MEET THE CONCIERGE

Who is *SWAGGY?*

The AI LIVE VOICE concierge that co-hosts every auction, helps sellers list, and answers buyers in the moment.

<60s	3 MIN	2-SIDED
VOICE-TO-LISTING TARGET	LIVE AUCTIONS, CO-HOSTED	TRUST: SELLER + ITEM

01 / MEET SWAGGY

Meet SWAGGY

SWAGGY is the AI LIVE VOICE concierge at the heart of S.W.A.G. (Stuff We All Get), a live-commerce marketplace for vintage, Y2K streetwear, and collectibles. You don't type to SWAGGY. You talk to it, and it talks back, in real time, while the auction is live.

Most marketplaces bolt a chatbot onto a search bar. SWAGGY works the other way around: it is built into the flow of buying and selling. It helps sellers list, co-hosts live auctions, answers buyer questions on the spot, and keeps both sides of a deal moving.

02 / FOR SELLERS

From closet to live auction

Listing is where most resellers lose time. With SWAGGY, a seller describes an item out loud and SWAGGY turns it into a listing, with comp research, a suggested price, and a written description. The target is a finished listing in under 60 seconds.

When the item goes live, SWAGGY co-hosts. In a three-minute live auction it calls bids, fields buyer questions, and keeps the energy up, so the seller can focus on showing the piece instead of juggling chat. After the sale, SWAGGY walks the seller through what comes next: shipping, tracking, and payout.

03 / FOR BUYERS

A guide in the room

New to live auctions? SWAGGY shows you how it works before you place your first bid. From there, a "For You" feed and deal alerts point you toward the drops you actually care about.

During a live auction you can ask SWAGGY about the item in the moment: condition, sizing, what similar pieces have sold for. You can bid in real time, set an auto-bid, or bid privately. Checkout runs through Stripe, and buyers earn SwagBucks and rewards along the way, which is what turns a single purchase into a habit.

04 / TRUST

Trust, without the friction

Buying secondhand from strangers only works if you can trust two things: the person selling, and the item they're selling. S.W.A.G. is built around a two-sided trust layer, and SWAGGY is the voice that brings it into the conversation.

THE SELLER

TruAnon

Gives sellers a persistent credibility signal built from their track record, without asking anyone to upload ID documents.

THE ITEM

PCIFIC

Its Safeguard product flags listing claims that aren't backed by evidence and suggests the next step, whether that's clarifying a detail or requesting a photo.

The principle is proportionate trust. Sellers get a fast, friendly experience, and the checks scale with the risk of the deal.

05 / WHY VOICE

Why a voice, not a chatbot

Live auctions move fast. Nobody wants to stop, open a help menu, and type a question while the clock is running. A voice that is already in the room can answer before the moment passes.

> *SWAGGY is not a feature added to S.W.A.G.; it is the reason S.W.A.G. exists.*

Every listing, auction, and handoff is designed around a concierge you can talk to. The goal is simple: make buying and selling the stuff we all love feel less like filling out forms and more like hanging out with someone who knows the scene.

06 / SAY HI

Say hi to SWAGGY

So, who is SWAGGY? It's your co-host if you sell, your guide if you buy, and the AI LIVE VOICE that keeps every S.W.A.G. auction honest, fast, and fun.

Be the penguin.
Become a Swagger.

stuffweallget.com

swaggyswagger.com