



The OS for Grocery

Order management

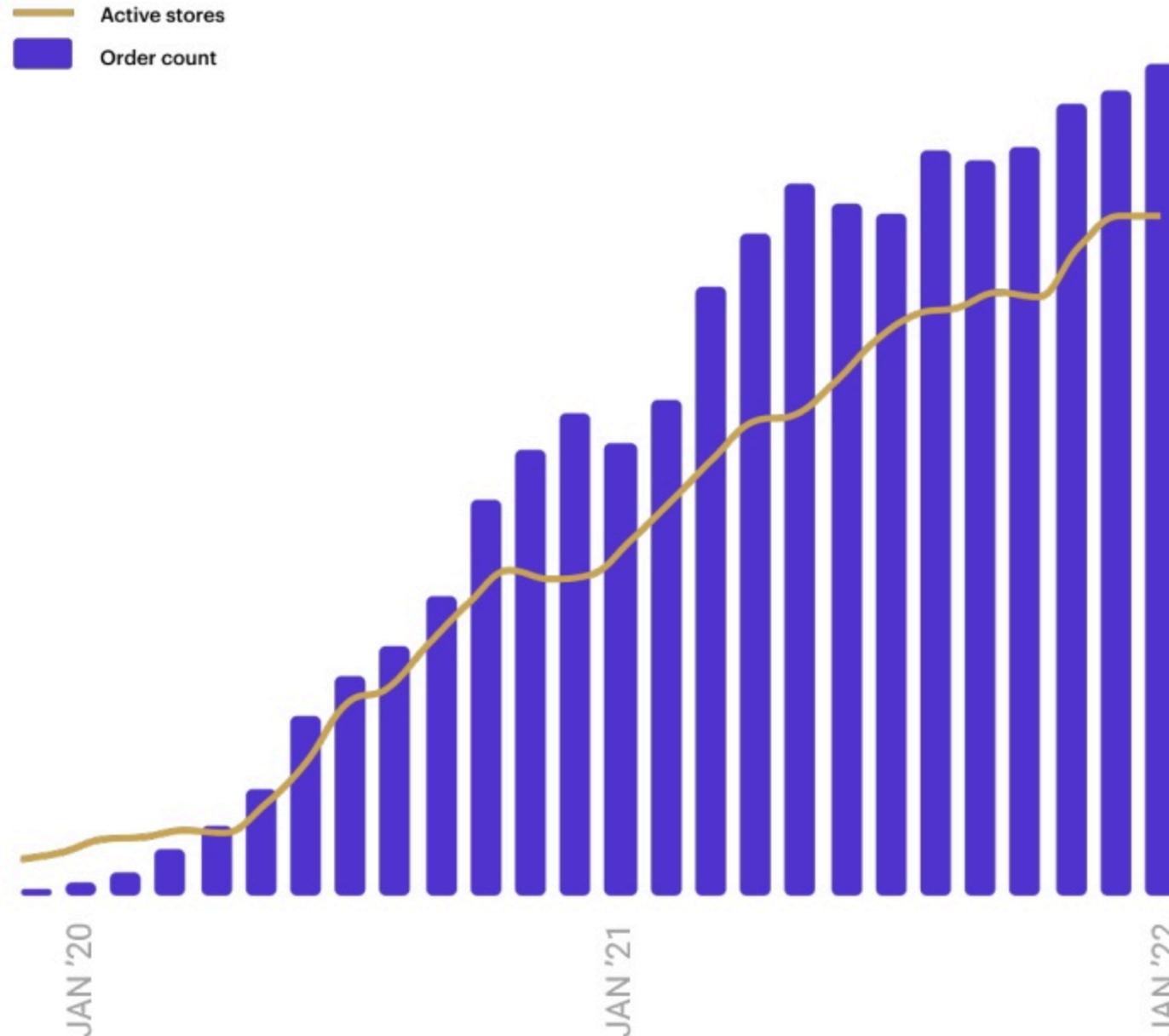
Inventory management

Analytics



Vori is a vertical SaaS solution for local
and regional supermarket chains

Vori at-a-glance



- **Hundreds of active stores. 57% Q/Q growth**

- **Deep integration with dozens of paid customers**

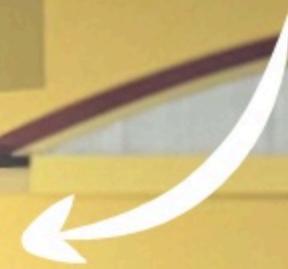
- **Thousands of stores on the waiting list**

