

## COMPARISONS

# Aikon vs Tradeloop vs gsmExchange vs Eze: a 2026 buyer's comparison

Four B2B wholesale platforms cover most of the global mobile phone and consumer electronics trading flow: Aikon, Tradeloop, gsmExchange, and Eze. They differ on coverage, verification depth, posting structure, fees, and which side of the trade they serve best. This is an honest comparison written from inside the trade, including the places where Aikon is genuinely weaker than the alternatives.

**Aikon Editorial** Last updated: 13 May 2026 14 min read

## KEY TAKEAWAYS

- Tradeloop is the oldest of the four (founded 1994). It is North-America-centric, runs a per-deal seller fee structure, and is built around a 130-point seller-vetting code of ethics. Best for US wholesale electronics including phones, IT hardware and components.
- gsmExchange is the largest by trader count globally, UK-headquartered, and the closest equivalent to a classified marketplace for mobile and electronics. Offer posting is free; the model is a hybrid of listing and bid-match. Best for global mobile-phone breadth.
- Eze (Y-Combinator-backed) is the newest, US-focused, and runs a real-time bid-and-match engine with structured grading and escrow-style settlement. Best for buyers who want guided trading and structured deal flow.
- Aikon is a closed network of verified trading companies with patent-pending private posting, structured offer fields, and industry-badge integrations (Z

- Where Aikon is genuinely weaker: it is the newest platform of the four, so trader-count and breadth are still scaling. Tradeloop's North-America-specific volume and gsmExchange's global trader pool are deeper today on raw count. Aikon's bet is on verification depth and trading-floor quality over volume.

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## Which platform fits which buyer? The 30-second answer

If you are sourcing North-American IT hardware and refurbished electronics with a US-payment-rails buyer profile, [Tradeloop](#) has the deepest pool. If you want global mobile-phone breadth and the largest sheer trader count, [gsmExchange](#) is hard to beat. If you want a structured bid-match engine with built-in deal settlement, Eze is the cleanest experience. If you want a closed network of verified trading companies, structured offer fields, and the ability to post sensitive deals privately with selective identity reveal, that is what Aikon was built for.

## What does each platform actually do?

### Tradeloop (tradeloop.com)

Founded 1994 in San Jose, Tradeloop is the longest-running B2B wholesale electronics platform of the four. Coverage is broad across used and refurbished IT hardware, mobile phones, consoles and accessories. The platform's main differentiator is its **Code of Ethics** and 130-point seller-vetting process, which is the closest equivalent in the trade to a real verification standard. Tradeloop charges sellers a per-deal commission. The buyer side is free.

Geographic skew: the platform's centre of gravity is North America. International traders use it but the bulk of liquidity is US-side, US-payment-rails, and US-grading-norms.

### gsmExchange (gsmexchange.com)

Founded 2000 in Dublin, gsmExchange is the largest of the four by trader count and one of the largest globally for mobile phones specifically. The interface is closer to a classifieds-style listing surface than a structured marketplace: traders post offers in free-form text with the platform handling minimal structuring of price, location and SKU. Posting is free; the revenue model is via paid memberships (e.g. *Premier* tier) that unlock contact access and posting limits.

gsmExchange also runs **TradeZone** events at major industry fixtures like [MWC Barcelona](#), CES, [GITEX](#) and CTIA, which is a meaningful side of the business and a useful in-person counterpart to the online platform.

### Eze (eze.com)

Founded 2018, Y-Combinator-backed and one of the most recent entrants. Eze runs a real-time bid-and-match engine for used and refurbished mobile phones, with structured grading, escrow-style settlement, and a 200,000+ SKU catalogue. The

Eze takes a per-deal commission on both sides. The model is closer to an exchange than a marketplace: prices clear via bid-match rather than negotiated WhatsApp threads.

### Aikon (aikon.app)

Aikon is the most recent of the four. The model is a **closed network of verified trading companies only**, with structured offer fields (region, condition, lock status, **MOQ**, **Incoterms**), **stock-location filtering**, industry-badge integrations on every company profile (Z Empire, Mobi Hub, GSM B2B, Importado), and patent-pending **private posting**: post offers visible only to selected counterparties, with selective per-conversation identity reveal. Aikon is free for verified companies; there are no membership tiers or per-deal commissions. iOS, Android and web versions are feature-equivalent.

## Side-by-side: how do the four compare on the things that actually matter?

DIMENSION	AIKON	TRADELOOP	GSMEXCHANGE	EZE
Founded	2024	1994	2000	2018
Primary geography	Global	North America-centric	Global, EU + UK strong	US-centric, global expansion
Category coverage	Phones, laptops, consoles, accessories	IT, phones, consoles, accessories	Phones-dominant, components	Phones-dominant
Network model	Closed: verified companies only	Code-of-Ethics vetted membership	Open + paid tier for full access	Bid-match with structured grading



