



# Vertical software for distribution chains

Company Introduction

March 2024



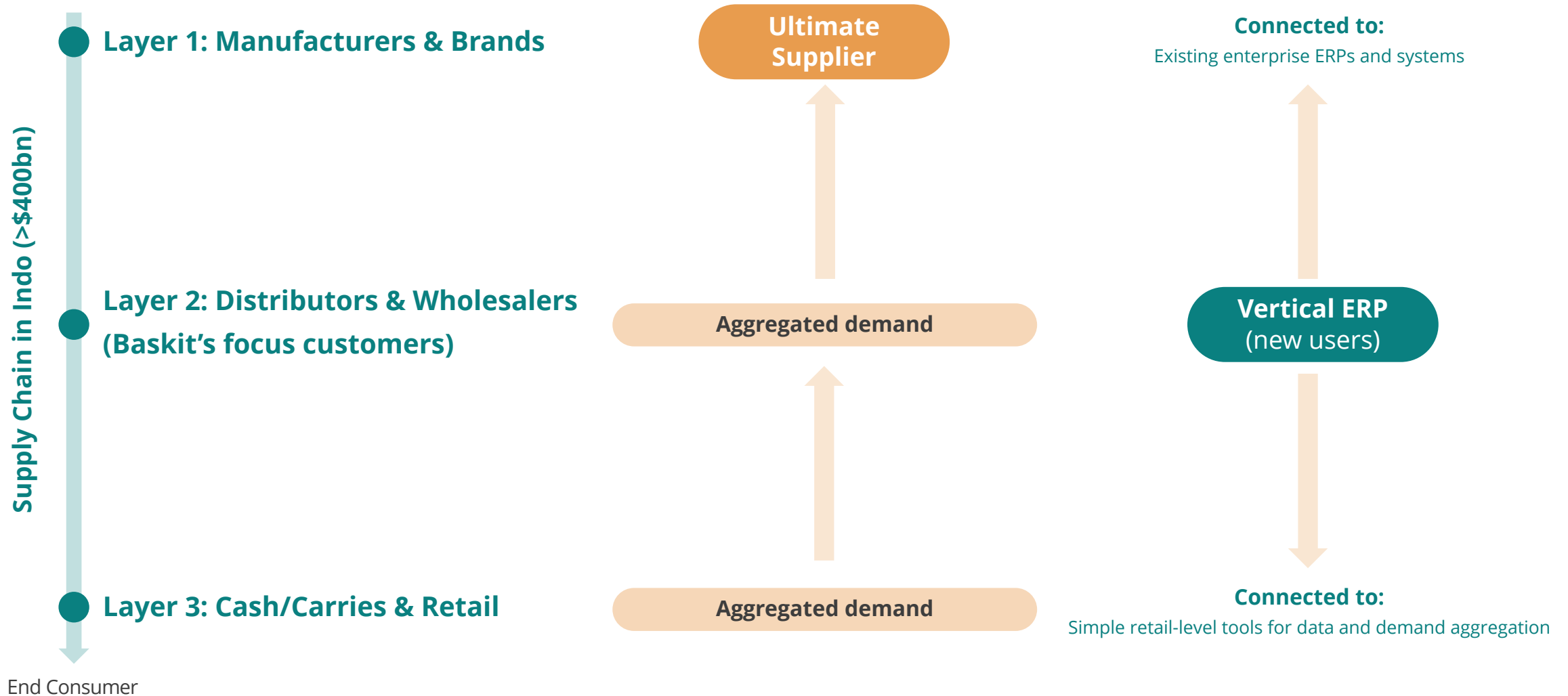
## **Hard to swallow reality**

>90% of traditional