



The software for profitable inventory sourcing

Inventory sourcing for Amazon Sellers is very inefficient



MANUAL & TIME CONSUMING

Tedious manual processes to compare retailer products to Amazon listings



POOR USER EXPERIENCE

Lack of key metrics for fast identification of profitable items



LIMITED TOOLS

Existing tools have limitations, **require multiple scrapes**, and provide incomplete data

Mission

To **empower** Amazon sellers **to source**
profitable stock **at scale**

Flipsourcer revolutionizes inventory sourcing with AI

Providing all the data in one place to support decision-making for profitable sourcing



AUTOMATED

Automated comparison of retailer products to Amazon listings, resulting in **no manual work** and one single interface



INSTANT

Instant display of products with comprehensive data about profitability with up-to-date information



AI-POWERED

Leveraging artificial intelligence to scrape and match relevant products for our clients

Our users gained several benefits in their decision making

Our beta testers have experienced 20% higher profits in 2 months

1. FASTER SOURCING

IMAGE OF
OVERVIEW OF
MANY PRODUCTS

Save time by eliminating waiting time
and need of multiple scrapes

2. EASIER ANALYSIS

Analysis

Top level data

category Video Games
num sellers: 4 fba: 3 fbm: 1
monthly sales 133
sales rank <1% 161

☒ N ☐ VG ☐ G ☐ A ☐ FBM

FBA - New

lowest offer	\$85.00
fees	\$17.77
profit	\$10.00
ROI	13.13%

Find all necessary product data
within one view

3. MORE PROFITABLE

Historical data

Average price

30 days: \$67.64 90 days: \$56.98 180 days: \$64.33

Sales

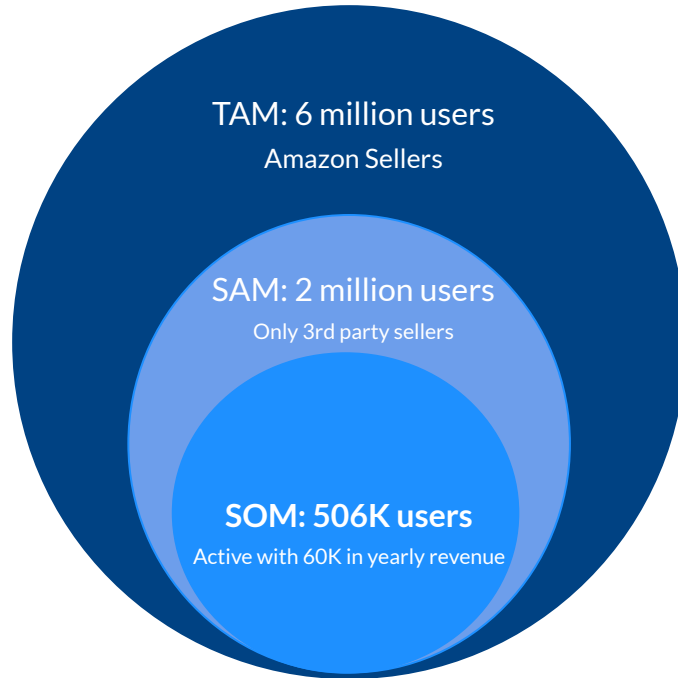
30 days: 133 90 days: 400 180 days: 761



Optimize inventory and pick
higher margins products

Vast and rapidly growing Amazon third-party seller market

+**500,000 target users** and growing market with 500,000 new sellers every year



US E-commerce market

Growing at 11.3% CAGR (2023–2027)
to reach **\$1.4 trillion worth***.

Amazon expected to own **50% market share**.

