

TradeWizz

A Bridge for E-Commerce, An Engine for Impact

Information Memorandum

Content Overview

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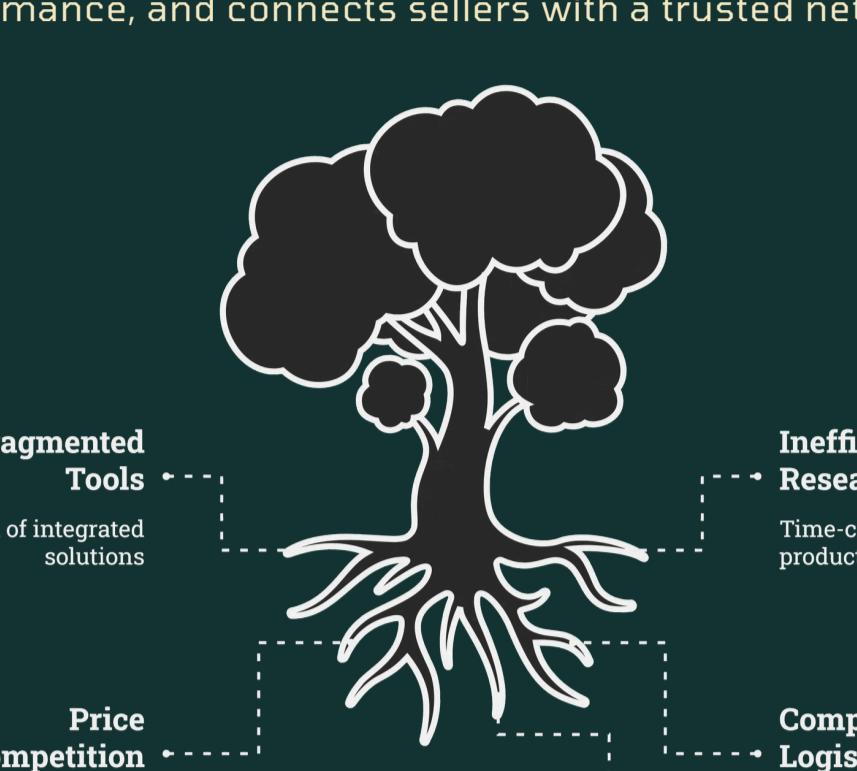


I. Executive Summary

TradeWizz is an emerging e-commerce SaaS platform poised to revolutionize online selling by empowering businesses with AI-driven tools, a curated network of efficient and sustainable suppliers, and a commitment to making a positive social impact. We are seeking **\$150,000** in pre-seed funding to accelerate platform development, expand our market reach, and build a more responsible and equitable e-commerce ecosystem.

Company Overview and Mission

At TradeWizz, we're on a mission to redefine e-commerce. With AI at our core and efficient sourcing in our DNA, we're uniting sellers, artisans, and NGOs to drive sustainable growth and social impact.

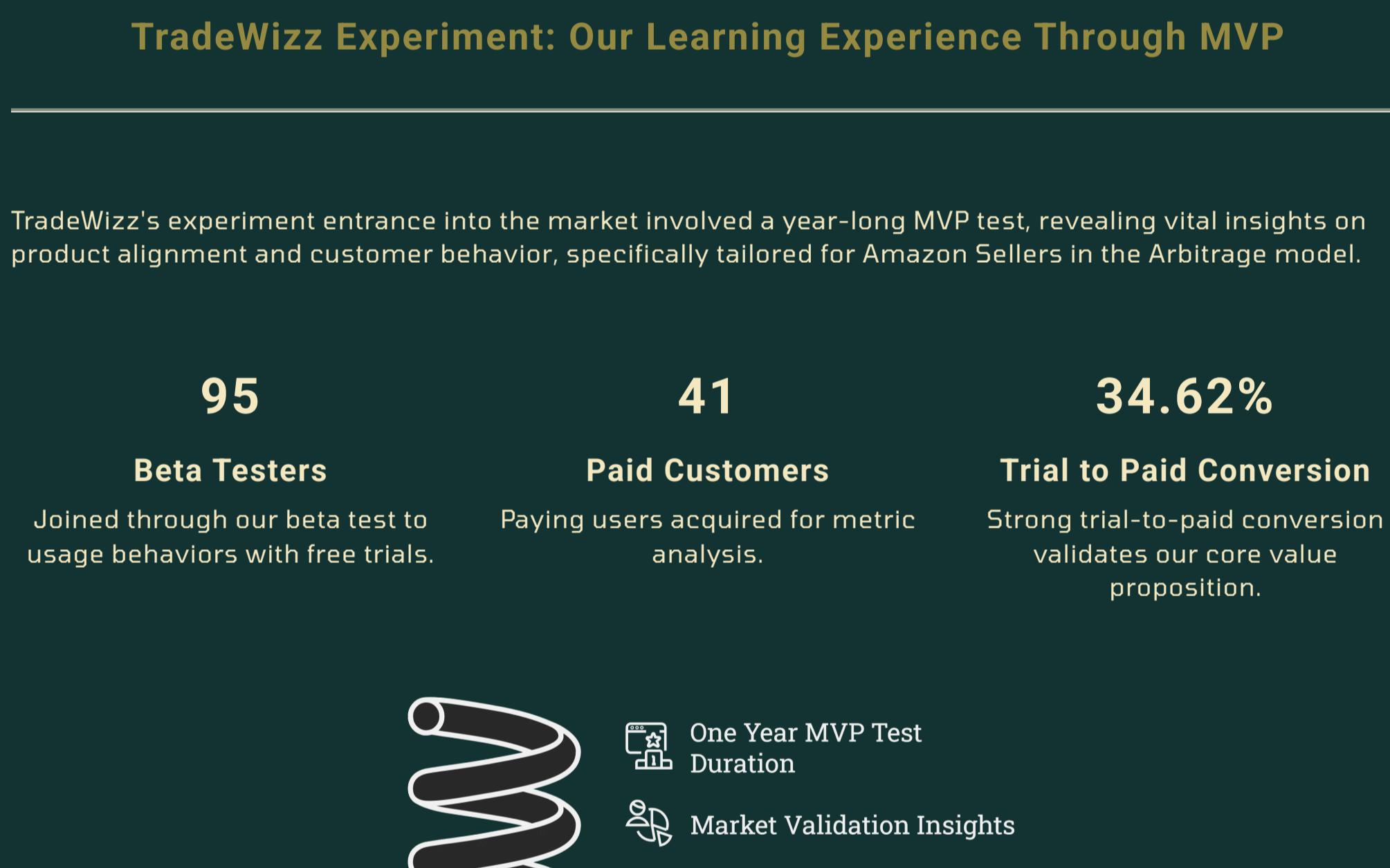


Problems: Complex and Danger Land of E-Commerce

Today's e-commerce landscape is increasingly complex and competitive. Online sellers face numerous challenges, including inefficient product research, fierce price competition, complicated logistics, and the growing consumer demand for safely sourced products. Existing solutions often fall short, offering fragmented tools that lack intelligence, automation, and a commitment to social responsibility. TradeWizz addresses these pain points by providing a comprehensive, AI-powered platform that streamlines operations, optimizes performance, and connects sellers with a trusted network of suppliers.

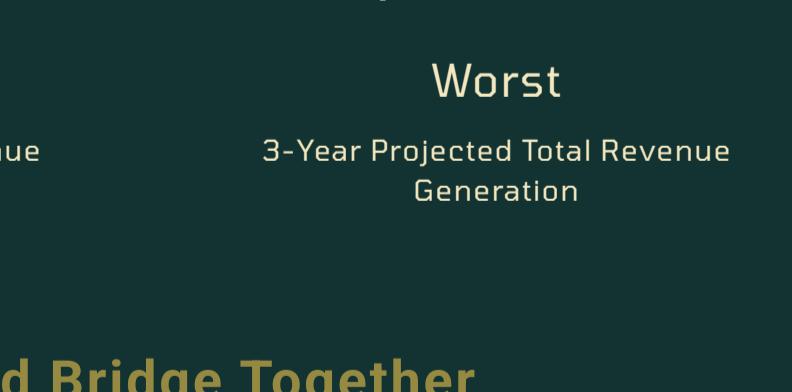


Solution: TradeWizz Unique Vision for E-Commerce Ecosystem



E-Commerce SaaS Market: A Thrilling Fusion of Tech and Unprecedented Growth

TradeWizz is initially targeting the vast and growing market of Amazon sellers, representing a significant portion of the global e-commerce market. We will subsequently expand to serve sellers on other major platforms like Shopify, Etsy, and eBay. The global e-commerce SaaS market is projected to reach **USD 29.82 billion by 2032**, growing at a **CAGR of 15.52%**. This rapid growth, coupled with the increasing demand for efficient and sustainable business practices, creates a substantial opportunity for TradeWizz.



TradeWizz Experiment: Our Learning Experience Through MVP

TradeWizz's experiment entrance into the market involved a year-long MVP test, revealing vital insights on product alignment and customer behavior, specifically tailored for Amazon Sellers in the Arbitrage model.

95

Beta Testers

Joined through our beta test to usage behaviors with free trials.

41

Paid Customers

Paying users acquired for metric analysis.

34.62%

Trial to Paid Conversion

Strong trial-to-paid conversion validates our core value proposition.



One Year MVP Test Duration

Market Validation Insights

Strategic Direction

Pre-seed Funding Strategy

Diversification Plans

13.5%

Churn Rate

One year average churn rate of our customers.

7.41x

LTV:CAC Ratio

Demonstrates the long-term value and sustainability of our product.

\$7.32

Customer Acquisition Cost

Low customer acquisition cost shows our marketing works well for scaling.

\$8.50M

Best

3-Year Projected Total Revenue Generation

\$6.76M

Base

3-Year Projected Total Revenue Generation

\$5.01M

Worst

3-Year Projected Total Revenue Generation

TradeWizz Future: Solid Financial Model to Growth

TradeWizz's financial model offers a detailed, data-driven approach to forecasting and valuation. The rigorous analysis provides a comprehensive view of the company's potential, instilling confidence in investors. This valuable tool supports strategic decision-making and highlights TradeWizz's commitment to sustainable growth.

Revenue Projections

Report Insights

USD 9.4 BILLION 2024

USD 29.82 BILLION 2032

CAGR 15.52% 2024-2032

Scenarios: Best Optimal Worst

TradeWizz Ecosystem: Let's Build Bridge Together

The DCF method provides a robust and theoretically sound approach to valuing TradeWizz. The chosen parameters, including the 50% WACC and 2.4% terminal growth rate, reflect the specific risks and opportunities associated with the company and its industry. The resulting valuation provides a reasonable estimate of TradeWizz's intrinsic value, based on its projected future cash flows and the inherent risks involved. The different scenarios provide a range of potential outcomes, allowing investors to assess the investment opportunity based on their own risk tolerance and expectations.

Funding Ask \$1,874,928.61 DCF Valuation - Worst Case

Share Offer \$3,178,470.96 DCF Valuation - Base Case

Break Even \$4,493,337.74 DCF Valuation - Best Case

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R&D **G&A** **Marketing** **System Cost**

Funding Ask \$150,000 **Share Offer** %10 **Break Even** 5th - 7th Quarter

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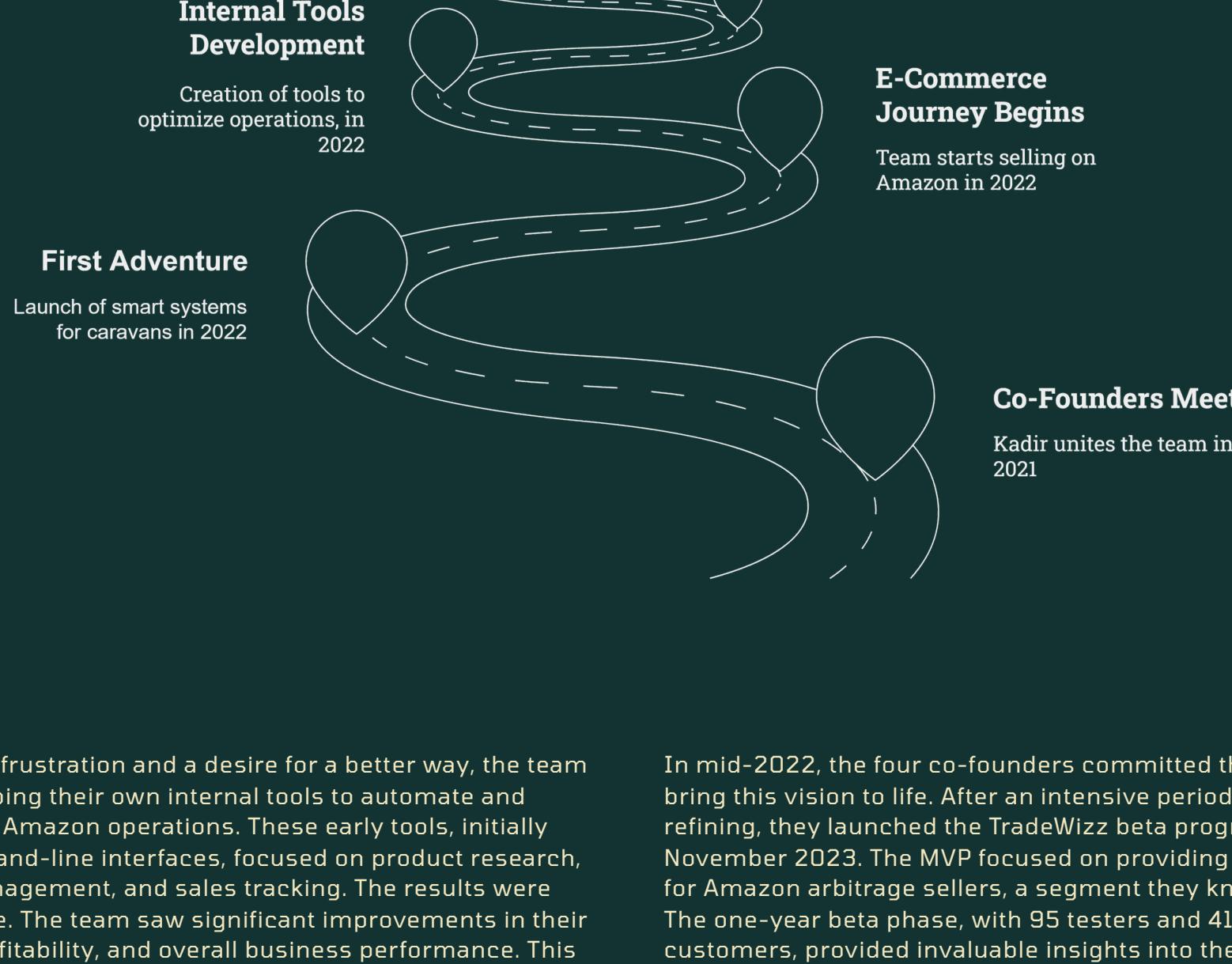
II. Company Overview

TradeWizz Roots: Our Experiences, Our Story

The TradeWizz story is rooted in the shared vision and complementary skills of its four co-founders. Their journey began during their university years, where Kadir and Burak collaborated on the AIESEC management board, gaining valuable experience in leadership and organizational management. Meanwhile, Onur and Ramazan were already immersed in the world of software development, collaborating on various projects, including those supported by TÜBİTAK. Recognizing the synergy between their diverse skill sets, Kadir brought the four together in late 2021, laying the foundation for their entrepreneurial journey.

Their first venture focused on developing smart software systems for caravans. This endeavor led them to establish their first company, a Turkish Limited Company, within the framework of Dokuz Eylül University. This early experience provided invaluable lessons in entrepreneurship, product development, and team dynamics.

While pursuing this initial venture, the team also embarked on an e-commerce journey as Amazon sellers. It was through this firsthand experience that they encountered the numerous challenges faced by online retailers: time-consuming manual processes, complex data analysis, fierce competition, and the difficulty of sourcing products sustainably. They searched for existing solutions but found that most available platforms were either too basic, too expensive, or lacked the comprehensive features they needed.



Driven by this frustration and a desire for a better way, the team began developing their own internal tools to automate and optimize their Amazon operations. These early tools, initially simple command-line interfaces, focused on product research, inventory management, and sales tracking. The results were transformative. The team saw significant improvements in their efficiency, profitability, and overall business performance. This sparked the idea to transform their internal solutions into a comprehensive, user-friendly platform that could empower other e-commerce businesses. Thus, TradeWizz was born.

In mid-2022, the four co-founders committed themselves to bring this vision to life. After an intensive period of building and refining, they launched the TradeWizz beta program in November 2023. The MVP focused on providing robust support for Amazon arbitrage sellers, a segment they knew intimately. The one-year beta phase, with 95 testers and 41 paying customers, provided invaluable insights into the market's needs, allowing the team to further refine the product roadmap and solidify the financial model.

TradeWizz Core: Our Unshakable Values to Navigate

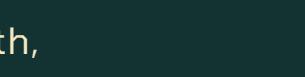
Our DNA



Efficient Commerce



AI Innovation



Customer Empowerment



Sustainability



Transparency

Our Mission

To empower e-commerce businesses with an AI-driven platform that simplifies operations, optimizes performance, and promotes reliable and sustainable growth, in alignment with the UN's Sustainable Development Goals.

Our Vision

To become the leading global e-commerce platform, recognized for its innovative technology, commitment to social responsibility, and the success of its users, shaping the future of reliable and sustainable online selling.

TradeWizz Architects: Founding Team Summary

TradeWizz is led by a passionate and experienced founding team with a proven track record in e-commerce, software development, and AI.



Kadir Zeyrek

Co-Founder & Strategy Lead

A Google AI & Tech Academy scholar and certified Agile Master with 7 years of business experience. Kadir expertly manages TradeWizz's operations, driving efficiency. His 3 years in an international trade tech startup shaped his expertise.

Burak Can Polat

Co-Founder & Product Visionary

Burak oversees TradeWizz's financial strategy and guides AI implementation, leveraging his Master's degree in AI. He ensures the platform's financial health and technological advancement.



Onur Polat

Co-Founder & Tech Lead

Onur directs TradeWizz's technology roadmap, leveraging 5 years of software development experience. He prioritizes features and integrations, ensuring a scalable and robust platform for users.

