

ShopTrack: Empowering Every Shopkeeper's Success

Transform your retail business with our intuitive mobile-first platform. From corner stores to market stalls, ShopTrack gives shopkeepers the tools they need to manage inventory, track sales, and grow with confidence.

 by Patricia Nduku



Made with GAMMA

Manual Tracking is Holding Shopkeepers Back

Drowning in Paperwork

Handwritten ledgers across multiple notebooks and receipts create chaos.

Time-Consuming Errors

Manual processes lead to calculation mistakes and missed profit opportunities.

Poor Visibility

Without clear financial insights, informed business decisions become impossible.





Your Business Assistant

5/26/2025
09:01 AM

Sales
Ksh 9,650

Expenses
Ksh 2,750

Profit
+Ksh 6,900

\$ +15.2%

Today's Sales
+Ksh 850

📦 +8.3%

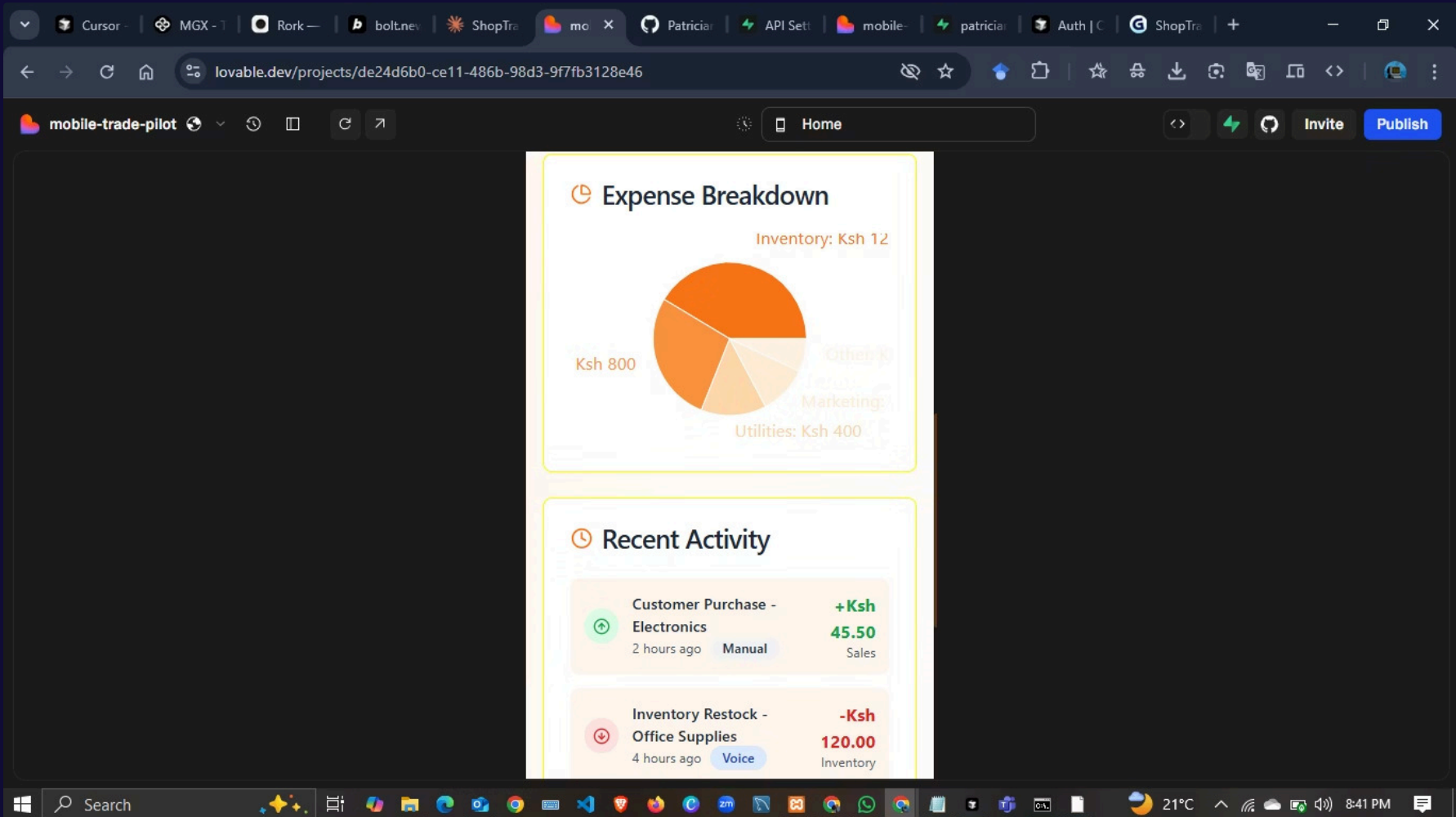
