

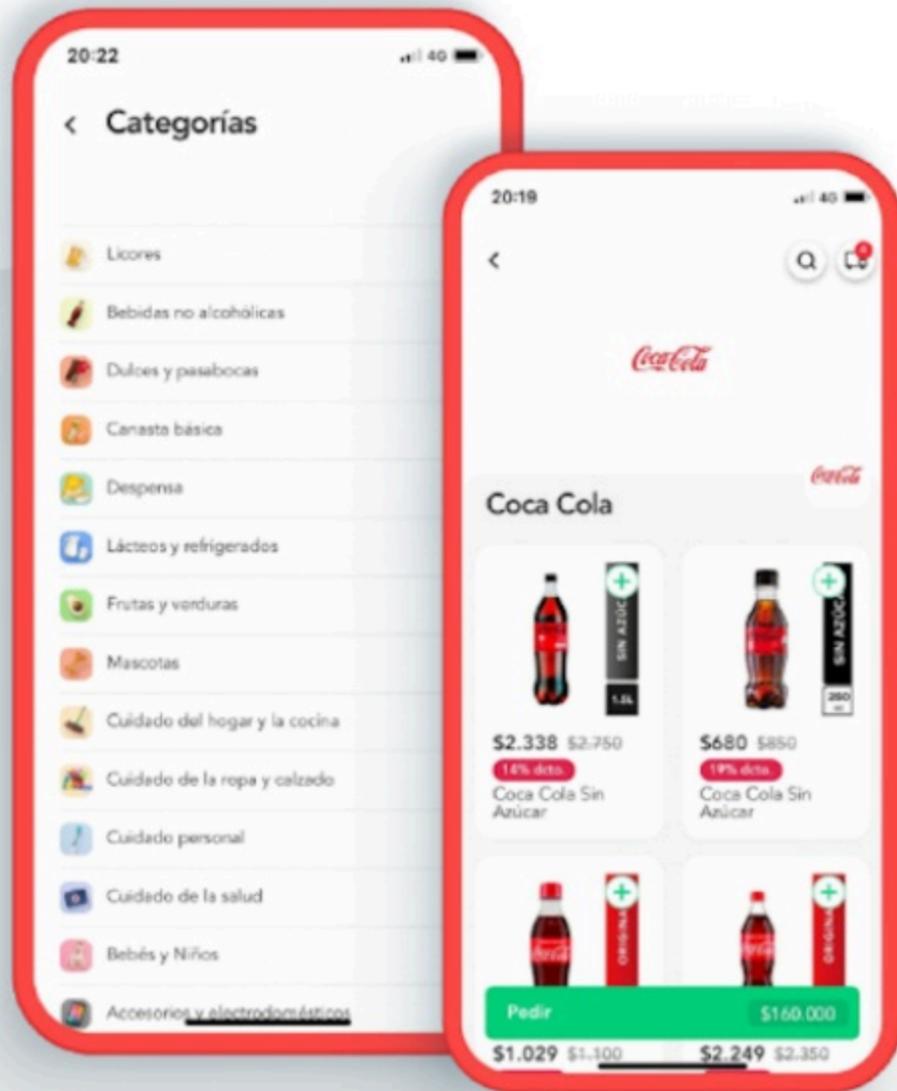
Çiper

Digitizing the corner store retail market



Investor Deck - 2021

Chiper is a B2B e-commerce ecosystem for independent merchants, enabling corner stores in Latin America to grow and thrive



The one-stop-shop for store's needs

2 Countries

Colombia and Mexico

5 Cities

Bogota, Cali, Barranquilla,
Medellin and Mexico City

3,000+

FMCG Products

24h

Free delivery

5%

Better prices

To date, <1% of B2B transactions are done online in a region ripe for technological disruption

Latam



China



India



Meanwhile B2B e-commerce is expected to expand at CAGR of 17.5% globally by 2027.

