

MarketPage

Your Local Grocer, Online and Thriving.

MarketPage is a platform empowering small independent grocery shop owners to easily create a simple, minimalist website, accept digital payments, and offer convenient pickup services, helping them get online and thrive in their local communities.

The Problem: Offline & Outdated

- Small grocery shops lack affordable, easy ways to establish an online presence.
- Struggle to accept modern digital payments and offer online ordering.
- Owners are time-poor and often overwhelmed by complex technology.
- Difficulty competing with large chains' sophisticated online offerings.

Our Solution: MarketPage

- Simplest, most affordable, grocery-specific website builder.
- Integrated payment system for seamless online transactions.
- Easy online pickup ordering for local customers.
- Empowers small grocers (like Maria & Rajan) to connect digitally with their community.

Market Opportunity: Growing Local Digital

- US SAM: \$257B online grocery market (2024), experiencing exponential growth.
- 19,000+ independent grocery stores in the US; 45% currently lack a website.
- Strong consumer preference for 'shop local' movement fuels demand for local online options.
- Rapid digital transformation among small businesses creates a ripe environment for tailored solutions.

Our Customers: Community & Growth

- ****Maria (The Community Pillar)**:** Traditional, tech-averse owner seeking extreme simplicity, basic online presence, and easy digital payments.
- ****Rajan (The Modernizing Grocer)**:** Growth-oriented owner seeking efficient online ordering, local delivery setup, and scalable grocery-specific tools.

Our Team

- **[Founder 1 Name]**: [Brief relevant experience, e.g., '10+ years in SaaS product development, specializing in SMB tools.']}
- **[Founder 2 Name]**: [Brief relevant experience, e.g., 'Background in retail operations & small business consulting, deep understanding of grocer needs.']}
- **[Advisor 1 Name]**: [Brief relevant experience, e.g., 'Former Head of Product at [Relevant Tech Company].']
- **[Advisor 2 Name]**: [Brief relevant experience, e.g., 'Founder of successful grocery tech startup.']}

Competitive Advantage: Simplicity & Specialization

- ****Hyper-focused Simplicity**:** Designed exclusively for small grocers, significantly easier than general website builders for non-tech-savvy owners.
- ****Grocery-Specific Onboarding**:** Pre-configured templates and product fields (e.g., per-unit, weighted, perishables) are built-in, eliminating complex customization required on general platforms.
- ****Transparent & Affordable Pricing**:** Low entry barrier with a hybrid subscription + transaction fee model.
- ****Integrated Pickup/Delivery Tools**:** Streamlined local pickup/delivery management built directly into the workflow, avoiding fragmented solutions or third-party marketplace complexities.
- ****Future-proofed Features**:** Roadmap includes advanced grocery-specific inventory and loyalty tools to support growth (e.g., dynamic pricing, local supplier integration).

Product (MVP): Your Shop, Online & Ready

- ****Guided Website Setup****: Intuitive wizard to launch a basic shop website quickly.
- ****Product Listing****: Add products with images, descriptions, prices, and simple stock toggles.
- ****Integrated Online Payments****: Securely accept credit/debit cards for online orders.
- ****Online Pickup Orders****: Customers order for in-store pickup; owners manage via simple dashboard.
- ****Mobile-First Design****: Ensures seamless customer experience on any device.
- ****Admin Dashboard****: Easy management of products, orders, and shop info.

Technology & Architecture: Scalable & Secure

- Cloud-Native (AWS/GCP) leveraging serverless functions for scalability and cost-efficiency.
- Modern Stack: Next.js (frontend), Node.js (backend), PostgreSQL (database).
- Static Site Generation for fast, resilient, and secure shop websites.
- Key Integrations: Payment gateways (Stripe, PayPal) and CDN for global performance.

Business Model: Hybrid & Flexible

- ****Hybrid Model**:** Subscription (SaaS) + Transaction Fees.
- ****Essentials Tier (\$19-\$29/month + ~2.9% transaction fee)**:** Basic website, digital payments, pickup. (Targets Maria)
- ****Growth Tier (\$49-\$79/month + ~2.5% transaction fee)**:** Adds online ordering, simple inventory, local delivery setup. (Targets Rajan)
- Transparent pricing fosters trust and allows shops to scale their features as their business grows.

Go-to-Market Strategy: Local First, Digital Reach

- ****Channels**:** Local Business Associations, Direct Mail, Targeted Online Content (SEO), Social Media, Industry Trade Publications.
- ****Launch Objectives**:** Onboard 50 active shops within 3 months of public launch; achieve 75% owner satisfaction.
- ****Expected Channel ROI**:** Targeted partnerships & direct outreach yield high conversion (10-15%); digital marketing optimized for lower CAC (\$200-\$300).
- ****Growth Loops**:** Word-of-Mouth referrals, increased online visibility for shops, and feature adoption/upselling for ARPU growth.
- Comprehensive support & onboarding for all tech literacy levels.

Key Metrics

Market

- US SAM: \$257 Billion (Online Grocery)
- Target Users: 19,000 Independent Grocers (US)

Product

- MVP: Guided website builder, payments, pickup orders
- Goal: <30 min average website setup time, drive substantial GMV for shops.

Business Model

- Hybrid: SaaS Subscription + Transaction Fees
- Essentials: \$19-\$29/month; Growth: \$49-\$79/month

Go To Market

- Channels: Local Associations, Direct Mail, SEO, Social Media
- Objective: 50 active shops in 3 months post-launch

Finance

- Projected Revenue Y1: \$688,560
- Projected Revenue Y2: \$2,913,840
- Projected Revenue Y3: \$7,387,200

Investment Ask

Amount: \$1.2 Million Seed Round

Use of Funds:

- Product Development & Engineering: 50% (\$600K) - Core team, infrastructure, feature development.
- Sales & Marketing: 30% (\$360K) - Customer acquisition, GTM execution, partnership development.
- Operations & Customer Support: 15% (\$180K) - Onboarding, support team, operational overhead.
- Contingency: 5% (\$60K)

Milestones:

- Launch MVP & onboard 50 active shops within 9 months.
- Achieve \$1 Million+ monthly GMV across all shops within 12 months.
- Scale to 3% of US SAM (approx. 570 shops) within 18 months, with growing ARPU.
- Prepare for Series A funding round by month 24.

Timeline: 18-24 months runway to achieve key growth metrics and prepare for Series A.

Next Steps

Join MarketPage in empowering local grocers to thrive in the digital age. Let's connect!