

# Optipty Product Growth Roadmap 2026

## Product Growth Strategy: 1-Minute Overview

### 🎯 Product Growth Vision

Transform Optipty from inventory optimization tool → AI-powered operating system for end-to-end supply chain management

### ✖️ The Problem

Customers love our inventory optimization, but still waste **6-8 hours/day** on manual work:

- ✖️ Double data entry (Optipty → ERP ✓, but manual supplier portal entry ✗)
- ✖️ Manual email processing (supplier updates, availability, pricing)
- ✖️ Expensive third-party EDI (\$XXX,XXX/year)
- ✖️ Time-consuming invoice matching (30-60 min each)
- ✖️ No logistics optimization (high shipping costs)

**Result:** We're losing enterprise deals to competitors promising complete automation.

### ✅ The Solution: 5 Strategic Initiatives (All Starting February 2026)

#	Initiative	Impact
1	<b>AI-Powered PO Data Input</b> (Deck Partnership)	Eliminate double data entry, 90% time savings, €75-100K ARR
2	<b>Supplier Email Analysis</b> (AI extraction)	Auto-apply updates, 90% time savings, €60-90K ARR
3	<b>In-House EDI Integration</b> (replace third-party)	100% cost savings, real-time processing, €50-75K ARR
4	<b>3-Way Matching Automation</b> (PO/GRN/Invoice)	95% time savings, near-zero errors, €45-75K ARR
5	<b>Container Optimization</b> (freight partnerships)	€1,000 customer savings/container, €120-288K gross profit

### 📊 Business Impact & Revenue Model

#### Current State:

- ARR: €2.5-3M
- Target EOY Impact: +€250-300K (10% growth)

#### Revenue Split by Initiative:

Initiative	Revenue Driver	Annual Contribution	% of €250-300K Target
<b>Deck PO Automation</b>	Enterprise upsells (5-10 customers @ €10-20K increase)	€75-100K	<b>30-35%</b>
<b>Email Analysis</b>	Churn reduction (save 3-5 customers @ €20-30K ARR each)	€60-90K	<b>25-30%</b>
<b>EDI Integration</b>	Premium feature upsells (10-15 customers @ €5-10K)	€50-75K	<b>20-25%</b>
<b>3-Way Matching</b>	Enterprise expansion (3-5 new customers @ €15-25K)	€45-75K	<b>15-20%</b>
<b>Container Optimization</b>	NEW revenue stream (20-30 containers/month @ €500-800 margin)	€120-288K/year	<b>40-50%</b>

### Container Optimization Economics:

- Customer pays: €2,000 (vs. €3,000 direct) = **€1,000 savings (33%)**
- Optiply pays freight forwarder: €1,500
- Gross profit per container: **€500-800**
- Target: 20-30 containers/month across 10-15 customers
- Annual gross profit: **€120-288K**

### Customer Efficiency:

- Current: 6-8 hrs/day manual work
- Future: 1-2 hrs/day
- Reduction: **70% + efficiency gain**

## 2026 Aggressive Timeline

### February 2026 (NOW - All Initiatives Start):

-  **Deck PO Input:** Contract signed, pilot testing started
-  **Email Analysis:** Prototype development begins
-  **EDI Integration:** Partnership discussions, architecture planning
-  **3-Way Matching:** Proof-of-concept with PDF parsing
-  **Container Optimization:** Freight forwarder outreach

### Q1 2026 (Mar-Apr): Rapid Pilots & Customer Validation

- Deck: 3-5 pilot customers live (working with Joren on opt-ins)
- Email Analysis: Beta with 5-10 customers
- EDI: Pilot with 1-2 customers
- 3-Way Matching: Alpha testing
- Container Optimization: Partnership signed, pilot design

### Q2-Q3 2026 (May-Sep): Scale & Revenue Generation

- All initiatives in production with growing customer base
- Revenue tracking and attribution
- Continuous optimization based on customer feedback

## **Q4 2026 (Oct-Dec): Full Rollout & Target Achievement**

- All initiatives available to full customer base
  - **Target: €250-300K additional ARR (10% of current €2.5-3M ARR)**
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## Competitive Differentiation

**Only inventory SaaS delivering:**

- End-to-end automation (supplier communication → invoice matching → logistics)
- AI-first platform (leveraging latest AI for every workflow)
- Ecosystem integration (EDI, email, portals, ERPs, freight forwarders)
- 70%+ operational efficiency gains

**Market Position:** From "inventory optimization tool" → "AI-powered supply chain operating system"

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## Product Growth Impact

**Revenue Opportunities (EOY 2026 Target: €250-300K):**

- **Deck PO Automation:** €75-100K (enterprise upsells, reduced churn)
- **Email Analysis:** €60-90K (churn reduction, retention)
- **EDI Integration:** €50-75K (premium feature upsells)
- **3-Way Matching:** €45-75K (enterprise expansion)
- **Container Optimization:** €120-288K (NEW marketplace revenue)

**Strategic Value:**

- Market leadership in AI-powered supply chain
  - Defensible competitive moat (platform network effects)
  - Customer lifetime value increase (70%+ efficiency gains drive retention)
  - New revenue stream (container marketplace) with high margins
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## Product Growth Role: Driving Strategic Initiatives

**As Product Growth Lead, I will:**

1. **Orchestrate Partnerships:** Deck (PO automation), freight forwarders (container optimization), EDI standards
  2. **Drive Market Differentiation:** Position Optiply as AI-first, end-to-end automation leader
  3. **Enable Revenue Growth:** Unlock enterprise segment, reduce churn, create new revenue streams
  4. **Coordinate Cross-Functional Execution:** Align engineering, product, sales, customer success teams
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## Success Metrics

**North Star:** 70%+ reduction in customer manual work

### Key Indicators:

- +25-40% ARR growth
  - +15-20% retention improvement
  - +10-15 NPS increase
  - 80%+ customer adoption of new capabilities
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## Current Progress & Next Steps

### Completed (February 2026):

-  Deck contract signed
-  Kick-off meeting with Deck completed
-  Pilot testing started (supplier portal cart flow)
-  Customer opt-in campaign launched (working with Joren - CS team)

### This Month (February 2026):

-  Customer discovery calls (identify pain points, validate value)
-  Pilot customer recruitment (3-5 for Deck, 1-2 for EDI)
-  Email analysis prototype development
-  Freight forwarder partnership discussions
-  3-way matching proof-of-concept

### This Quarter (Q1 2026 - Move the Needle):

-  Deck: 3-5 customers live, validate time savings
-  Email Analysis: Beta with 5-10 customers
-  EDI: 1-2 pilot customers (replace third-party)
-  Container Optimization: Partnership signed, first containers booked
-  Revenue tracking: Measure contribution to €250-300K target

**TL;DR:** Product Growth roadmap for 2026 delivers end-to-end AI-powered supply chain automation through 5 strategic initiatives (all starting February 2026), targeting **€250-300K additional ARR (10% growth)** by EOY, with 70%+ customer efficiency gains and establishing Optiply as market leader. Container optimization alone could contribute €120-288K annually through marketplace model.