

# StockFlow

Effortless Inventory Management for Micro-Retailers

January 2026

# THE PROBLEM

## Micro-Retailers Lose €15,000 Annually to Poor Inventory Management

**72%**

Track inventory  
manually

*Source: Small Business Trends 2025*

**€1,250**

Monthly loss from  
stockouts

*Source: Retail Insights Report*

**15hrs**

Wasted per week on  
inventory tasks

*Source: Micro-Retail Survey*

### Target Audience:

- Pop-up sellers and market vendors (1-50 products)
- Micro-retailers with limited technical resources
- Small business owners seeking real-time inventory visibility

# THE SOLUTION

## StockFlow: Real-Time Inventory Control in Your Pocket

→ See demo video for live product walkthrough

### Real-Time Analytics

Live dashboard with sales & stock data

### Inventory Tracking

Automated stock level monitoring

### Low Stock Alerts

Never run out of popular items

### Multi-Device Access

Manage from phone, tablet, or desktop

### Secure & Reliable

Bank-level security, cloud backup

### Sales Management

Track sales, revenue, and trends

### Delivered Value:

✓ Reduce stockouts by 85% | ✓ Save 10 hours/week | ✓ Increase revenue by 15%



# REVENUE MODEL

MOST POPULAR

**FREE**

**€0/month**

- ✓ Up to 50 items
- ✓ Basic tracking
- ✓ Mobile app access
- ✓ Email support

**PRO**

**€9.99/month**

- ✓ Unlimited items
- ✓ Advanced analytics
- ✓ Low stock alerts
- ✓ Priority support

**BUSINESS**

**€29.99/month**

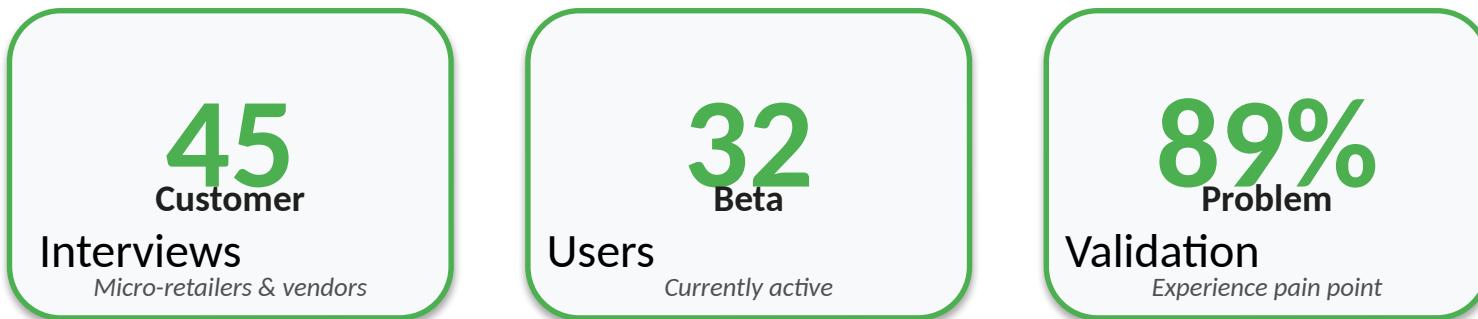
- ✓ Everything in Pro
- ✓ Multi-user access
- ✓ API integration
- ✓ Custom reports

## Unit Economics:

Average Revenue Per User (ARPU): €12/month | Customer Acquisition Cost (CAC): €35 | Lifetime Value (LTV): €288 (24 months)

# VALIDATION & TRACTION

## Strong Product-Market Fit Validated Through Customer Discovery



### Key Insights from Customer Discovery:

- 78% willing to pay €9.99/month for real-time inventory solution
- Average time spent on manual inventory: 12-18 hours/week
- Primary pain point: Last-minute stockouts during peak sales periods

