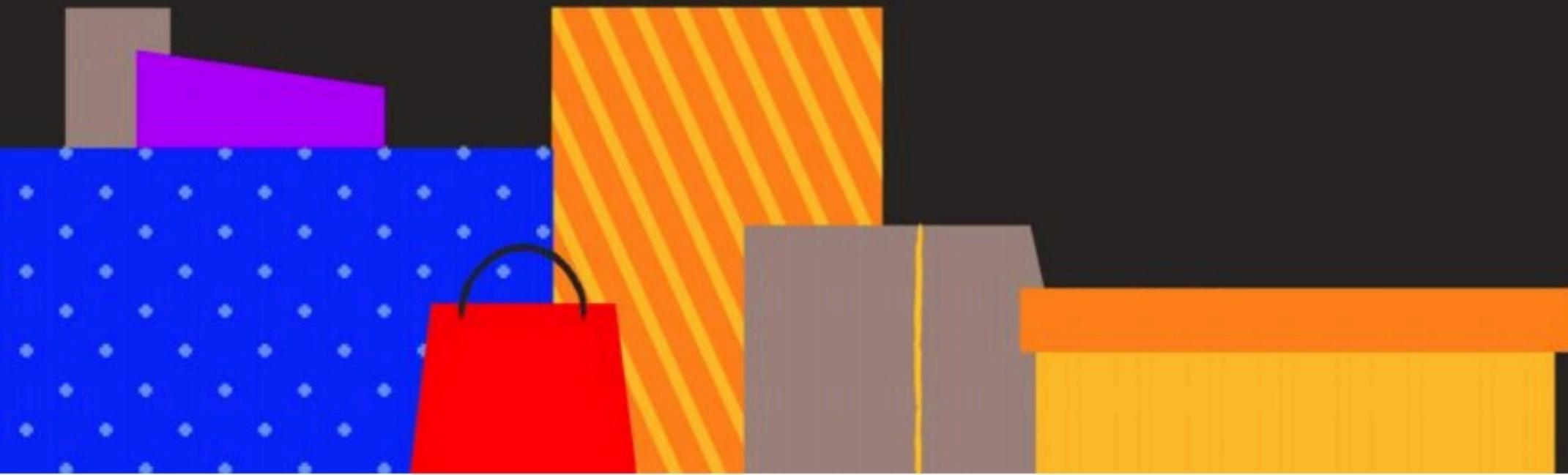


BORZO

Global same-day logistics marketplace



Global marketplace of delivery services with skyrocketing growth rates

Borzo in a close-up

- Borzo is an international logistic marketplace that enables same-day delivery for a promptly expanding client base of **2m B2B-clients in 10 countries**
- We are a two-sided **fully asset-light marketplace** that leverages crowdsourced courier pool for last-mile delivery
- Utilizing asset-light model, Borzo grows at staggering rates: we have tripled annual deliveries to **20m** in 2020 and doubled annual **gross revenue to \$87m** in 2020