Items Sold
24

📈 -2.1%

Avg Sale
Ksh 35

📊 Weekly Performance





ShopTrack: Smart Tracking Made Simple



Voice Commands

Log sales instantly with intuitive voice input.



Photo Capture

Snap receipts for effortless expense tracking.



Real-time Analytics

Get immediate visibility into daily performance.



Mobile-First Design

Built with Next.js and Supabase for reliability.





Massive Global Market Opportunity

400M

Target Shopkeepers

Small retailers worldwide need simple management tools.

\$2.3T

Market Size

Global small retail market represents enormous opportunity.

90%

Manual Methods

Majority still rely on outdated tracking systems.

Freemium Strategy for Maximum Penetration

Free Tier Attraction

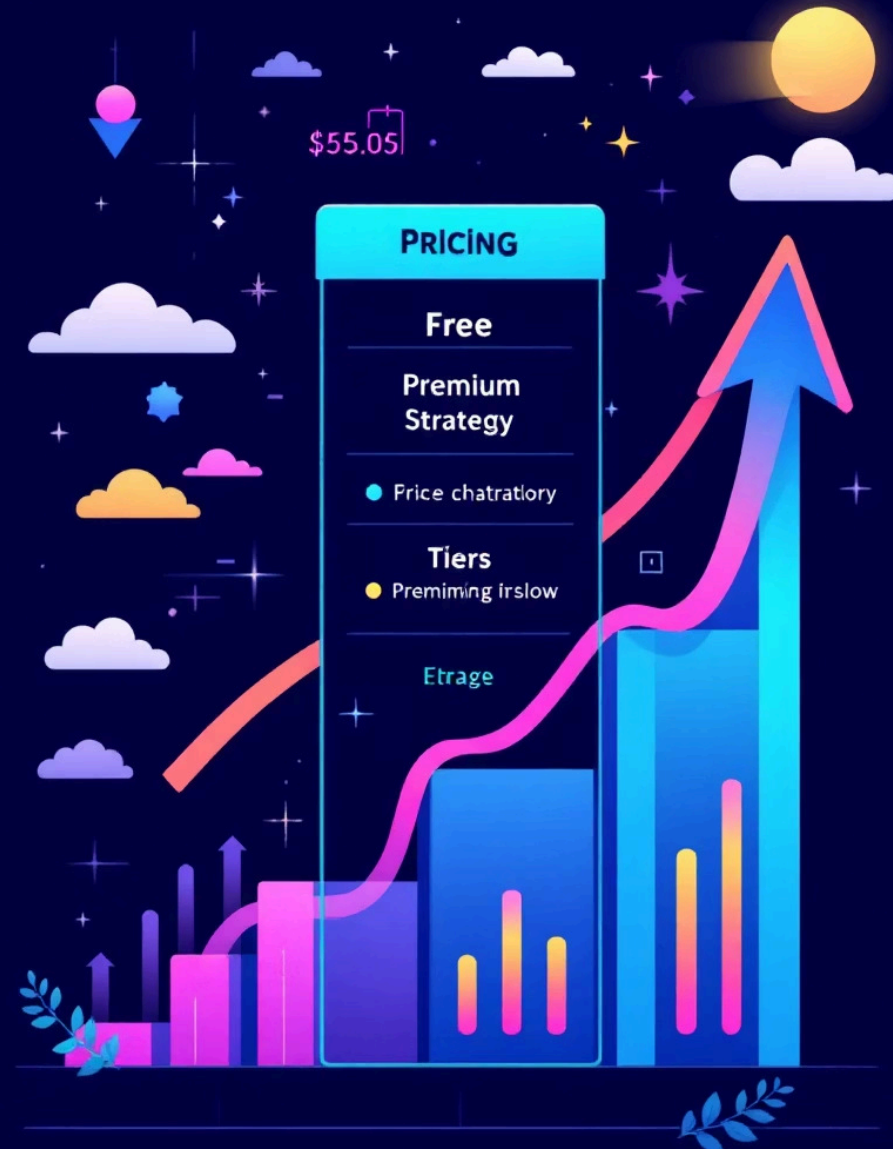
Essential sales and supply tracking attracts shopkeepers globally.