Ramazan Seyhan

Co-Founder & Engineering Lead

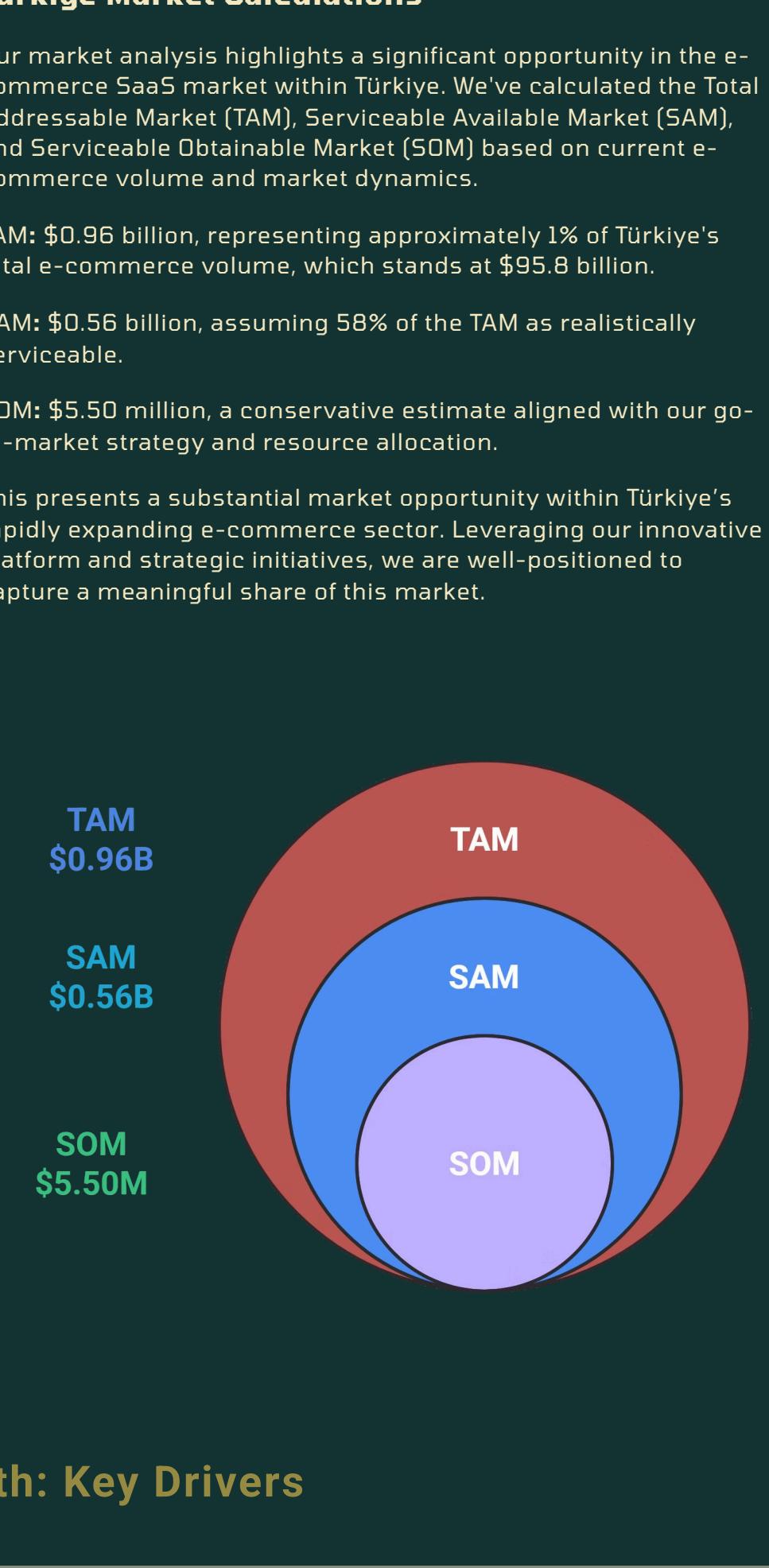
Ramazan, a 10-year software veteran, leads TradeWizz's platform development. His experience from top Turkish companies ensures a user-friendly, high-performance e-commerce platform.

III. Market Analysis

Red and Reach Ocean: The E-commerce SaaS Market, A Rapidly Expanding Landscape

The global e-commerce SaaS market is experiencing exponential growth, projected to reach \$12.7 billion by 2027 at a 13.2% CAGR. Some analyses forecast even faster growth, up to \$29.82 billion by 2032 at a 15.52% CAGR, or over \$50 billion by 2033 at a 16% CAGR. This dynamic market has significant growth potential.

2027		Market projected to reach \$12.7 billion
2032		Market forecasted to reach \$29.82 billion
2033		Market expected to exceed \$50 billion



TAM - SAM - SOM Calculations

Global Market Calculations

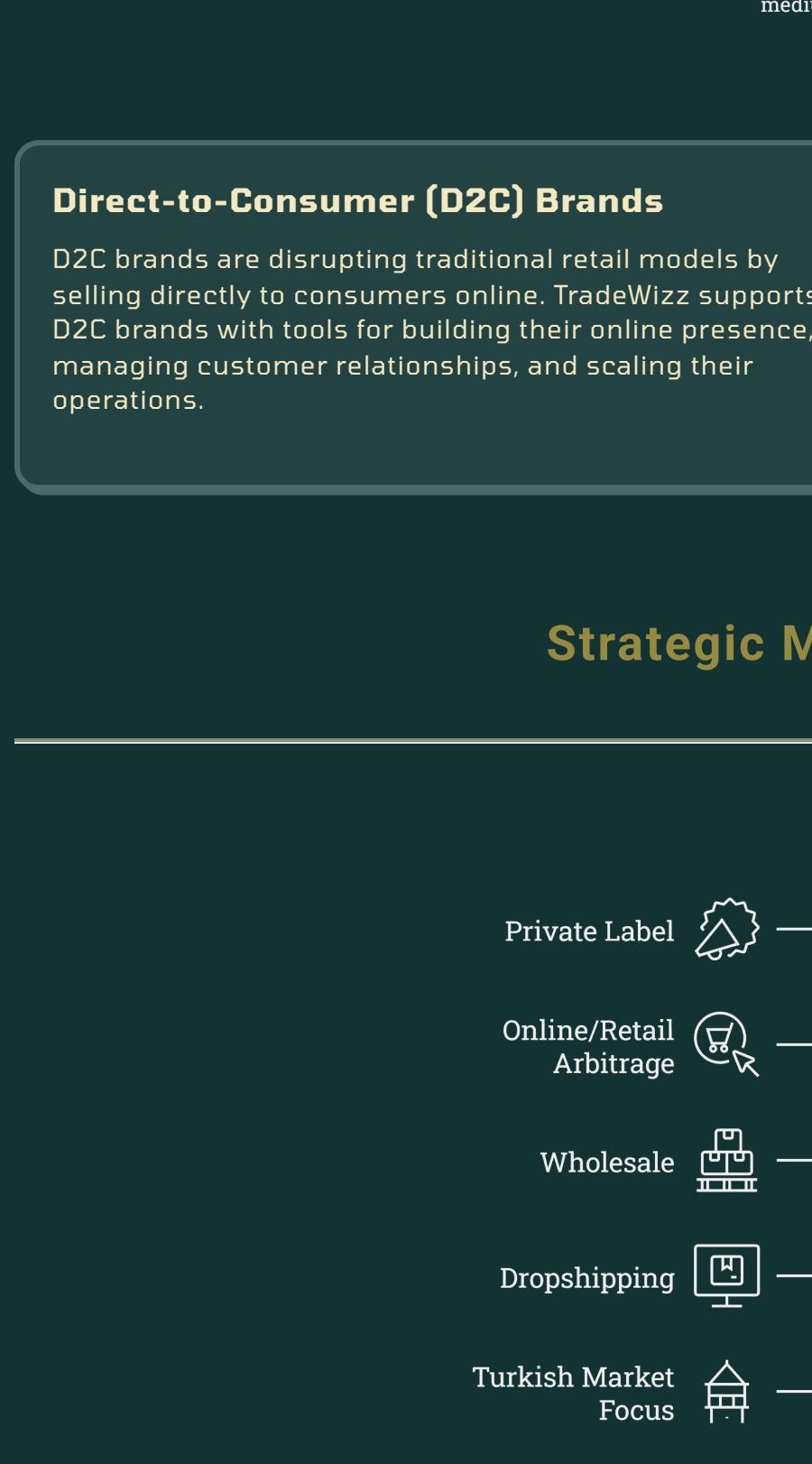
Our market analysis shows a \$12.7 billion opportunity in the e-commerce SaaS market by 2027. We've calculated our Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM).

TAM: \$12.7 billion, based on industry growth projections and broader market analyses.

SAM: \$7.37 billion, focusing on the sustainable e-commerce segment.

SOM: \$2.75 billion, a conservative estimate based on our go-to-market strategy and resource constraints.

This demonstrates a significant market opportunity, especially in the growing e-commerce space. Our innovative platform and strategic approach will enable us to capture a meaningful share of this market.



Türkiye Market Calculations

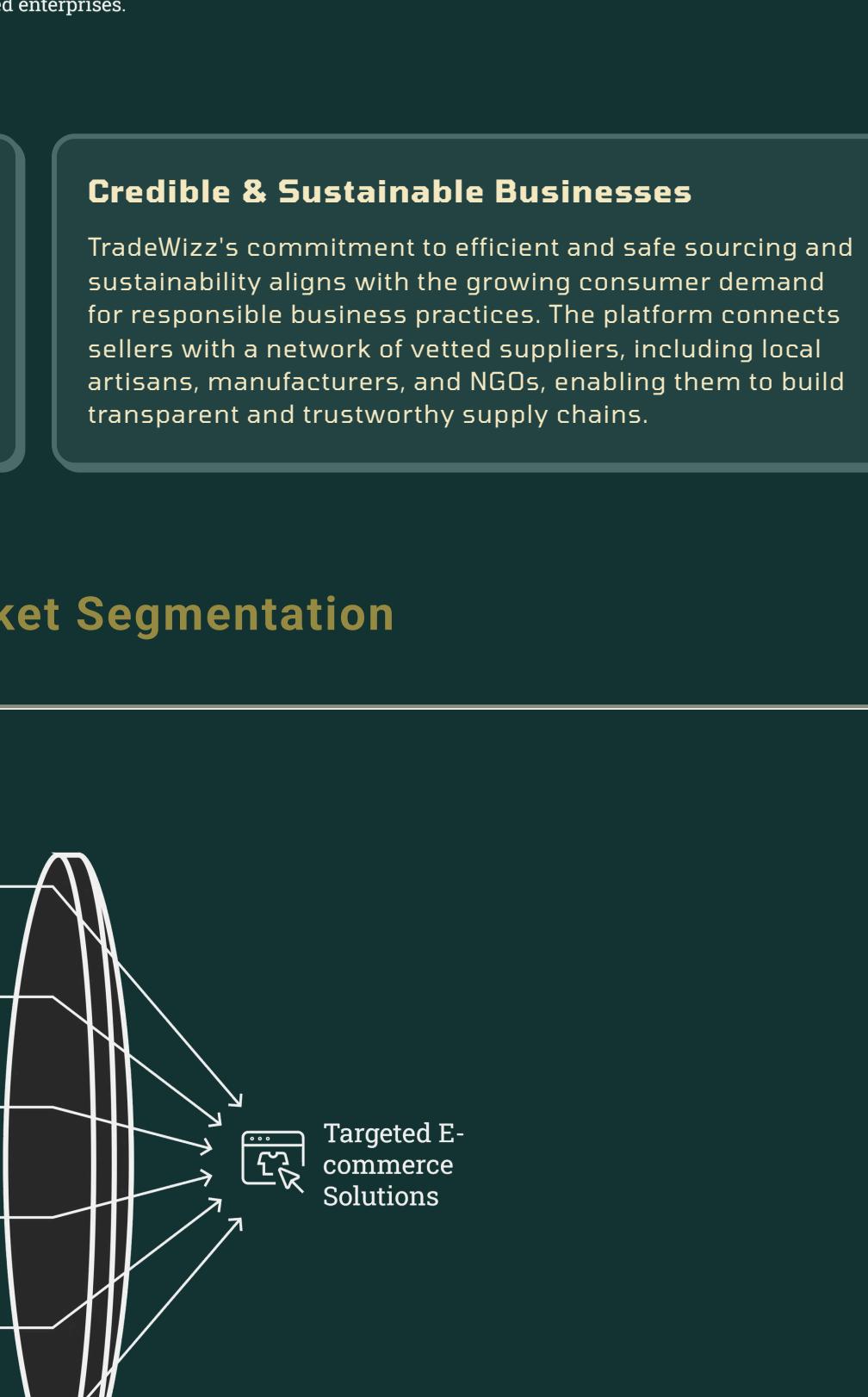
Our market analysis highlights a significant opportunity in the e-commerce market within Türkiye. We've calculated the Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM) based on current e-commerce volume and market dynamics.

TAM: \$0.96 billion, representing approximately 1% of Türkiye's total e-commerce volume, which stands at \$95.8 billion.

SAM: \$0.56 billion, assuming 58% of the TAM as realistically serviceable.

SOM: \$5.50 million, a conservative estimate aligned with our go-to-market strategy and resource allocation.

This presents a substantial market opportunity within Türkiye's rapidly expanding e-commerce sector. Leveraging our innovative platform and strategic initiatives, we are well-positioned to capture a meaningful share of this market.



Engines of Growth: Key Drivers

- Explosion of E-commerce:** The continued shift towards online shopping, accelerated by the pandemic, is driving businesses of all sizes to adopt e-commerce solutions.
- Demand for AI and Automation:** Businesses are increasingly seeking AI-powered tools to optimize operations, personalize customer experiences, and gain a competitive edge. AI in e-commerce market is projected to grow to **\$50.88 billion by 2033**, at a **CAGR of 24.3%**.
- Rise of Mobile Commerce:** The increasing use of smartphones for online shopping is fueling demand for mobile-first e-commerce solutions.
- Cloud Adoption:** The scalability, flexibility, and cost-effectiveness of cloud-based SaaS solutions are driving adoption across businesses of all sizes.
- Globalization:** E-commerce is expanding globally, creating a need for solutions that can support cross-border transactions and international expansion.
- Focus on Sustainability:** Growing consumer awareness and demand for sustainable business practices are driving the need for transparent and responsible supply chains.

TradeWizz Target Market: Ecosystem for Everyone

Amazon Sellers
A significant portion of the e-commerce market, Amazon sellers represent a large and growing segment. TradeWizz offers specialized tools for product research, listing optimization, inventory management, and advertising, all tailored to the unique demands of the Amazon marketplace.

Shopify, Etsy, and eBay Sellers

TradeWizz extends its support beyond Amazon, integrating with leading platforms like Shopify, Etsy, and eBay. This multi-platform approach allows sellers to manage their operations from a centralized hub, streamline workflows, and expand their reach.

Small and Medium-Sized Enterprises (SMEs)

SMEs are increasingly adopting digital solutions to compete in the e-commerce space. TradeWizz provides an affordable and scalable platform that empowers SMEs to optimize their online sales, manage inventory efficiently, and connect with trustworthy suppliers.

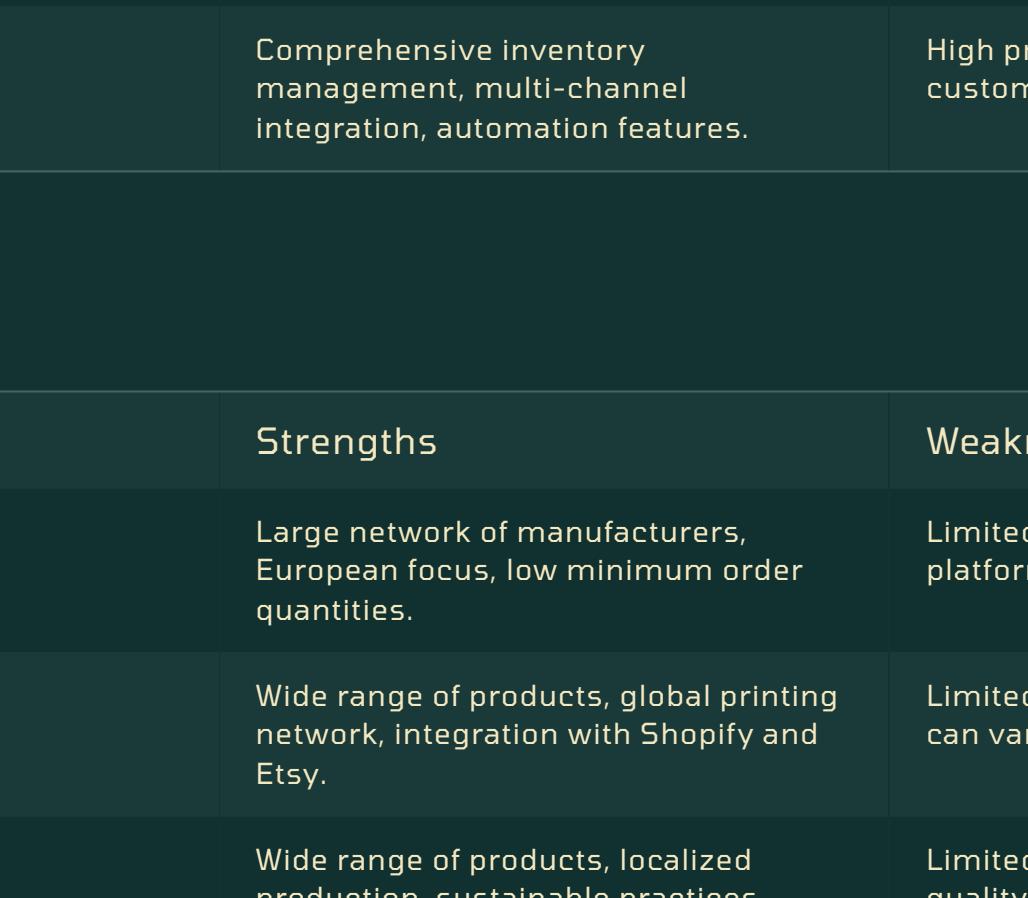
Direct-to-Consumer (D2C) Brands

D2C brands are disrupting traditional retail models by selling directly to consumers online. TradeWizz supports D2C brands with tools for building their online presence, managing customer relationships, and scaling their operations.

Credible & Sustainable Businesses

TradeWizz's commitment to efficient and safe sourcing and sustainability aligns with the growing consumer demand for responsible business practices. The platform connects sellers with a network of vetted suppliers, including local artisans, manufacturers, and NGOs, enabling them to build transparent and trustworthy supply chains.

Strategic Market Segmentation



Customer Needs and Pain Points: We've Been There

Product Research and Selection

Identifying profitable products and reliable suppliers is a time-consuming and complex process.

Inventory Management

Balancing supply and demand, preventing stockouts and overstocking, and managing inventory across multiple channels.

Pricing Optimization

Determining the optimal pricing strategy to maximize profitability while remaining competitive.

Order Fulfillment and Logistics

Managing order processing, shipping, and returns efficiently.

