

# Pitch deck



CONSUMERS FIRST - MINDSET. WE HELP BUSINESSES GROW AND NURTURE A

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WE HELP BUSINESSES GROW AND NURTURE A CONSUMER-FIRST MINDSET.

# About us

At Contoso, we're disrupting the online retail landscape by finding new ways to engage with customers from across the globe. By closing the loop between the customer and online retail stores, we help businesses grow and nurture a consumer-first mindset.



Pitch deck



# Problem

## Market gap

Online shopping continues to be consumer driven, but we're seeing a lapse of availability in the market for small business online shopping experience

## Customers

69% of American customers now shop online

## Financials

The average American spends an average of \$1,804 per order

## Costs

Loss of sales from not offering more customizable apps and websites for the small business owner

# Solution



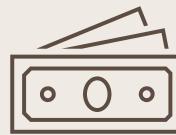
## Close the gap

Our product makes online shopping more available to small business owners, and no other product on the market offers the same benefits



## Target audience

Gen Z (18-25 years old)



## Cost savings

Reduce expenses for adding products to third-party retail websites



## Easy to use

A simple product that gives customers the information they need to order online and ship to their location

# Product overview



## Unique

Only product specifically dedicated to the small retail businesses market

## First to market

First beautifully designed product that's both stylish and functional

## Tested

Conducted testing with young entrepreneurs in the area

## Authentic

Designed with the help and input of online retail experts in the field



# Product benefits

1. Simple and efficient to use
2. Areas for community connections
3. Online store and market swap



# Company overview

FIRST MINDSET. WE HELP BUSINESSES GROW AND NURTURE A CONSUMERS-FIRST MINDSET.

# Business model



## Research

We based our research on market trends and social media trends



## Abstract

We believe people need better tools for online shopping that cater to small business owners



## Design

Minimalist design and easy to use

# Market overview

**\$3B**

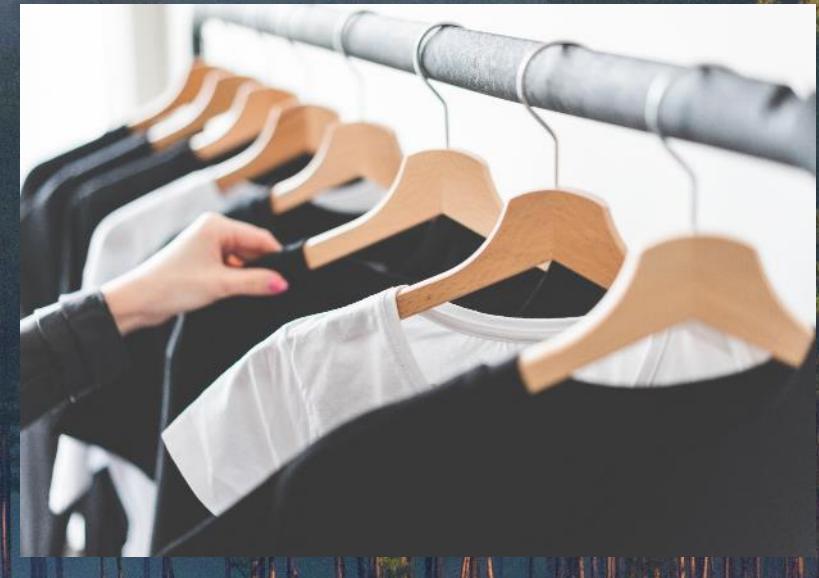
Opportunity to build  
Fully inclusive market  
Total addressable market

**\$2B**

Freedom to invent  
Selectively inclusive market  
Serviceable available market

**\$1B**

Few competitors  
Specifically targeted market  
Serviceable obtainable market



# Market comparison

\$3  
Billion

Opportunity to build  
Addressable market

\$2  
Billion

Freedom to invent  
Serviceable market

\$1  
Billion

Few competitors  
Obtainable market

# Our competition

## Contoso

Our product is priced below that of other online marketplace companies

Simple and easy to use, compared to the complex websites and apps of our competitors

