Robert

* Use net revenue instead of gross revenue because it shows margins better
* How does your company / idea add value to the existing system (in $)
* Show how profit grows over time
* Explain why this is a good idea in a recession / why a recession helps your company
* Note that many VCs don’t fund ecommerce ideas; too fad based / transient
* Robert will review our pitch deck and forward on

Mercury Ventures

* why not buy retail / why not amazon
  + Apps have more info on when to sell - targetted
  + Convenience - already in the context of the app
    - Less effort than doing your own research
    - What you need where you need it
  + Trust - you trust the host app to have made tailored choices for you
  + Mobile first - optimized for purchasing on the go
* is this a convenience purchase or a discount purchase?
  + convenience
* are you a mobile first platform (compared to Amazon)
  + yes
* Will you hold inventory
  + Not at first, later yes to boost margins
* What exactly in percentage points is your margin
  + **15% total margin; 10% to the app, 5% for us - 3% for stripe + 5% convenience fee**
  + **Discount retailers / wholesale: 30% - 50% .. 10% to the app, offer incentives etc**
  + Are you working with wholesalers / retailers other
  + Already answered
* Unit economics per item cost
* What is the cost of onboarding apps
  + 2/7 response rate for large apps for free