AIKON

TRADELOOP

GSMEXCHANGE

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	AIKON	TRADELOOP	GSMEXCHANGE	EZE
<b>Posting structure</b>	Structured fields + private posting (patent-pending)	Listing-style + IM	Classmeas-style tree-form	Structured bid-match
<b>Verification depth</b>	Company registration + industry badges	130-point Code of Ethics	Tiered membership verification	Onboarding + KYC + escrow
<b>Cost to buyer</b>	Free	Free (browse + post)	Free (limited) or paid tier	Per-deal commission
<b>Cost to seller</b>	Free	Per-deal commission	Free (limited) or paid tier	Per-deal commission
<b>Mobile + web app</b>	iOS, Android, web (parity)	Web	Web (mobile-responsive)	Web
<b>In-person events</b>	No	No	TradeZone at MWC/GITEX/CES/CTIA	No
<b>Settlement / escrow</b>	Off-platform (peer-to-peer)	Off-platform	Off-platform	Built-in escrow-style

## Where is Aikon genuinely weaker than the alternatives?

The honest places where Aikon does not (yet) match the others matter as much as the places where it does. There are three.

- **Trader count.** Aikon is the newest of the four. Tradeloop has 30 years of US trader network, gsmExchange has 25 years of global mobile-phone trader pool, and even Eze has six years of paid acquisition behind its US-side trader base. Aikon's verified-company network is high-quality but smaller in absolute count. If pure access to thousands of counterparties is the buying signal, the older platforms are deeper today.
- **Built-in settlement.** Eze offers escrow-style settlement inside the platform. Aikon is currently peer-to-peer: deal terms, payment and shipment happen between

- **In-person events.** gsmExchange's TradeZone events at MWC Barcelona, GITEX, CTIA and CES are a major part of how its network maintains in-person relationships. Aikon does not run physical events. If trade-show networking is a meaningful channel for you, gsmExchange complements its online presence in a way Aikon does not.

## Where is Aikon stronger than the alternatives?

The Aikon design choices that other platforms have not made:

- **Closed network of registered companies only.** Individual traders cannot create accounts. This single filter at signup removes the most common spam vector that the open-membership platforms have to manage downstream. The 130-point Code of Ethics on Tradeloop and the tiered membership on gsmExchange address the same problem differently; Aikon's approach is to filter at the door.
- **Patent-pending private posting.** Aikon is the only one of the four where you can post a buy or sell offer that is not visible to the whole network. You choose which verified companies can see it, and your identity is only revealed to the counterparty you select. For sensitive deals, allocation intelligence, or pricing that you do not want broadcast, this is the workflow that exists nowhere else in the comparison set.
- **Structured offer fields by default.** Region, condition, lock status, [MOQ](#), [Incoterms](#), stock-location flag are not free-form text; they are fields. That makes filtering, matching and comparison [readable at a glance](#) rather than parsing through paragraph-style classified listings.
- **Industry-badge integrations on every company profile.** Z Empire, Mobi Hub, GSM B2B and Importado vetting status is surfaced directly on the company page. Presence of a badge speeds up trust; absence is not a negative signal but is information you can act on.
- **iOS + Android + web parity.** Of the four, only Aikon has feature-equivalent native mobile apps. Most wholesale trading happens on a phone while a buyer is travelling or on the trading floor; a real mobile experience matters.

For most active wholesale traders, the practical answer is more than one. The platforms serve different sides of the same trade.

- **If you trade primarily North American IT and electronics:** Tradeloop is the deepest US-side pool and the platform with the longest verification track record. Aikon as a complement gives you private-posting capability and a global verified network alongside.
- **If you trade global mobile phones at high breadth:** gsmExchange remains the largest global mobile-phone trader pool by raw count. Pair it with Aikon for the structured-posting workflow on sensitive deals.
- **If you want structured bid-match and platform-mediated settlement:** Eze is the most opinionated product experience of the four. Aikon and Eze are not strictly competitive; Eze handles structured bid-match in the US, Aikon handles structured discovery globally.
- **If you want a verified, closed network with private posting and a high signal-to-noise ratio:** Aikon is built specifically for that profile. It is the newest of the four, which means the trader pool is still scaling, but the verification floor is the highest.

## How do the four platforms handle counterparty verification?

The verification mechanism is the most material difference between the four. It is where most fraud in wholesale electronics is prevented or enabled.

**Tradeloop** uses a 130-point Code of Ethics and a manual review of new sellers. The model is closest to a vetted trade association: members are accountable to a published code, and violations result in removal. This works because Tradeloop has 30 years of network reputation behind it.

**gsmExchange** uses a tiered membership model. Free members have limited contact access; paid tiers unlock posting volume and direct contact. Verification is membership-based rather than company-document-based, which historically has surfaced classified-style scam patterns on the free tier that paid members do not see.

level.

**Aikon** filters at signup: only registered trading companies can join. Verification combines company-registration check, industry-badge integrations (the third-party vetting bodies of the trade), and Aikon's own ongoing trust signal monitoring.

**Suspicious actors** can be reported via WhatsApp at +1 669 649 3884 and removed platform-wide rather than whack-a-moled across individual trader groups. The verification floor is the most conservative of the four, which is the corollary of the smaller-but-cleaner network.

## What about pricing? Which platform offers the cheapest stock?

None of the four platforms set prices. They are discovery and connection layers; pricing emerges from individual counterparty negotiation. The question worth asking is not which platform has the cheapest stock but which platform has the price discovery you need.

