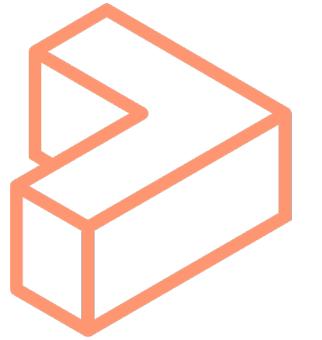


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Pitch Deck | Feb 2020

Flip Kromer - [flip@tooksome.com](mailto:flip@tooksome.com)

David Minich - [david@tooksome.com](mailto:david@tooksome.com)



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# Who we are...

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)

Slide / 2



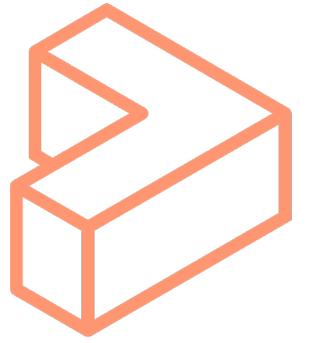
**FLIP KROMER**

- Founder of Infochimps (sold to CSC), Vigilante Gaming Bar (profitable, making distributions).
- Capital Factory EIR, Dir Community ATX Hackerspace
- Expert at backend / cloud infrastructure; Author of Big Data for Chimps (O'Reilly)



**DAVID MINICH**

- Front-end developer and designer with experience shipping user-friendly hardware and software products.
- Designed enterprise SaaS experiences for the logistics industry (Omnitracs).
- Designed award-winning consumer products at Bose.



# Democratizing Lean Supply Chain Management

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## Our Big Vision

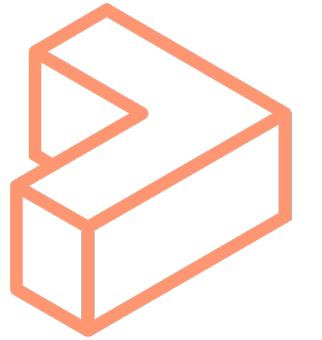
1

David and Flip met this month (Thanks, Capital Factory!), having each identified a potential product hypothesis: David from Inventory side, Flip from procurement side.

2

We are joining forces and running experiments to select exactly one go-to-market segment.

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)



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# Scratching an Itch

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)

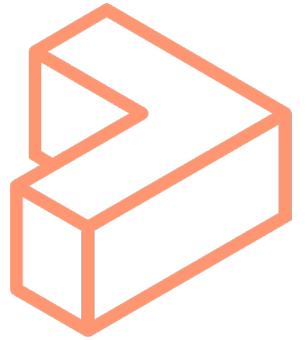
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## FLIP

- Helps run local makerspace; people replace consumables but don't notify stewards to re-order.
- Tool outage, rush charges, wasted effort
- Annoying to order from multiple vendors, no unified shopping list
- Opportunity to get affiliate revenue and subsequent direct fees for biz features

## DAVID

- Designed software for the logistics industry
- All of the existing options capable of delivering valuable inventory data are cumbersome and borderline unusable
- That makes me angry
- I know how to do things the right way by making complex software simple to use.



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# Our Paths to Now

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)

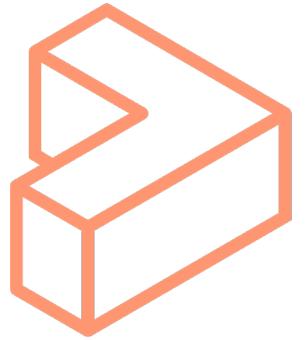
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### FLIP

- 2020 Jan: Informal problem interviews, isolated “Don’t run out” problem.
- 2020 Feb: Structured problem interviews, code foundation
- 2020 Feb: Met David, combined efforts

### DAVID

- Created a side project called Snap Inventory in Early 2019
- Nov 2019: Enough users and positive feedback to signal future growth, full-time
- Nov 2019: 860 MAU, 100 paying users from a range of industries, ~\$450 MRR
- Feb 2020: 1200 MAU, 150+ paying customers, approaching \$700 MRR, focus on retail



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# Two Potential Segments

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)

