



## Project eComSaaS

Company Information Memorandum | February 2024

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## Company profile

- Founded in 2019 the company has quickly established itself as a leader in the SaaS-based **e-commerce space**. Combining their extensive experience in finance, e-commerce and software development, the founders have positioned the business at the forefront of e-commerce innovation.
- The company was born out of the founders' recognition of a market gap in global e-commerce services. They saw a unique opportunity to provide a **comprehensive service** that combines **SaaS** with **product compliance** and Shopify management, simplifying the complicated process of global market entry for brands.
- A significant part of the growth can be attributed to its proprietary software, which has been instrumental in its expansion into the **EU, UK** and **US** markets. The forthcoming launch of an AI-driven tool is set to revolutionize operational processes, optimize business decisions and support strategic product portfolio expansion.
- The company excels at SaaS, handling everything from **product sourcing** to **online sales** under its own name, enabling brands to **access global markets** effortlessly. Its **Product Compliance service** ensures that products meet regulatory standards, reducing the risk of non-compliance. In addition, they offer **Shopify Store Management**, helping brands establish effective online sales channels and maximize Shopify's potential for improved customer engagement and increased sales.
- The business has demonstrated remarkable **financial performance**, achieving a yearly **revenue** of **€1.3M** in 2023. Since September 2023, the company has maintained a positive cash flow, highlighted by a substantial **revenue** of **€184K** and an **EBIT** of **€73K** in **December 2023** alone. Furthermore, in January, they were able to maintain the momentum from December, a strong signal indicating stability and potential for sustained growth.
- The vision behind the company extends beyond its current success. The founders are now seeking **strategic partners** to take the company to new heights, not only in business scale, but also in market influence and technological advancement.
- For sale are **equity shares** or **convertible loans**. The ideal investor should be well versed in e-commerce, compliance, internationalization and the SaaS domain, especially with insight into the US market and platforms such as Amazon and Shopify.

## Key Facts

<b>Target:</b>	Project eComSaaS
<b>Shares available:</b>	tbd
<b>Year of foundation:</b>	2019
<b>Segment/Niche:</b>	SaaS
<b>Employees:</b>	14
<b>GMV</b>	EUR 19.7M
<b>Internal revenue:</b>	EUR 1.3M
<b>Gross margin (internal rev.):</b>	52% (12/23: 73%)
<b>Operating Cash Flow:</b>	EUR 1,276,641
<b>ARPA (p.a.)</b>	EUR 25,174
<b>Avg. CAC Return (LTM):</b>	0.71
<b>Reason for funding:</b>	Growing both vertically and horizontally, need for sparring partner with know-how & network





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