



The B2B Marketplace for Sustainable Trade



# Problem

Somehow, B2B commerce is still:

- analog
- complex
- siloed
- illiquid

while trying to be:

- multi-stakeholder
- risk managed
- globally networked
- quality-focused



## SOLUTION

A modern B2B marketplace with embedded payment and credit platform



### B2B Marketplace

- Free profile and network access
- Subscription for sellers and traders
- Freemium for buyers
- Enterprise upgrades



### Institutional AR/AP and Treasury

- Optimize order to cash
- Multi-currency
- Improved collections
- BaaS Treasury



### PO finance for global sales

- Commercial credit for distributors, resellers and suppliers
- Risk management tools
- Receivables securitization and liquidity management



# Product

Cloud

Integrations

RPA Workflows

Networks

Embedded Finance



## 4. Fulfill & Deliver Orders

(best viewed on Youtube full screen)



# Core Features



## Marketplace

Buyer, Seller, Trader Profiles

KYC/AML processes

Network scoring

Networked selling, orders  
and fulfilment



## Fulfillment

Demand aggregation for  
better price

Contracted for quality

Single source for coverage

KFN specialist team



## Payments

Advanced AR/AP

Global banking ledger

Global reconciliation

Cash forecasting and order  
pooling



## Credit

Off balance sheet structure

Improved USD liquidity

Proprietary scoring

Aligned capital sourcing



# What is Sustainable Trade and Why now?

*"We are immersed in the most amazing transition that the human race has ever started....Forget gradual shifts, forget linear changes, we are in a world of exponential transformation."*

Christina Figueres formerly of the UN from John Doerr's *Speed and Scale*



## Who

Key small business partners

Distributors, resellers, local suppliers

Local content, DEI, veteran, sustainable supplier groups

Top salespeople in local markets



## What

**Healthcare:** Diagnostics, consumables, devices

**Energy:** Solar panels, batteries, EV

**Technology:** Servers, switches, hardware

**Infra:** Pumps, filters, vehicles



## Why

Highly-finished specialty goods

Complex regulated sales cycles

Global distribution needs

Well-funded and growing sectors



## How

Software and workflow automation

Digitize networked sales channels

Embedded payments and credit



# Business Model

## **Freemium SaaS with marketplace take rate**

Base price based on company size  
+ incremental fees based on sales volume

## ***“Pipe for procurement”***

Kountable invests into **contracted procurement revenue** to earn investors returns.

## **Future: Marketplace of services for members**

Surety Bonding (Philadelphia)  
Software Resale (i.e. G Suite)  
Cargo Insurance (t.b.d.)  
Credit Insurance (Allianz Trade)



GO TO MARKET

# Multinationals with complex global sales networks

## SELLERS

## BUYERS

Healthcare



Technology & Energy



Industrials

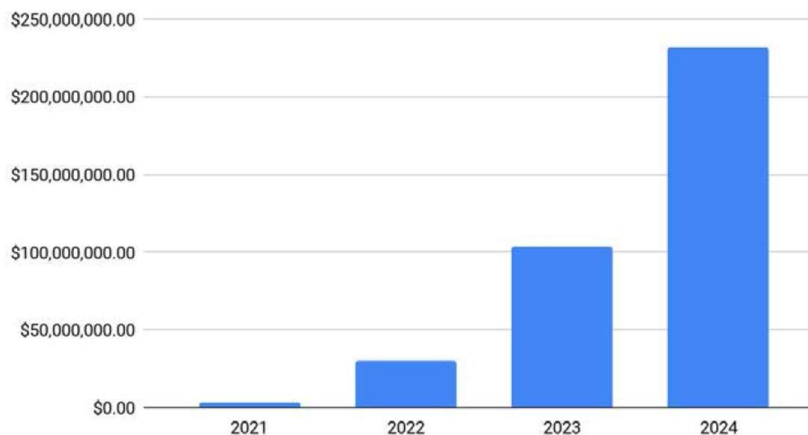






# 2021 Results and Forecast

GMV



Revenue Mix



- Forecast 10X in 2022
- Q1 2022 contracted 160% of goal
- By 4/1 2022, 50% of orders needed to reach goal were on platform