**We
understand
grocery**



CEO's parents

40 years of grocery experience



Our market: Independent Grocery Chains

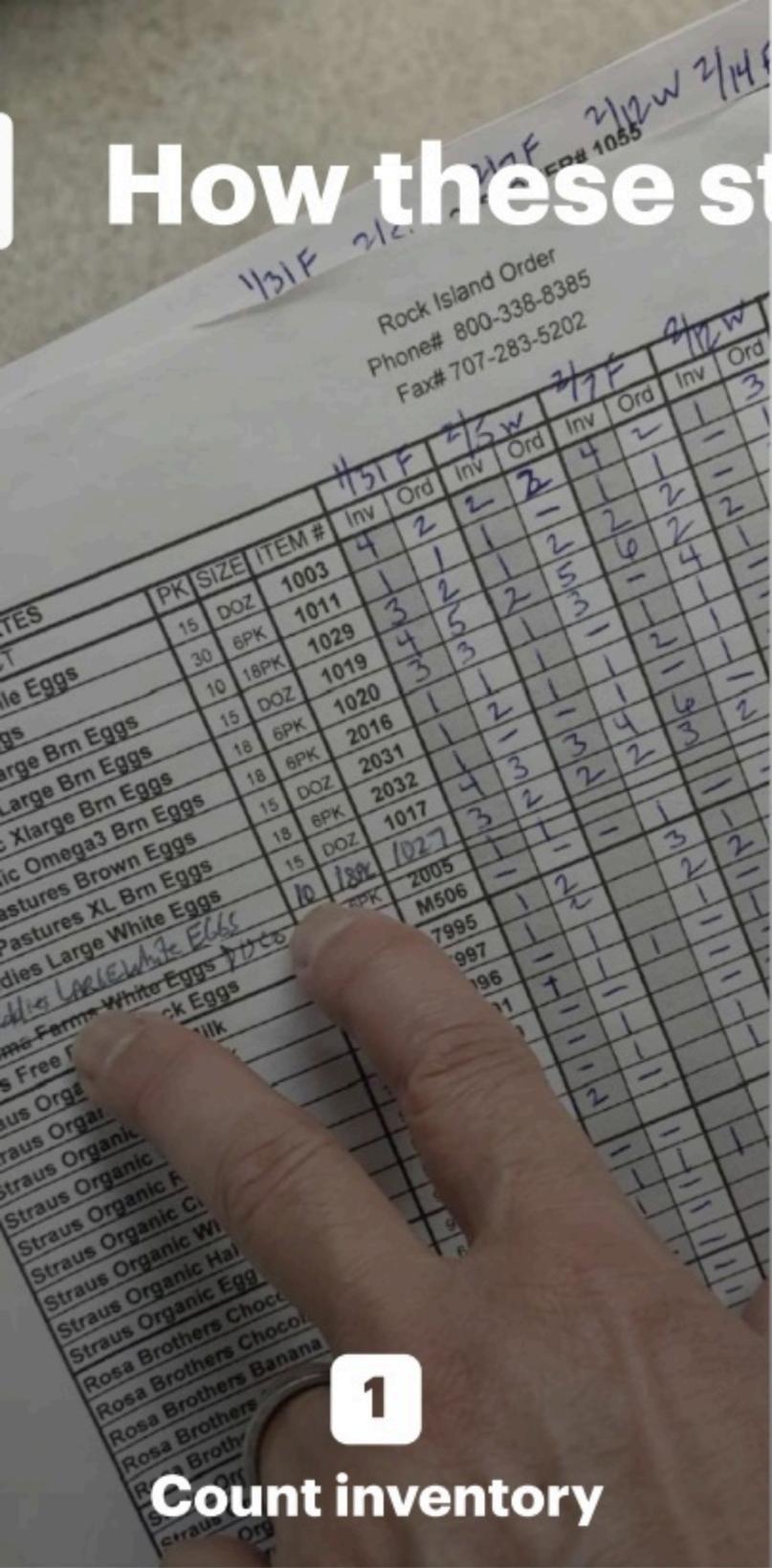
- \$250B independent grocer market
- 30,000 locations across USA
- 33% of U.S. marketshare
- Fastest growing sub-category of brick & mortar supermarkets



