



Fradel and Spies

# Pitch Deck → Presentation

Smart, Scalable, and Customer-  
Driven Digital Commerce

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## Fraud and Spies

# Market Opportunity

### Massive Growth Potential

Global e-commerce sales are projected to surpass \$8 trillion by 2027.

### Digital Adoption

80% of internet users now shop online at least once a month.

### Mobile Commerce Surge

Mobile accounts for over 60% of total e-commerce traffic.

### Logistics Evolution

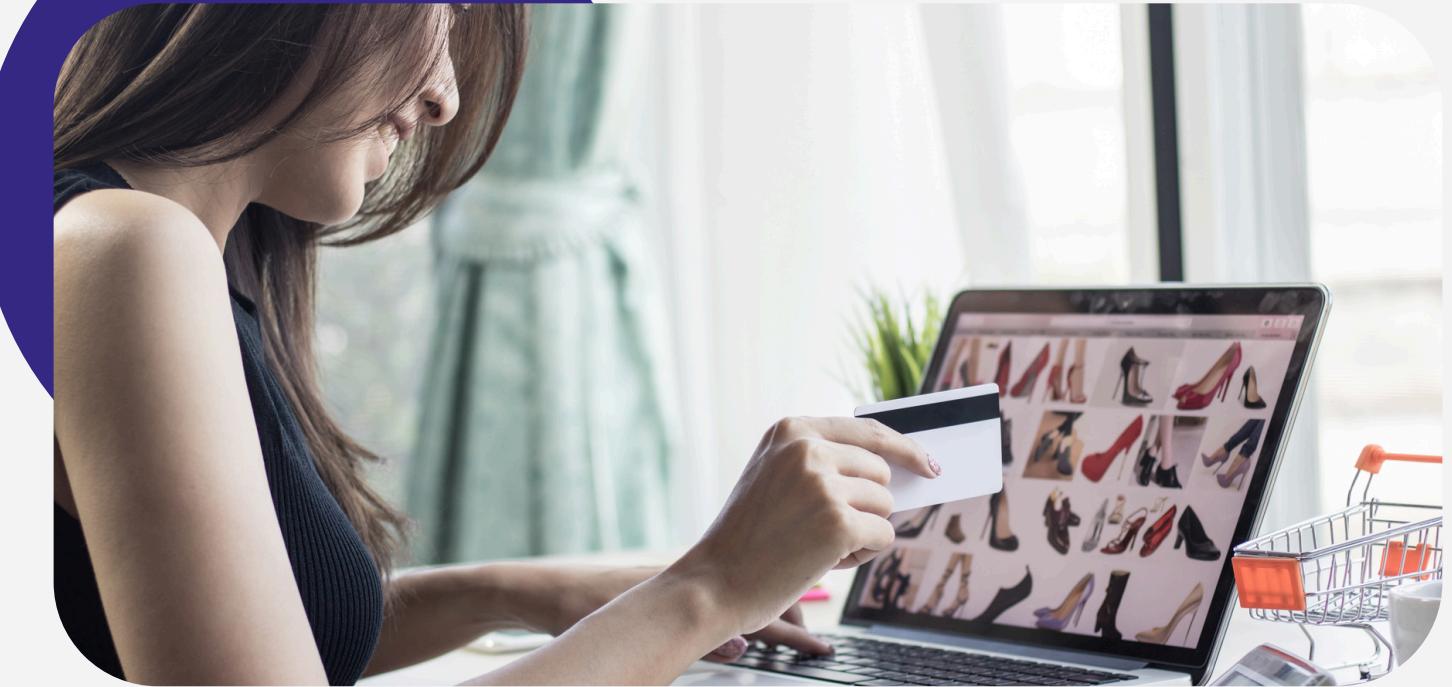
Advances in fulfillment tech and last-mile delivery open new market access.





