

# LeanChain

Intelligent Supply Chain for SMEs

Supply chain clarity for small businesses

## Jane Smith

Founder & CEO

ex-LogiTech Product Manager, MBA – MIT '15

### Email

[jane@leanchain.ai](mailto:jane@leanchain.ai)

### LinkedIn

[linkedin.com/in/janesmith](https://linkedin.com/in/janesmith)

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### Contact

[jane@leanchain.ai](mailto:jane@leanchain.ai)








# The Problem

## SME Operations Face Daily Chaos

An operations manager frustrated by manual processes and data silos. Businesses report these key pain points from our interviews:

 78% of SMEs struggle with inventory accuracy

-  Forecasting gaps: Excel spreadsheets cause errors and outdated plans
-  Data silos: Disconnected ERPs/systems mean no single source of truth
-  Inventory issues: No real-time view leads to stockouts, overstocking, missed sales
-  Operational drag: Teams waste hours reconciling data instead of planning
-  Manual forecasting and inventory planning leads to constant errors and blind spots

**These inefficiencies constrain growth and profitability for SMEs**



# Market Validation

This Pain is Real & Widespread

 **\$1.1T lost annually due to poor inventory management**

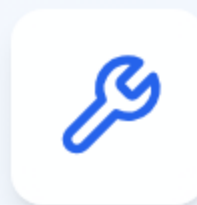
✔ "Every ERP sucks. All of them." – r/ERP community member

✔ 40%+ ERP rollouts fail within first year (Capterra study)

✔ Most SMEs still rely on Excel + QuickBooks workarounds

✔ Inventory mismatches average 50–100+ units monthly

✔ SAP/Odoo implementations cost \$50k–\$100k+ to customize



# Our Solution

## Excel-First Planning & Inventory Sync Tool

LeanChain provides an Excel-first planning & inventory sync tool. Users start with their existing Excel forecasts and click to import them into our platform.

 90% setup reduction vs traditional ERP

- ✓ Seamless Excel integration: Import/export forecasts with one click
- ✓ Real-time sync: Instant updates across ERPs, warehouses, and sales platforms
- ✓ Multi-channel support: Integrates Shopify, Amazon, WooCommerce, and more
- ✓ Unified dashboard: Consolidated view of inventory, POs, forecasts, and KPIs
- ✓ Intuitive, spreadsheet-like interface means teams can adopt it immediately



# Business Model

Scalable SaaS with Predictable Revenue

LeanChain is a cloud-based SaaS with tiered pricing based on company size and features.

 **Unit economics: 85% gross margin, 24-month payback**

- ✓ Tiered subscription: Basic, Pro, Enterprise plans (per-company, monthly)
- ✓ API addons: Premium plans include API access and custom integration support
- ✓ Usage-based: Pricing scales with number of channels or transaction volume
- ✓ Professional services: Optional setup and training for complex cases (minimal)
- ✓ No large upfront license fees, making sales simple



# Secret Sauce

Plug-and-Play Simplicity

Our secret is plug-and-play simplicity combined with deep integration.

 [Days to deploy, not months](#)

- ✓ Adapters galore: Ready-made connectors for SAP, Odoo, QuickBooks, Shopify, WooCommerce
- ✓ Excel-like UI: Familiar spreadsheet workflow; zero training required
- ✓ Rapid onboarding: Guided setup wizard – typically live in 1–2 weeks
- ✓ Continuous sync: Automated two-way data flow and smart alerts for discrepancies
- ✓ Integration takes minutes, not months



# Market Size

Large SMB Segment Opportunity

Our focus is on the large SMB segment in the US/EU e-commerce and light manufacturing sectors.

[📊](#) TAM: \$15B | SAM: \$3B | SOM: \$5M Year 1

- ✓ TAM: 5M US/EU SMEs in target sectors (\$15B software market)
- ✓ SAM: 500k companies actively pursuing SCM software (\$3B)
- ✓ SOM (year1): 1,000 pilot SMEs (\$5M potential ARR at our price)
- ✓ Vertical focus: Omnichannel retailers, consumer goods mfg, electronics, hardware
- ✓ Key verticals: retail/distribution, consumer products, electronics, D2C brands



# Go-to-Market Strategy

Community, Partnerships & Product-Led Growth

[Multi-channel acquisition strategy](#)

- ✓ Community & content: Reddit/LinkedIn groups, blog posts, SEO targeting supply chain pain points
- ✓ ERP partnerships: Joint marketing with consultants and VARs (Odoo/NetSuite/SAP partners)
- ✓ Product-led growth: Self-serve trials and demos to let teams adopt LeanChain organically
- ✓ Events/webinars: Present at industry meetups, e-commerce/retail conferences for visibility
- ✓ Bottom-up adoption through operations teams championing internally





# Competitive Landscape

Positioned Between Heavy ERPs & DIY Spreadsheets

[📊](#) Fast to deploy, easy to use, tailored for modern SMBs

Feature	SAP Business One/Oracle	Odoo (Open ERP)	LeanChain
Deployment time	Months (consultants)	Weeks (technical)	Days (self-serve setup)
ERP integration	Built-in, but proprietary	Modular (custom APIs)	Plug-and-play adapters
User interface	Complex ERP modules	Dashboards/Forms	Spreadsheet-first UI
Target segment	Large enterprises/SMBs	SMBs/Tech-savvy	SMBs (e-com/mfg focus)
Requires consulting	Yes	Often	No (DIY)
Cost structure	High license + fees	Low license/SaaS	Competitive SaaS



# Our Team

Startup Experience + Supply Chain Expertise

Our founding team blends startup experience with supply-chain expertise.

 Team goal: 5 people by end of Year 1



**Jane Smith**  
CEO

Ex-LogiTech Product Manager (MBA, MIT '15), 6 years in SCM software

[jane@leanchain.ai](mailto:jane@leanchain.ai)



**John Smith**  
CTO

Ex-CloudApp Senior Engineer, 10+ years in enterprise SaaS (BS Stanford)



**Dr. Anne Nguyen**  
Advisor

PhD Operations Research (Stanford), former Deloitte SCM leader



**Mark Lee**  
Advisor

15 years in manufacturing & retail logistics, ex-FlexCorp VP

## Now Hiring:

Lead Full-Stack Developer

Growth Marketing Specialist



# The Ask

Co-Founder, Partnerships & Pilot Customers

We're not raising funding yet; our immediate need is people and partnerships.

- ✓ Co-founder/CTO: Enterprise SaaS experience (especially data engineering or analytics)
- ✓ Strategic partners: ERP implementers, industry advisors, and pilot customers
- ✓ Pilot customers: E-commerce/retailers and manufacturers to validate and refine our product
- ✓ If LeanChain's vision resonates, let's connect!



**Email**

[jane@leanchain.ai](mailto:jane@leanchain.ai)



**LinkedIn**

[linkedin.com/in/janesmith](https://linkedin.com/in/janesmith)



**Website**

[leanchain.eu](https://leanchain.eu)

Let's simplify supply chains together!