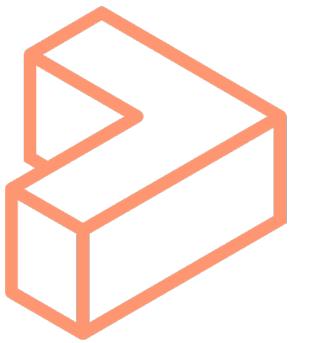
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### OFFICE MANAGERS

- "Running out of Toilet Paper makes for a 💩💩💩 Day"
- Help Office managers not run out of stock or get interrupted to re-order items
- Charge for Biz features and capture referral revenue
- 3 friendlies will adopt initial version at \$40-120 total revenue

### ONLINE RETAILERS

- Help Online Retailers avoid stock shortages and detect waste
- Want a mobile-first app with Shopify (et al) integration
- Stock outage is not only lost sales, it's lost customers.
- Stock overage is wasted money, labor, shelf space
- \$40/Month plan launched 3 weeks ago and has had 6 companies sign up for it so far
- All other companies are paying \$3.99/mo or \$4.99/mo per user



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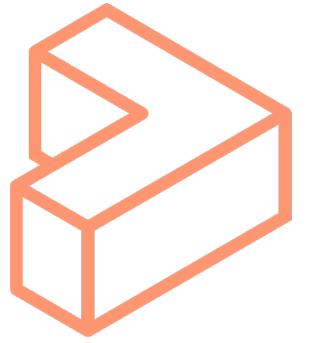
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# Strong Assumptions

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)

- Inventory software is ugly, expensive and targeted at large businesses
- Few SMBs know they are looking for Supply-Chain optimization, but they all want it
- Mobile phone is GPS-enabled, mobile barcode scanner, preferred computing device for most
- Cell phones and machine vision are game-changing capabilities for supply-chain management
- Object recognition helps enable automated inventory tracking
- Potential for insurgent sales: one small-scale adopter within a company leads to enterprise sale
- If resupply orders reach scale, we can capture some of Amazon's Market: "Subscribe and Save, but done right and for multiple vendors"



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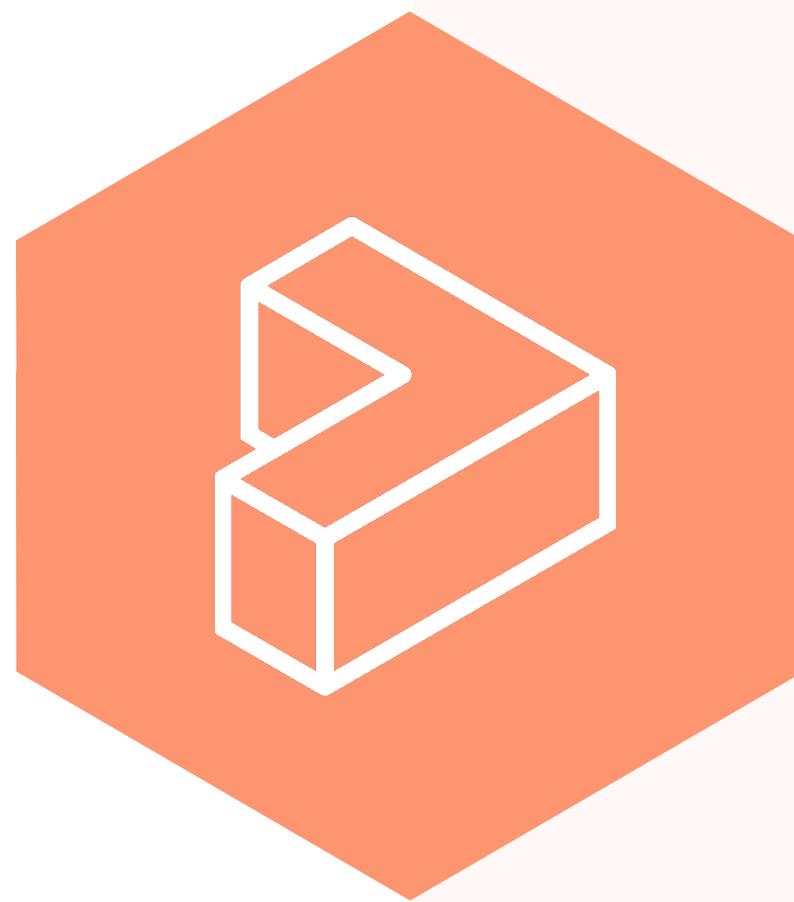
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# Weak Assumptions

