

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

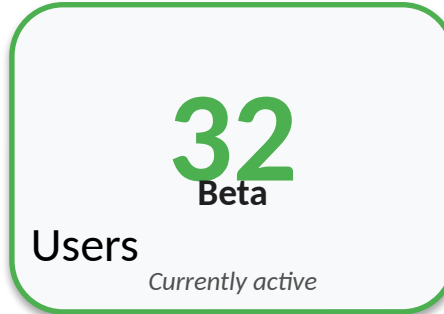
- ✓ Everything in Pro
- ✓ Multi-user access
- ✓ API integration
- ✓ Custom reports

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:

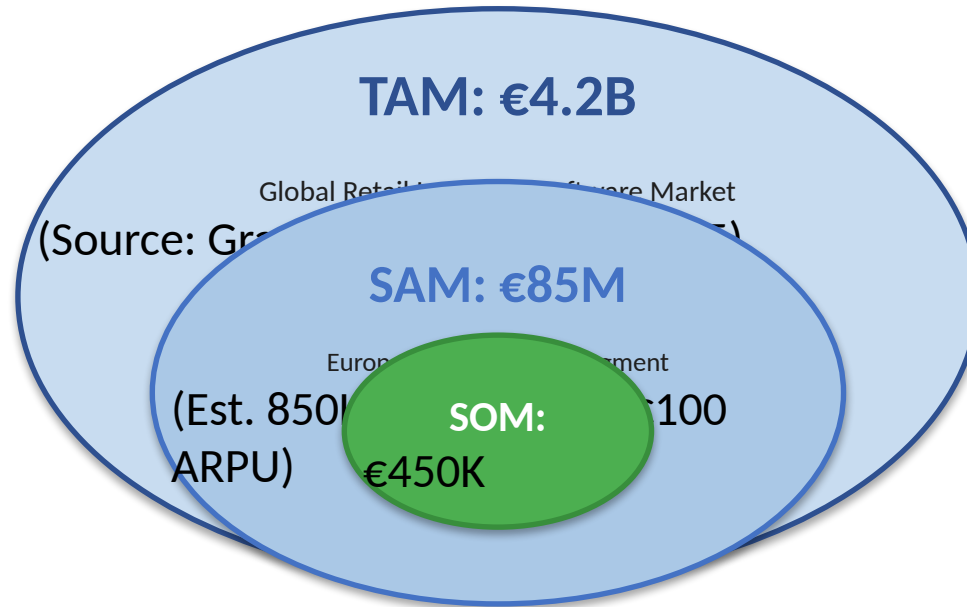
"StockFlow saved me from overselling 3 times last month. I can finally sleep knowing my inventory is accurate."

— 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 × €120 ARPU = €36,000
- Year 2: 1,200 customers × €140 ARPU = €168,000
- Year 3: 2,500 customers × €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	★★☆☆☆	✗	Real-time sync
Square	€60/mo	★★★★☆	★★★★☆	50x cheaper
Shopify	€29/mo	★★★★☆	★★☆☆☆	No e-commerce needed
Zoho Inventory	€79/mo	★★☆☆☆	★★☆☆☆	Simpler, focused
StockFlow	€10/mo	★★★★★	★★★★★	✓ All combined

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



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