# The Problem

Despite rapid growth, many e-commerce businesses struggle with retention, personalization, and operational efficiency. Shoppers are overwhelmed by generic experiences, delayed deliveries, and inconsistent service quality. Smaller sellers lack access to smart tools and insights to compete with large platforms. A better ecosystem is needed—one that empowers sellers and delights customers at scale.





# Our Solution

End-to-End Platform for Smarter Selling and Better Shopping



## Personalized Shopping

AI-driven product recommendations for higher conversion rates.



## Integrated Logistics

Real-time inventory, shipping, and return management in one place.



## Seller Empowerment

Tools for analytics, marketing automation, and storefront customization.



## Customer Loyalty

Built-in rewards and subscription options to increase repeat purchases.



## Fradel and Spies

Our model is designed for scalability and sustainability. We operate on a transaction-based fee combined with optional subscription tiers for enhanced seller features. Additionally, we offer revenue from logistics partnerships, advertising placements, and affiliate programs. By aligning our growth with the success of our users, we create a win-win ecosystem for long-term value.

# Business Model





# Competitive Advantage



## Unified Platform

Shopping, logistics, and analytics all in one dashboard.



## Inclusive Design

Accessible for both individual sellers and growing brands.



## Data Intelligence

Real-time insights to optimize product listings and pricing.



