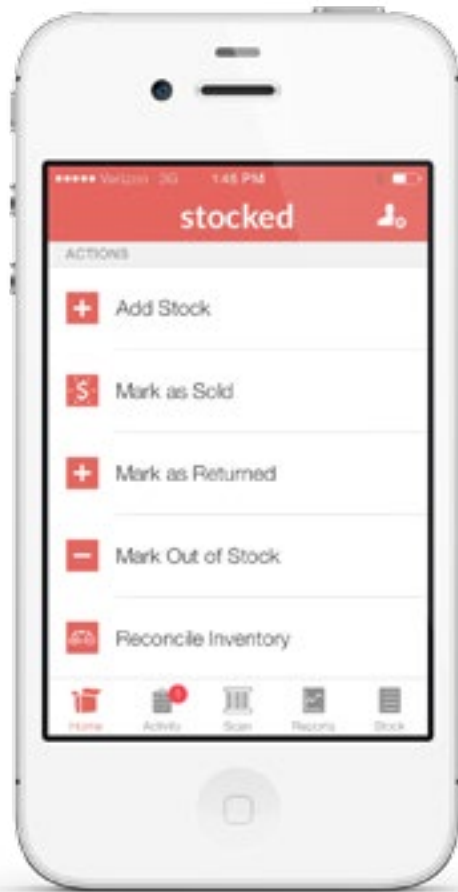




stocked



stocked



Stocked is *the* inventory management solution for microbusinesses, especially those selling within online marketplaces.



stocked

Microbusiness



What is a microbusiness?



subset of small
business



5 employees
or less



\$1K to \$35K



Out of the
home

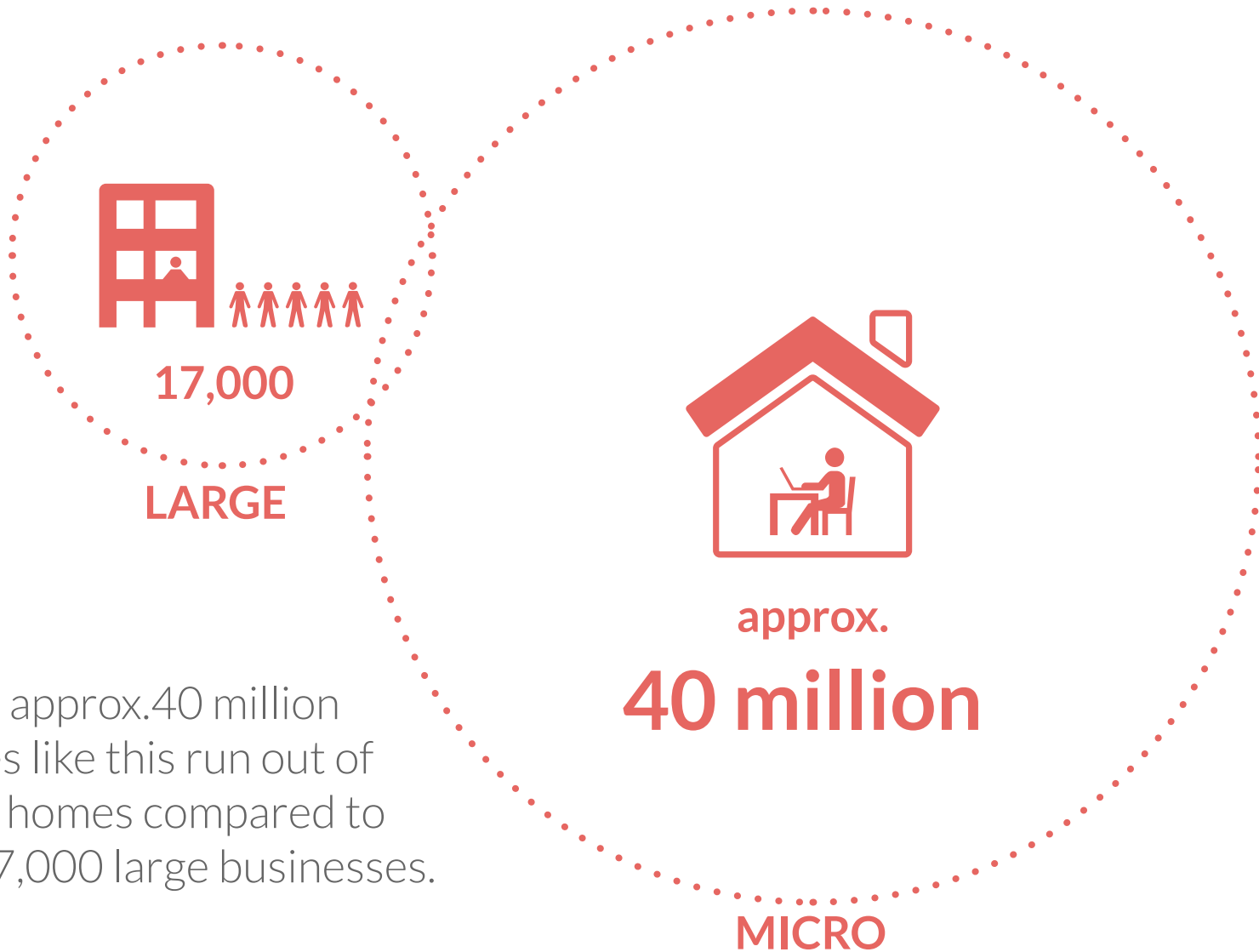


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Microbusiness



Microbusiness **vs.** Large Business (in the United States)



There are approx. 40 million businesses like this run out of American homes compared to approx. 17,000 large businesses.

