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VOLCANIC RETAIL



Revolutionizing retail by streamlining two-way communication for brands & stores



Last Funded September 2023

\$185,400

raised from 68 investors

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OVERVIEW DETAILS UPDATES WHAT PEOPLE SAY ASK A QUESTION

Highlights

- 1 150 trade shows have been cancelled representing \$38 billion lost revenue. Volcanic is the solution!
- 2 Created by Founders of Ant Hill Retail who have augmented the sales for over 500+ retail brands.
- 3 Two-way messaging allows for direct and open communication between brands and retailers.
- 4 Fosters discovery and connections using Slack like messaging.

Show more

Our Founder



Jeremy Brockbank Chairman & CEO

Jeremy has augmented the sales for two of the fastest growing brands on the Inc 5,000. He has also augmented the sales for over 520+ retail brands, and is considered one of the most influential players in US retail (Featured on Yahoo! Finance).

Volcanic Retail #disruptretail



When COVID-19 hit, it dramatically shifted how retail product sourcing was handled for retail stores. A \$38B white space was created as fewer buyers and brands are attending sourcing trade shows, far less frequently. Volcanic aims for critical mass by attracting more than 160,000 retail brands on its platform.

BRAND PROBLEMS





- Limited Access to Correct Buyer Contact Information
- Trade Shows are Expensive
- Less Buyers Attend Trade Shows Each Year
- Buyer Turnover Leads to Loss in Momentum with Retailers

BUYER PROBLEMS

- Overwhelmed by Hundreds of Product Submissions Limited Ability to Verify Brands' Reliability
- Empty Shelf Space Due to Unfulfillment of Orders/Problems with New Brands

Buyers have been sourcing products over the last two years on B2C social platforms like IG, FB, Pinterest and Youtube. The problem is, these platforms aren't built for B2B information and communication, leaving retail buyers unsure of the brand's capability in numerous areas. Critical data like human capital, new SKU information, production capacity and margins information are not found on social platforms. They are however, found on Volcanic.

Imagine a web-based platform that...

-  Looks like the **Amazon's** Marketplace and you can easily import your products
-  Fosters **connections** and **messaging** like **Facebook**
-  Let's you **Follow** and see Posts in a **Newsfeed** like **Twitter**
-  Has a proven **freemium** business model like **LinkedIn**

...That's
VOLCANIC!
We are **#disrupting**retail



Historically, retail is the oldest industry in the world, and the most reliable. According to Forbes, even post COVID, over 78% of retail was conducted in stores and only 22% online (including Amazon).

