



Pepagora Onboarding Concept Deck

Transforming Onboarding to Accelerate Time-to-First-Deal

Pepagora operates in a \$36T B2B e-commerce market with 63M+ Indian SMEs, yet faces less than 0.5% addressable market penetration. This strategic framework addresses the critical barriers preventing suppliers from reaching first value and buyers from finding verified matches.



Executive Summary & Market Opportunity

The Opportunity

Current onboarding creates barriers that block activation. Competitors like IndiaMART offer fast entry, while Alibaba provides trust, but none provide both simultaneously. Our solution is a tiered, outcome-focused framework.

- *Quick-Start activation in under 5 minutes*
- *Trust Ladder with transparent verification*
- *Curated First Value via matched introductions*

Expected Impact

+30%

Conversion

Increase in registration-to-activation

<14

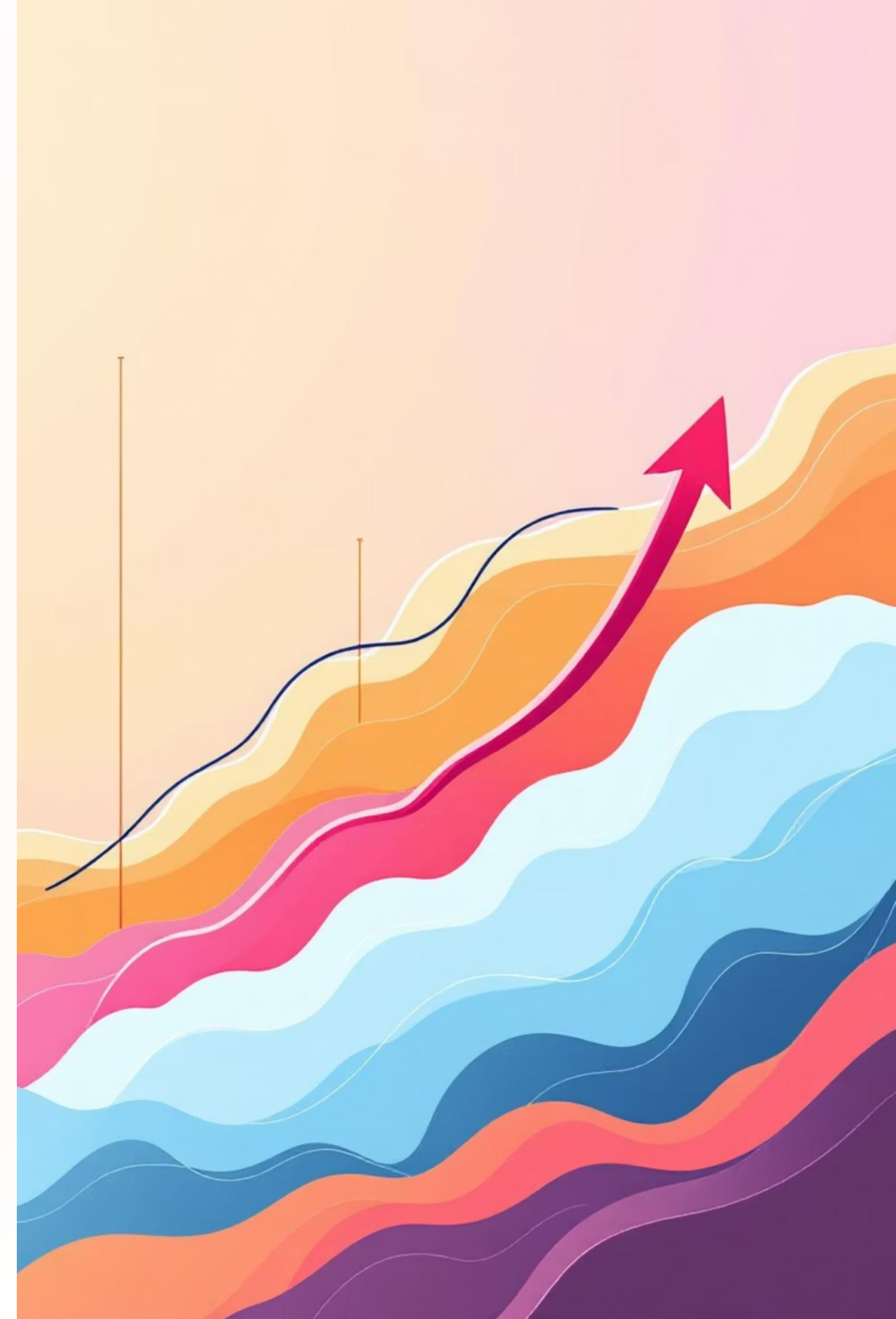
Days

To first qualified lead

60%

Upload Rate

Product uploads in first week



The Onboarding Problem: Five Critical Friction Points

Each friction point costs 15-25% of potential activations, compounding to over 60% total opportunity loss.

Verification Opacity

Users value TruVerified badges but don't understand the steps, timeline, or benefits, leading to hesitation.

Catalog Creation Burden

Manual product upload feels time-consuming without industry templates or bulk import options.

Unclear Immediate Value

Early leads are slow or low-quality, providing no proof of match quality before commitment.

Missing Team Management

Distributors and agents need multi-user controls from day one; absence causes enterprise dropout.

Opaque Pricing & SLAs

Users want simple ROI signals and response-time expectations which are currently missing.

Target Personas & Their Unique Journeys

Rana Fabrics (Manufacturer)

***Goal:** Win 3 repeat buyers in 6 months. Needs ultra-low friction entry and textile-specific catalog templates.*

GlobalPack (Distributor)

***Goal:** Shorten sourcing cycles. Needs advanced filtering, multi-user access, and bulk RFQ capabilities.*

Sharma Export (Agent)

***Goal:** Scale deal volume. Needs multi-entity dashboards and white-label quote capabilities.*

Guiding Onboarding Principles



Speed to Value

First listing in <5 minutes. Minimize required fields and defer completeness without blocking visibility.



