

# *#Moteefe*

## Investment Deck

May 2020



INTRODUCTION  
**Traction**

○ **£x million**  
2019 gross sales

○ **302%**  
Average growth rate '15 - '19

○ **£x million**  
Retailer commission paid out since 2016

**2020 YTD Performance**

A strong and resilient platform delivering continuous growth

○ **150%**  
April 2020 growth vs. 2019

○ **175%**  
L7D growth rate vs. 2019

○ **£xm+**  
FY2020 gross sales target (on track to deliver)

## INTRODUCTION

# The leading global Print-on-Demand platform for eCommerce

Moteefe is a B2B2C platform that enables retailers of all sizes, from entrepreneurs to global retailers, to sell custom merch products on demand around the world. Our end-to-end solution provides white label eCommerce solutions, payment infrastructure, analytics, production on-demand, fulfilment, and customer care enabling our clients to focus on marketing and scaling their products.



Retailers design and launch custom products in real-time on our platform.

Products are instantly published to their white-label store on Moteefe, their own website, or third-party marketplaces e.g. Amazon.

Orders are produced on-demand by us close to the end consumer within 2 working days. Zero inventory, no order minimum.

Empowering retailers to build and scale their own eCommerce business globally with no friction.

**5,000+**  
merchants globally

**x million**  
products sold 2019

**4 continents**  
Print-on-Demand network

**175 countries**  
items shipped to

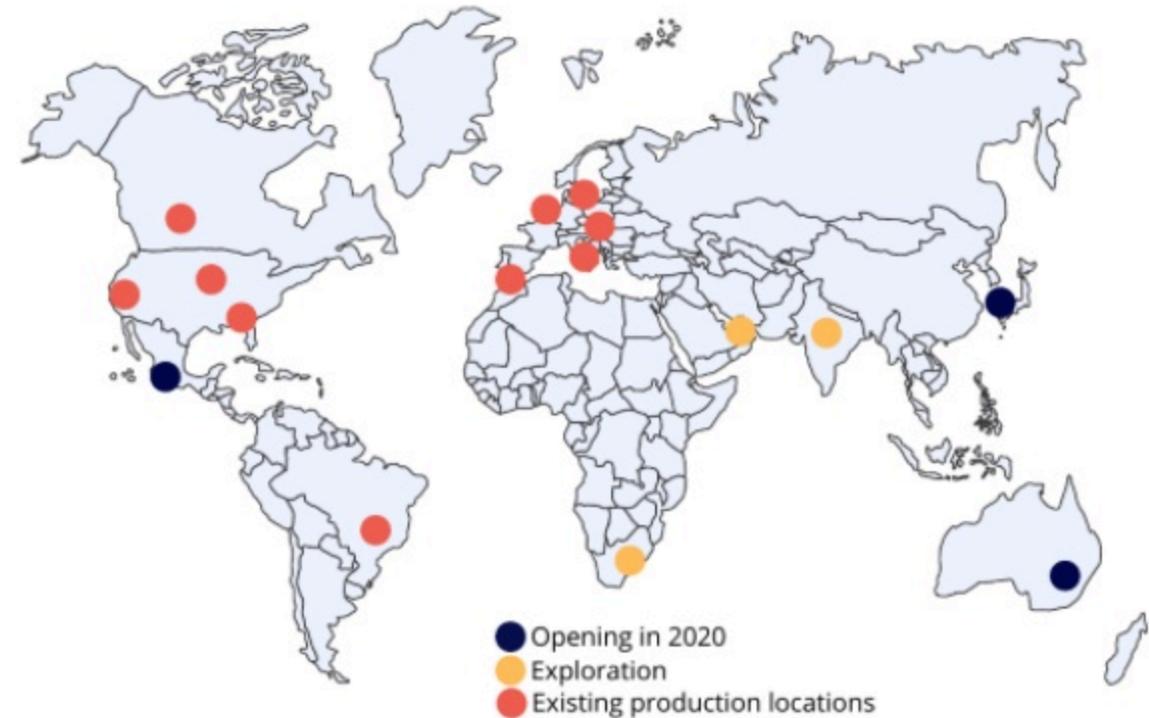
## INTRODUCTION

# End-to-end infrastructure providing a turnkey eCommerce solution

Retailers design, launch, and publish new products to our white-label technology, or external marketplaces for sale