supply chain businesses do not want to use/pay for tech

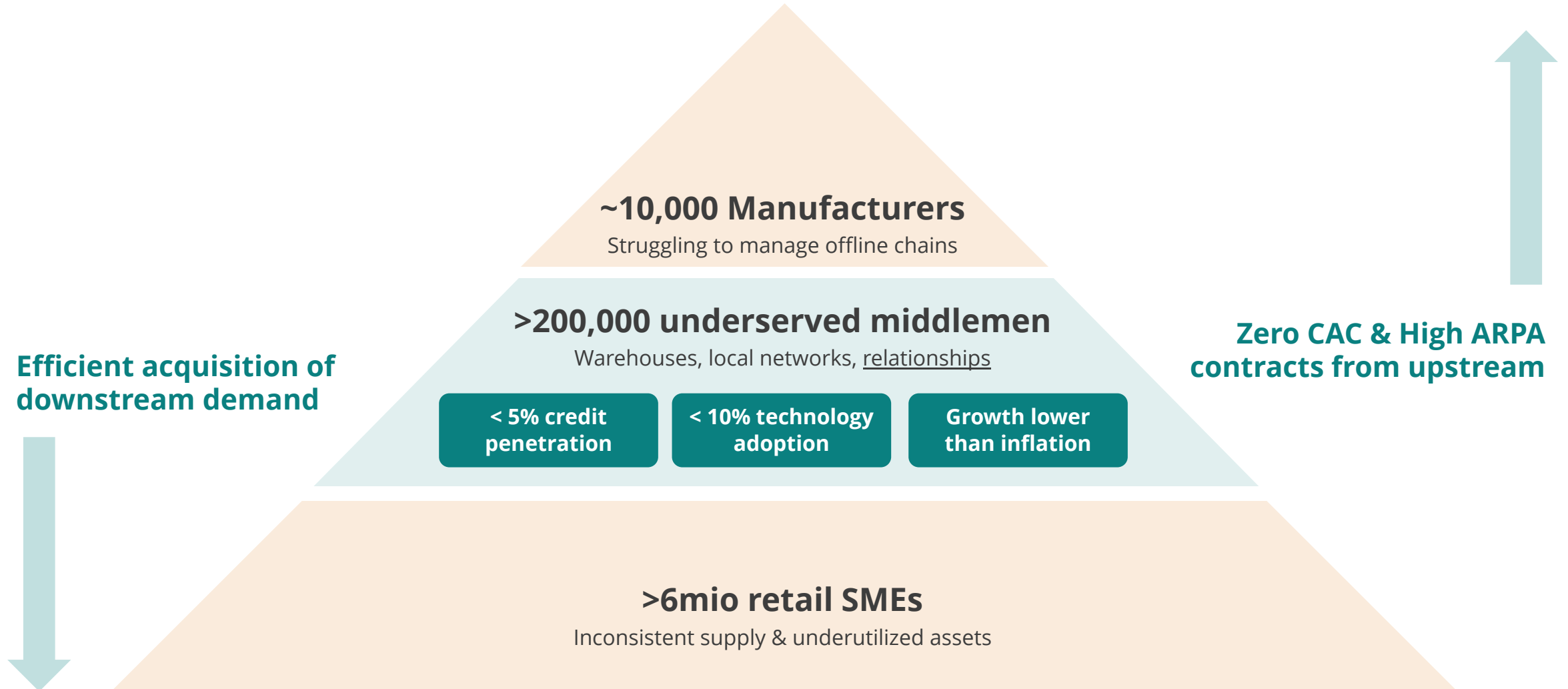
## **They care about**

Making money today (and maybe for the next few days too)

