



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.



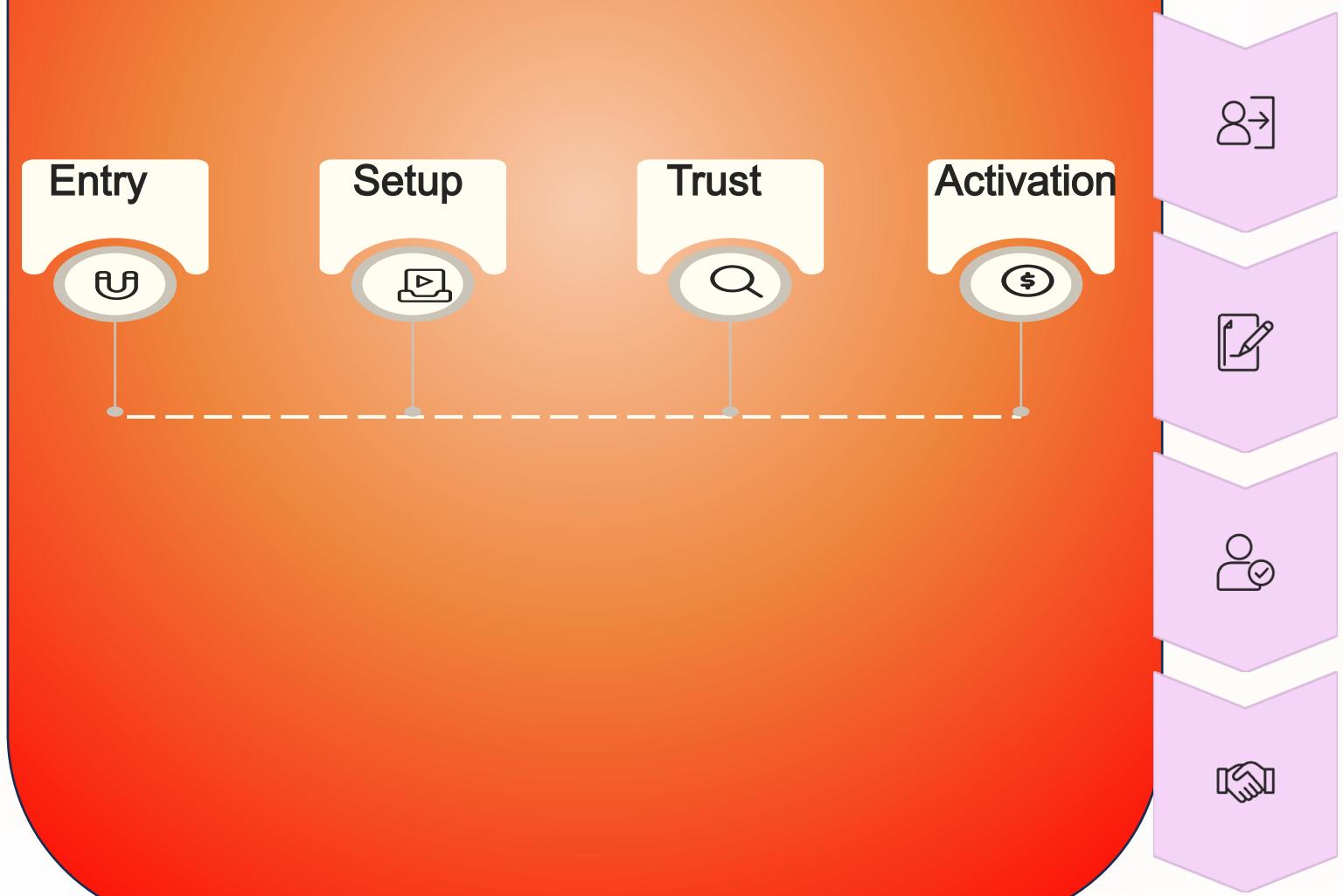
Persona Adaptation

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.



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.

SSO

OTP

eMail Logins

Sign in or create account



Making global trading simple

SSO



Continue with Google

OR

SSO



Continue with Facebook



Continue with email

eMail



trade
india.



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? Cr
an Account



SSO

Sign in with Google

pepagora

EN

EN

TA

AR

HI

Welcome to Pepagora

Please Sign In or Sign Up below.

Phone Number



OTP

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

Continue with Phone

Or

Continue with Google

SSO

Continue with LinkedIn

SSO

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



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

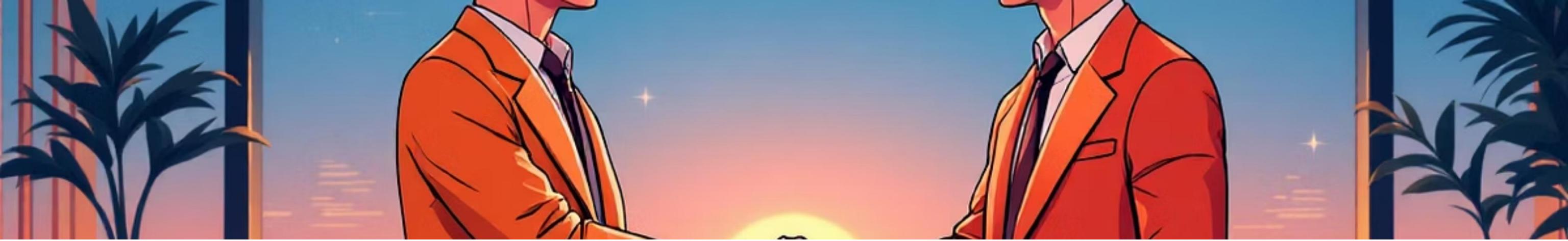


Response Coaching

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

Deal Pipeline

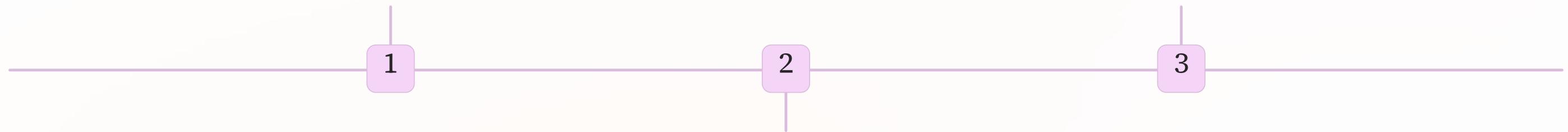
Suppliers track opportunities from "Quote Sent" to "Sample Requested" to "Deal Closed" in a unified dashboard.



Implementation Roadmap & Conclusion

Phase 1: Foundation

Weeks 1-4: Quick-start flow, industry templates, and progress checklists.



Phase 3: Activation

Weeks 9-12: AI Match algorithm, "First 5 Buyers" program, and pipeline tracking.

Phase 2: Trust

Weeks 5-8: Verification tiers, ROI calculator, and trust card displays.

"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