Marketing and Advertising

Reaching the target audience and driving traffic to online stores.

Financial Management

Tracking revenue, expenses, and profitability, and making data-driven financial decisions.

Safe Sourcing and Sustainability

Meeting the growing consumer demand for safe sourced and sustainable products.



TradeWizz Landscape: Market Opportunity and Growth Potential

IV. Product & Technology

TradeWizz: An AI-Powered E-commerce Ecosystem for Sustainable Growth

TradeWizz is a cutting-edge e-commerce management platform designed to empower online sellers with intelligent automation, data-driven insights, and a commitment to sustainable business practices. The platform leverages the power of artificial intelligence (AI) to streamline operations, optimize performance, and connect sellers with a curated network of responsible suppliers through the integrated **TradeWizz Shop** marketplace. This section provides a detailed overview of TradeWizz's product, technology, and future development roadmap.

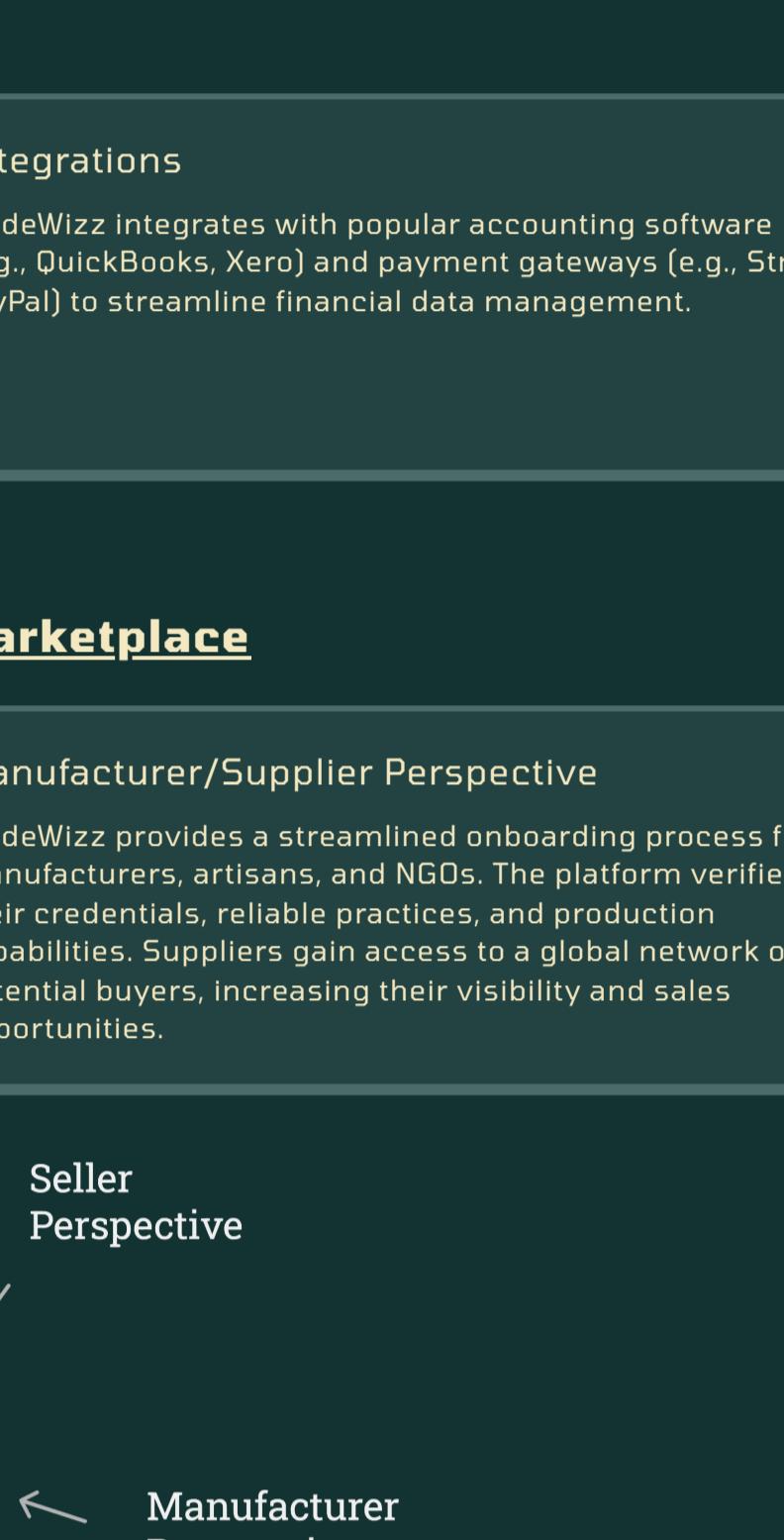
Platform Overview



AI Agent Hub

Intelligent Agents Driving Efficiency, Ethics, and Impact

TradeWizz aims to lead the e-commerce evolution with AI Vertical Agents, transforming every aspect of your business. From efficient sourcing to dynamic pricing and intelligent logistics, our agents collaborate to build a seamless, profitable, and socially conscious online world. Discover the magic of automation, unlock data-driven insights, and join a community of trusted suppliers and partners—all while changing the world for the better.



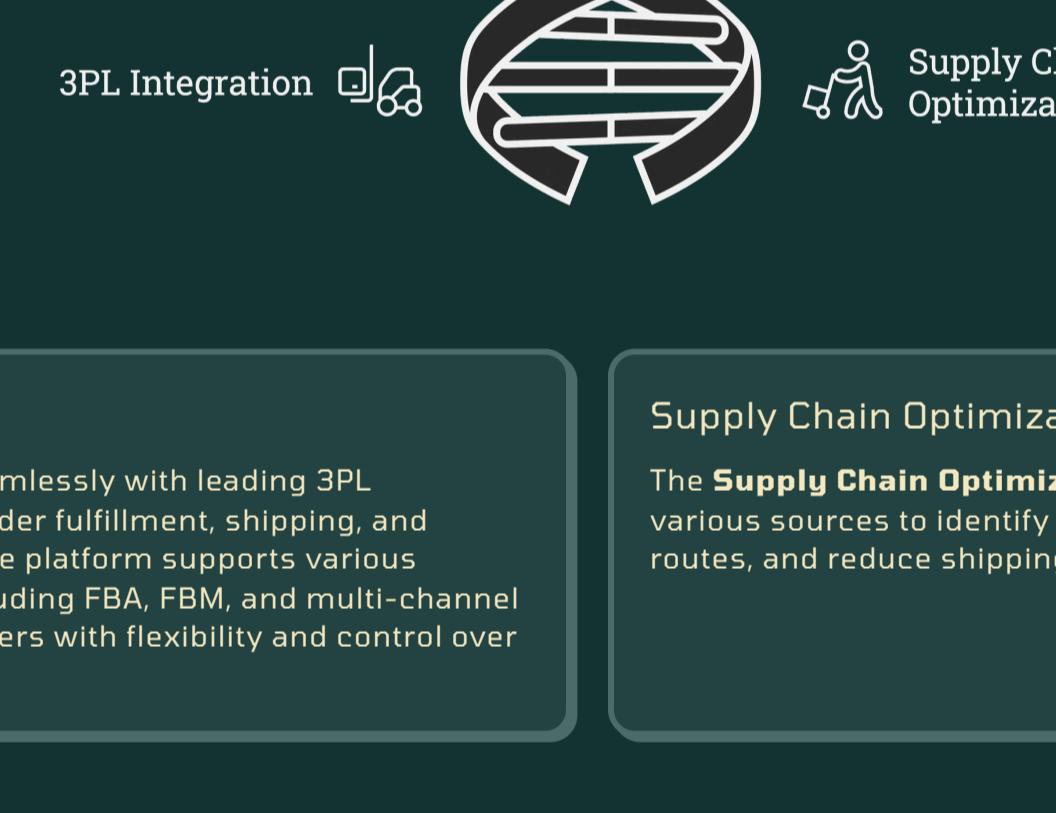
Financial Platform

Real-time Tracking

The platform automatically aggregates and analyzes financial data from multiple sources, including sales transactions, marketing expenses, operating costs, and marketplace fees.

Advanced Analytics

Users can generate detailed P&L statements, track cash flow, analyze expenses, and monitor profit margins in real-time.



Forecasting

The **Financial Forecasting Agent** utilizes advanced algorithms to project future revenue, expenses, and profitability, allowing users to make informed decisions about their business. This agent supports scenario planning, enabling businesses to model different growth scenarios and assess their financial viability.

Integrations

TradeWizz integrates with popular accounting software (e.g., QuickBooks, Xero) and payment gateways (e.g., Stripe, PayPal) to streamline financial data management.

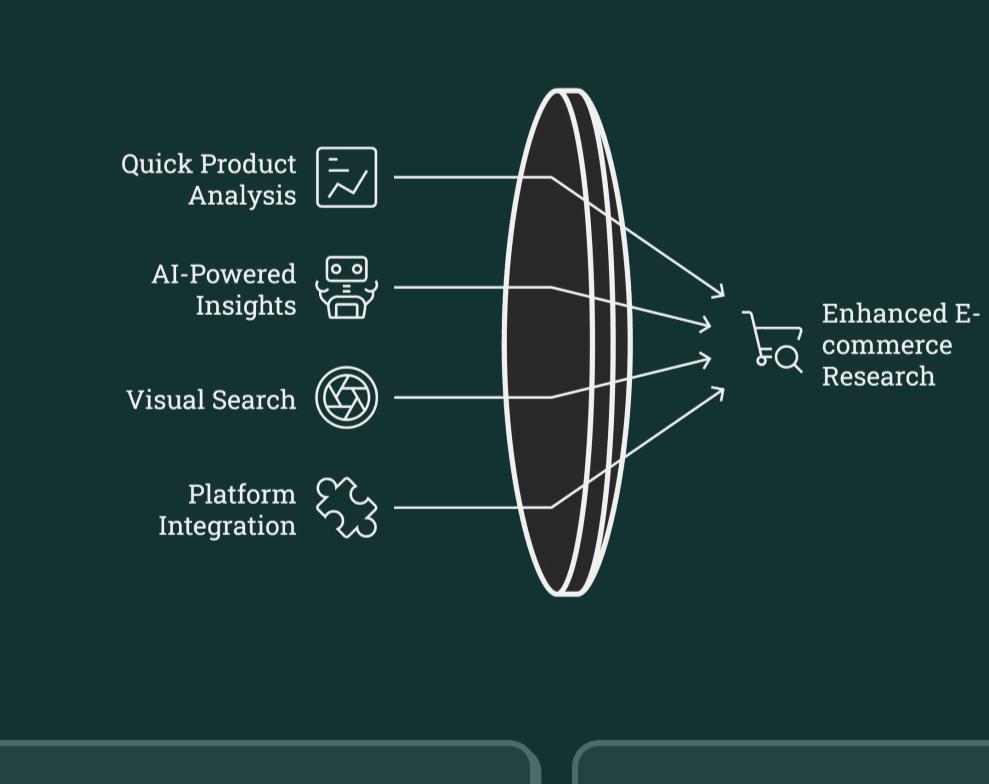
TradeWizz Shop Marketplace

Seller Perspective

Sellers can discover unique products, compare prices, negotiate terms, and manage orders directly through the platform. They benefit from transparent sourcing, reduced lead times, and the ability to build direct relationships with suppliers.

Manufacturer/Supplier Perspective

TradeWizz provides a streamlined onboarding process for manufacturers, artisans, and NGOs. The platform verifies their credentials, reliable practices, and production capabilities. Suppliers gain access to a global network of potential buyers, increasing their visibility and sales opportunities.



NGO Integration

TradeWizz actively integrates NGOs that produce goods, providing them with a platform to reach a wider audience and support their social missions, in line with the UN's Sustainable Development Goals.

Technology and Features

The marketplace features advanced search and filtering options, detailed product listings, secure communication tools, and a robust rating and review system.

Transaction Process

The platform facilitates secure transactions, handles payment processing, and provides escrow services to ensure trust and transparency. TradeWizz earns a 5% commission on each transaction.

Seller Perspective

Manufacturer Perspective

NGO Integration

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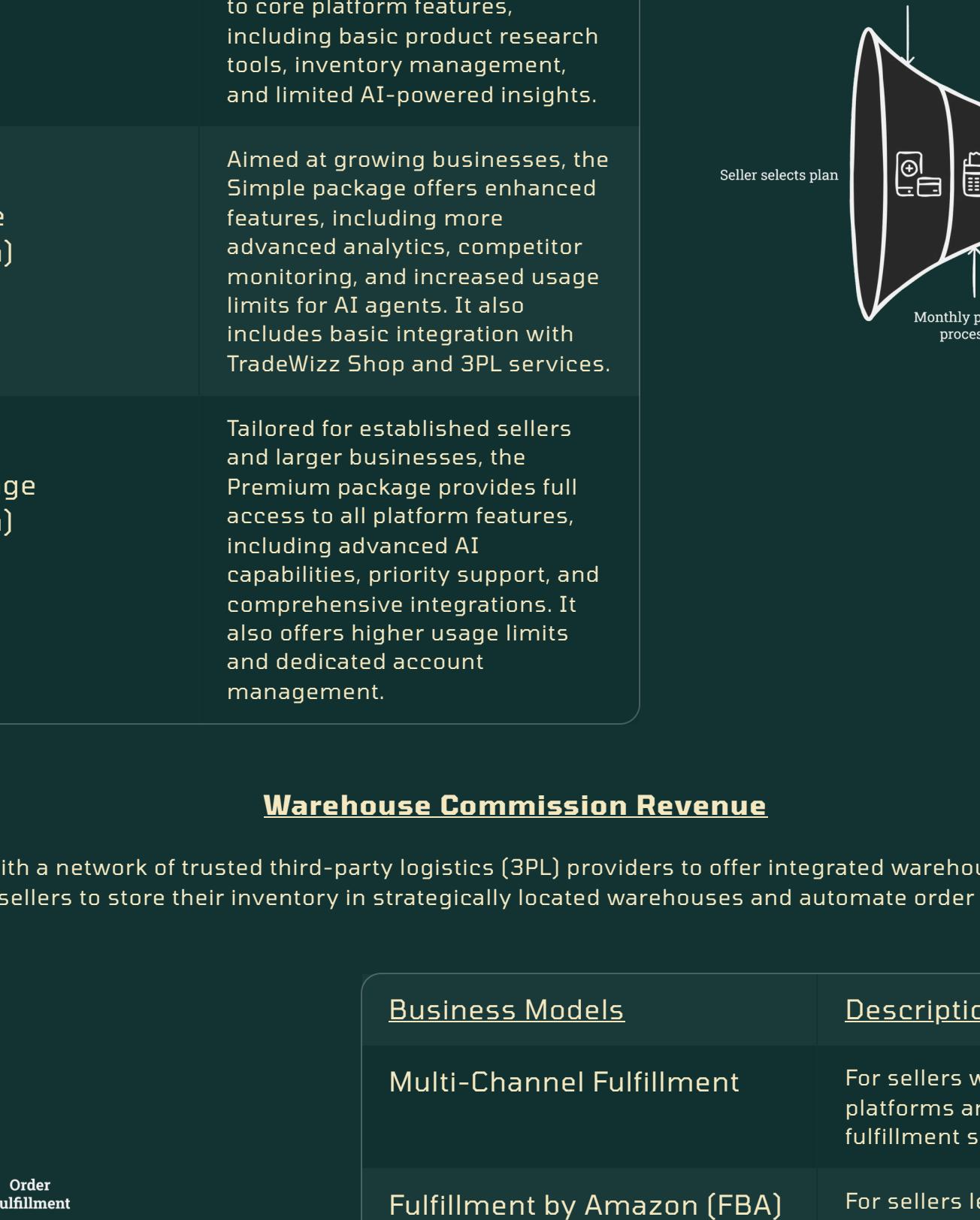
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V. Business Model & Financials

This section outlines TradeWizz's revenue model, pricing strategy, key financial metrics, and projected financial performance. It provides a detailed analysis of the company's unit economics, sensitivity analysis, and key assumptions, demonstrating the financial viability and growth potential of the platform.