Grocery stores still run on pencil and paper

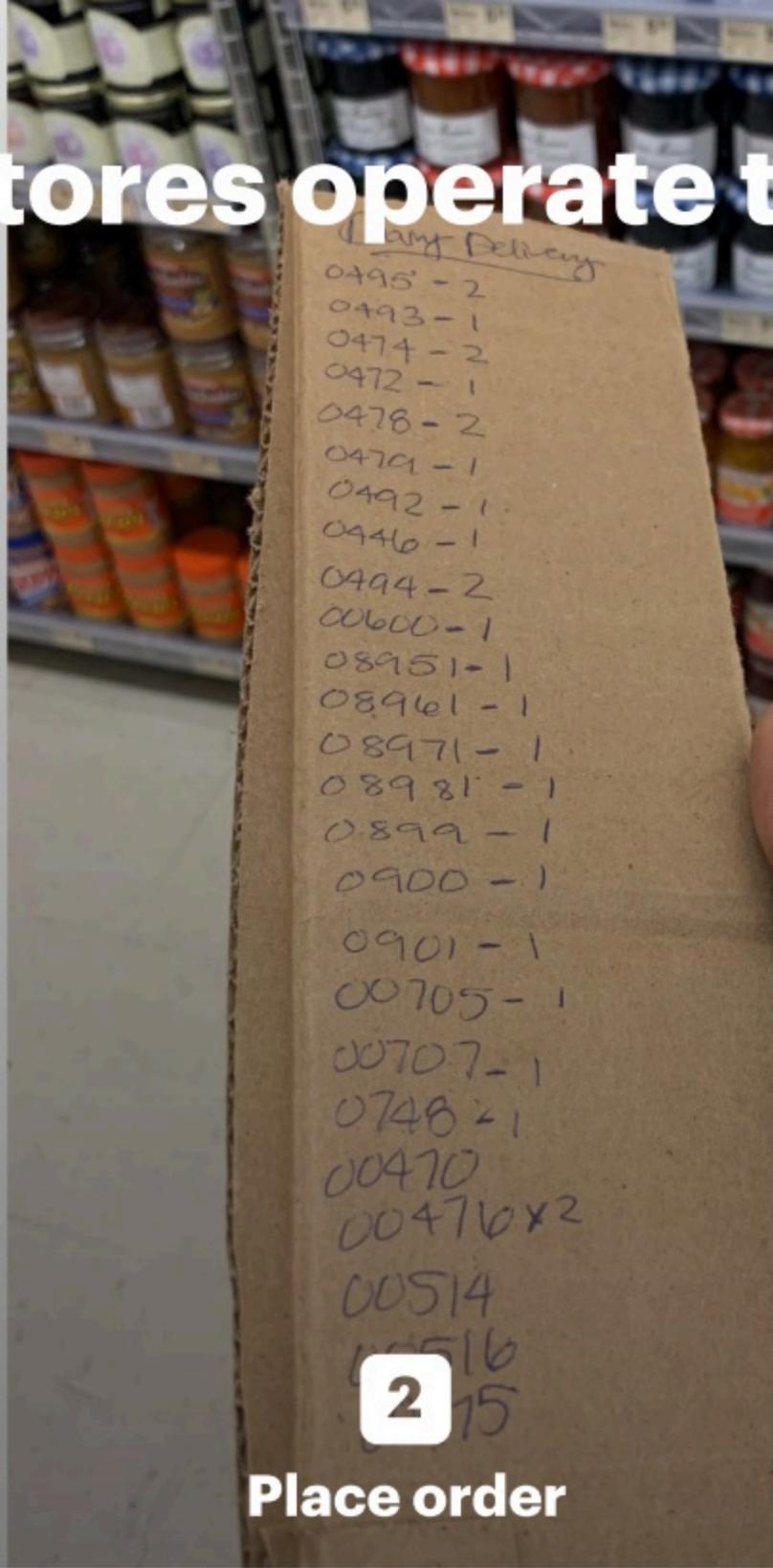
1. Grocery stores require lots of labor to run a low margin business
2. This human labor makes mistakes which causes products to be sold for less than they cost
3. Workers lack supply chain data which results in costly out of stocks and food waste
4. Grocers are already **paying billions for software a year**, yet still have problems 1-3