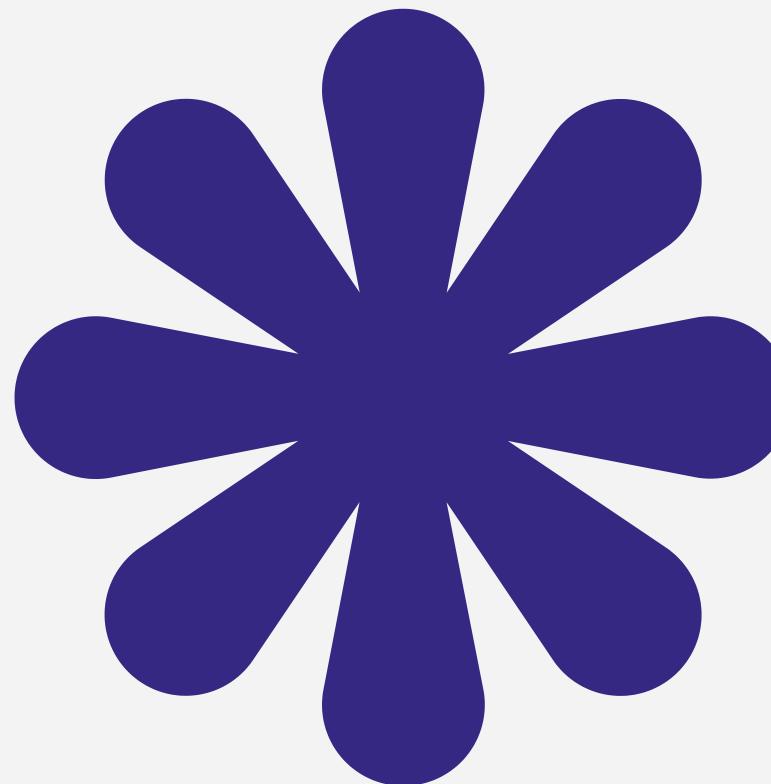
## Customer Focused

Built-in tools to boost user engagement and retention

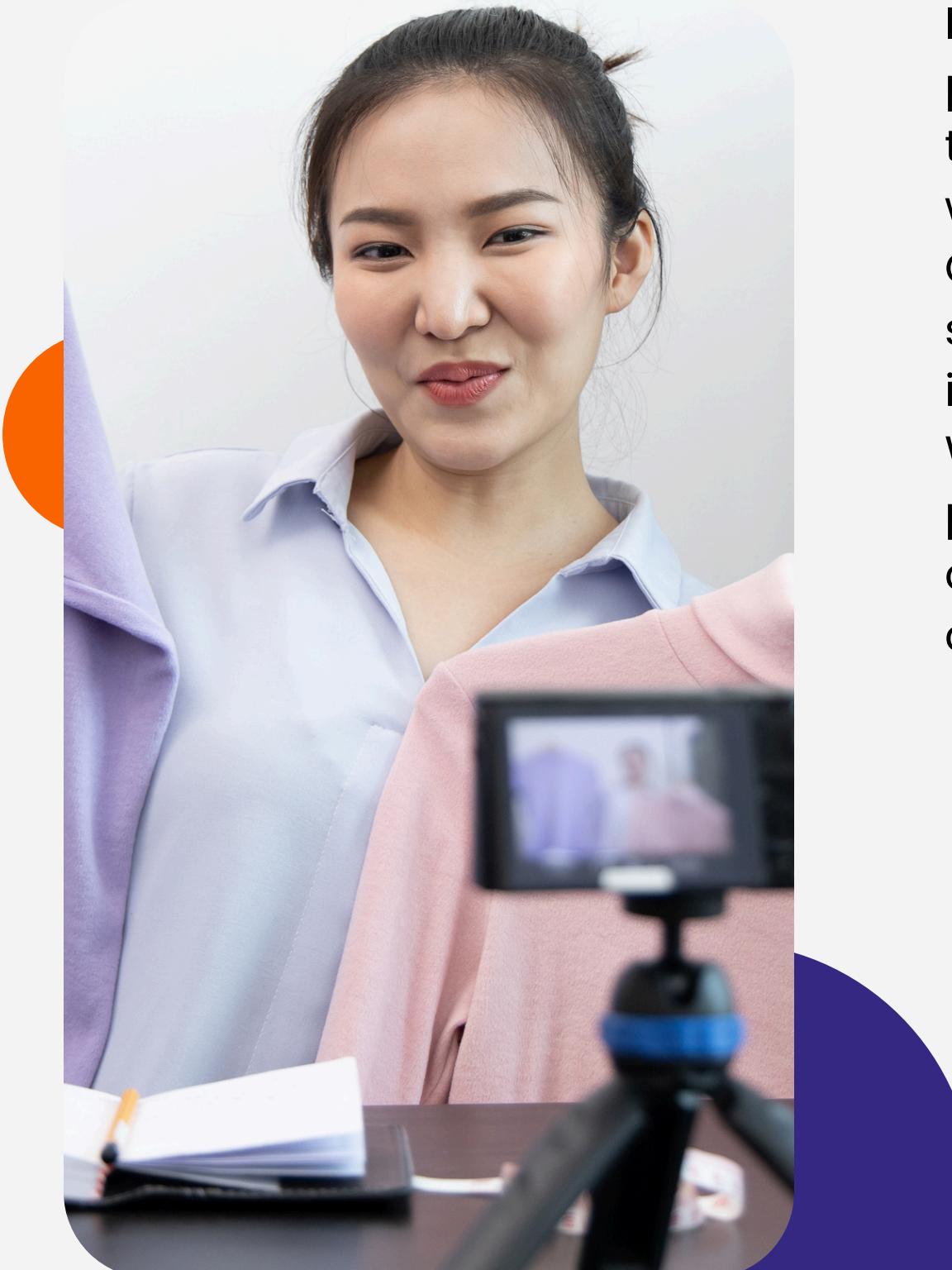
What Sets Us Apart in a Crowded Market



# Traction & Results



**Fradel and Spies**



In the past 10 months, we've processed over 600,000 transactions across 15 countries, with a 72% customer return rate. Our platform hosts 4,000+ active sellers and has seen a 3x increase in seller revenue on average. We've also established logistics partnerships to cover 80% of our current service regions, ensuring consistent delivery performance.



## Fradel and Spies



**Q1 2026**

Expand to three additional emerging markets in Asia and Africa.



**Q2 2026**

Integrate with major payment gateways and BNPL services.



**Q3 2026**

Release API for third-party logistics and e-commerce plugins.



**Q4 2026**

Launch an AI-powered seller assistant and smart pricing tool.



