

# huboo



# Full Stack eCommerce

Huboo has revolutionised fulfilment with its unique low capex, instantly deployable, micro-warehousing model and its full-stack approach to the problem of fulfilment. Vertically integrating all software (historically outsourced by the sector) and operations to optimise all layers of the stack for the most operationally economic and flexible fulfilment system on the planet and the foundations of a rich array of high value, high margin, super-sticky value adds.

**We've solved the tough bit, now to capitalise on the platform we've built.**



# Progress and Highlights



# Market Opportunity

**The total addressable market for Huboo within the UK, Europe and the US is £200 Billion.**

The market opportunity is 20% of the total GMV of the e-commerce market.

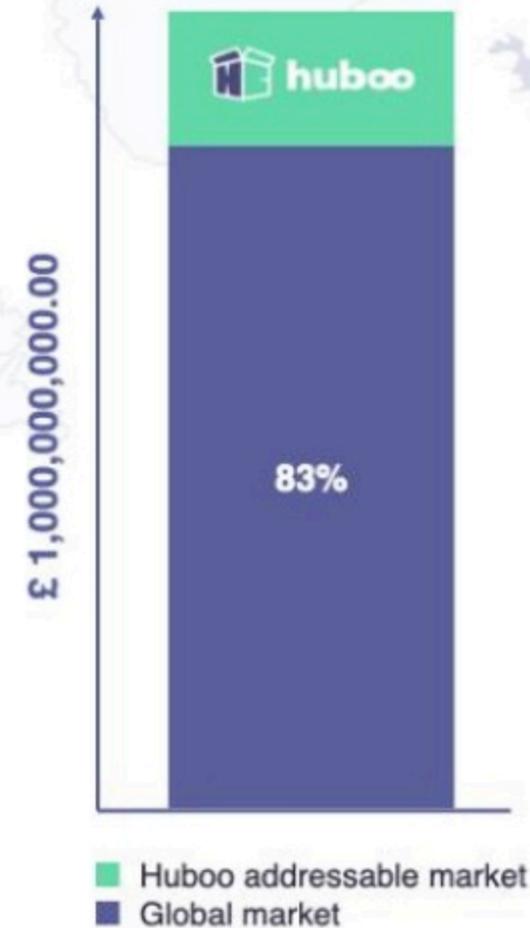
 **US Market size £606 Billion**

 **EU Market size £334 Billion**

 **UK Market size £121 Billion**

\* Data sourced from emarketer, Insiderintelgence.com

% of £1 Trillion eCom GMV addressable by Huboo\*



# Investment Highlights



**Addressable market size** is 20% of entire GMV of eCom market — £200bn.



**Expands addressable market** to include the uncontested sectors like Re-commerce and the hundreds of thousands of small clients.



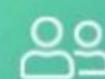
**Solved the hugely complex full stack fulfilment piece** — giving us 100% control over quality and automation incorporation roadmap, future proofing the business.



**European rollout underway** — in two countries, with two more this year, European fulfilment network completed 2022.



**Unique software driven operational model** — vertically integrated all fulfilment software, facilitating rapid, low capex, headless global expansion.



**Management Team** — decades in technology and automation, skilled in rapid scaling, M&A, eCom and partnerships.



**Organization:** From 2 to 300 team members in 2 years. Adding tech, sales, marketing, support to the family.



**Battle Tested** — emerged stronger after the year of Covid + Lockdowns + French Blockade + Brexit, operating successfully in multiple locations.

# Huboo Journey

## Self-funded

Prototype and beta test.