Our world leading software connecting global on-demand manufacturers ensures production close to end-customer



### A. Moteefe (white-label) eCommerce technology:

- ✓ Multi-currency
- ✓ Real-time analytics
- ✓ Payment solutions
- ✓ Powerful marketing features
- ✓ All languages
- ✓ Order management

### B. Launching Direct Fulfilment:



**2 days**  
Avg. production time

**< 1.0%**  
Service failure costs

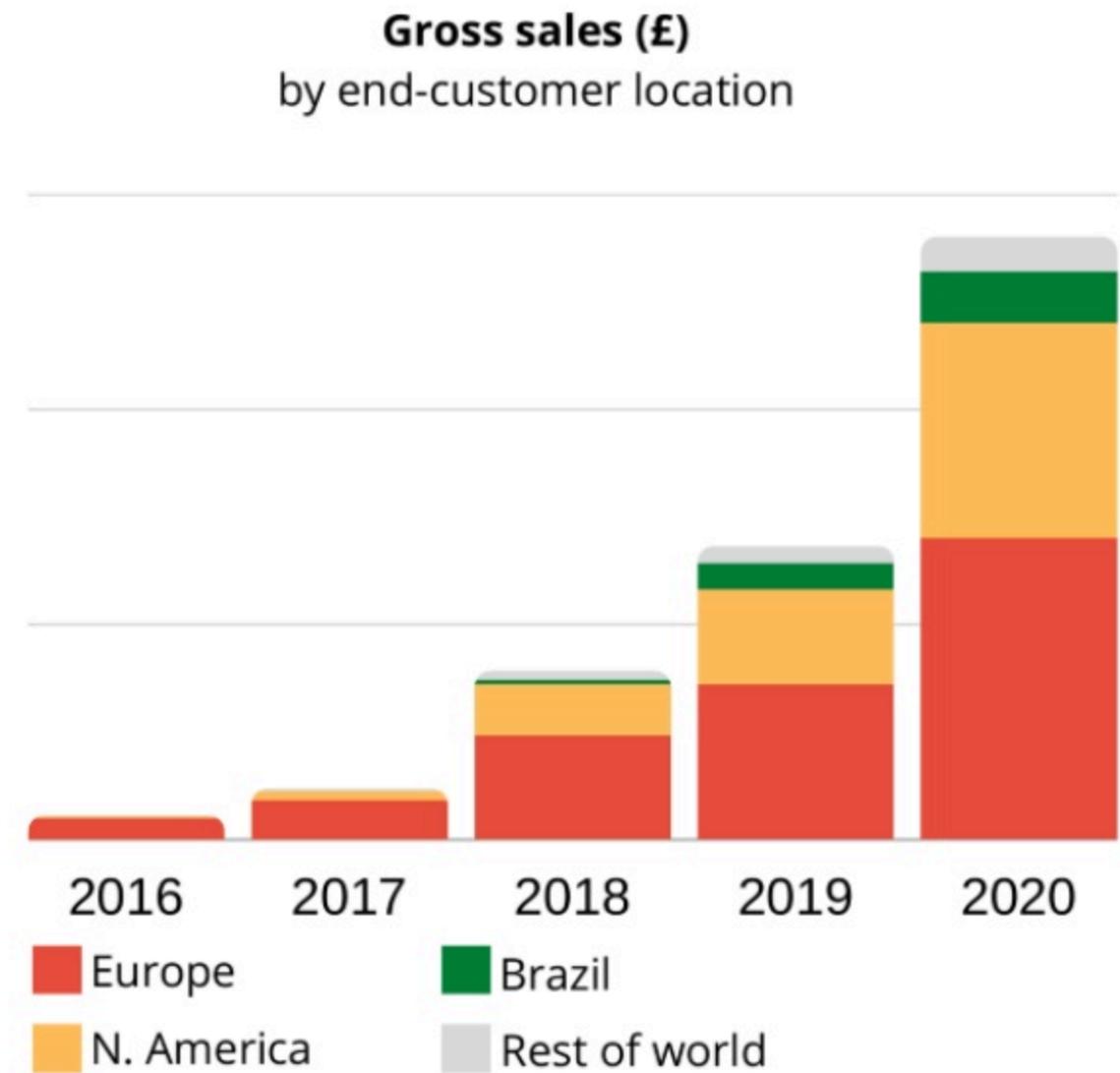
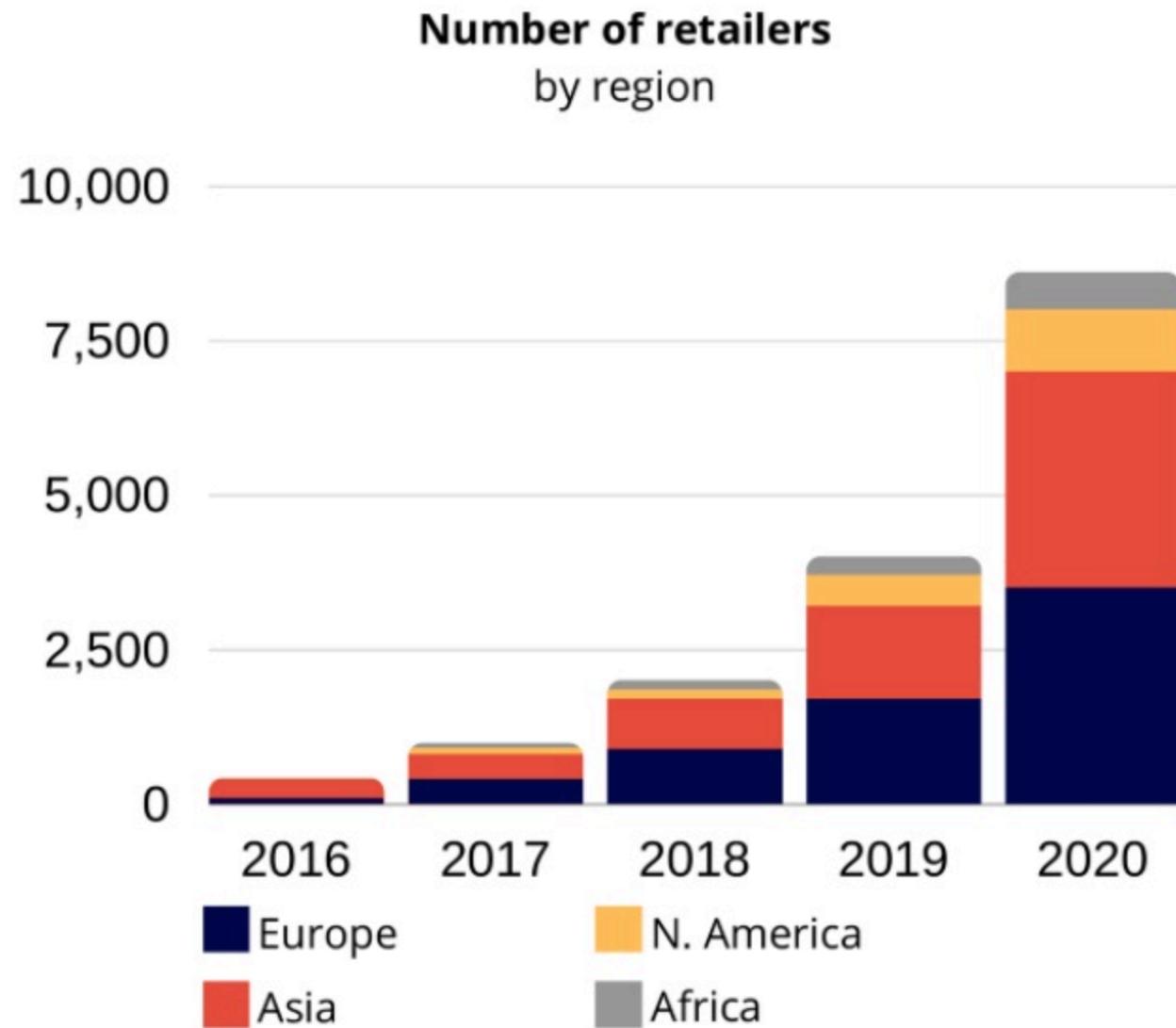
**20+**  
Top tier production partners

**6-8 weeks**  
To enter new markets

## INTRODUCTION

# Enabling retailers to sell to end-customers anywhere in the world

Over 40% of retailers on the Moteefe platform sold products across 3 different continents in 2019. This is an increase from 20% in 2016.



