



Building the Next Generation of E-Commerce Brands

Mission: Building the Next Generation of E-Commerce Brands



EXPERIENCED TEAM

CEO: Former Product Manager at AMZN and built multiple AMZN brands & Seller tools

COO: Former COO across 4 global AMZN focused business

CSO: Former VP at Guggenheim, advised and transacted over \$40B in M&A volume



DIFFERENTIATORS

Operators First: Developed proprietary growth playbooks leveraging years of AMZN experience & launching brands

Proprietary Technology: Dynamic platform with feedback loops utilizing machine learnings to power end-to-end operations



KEY ACQUISITIONS

Home & Kitchen – Top 5

Sports & Outdoor – Top 5

Appliances – Top 5

Home Decor – Top 5

Office Products – Top 10

Electronics – Top 10

Arts & Crafts – Top 10



ACCOMPLISHMENTS

Hired 50 employees

+\$100M in Revenue

+25% EBITDA Margin

+80% YoY Revenue Growth

+205% YoY EBITDA Growth

Cash flow Positive

FUNDING RAISED: +\$165 M

Introduction



Our Business: Acquire Amazon brands at attractive multiples and utilize well established playbooks to quickly scale revenue

SOURCE



Sales & Marketing:

Source seller information from unique data sets

Proprietary outreach to uncover the best brands

ACQUIRE



Merger & Acquisitions:

Automated operational due diligence to facilitate deal closes in under 30 days

Negotiate deal structures with upside sharing

GROW



Brand Management:

Identifying and executing growth playbook

Maximizing operational & supply chain efficiency strategies

SCALE



Technology & Data:

Leveraging tech platform to optimize cross functional operations, from lead scoring to brand management automation

Acquco in Numbers

2020

Founded

\$165M

In Funding

80%

Organic
Revenue Growth

205%

Organic EBITDA
Growth

50

Employees

\$100M

Revenue

25%

Organic EBITDA
Margin

Positive

Cash Flow
Generation

Growing Industry: Structurally Shifting US E-Commerce Tailwinds

US E-Com. Penetration (% of Retail Sales¹)



Amazon US GMV (% of US E-Commerce²)



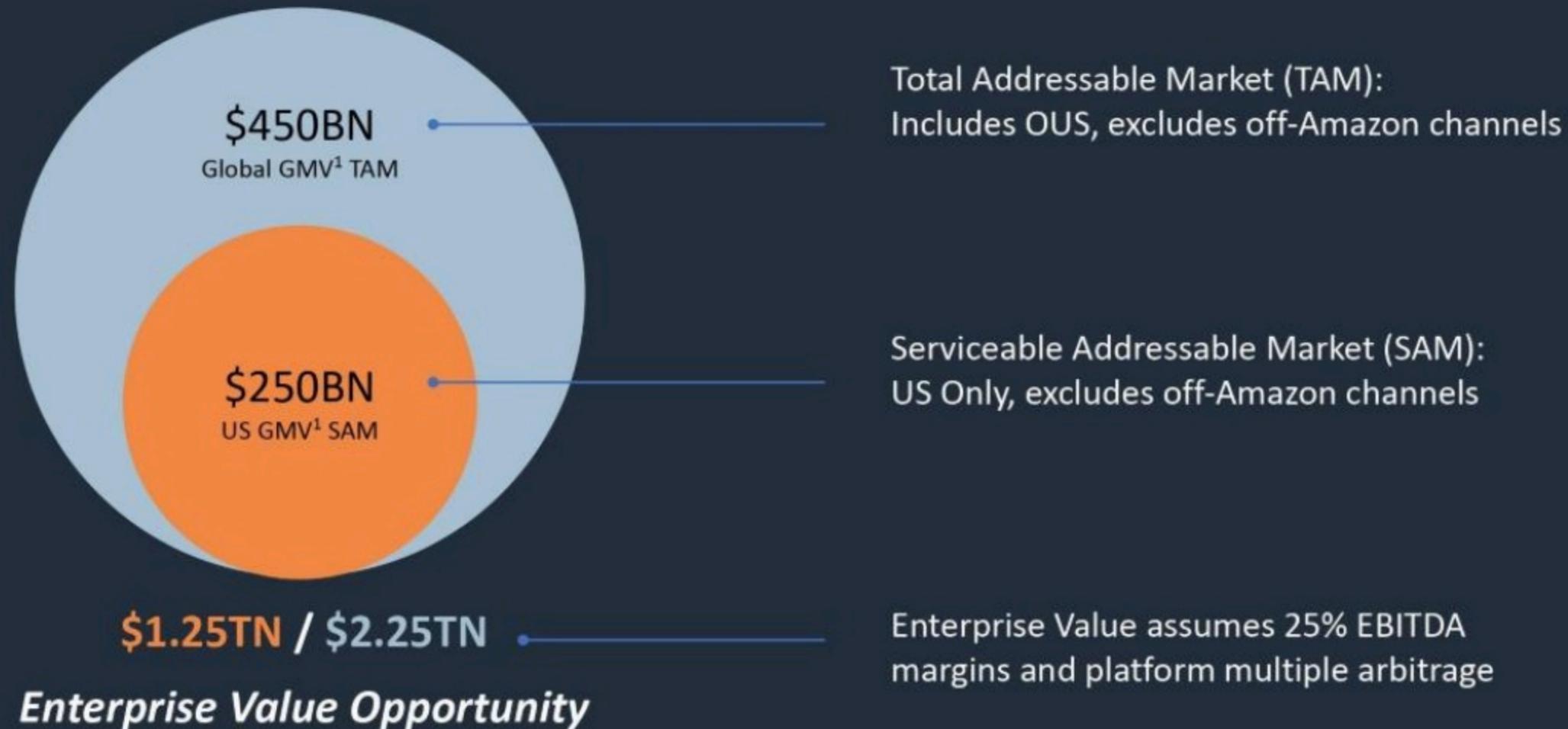
Source: Wall Street research.