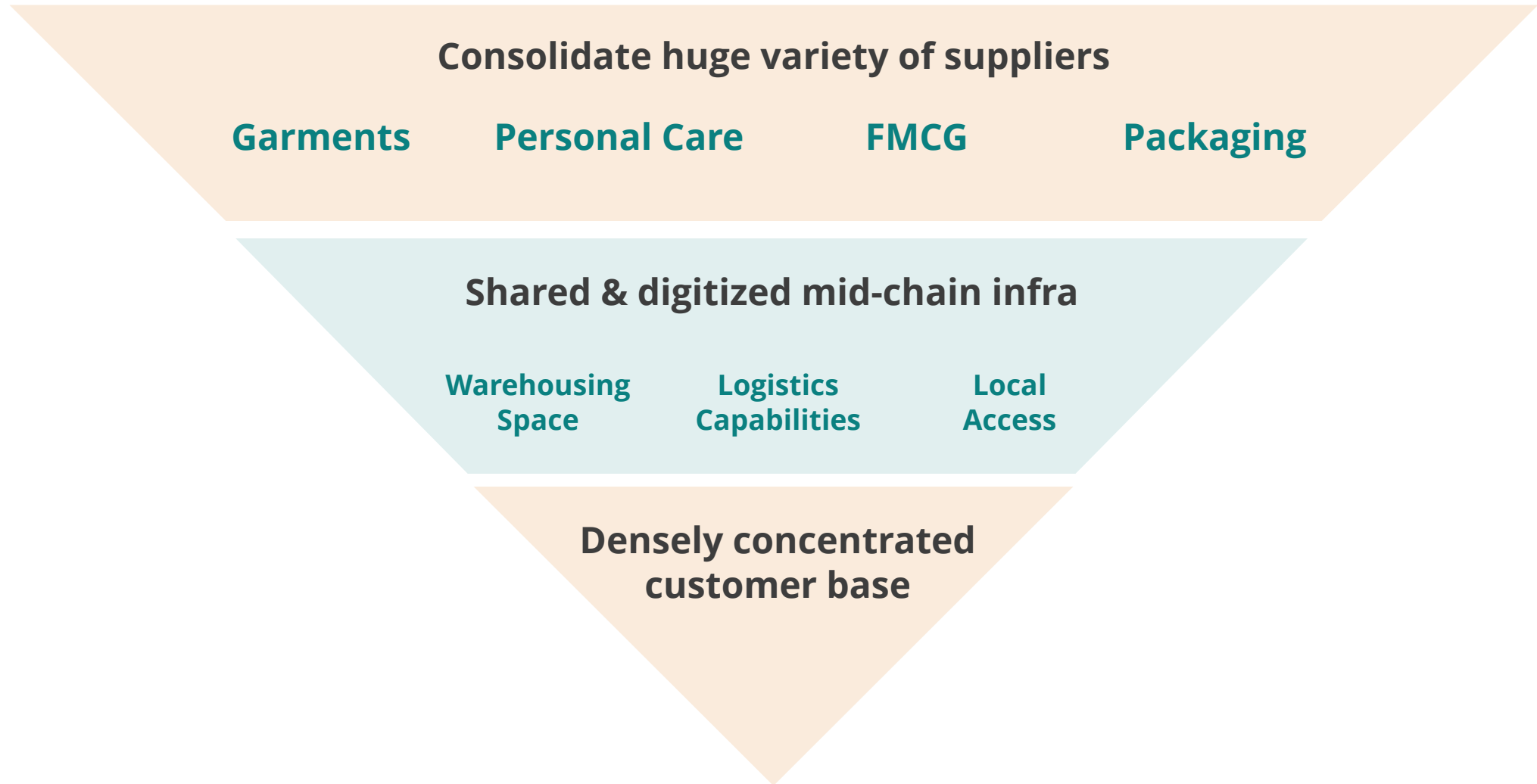
# Combine demand aggregation to drive technology adoption