Scalable Business Model and Diversified Revenue Streams

SaaS model for recurring revenue and affiliated network for commission on sales

Monthly Subscription

Starting at 89\$

Affiliation Commission

10% on volume


REVENUE AND CLIENT PROJECTIONS

$$\begin{array}{ccccccc} \mathbf{25,300} & & \mathbf{1068\$} & & \mathbf{+151M\$} & & \mathbf{10\%} \\ \text{Customers} & \times & \text{Average Revenue*} & + & \text{Orders Volume} & \times & \text{Commission} \\ (5\% \text{ of SOM*}) & & & & (10\% \text{ of sellers}) & & \\ & & & & & & = \end{array}$$

42M+
Revenue in 5 years

Flipsourcer differentiates by speed and reliability of service

Leveraging AI for better matching and personalisation for sellers

	Funding	Loading Time	Background Scraping	Advanced Analytics	AI-powered matching	Real-time filtering	Pricing (monthly)
 FLIPSOURCER	–	Instant	✓	✓	✓	✓	\$89
SourceMogul	175K	15 min	✓	✓	×	×	\$97
Tactical Arbitrage	N/A	10 min	×	×	×	✓	\$89

Our Go-To-Market leverages proven channels

Through affiliation networks, and users' referrals we can ensure a sustainable CAC

LAUNCH

Distribution Channels

- Affiliation Networks
- Referrals
- Direct

Marketing Tactics

- Free Trials
- Discounts
- Referral Benefits

GROWTH

Distribution Channels

- Marketplaces
- Content Marketing
- Affiliation Networks
- Social Media Marketing
- Referrals

Marketing Tactics

- Blog & Videos
- Influencers
- Webinars
- Email Marketing
- Partnerships

Our roadmap for becoming the one-stop shop for e-sellers

All you need from discovery, sourcing, analysis and reporting

Q1 2023

MVP Building

200 listed products

Q3 2023

Early Revenue & Version 2.0

25+ paying users
10,000 listed products

1H 2024

Break-Even

150+ paying users
MRR: \$13.350

Q2 2023

Validation

50+ beta users

Q4 2023

Fundraising

1M pre-seed
MRR: \$7.500

2H 2024

Profitability

250+ paying users
MRR: \$22.250

Solo-founder with experience in building tech products

Key insights into the challenges faced by Amazon Sellers



Kelvan Brandt

8+ years experience in software development

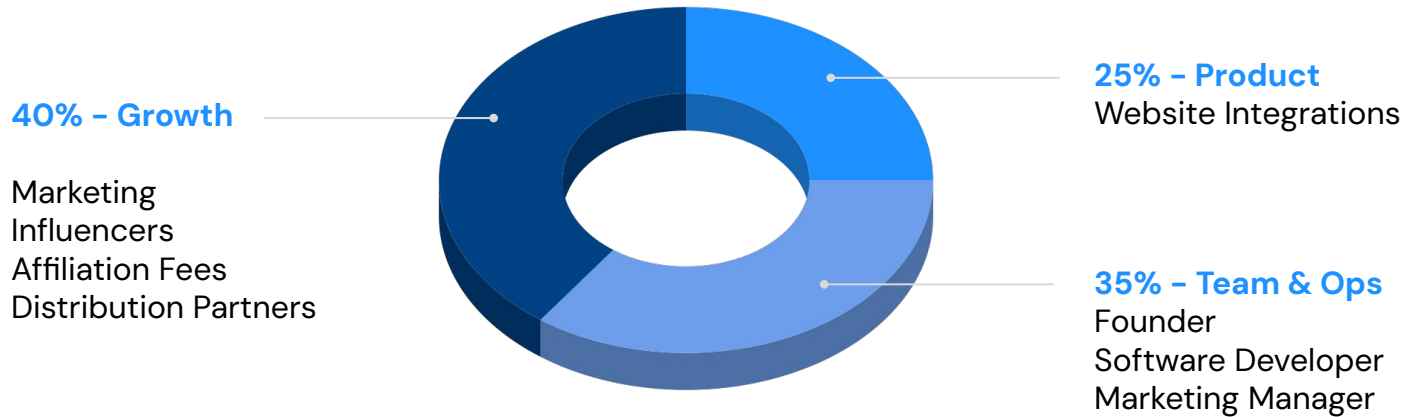
5+ years experience in e-commerce

Previous Amazon Seller

2nd time founder

Raising 1M pre-seed to scale user growth and reach

Keeping a strong lean team to expand and reach profitability in the next 16 months





Thank you, let's help Amazon sellers together.

kelfan@flipsourcer.com