# Financial Forecast

(in '000)	2021	2022	2023	2024
GMV Booked	\$3,166	\$52,790	\$171,800	\$387,200
Trade Revenue	\$149	\$2,500	\$11,900	\$27,400
SaaS	\$189	\$538	\$1,960	\$4,805
Total Revenue	\$338	\$3,036	\$13,838	\$32,215
COGS	\$179	\$842	\$3,346	\$6,228
Gross Profit	\$159	\$2,195	\$10,492	\$25,986
GP %	47%	72%	76%	81%
Opex	\$1,936	\$4,539	\$10,789	\$16,929
EBITDA	-\$1,777	-\$2,344	-\$297	\$9,058



# Executive Team



**Chris Hale**

CEO & CO-FOUNDER

Tamcap, Perigon Wealth, Ameriprise

**Asset  
Management  
Wealthtech**

Scaled to multi-  
billion dollars in  
assets



**Richard Essex**

MANAGING DIRECTOR

Virgin Media, TEAMS Ltd., Zuku

**Raised \$500M for  
African fiber  
network**

Launched Zuku  
#1 broadband  
company in Kenya



**Danielle Russell**

HEAD OF PRODUCT

Origin Markets

**Product Leader**

Fintech, cross  
currency and credit  
products



**Catherine Nomura**

PRESIDENT & CO-FOUNDER

Strategic Coach, TD Bank

**Growth Executive**

Global  
entrepreneur  
network and  
development



**Talal Mahmud**

CHIEF RISK OFFICER

Standard Chartered, Citi,  
BAFT

**Global banking product  
development exec**

Corp banking  
Trade Finance  
KYC/AML



**Joel Onodera**

VP OF FINANCE

Apple, Sony, Nike, Prezi

**Strategy, new product  
launch and finance**

Apple, Sony and Nike



## Advisors



**Steve Robinson**

Walmart, Starbucks,  
One Network

Supply Chain & SaaS



**Michael Vrontamitis**

Standard Chartered, Finastra

Trade Finance & Open  
Banking



**James Blom**

Guardtime, Deutsche Telekom

Blockchain & Cloud



**Pete Hartigan**

SoFi, Marketplace Funds

Fintech

## Development Partner



AI/ML  
RPA  
Low Code



**Babu Sivadasan, CEO**

Envestnet, Jiffy.ai



# Competition

	Industrial	Enterprise Grade	Enterprise & SME	Global (really)	Networked	Embedded Finance	Sustainable
Kountable	✓	✓	✓	✓	✓	✓	✓
Tradeshift	✓	✓	✓	✓	✓	✓	
Mirakl	✓	✓	✓		✓		
Coupa	✓	✓		✓			
Shopify Plus		✓	✓	✓	✓	✓	
Ariba	✓	✓	✓				

E2Open, GHX



# Fundraising \$7M SAFE

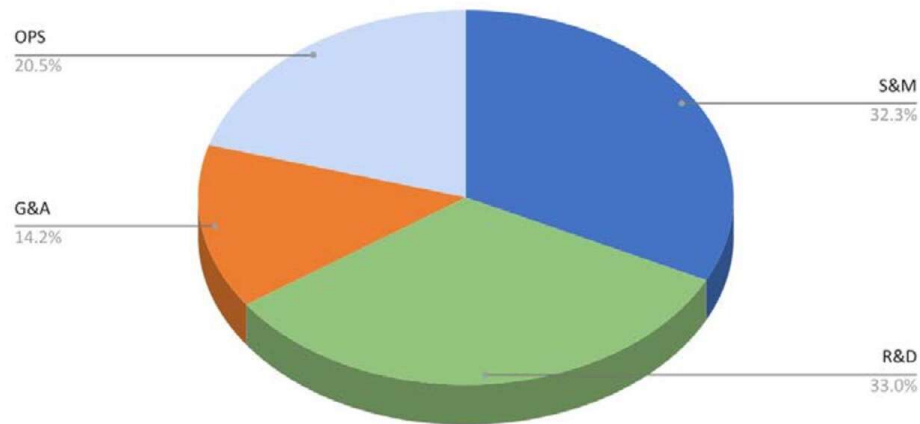
Hire internal engineering and integrations team

Hire product management team

Support Partner-led New Growth

Hire Kountable Capital Solutions Team

Enterprise Account Managers





# Thank You

**CHRIS HALE, CEO**

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