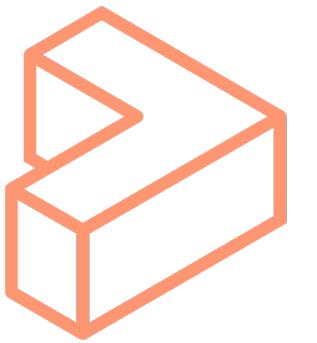
- Not clear how acute Office Managers' problem is
- Office Managers are very underserved by tech
- Office Managers are highly reachable on social media and eagerly evangelize solutions within their networks
- Inventory space is crowded; we need a better UVP
- Current traction due to gap in mobile-first offering
- Marketing gap:
  - Accounting => Quickbooks
  - POS => Square/Stripe
  - Inventory => \\_(ツ)\_/`
  - Procurement => \\_(ツ)\_/`

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)

# Appendix



[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)



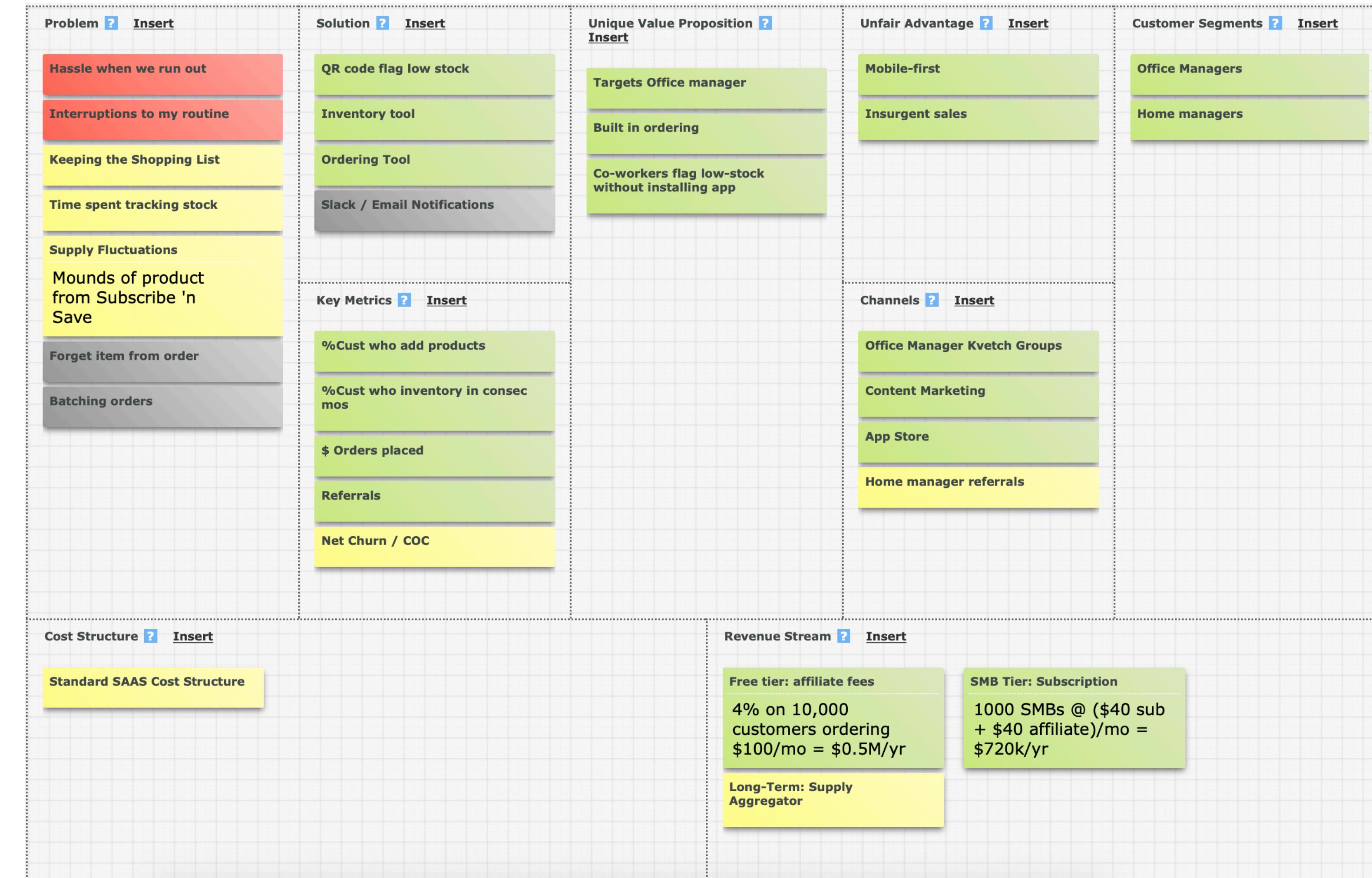
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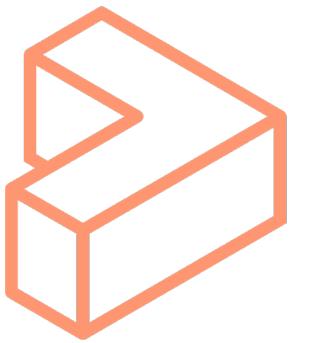
Appendix