We are unifying thousands of corner stores in the region, creating one of the world's largest network of bulk buyers

\$65 M

Revenue Run Rate

7x

Sep 20 vs. Sep 21

23,000

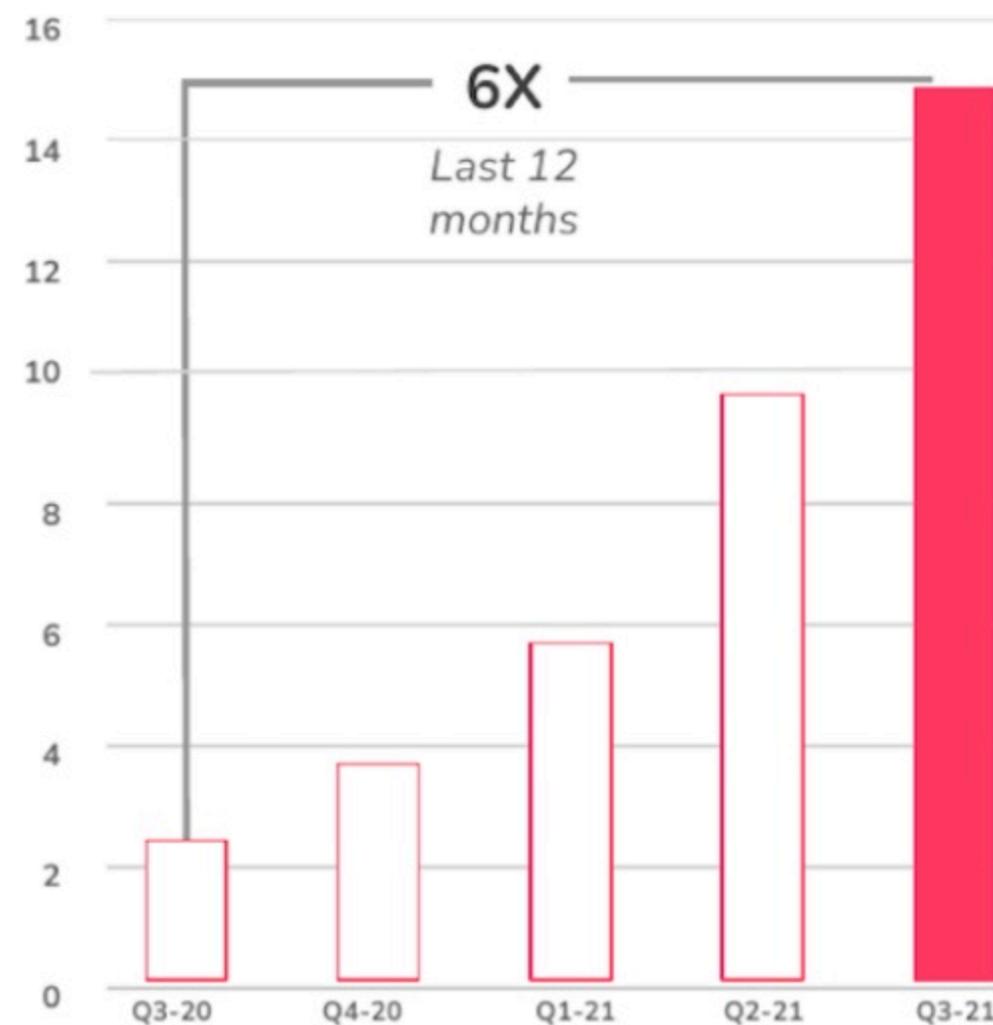
Monthly active Stores

9x

Sep 20 vs. Sep 21

Quarterly Sales Evolution

USD M



Made possible by 47+ years experience in tech and corner store retail



Jose Bonilla
Co-founder & CEO



Oscar Sarria
Co-founder & COO



Carolina García
Co-founder & CRO



Ricardo Ocampo
Co-founder & CFO

- **Jose Bonilla** 17+ years in tech, Co-founder at imaginamos a software studio with thousands of projects and incubated startups including Rappi and Chiper.
- **Carolina Garcia** 15+ years of commercial experience in tech companies. *MIT MBA alumni.*
- **Oscar Sarria** 5 years in Quala, one of the most important FMCG's in Latin America leading different sales channels including the corner store retail channel.
- **Ricardo Ocampo** 10+ years in leading finance at FMCG company; Team Foods.