# The mid-chain is a great place to build for the distribution vertical



# It allows for the orchestration of what was highly fragmented






# Our vertical trojan horse – an SME-focused app/webapp

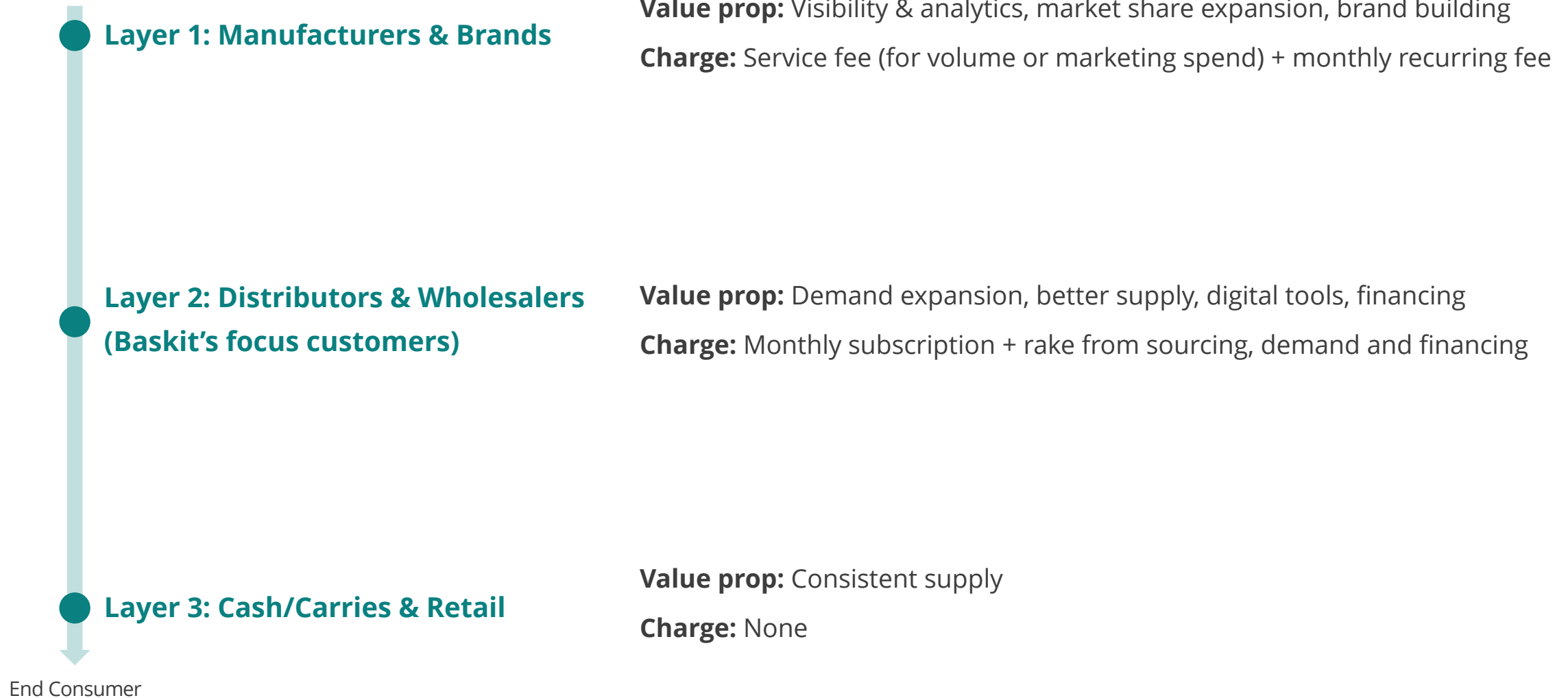
## Without Baskit

## With **baskit**

## Value created

- |   |   |   |
|---|---|---|
| <b>1</b> Poor commercial capabilities<br>(lack of salespeople & reach)    | <i>CRM, Salesforce Outsourcing &amp;<br/>Automation, Pricing Engine</i>       |  Active engagement of customers,<br>higher sales and healthier margins |
| <b>2</b> Lack of fulfilment capabilities and<br>poor inventory management | <i>Inventory &amp; Warehouse<br/>Management, 3PL API</i>                      |  Optimized existing logistics, fewer<br>cancelled orders, no stockouts |
| <b>3</b> Low margins, lack brand support<br>& insufficient working cap    | <i>Sourcing, 3rd party financing,<br/>discovery (suppliers &amp; clients)</i> |  Optimized sourcing, simple PO<br>financing, brand marketing support |

# Motto: extract value from the value chain without displacing



# We're experts solving supply chains – and we can prove it

## Within 12 months of operations

Baskit is the **ONLY** thriving player in the B2B / full chain game in Indo

## It took us <\$1mio to

- Reach half of Java ~10,000 distribution partners
- >\$3mio annualized revenues on highly sticky customers

**ARPA**

\$2,000 /mo

**Retention**

85% (mid-chain)

**CAC Payback**

~2 months

**LTV/CAC**

>4.5x



## TEAM

# A mature team able to maximize the opportunity in SEA



**Yann Schuermans**  
*Chief Executive Officer*



*400 years of supply chain heritage*  
*Ran CPG P&Ls and digitized chains in APAC*



**Surya Bhirawa**  
*Head of Commercial*



*>20 years multi-vertical experience*  
*Deep networks and top talent reach*



**Adityo Wibisono**  
*Head of Product*



*Deeply connected within ID ecosystem*  
*SME tech & financing expert*



**Abhishek Pansari**  
*Head of Strategy*



*B2B industry veteran & proven executor*  
*Lessons from years in marketplaces/B2B*