Affordability is the main draw for our consumers to our product

## Competitors

### Company A

Product is more expensive

### Companies B & C

Product is expensive and inconvenient to use

### Companies D & E

Product is affordable, but inconvenient to use

# Our competition



# Growth strategy

## How we'll scale in the future

January

February

March

April

May

June

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Roll out product to local retail stores in the region to help establish the product

Release the product to the general public and monitor press and regional market trends

July

August

September

October

November

December

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Gather feedback from the retail community to expand availability of the product

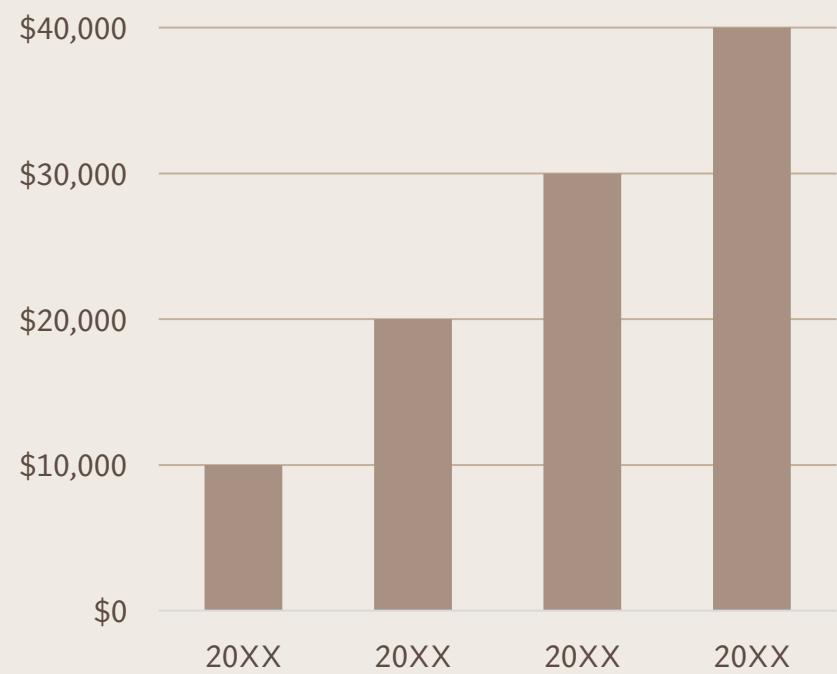
# Traction

Forecasting for success

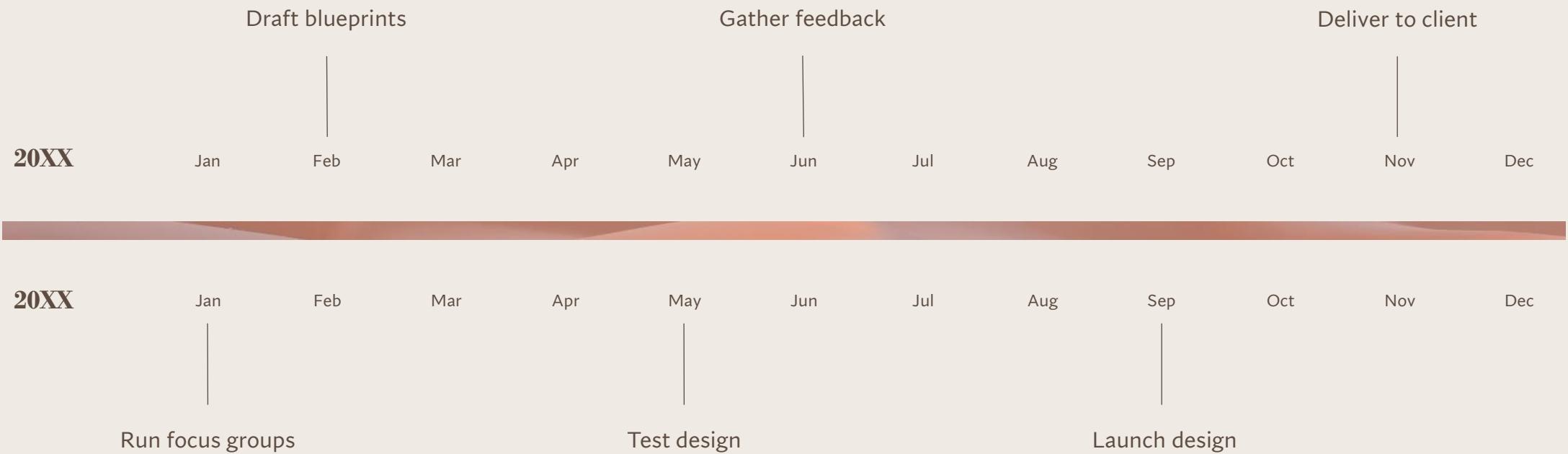
## Key metrics

|      | Clients | Orders | Gross revenue | Net revenue |
|------|---------|--------|---------------|-------------|
| 20XX | 10      | 1100   | \$10,000      | \$7,000     |
| 20XX | 20      | 200    | \$20,000      | \$16,000    |
| 20XX | 30      | 300    | \$30,000      | \$25,000    |
| 20XX | 40      | 400    | \$40,000      | \$30,000    |

## Revenue by year



# Two-year action plan



# Financials

|                                 | Year 1                     | Year 2                      | Year 3                       |
|---------------------------------|----------------------------|-----------------------------|------------------------------|
| <strong>Income</strong>         |                            |                             |                              |
| Users                           | 50,000                     | 400,000                     | 1,600,000                    |
| Sales                           | 500,000                    | 4,000,000                   | 16,000,000                   |
| Average price per sale          | 75                         | 80                          | 90                           |