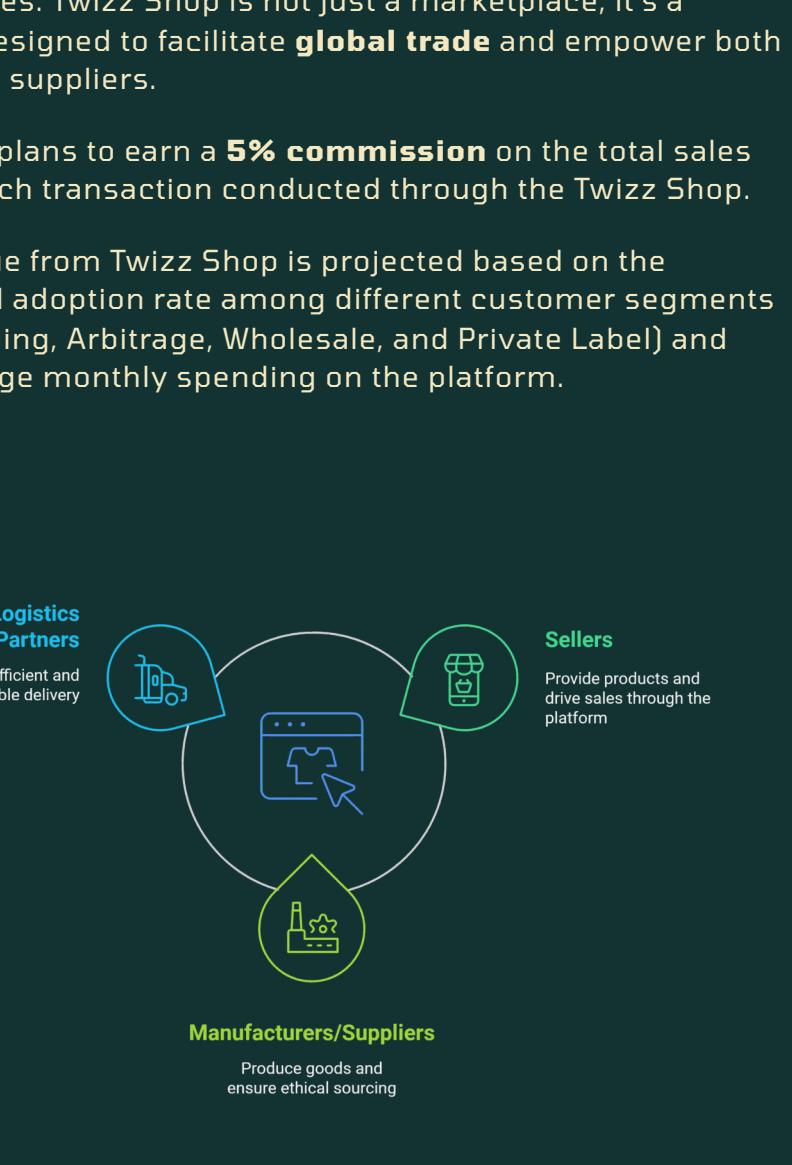
TradeWizz Life Source: Revenue Streams



SaaS Subscription Revenue

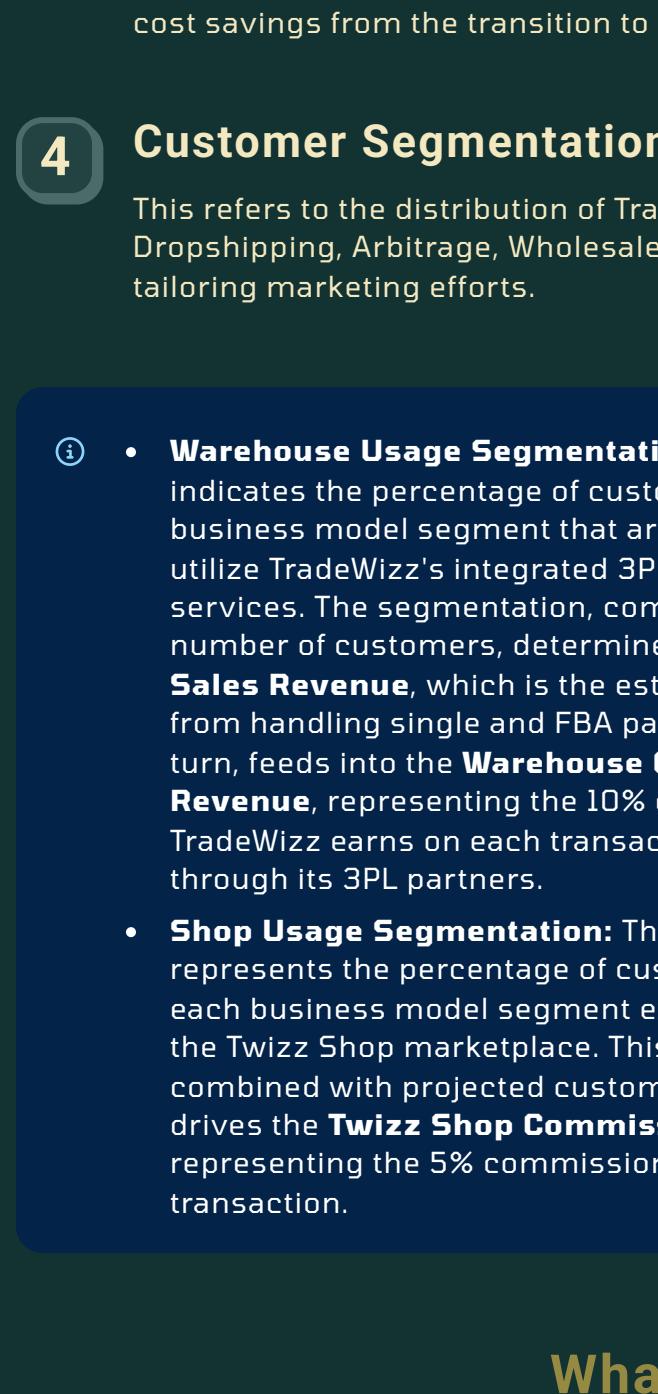
TradeWizz offers a tiered subscription model, providing users with access to its AI-powered e-commerce management platform. The subscription packages are designed to cater to the needs of different customer segments, from small startups to established online retailers.

Package	Description
Eko Package (\$9.99/month)	Designed for entry-level sellers and those new to e-commerce, the Eko package provides access to core platform features, including basic product research tools, inventory management, and limited AI-powered insights.
Simple Package (\$39.99/month)	Aimed at growing businesses, the Simple package offers enhanced features, including more advanced analytics, competitor monitoring, and increased usage limits for AI agents. It also includes basic integration with TradeWizz Shop and 3PL services.
Premium Package (\$59.99/month)	Tailored for established sellers and larger businesses, the Premium package provides full access to all platform features, including advanced AI capabilities, priority support, and comprehensive integrations. It also offers higher usage limits and dedicated account management.



Warehouse Commission Revenue

TradeWizz partners with a network of trusted third-party logistics (3PL) providers to offer integrated warehousing and fulfillment services. This allows sellers to store their inventory in strategically located warehouses and automate order fulfillment.



Business Models	Description
Multi-Channel Fulfillment	For sellers who sell across multiple platforms and require a unified fulfillment solution.
Fulfillment by Amazon (FBA)	For sellers leveraging Amazon's fulfillment network.
Fulfillment by Merchant (FBM)	For sellers who manage their own fulfillment.
Dropshipping (Manual)	Supporting sellers who partner with manufacturers or wholesalers to fulfill orders.
Arbitrage	Facilitating sellers who source products from online or retail arbitrage and require warehousing and fulfillment services.
Wholesale	Supporting wholesale business operations by managing the storage, picking, packing, and shipping of bulk orders.
Private Label(PL)	Catering to sellers who have their own branded products and require comprehensive fulfillment solutions.

TradeWizz earns a **10% commission** on each transaction processed through its integrated 3PL partners.

This revenue stream is directly tied to the volume of goods stored and shipped through the integrated warehouse network. It is expected that a significant portion of users, particularly those engaged in dropshipping, wholesale, and private label, will utilize this service.

TradeWizz Shop Marketplace



The **TradeWizz Shop** is an integrated marketplace that connects e-commerce sellers with a curated network of reliable and sustainable manufacturers, artisans, and NGOs. This unique feature allows sellers to source products directly from producers, fostering transparency and supporting local communities. Twizz Shop is not just a marketplace; it's a platform designed to facilitate **global trade** and empower both sellers and suppliers.

TradeWizz plans to earn a **5% commission** on the total sales value of each transaction conducted through the Twizz Shop.

The revenue from Twizz Shop is projected based on the anticipated adoption rate among different customer segments (Dropshipping, Arbitrage, Wholesale, and Private Label) and their average monthly spending on the platform.

- Sellers:** Access to unique, reliable sourced products, direct communication with suppliers, streamlined sourcing process, and the ability to build a brand aligned with their values.
- Suppliers:** Access to a global market of e-commerce sellers, increased visibility, tools to manage orders and inventory, and the opportunity to grow their businesses sustainably.
- NGOs:** Ability to showcase their products, generate revenue to support their mission, and connect with a wider audience.

The TradeWizz Shop is a key differentiator for TradeWizz, creating a unique ecosystem that benefits all participants and promotes trustable and sustainable e-commerce practices.

TradeWizz Future Built: Financial Model

The financial model for TradeWizz is built upon a comprehensive framework that captures the key drivers of revenue and the core assumptions underpinning the platform's growth. The following diagram illustrates the structure of the model and the flow of information:



1 Churn Rate Scenario

This represents the projected rate at which customers discontinue their subscriptions. The model incorporates three scenarios: Worst Case, Base Case, and Best Case, each with a different churn rate assumption. Lower churn rates are associated with higher customer retention and, consequently, higher revenues.

2 CAC Efficiency

This metric models the expected improvement in the cost of acquiring new customers over time. It reflects anticipated enhancements in marketing effectiveness, brand recognition, and product-market fit.

3 Customer Cost Efficiency

This metric models the projected reduction in the average monthly cost to service a single customer. It reflects anticipated cost savings from the transition to a microservices architecture and ongoing optimization efforts.

4 Customer Segmentation

This refers to the distribution of TradeWizz's customer base across different e-commerce business models (e.g., Dropshipping, Arbitrage, Wholesale, Private Label). This segmentation is crucial for understanding the target market and tailoring marketing efforts.

- Warehouse Usage Segmentation:** This branch indicates the percentage of customers within each business model segment that are projected to utilize TradeWizz's integrated 3PL warehouse services. The segmentation, combined with the number of customers, determines the **Package Sales Revenue**, which is the estimated revenue from handling single and FBA packages. This, in turn, feeds into the **Warehouse Commission Revenue**, representing the 10% commission TradeWizz earns on each transaction processed through its 3PL partners.
- Shop Usage Segmentation:** This branch represents the percentage of customers within each business model segment expected to utilize the Twizz Shop marketplace. This segmentation, combined with projected customer spending, drives the **Twizz Shop Commission Revenue**, representing the 5% commission earned on each transaction.

- The Customer Acquisition Budget** is a primary driver of customer growth, which in turn influences all revenue streams.
- Churn Rate Scenarios** directly impact the number of active customers and, consequently, the overall revenue.
- CAC Efficiency and Customer Cost Efficiency** directly affect the profitability and scalability of the platform.
- Customer Segmentation** informs the projected usage of both the warehouse services and the Twizz Shop, impacting the respective commission revenue streams.
- Warehouse Usage Segmentation and Shop Usage Segmentation** are crucial for accurately projecting commission revenues.

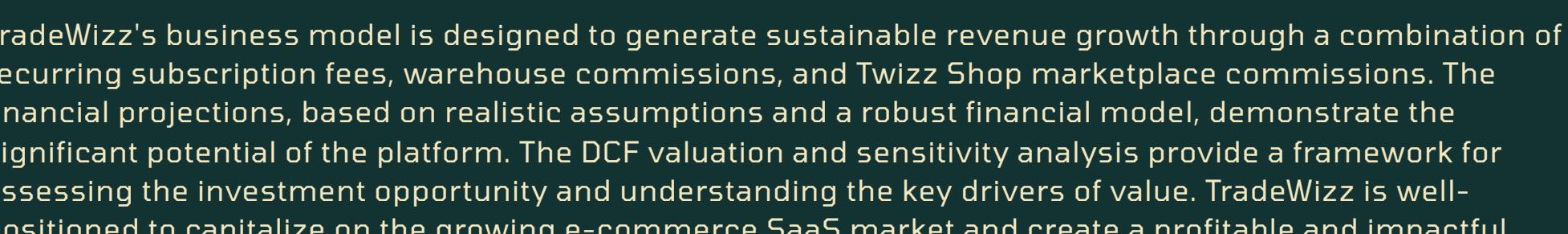
What We See: Financial Projections

Key Metrics

10.67% Churn Rate Monthly Average **\$26.48 ARPU** Monthly Average **\$317.72 LTV** Monthly Average

\$5.08 System Cost per Customer 3-Year Average **Customer Acquisition Cost per Customer \$8.54** 3-Year Average **Net Revenue Retention (NRR) 1.98x** 3-Year Average

Revenue Projections with Customer Behavior



Revenue Projections with Customer Count

Total Revenue

3-Year
Worst Case

Subscription Revenue

3-Year
Worst Case

Warehouse Revenue

3-Year
Worst Case

TW Shop Revenue

3-Year
Worst Case

MRR Growth

\$1.52M Subscription Revenue **\$2.21M** Warehouse Revenue **\$1.29M** TW Shop Revenue

Revenue Growth%

Expenses & Burn Rate

Churn Rate Analysis with Cost & EBITDA Margin

Unit Economics

Customer Acquisition Cost (CAC)

Based on the MVP test phase, the initial CAC is estimated at \$7.32. This will likely increase in the short-term as marketing efforts scale, but is projected to decrease over time due to improved targeting, brand recognition, and organic growth.

ARPU & Customer Lifetime Value (LTV)

TradeWizz closely tracks ARPU and LTV to optimize pricing and guide strategy. Our **\$25.86 monthly ARPU** from MVP tests reflects initial pricing, and we expect it to grow as we acquire higher-tier customers. Our **LTV calculation** based on ARPU and churn projections showed a promising **7.41x LTV:CAC ratio** during MVP. We're committed to improving the platform, enhancing retention, and driving LTV growth by closely monitoring these key metrics.

LTV:CAC Ratio

Initial MVP data indicates a promising 4.73x LTV:CAC ratio. This suggests that, on average, each customer generates significantly more revenue than the cost to acquire them. Our general target LTV:CAC ratio is 3.0 or higher, indicating a healthy and sustainable business model.

Customer Cost Efficiency

This metric starts at \$9.31 and is projected to decrease by 60% to 40% in Q2, Q3, and Q4 of 2025, primarily due to the transition to a more efficient technology stack. The projected cost savings from the transition are reflected in the projected LTV growth.

System Cost per Customer

Based on historical data, system costs per customer are projected to decrease from \$10.00 in Q1'25 to \$8.54 in Q4'26.

Customer Acquisition Cost per Customer

Customer acquisition cost per customer is projected to decrease from \$10.67 in Q1'25 to \$8.54 in Q4'26.

Net Revenue Retention (NRR)

Net revenue retention (NRR) is projected to decrease from 1.98x in Q1'25 to 1.98x in Q4'26.

Revenue Projections with Customer Behavior

Based on historical data, revenue projections with customer behavior are projected to increase from -\$5,000 in Q1'25 to \$4,000 in Q4'26.

Revenue Projections with Customer Count

Based on historical data, revenue projections with customer count are projected to increase from -\$5,000 in Q1'25 to \$4,000 in Q4'26.

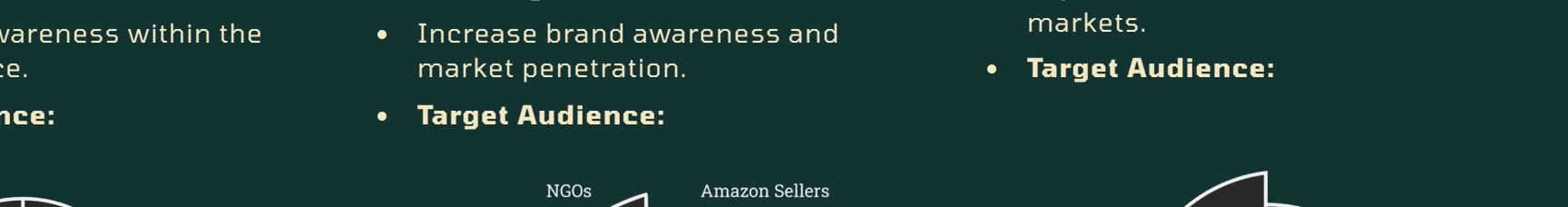
Revenue Projections with Customer Behavior

Based on historical data, revenue projections with customer behavior are projected to increase from -\$5,000 in Q1'25 to \$4,000 in Q4'26.

Revenue Projections with Customer Count

VI. Go-to-Market Strategy

Phased Rollout Plan

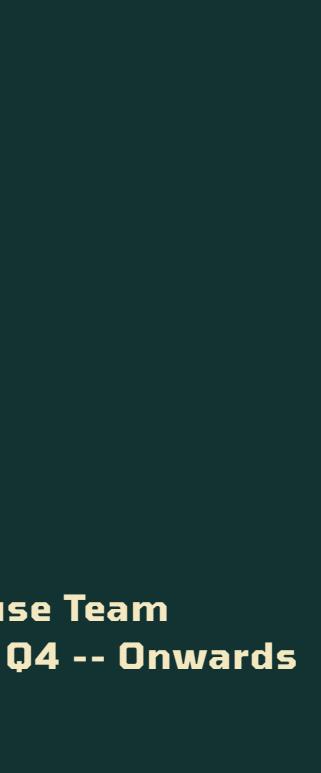


Early Adopter Acquisition

Q1-Q2 | 2025

Objectives:

- Secure 629 paying customers by the end of Q2.
- Achieve a customer acquisition cost (CAC) below \$8.
- Generate initial traction and gather user feedback.
- Validate core platform features and value proposition.
- Build brand awareness within the target audience.
- Target Audience:**



Sustainable Businesses
Amazon Arbitrage Sellers
Early Adopters of E-commerce Technology

Expansion and Feature Enhancement

Q3 | 2025

Objectives:

- Reach 1676 paying customers by the end of Q3.
- Launch the **TradeWizz Shop** marketplace and onboard suppliers.
- Expand to new customer segments (Shopify, Etsy, eBay sellers).
- Introduce advanced AI features and 3PL Integrations.
- Increase brand awareness and market penetration.
- Target Audience:**

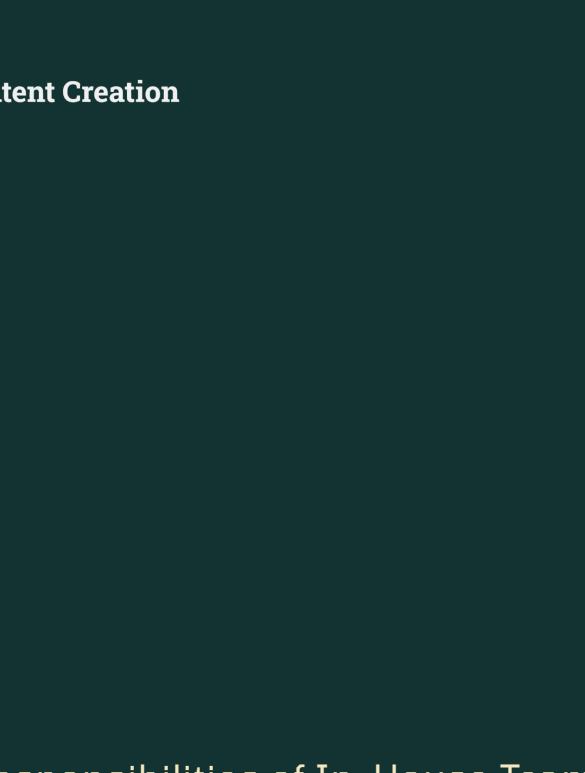


Scaling and Market Leadership

Q4 | 2025 & Onwards

Objectives:

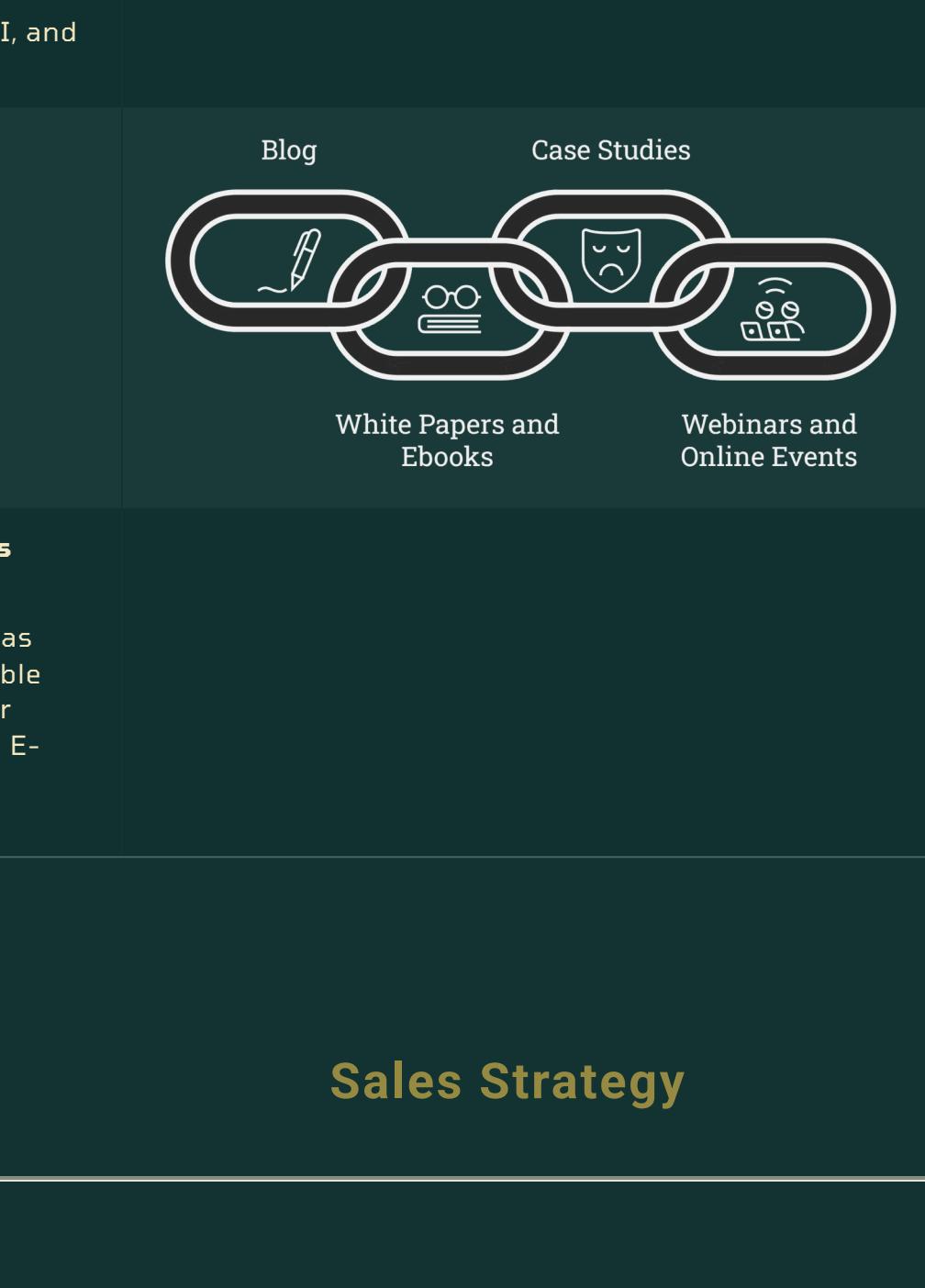
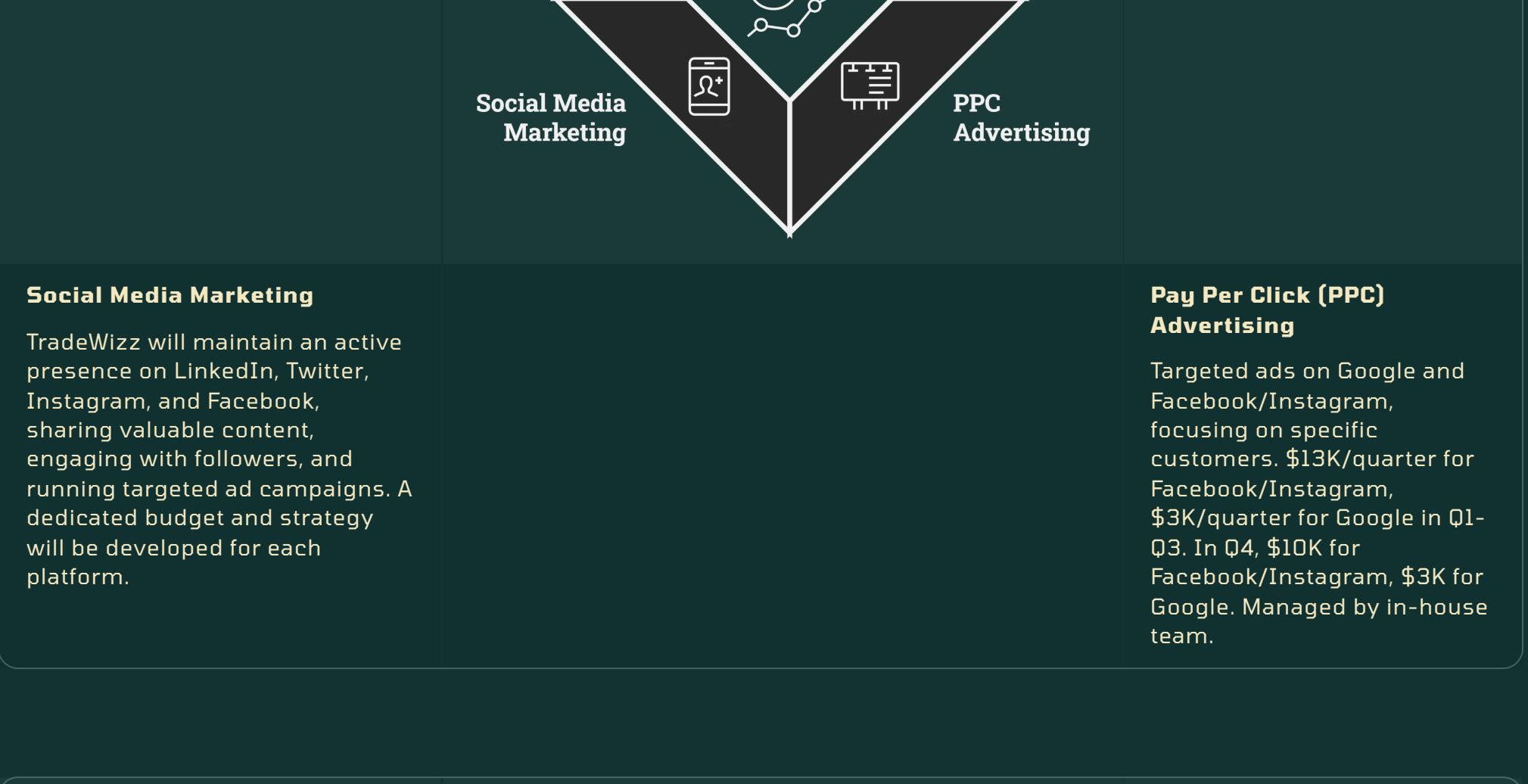
- Achieve 3,773 paying customers by the end of Q4.
- Establish TradeWizz as a leader in the AI-powered e-commerce SaaS market.
- Drive significant revenue growth and achieve profitability.
- Expand into new international markets.
- Target Audience:**



Marketing & Sales Strategy

TradeWizz will employ a multi-faceted marketing and sales strategy, managed by an external agency in the initial phases (Q1-Q3) and transitioned to an in-house team in Q4.

Agency Management 2025 | Q1-Q3



In-House Team 2025 | Q4 -- Onwards

Marketing Manager

Oversees all marketing activities, manages the budget, and reports on performance.

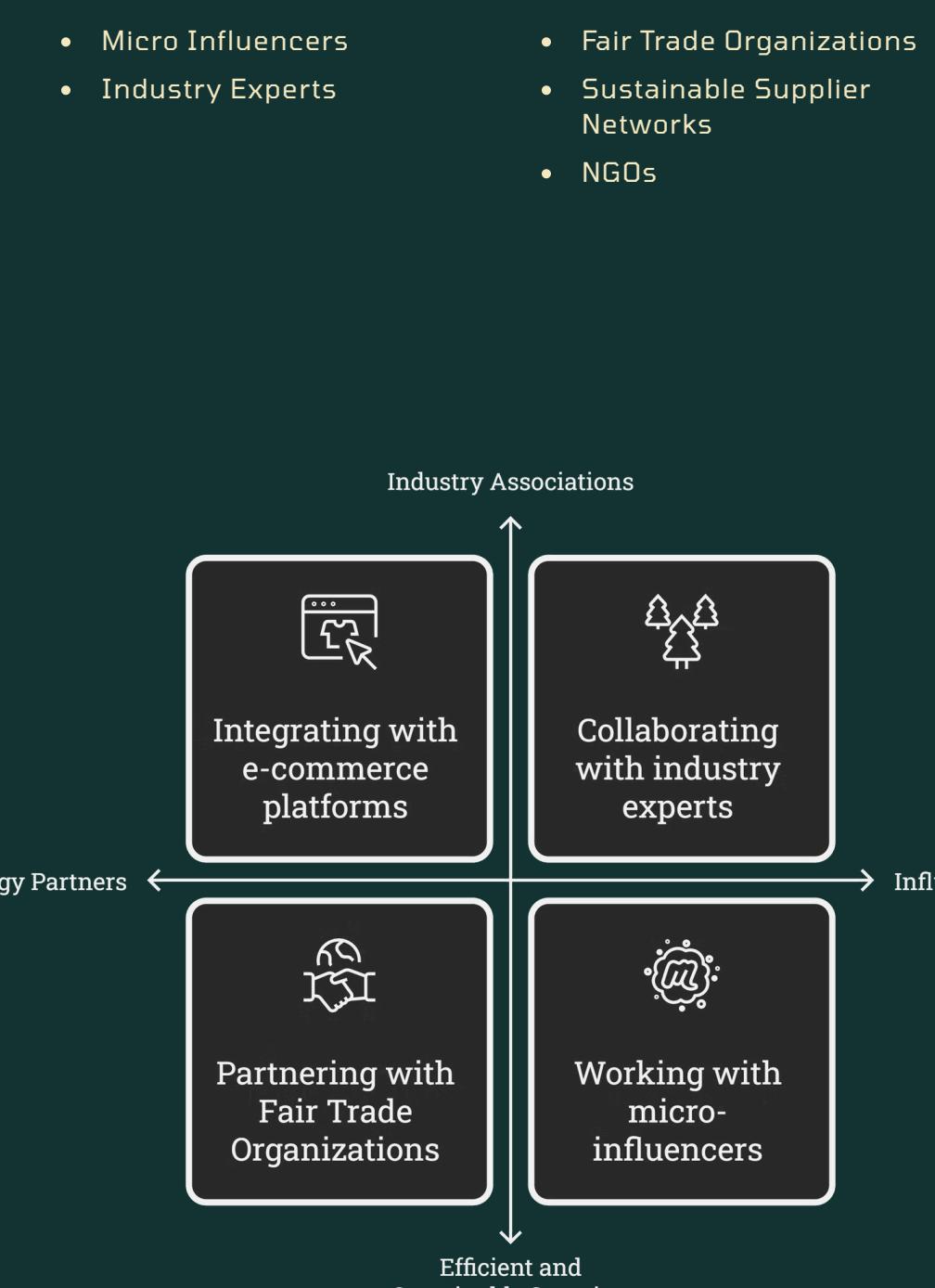
Key Responsibilities of In-House Team

- Digital Marketing (SEO, PPC, Social Media)
- Content Creation and Distribution
- Email Marketing
- Performance Tracking and Reporting
- Community Building
- Partnership Management

Marketing Channels



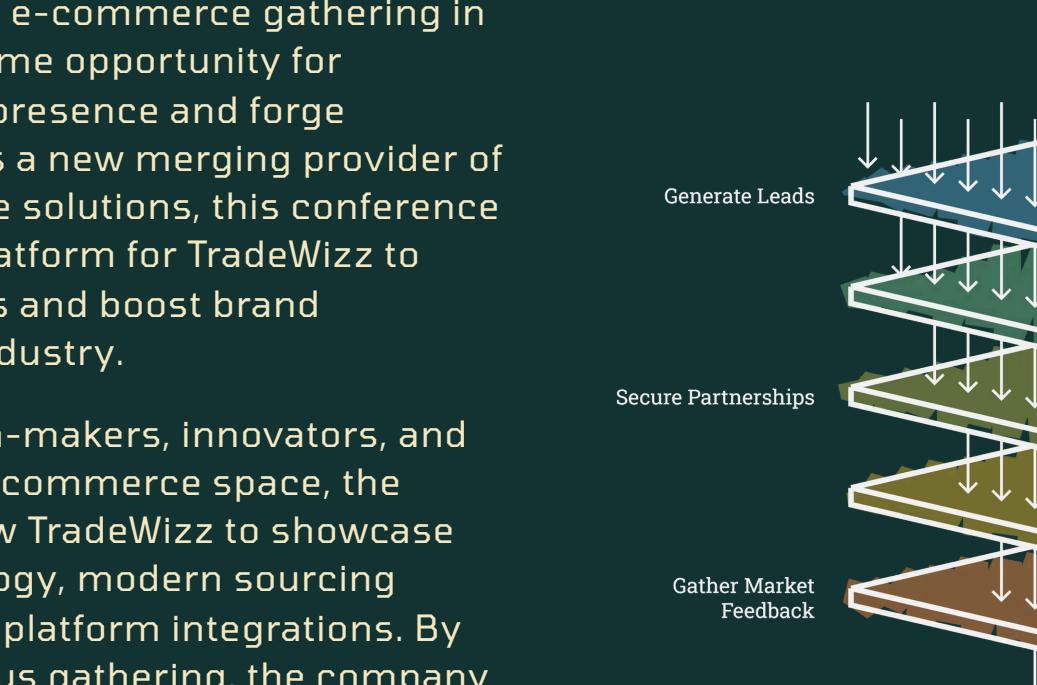
Customer Journey



Solution Selling

Focus on understanding customer needs and demonstrating how TradeWizz can solve their specific pain points.

Sales Strategy



Inbound Sales

Focus on attracting and converting leads generated through marketing efforts.

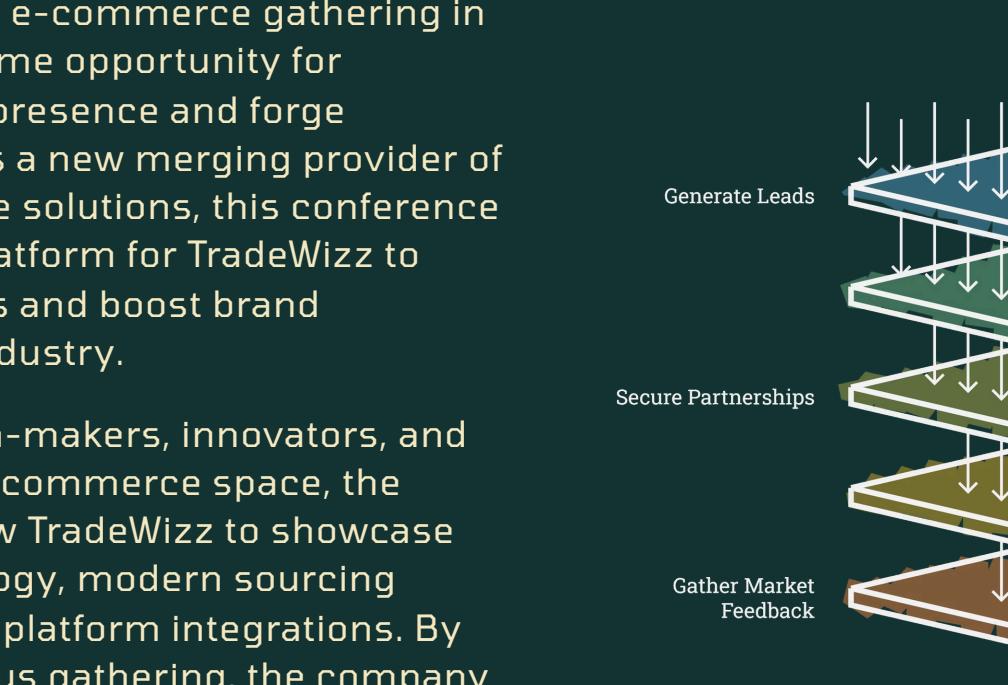
Outbound Sales & Partnerships

Targeted outreach to high-potential prospects and partners (e.g., larger e-commerce businesses, local producers, trade organizations).

Free Trial & Demos

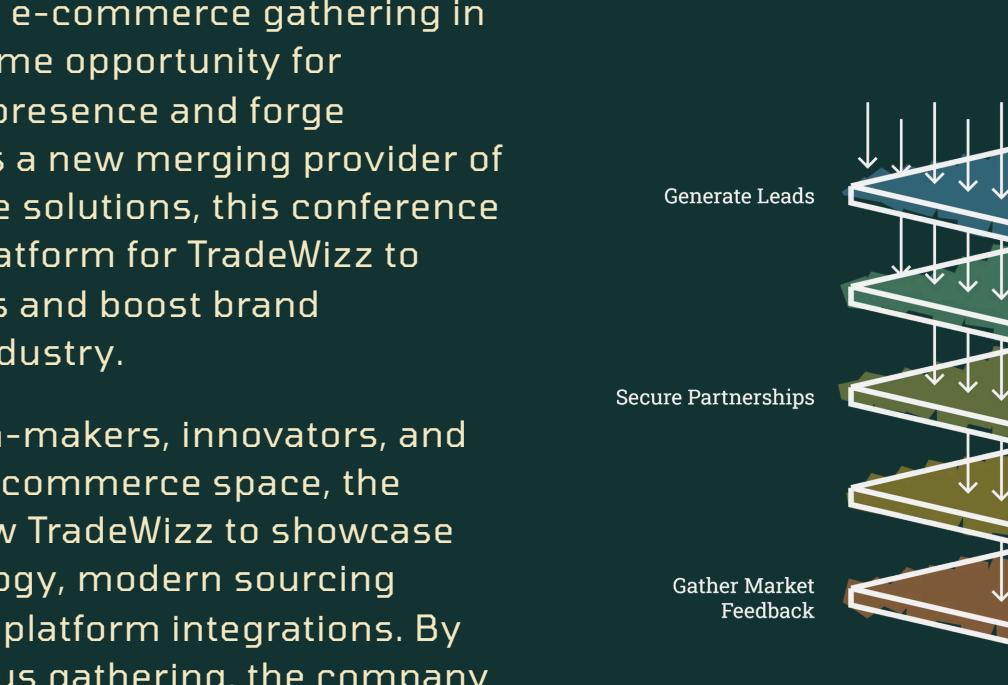
Offer a free trial of the platform and personalized demos to showcase its capabilities.

Customer Journey



Partnerships

Focus on understanding customer needs and demonstrating how TradeWizz can solve their specific pain points.