# Lean Canvas - Procurement

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)

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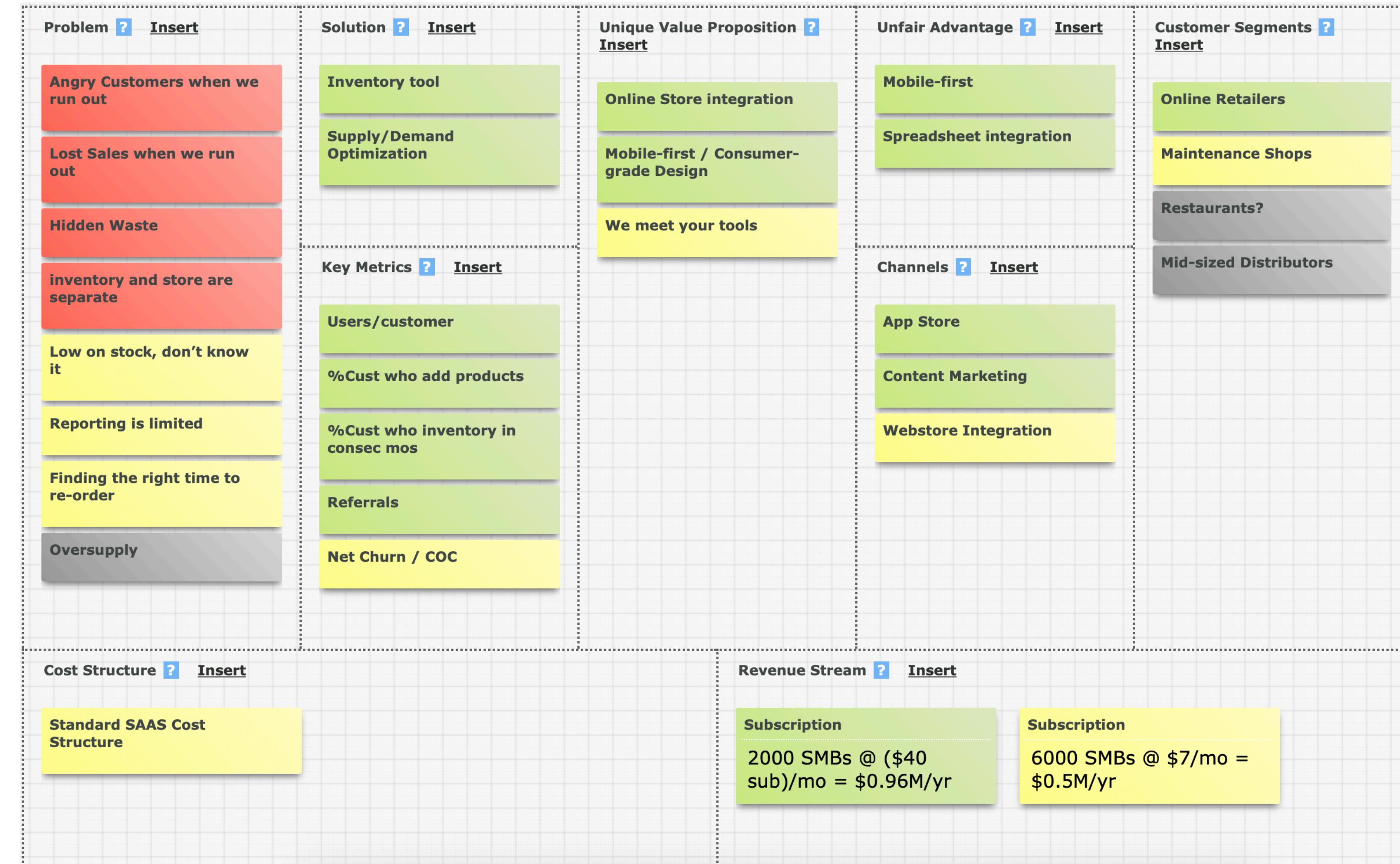