Key performance metrics, 2020FY



\$87 million
Gross revenue
+90% YoY

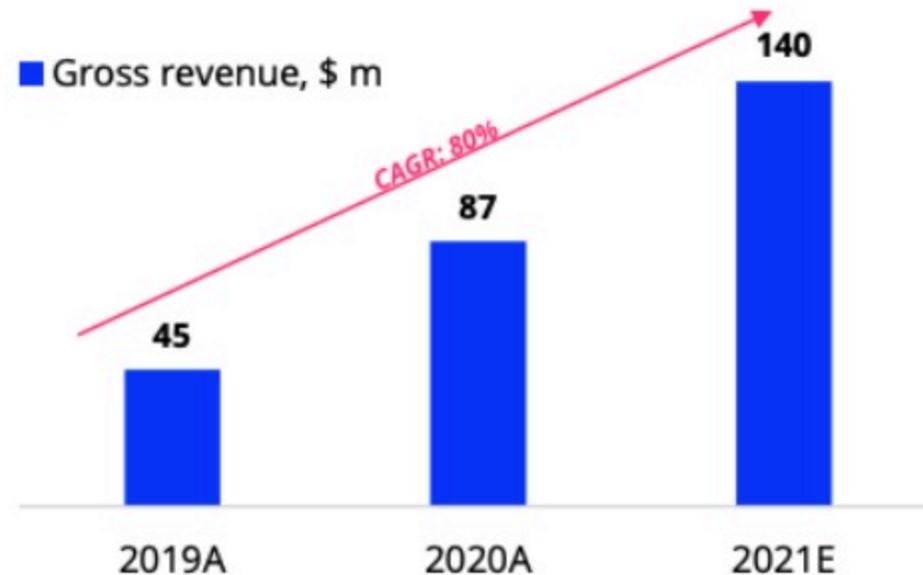


1.8 million
Active clients
+325% YoY

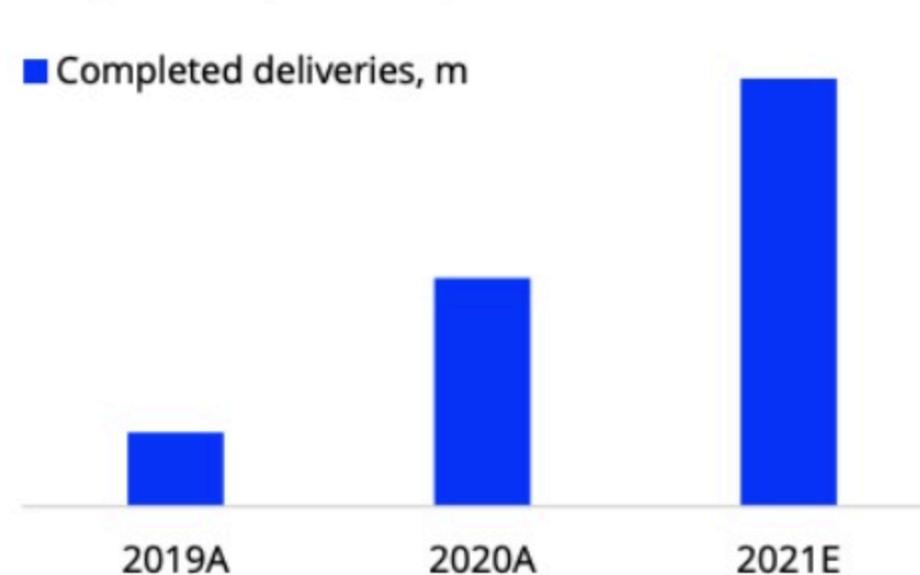


19.7 million
Deliveries
210% YoY

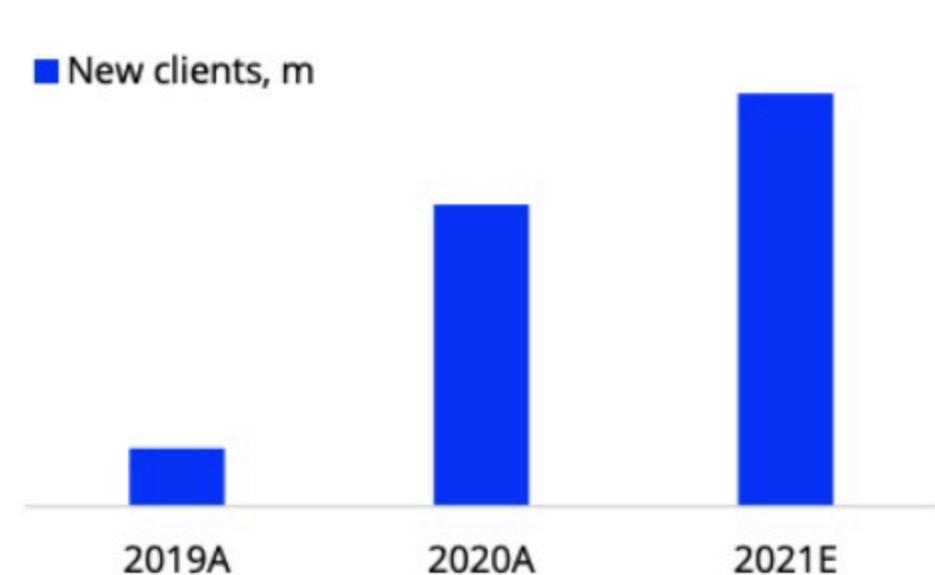
Rapid growth, while maintaining positive cash flow in the most mature markets