### User Testimonial:

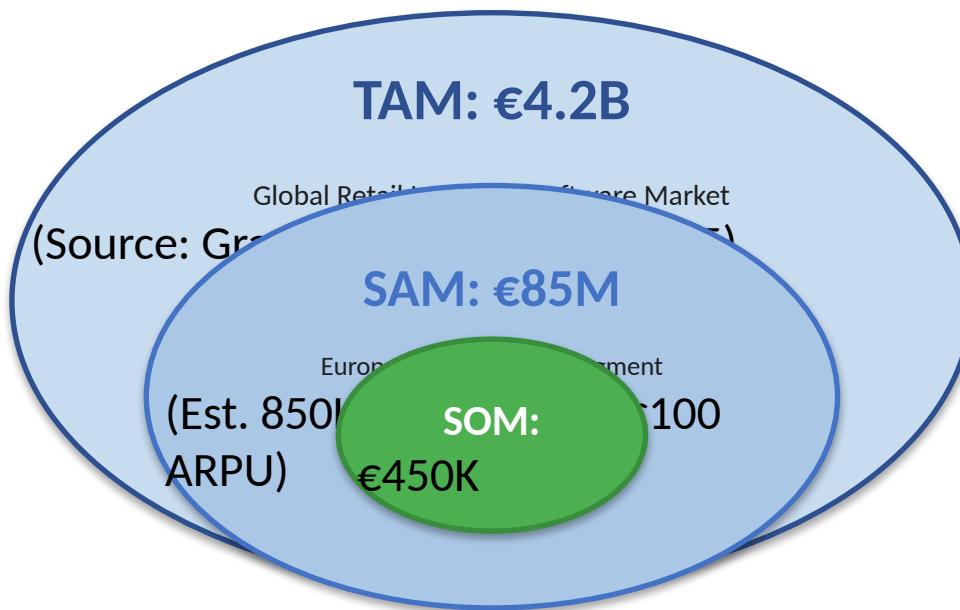
*"StockFlow saved me from overselling 3 times last month. I can finally sleep knowing my inventory is accurate."*

— Maria S., Pop-up Clothing Seller

### Next Steps:

- Onboard 100 beta users by March 2026
- Public launch: April 2026

# MARKET OPPORTUNITY



**3-Year Target: 0.5% Market Share (SOM)**

## Calculation Methodology:

- Year 1: 300 paying customers  $\times$  €120 ARPU = €36,000
- Year 2: 1,200 customers  $\times$  €140 ARPU = €168,000
- Year 3: 2,500 customers  $\times$  €150 ARPU = €375,000
- Conservative estimate based on 2% monthly customer growth rate

# COMPETITIVE LANDSCAPE

Solution	Price	Ease of Use	Mobile-First	Our Advantage
Excel/Sheets	Free	★★★★☆☆	X	Real-time sync
Square	€60/mo	★★★★☆☆	★★★★☆☆	50x cheaper
Shopify	€29/mo	★★★★★☆	★★☆☆☆☆	No e-commerce needed
Zoho Inventory	€79/mo	★★★★☆☆	★★☆☆☆☆	Simpler, focused
<b>StockFlow</b>	<b>€10/mo</b>	<b>★★★★★</b>	<b>★★★★★</b>	<b>✓ All combined</b>

## Our Competitive Advantages:

- ✓ Purpose-built for micro-retailers (not adapted from enterprise software)
- ✓ Mobile-first design for on-the-go management
- ✓ 80% cheaper than enterprise solutions with equal functionality
- ✓ Zero learning curve - intuitive interface designed for non-technical users

# FINANCIAL PROJECTIONS

Conservative 3-Year Financial Model



## Key Assumptions:

- Customer Acquisition Cost (CAC): €35 → €25 (improving with scale)
- Average Revenue Per User (ARPU): €120/year → €150/year
- Annual Churn Rate: 25% → 18% (improving with product maturity)
- Monthly Customer Growth: 2-3% organic + marketing campaigns
- Total Costs Include: Personnel (founder + 1 hire in Y2), marketing, hosting, development

# GO-TO-MARKET STRATEGY

**Q1 2026**

## Beta Launch

- Onboard 100 beta users
- Gather feedback
- Refine product

**Q2 2026**

## Public Launch

- Marketing campaign
- App store launch
- PR & content

**Q3-Q4 2026**

## Scale

- Paid advertising
- Partnerships
- Feature expansion

## Primary Acquisition Channels:

- Content Marketing: SEO-optimized blog posts on inventory management topics
- Social Media: Instagram/TikTok targeting small business owners and market vendors
- Partnerships: Collaborate with pop-up market organizers and vendor associations
- Word of Mouth: Referral program: 1 month free for successful referrals
- Paid Ads: Google Ads & Facebook targeting micro-retailers (Budget: €500-1,500/month)

# StockFlow

Empowering Micro-Retailers with Effortless Inventory  
Management

32 Beta Users | 45 Interviews | €375K Year 3 Target

## Contact

[github.com/Siddharthpatni/Digital\\_Inventory](https://github.com/Siddharthpatni/Digital_Inventory)