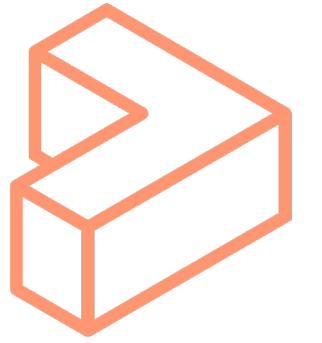
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Appendix

# Lean Canvas - Inventory Management

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)





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*Appendix*

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### APP STORE

<https://tinyurl.com/rk84vkx>

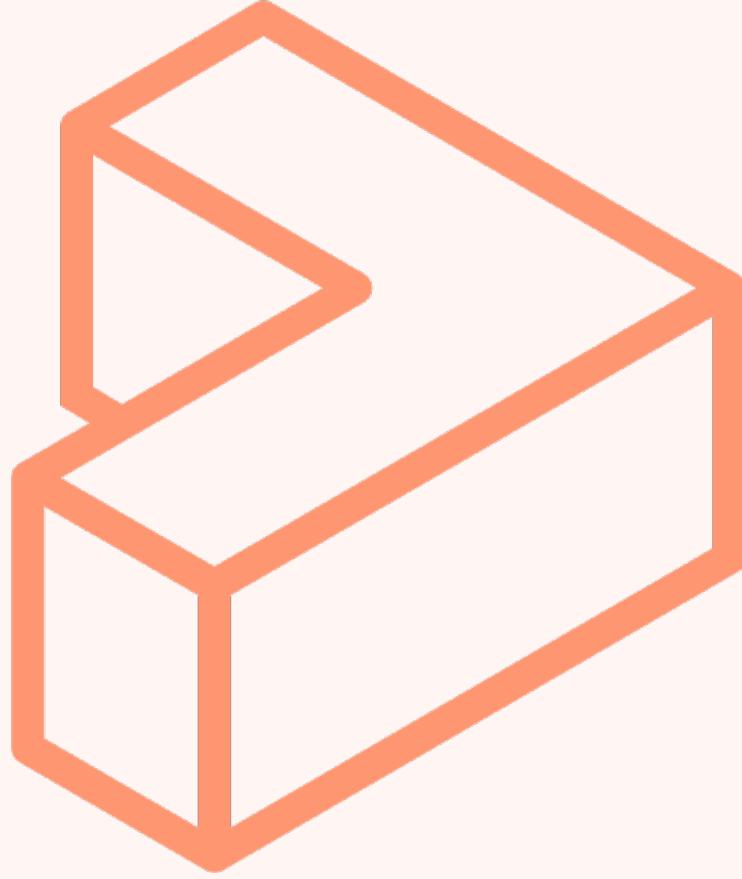
# Snap Inventory

(David's inventory app with initial traction)

### WEB

<https://tinyurl.com/v9delly>

[flip@tooksome.com](mailto:flip@tooksome.com)  
[david@tooksome.com](mailto:david@tooksome.com)



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Flip Kromer - [flip@tooksome.com](mailto:flip@tooksome.com)

David Minich - [david@tooksome.com](mailto:david@tooksome.com)