## Seed Funding

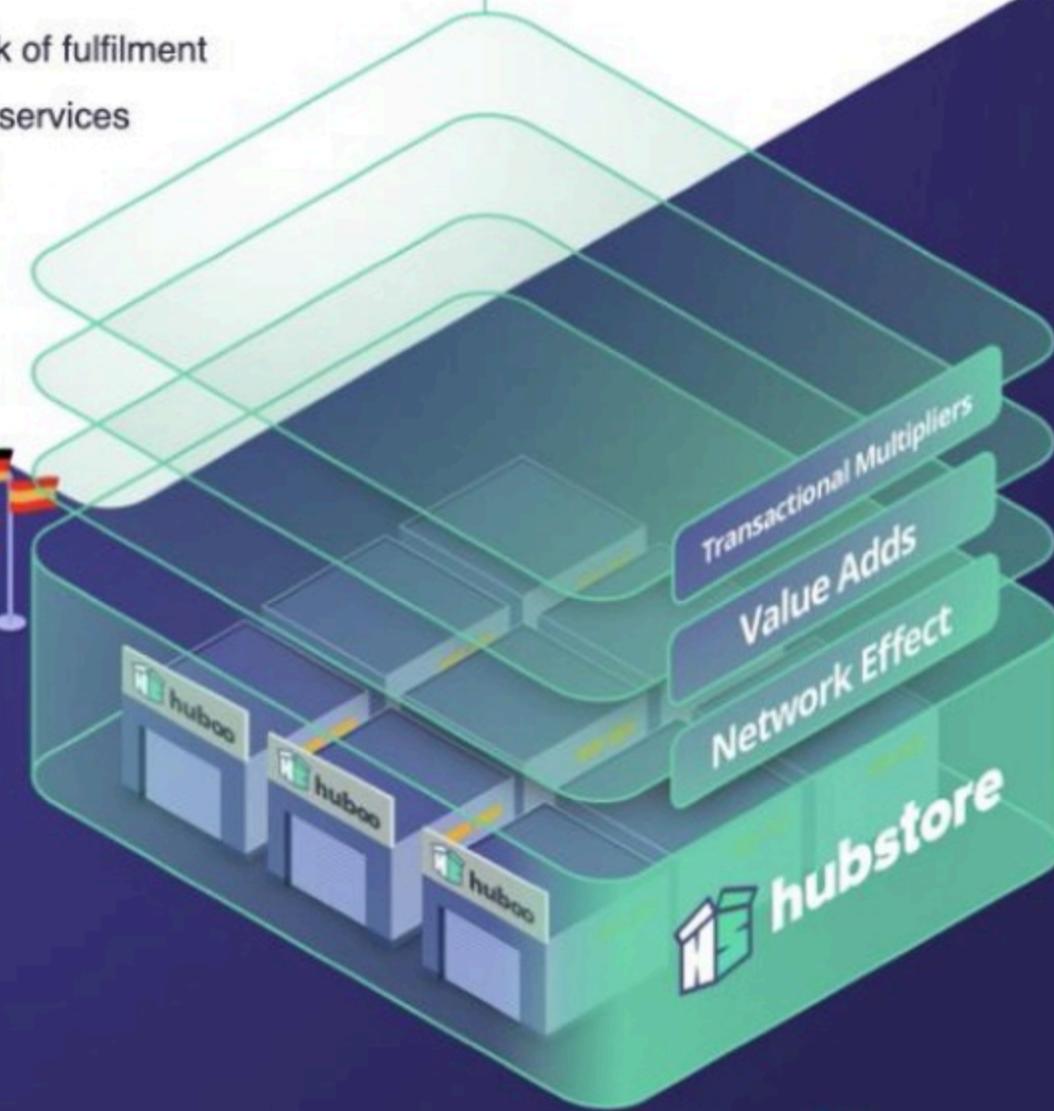
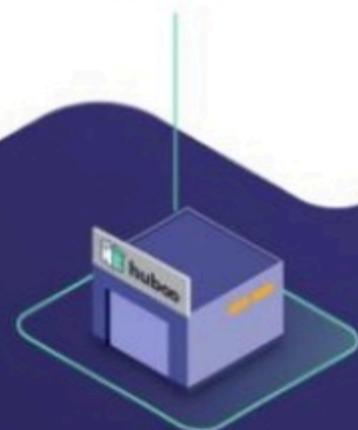
Establish product market fit.

## Series A

Create Scaling and Internationalisation Playbook. Launch in Europe.

## Growth Round

Build largest European network of fulfilment centres. Roll out software and services value add layer via dashboard HubStore.



2019

2020

June 2021

December 2021

December 2025

# Full stack e-Commerce

Technology and software enabled



# Business Plan

## From Full Stack fulfilment to Full Stack e-Commerce



### Solve Fulfilment

Rebuild fulfilment from the ground up utilising best mix of software, technology and human paving the way for incorporation of automation over time, producing better service and better margins.



### Expand Service offering

Expand services to a range of high margin, high value, sticky products. A suit of fulfilment products (eg. gift wrapping, inserts etc.), and software products generating revenue, but more importantly massively increasing transactional footprint of existing clients



### Pan European sales

Rapidly complete roll out of platform and growing range of services across Europe

# Solve Fulfilment

Huboo's unique and revolutionary full stack fulfilment solution is now fully tested, with substantial growth over the last 2 years within a partly unserved marketplace worth over £200bn.

Huboo has already established 4 fulfilment centres within the UK, 1 in the Netherlands and very shortly opening our first Spanish fulfilment centre in Madrid.



## Fully Self-Services massively reducing support costs

- Broadening the market beyond traditional fulfilment.

## Vertically integrate to:

- Facilitate radical rebuilding of all warehouse and client facing processes to derive maximum benefits from the entire stack.
- Own the roadmap allowing continuous productivity enhancements and automation tech to be implemented as it becomes commoditised in price.
- Take relationships back in house (e.g. Courier, channel, etc).

## Created a revolutionary operational model

- Low capex.
- Rapid roll out.
- Automation Ready
- Headless operations.
- Creating great jobs.



# Expand Service Offering

Now in the EU offering an increasing range of products to a captive market.

## Increasing transactions

The software products are transaction multipliers. The barriers to adding and managing channels are barriers to client growth. We unlock those channels with a single click, unlocking huge growth.

## Growing Revenues and Margins

These products grow revenues of course, but they are often much higher margin than fulfilment (see the margin slide).