Explosive growth of deliveries proves precise product-market fit

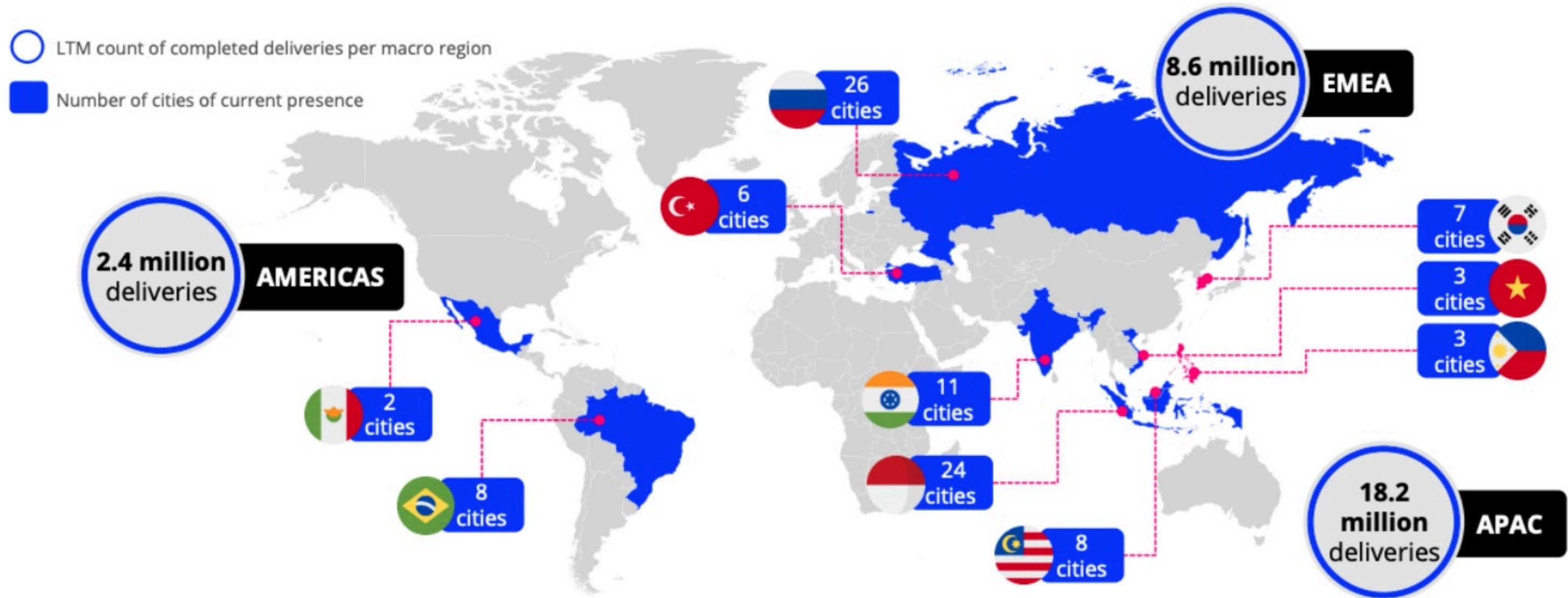


Rapidly expanding client base with SaaS-like retention stickiness



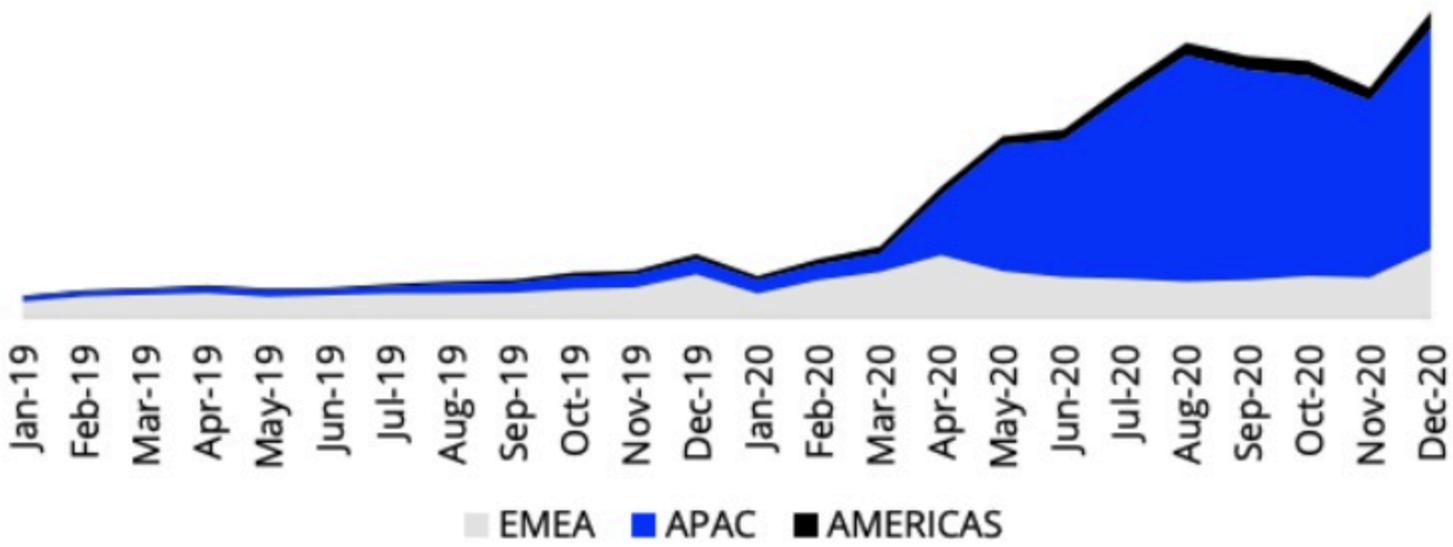
Multinational company with presence in 10 countries and 100 cities

- International expansion has proven scalability of the business model – in just 3 years we have extended operations to 9 new markets
- Borzo has achieved significant geographical diversification and currently operates in **Mexico, Brazil, Turkey, Russia, India, Indonesia, Philippines, Vietnam, Malaysia and South Korea**
- Having much higher density of population, poor state of logistics and explosive growth of E-commerce, emerging countries represent **multi-billion market opportunity**