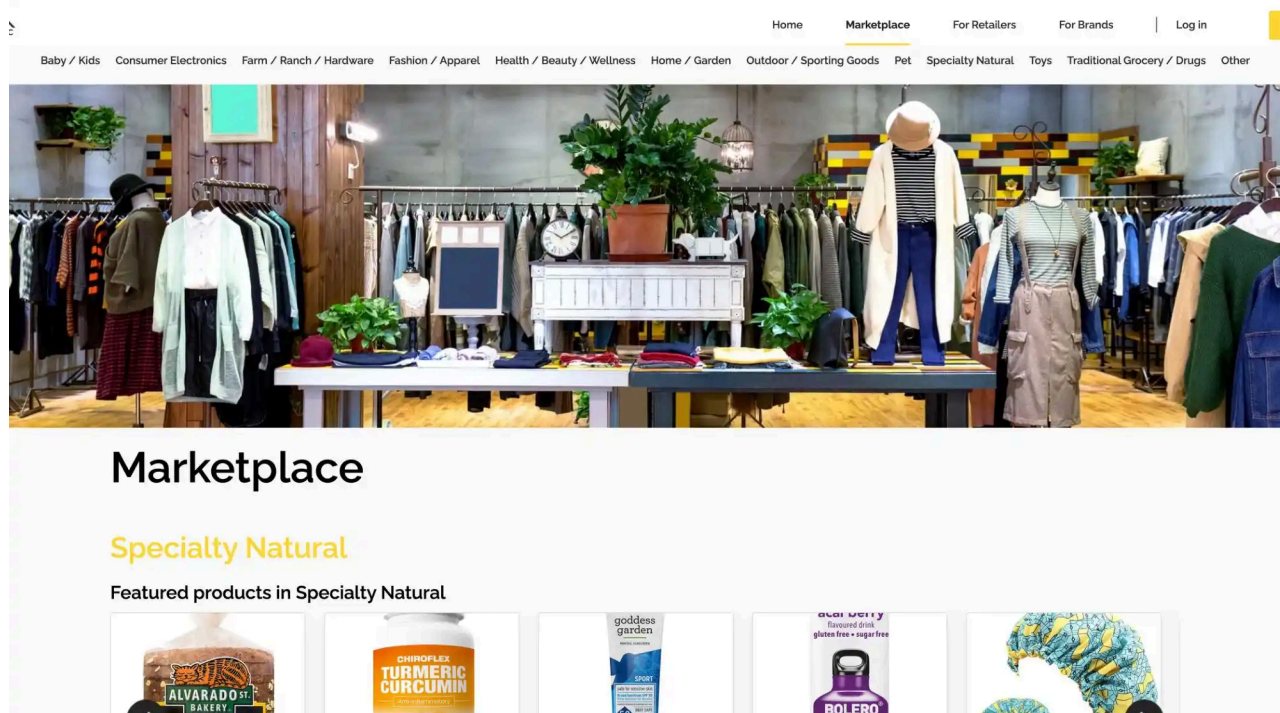


Tradeshows attendance are down over 50% from Pre-Pandemic levels

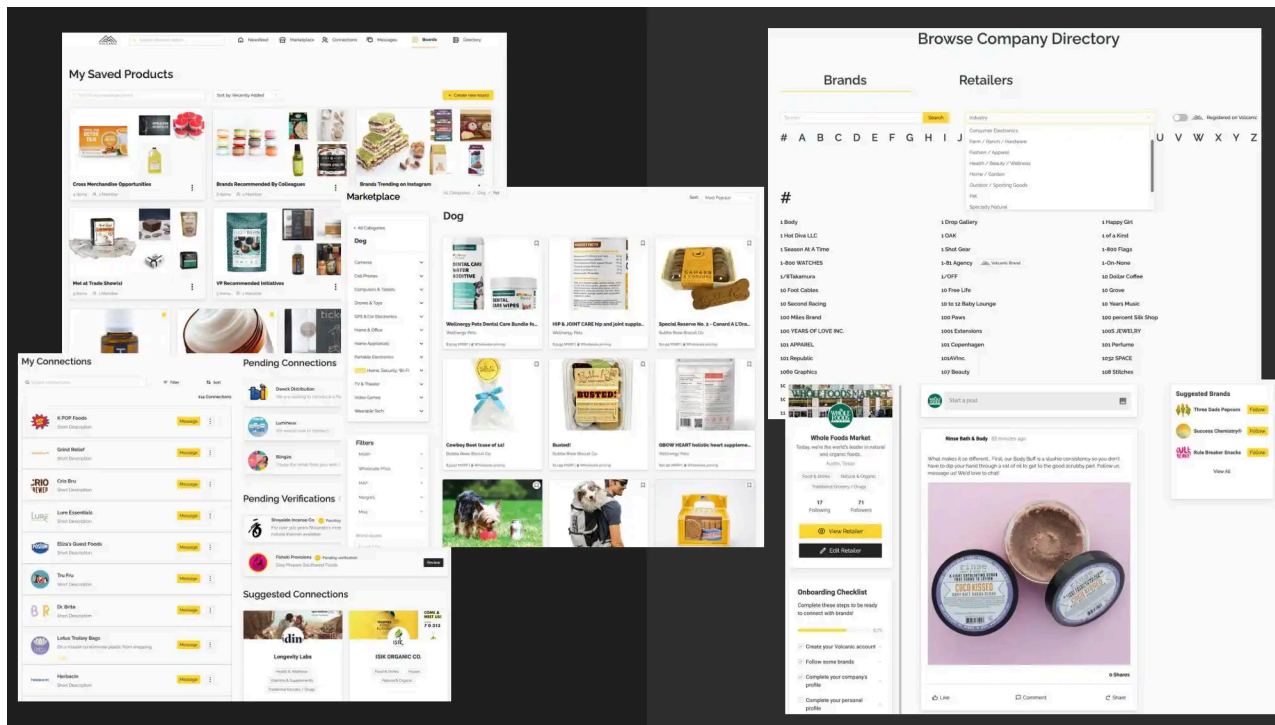


- Buyers have been sourcing products via social media platforms like Instagram, but those platforms don't have B2B information and weren't built for this purpose
- They don't effectively connect brands and targeted retailers
- Travel and booth expenses are too costly for too little value


Retailers have had shrinking margins due to Amazon and need to be more efficient in purchasing. Being able to have predictive products, selected by a store's purchasing habits, helps stores to be much more efficient at sourcing decisions.



Likewise, brands own less capital than they did pre-COVID. Volcanic drastically reduces a brand's spend when marketing to retail stores.



Currently over 160,000 retail brands are pre-scraped and found on Volcanic. 6,000 have already registered. On the retail store side, buyers from retail stores such as Walmart, Whole Foods, Nordstroms, Big 5, TJX, Tractor Supply, Scheels, HEB, and many more have already registered on the platform.



The Brand's Experience

Easily Import your Products

Let's Get Started

Click the eCommerce Platform you use today

Shopify

Magento

WooCommerce

Squarespace

Wix WIX

BigCommerce

OR

Don't use an eCommerce plug-in above? Use our template below

Volcanic default template

CANCEL
NEXT

Volcanic Retail

- Within 1 Business Day
- Customers Generate a CSV file
- Customers Import their CSV File
- Customer Activates their Product

Our Competitor

- 2 Week Timeframe

Product import is extremely simple with Volcanic. Simply export your products into CSV format and upload them all at once using our API

<https://wefunder.com/volcanicretail>

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keys.

SOLUTION:



Volcanic is revolutionizing retail.