Technology Partners

- E-commerce Platforms (Shopify, Etsy, eBay etc.)
- 3PL Providers
- Payment Gateways (Stripe, PayPal)
- Marketing Automation Platforms (HubSpot, Mailchimp)

Influencer Marketing

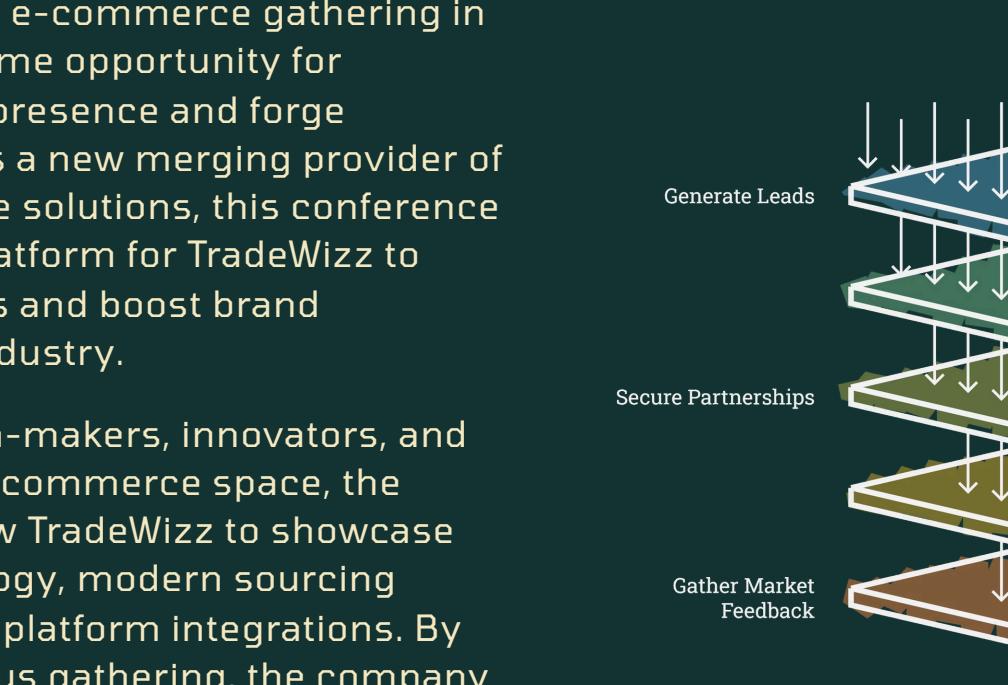
- Micro Influencers
- Industry Experts

Sourcing Partners

- Fair Trade Organizations
- Sustainable Supplier Networks
- NGOs

Industry Associations

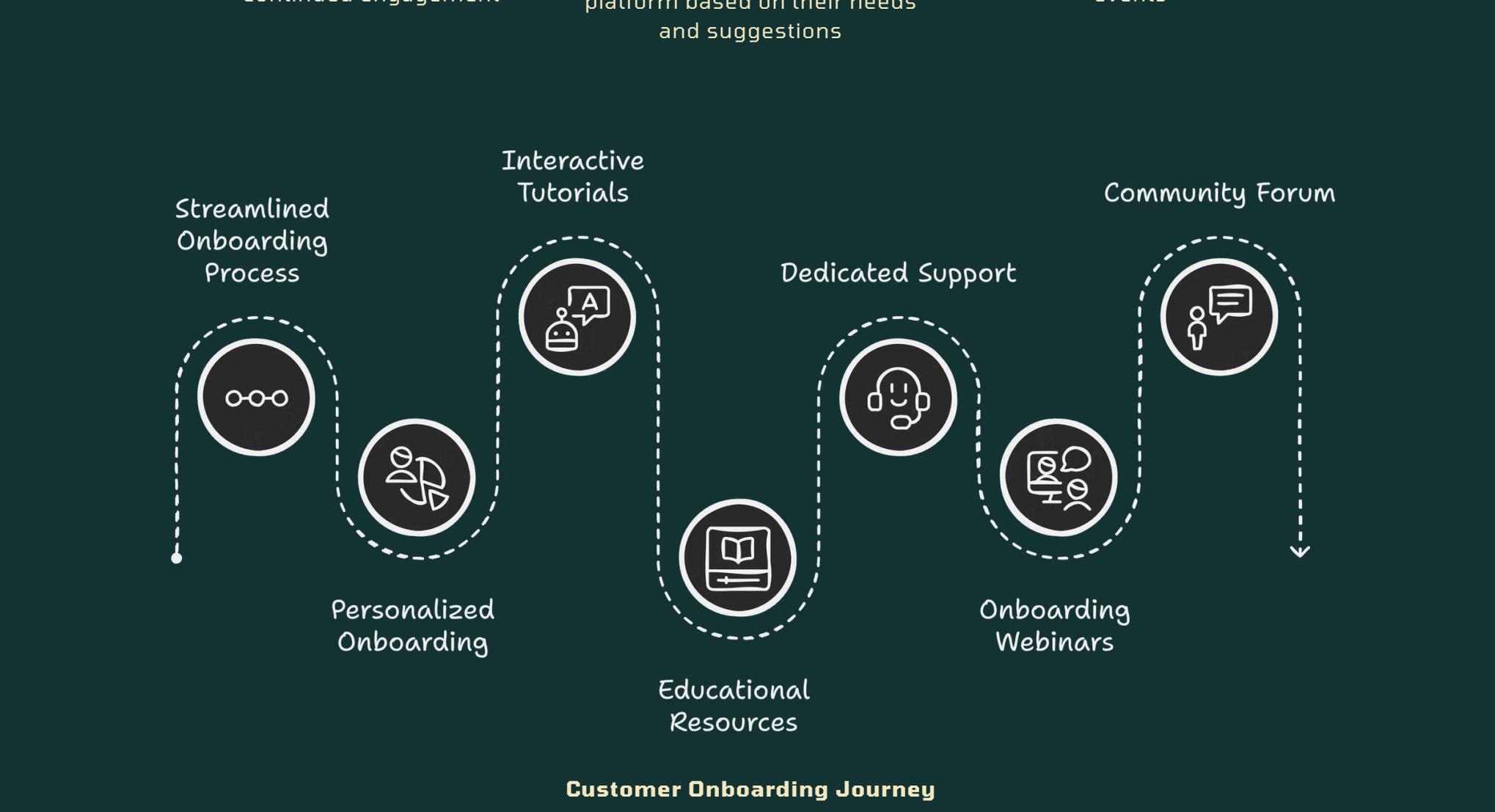
- E-commerce Associations
- Sustainable Business Networks



WORLDEF Event

The upcoming WORLDEF e-commerce gathering in May 2025 presents a prime opportunity for TradeWizz to elevate its presence and forge valuable connections. As a new merging provider of sustainable e-commerce solutions, this conference offers an unparalleled platform for TradeWizz to attract high-quality leads and boost brand recognition within the industry.

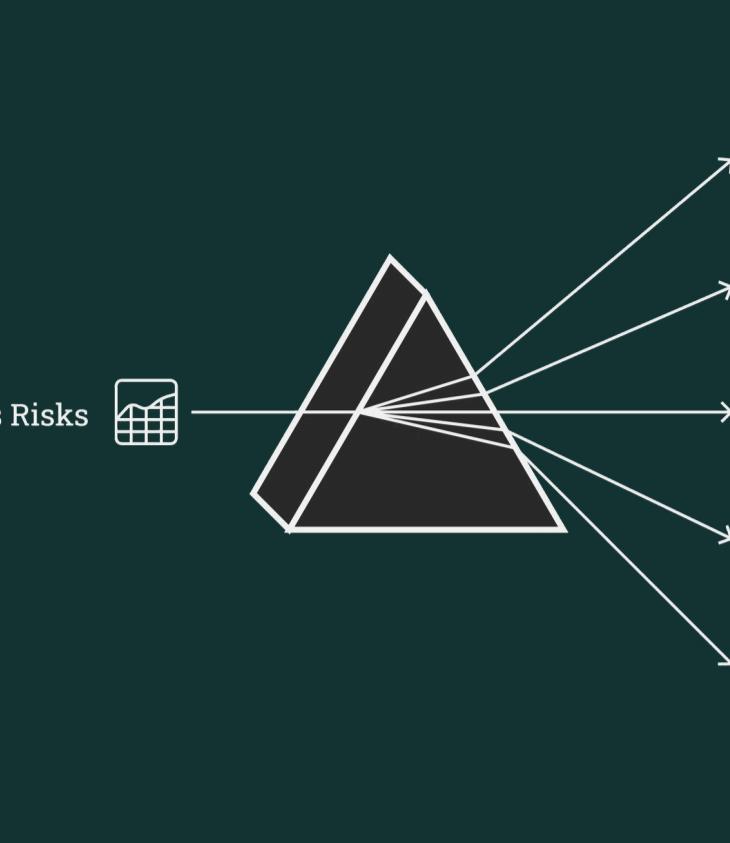
Attended by top decision-makers, innovators, and thought leaders in the e-commerce space, the WORLDEF event will allow TradeWizz to showcase its cutting-edge technology, modern sourcing practices, and seamless platform integrations. By leveraging this prestigious gathering, the company can establish key strategic alliances that will drive long-term growth and solidify its position as a trusted partner in the sustainable e-commerce ecosystem.



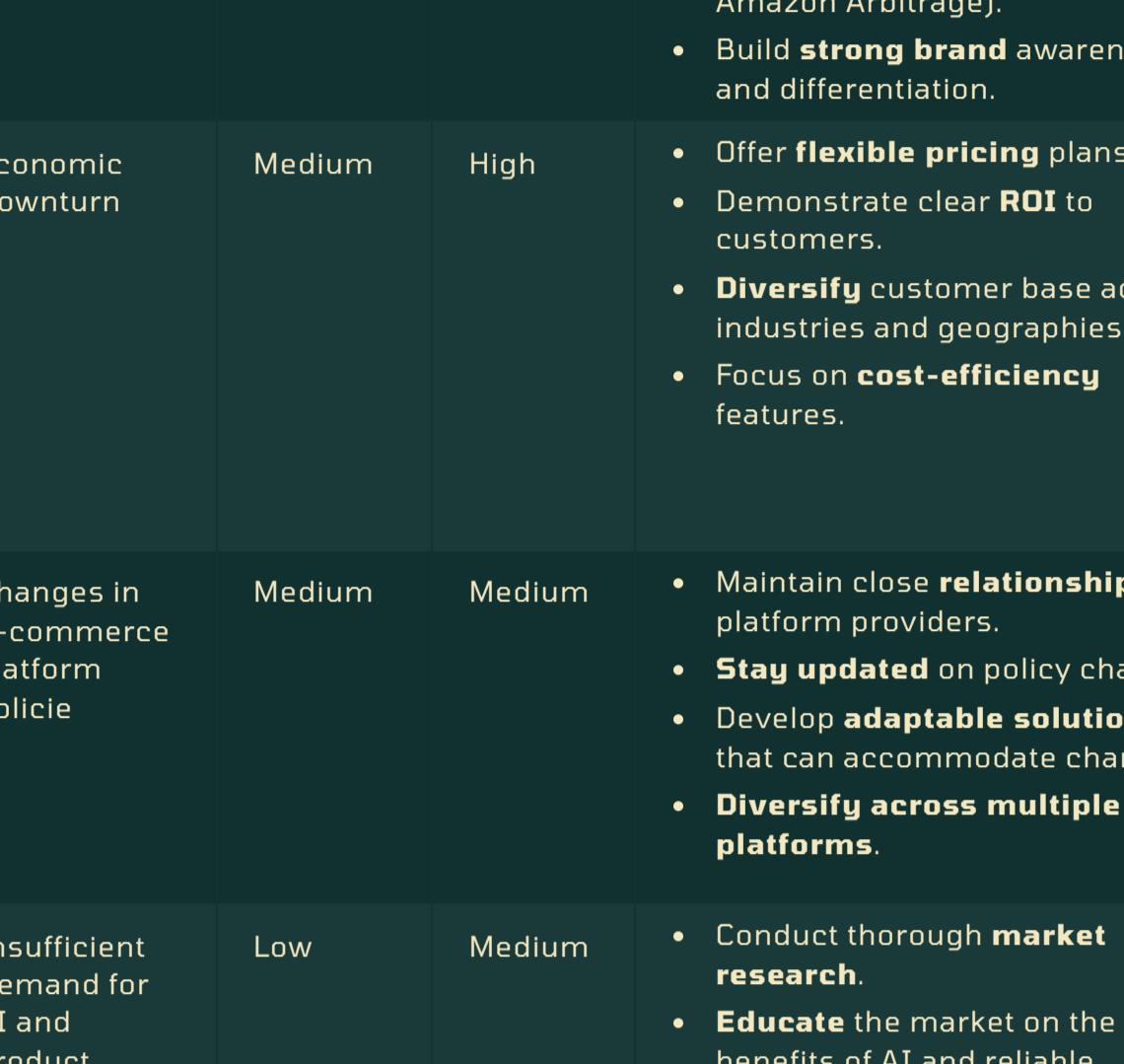
VII. Risk Factors and Mitigation Strategies

TradeWizz Risk Management Circle

TradeWizz proactively mitigates potential risks across various categories, including market, technology, execution, financial, and legal.



Risk Factors and Mitigation Strategies

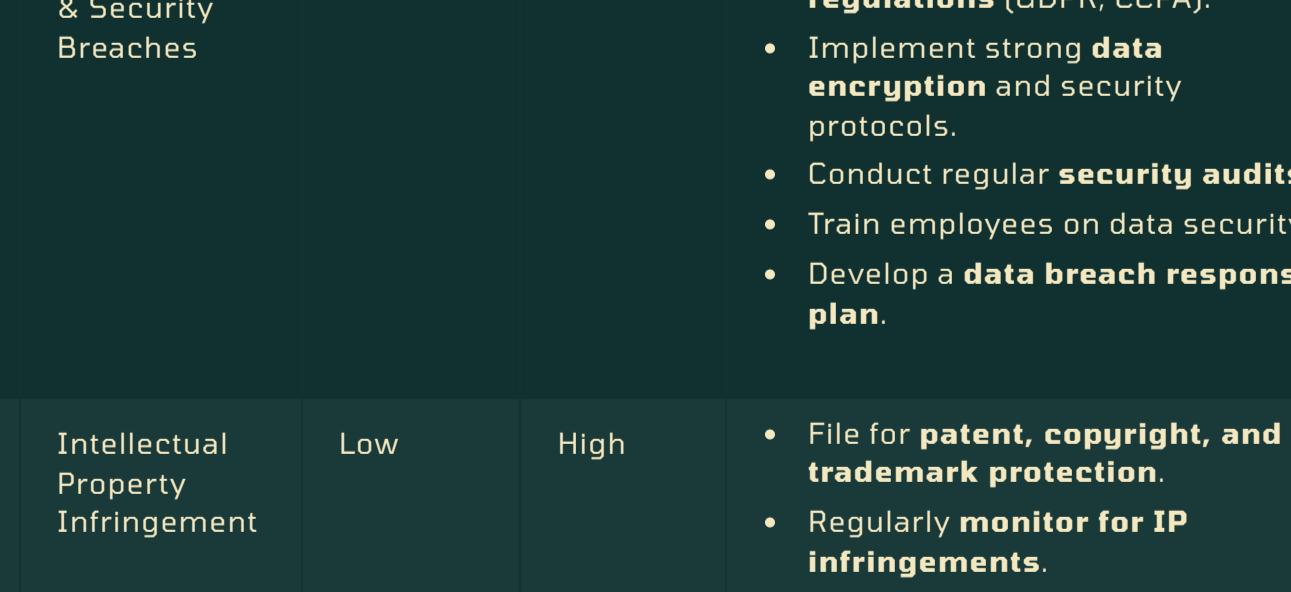


Market Risks

Risk Category	Risk Factor	Likelihood	Impact	Mitigation Strategies	Contingency Plan
	Intense competition	High	High	<ul style="list-style-type: none"> Focus on unique value proposition (AI, reliable sourcing, integrated marketplace, manufacturer network). Continuous innovation and product development. Niche market focus (e.g., specific e-commerce platforms or seller types, initially focusing on Amazon Arbitrage). Build strong brand awareness and differentiation. 	<ul style="list-style-type: none"> Adapt product and differentiation. Explore strategic partnerships. Adjust pricing strategy.
	Economic Downturn	Medium	High	<ul style="list-style-type: none"> Offer flexible pricing plans. Demonstrate clear ROI to customers. Diversify customer base across industries and geographies. Focus on cost-efficiency features. 	<ul style="list-style-type: none"> Expense reduction. Explore alternative revenue models. Maintain close investor communication.
	Changes in E-commerce Platform Policies	Medium	Medium	<ul style="list-style-type: none"> Maintain close relationships with platform providers. Stay updated on policy changes. Develop adaptable solutions that can accommodate changes. Diversify across multiple platforms. 	<ul style="list-style-type: none"> Rapid adaptation and updates. Shift focus to other platforms. Seek legal counsel.
	Insufficient Demand for AI and Product Sourcing	Low	Medium	<ul style="list-style-type: none"> Conduct thorough market research. Educate the market on the benefits of AI and reliable sourcing. Highlight success stories and case studies. Target early adopters and advocates. 	<ul style="list-style-type: none"> Re-evaluate value proposition. Focus on different customer segments. Adjust business model if needed.

Technology Risks

Risk Category	Risk Factor	Likelihood	Impact	Mitigation Strategies	Contingency Plan
	Development Delays	Medium	Medium	<ul style="list-style-type: none"> Employ Agile development methodology. Set realistic timelines. Allocate sufficient resources. Implement rigorous testing. Monitor progress closely. 	<ul style="list-style-type: none"> Prioritize critical path tasks. Secure additional resources (e.g., freelancers). Adjust scope if needed.
	Security Breaches	Low	High	<ul style="list-style-type: none"> Implement robust security measures (encryption, access controls, etc.). Conduct regular security audits and penetration testing. Develop a data breach response plan. Obtain cybersecurity insurance. 	<ul style="list-style-type: none"> Rapid response and damage control. Notify authorities and affected users. Conduct forensic investigation and strengthen systems.
	Third-Party API/Integration Issues	Medium	Medium	<ul style="list-style-type: none"> Select reliable partners. Conduct thorough integration testing. Develop backup solutions. Establish Service Level Agreements (SLAs). 	<ul style="list-style-type: none"> Troubleshoot issues quickly. Explore alternative integration methods. Implement temporary workarounds.
	AI Model Accuracy & Reliability	Medium	Medium	<ul style="list-style-type: none"> Train models with high-quality data. Continuously monitor and retrain models. Provide transparency and explainability. Implement human oversight where needed. 	<ul style="list-style-type: none"> Improve models with more data. Switch to alternative models. Offer manual adjustment options.