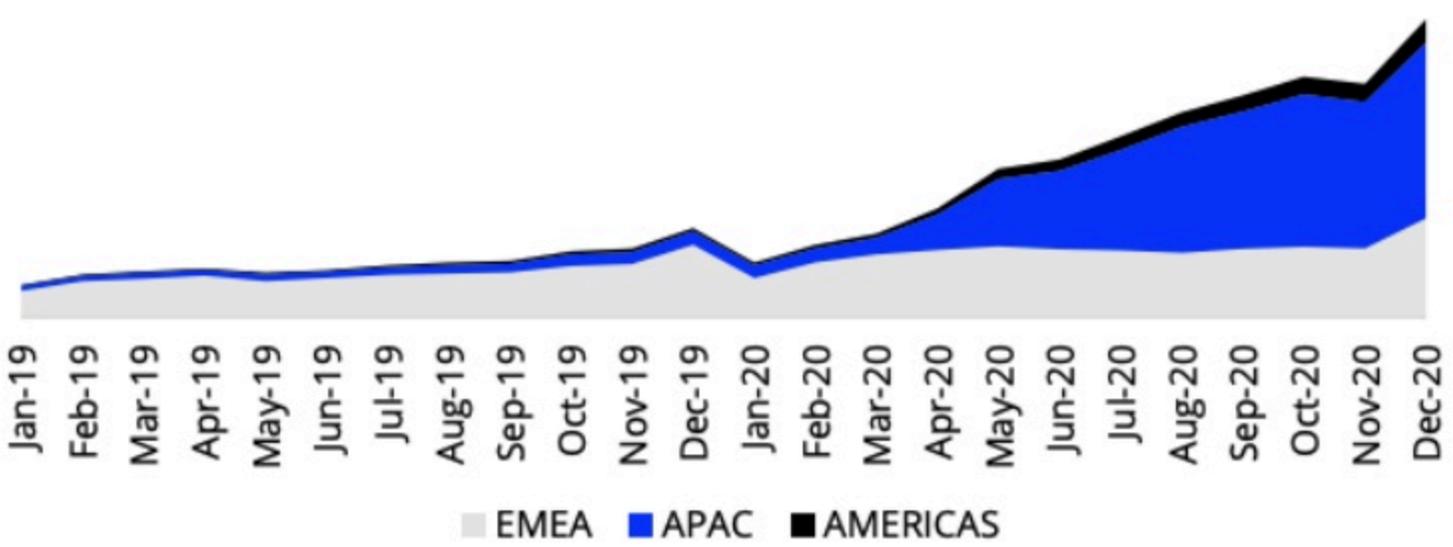


Explosive growth in three macro regions of the world

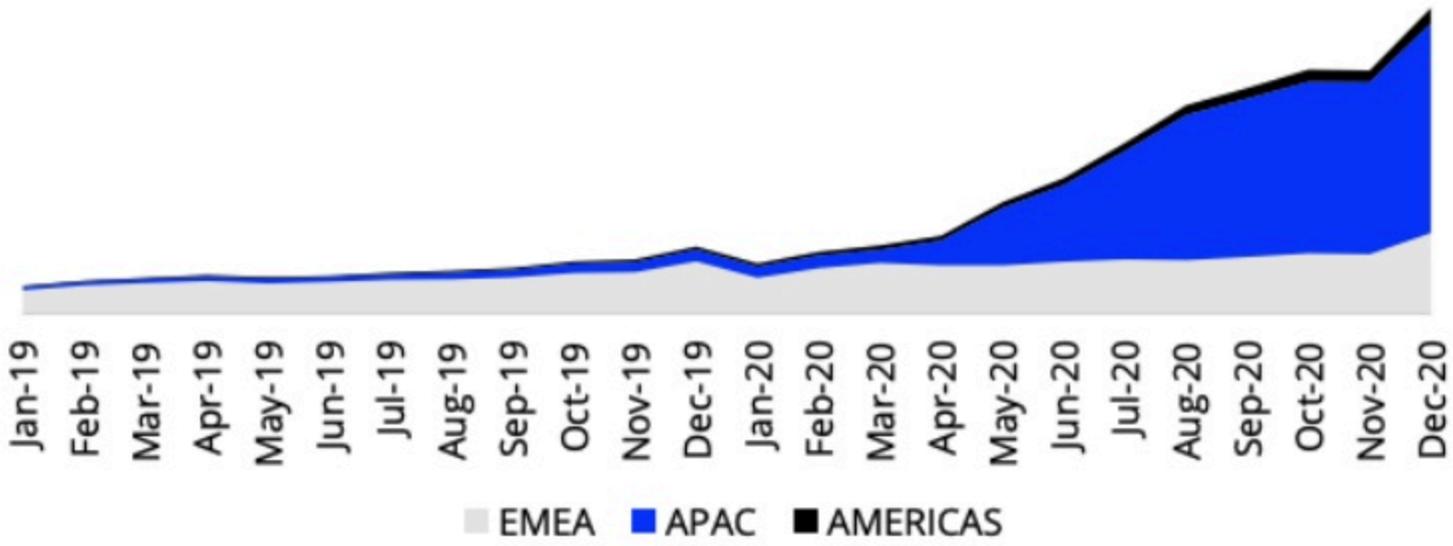
Monthly new client additions



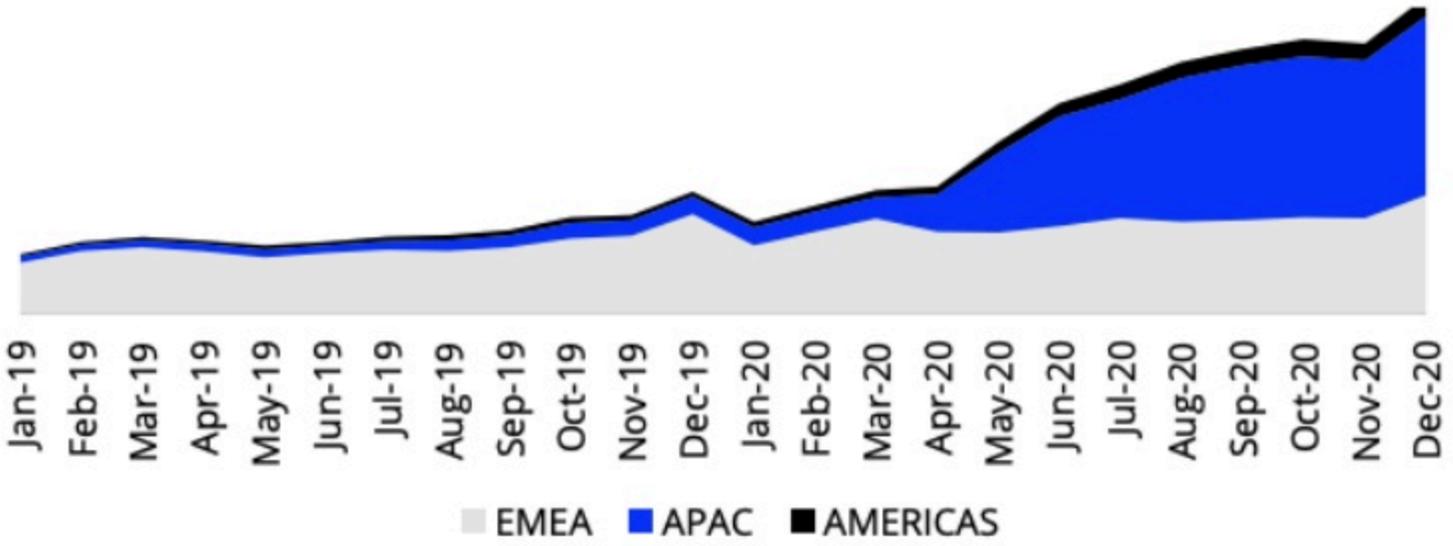
Monthly completed deliveries



Monthly active clients



Monthly active couriers

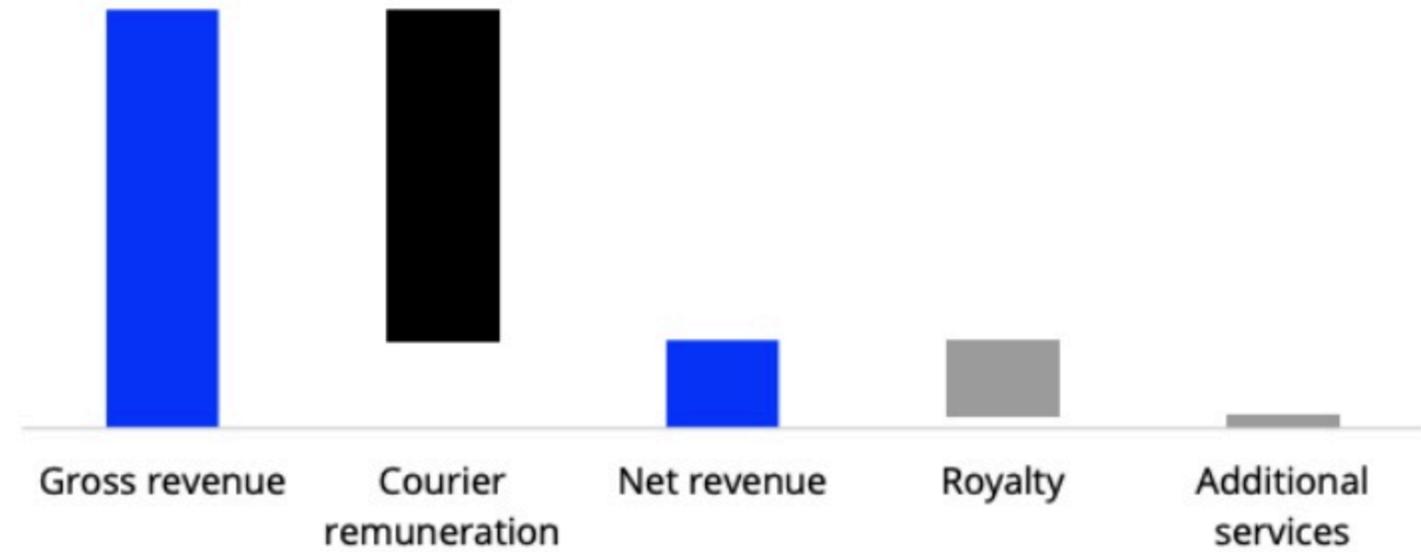


Well-balanced and highly scalable marketplace

Business model proven across the Globe

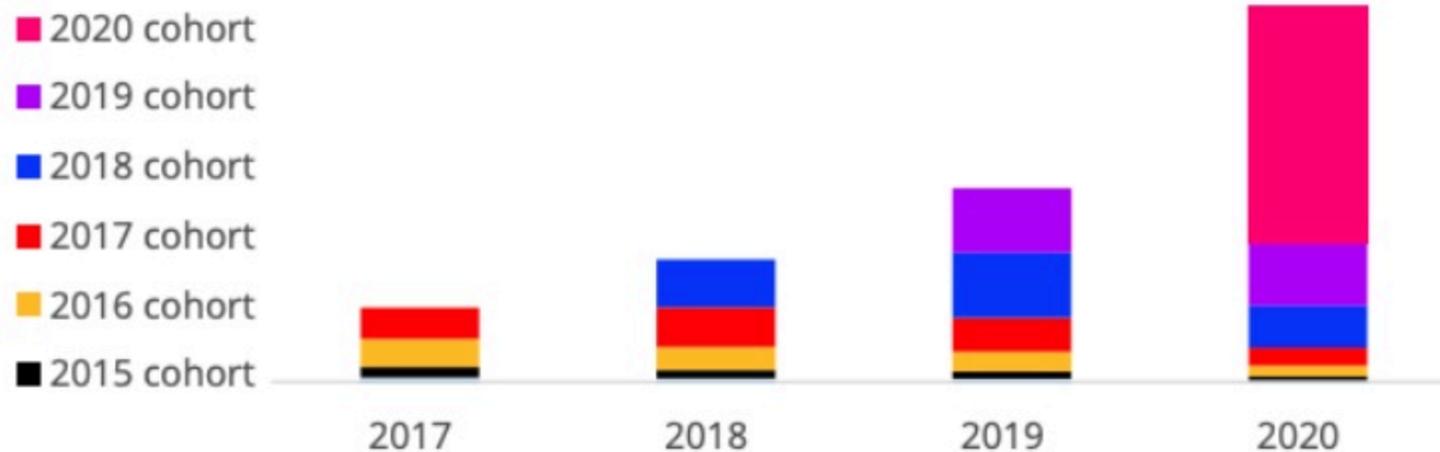
- Our **take rate amounts to 20%** (higher in more mature markets) with additional fees charged for complementary services (delcredere, insurance, cash on delivery, etc.)