Note: 2020 FC based on current run-rate

## PROBLEM

# Retailers of all sizes struggle to meet consumer demands

Consumers are becoming more individualistic and demanding, seeking brands and products that speak directly to them online. This presents new challenges for retailers who are being forced to rethink their value propositions, putting immediacy and relevancy front and centre.

**Nowadays, anyone can start an online business but it's a struggle to scale globally**

The rise of social commerce and solutions such as Shopify have enabled a new generation of entrepreneurs and SMBs to start an online business. However, most struggle to scale given the challenge to operate a business end-to-end, and the need for upfront investment (IT, inventory etc.).

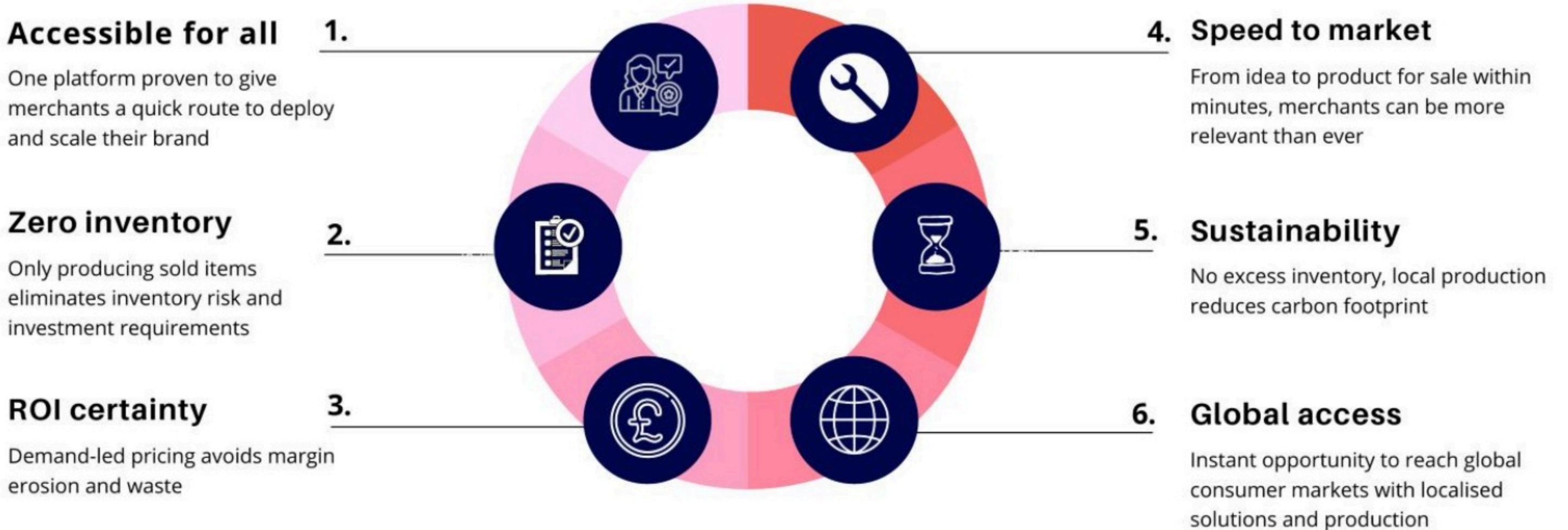
**Large retailers can't move at speed due to legacy supply chains**

Traditional supply chains were designed to optimise costs via central bulk production. However, addressing consumer demands requires speed, flexibility, and low order quantities. In addition, retailers struggle to improve margins due to discounting excess inventory and deliver on all aspects of sustainability.

