



The vegan marketplace for Europe

About our marketplace	2
Our advantages	2
European dimension	3
Marketing & SEO	3
Technical features	3
Our criteria	4
Conditions for sale	4
Procedure and ordering process	5
Fee & Commission	6
Acorn (Early Access)	6
Sequoia	6
Acacia	6
Magnolia	7
Payment Processing & Billing	7





About our marketplace

Our goal at for vegans is to gather vegan products from all over Europe on one platform. With for vegans, we as a European community have a place where we can search for products and discover new ones for ourselves. For you, our vegan marketplace opens up the possibility of gaining a new distribution channel and becoming known beyond borders.

Learn more about us and our concept here: [Our Vision](#).

We are currently in the process of expanding and will gradually open new categories. In this document, you will find the essential points concerning selling on our platform.

Feel free to contact us with any questions!

Our advantages

- **We are already live:** You can start selling immediately!
- **Reach your target audience:** With us as your European online marketplace, you will be able to enthuse many new customers for your products.
- **Help with account set-up:** We will help you with the complete set-up of your vendor account - free of charge.
- **Free support:** We are at your disposal by phone and email at all times.
- **No contractual obligation:** You can deactivate your vendor account at any time (without notice) if you wish.
- **Extensive marketing activities:** We promote you and your products throughout Europe - free of charge.
- **No hidden costs:** The creation of products is completely free. You only pay a commission when a customer buys products from you. In case of returns, the commission will be refunded.

European dimension

- **Available shop languages:** English, German, French.
- **Support & contact persons:** Customer queries in all languages are answered by us.
- **Free translations:** We help with the translation of product descriptions and legal texts into the available languages (EN, DE, FR).

Marketing & SEO

- **Country-specific focus:** Our marketing and SEO activities are already active in over 16 countries.
- **All important social media channels:** We will present you and your products there and thus reach many new customers.
- **Cooperation with bloggers:** If you like, we will let our bloggers test your products for free.
- **Cooperation with organisations:** We cooperate with national and international organisations that deal with vegan issues.

Technical features

- **Your own vendor dashboard:** You get your individual access to the back-office area, where you can find all information.
- **Automatic price and stock maintenance:** Using a CSV file, the prices and stocks of the items can always be kept up to date automatically.
- **Automatic import of products & syncing of orders and inventories:** We offer you connectors that allow easy syncing with your current shop system. Our connectors support **Shopify**, **Prestashop** and **Woocommerce**.
- **CSV integration of products possible:** With us, products can be created and updated either manually or by means of a CSV file.
- **Automatic SEO optimisation:** We take care of all important metadata. For this purpose, we work together with an SEO agency that optimises your products for search engines.



Our criteria

Of course, we offer only vegan products and thus, the criterion that always needs to be met is 'vegan'. Furthermore, we have introduced our criteria to enable a transparent and pleasant shopping experience where customers can pay attention to the criteria that are important to them.

Learn more about [our criteria](#).

In order to sell via for vegans, at least three of these criteria must be met by the products. Example: Products that are made in the EU and are vegan meet these three criteria: Vegan, Made in Europe, Fair / Social.

If you are not sure which criteria your products meet, we are happy to help!

Conditions for sale

- Your products meet at least 3 of our criteria.
- You accept our [Vendor T&C](#).
- A European VAT number is available.
- You have a Stripe account or you will set one up: Payments are processed through Stripe, so you can't do without one.
- You ship the goods from Europe.
- Your customer service can be reached by mail.
- The parcels are sent with a tracking number.

Procedure and ordering process

As a marketplace, we are a platform where vegan producers and retailers can offer products to European end consumers (B2C). **Selling should not be complicated**, so we strive to make all processes simple. You will receive detailed information on the order process, billing and instructions on how to create your products, as well as the access data for your vendor dashboard from us by email during the registration process. Here is the general procedure for selling through us:

1. [Create an account](#) and get started right away.
2. You will receive an automatic email with your login credentials.
3. Make sure you check out our **Info-Center**, located in the side menu of your vendor dashboard. Here you find guides, explanations and FAQ.
4. You can now complete your vendor account, e.g., with a text about you and your logo. **You will also need to connect to your Stripe account.**
5. You can define the shipping costs for the individual countries. (We will send you a specific document for this, or you can [download it here](#) and send it to us)
6. With our help or on your own, you can now create the products (via CSV file import, manually or with one of our connectors - Shopify, Prestashop, Woocommerce).
7. We check and translate the products before they are released, after which they are automatically available in the shop.
8. If you wish, we can set up a CSV import for inventory and prices.
9. As soon as a customer orders your products, you will be informed automatically by email, then you will see the order in your vendor account.
10. The goods will be sent directly from you to the customer.
11. You do not have to take care of the financial processing, this is done via Stripe and you automatically receive the purchase amount minus the commission.

Fee & Commission

Here you can find an overview of our fees - we offer four different models.

You will currently benefit from our **Early Access** conditions until 31.12.2023.



Sequoia (Early Access)

Our starter package with particularly great conditions. No monthly basic fee and that for a whole year. Unlimited number of products and a low commission rate of 14%. No registration fee is charged.

- 14% commission per sale
- No registration fee
- Unlimited number of products
- No ongoing costs
- No service fee during the first year



Acacia

Our premium package for medium-sized and large companies. The monthly service fee is 25 euros. Unlimited number of products, the commission rate is 14%. There is no registration fee.

- 14% commission per sale
- No registration fee
- Unlimited number of products
- Service fee €25/month



Magnolia

Our medium package for up to 30 different products. The monthly service fee is 10 euros, with a low commission of 16%. There is no registration fee.

- 16% commission per sale
- No registration fee
- For up to 30 different products
- Service fee €10/month



Payment Processing & Billing

Customers can choose from a variety of international and local payment methods. You don't have to use your own payment service provider to sell through us because we work with Stripe. The sales proceeds are immediately credited to your Stripe account and the corresponding commission is deducted.

The formula used to calculate the transfer amount is:

total excl. shipping - commission

(we cover the stripe fees)

- No own payment service provider necessary
- Payment options: Prepayment, credit card and many other country-specific payment methods, such as Giro, Apple Pay, Klarna, Sofort, Google Pay, Sepa direct debit.
- Customer credit check included

Powered by stripe

If you want to learn more about Stripe, please follow [this link](#).

Here you can create a [Stripe account](#) quickly and easily.