Execution Risks

Risk Category	Risk Factor	Likelihood	Impact	Mitigation Strategies	Contingency Plan
	Inadequate Customer Support	Medium	Medium	<ul style="list-style-type: none"> Implement a comprehensive customer support system. Train customer support team. Monitor and respond to customer feedback. Develop a comprehensive FAQ and knowledge base. 	<ul style="list-style-type: none"> Hire additional support staff. Outsource customer support. Proactively address customer issues.
	Scaling Challenges	Medium	Medium	<ul style="list-style-type: none"> Develop a scalable infrastructure. Automate processes. Manage growth carefully. Monitor performance and identify bottlenecks. 	<ul style="list-style-type: none"> Utilize cloud services for rapid scaling. Secure additional resources. Seek additional funding if needed.
	Team Attrition & Performance Issues	Medium	Medium	<ul style="list-style-type: none"> Implement strong hiring and retention strategies. Offer competitive compensation and benefits. Foster a positive work environment. Conduct regular performance reviews. Establish clear communication channels. 	<ul style="list-style-type: none"> Develop backup plans. Share knowledge and responsibilities. Implement rapid hiring processes.

Financial Risks

Risk Category	Risk Factor	Likelihood	Impact	Mitigation Strategies	Contingency Plan
	Insufficient Funding	Medium	High	<ul style="list-style-type: none"> Develop a realistic financial plan. Explore multiple funding sources. Manage finances prudently. Maintain open communication with investors. 	<ul style="list-style-type: none"> Reduce expenses. Seek additional funding. Explore strategic partnerships.
	Higher than Expected Customer Acquisition Cost (CAC)	Medium	High	<ul style="list-style-type: none"> Continuously optimize marketing campaigns. Explore alternative, lower-cost channels. Focus on improving customer lifetime value (LTV). Optimize paid ad campaigns. Invest in content marketing and SEO. 	<ul style="list-style-type: none"> Review marketing strategy. Re-evaluate product pricing. Seek additional funding if needed.
	Lower than Expected Customer Lifetime Value (LTV)	Medium	Medium	<ul style="list-style-type: none"> Invest in customer success. Focus on product development and improvement. Develop strategies to increase customer loyalty and retention. Regularly collect and analyze customer feedback. Optimize subscription model and pricing. 	<ul style="list-style-type: none"> Review customer segmentation. Re-evaluate value proposition. Offer additional features or services.

Legal & Regulatory Risks

Risk Category	Risk Factor	Likelihood	Impact	Mitigation Strategies	Contingency Plan
	Data Privacy & Security Breaches	Low	High	<ul style="list-style-type: none"> Comply with data privacy regulations (GDPR, CCPA). Implement strong data encryption and security protocols. Conduct regular security audits. Train employees on data security. Develop a data breach response plan. 	<ul style="list-style-type: none"> Seek legal counsel. Review insurance coverage. Implement reputation management and crisis communication plan.
	Intellectual Property Infringement	Low	High	<ul style="list-style-type: none"> File for patent, copyright, and trademark protection. Regularly monitor for IP infringements. Take legal action if necessary. 	<ul style="list-style-type: none"> Seek legal counsel. Explore licensing agreements. Take swift and decisive action in case of infringement.
	Changing Regulations (e.g., Tax, Import/Export)	Medium	Medium	<ul style="list-style-type: none"> Stay informed about relevant laws and regulations. Work closely with legal team. Implement compliance measures proactively. Monitor industry developments. 	<ul style="list-style-type: none"> Seek legal counsel. Adjust business model or product features if needed. Maintain communication with regulatory bodies.

TradeWizz Risk Management Process

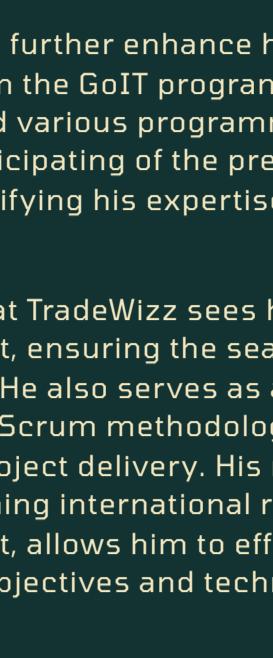


This proactive approach to risk management will enable TradeWizz to anticipate and address potential challenges effectively, minimizing their impact on the business and maximizing the likelihood of achieving its strategic objectives.

VII. Team & Expertise

TradeWizz is built and led by a passionate and experienced team of entrepreneurs and technologists with a shared vision to revolutionize the e-commerce industry. Our team combines deep expertise in e-commerce, artificial intelligence, software development, and business management, providing a strong foundation for achieving TradeWizz's ambitious goals. We possess a unique blend of technical skills, industry knowledge, and entrepreneurial drive, which positions us to effectively address the challenges and opportunities in the rapidly evolving e-commerce landscape.

TradeWizz Founding Team: Stories of The Architects



Kadir Zeyrek

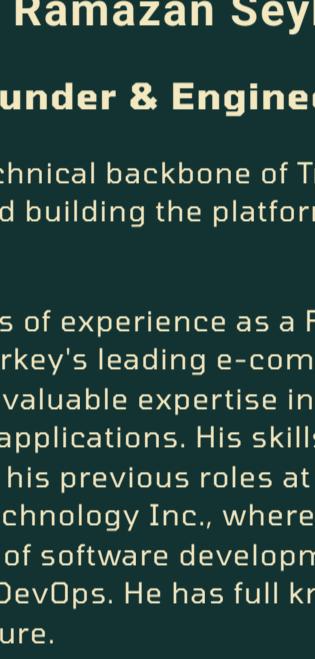
Co-Founder & Strategy Lead

Kadir brings a diverse skillset and a passion for leveraging technology for positive change. Graduating from Cukurova University with a degree in International Relations in 2019, he gained invaluable experience in international trade and business development as part of the core team at ADABTE, a tech startup introducing China's largest commercial database software, TenData, to the Turkish market. He managed commercial relations, reporting, and corporate communications, honing his strategic thinking and operational skills.

Simultaneously, his three-year tenure in HR at AIESEC, a global youth leadership organization, provided him with crucial expertise in team management and organizational development.

Driven by a desire to further enhance his technical capabilities, Kadir graduated from the GoIT program, mastering full-stack coding practices and various programming languages. He is also an actively participating of the prestigious Google AI & Tech Academy, solidifying his expertise in the field of artificial intelligence.

Kadir's current role at TradeWizz sees him taking the lead in project management, ensuring the seamless execution of development plans. He also serves as a Scrum Master, expertly implementing Agile Scrum methodologies to optimize team performance and project delivery. His multidisciplinary background, combining international relations, technology, and project management, allows him to effectively bridge the gap between business objectives and technical execution.



Burak Can Polat

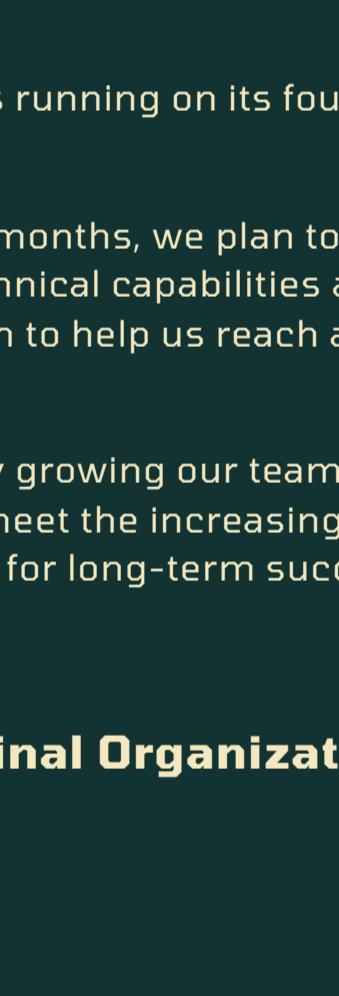
Co-Founder & Product Visionary

Burak's expertise lies at the intersection of finance, AI, and software development. After graduating with a Civil Engineering degree from Cukurova University in 2018, he gained a year of experience as a planning and budget engineer at MESA.

He then transitioned to academia, where he discovered his passion for artificial intelligence and software development. During his Master's program, he focused on deep learning and machine learning, applying GAN models to fluid mechanics. He is currently finalizing his thesis on super-resolution reconstruction in turbulent velocity fields.

His software journey began with Python and MATLAB, and he has since expanded his skillset to contribute to TradeWizz's development. He also has experience in the finance committee at AIESEC, a global student organization.

Burak's unique combination of financial acumen and AI expertise allows him to guide TradeWizz's financial strategy while also leading the development of the platform's core AI algorithms and models.



Onur Polat

Co-Founder & Tech Lead

Onur brings a strong technical background and a passion for building innovative products to the TradeWizz team. Graduating with a degree in Electrical and Electronics Engineering from Cukurova University in 2020, Onur has been immersed in software development since his third year of university. He has contributed to various projects, including TUBITAK-supported initiatives, gaining valuable experience in software design and implementation.

He played a crucial role in developing the initial MVP of the TradeWizz platform, managing both the technical development and the e-commerce side of the business.

Onur's technical expertise and product vision are instrumental in shaping TradeWizz's roadmap and ensuring the delivery of a user-friendly and impactful platform.



Ramazan Seyhan

Co-Founder & Engineering Lead

Ramazan is the technical backbone of TradeWizz, responsible for architecting and building the platform's robust and scalable infrastructure.

With over two years of experience as a Frontend Developer at Trendyol Group, Turkey's leading e-commerce company, Ramazan brings invaluable expertise in developing high-performance web applications. His skills have been further enhanced through his previous roles at Bitexen, Q-Technology, and SmartPulse Technology Inc., where he gained experience in various aspects of software development, including full-stack development and DevOps. He has full knowledge of the system's architecture.

Ramazan's technical leadership and deep understanding of e-commerce platforms are critical to ensuring TradeWizz's technical excellence.

TradeWizz Anchor Point: Our Synergy & Collaboration

The TradeWizz team's strength lies not only in their individual expertise but also in their long-standing history of collaboration and shared vision. Kadir and Burak's partnership began during their university years at AIESEC, where they honed their leadership and teamwork skills. Onur and Ramazan, also university colleagues, collaborated on various software projects, building a strong foundation of technical cooperation. Kadir, recognizing the complementary skills and shared passion for innovation among the four, brought them together to form the founding team of TradeWizz.

TradeWizz Team Expansion: Finding New Architects

As TradeWizz is running on its four co-founders, we have a strong and well-thought-out team expansion plan.

In the coming months, we plan to onboard additional developers, data scientists, and product managers to bolster our technical capabilities and drive innovation. We are also looking to expand our sales and marketing team to help us reach a wider customer base and effectively communicate the value of our platform.

By strategically growing our team, we aim to maintain our agility and responsiveness while scaling our operations to meet the increasing demand for our services. We are confident that our team expansion plan will position us for long-term success and enable us to deliver exceptional value to our clients.

One-Year Final Organization Structure

One-Year Team Expansion Plan & HR Strategy

HR Policies and Procedures Establishes rules and guidelines for HR practices.

Recruitment and Selection Focuses on attracting and choosing the right candidates for the organization.

Onboarding Program Ensures new hires are effectively integrated into the company.

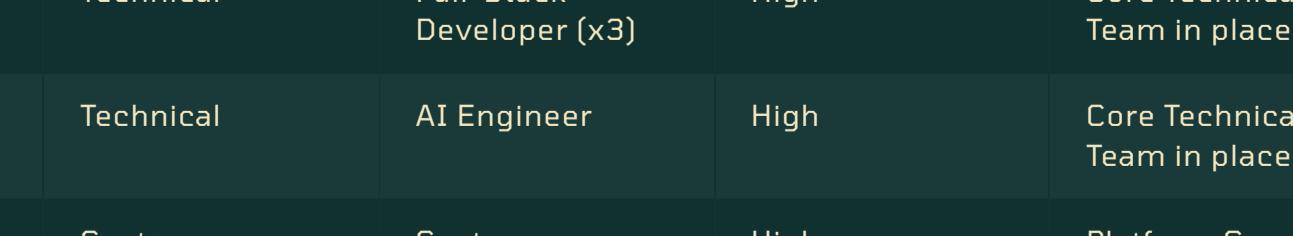
Company Culture Shapes the work environment and organizational values.

Employee Development Supports continuous learning and career growth.

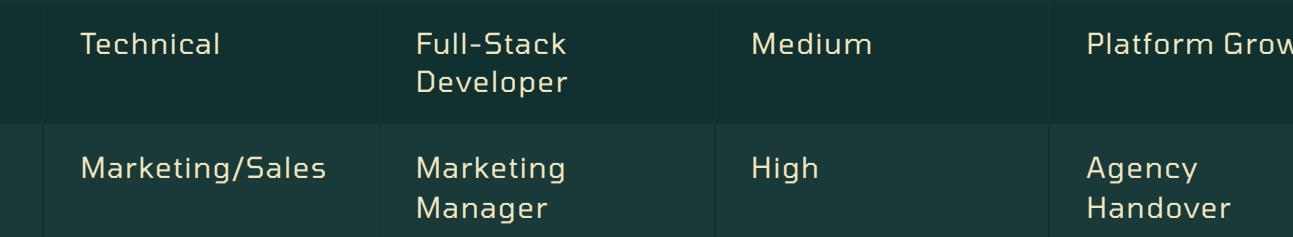
Compensation and Benefits Deals with employee remuneration and perks.

Performance Management Involves setting goals and evaluating employee performance.

Department	Q1	Q2	Q3	Q4	Total (Year End)
Founding Team	4	4	4	4	4
Technical	2	4	6	8	8
Marketing/Sales	0	0	0	3	3
Customer Success	0	0	3	3	3
Operations	0	0	0	2	2
Total	6	8	13	20	20



Quarter	Department	Role	Priority	Dependencies	Budget Implications (Monthly)
Q1	Technical	Full-Stack Developer (Freelancer)	High	None	\$2,000
Q1	Technical	DevOps Engineer (Freelancer)	High	None	\$2,500
Q2	Technical	Frontend Developer	High	None	\$2,000
Q2	Technical	Backend Developer	High	None	\$2,000
Q3	Technical	Full-Stack Developer (x3)	High	Core Technical Team in place	\$2,000
Q3	Technical	AI Engineer	High	Core Technical Team in place	\$2,000
Q3	Customer Success	Customer Success Repres.	High	Platform Growth	\$1,000
Q3	Customer Success	Customer Success Representative	High	Platform Growth	\$1,000
Q3	Customer Success	Customer Success Representative	High	Platform Growth	\$1,000
Q4	Technical	Data Analyst	High	AI, Platform Growth	\$2,000
Q4	Technical	Full-Stack Developer	Medium	Platform Growth	\$2,000
Q4	Marketing/Sales	Marketing Manager	High	Agency Handover	\$1,500
Q4	Marketing/Sales	Content Marketing Specialist	High	Marketing Manager in place	\$1,000
Q4	Operations	HR Professional	High	Team Growth	\$1,500
Q4	Operations	Bookkeeper (Part-Time)	Medium	Financial Complexity	To be determined



Asking Fund

Let's Build Bridge Together

Our Purpose and Statement

Valuing early-stage startups is inherently complex, as nascent businesses often lack extensive historical data and operate within rapidly evolving markets. Traditional valuation methods, while useful, often struggle to capture the full potential of disruptive ideas and emerging technologies. At TradeWizz, we understand this challenge. Unlike many young startups, we resisted the urge to seek funding based solely on a promising concept. Instead, we dedicated ourselves to a rigorous, year-long MVP phase, meticulously analyzing the e-commerce sector, getting our hands dirty as Amazon sellers, and refining our platform based on real-world data. This period was marked by very limited resources, our own bootstrapped development efforts, and total ownership of the entire software infrastructure. We meticulously tracked our performance over 82 days of a live market campaign to understand the intricacies of customer acquisition, engagement, and retention. It provided us with invaluable insights into user behavior, market dynamics, and the true potential of our AI-driven solution.

While we acknowledge that projections and chosen metrics are subject to inherent uncertainties, our approach has been defined by conservatism and a deep understanding of our business's drivers. Our financial model, which incorporates methods like DCF and Terminal Value, is built upon assumptions that we believe are both realistic and attainable. For instance, our seemingly low CAC is a direct result of our strategic decision to operate within the Turkish market, where digital advertising costs, particularly on platforms like Instagram, are significantly lower due to currency differences. Furthermore, unlike many competitors, we have not included the payroll expenses of our sales or customer service teams within our initial CAPEX, further contributing to our lean operational model.

We firmly believe that this data-driven, bootstrapped, and experience-based approach provides a more accurate picture of TradeWizz's potential than any theoretical valuation model alone. Our goal is not to claim a definitive valuation but rather to demonstrate the inherent potential of our business, the rigor of our planning, and the depth of our understanding. We believe that our financial model, along with these insights, provides a solid foundation for a productive discussion. We are fully transparent and welcome any questions, offering full access to both our financial model and technical documentation for interested investors.

Revenue Projection



1

\$1,874,928.61

DCF Valuation - Worst Case

2

\$3,178,470.96

DCF Valuation - Base Case

3

\$4,493,337.74

DCF Valuation - Best Case

TradeWizz is seeking **\$150,000** in pre-seed funding to accelerate platform development, expand our market reach, and further our mission of creating safe and sustainable e-commerce ecosystem.

Funding Ask

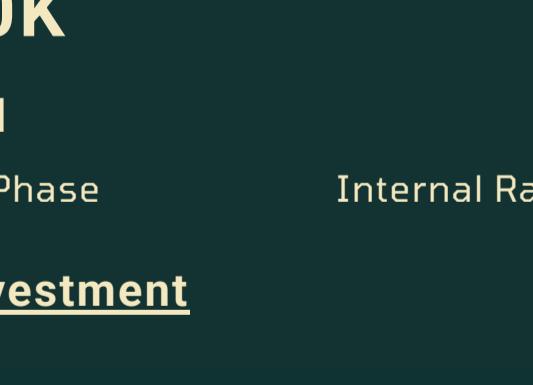
\$150,000

Share Offer

%10

Break Even

5th - 7th Quarter



Fund for Acceleration

5-7 Q**\$150K****%147**

Break Even

Positive Cash Flow

Fund

Pre-Seed Phase

IRR

Internal Rate of Return In 3 Years

Return of Investment

**7.64x****14.61x****21.20x****Worst Case**

Investment Return Multiplier

Base Case

Investment Return Multiplier

Best Case

Investment Return Multiplier

X. Exit Strategy

While TradeWizz's primary focus is on building a sustainable and impactful business, we recognize the importance of outlining potential exit strategies to provide investors with a clear understanding of potential liquidity events and return opportunities. The following scenarios represent possible exit pathways for TradeWizz in the long term (typically within a 5-10 year timeframe).

