

# Title

- Universal Commerce Resolver – The agent that resolves tickets, not just replies.
- Founders: (Your Name)
- Confidential – Investor Draft

# Problem

- E-commerce brands drown in repetitive support tickets that require actions, not answers.
- Current tools host tickets; humans still click through systems to fix issues.
- Cost per ticket = \$3–\$5, slow resolution, poor CX.

# Solution

- Autonomous agent that understands tickets, executes actions across store systems, verifies outcomes, and closes tickets.
- Multi-tenant, policy-safe, and explainable with full audit trails.

## How It Works

- Parse → Plan → Execute → Verify → Notify (closed loop).
- Abstract tool layer + connectors (Shopify, Woo, Stripe, Shippo, Gorgias/Zendesk).
- Policy/risk engine with human approvals when needed.

## Why Now

- LLM function calling is reliable; platforms expose mature APIs; merchants need efficiency amid tight margins.
- Shift from chatbots to action-taking agents has begun; few production-ready solutions.

# Market

- Global e-commerce: \$6–7T GMV.
- Service & support software spend: tens of billions/year.
- Initial beachhead: mid-market Shopify/Woo merchants (>\$2M GMV).

# Product

- Refunds/returns, address changes, cancellations, replacements, order status.
- Admin Command Center for approvals, logs, analytics.
- Shadow mode trial; flip to live for low■risk actions.

# Traction / Roadmap

- MVP: Shopify + Stripe + 3 playbooks.
- Pilots: 10–25 stores; target 60% automation on chosen flows.
- Marketplaces: Shopify + Zendesk/Gorgias apps; Woo plugin.



# Business Model

- SaaS base fee + per resolved ticket usage; optional outcome■based pricing.
- Implementation fees for custom connectors; partner revenue share with agencies/3PLs.

# Competition

- Helpdesks (Zendesk, Gorgias): powerful UIs but manual action.
- Bot wrappers: good replies, limited actions.
- RPA/Integrations: actions without reasoning or policy safety.

# Moat

- Verified action traces as training data (outcome-grounded).
- Breadth/depth of connectors + policy/risk engine + approval UX.
- Benchmarked Automation Score per merchant; proprietary resolver models over time.

# Go■To■Market

- App marketplace distribution; founder■led sales; agencies/3PL partnerships.
- Offer shadow■mode free trial demonstrating automation ROI before purchase.

## Financials (Model Example)

- 2,000 tickets/mo; 60% auto■resolved; \$1/resolution → \$1.2k MRR/merchant.
- 500 merchants → ~\$600k MRR with ~80% gross margin.

# Team

- Founding Engineer (Backend/LLM), Integrations Engineer, Frontend Engineer, Solutions Engineer.
- Advisors: security/compliance, e-commerce ops.

# The Ask

- Raising \$2.5M seed to build connectors, scale pilots, and achieve marketplace distribution.
- Use of funds: 50% engineering, 25% integrations/partners, 15% security/compliance, 10% GTM.

# Vision

- Become the autonomous operations layer for commerce — a universal resolver that closes the loop across all systems.
- From refunds to supply chain automations and proactive ops.