How these stores operate today



1

Count inventory



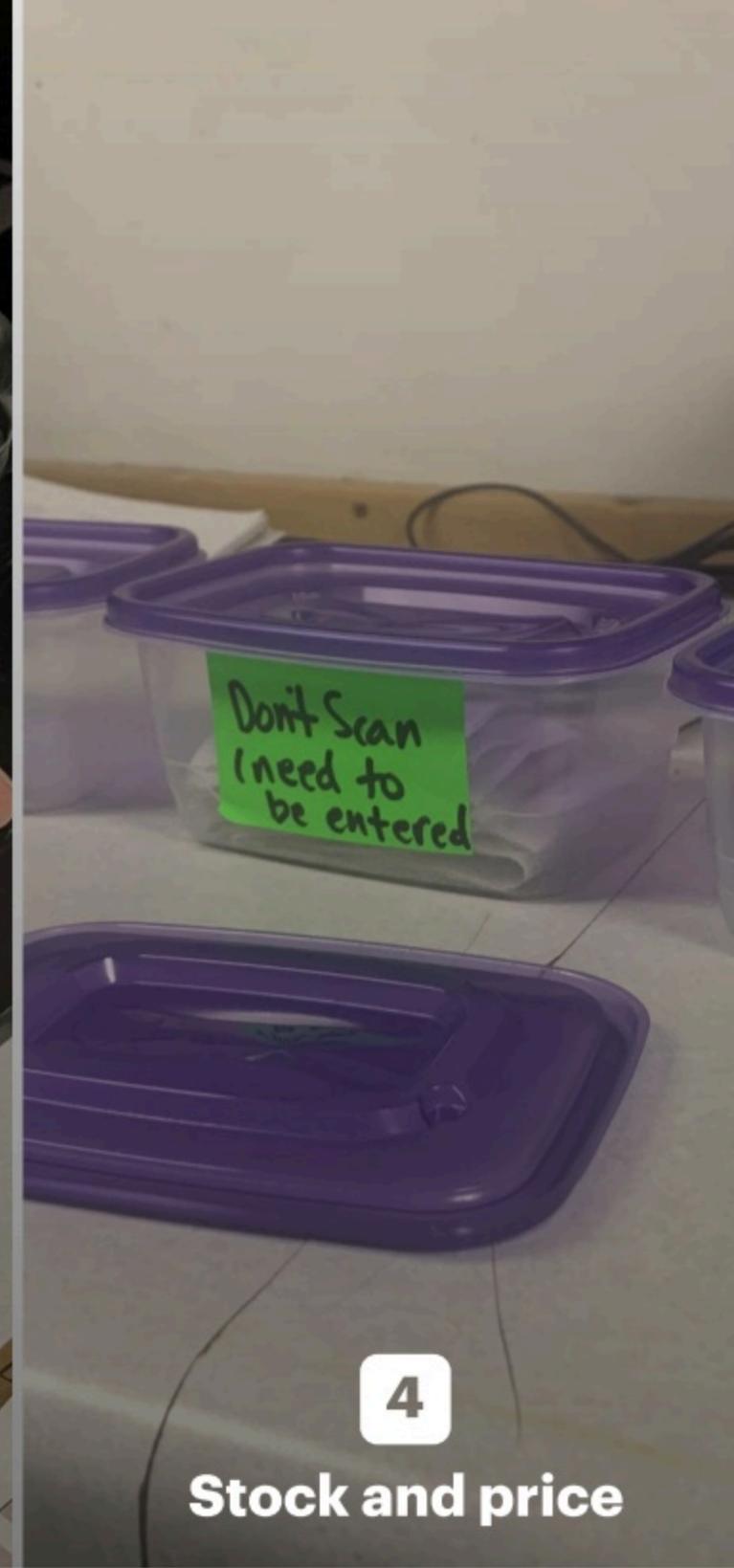
2

Place order



3

Receive load



4

Stock and price

Suddenly, COVID changed everything in grocery

1

Labor shortages

10/14/2021

Why Grocery Workers Are Quitting

Axonify survey shows burnout is a bigger issue than wages



Gina Acosta
Editor-in-Chief

Nearly half of front-line workers are planning to leave their jobs, and the reason may surprise you.

According to Axonify's annual Global State of Frontline Work Experience Study, retail workers reported burnout (63%) as being a more important motivating factor for resigning compared to compensation (50%), with grocery workers citing 56% burnout.



