

PITCH DECK



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1. Marketplace Overview

The e-commerce industry is experiencing exponential growth, with increasing consumer demand for convenience, speed, and seamless online shopping experiences. However, traditional e-commerce platforms often face challenges related to product discovery, delivery delays, and customer satisfaction.

At Door is an innovative e-commerce platform that focuses on delivering essential products quickly and efficiently, ensuring a seamless and user-friendly shopping experience.

2. Problem Statement

Consumers often face several pain points when shopping online:

- Delayed Deliveries: Many e-commerce platforms struggle with logistics, leading to long delivery times.
- Limited Product Availability: Finding essential and trending products in one place can be difficult.
- Poor Customer Support: Lack of real-time assistance leads to frustrated customers.
- Complicated Checkout Process: Lengthy and confusing checkout steps often result in cart abandonment.

3. Solution

At Door addresses these challenges by offering:

- **Ultra-Fast Delivery:** Ensuring same-day or next-day delivery for essential products.
- **Curated Product Selection:** A marketplace featuring high-demand items with verified quality.
- **Seamless Checkout Experience:** A simplified, one-click checkout process with Razorpay integration.
- **Personalized Shopping:** AI-driven recommendations based on user preferences and purchase history.
- **24/7 Customer Support:** Providing real-time chat and call assistance for customers.

4. Business Plan

Revenue Model

- Commission-Based Sales: Charging a percentage fee from vendors for every successful sale.
- Subscription Plans: Offering premium memberships for faster deliveries and exclusive deals.
- Advertising & Sponsored Listings: Vendors can pay to boost product visibility on our platform.
- Logistics as a Service: Providing delivery solutions for small businesses.

Market Strategy

- Digital Marketing: Leveraging SEO, social media, and influencer partnerships.
- Customer Retention: Loyalty programs and personalized discount offers.
- Vendor Partnerships: Collaborating with trusted brands and suppliers for high-quality inventory.
- Mobile-First Approach: Focusing on mobile shopping with a user-friendly app.

Growth Plan

1. Phase 1 (Launch & Validation): Build MVP, onboard initial vendors, test logistics efficiency.
2. Phase 2 (Expansion & Branding): Scale marketing efforts, optimize product selection, enhance UX.
3. Phase 3 (Scaling Nationwide): Expand delivery network, introduce new features, and optimize customer experience.

5. Competitive Advantage

At Door differentiates itself from competitors with:

- Faster Delivery Times than traditional e-commerce platforms.
- A User-Centric Experience focused on simplicity and personalization.
- A Unique Business Model that combines curated product selection with seamless checkout.
- Strong Vendor & Logistics Partnerships ensuring high efficiency and reliability.

6. Funding & Investment Opportunity

We seek funding to:

- Scale Operations: Expand to new cities and improve logistics infrastructure.
- Enhance Technology: AI-driven product recommendations and an optimized checkout experience.
- Marketing & Customer Acquisition: Increase brand awareness and drive user adoption.

Investment Required: \$1 Million

Projected ROI: 34% in X years

Break-even Timeline: 20 months

7. Conclusion & Call to Action

At Door is set to disrupt the e-commerce space by offering a faster, more personalized, and customer-centric shopping experience. We invite investors and partners to join us in revolutionizing online shopping.

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Thank you.



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