**Print-on-Demand is the solution but this requires significant investment**

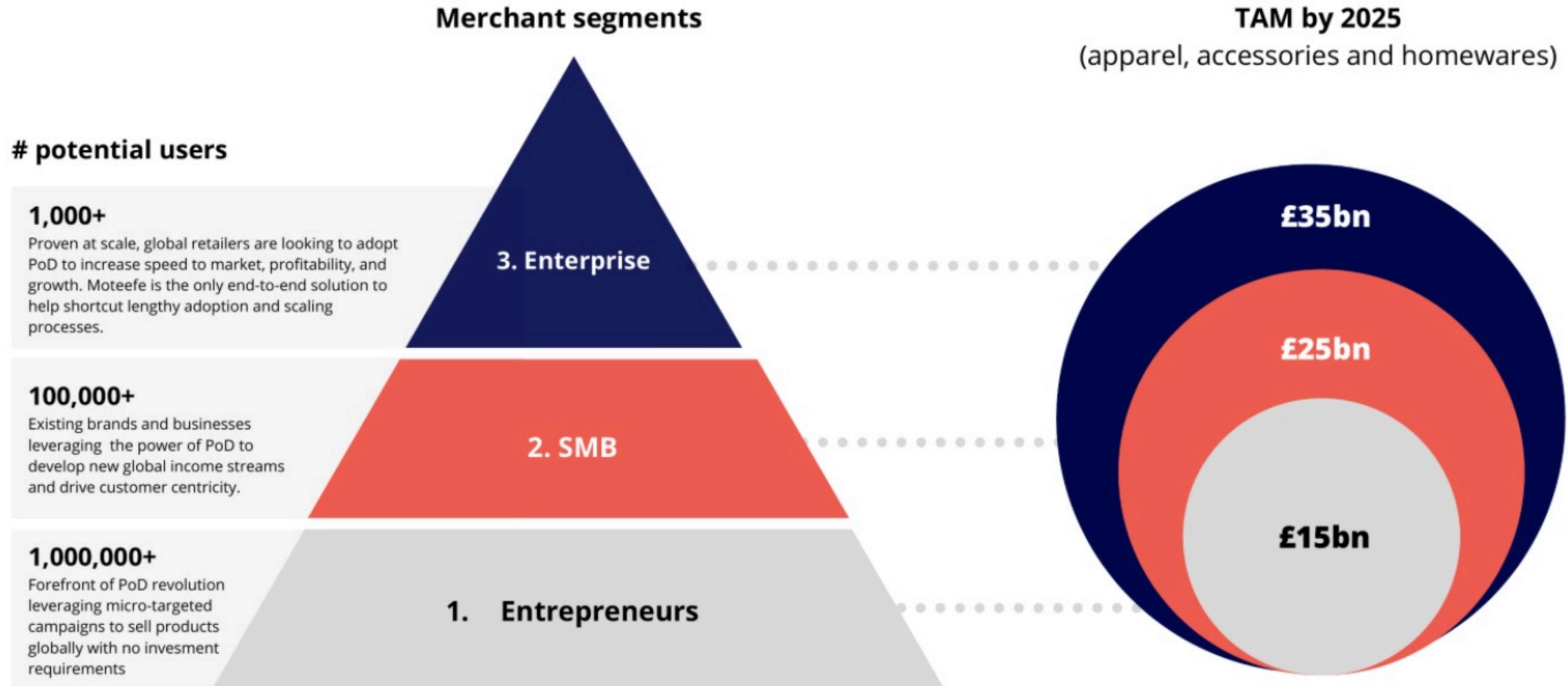
With no minimum order quantities and extreme agility, Print-on-Demand provides the foundation for new retail opportunities. However, building the necessary global infrastructure is complicated and requires significant capital and time investment.