2

Supply chain crisis

Who's Ditching Their Grocer Over Out-of-Stocks?

New Ipsos survey finds the inventory issues most likely to drive customers away
By Christine LaFave Grace on Dec. 20, 2021



3

Inflation on cost of goods

Supermarket price inflation at 14-month high - adding to cost of living pressure

Figures from Kantar showed grocery price rises last month were the sharpest since August 2020 - with savoury snacks, canned colas and crisps seeing the fastest rises.



John-Paul Ford Rojas
Business reporter @JPFordRojas

Tuesday 9 November 2021 11:34 UK



4

Amazon

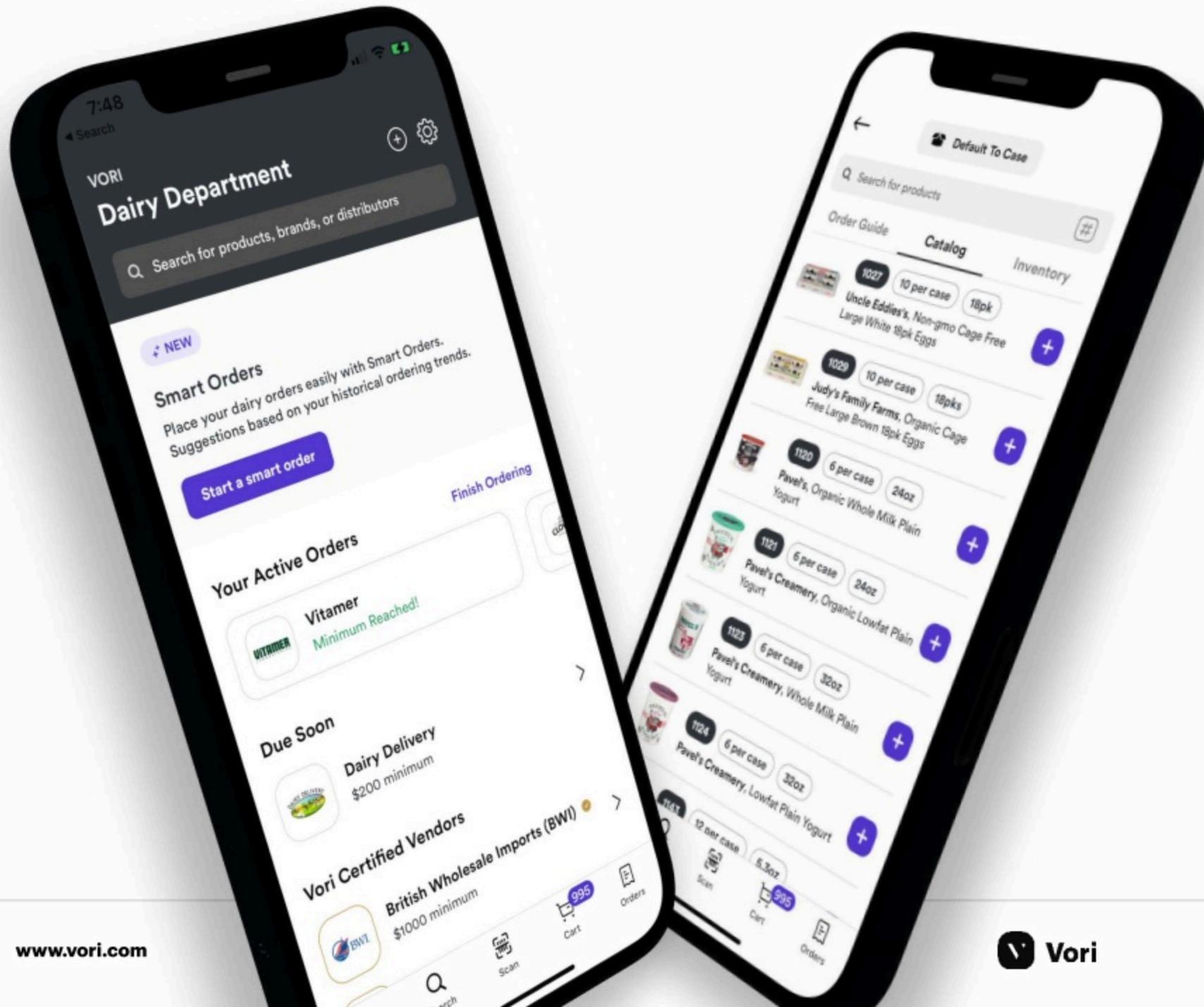
Here Comes the Full Amazonification of Whole Foods

