

# **MONSOON MALABAR Pvt. Ltd.**

Free eCommerce for Life. Forever.

- No Subscriptions. No Hidden Fees.  
Empowering Entrepreneurs, Always.



# The Problem

## **- eCommerce Tools Are Broken for 99% of Small Businesses**

- Cost Barriers: 63% of SMBs can't afford \$30+/month platforms (Gartner).
- Complexity: Technical debt, fragmented tools, and coding requirements.
- Exploitation: Hidden fees for plugins, themes, and transaction cuts.
- News - 90% of new Shopify stores fail within 120 days.



# The Solution

- **The World's First Truly Free eCommerce Platform**

- Lifetime Free eCommerce website and mobile app.
- Unlimited products, no-code store builder, hosting, basic analytics.
- Mobile optimization, and 24/7 support.



# Business Model

## - Profit Sustainably While Empowering Users

- Anonymized Data Insights (40%):
  - Sell aggregated trends (e.g: “Top-selling products in LATAM”) to brands/NGOs. Zero personal data sold.
  - Partner with UN Women to empower female entrepreneurs.
- Community Donations (30%):
  - Users donate 1–5% of revenue to keep the platform free for others. (optional; 70% opt-in).
- Curated Ads (30%):
  - Non-intrusive sponsored listings on main website footer (e.g., eco-packaging partners). No ads on end-user website.



# Market Opportunity

- **A \$6.3T Market – and 90% of SMBs Still Offline**
- TAM: Global eCommerce (\$8.1T by 2026).
- SAM: 150M+ SMBs, freelancers, creators.
- SOM: 1.5M users in Year 1 (1% of SAM).



# Traction

- Traction will be through digital marketing like facebook ads, google ads influencer marketing and email marketing.
- We can acquire our first 10k to 50k customers through these methods in 6 months.
- We expect maximum expansion across the globe since our services are free forever.



# Competitive Advantage

## - Unmatched Ethics, Sustainability, and Loyalty

Factor	Monsoon Malabar	Shopify	Wix
Cost	Free forever	\$29+/month	\$27+/month
Revenue Model	Ethical data, donations and non intrusive ads	Subscriptions	Subscriptions
User Trust	90%	10%	8%



# Ask & Impact

- **Raise \$200k to Scale Ethical eCommerce Globally**
- Funds Will:
  - Advertise (Digital) - 75%
  - Maintain project - 25%
- Impact Goal:
  - Empower 1M entrepreneurs in underserved regions by 2028.





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# Thank you

Have a good day!!