- Streamlined communication between brands and retailers
- Brands get to market faster
- Buyers can sift through a large number of brands in a cost-effective manner.
- Two-way communication keeps conversations moving,
- Two-way rating systems help brands and buyers trust each other.
- No more Trade Shows!

And that's just the beginning...

We are currently the only TWO-WAY communication platform that we know to exist in retail, thus undercutting any one-way communication platform by putting retail brands and retail buyers in direct contact with each other, with no middle man.

Balance of Power

A thoughtful balance between Retailers and Brands

- 2 Way Rating System
- Slack-Like 2 Way Messaging
- Industry and Brand Analytics
- Efficient Price Comparison
- Direct Feedback

Volcanic is used for brands and retailers in the United States AND brands and retailers in any country that is a qualified trading partner

with the US.

BUYERS

- One-stop-shop for brand discovery
- Communicate with current brands
- Filter search results to find what they are looking for
- Track product and industry trends
- View standardized metrics and product insights
- Compare pricing and quality

Buyers can use our filtering tool to enter in specifications like ingredients, country of origin, MRP requirements, sale-through data and certifications, and our system can quickly reduce a pool of hundreds of brands down to a handful that are most applicable to a store's needs.

BRANDS

- Showcase products to thousands of buyers
- Connect with buyers through Volcanic Messenger
- Track personal and industry insights
- Access buyers calendars to track their buying seasons
- Discover retailers that fit target market



Our goal is to hit \$125M in revenue with a 13X multiple (SaaS business) valuing the company well over \$1B on subscription revenue alone (not guaranteed).