+ our team of 468 entrepreneurs



KASZEK

NOSARA

TIGERGLOBAL

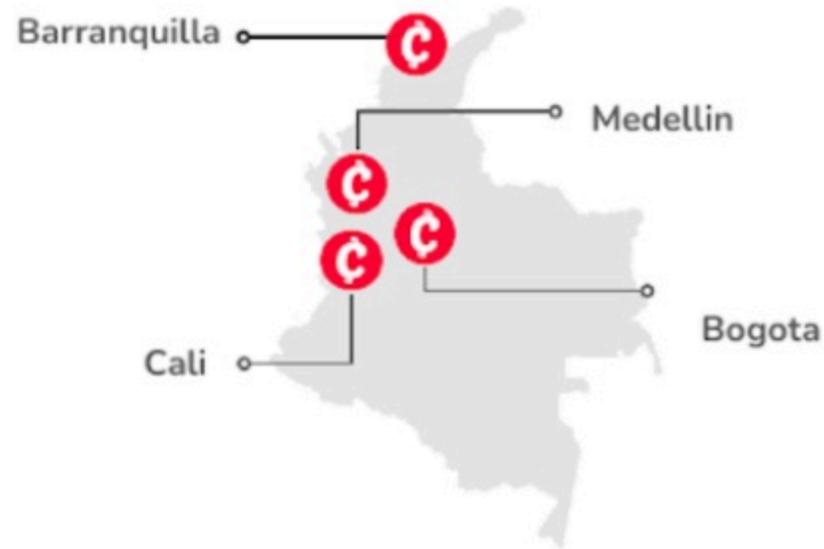
Latin America is home to 3.7M corner stores with a TAM of \$500B

 Colombia
\$14B

 México
\$50B

 Brazil
\$133B

 Active Markets  Next Up  Potential Markets



300,000 stores



800,000 stores



1,000,000 stores

... beginning with Latam's largest markets representing a TAM of \$197B alone

*SOURCE: McKinsey, Euromonitor, 2018. SAT Mexico, Fenalco.



Corner stores are the backbone of LatAm's everyday grocery supply

Serving 300M consumers

Consumers purchase from them at least 10x per day



- ✓ Supply 50% of groceries for Latam
- ✓ Preferred for convenient locations
- ✓ Understand local consumers needs
- ✓ Offer informal flexible payment options for local shoppers
- ✓ Provide a vast selection of small-packaged goods

However, store owners are stuck replenishing their businesses the same way they have since the 20th century

Spending excess time, labor, and capital...



Managing

20+

Daily supplier visits

and going 3 to 4 times a week to wholesaler markets



Paying

10%

Higher prices

and limiting a limited product portfolio available to them



Losing

12%-15%
in sales

from stock-outs due to low frequency of inventory deliveries to their stores



...as result of a fragmented purchasing system and a lack of technology.

Through our B2B supply chain, corner store owners can replenish their store's inventory through a complete digital experience



Setting the bar on service levels

Solving customer's needs through the **fastest order delivery** available on the market



Modernizing order purchasing and replenishment

Supporting customer needs, through a carefully curated product portfolio, offering the **widest selection** on one platform

