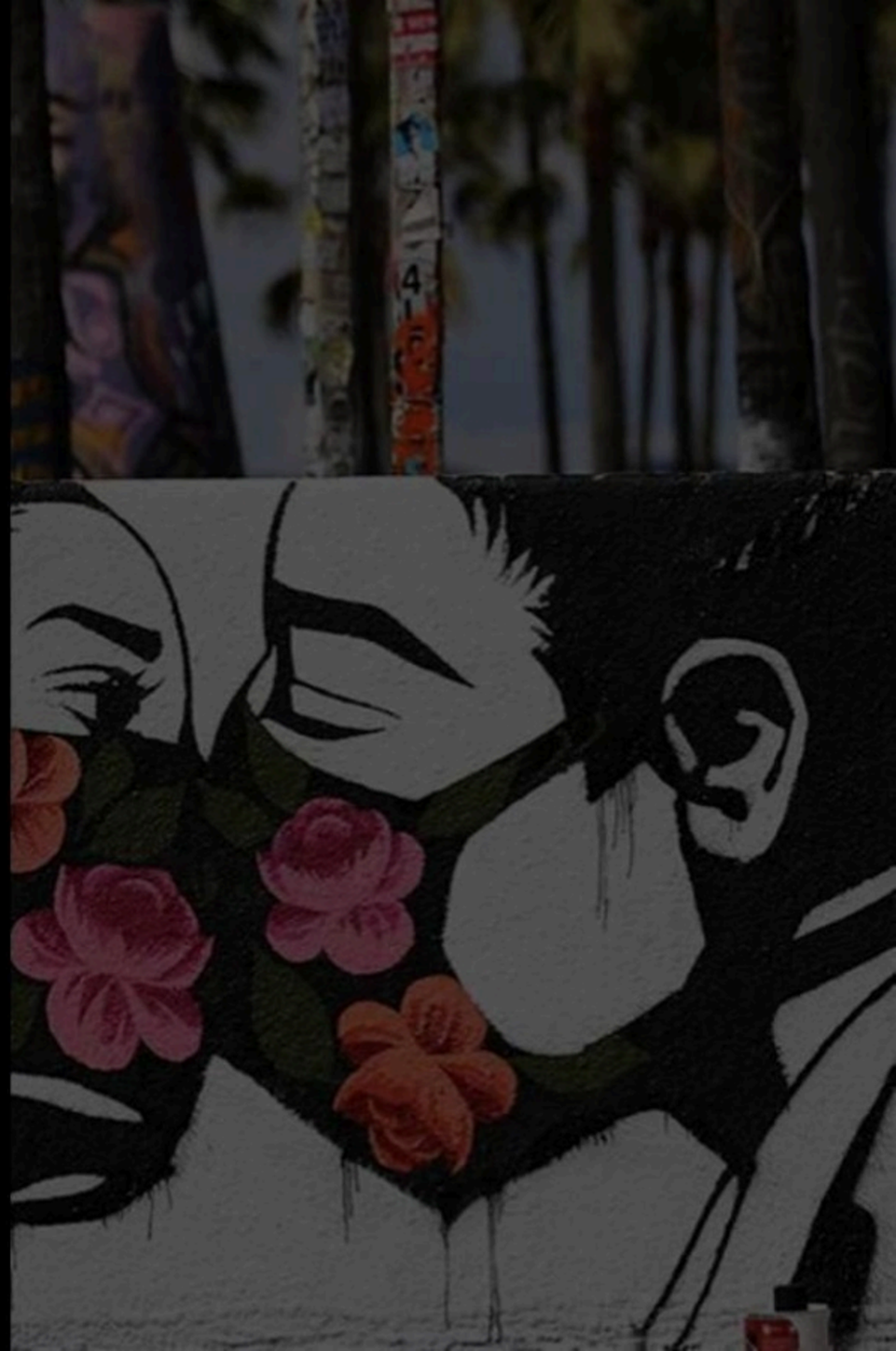
Finally understand the true demand for your product.

LIVE DEMAND

See the hype live, understand interest and know the quality of the customers during each launch.

CUSTOMER INSIGHTS

Learn about the customer. Identify trends from across all product launches.



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LEAVE YOUR LAUNCH TO US

Automated, with some light human touch.

E2E

Product page creation, entry capture, insights & payments all managed by EQL.

ACCOUNT MANAGED

Dedicated account person available to guide you through the hype.

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