SHOW ME THE MONEY

Free	Preferred	Premium	Elite
For individuals or teams just getting their small business started.	For teams and companies that want to connect and collaborate with other companies.	For teams and companies that are looking to scale.	For organizations that want more insights about their connections.
\$0.00	\$249.00	\$449.00	\$549.00
Free forever	Per company, per month billed annually \$249.00 billed monthly	Per company, per month billed annually \$449.00 billed monthly	Per company, per month billed annually \$549.00 billed monthly
Get started	Get started	Get started	Get started
Included in Free <ul style="list-style-type: none"> ✓ Volcanic Retail social media platform ✓ Follow companies in the social feed ✓ Follow companies in the social feed ✓ View over 3.5 million products in the Marketplace ✓ Find Retailers & Brands ✓ Save your favorite product to pinboard ✓ Invite your team members ✓ Add your products to the Marketplace (Brand account) ✓ Showcase your current retailers (Brand account) ✗ Connect with retailers and brands ✗ See recommended retailers and brands that match your company interests ✗ Message connected retailers and brands on the Volcanic platform ✗ 100 buyer cards per month ✗ Privately message up to 10 unaffiliated companies a month with SocialKit ✗ Additional insights and predictions of buyers habits 	Included in Preferred <ul style="list-style-type: none"> ✓ Volcanic Retail social media platform ✓ Follow companies in the social feed ✓ Follow companies in the social feed ✓ View over 3.5 million products in the Marketplace ✓ Find Retailers & Brands ✓ Save your favorite product to pinboard ✓ Invite your team members ✓ Add your products to the Marketplace (Brand account) ✓ Showcase your current retailers (Brand account) ✓ Connect with retailers and brands ✓ See recommended retailers and brands that match your company interests ✓ Message connected retailers and brands on the Volcanic platform ✗ 100 buyer cards per month ✗ Privately message up to 10 unaffiliated companies a month with SocialKit ✗ Additional insights and predictions of buyers habits 	Included in Premium <ul style="list-style-type: none"> ✓ Volcanic Retail social media platform ✓ Follow companies in the social feed ✓ Follow companies in the social feed ✓ View over 3.5 million products in the Marketplace ✓ Find Retailers & Brands ✓ Save your favorite product to pinboard ✓ Invite your team members ✓ Add your products to the Marketplace (Brand account) ✓ Showcase your current retailers (Brand account) ✓ Connect with retailers and brands ✓ See recommended retailers and brands that match your company interests ✓ Message connected retailers and brands on the Volcanic platform ✓ 100 buyer cards per month ✓ Privately message up to 10 unaffiliated companies a month with SocialKit ✗ Additional insights and predictions of buyers habits 	Included in Elite <ul style="list-style-type: none"> ✓ Volcanic Retail social media platform ✓ Follow companies in the social feed ✓ Follow companies in the social feed ✓ View over 3.5 million products in the Marketplace ✓ Find Retailers & Brands ✓ Save your favorite product to pinboard ✓ Invite your team members ✓ Add your products to the Marketplace (Brand account) ✓ Showcase your current retailers (Brand account) ✓ Connect with retailers and brands ✓ See recommended retailers and brands that match your company interests ✓ Message connected retailers and brands on the Volcanic platform ✓ 100 buyer cards per month ✓ Privately message up to 10 unaffiliated companies a month with SocialKit ✓ Additional insights and predictions of buyers habits

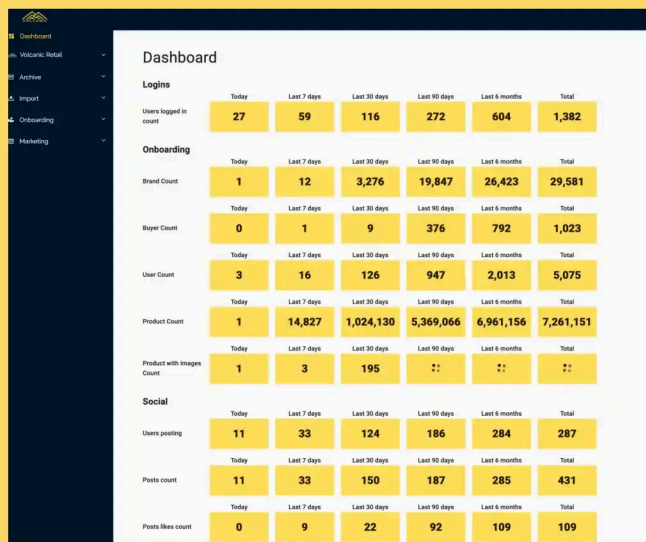
Virtual store walk through as well as a 'Tinder-like' app where buyers can swipe left for brands they don't like, and swipe right for brands they do, are next on our development pipeline.