- In every market, the company focuses firstly on SME clients and during the next 24-36 months evolves to serving mid-market / enterprise clients, once courier density allows matching required SLAs (pick-up time, on-time delivery, prices, etc.)
- As E-commerce merchants constantly require external delivery services, the company enjoys high revenue retention even after 5 years

Simple pricing based on the delivery fee



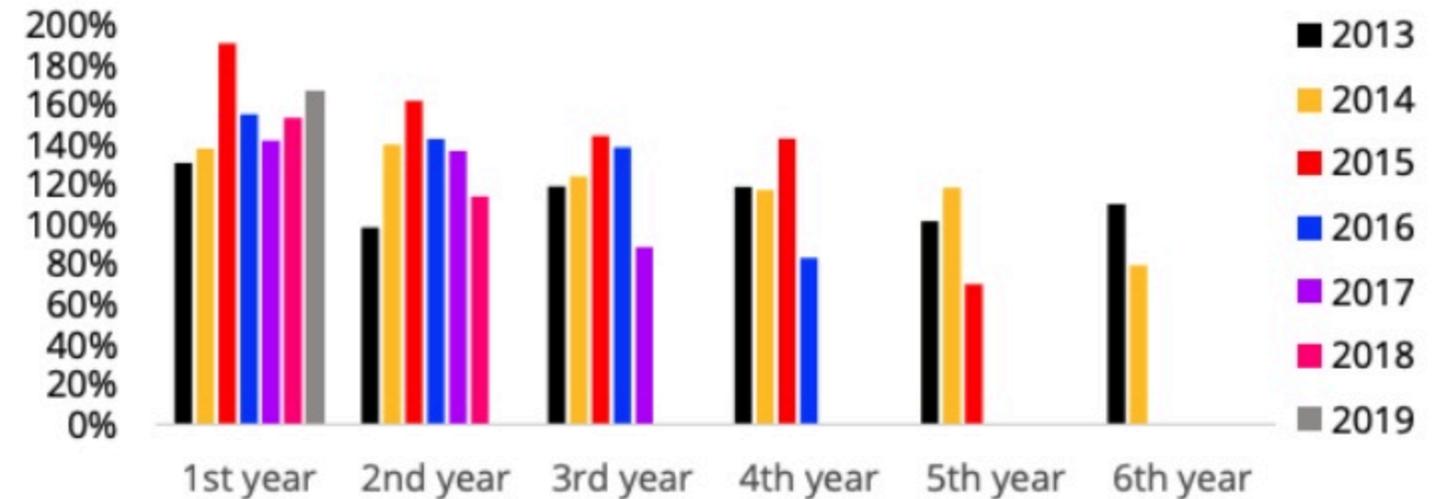
Business model enjoys SaaS-like client retention: up to 70% of annual GMV is contributed by retained clients