Premium Conversion

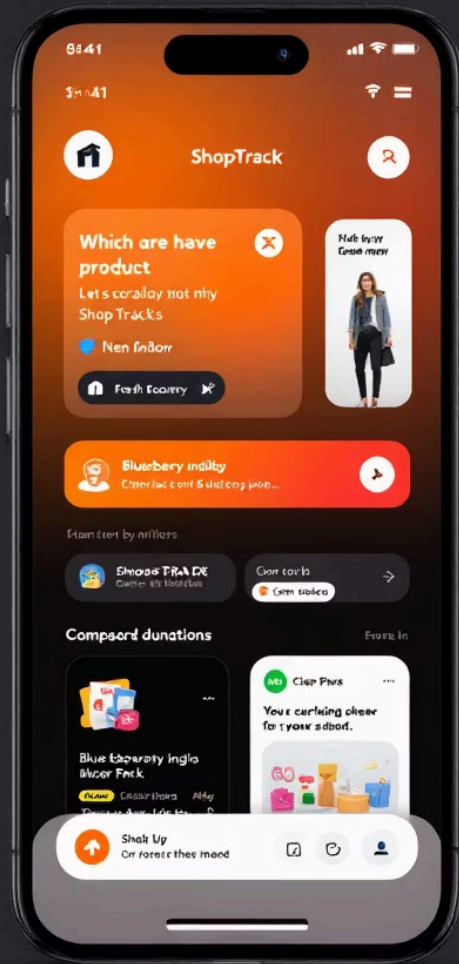
Advanced analytics and forecasting for ksh.50/month drives revenue.

Scalable Growth

Even 1% conversion rate delivers substantial recurring revenue.



See ShopTrack in Action



1

Seamless Onboarding

Quick sign-up and guided setup.

2

Intuitive Dashboard

Real-time charts and insights.

3

Voice & Photo Logging

Effortless transaction recording.

4

Instant Analytics

Powered by Supabase backend.

ShopTrack

Your business transaction tracker

Sign In

Enter your credentials to access your account

Email

Password

Sign In

[Don't have an account? Sign up](#)



Customer Purchase -
Electronics

2 hours ago Manual

+Ksh
45.50
Sales



Inventory Restock -

-Ksh

Voice Input



Tap to start recording



Tips for better recognition:

- Say "sale of [item] for [amount]" for income
- Say "bought [item] for [amount]" for expenses
- Speak clearly and include the amount



Shop Open



Ready for Business

Customer Purchase - +Ksh
Electronics 45.50
2 hours ago Manual Sales

Inventory Restock - -Ksh

Receipt Scanner



Camera



Upload



For best results:

- Ensure receipt is well-lit
- Capture the entire receipt
- Avoid shadows and glare
- Keep text readable and straight

● Shop Open

📄 Ready for Business

Built for Shopkeepers, Not Accountants

Generic Accounting Software

Complex features overwhelm small retailers. Steep learning curves prevent adoption. Enterprise solutions intimidate non-technical users.

ShopTrack Advantage

Voice commands: "Sold 5 shirts for ksh.1000". Photo receipt capture eliminates manual entry. Bridges gap between simple apps and complex systems.



Customer Purchase -
Electronics

2 hours ago Manual

+Ksh
45.50
Sales



Inventory Restock -
Office Supplies

4 hours ago Voice

-Ksh
120.00
Inventory



Sale - Home
Appliances

1 day ago Receipt

+Ksh
89.99
Sales



Utility Bill Payment

1 day ago Manual

-Ksh 35.00
Utilities

+
Add


Voice


Scan

● Shop Open

 Ready for Business



Join the ShopTrack Revolution Today

Beta Testers

Help shape ShopTrack into the perfect shopkeeper tool worldwide.

Retailers Ready

Ditch manual ledgers and start tracking sales the smart way.

Investors Welcome

Explore the massive small business opportunity with our team.

Contact us: team@shoptrack.app | www.shoptrack.app