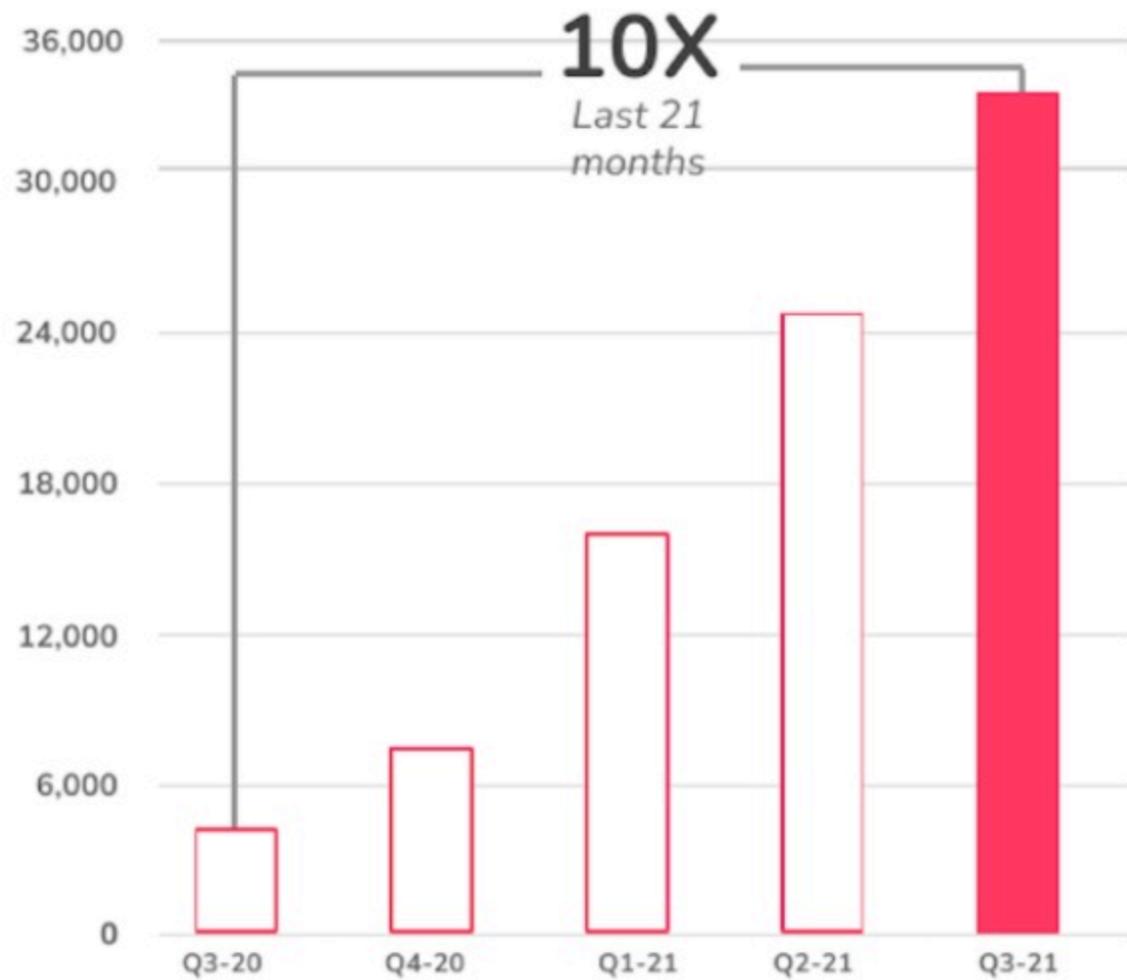


Reducing the cost of serving each customer

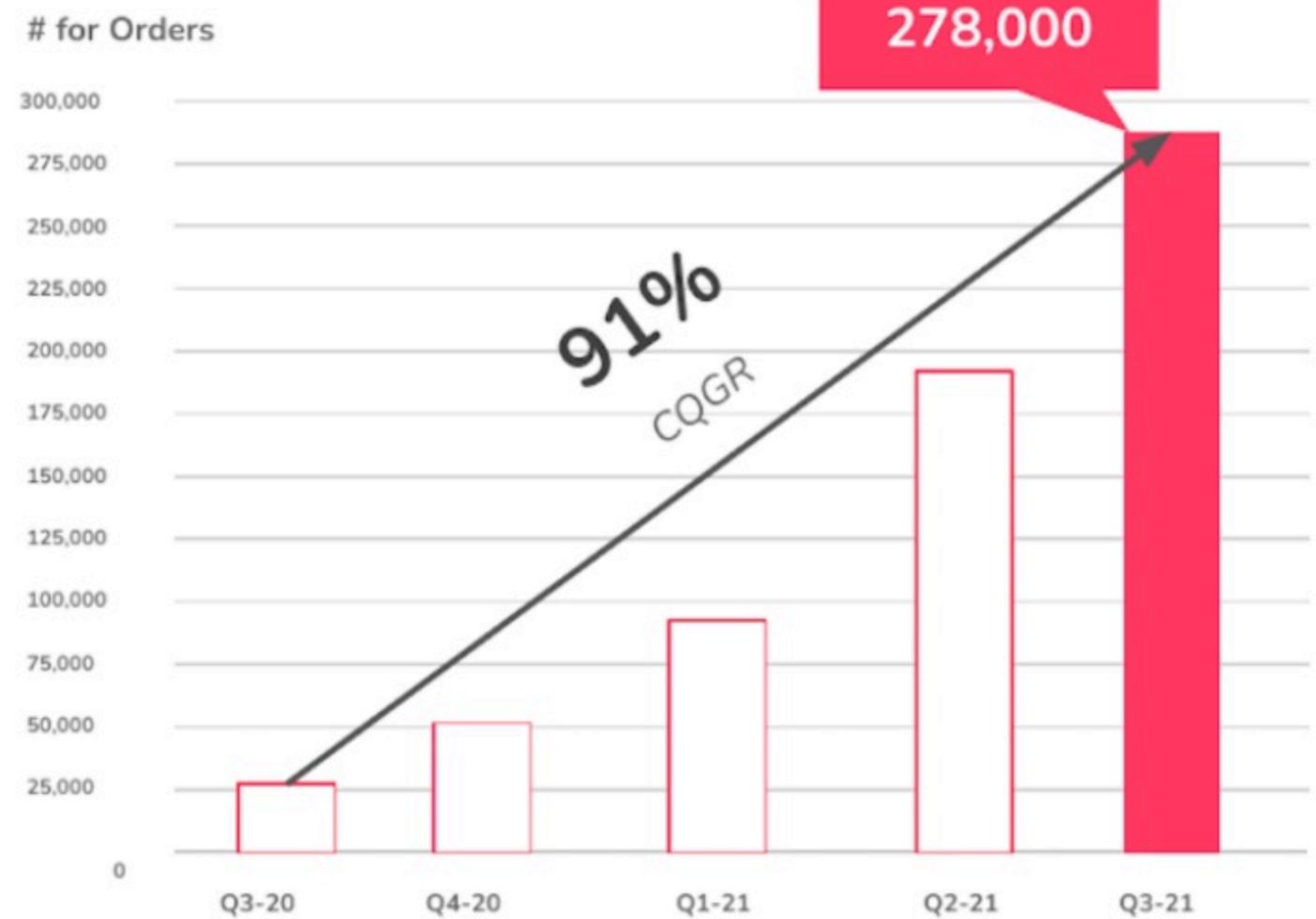
Leveraging machine learning and automation increases our efficiencies, enabling higher margins, and creating opportunities to offer the **most competitive prices**