# Strong benefits for retailers to leverage Print-on-Demand

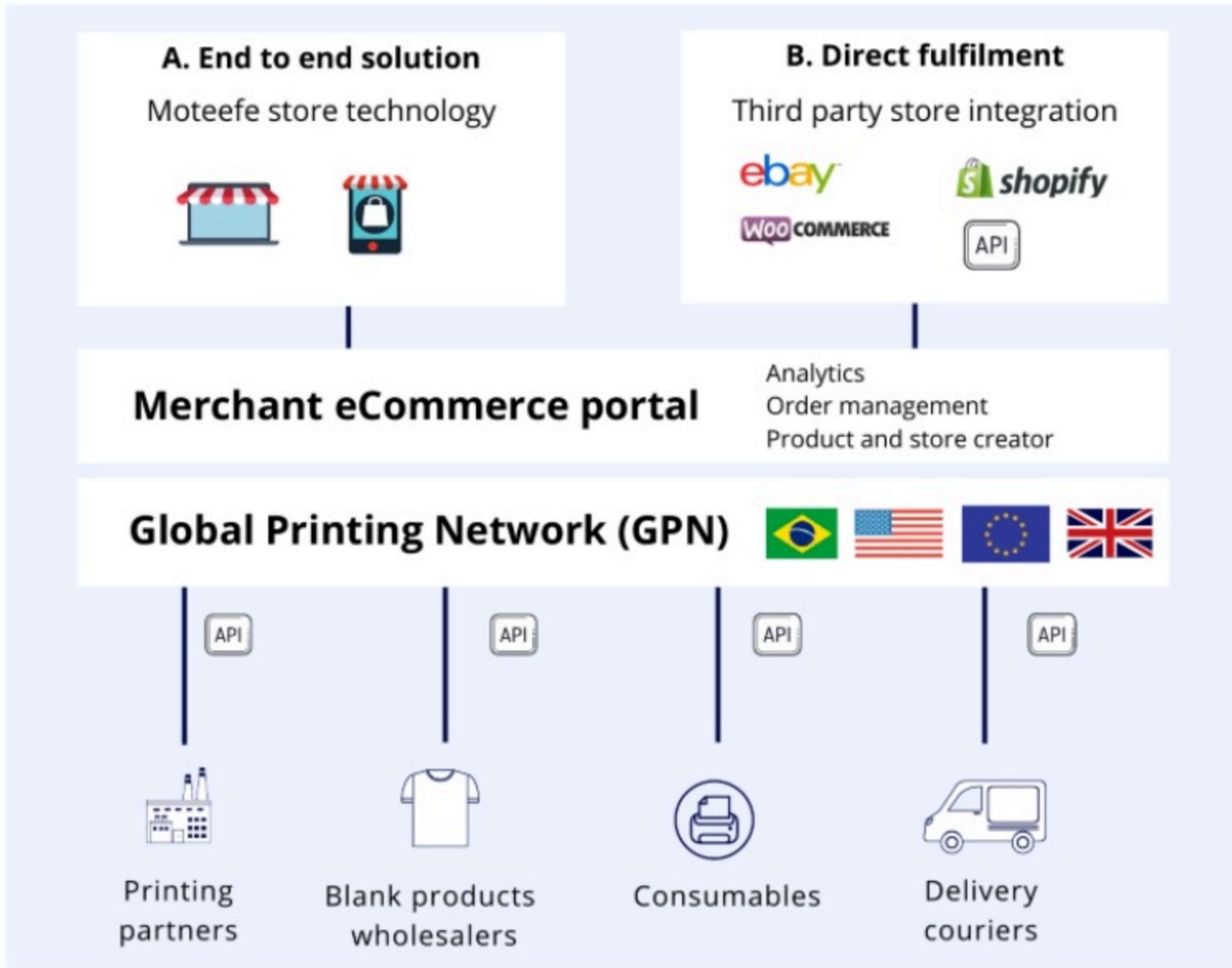


## MERCHANT SEGMENTS

# Moteefe empowers retailers of all sizes in a large market



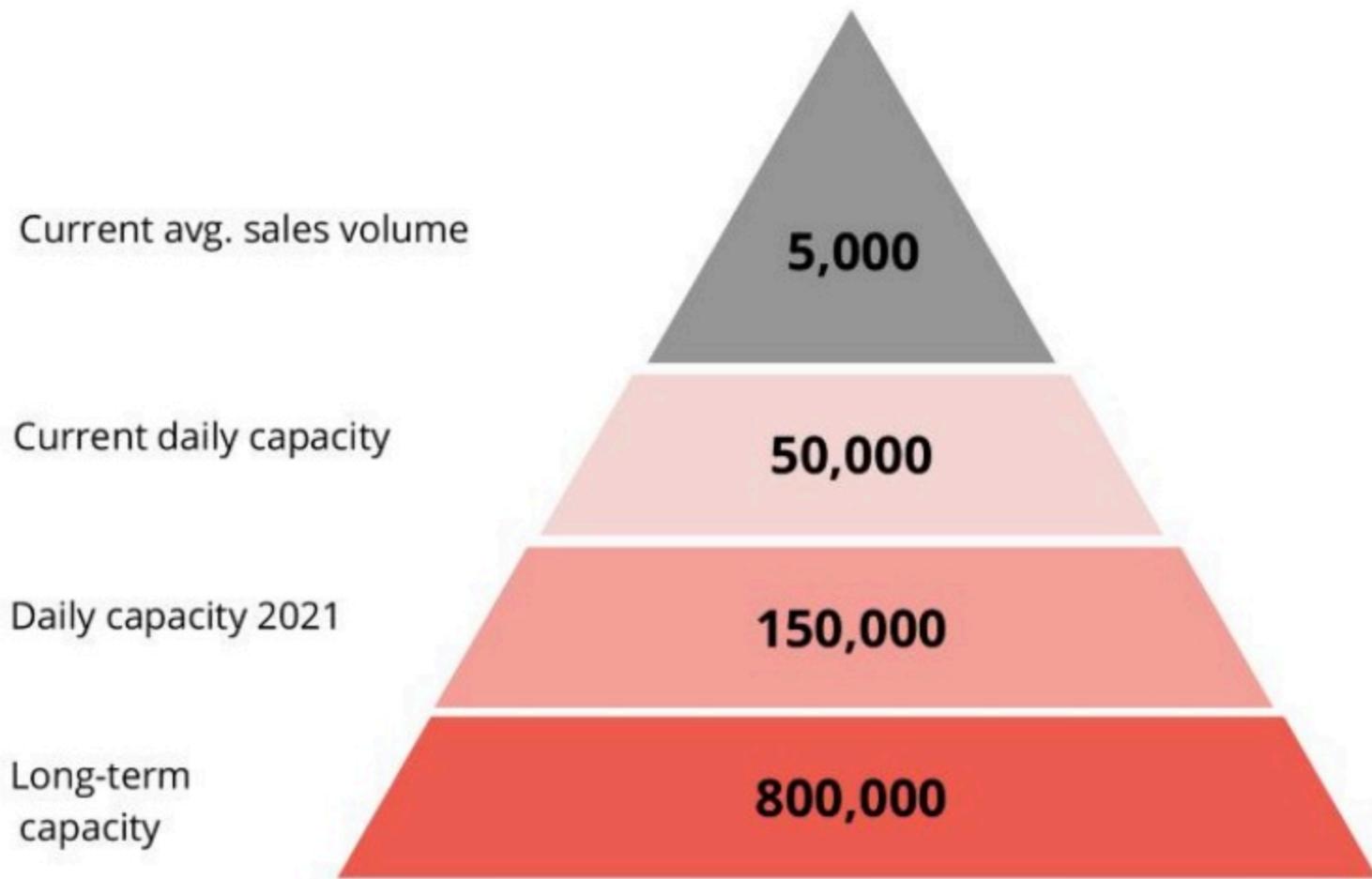
# A single platform to short-cut Print-on-Demand adoption process



- ..... We have built the world's leading Print-on-Demand platform designed for retailers of all sizes to manage their **end-to-end** business thereby shortcutting lengthy adoption and scale processes with traditional solutions.
- ..... The **eCommerce portal** provides intuitive product creator tools, real-time analytics, and order management capabilities. Products can be published directly to merchants' stores on our platform **(A)**, or third party stores/marketplaces **(B)**.
- ..... Orders are centrally received and intelligently routed to the right **printing partner** thereby optimising for speed, cost, and quality.

# Leading PoD solution for product categories with high demand

**Moteefe Print-on-Demand capacity**  
Units per day



Moteefe currently has a globally harmonised product base of ~60 items for retailers to customise and sell. This ensures a unified product and delivery experience for consumers regardless of their location.