**Sigfrid Erik**  
*VP Engineering*



*0-1 and 1-100 tech and product leader*  
*Experience scaling infra & data capabilities*

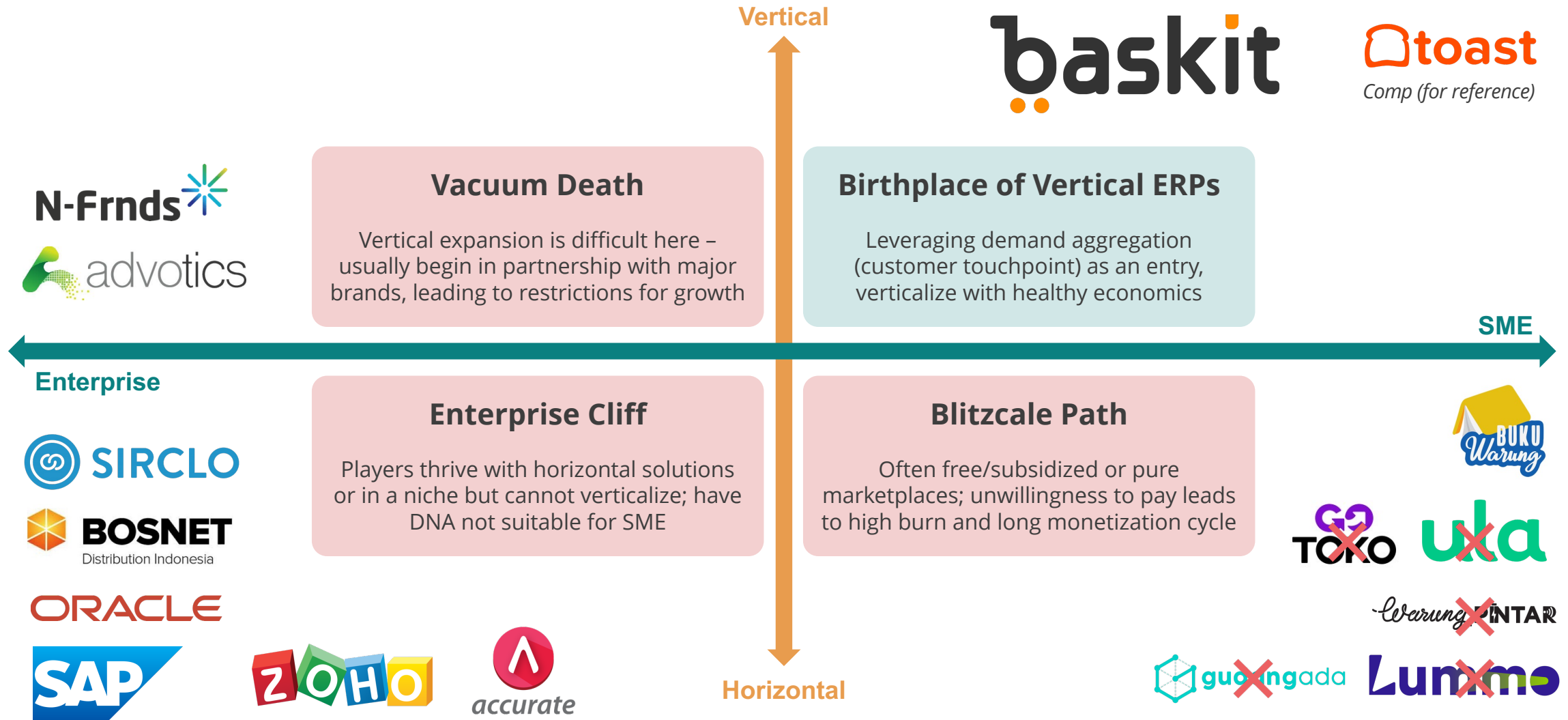


**Yoonjung Yi**  
*Head of People & Comms*



*Digital transformation and HR specialist*  
*Expert in performance mgmt and incentives*