Growing monthly active stores 10x in trailing 21 months

Quarterly Active Stores

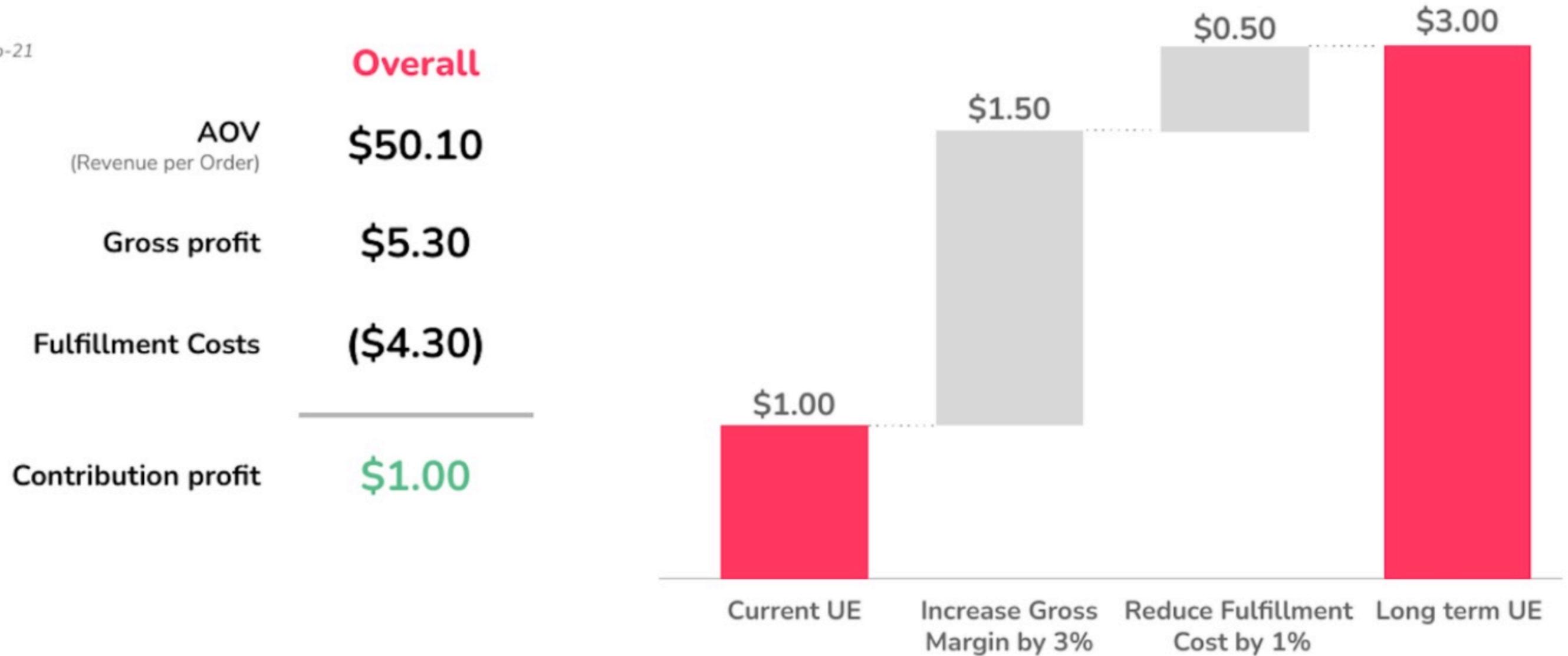


Orders Delivered

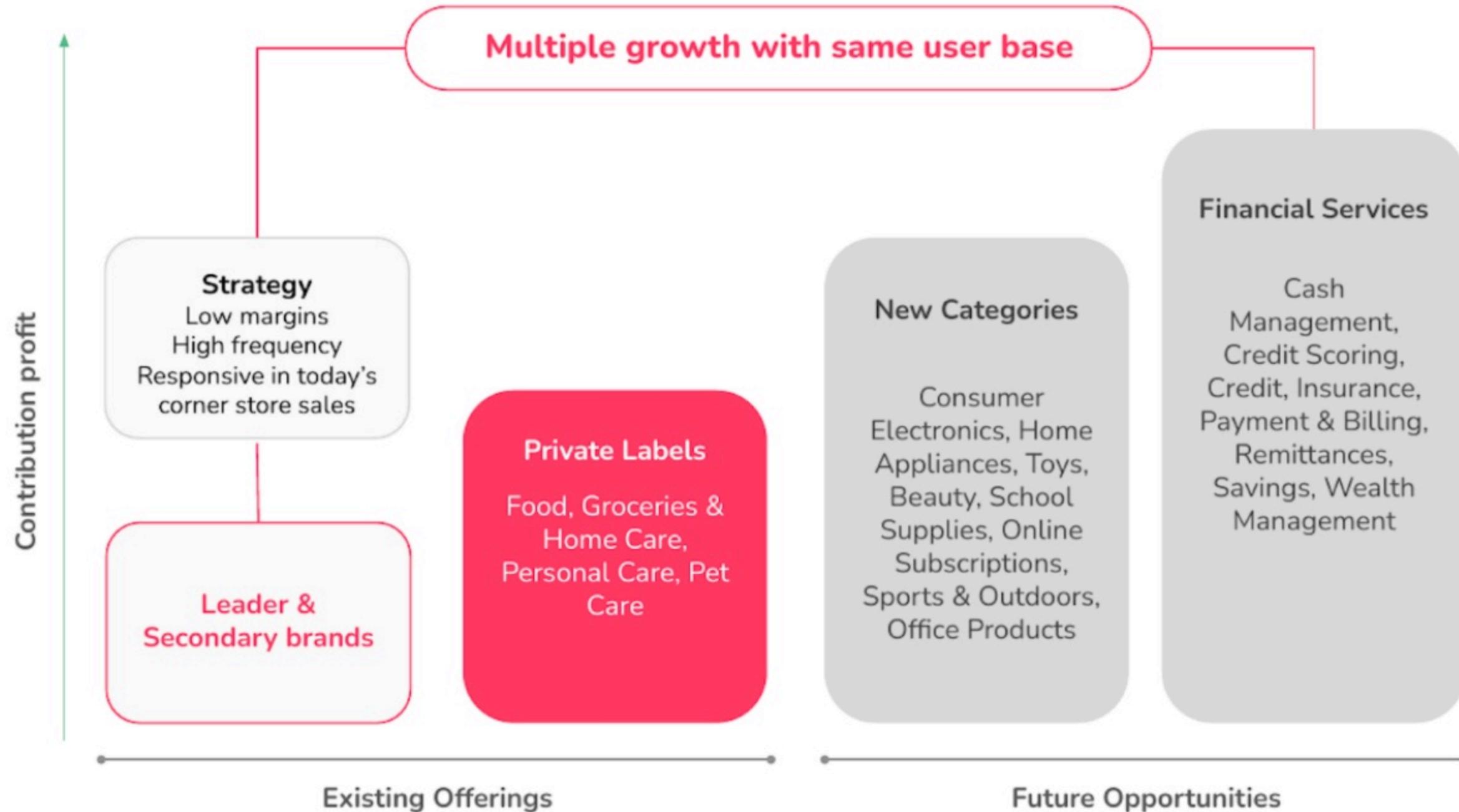


With a clear path to profitability earning \$1 per order delivered

*Data Sep-21



While building the trusted network to serve stores and their 300M+ consumers through infinite growth opportunities