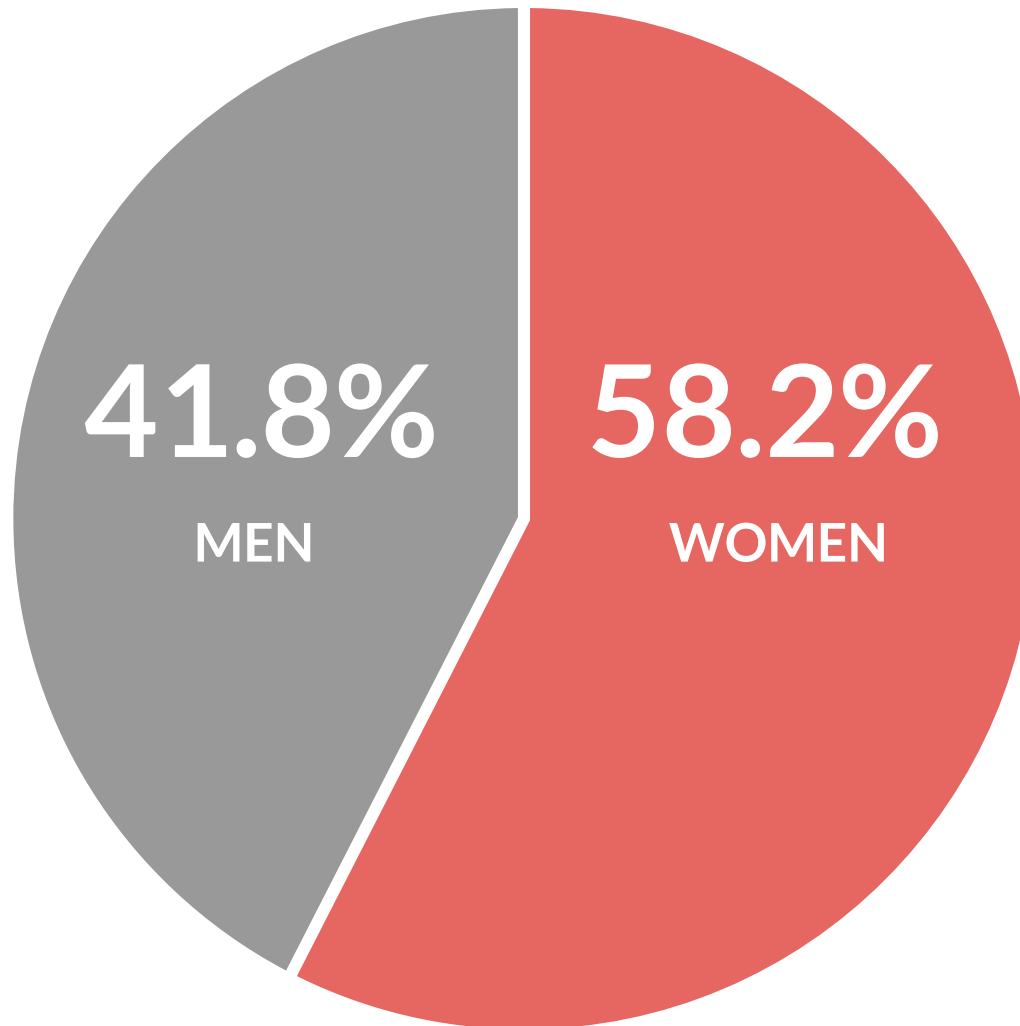


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Microbusiness



Who is the microbusiness owner?





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Microbusiness



The barriers of entry in starting a business have been greatly reduced with the proliferation of the internet.

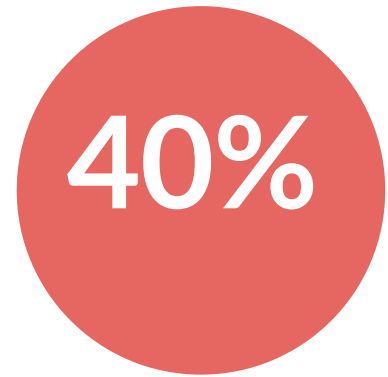


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Microbusiness



Online Marketplaces



sell without a website of their own



There has been an explosion of growth in home businesses due to the convenience and availability of a variety of online market places such as eBay, Amazon, Etsy, Shopify & Square.



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Inventory Management



What is an inventory management system?



An *essential* tool in organizing stock quantities, SKUs, costs, and sales.

A good inventory management system helps businesses make informed decisions.



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Competition



Other retail management products





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Solution



Here's our solution





need

Microbusiness that are unable to afford expensive current market systems, still need inventory management tools.



awareness

Online advertising, seller blogs, Facebook groups, and forums



interaction

Explore via online research: blogs and landing page



experience/usage

Purchase: Brick & Mortar, online
Usage: Initialize account, actions



engagement

Utilize tech support, used data from reports, in app ordering



loyalty/advocacy

Blog about Stocked, Discussion on forums and groups



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How is Stocked profitable?

\$99



1. initial purchase of device

\$19/month

2. monthly subscription service



3. in-app supply ordering



stocked



Long-Term Strategy

Through customer loyalty and advocacy, become the essential tool for online merchants to manage inventory. The goal is to become as integral to the eBay & Amazon Powerseller as Paypal.

Ultimately, the strategy is to be acquired by eBay or Amazon.

ebay

amazon.com



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Get Organized. Get Stocked.