## Growing markets both vertically and horizontally

Self-service dashboard, low cost of client, and handling of complexity grows the addressable market into uncontested or underserved markets

## Growing the moat

Our full-stack eCom approach will make it harder for any existing fulfilment competitor to compete



## Grand opening Q3

Live

Live

Live

Q4

Beta Q4

2021

28 channels with 4 a month (when ramped up)

Revolutionary operational model, battle tested, rolling out across Europe, incorporating a range of physical upsells

# Pan-European Sales

- ✓ IN TWO COUNTRIES (4 BY END OF YEAR)
- ✓ PLAY BOOK for global rollout CREATED
- ✓ Supported by HEADLESS OPS MODEL CREATED
- ✓ 4 countries 2021
- ✓ 8 countries in 2022 – Biggest European network of fulfilment centres
- ✓ 20 countries in 2023 - complete

EU Market size  
is £334 Billion



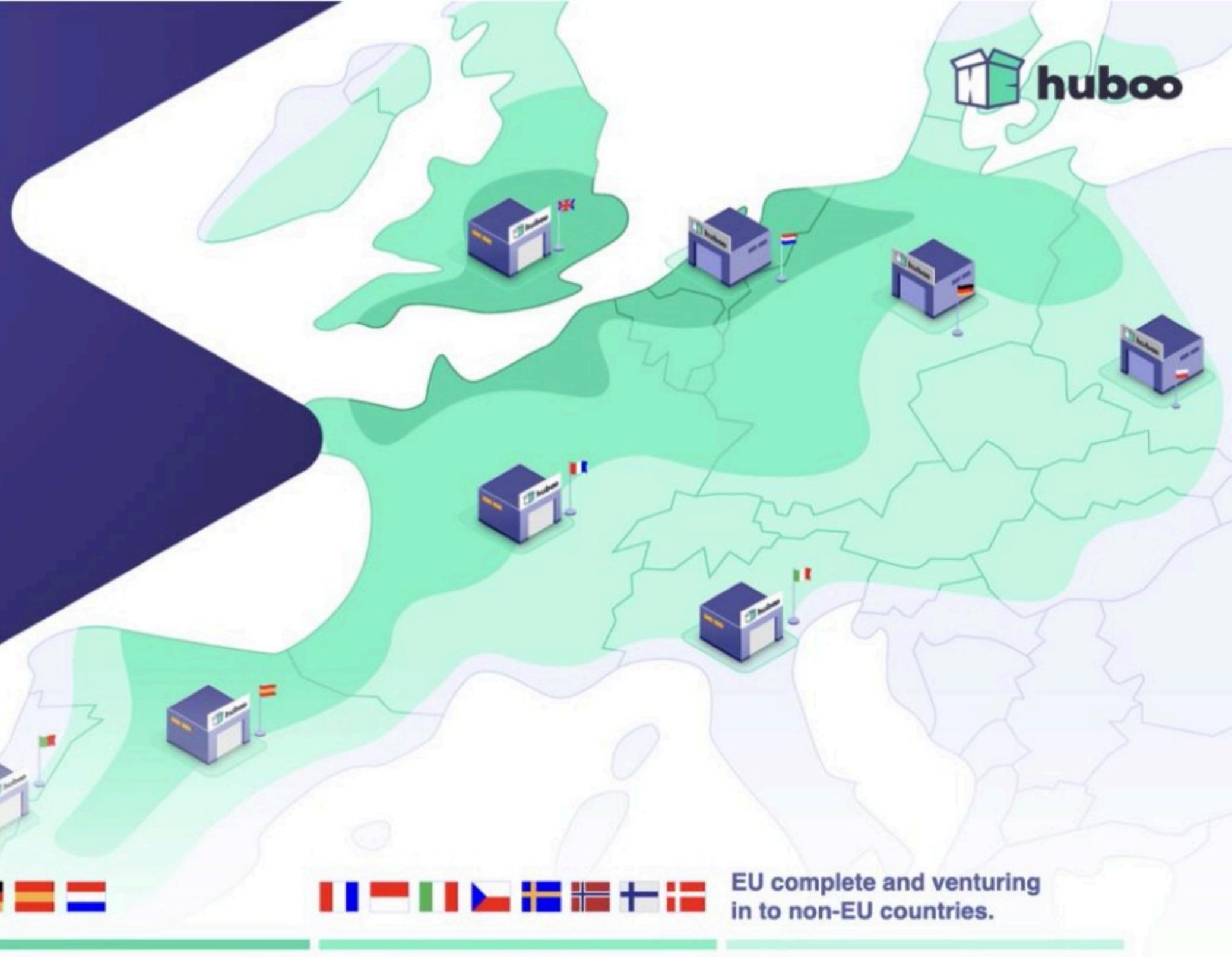
2021



2022

EU complete and venturing  
in to non-EU countries.

2023



 **huboo**



## Browse the best pitch deck examples.

Brought to you by [bestpitchdeck.com](https://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](#)    