| Revenue @ 15%                   | 5,625,000                  | 48,000,000                  | 216,000,000                  |
| <strong>Gross profit</strong>   | <strong>5,625,000</strong> | <strong>48,000,000</strong> | <strong>216,000,000</strong> |
| <strong>Expenses</strong>       |                            |                             |                              |
| Sales & marketing               | 5,062,500                  | 38,400,000                  | 151,200,000                  |
| Customer service                | 1,687,500                  | 9,600,000                   | 21,600,000                   |
| Product development             | 562,500                    | 2,400,000                   | 10,800,000                   |
| Research                        | 281,250                    | 2,400,000                   | 4,320,000                    |
| <strong>Total expenses</strong> | <strong>7,593,750</strong> | <strong>52,800,000</strong> | <strong>187,920,000</strong> |



# Meet the team

**Takuma Hayashi**

President

**Mirjam Nilsson**

Chief Executive Officer

**Flora Berggren**

Chief Operations Officer

**Rajesh Santoshi**

VP Marketing

# Meet the full team



**Takuma Hayashi**

President

**Flora Berggren**

Chief Operations Officer

**Graham Barnes**

VP Product

**Elizabeth Moore**

Product Designer

**Mirjam Nilsson**

Chief Executive Officer

**Rajesh Santoshi**

VP Marketing

**Rowan Murphy**

SEO Strategist

**Robin Kline**

Content Developer



**\$14,000**  
**Angel investments**

Amount obtained through other investors

**\$12,000**  
**Campaigns**

Revenue obtained from online campaigns

**\$82,000**  
**Shares**

Number of shares converted into USD

**\$32,000**  
**Cash**

Liquid cash we have on hand

# Summary

At Contoso, we believe in giving 110%. By finding new ways to engage with customers from across the globe, we're disrupting the online shopping landscape and fostering a consumer-first mindset. We thrive because of our market knowledge and a great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."



# Thank you

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