- **Aikon and Eze** publish structured asking prices in their feeds, which makes spot-pricing visible without DM-ing every seller. Eze's bid-match also produces realised transaction prices for similar SKUs.
- **Tradeloop** posts listings with negotiated prices; spot-pricing requires direct messaging.
- **gsmExchange**'s free-form classifieds means visible asking prices exist on most offers but are less filterable.

For a buyer pricing a 1,000-unit lot of refurbished iPhone 14 Pro Max **Grade B**, the practical workflow is to scan the visible asking prices across two or three platforms, then negotiate from the lower end of the range with the counterparty whose stock-location, lock status and grading definition match. No single platform produces the cheapest stock; the platform that surfaces the right counterparty most quickly produces the cheapest deal.

Where does Aikon fit if you already use the other three?  
Aikon was built for the gap between volume-based platforms and trust-based

trader groups. Wholesale traders today already operate across [WhatsApp groups](#), two or three of the platforms above, and direct relationships built at [trade shows](#). Aikon does not replace any of that. It sits alongside as the closed verified-network layer with private-posting capability for the deals where broadcasting an offer publicly is the wrong move.

Buyers who add Aikon to their existing stack get a verified-only counterparty pool with structured offer fields. Sellers who add Aikon get a way to surface sensitive offers to selected buyers without exposing them to the broader market. Neither is a replacement for Tradeloop, gsmExchange, or Eze; the four serve different problems in the same trade.

## Frequently asked questions

### Is Aikon free for buyers and sellers?

Yes. Aikon is free for verified trading companies on both sides. There are no membership tiers, no per-deal commissions, and no posting fees. Verification is a one-time company registration check at signup; the platform handles the verification cost. iOS, Android, and the web app at [web.aikon.app](http://web.aikon.app) are feature-equivalent.

### How does Aikon compare to Tradeloop on US wholesale electronics?

Tradeloop is the deeper US-side pool today. It has a 30-year verification track record via its 130-point Code of Ethics and a substantial volume of US-payment-rails buyers and sellers. Aikon is global and the newest of the four; its US trader pool is still scaling. For US-only IT and electronics, Tradeloop is the starting point and Aikon is the complement that adds private-posting and global verified network on top.

### How does Aikon compare to gsmExchange on global mobile phones?



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free-form, and the platform charges via paid membership tiers rather than per-deal commissions. Aikon is a closed network with structured offer fields and private-posting capability. For mobile-phone breadth gsmExchange is deeper; for structured workflow on sensitive deals Aikon is the cleaner experience.

### **How does Aikon compare to Eze?**

Eze is a structured bid-match exchange with built-in escrow-style settlement. The experience is the most software-native of the four. Aikon is a closed verified network with structured offer fields and private-posting capability, but settlement is currently peer-to-peer rather than platform-mediated. If you want a guided trading experience with built-in settlement, Eze is the closer fit. If you want a verified network with a private-posting workflow for sensitive deals, Aikon is built for that profile.

### **Why use Aikon if I already use Tradeloop / gsmExchange / Eze?**

Most active wholesale traders use more than one platform. Aikon's specific addition to an existing stack is the closed-network filter (verified trading companies only, no individuals), the structured offer fields, and the patent-pending private-posting capability that lets you surface offers to selected counterparties without exposing them to the broader market. None of the other three platforms has that feature.

### **Is there a paid tier on Aikon like gsmExchange Premier?**

No. Aikon is free for verified companies with no paid tiers. The verification floor at sign-up is the filter; there is no upsell to unlock contact access, posting volume, or feature gates downstream.

### **Does Aikon handle payment or escrow?**

Not currently. Aikon is a discovery and connection layer; payment and fulfilment happen peer-to-peer between counterparties through wire, escrow services, or freight-forwarder LC arrangements as the parties prefer. Eze offers in-platform escrow-style

### **Which platform has the lowest fraud rate?**

Hard to compare directly because each platform handles fraud differently. Tradeloop's Code of Ethics works because of 30 years of network accountability. Eze prevents downstream fraud via structured grading and settlement. Aikon prevents upstream fraud via the closed-network signup filter and industry-badge integrations. gsmExchange's free tier historically has surfaced more classified-style fraud than the paid tier. No platform is fraud-free; the verification floor differs.

### **Can I use Aikon as an individual trader?**

No. Aikon is a closed network for registered trading companies only. Individuals cannot create accounts. This is intentional: the single signup filter removes the most common spam vector and means every counterparty you see on the platform is a real registered company. For individual-trader access, gsmExchange is closer to that profile.

### **Does Aikon do trade-show events like gsmExchange's TradeZone?**

Not currently. Aikon does not run physical events. gsmExchange's TradeZone events at MWC Barcelona, GITEX, CTIA and CES are a meaningful side of its business and a reason traders use it as a complement to in-person relationships. For trade-show networking specifically, gsmExchange is the platform with that workflow built in.

## **Trade on the structured layer**

Aikon is free for verified companies. Post buy and sell offers, browse a live feed of vetted counterparties, and connect across iOS, Android and the web.



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