1. Adj. Retail sales defined as unadjusted US Department of Commerce retail metrics, and excludes food service and drinking places, automobile, motor vehicle dealers and gas stations.

2. 2020 Wunderman Thompson Commerce report.

Substantial Market Opportunity in the Growing E-Commerce Economy

Total Market Opportunity (2020)



Our Unique Advantage – Growth Playbooks



We've Developed **Proprietary Growth Playbooks** from Years of Working at Amazon

Marketing: Proprietary SEO / SEM strategies to drive rank improvement + improved conversions and lowered ACoS & TACoS



New Product: Conduct market and competitive analysis + leverage our go-to-market playbooks to launch compelling new products



Content & Reviews: Revamp product listings (from new packaging designs to A+ content) + review generation strategies



Omnichannel: Leverage relationships with retailers to expand product offerings to additional channels & "brick & mortar" stores



Supply Chain: Utilize sourcing networks in China to lower COGS, partner with backup suppliers, and improve in-stock rates to 99.9%



Geographical Expansion: Launch products into other markets + grow geographical presence and establish local partnerships



Our Unique Advantage – Proprietary Technology



Centralized Platform with Proprietary Algorithms to Power our Business Operations



Experience Management Team



Meet Our **Founding Team**



Raunak Nirmal
Chief Executive Officer

Launched and exited numerous multi-million dollar Amazon brands

Founder of multiple products & services within AMZN's ecosystem, including reimbursement & seller outsourcing

Strategic consultant for the largest AMZN sellers, created +\$750M ARR

Product Manager at AMZN; originated and implemented project with +\$1B annual revenue Impact



Wiley Zhang
Chief Operating Officer

Former COO across 4 international AMZN focused businesses

Unique execution expertise in supply chain optimization and product & research development processes

Deep relationships across sellers & manufacturing providers in China and Asia

Built cross-border operations & processes for multi-regional eCommerce businesses



Jerel Ho
Chief Strategy Officer

Led corporate development at WeWork, executing M&A, capital raising, joint ventures, and strategy across Asia

Vice President at Guggenheim Partners & Citigroup, advising on +\$40BN M&A, divestitures and capital raising transactions for complex situations

Founding member of \$1B private equity fund



Christine Cui
Director – Brand Mgmt.

Led multiple e-commerce business lines at Walmart, Jet.com and Target

Strong growth track record, generating 2x growth across multiple business at Walmart

Deep product management expertise, including omnichannel negotiations, brand launches, and product restructuring



Paul Li
VP – Data & Analytics

Lead global data science & engineering teams at Microsoft across the highest visibility enterprise products

Creator and patent owner of Windows Intelligent Services Engine & Windows Experimentation platform

15+ years of experience spanning product management and engineering



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