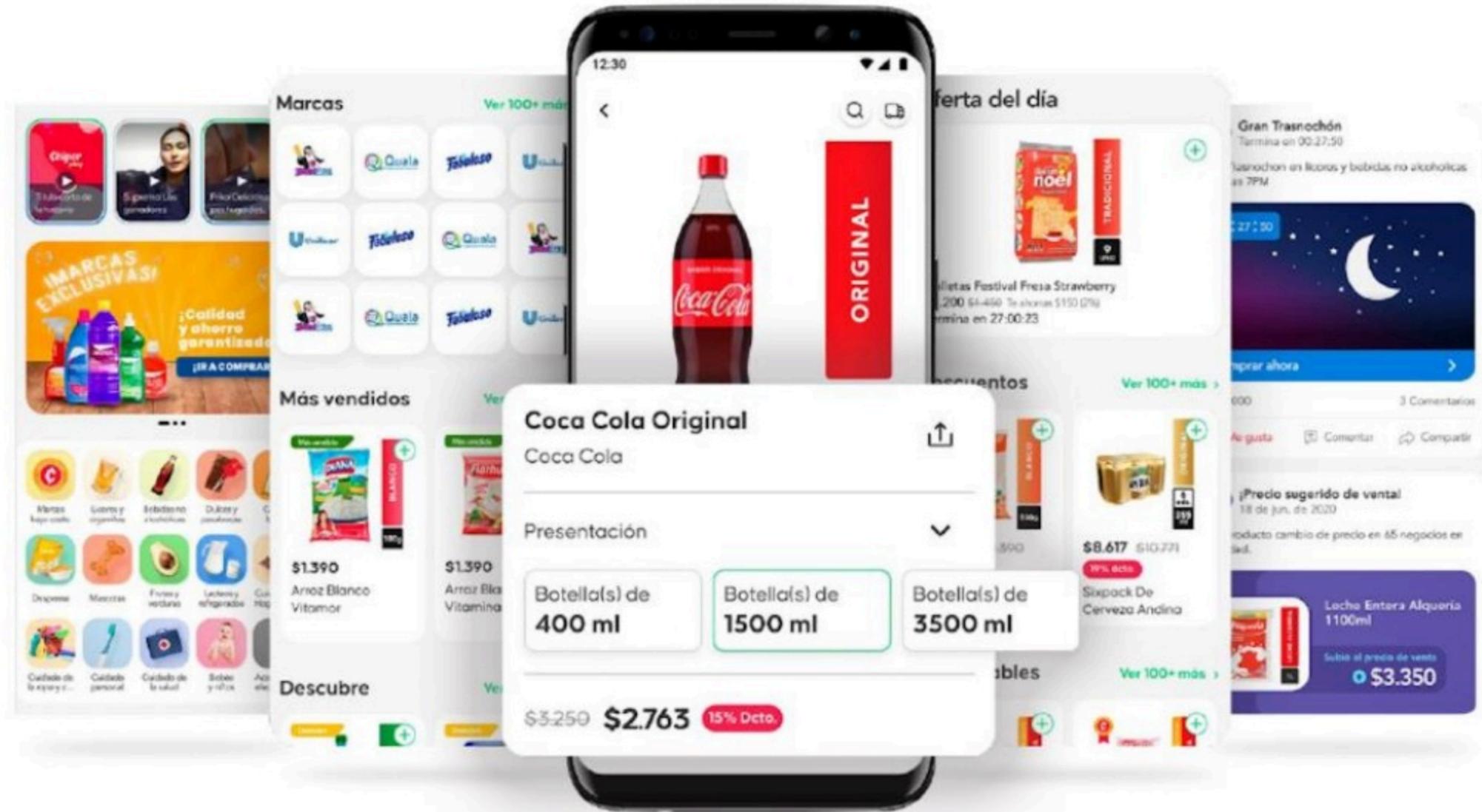
We will continue being the leading B2B e-commerce ecosystem in the region

Targets for 2022

- **\$240M** Revenue Run Rate
- **60,000** Monthly Active Stores
- **Launch** Brazil
- **Launch** Financial Services

What 2023 will look like

- **\$430M** Revenue Run Rate
- **100,000** Monthly Active Stores
- **20%** store penetration
- **50%** share of wallet
- **1M** consumers with ancillary products



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