A newly revamped store in Washington shows how thoroughly Amazon has woven itself into the grocery shopping experience.



Biometric scanning devices at the newly opened Whole Foods Market in the Glover Park neighborhood of Washington. [Tag this for The New York Times](#)

Meet Vori, the all-in-one grocery back office



- **Order management**

LIVE

- **Inventory management**

Q2 LAUNCH

- **Analytics**

Q2 LAUNCH

What retailers are saying

BERKELEY BOWL MARKETPLACE



John Fukumoto
Director of IT

To continue to innovate at Berkeley Bowl, it was necessary to consider a back-office solution that brings together the POS lifecycle including ordering, receiving, inventory, and invoicing especially for our direct vendors. A flexible and highly customizable solution was necessary which distinguishes the Vori solution from any other solution on the market today.

The largest undigitized retail segment on earth

\$11.7T total spend

Global Grocery Stores

\$765B total spend

U.S. All Grocery Stores

\$250B total spend

U.S. Independent Supermarkets

fast growing

↑ **25% - 33%**
of marketshare
in last decade

Competing against legacy systems

	Vori	Legacy System 1	Legacy System 2	Legacy System 3	Legacy System 4
GROCERY INVENTORY MGMT	✓	✓	✗	✓	✓
ORDER MANAGEMENT	✓	✓	✗	✓	✗
SUPPLIER PLATFORM	✓	✗	✗	✗	✗
AUTO-PRICE UPDATES	✓	✗	✗	✗	✗
CUSTOM ANALYTICS	✓	✓	✓	✗	✓
EASE OF USE	✓	✗	✓	✗	✓

Our team was born for this



Chief Technology Officer

Rob



- Senior Engineer @ Lyft and SpaceX
- Data Visualization PM @ Twitter
- EECS Masters @ Stanford & Cornell



Chief Executive Officer

Brandon



- Parents w/ 40 years in grocery
- Fellow @ Stanford Human-Centered AI
- Built a code school, VMware-backed



Chief Product Officer

Tre



- Top 50 App Store App
- Tools for Mozilla, Google
- Nationally recognized non-profit



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