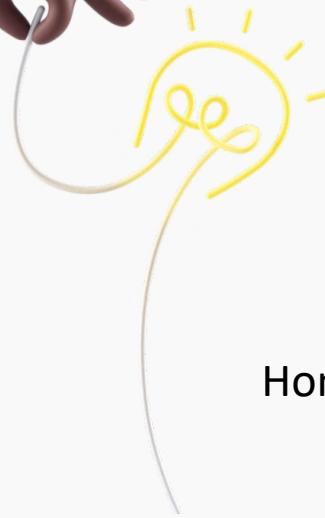




Retailer to E-tailer just a click away!

Products of

HONEYSYS
RIGHT PEOPLE - RIGHT CHOICE



Our Motto

Retailer to E-Tailer just a click away

Honebi is a SaaS based Retail Tech Platform with 2 Flavours

Get Organised



Grow



Sustain



Currently, Retailers have 6 Major Problems

Content & Cost of Online Channels Maintenance

Content play a major role in online business. The time and cost involvement in bringing any retail online on its own has become prohibitive.



Customers are Expecting a Seamless Experience

Lack of strong omni-channel presence is resulting in limited customer reachability.



Online Presence of Major Retail Players

All the major retailers are online with huge investments and manpower to increase the market share of their own.



Technical Skill & Retailers Limited Awareness

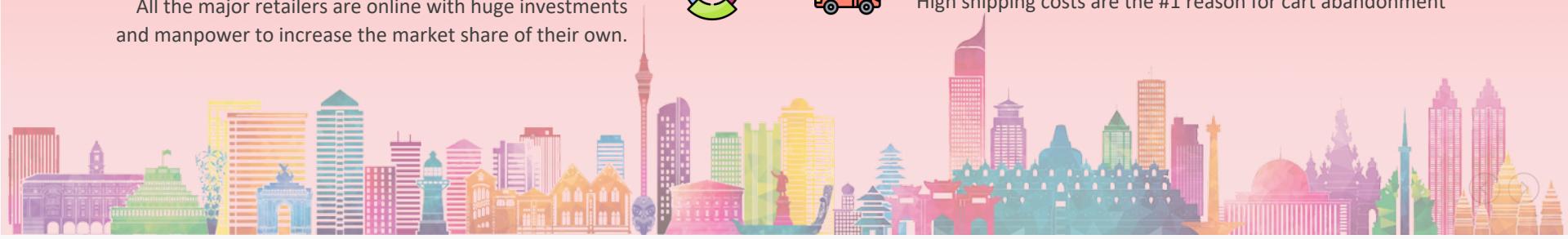
Technology is growing and driving the world as fast as a rocket, making it difficult for an individual retailer to keep pace with the required skills in today's world.

Different Applications for Every Solution

No single application available in market for handling all channels of any retail.

Logistics Cost

High shipping costs are the #1 reason for cart abandonment



Honebi & it's Progress



Madan Kumar
Founder & CEO



Lakshman Sai
Co-Founder & CTO

Corporate Office - India



2017 Prototype – MVP

Honebi & Honebi⁺

(Full Platform Development)
Implemented for some of the customers

2019

**Implementing for different clients
along with strategic partnerships**
(As Honebi & Honebi⁺)

2022



B2C Platform

SaaS Platform to help 10Million Retails

35 Customers



many more...



B2B, B2C & CRM Platform

4 Customers

Starts from **\$ 60,000 per Annum**

License based Enterprise Platform to
compete with Market Leaders



There are **10 Million** Retailer's Seeking for **Honebi's** help in

India, Middle East, USA, Europe & Other Markets

\$40.3 B

TOTAL AVAILABLE
MARKET

\$15 B

SERVICEABLE AVAILABLE
MARKET

\$4 B

SERVICEABLE
OBTAINABLE MARKET

TAM

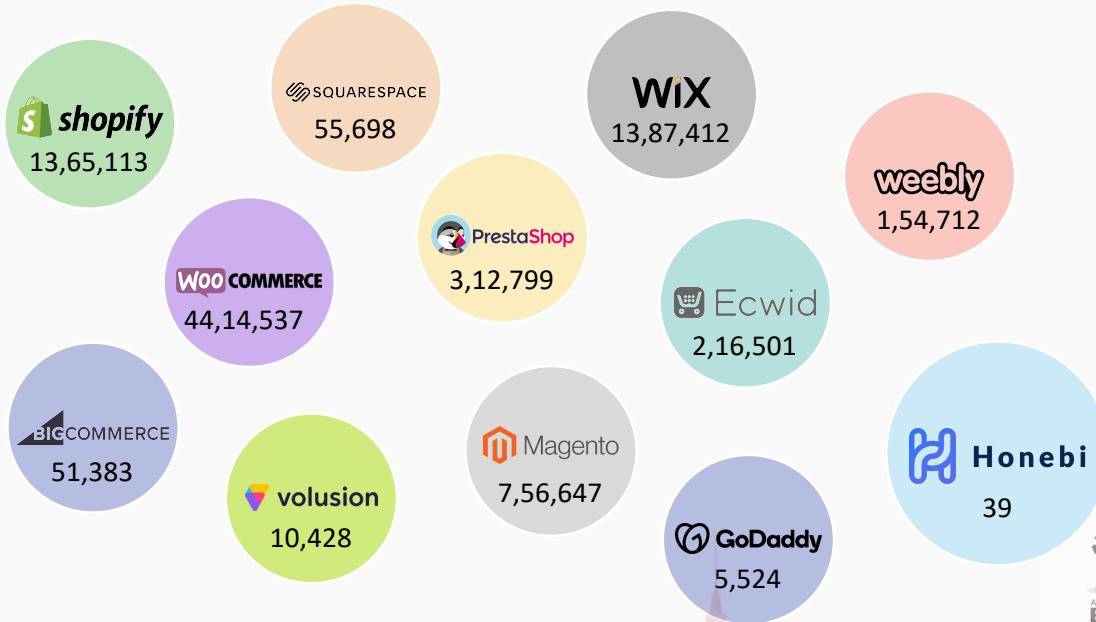
SAM

SOM



SaaS Competitors & Origin

Technology is ours...