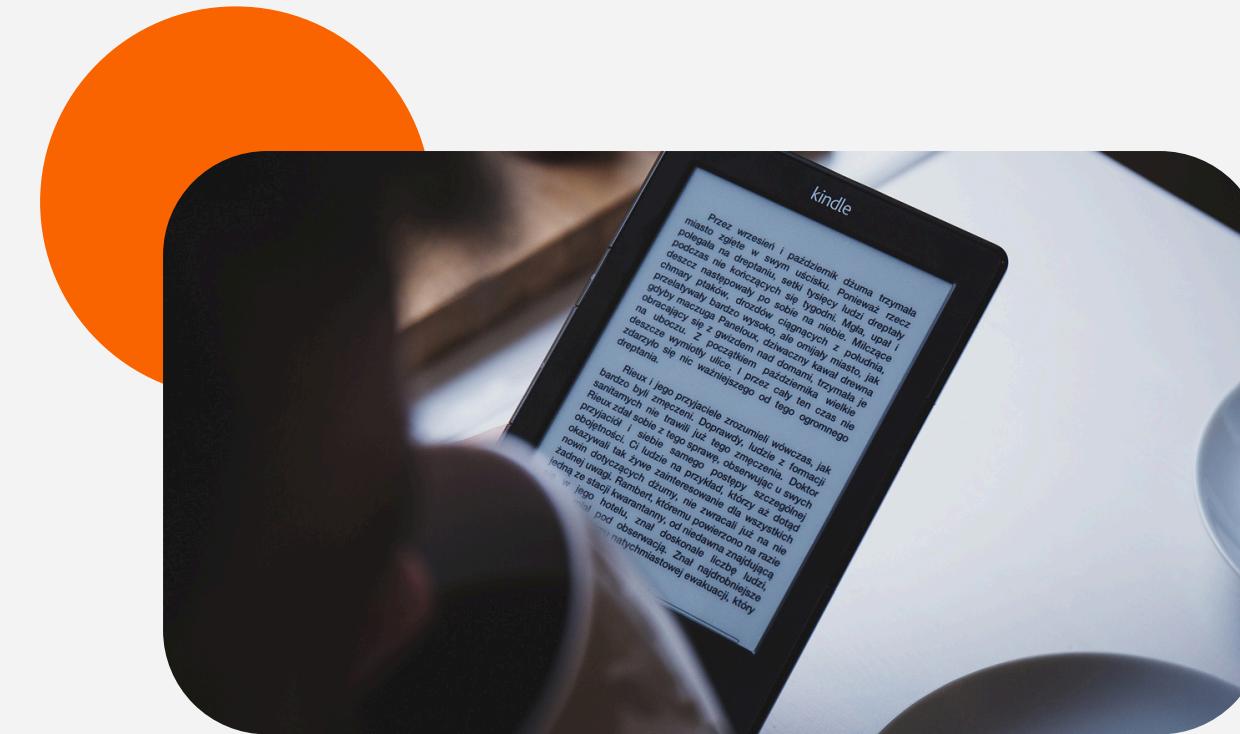
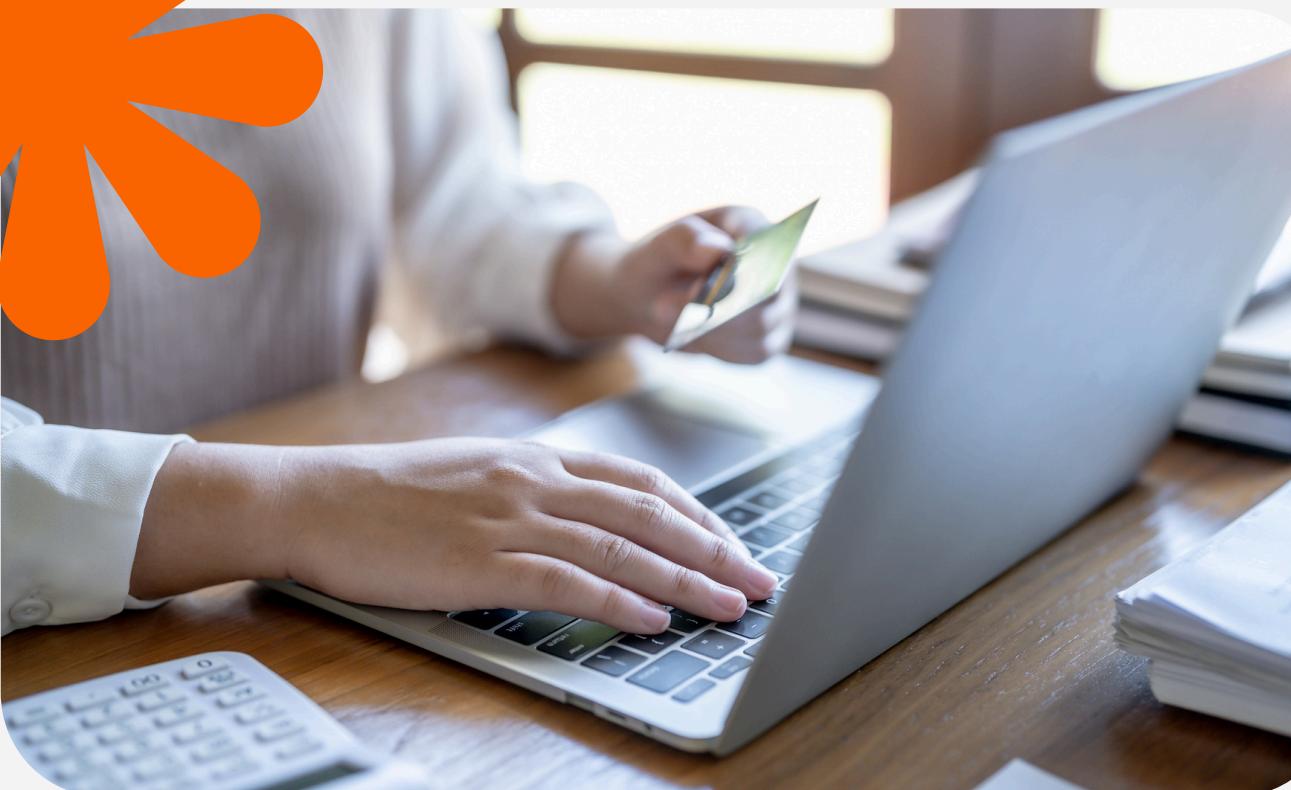
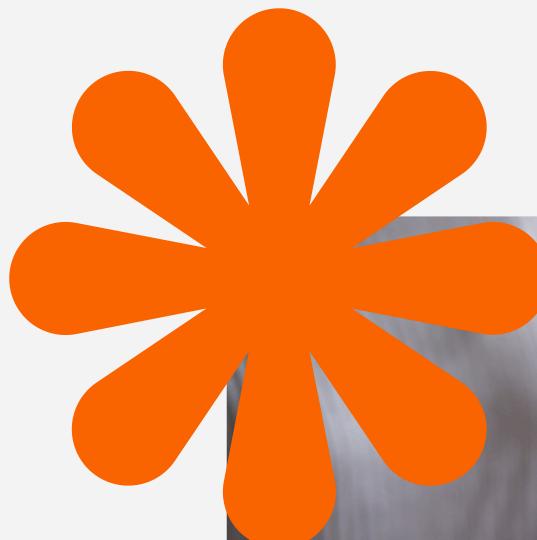
### Key Milestones in the Next 12 Months

# Roadmap & Expansion Plans





# Vision & Long-Term Impact



Our vision is to create an open, intelligent, and inclusive digital commerce ecosystem that supports entrepreneurs, enhances customer experience, and promotes fair competition. As technology continues to transform commerce, we aim to lead the evolution by focusing on trust, personalization, and accessibility—turning everyday transactions into meaningful connections.





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We're excited to shape the future of digital commerce—together.  
Let's connect and create lasting value through smart e-commerce.

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# Thank You Very Much