Trust Transparency

Clear verification ladder (Basic → Verified → Verified+) with explicit outcome communication.



Outcome Orientation

Replace "Complete Profile" with "Unlock Priority Buyer Matches" to show immediate ROI.



Persona Adaptation

Different starting points for manufacturers, distributors, and agents to prevent dropout.

 **Continuous Engagement:** Use progress-based nudges and concierge intervention for high-intent users to maintain 65% 7-day engagement.

The Four-Stage Activation Journey

This sequence ensures users see platform value before investing heavy time, differentiating us from Alibaba and IndiaMART.

Entry



Setup



Trust



Activation



Stage 1: Entry

Quick-Start Registration (< 5 mins). 95% completion target.



Stage 2: Setup

Profile & Catalog (15-30 mins). 75% completion target.



Stage 3: Trust

Verification Ladder (24-72 hours). 60% verified target.



Stage 4: Activation

First Match & Deal (< 14 days). 50% response target.

Stage 1 & 2: Entry and Catalog Setup

Remove Barriers to Entry

- **Persona Detection:** Soft-ask during registration to trigger dashboard defaults.
- **Minimal Fields:** Company name, OTP mobile, and industry only.
- **Instant Profile:** Auto-generate basic profile visible to buyers immediately.

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Quick Add

Single-field product entry during registration.

Industry-Specific Templates

- **Textiles:** Fields for GSM, MOQ, and fabric type.
- **Electronics:** Technical specs and CE/RoHS certifications.
- **AI Enrichment:** System suggests categories and keywords from images.

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Bulk Import

CSV/Excel wizard for high-SKU distributors.

login.alibaba.com/m

tradeindia.com/logir

pepagora.com/en/al

SSO
OTP
eMail Logins

Sign in or create account

Making global trading simple

Continue with Google

OR

Continue with Facebook

Continue with email

SSO

SSO

eMail

Sign in with Google

tradeindia.

Connecting Millions of Buyers & Suppliers Worldwide Since 32 Years

Sign In

Enter Your Phone Number*

+91

Mobile number

Continue To Sign In

Login With Email & Password

New to TradeIndia? Create an Account

SSO

SSO

eMail

pepagora

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TA

AR

HI

Welcome to Pepagora

Please Sign In or Sign Up below.

Phone Number

+92

We'll be sending code to verify your Phone number.

Continue with Phone

Or

Continue with Google

Continue with LinkedIn

SSO

SSO

By signing in/up, you agree to the applicable Privacy Policy and Terms of Service of Pepagora.

SSO
OTP
eMail Logins

Man in suit

Stage 3: The Three-Tier Trust Ladder

Transparent trust tiers with clear business outcomes. Verified suppliers receive 3x more inquiries.

Tier	Verification Process	Outcome Promise
Basic (Free)	Email + Mobile OTP only.	Standard search visibility.
Verified (Paid)	Business docs, phone call, address check, 24-72h timeline.	Priority placement + First 5 curated buyer matches.
Verified+ (Premium)	On-site/Virtual audit, capacity check, financial stability.	Guaranteed 5 enterprise intros/quarter + Account Manager.

Stage 4: Activation & First Value

Curated Matches Prove Platform Value in < 14 Days



Analyze Catalog

Query Buyer DB

Score Matches

Deliver Top 5

Response Coaching

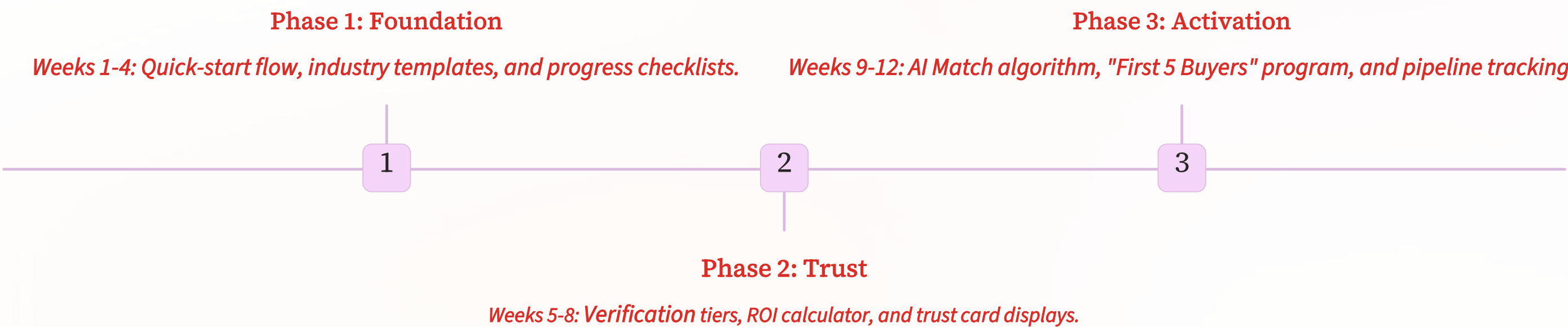
We provide a template library for introductions, RFQs, and samples. System nudges users if no

Deal Pipeline

Suppliers track opportunities from "Quote Sent" to "Sample Requested" to "Deal Closed" in a unified dashboard.



Implementation Roadmap & Conclusion



"Pepagora's future is determined by who creates the best experience for the next 1 million SMEs looking to go digital. This framework is how we win that race."

Total Year 1 Investment: \$480K | Projected ROI: 5x