GMV contributed by client cohorts, \$m



Retained clients tend to increase usage of the service, resulting superb retention of orders

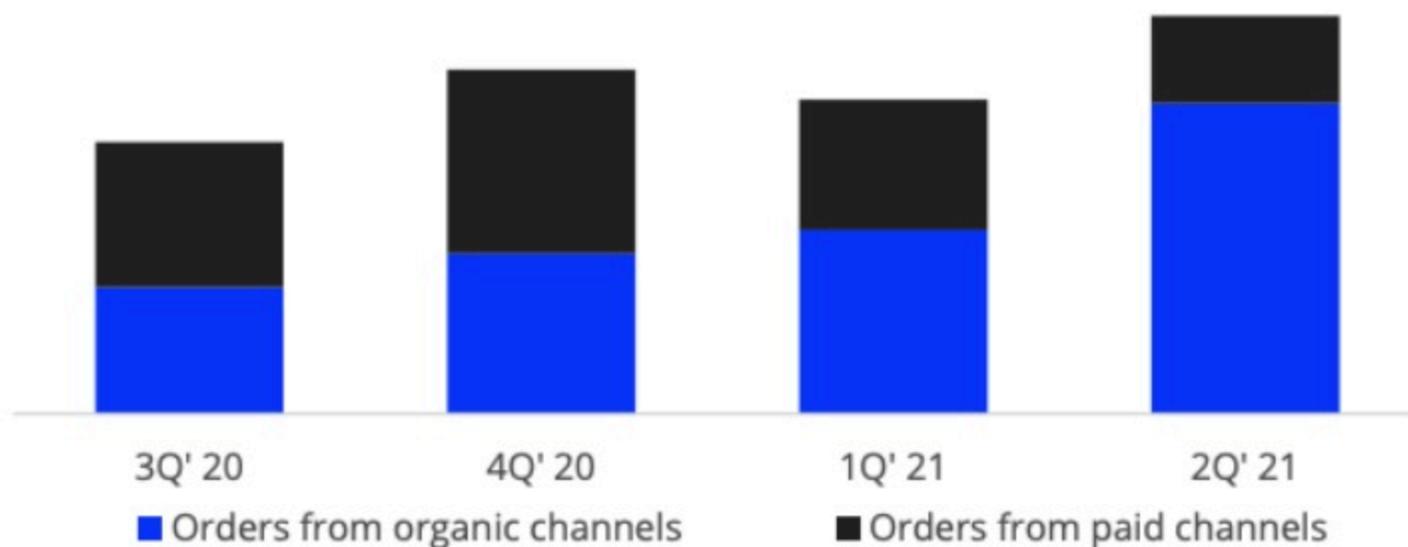
Orders placed by clients as % of orders placed in the acquisition year



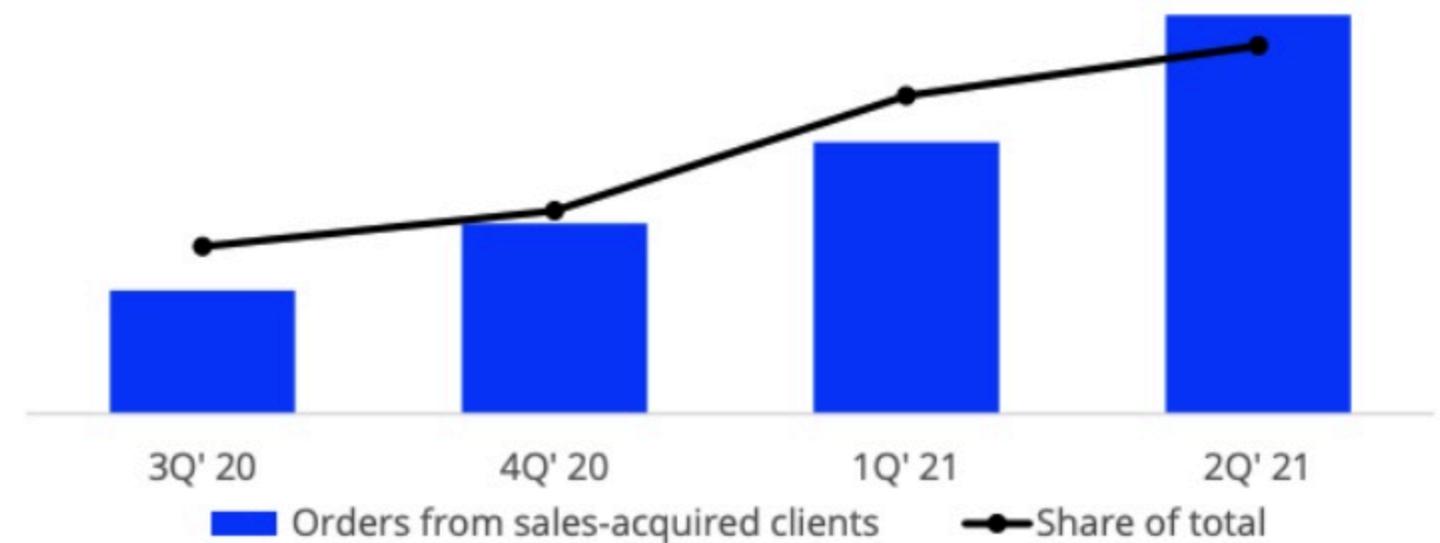
Leveraging multiple acquisition channels to facilitate the growth