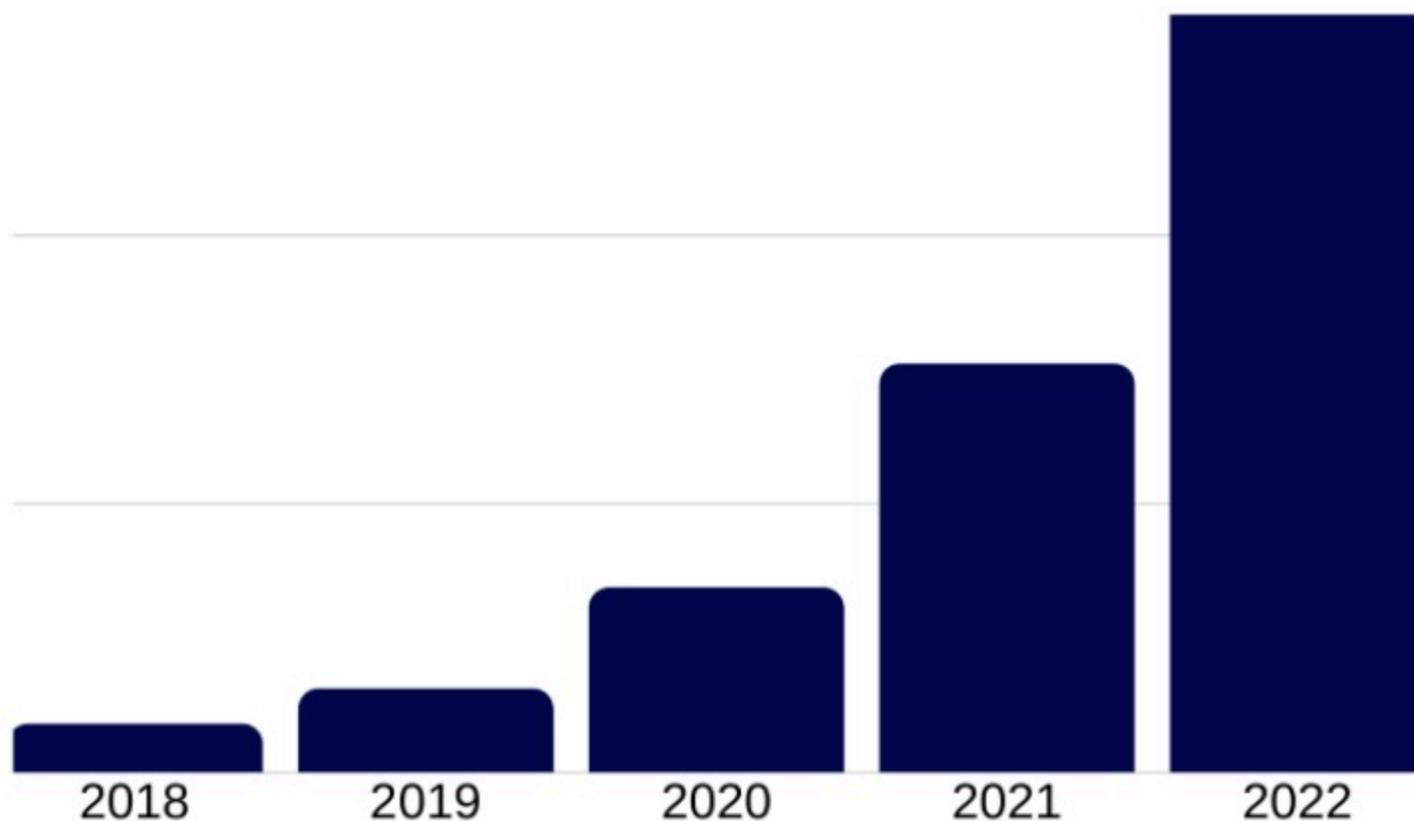
The current scale ensures retailers gain access to industry-leading costs, quality, and performance.



FORECAST

# Continuing triple-digit growth rates in years to come

Revenue



Growth levers

### Core business

- Grow number of active SMB retailers
- Strengthen conversion rate
- Open new buyer markets

### Launch Direct Fulfilment solution

- Integrations with Shopify, AMZ, eBay, Etsy
- Acquire existing store/marketplace merchants

### Enterprise

- First partnership with global retailer confirmed

### Key areas to invest

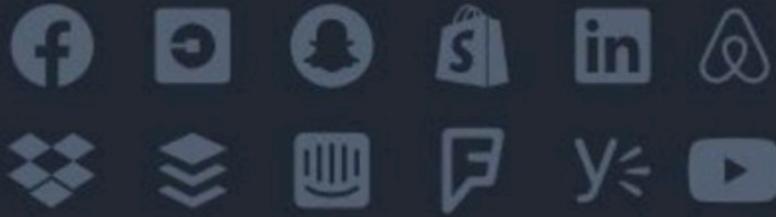
- Sales & marketing capabilities
- Platform (eCom performance, data & insights)

	2018	2019	2020	2021	2022
Gross sales	x	x	x	x	x
Revenue	x	x	x	x	x
Gross profit	x	x	x	x	x
EBITDA	x	x	x	x	x
% vs. revenue	x	x	x	x	x

# *#Moteefe*

**Not the end. Just the beginning.**





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