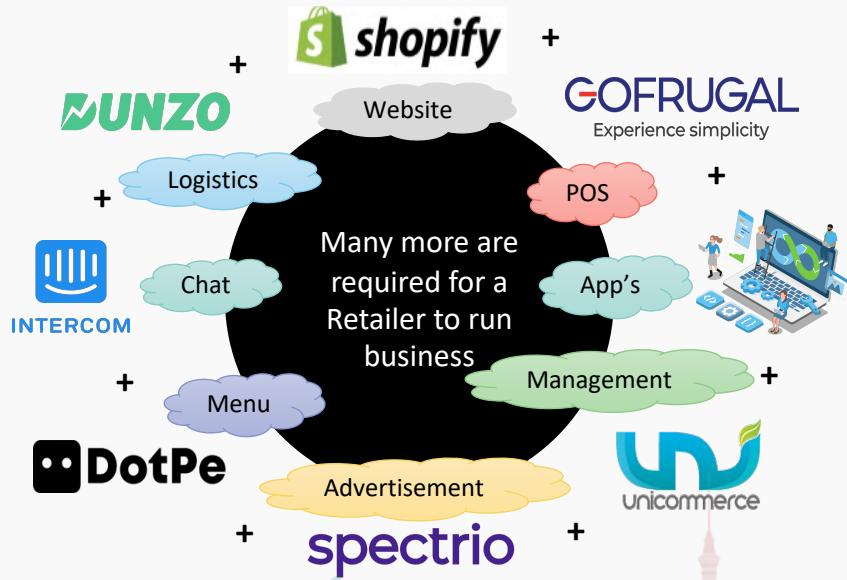


Product	Origin
Square Space	New York City, New York, USA
Woo Commerce	San Francisco, California, USA
Big Commerce	Austin, Texas, USA
Magento	Culver City, California, USA
Ecwid	Encinitas, California, USA
Weebly	San Francisco, California, USA
GoDaddy	Scottsdale, Arizona, USA
Shopify / Shopify Plus	Ottawa, Ontario , CA
Presta Shop	Paris, France, EU
Volusion	Austria, EU
Wix	Tel Aviv-Yafo, Israel
Honebi	Bangalore, INDIA



One Stop Solution

Retailer to E-tailer just a click away!



&



Channel Partner

No Upfront Fee + 14 days Free Trial + Max Fees \$599

Honebi for B2C Retail as SaaS Solution

Whatever, Wherever, Whenever Retail Needs



Get Organised

- Website
- Catalogue
- OMS (Order Management)
- Payment Gateway
- Mobile Ready
- POS (Point of Sale)
- Manage
- Inventory
- Billing



Grow

- Page Builder
- Coupons
- Global Master
- Abandon Carts
- Multi Store
- Multi Currency
- Marketing
- Language
- Loyalty



Sustain

- Promotions
- Product Combos
- Pick & Pack
- Chatbot
- Media App
- Q Buster
- Stock Audit
- Kiosk
- Self Billing



Honebi⁺ for Enterprises

Provides rich omnichannel experiences to customers

B2B

+

B2C

+

CRM

(for commerce)

Backend Systems Integrated



Current Traction

Bootstrapped

2.1M \$



Presence

2

Countries

Employees

37

Revenue Generated

640 K \$

Pilot Run - Customers

34

In UAE

1

In USA

4

Enterprise

Products

40000 +



Some of our Logo's

Your Business - Your Identity



and Counting....



Our Attraction

Angel fund round



Our Ask

1.5M \$

For 15% Equity

Use of Fund for:

- ✓ For **Expansion** in different regions (INDIA, UAE & USA)
- ✓ For **Customer Acquisition** for the first 9 months
- ✓ **Product Enhancement**, Research & Development, Technology enhancements, UI/UX, Revamping & Rebranding – Ongoing activity
- ✓ **Expanding Teams** for Presales, Marketing, Sales & Service processes in USA, UAE & INDIA.
- ✓ **Increase the Inventory** range (Product Master content for retailer use)
- ✓ **Brand Building** in existing UAE, USA & INDIA markets



Milestones

Considering required funding, manpower & operations are in place

Today



10 M \$ Value

Year 1



50 M \$ Value

Year 2



150 M \$ Value

Year 3



300 M \$ Value

Year 4



875 M \$ Value

Year 5



1.25 B \$ Value

- ✓ Piloted in UAE
- ✓ 30+ Stores
- ✓ Initiated in INDIA & USA

- ✓ 2 K Stores
- ✓ Focus in 3 Countries
- ✓ 50 Channel Partners

- ✓ 10 K Stores
- ✓ Sales in 5 Countries
- ✓ 100 Channel Partners

- ✓ 100 K Stores
- ✓ Sales in 7 Countries
- ✓ 350 Channel Partners

- ✓ 250 K Stores
- ✓ Sales in 10 Countries
- ✓ 700 Channel Partners

- ✓ 500 K Stores
- ✓ Sales in 10 Countries
- ✓ 1100 Channel Partners

Powerful Business Model

Difficult to replicate the business model and Time consuming process to prepare content for any other competitor

Growth

Highly Scalable, Strong, Consistent, ARR & GMV

Long Term Focus

Robust solution with the vision and planning of 5 years ahead





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Thank You

<https://www.honebi.com>



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