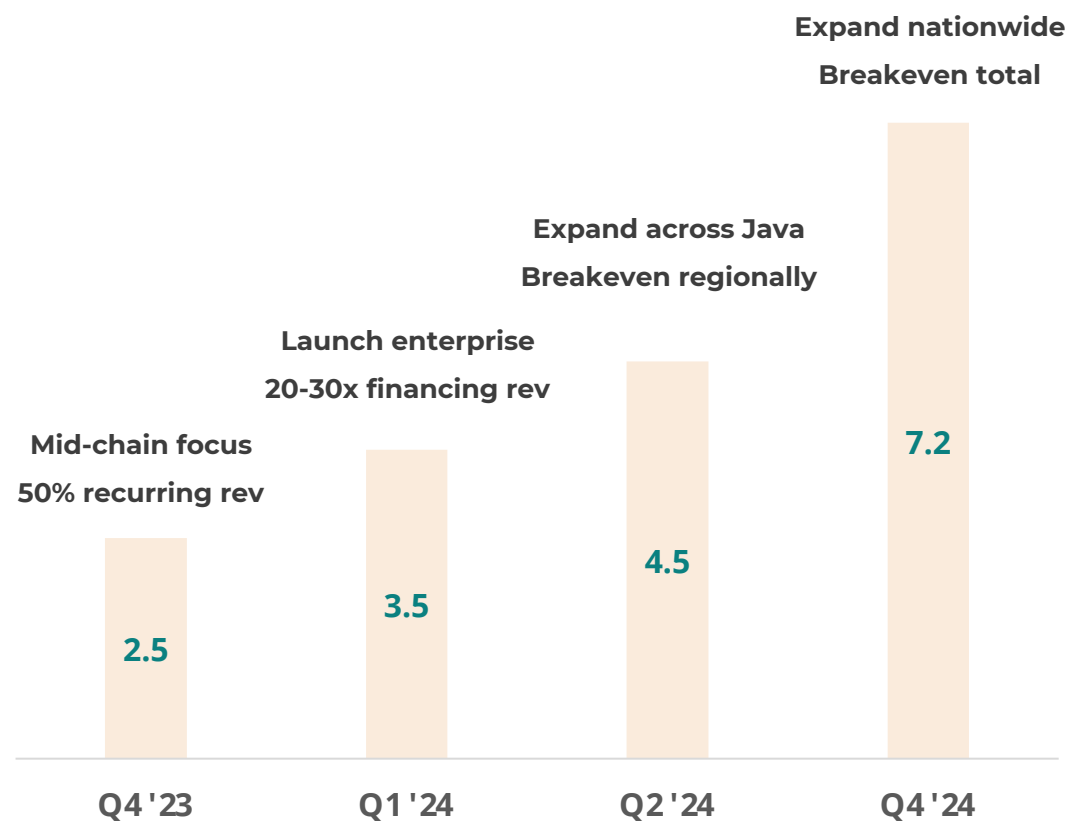
# We're facing an open market and can lead the category



# Expecting profitability in the first half of 2025

## Reaching ~7mio annualized revenue in 2024

(Quarterly annualized. In USD mio)



## At ~\$20mio revenue in 2025 is an attractive:

1

### Equity story and reference for emerging markets

Strong economics, growth, viable path to capital markets

*Comps: Toast*

2

### Indispensable partner – attractive for trade sale

Integral to manufacturers, their ERPs, and marketplaces doing O2O

*E.g. Coca Cola, Alibaba, Bukalapak, Tiktok, Microsoft. SAP*

3

### House of verticals & high margin products/channels

Baskit as the leading underwriter for trade financing, standalone vertical ERP, white label commercial stack (SFA, mid-mile tools)

4

### Global reference for the supply chain enabler model

Credibility and pedigree to tackle problem across markets with similar structures (Philippines, Vietnam, India, LATAM...)

The background is a complex geometric pattern composed of various shades of orange. It features a grid of squares, some of which are partially covered by large circles. Within these circles, there are concentric arcs and some areas filled with a fine dot pattern. The overall effect is a layered, abstract design.

# Appendix

## INVESTORS

Backed by great global, regional and local investors



\$1.5mio pre-seed in March '23 and \$4.1mio seed round in June '23 (priced)