WHAT'S NEXT?

We're just getting started...

- Standardized Vendor Docs
- Buying Season Calendar
- Advanced Networking
- Influencer Portal
- Virtual Store Walk-Through

Given that Volcanic was a spin off of Ant Hill Retail, we have the largest retail buyer database to pull from. We recently used a Python API and Google Plug-In, leaving us with a clean 441,000 active retail buyers on our platform.



February 2023



Since we have already built some of the fastest growing brands in the United States (GOAL ZERO and Oral Essentials), 'Shark Tank' records (KISSTIXX, Spatty), as well as White House recognition (KISSTIXX), we are well positioned to capitalize on retail. We have augmented the sales for over 500+ retail brands over the previous 15 years and are leveraging our deep connections in the space.

Our advisory board includes a former Information Strategies (Apple), SVP of Staples/Office Depot, Head Buyer of Costco and over 15 retail brand CEOs. Investors include VP of Vivint, Founder of Simply Mac, Founder of 97th Floor.

Here is our full list:

Richard Diamond - Fmr. VP Office Depot/Max

Derek Boduch - Founder FUGOO

Sean Luangrath - Fmr. Apple

David Al-Hakeem - Quest bars/ Legendary Foods

Sarah Ross - S'well/investor

Casey Baugh - VP Vivint/investor

Derek Westra - Director of PR (LDS church)

Mark Schwendiman - Glenn Williams Capital/investor

Jeff Flamm- Owner Koloa Landing Hawaii Resort/investor

CJ Petersen- Natures Fusion CEO/investor

Emerson Cronxton- Director of HR Affirm/Uber

Kevin Flanagan - ESNET/investor

Justin Drage- Voicecomm/investor

Ben Garrison - Sonobelo/investor

Mianna Galbraith- Fmr Buyer Walmart

Brent Burden - Fmr Buyer Costco/ Lumineaux

Brad Thatcher - Thatcher PR (Times Square)

Tyler Dickman - Founder Simply Mac

Bruce Martin - VP of Nielsen Data

Cheryl Rigdon - Shark Tank (Spatty)

Jesse Langley - Lotus Trolley

Daniel Gifford - President - DG Development

Dave Nielsen - President Overstock

Michael Breualt- Founder Gibsen & Dehn

About Our CEO Jeremy Brockbank

Jeremy Brockbank

CEO OF ANTHILL RETAIL

Jeremy Brockbank built COAL ZERO as the fastest growing brand on the Inc 5000 (growth rate of 17,000%) and was the company's only Sr. Account Manager by signing contracts with Target, Lowe's, Office Depot, Home Depot, Walmart, and Best Buy (among others). He has built hundreds of retail brands, invented and patented multiple product lines, former President/CSO of a Mark Cuban Shark Tank company, and co-creator of the very successful Shark Tank brand, Spiky.

A former Marketing Professor, he has also consulted for one of the largest private equity firms in the world (Private Equity/Carves FRQ). His business has led him to work in over 30 countries, across four continents. Jeremy is one of the most widely considered retail buyer influencers in the United States.

Jeremy's wife, Jen Brockbank is the COO of ANTHILL Retail. They currently live in Utah with their six children.

Jeremy has been featured in many media publications, including but not limited to: Business Week, WGN Chicago, KTLA Los Angeles, WGN Chicago Drug Store News, Los Angeles Times, and NBC's 5.



Downloads



[Buyers guide, Vp edition \(1\).pdf](#)

[Boards Page.png](#)

[marketplace page.png](#)

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[Connections Page.png](#)

[Directory Page.png](#)

[Prominent retailers registered on Volcanic.png](#)

[Volcanic CEO.png](#)



[Volcanic Proforma 2023.pdf](#)



[February 2023 Volcanic Investor Deck.pdf](#)[Volcanic Business Plan 042921 Final Draft 1 1 .pdf](#)

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Inc.

THE WALL STREET JOURNAL.



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