Acquisition by a Larger E-commerce Platform or Tech Company

Potential Acquirers

- ThreeColts**: To acquire AI technology and sustainable sourcing capabilities, diversify beyond Amazon-focused solutions, and expand into new markets with ESG credentials. They have proven their interest in e-commerce solutions by acquiring Turkish software company Seller Running for \$22M, making TradeWizz's AI capabilities and sustainable marketplace a strategic fit for their portfolio expansion.
- Shopify**: As a leading e-commerce platform, Shopify could acquire TradeWizz to enhance its platform's AI capabilities, expand its service offerings for merchants, and integrate the ethical sourcing marketplace.
- Amazon**: Amazon could be interested in acquiring TradeWizz to further strengthen its dominance in the e-commerce space, particularly by integrating the AI-driven tools and the TradeWizz Shop marketplace to attract more sellers and enhance its supply chain.
- Etsy**: Given Etsy's focus on handmade and unique goods, acquiring TradeWizz could provide them with a competitive advantage by integrating sustainable sourcing and AI-driven tools.
- eBay**: eBay could acquire TradeWizz to enhance its platform's capabilities for sellers, particularly in areas like product research, inventory management, and cross-border selling.

Acquisition Rationale

- Technology Acquisition**: Acquirers could be interested in TradeWizz's proprietary AI technology, particularly the specialized AI agents, to enhance their own platforms and gain a competitive edge.
- Market Share Expansion**: Acquiring TradeWizz could provide a quick entry into new market segments or expand an existing presence in the e-commerce SaaS space.
- Talent Acquisition**: TradeWizz's experienced team in AI, e-commerce, and software development could be a valuable asset for a larger company.
- Ethical Sourcing and Sustainability**: The growing importance of ethical and sustainable practices could make TradeWizz's marketplace and its focus on SDGs an attractive proposition.
- Data and Analytics**: TradeWizz's data analytics capabilities and insights into e-commerce trends could be valuable to a larger platform.
- Integration with Existing Offerings**: TradeWizz's platform could be integrated with an acquirer's existing products or services, creating a more comprehensive and valuable offering for customers.

Initial Public Offering (IPO)

Potential: An IPO could be a viable exit strategy if TradeWizz achieves significant scale, market share, and profitability, demonstrating consistent revenue growth and a strong market position. This could potentially be considered within the next 7-10 years.

Prerequisites

- Strong Financial Performance**: Sustained revenue growth, profitability, and positive cash flow.

Market Leadership

- A significant market share in the e-commerce SaaS sector.

Scalable Business Model

- Demonstrated ability to scale operations efficiently.

Experienced Management Team

A strong and experienced leadership team with a proven track record.

Favorable Market Conditions

A positive outlook for the e-commerce and technology sectors.

Valuation Considerations

TradeWizz's valuation at the time of exit will depend on several factors, including:

- Financial Performance**: Revenue, growth rate, profitability, and customer lifetime value.
- Market Position**: Market share, brand recognition, and competitive advantages.
- Technology**: The uniqueness and value of TradeWizz's AI technology and platform.
- Customer Base**: The size, quality, and engagement of TradeWizz's customer base.
- Market Conditions**: The overall economic climate and investor sentiment towards e-commerce and technology companies.
- Acquirer's Synergies**: The potential synergies and strategic value that TradeWizz brings to the acquirer.

Management's Commitment

The TradeWizz management team is committed to building a successful and sustainable business. While an exit is not the primary focus, we will consider all strategic options that maximize value for our shareholders and align with our long-term vision for the company. We believe that a future exit, whether through acquisition or IPO, will provide a significant return for our investors while also creating new opportunities for TradeWizz to further its mission of empowering ethical and sustainable e-commerce.

Disclaimer: This exit strategy section presents potential future scenarios and should not be considered a guarantee of any specific outcome. The actual exit strategy and timing will depend on various factors, including market conditions, company performance, and strategic decisions made by the management team and board of directors.

XI. Appendix

Customer Testimonials

▼ All Testimonials

I've been using TradeWizz for like three months now. It's made a huge difference in online arbitrage. I find whatever I'm looking for when I'm looking for a product, that's how much. The analysis that used to take me hours is now done quickly. At first I found the program a bit complicated, but thanks to the support team, whatever I asked, they answered me immediately. Well, I am generally satisfied, it has made my work much easier, and it saves more money. It would be great if only the interface was simpler in some places.

Semih Çoskun

We sell electronic products, we have been using TradeWizz for about six months. It has helped us a lot, especially in finding products. We used to spend a lot of time finding new products, now we can find whatever we are looking for immediately. Stock, price tracking, etc. are also very important for us, it makes our work much easier in those matters. Only this 'Seller Settings' section is a bit confusing, everything else is fine. I recommend it.

Berkay Keskiner

I'm an Amazon FBA seller, and the competition in the clothing industry is fierce. Thanks to TradeWizz, it's easier to find the right products, to set the price and so on. That keeps chart integration is very useful, I can see the price history and make decisions accordingly. It's also nice to be able to customize the program for myself. The only problem is that it doesn't work very well on mobile, it's hard to use it from a phone. Also, it can be a bit complicated for a beginner.

Ibrahim Söglemis

We sell home and kitchen products, we have been using TradeWizz for about five months. Product research, competitor analysis, it saved us a lot of time. We can see which products are popular and what competitors are doing. Customer support is also very good, when there is a problem, they help immediately. Only this 'Adding scans' part is a bit complicated, it could be simpler. Also, more graphics and personalization on the home page (dashboard) would be nice. But in general, we are satisfied, it helped us grow our business.

Musa Mert Can

I've been using TradeWizz for about two months now. When I was doing online arbitrage, my biggest problem was finding the right product at the right price. This program has solved that problem to a large extent. Now I can more easily understand which products will sell, which suppliers are reliable, etc. The program was a bit difficult to use at first, but as I got used to it, I liked it. Especially the 'Blacklist' section where you can block ASIN, brand, keywords, etc. is very well thought out. It would be even better if there was a mobile app just to make it more practical. Still, I would definitely recommend it.

Eltac Dayibili

Investor FAQs

▼ 1. What's the size of the round?

We are seeking **\$150,000** in this pre-seed funding round.

▼ 2. What are the KPIs for this round?

Our primary KPIs for this round are:

- **Customer Acquisition:** Achieve **2,097 paying customers** by the end of Q4 2025.
- **Customer Acquisition Cost (CAC):** Maintain a CAC below **\$100** by Q4 2025, although the initial target is based on the MVP test results of **\$7.32**.
- **Churn Rate:** Achieve a churn rate below **10%** annually, although we consider a range between 13% to 5% for our projections.
- **Monthly Recurring Revenue (MRR):** Reach **\$50,000 MRR** by the end of 2025.
- **Activation Rate:** Achieve a **40% activation rate** for new users.
- **Website Traffic:** Drive **50,000 unique visitors** to the website.
- **Social Media Engagement:** Achieve an average **engagement rate of 3%** across all social media platforms.
- **Partnerships:** Secure at least **20 strategic partnerships**.
- **WORLDEF Event:** Generate at least **100 qualified leads** and **20 partnership opportunities** from the WORLDEF event.

▼ 3. What is the expected runway from this round?

This pre-seed round is expected to provide TradeWizz with a **12-month runway**, covering the entire year of 2025.

▼ 4. What kind of investors are you looking for in this round?

We are seeking **strategic investors** who are:

- Curious and passionate about **e-commerce, AI, and sustainable business practices**.
- Experienced in **SaaS and/or marketplace businesses**.
- Able to provide **mentorship and guidance** in addition to capital.
- Aligned with our **long-term vision** and social impact goals.
- **Angel investors, early-stage VC funds, and impact investors** are ideal partners.

▼ 5. Where did the idea come from?

The idea for TradeWizz originated from the founders' personal experiences as Amazon sellers. We encountered firsthand the challenges of product research, inventory management, pricing optimization, and ethical sourcing. We realized that existing solutions were inadequate and fragmented, leading us to develop our own internal tools. Recognizing the potential to help other sellers, we decided to build a comprehensive, AI-powered platform – TradeWizz.

▼ 6. What is unique about your product?

TradeWizz's uniqueness lies in its **comprehensive, AI-powered platform that integrates safe sourcing and a direct manufacturer marketplace**. Unlike competitors who focus on isolated features, TradeWizz provides an **end-to-end e-commerce solution** that addresses all key aspects of online selling, while also promoting sustainability and social responsibility. The **Twizz Shop**, in particular, is a key differentiator, connecting sellers directly with vetted suppliers and empowering them to build transparent and responsible supply chains. Our **AI Vertical Agent Hub** also provides a unique advantage, offering specialized, domain-specific intelligence that is unmatched in the market. The **Integration of a user-friendly Web Extension** further enhances our platform's capabilities, providing on-the-go product analysis and market research.

▼ 7. Which features are currently available and what is still working on?

- **Currently Available (Post-MVP):** Basic product research tools, limited Amazon integration, and core platform infrastructure.
- **Under Development:** All features outlined in the product roadmap, including the AI Vertical Agent Hub, Financial Command Center, Twizz Shop Marketplace, Inventory & Supply Chain module, Product Intelligence tools, enhanced Web Extension, and integrations with Shopify, eBay, and 3PL providers.

▼ 8. How do you acquire leads?

Our primary lead acquisition strategies include:

- **Digital Marketing:** SEO, targeted PPC campaigns (Facebook/Instagram and Google Ads), social media marketing.
- **Content Marketing:** Creating valuable content (blog posts, articles, white papers, webinars) that attracts and educates our target audience.
- **Partnerships:** Collaborating with complementary businesses, industry influencers, and relevant organizations.
- **Events:** Participating in industry events like WORLDEF.
- **Referral Programs:** Incentivizing existing users to refer new customers (future implementation).

▼ 9. Why do customers buy your solution?

Customers choose TradeWizz because it offers:

- **Market Access Bridge:** TradeWizz uniquely connects local producers and NGOs with global online sellers, creating new market opportunities and supporting sustainable local development.
- **Increased Efficiency:** AI-powered automation streamlines operations and saves time.
- **Improved Profitability:** Data-driven insights and optimization tools help maximize profit margins.
- **Safe Sourcing:** The TradeWizz Shop marketplace connects sellers with safe and sustainable suppliers.
- **Reduced Complexity:** A comprehensive platform simplifies e-commerce management.
- **Competitive Advantage:** Advanced AI capabilities and unique features provide a competitive edge.
- **Social Impact:** The platform empowers businesses to make a positive impact by supporting local communities and promoting responsible business practices. How do you plan to increase LTV and ARPA?

▼ 10. How do you plan to increase LTV and ARPA?

- **LTV:**
 - **Product Enhancements:** Continuously adding new features and improving existing ones based on user feedback.
 - **Customer Success Programs:** Providing excellent customer support, onboarding, and training to increase customer retention and reduce churn.
 - **Upselling and Cross-selling:** Encouraging users to upgrade to higher-tier plans and adopt new features like the Twizz Shop and 3PL integrations.
 - **Community Building:** Fostering a strong user community to increase engagement and loyalty.
- **ARPA:**
 - **Value-Based Pricing:** Aligning pricing with the value delivered by the platform.
 - **Tiered Pricing:** Offering a range of subscription packages to cater to different customer needs and budgets.
 - **Usage-Based Pricing:** Implementing usage-based pricing for specific features or services (e.g., Twizz Shop transactions, 3PL services).
 - **New Features and Services:** Introducing new premium features and services that provide additional value to users.

▼ 11. What are the main reasons for churn?

Based on our MVP test phase, the main reason for churn was **Amazon account suspensions**, which was outside of our platform's control. This further emphasized our strategy to diversify to include **multiple platform integrations**.

Other potential reasons for churn include:

- **Lack of perceived value:** Users may not fully understand or utilize the platform's features.
- **Competition:** Users may switch to a competitor's product.
- **Poor customer support:** Users may experience unresolved issues or inadequate support.
- **Pricing:** Users may find the pricing too high or not aligned with the value they receive.

We are actively working to address these potential churn factors through continuous product improvement, proactive customer success, and competitive pricing.

▼ 12. What is your defensibility?

Our defensibility comes from several factors:

- **Unique Local-Global Bridge:** Our established partnerships with local producers and NGOs create a unique ecosystem that is difficult to replicate. These relationships, built on trust and mutual benefit, form a strong barrier to entry and provide us with exclusive access to authentic, local supply chains.
- **Proprietary AI Technology:** Our AI agents are built using advanced algorithms and trained on a vast amount of e-commerce data, providing a significant competitive advantage.
- **Integrated Platform:** The combination of AI-powered tools, a direct manufacturer marketplace, and 3PL integration creates a unique and comprehensive solution that is difficult to replicate.
- **Efficient Sourcing Focus:** Our commitment to efficient and sustainable sourcing resonates with a growing segment of the market and differentiates us from competitors.
- **Network Effects:** The Twizz Shop marketplace will benefit from network effects, as more sellers and suppliers join the platform, its value increases for all participants.
- **Data Advantage:** As we gather more data from users and the marketplace, our AI models will become more accurate and effective, further strengthening our competitive position.
- **Brand and Community:** We are building a strong brand and a loyal community of users, which will create a barrier to entry for new competitors.

▼ 13. How will you count CAC?

Customer Acquisition Cost (CAC) is calculated by dividing the total marketing and sales expenses by the number of new customers acquired during a specific period.

Formula:

$$\text{CAC} = \frac{\text{Total Marketing and Sales Expenses}}{\text{Number of New Customers Acquired}}$$

Example:

If TradeWizz spends \$10,000 on marketing and sales in Q1 2025 and acquires 1,000 new customers, the CAC would be:

$$\text{CAC} = \$10,000 / 1,000 = \$10$$

Important Considerations:

- **Marketing and Sales Expenses:** This includes all costs associated with acquiring new customers, such as:
 - Digital advertising (Facebook/Instagram Ads, Google Ads)
 - Agency fees
 - Content marketing expenses
 - Social media marketing costs
 - Event participation costs (e.g., WORLDEF)
 - Salaries of sales and marketing personnel (relevant in Q4 onwards)
- **Attribution:** It's crucial to accurately attribute new customers to specific marketing channels and campaigns to understand their effectiveness and optimize spending.
- **Time Period:** CAC should be calculated for specific periods (e.g., monthly, quarterly, annually) to track trends and measure the effectiveness of marketing efforts over time.
- **CAC Efficiency:** The financial model also incorporates "CAC Efficiency" which models how CAC is expected to change over time as marketing efforts become more optimized and brand recognition grows.

▼ 14. How do you count churn?

Churn rate is the percentage of customers who cancel their subscriptions within a given period (typically monthly or annually). For TradeWizz, we will use a monthly churn rate in our calculations and then extrapolate to quarterly and annual figures.

Formula:

$$\text{Monthly Churn Rate} = (\text{Number of Customers Churned in a Month} / \text{Total Number of Customers at the Beginning of the Month}) \times 100$$

Example:

If TradeWizz had 1,000 customers at the beginning of March and 50 customers canceled their subscriptions during March, the monthly churn rate for March would be:

$$\text{Churn Rate} = (50 / 1,000) * 100 = 5\%$$

Important Considerations:

- **Segmentation:** Churn rate can be calculated for different customer segments (e.g., by subscription tier, acquisition channel, or business model) to gain deeper insights.
- **Time Period:** While monthly churn is important to track, it's also useful to calculate quarterly and annual churn rates to understand longer-term trends.
- **Churn Reasons:** It's crucial to understand why customers are churning. This can be done through surveys, exit interviews, and analyzing usage patterns.
- **Churn Rate Scenarios:** The financial model incorporates three churn rate scenarios: Worst Case, Optimal Case, and Best Case. These scenarios reflect different assumptions about customer retention.
- **Base Churn Rate:** The model uses a Base Churn Rate derived from the MVP test phase data (approximately 13.5% monthly). However, it's important to note that this number was influenced by external factors (Amazon account bans) and might not be fully representative of future churn.
- **Projected Churn Rates:** The model projects decreasing churn rates over time as the platform matures, customer support improves, and network effects take hold.

▼ 15. What are your TAM, SAM, and SOM and how did you calculate them?

Our market analysis indicates a substantial opportunity for TradeWizz in the rapidly expanding e-commerce SaaS market. We have carefully calculated our Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM) based on industry data, projected growth rates, and our strategic focus.

Total Addressable Market (TAM):

We project our TAM to be \$12.7 billion by 2027. This figure represents the total global revenue opportunity if we were to capture 100% of the market for e-commerce SaaS solutions. This estimate is derived from a combination of industry reports projecting the global e-commerce SaaS market to be USD 9.4 billion in 2024 and growing at a CAGR of 15.52% to reach USD 29.82 billion by 2030 [2]. These figures, combined with our internal projections, support our TAM estimate of \$12.7 billion for 2027.

Our TAM calculation considers the vast number of potential users, including approximately 400 million SMEs globally, over 30.7 million e-commerce sites worldwide, 26.6 million independent online retailers, 250 million marketplace sellers, and a significant portion of the 5.17 billion social media users engaged in social commerce according to Nielsen. It also includes businesses involved in dropshipping, manufacturing, NGOs, and D2C brands.

Serviceable Available Market (SAM):

Our SAM is estimated at \$7.37 billion by 2027. This represents the portion of the TAM that aligns with TradeWizz's specific focus on ethical and sustainable e-commerce solutions. We calculated this by taking 58% of the TAM (\$12.7 billion x 0.58), reflecting our commitment to serving businesses that prioritize responsible sourcing, sustainable practices, and positive community impact.

This percentage is based on our internal analysis of market trends, and on a study by Nielsen which found that 66% of consumers are willing to spend more on a product from a sustainable brand and the growing consumer demand for ethical and transparent supply chains. We believe this segment represents a significant and growing portion of the overall e-commerce market.

Serviceable Obtainable Market (SOM):

Our SOM, which represents the market share we realistically aim to capture by 2027, is projected to be \$2.75 million. We arrived at this figure by taking 0.37% of our SAM. This conservative estimate is based on our phased go-to-market approach, which initially focuses on early adopters, strategic partnerships, and a strong presence at industry events like WORLDEF. It also considers our resource constraints as a startup and the competitive landscape. We believe this SOM is achievable and provides a solid foundation for growth.

In summary, our TAM, SAM, and SOM calculations demonstrate a significant market opportunity for TradeWizz, particularly within the rapidly growing segment of ethical and sustainable e-commerce. We are confident that our innovative platform, combined with our strategic go-to-market plan, will enable us to capture a meaningful share of this market.

References:

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2. Sellers Commerce. (n.d.). Ecommerce Statistics. Retrieved from <https://www.sellerscommerce.com/blog/ecommerce-statistics/>