- At Borzo we effectively scale client acquisition from referral and digital performance channels, making sure that 5-year capped **LTV/CAC is at least 3x**
- We benefit a lot from referral and organic search – **up to 80%** of quarterly orders come from such channels
- Merchants significantly rely on references when choosing a supplier based on word-of-mouth, so Borzo enjoys a kind of chain reaction effect - the more new customers acquired, the more organic matter
- With a strong background in digital marketing, since 2020, we started building global sales team, aiming to acquire clients with bigger delivery volumes
- Effectively acquiring and retaining clients from **inbound and outbound sales**, we have doubled the share of sales-acquired orders for the 12 months period
- While our client base of merchants acquired via sales channels grows steadily, we see extremely **higher potential of their retention and repeat rate**

Up to 80% of orders are placed by clients acquired from organic channels at 0 marketing cost

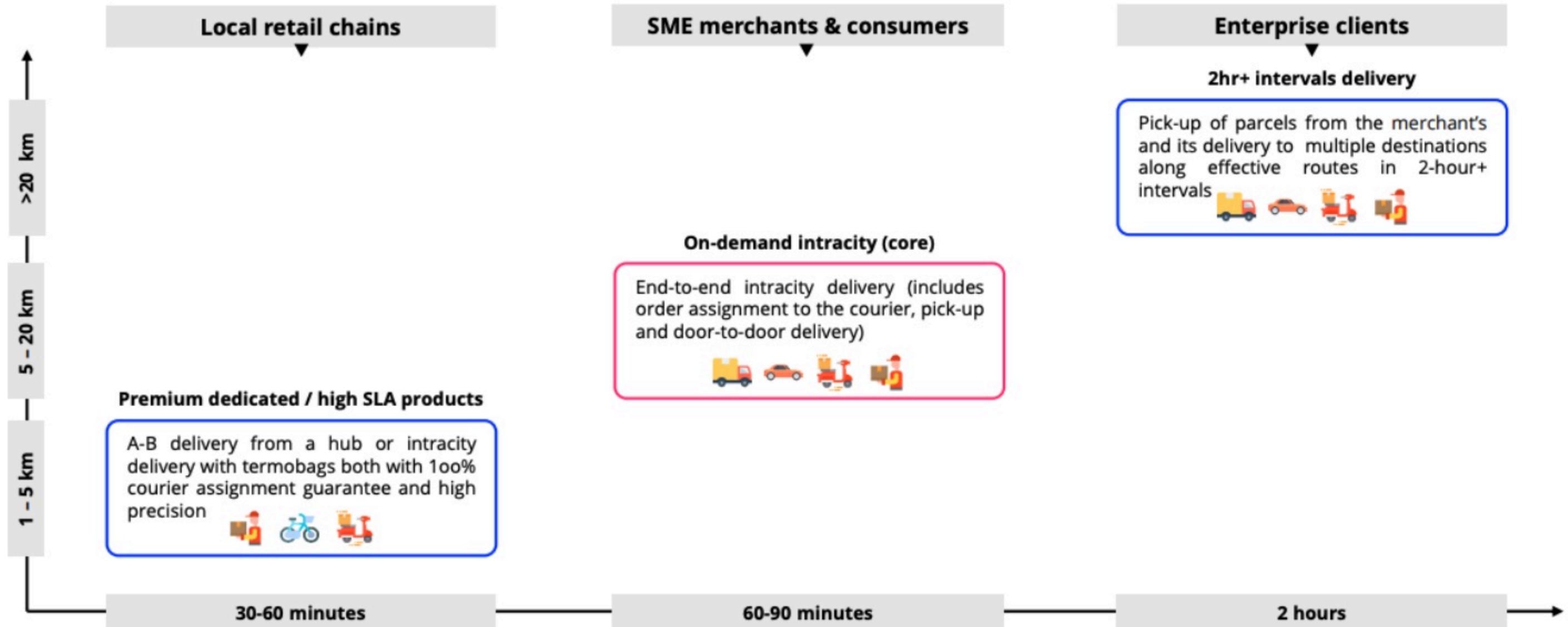


We have doubled the share of sales-acquired orders for the 12 months period



Product mix that addresses multiple verticals of the global delivery market

- Our product portfolio allows targeting numerous client segments – from local brick & mortar retail to long-tail SMEs and enterprise-level E-commerce clients
- Core product (on-demand delivery) provides ground for launching complementary services that allow approaching new market segments
- In 2020 we have launched dedicated delivery model, which is a door-to-door delivery from nearby local stores, restaurant / retail / pharmacy chains
- Another recently launched synergetic service is the routed same-day delivery that targets enterprise clients by tailored features for managing multiple parcels on a complex routes with precision and cost-efficiency



