

Nui 101

Who are we?

Nui Markets is a New Zealand headquartered startup that provides a configurable, co-branded platform for B2B digital trading of agricultural products (food and bio-energy) – both as a single seller digital channel and as a multi seller marketplace. We started as a “platform as a service” business but have since expanded into the role of platform operator for our multi seller platforms.

What is the problem we are solving?

Traditional sales processes in our target markets are inefficient and non-transparent as they rely on legacy communications and large sales teams. There is no visibility of true market prices and market information is limited. As well as this, the administrative burden of each trade is significant for both buyers and sellers.

How do we solve this problem?

We’ve built a fit-for-purpose proprietary platform for B2B digital trading which our customers and users love. We cover the seller’s workflow from placing an offer and managing auctions, right through to managing post-trade execution and documents, and communicating with buyers. Our platform makes trading more transparent, efficient and profitable for our users.

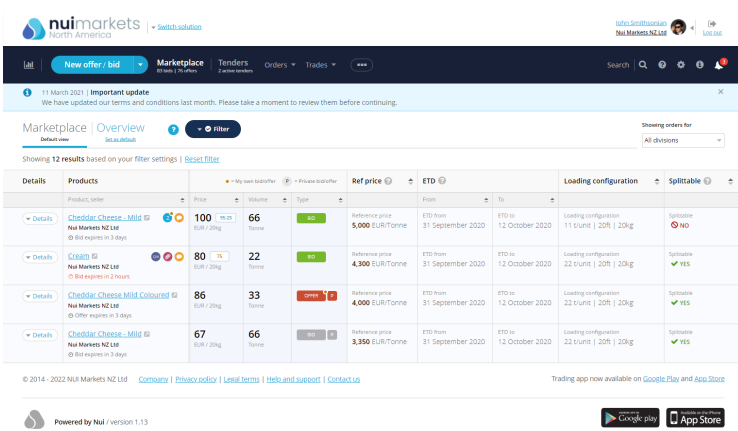
What’s the business model?

Our platform serves two distinct customer groups:

- 1) **Major processors**, as a digital channel to sell to their own customers
- 2) **Marketplaces**, who use the Nui platform to operate a co-branded multi seller marketplace, with platform exclusivity granted for a particular region and sector.

We currently have three streams of revenue: implementation fees, subscription charges, and trade commissions. The monetization of platform data has the potential to provide a new revenue stream in the future.

The platform



Some of our customers

