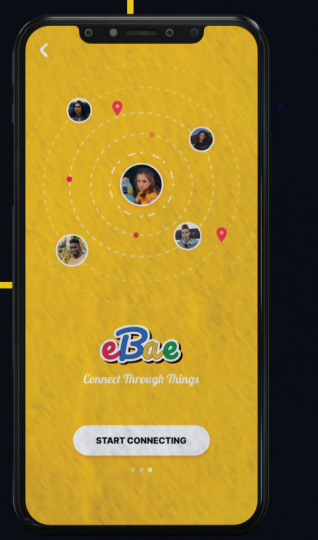
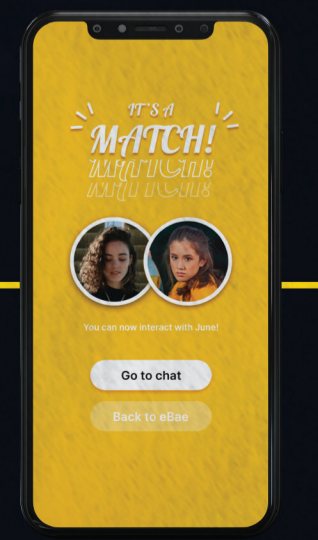
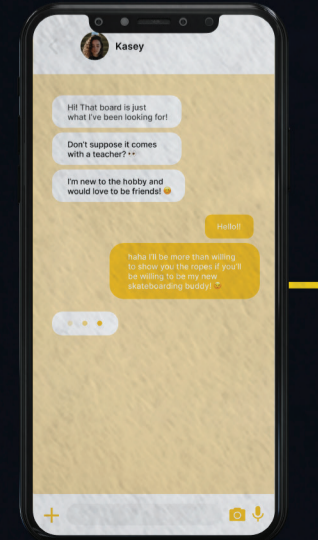
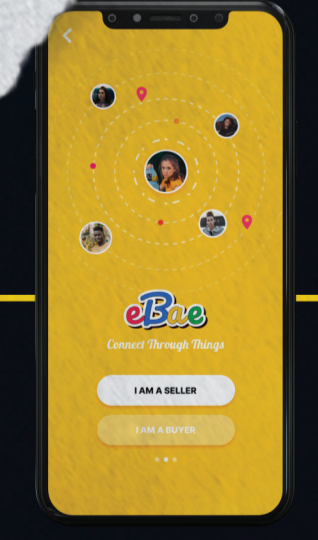
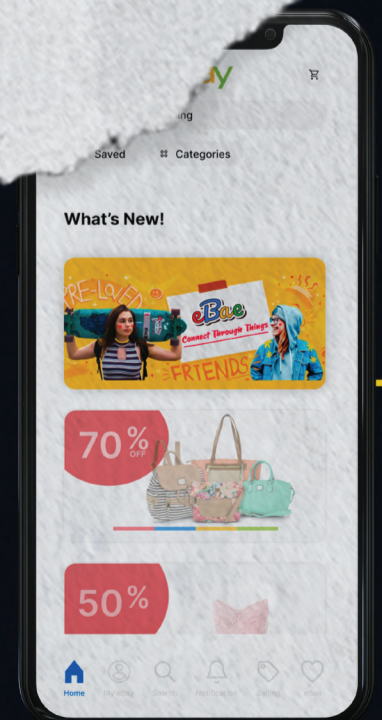
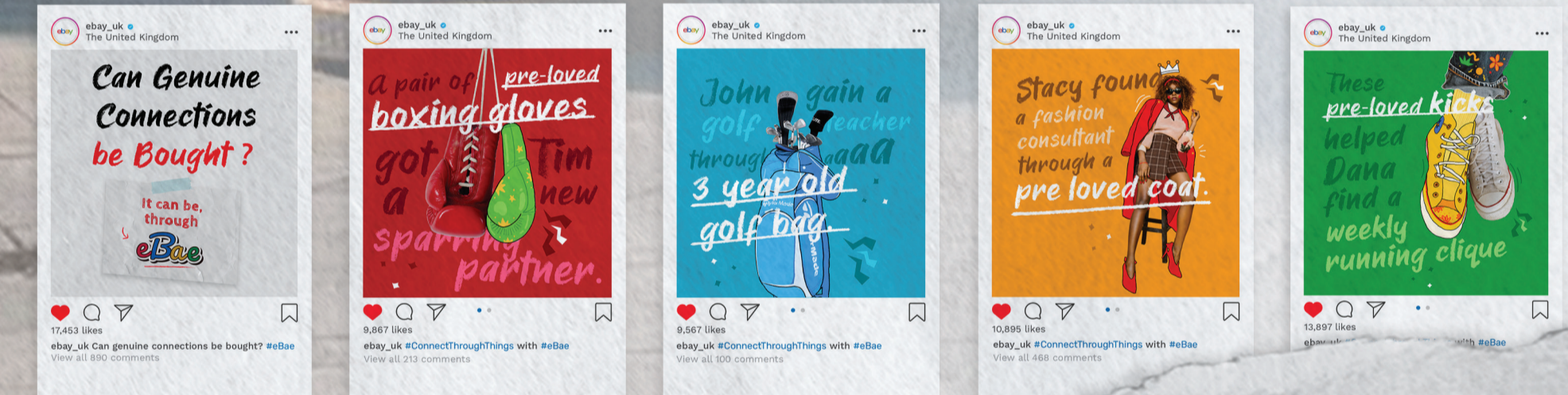
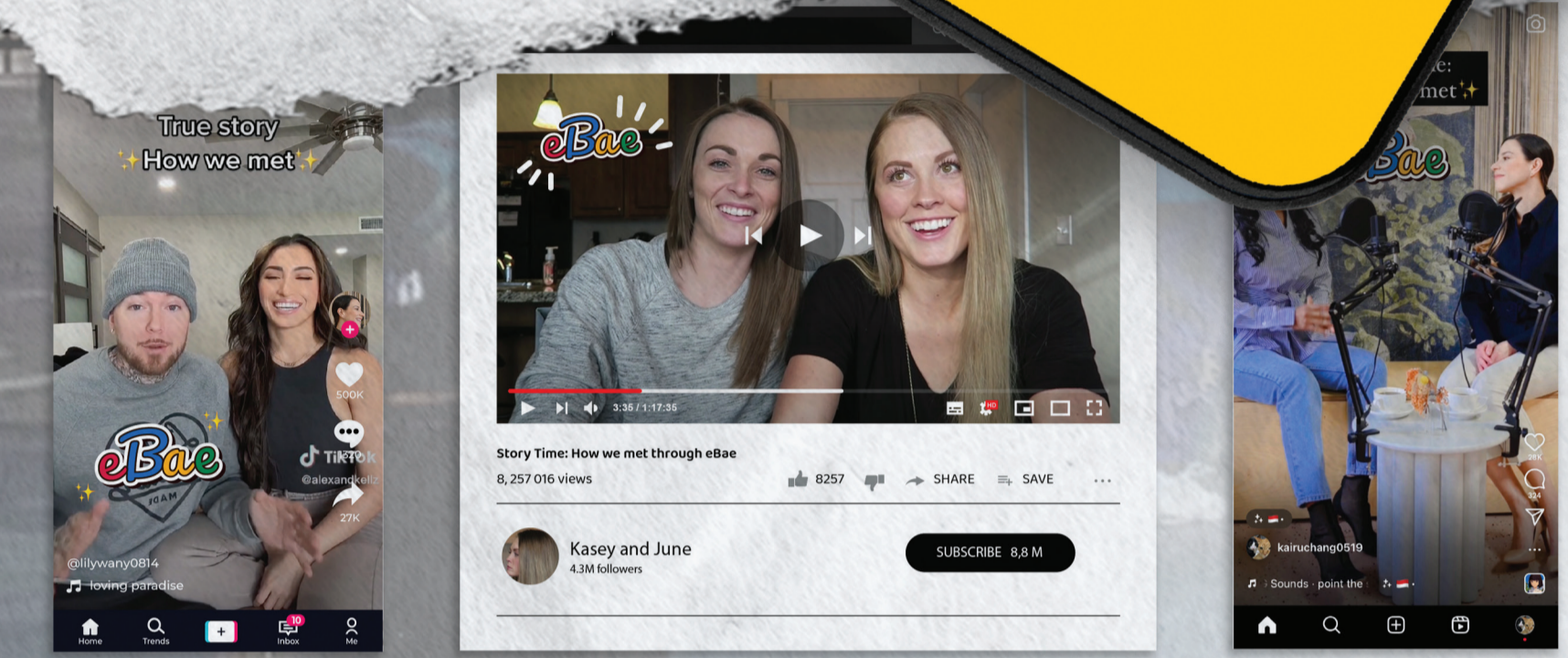


eBae

Connect Through Things



PROBLEM:

Resale platforms today feel very transactional, but Gen Zs value and find being able to form genuine connections important.

INSIGHT:

Behind every pre-loved product, is a seller that shares a similar interest as the buyer.

SOLUTION:

Connecting people through things with eBae, an extension in the eBay app that allows sellers and buyers to connect over similar interests through things.

With eBae, we turn the cold and transactional resale market experience into a more personal one by providing people a more emotive connection beyond just the pre-loved product. This way, selling your pre-loved items doesn't have to just end at making a sale.