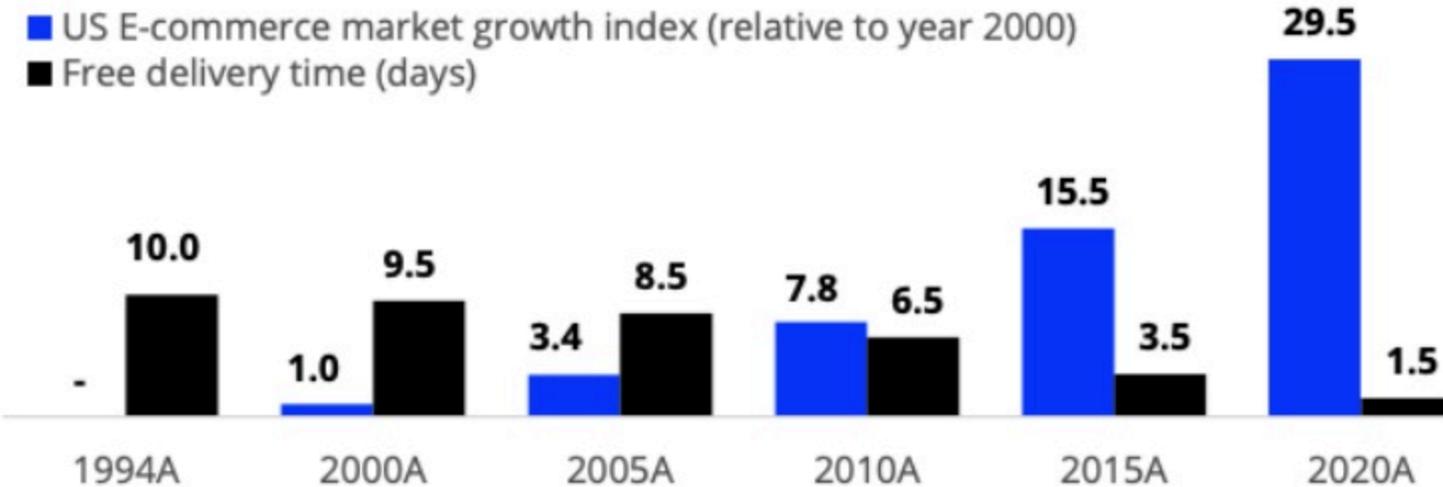
Strong positions in multi-billion markets backed by an E-commerce boom

E-commerce market is the strongest driver for delivery services

- Strong outlook for E-commerce growth in our markets: jointly those contributed **\$290bn** in online sales in 2020 and expected to generate **\$500bn by 2024**
- Most growth is expected to transpire in India and APAC countries, where consumer demand is on a strong track towards digitalization, almost **doubling online sales penetration** by 2024
- Being an integral part of globalization, E-commerce market is also the **strongest driver for delivery services**
- Growth impulse from pandemic will be the **long-term driver for the company** as clients acquired during the pandemic remain Borzo's active users even after lockdowns have been terminated

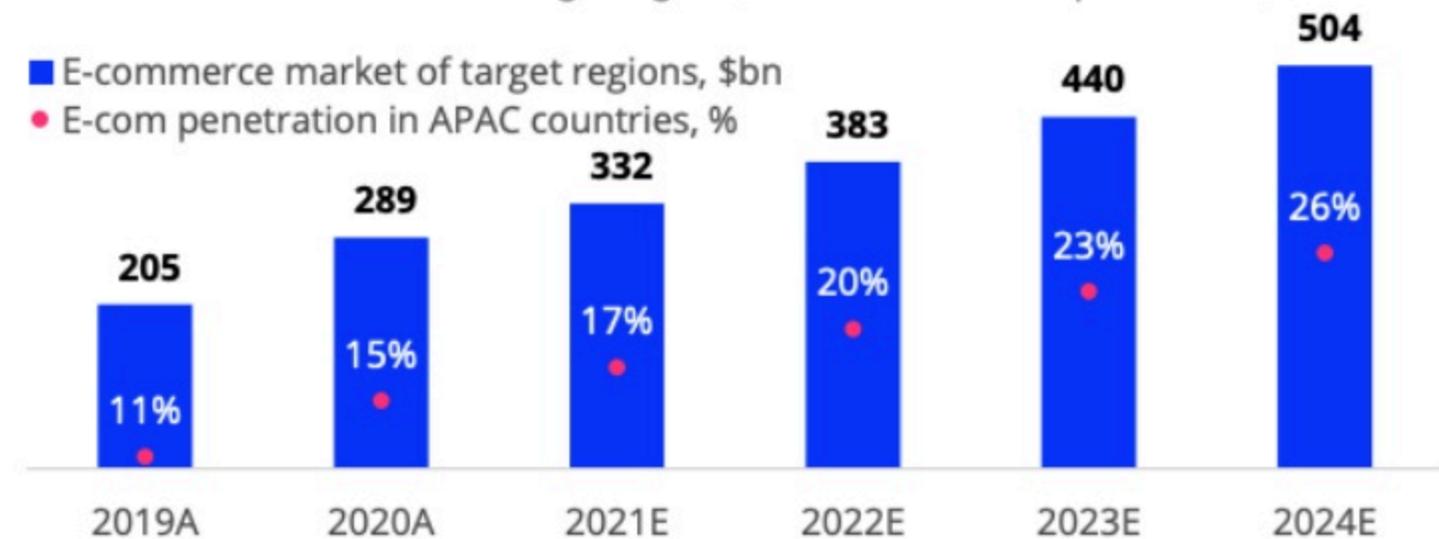
As demand for online sales surges, of same-day delivery becomes the fastest growing segment of consumer logistics

Delivery time shortening relative to E-commerce growth trend



As retail transitions to online, merchants require fast and reliable same-day delivery

E-com market size in target regions, \$ bn & online sales penetration, %



*Includes daojia.com (The Mainland China division of Gogo X)

Experienced entrepreneurs and tech gurus manage international team of 1000+ FTE's



Mike Alexandrovski
Founder & CEO

- Serial entrepreneur with more than 20 years of experience of launching new businesses, including a top-5 media advertising agency in Russia;
- Two successful & two failed startups along the way)



Alex Shamis
Co-founder & Deputy CEO

- Co-founder of 16vc.com;
- Built 3 marketplaces across 3 industries;
- Founded a food delivery marketplace in 2006 and merged it with DeliveryHero



Dmitriy Zubkov
Co-founder & Head of
the Russian business

- More than 12 years of executive-level management
- Before joining Borzo – 3 years as CEO in one; of the largest house appliance distributors in Russia



Maria Teslo-Danilova
COO

- 10 years of executive-level experience in large-cap;
- Previously 2 years as COO and BoD member in Way Ray, developer of holographic AR technologies



Alexander Galkin
CTO

- 18 years of experience in we-development including 7 years as CTO at Borzo



Sabrina Shaikh
CRO

- Head of sales operations and analytics at Maersk, enabling sales for 700 people across 10 countries



Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

[Read more →](#)

Follow us [@pitchdecks](#)    

