

**Makes it easy to bring product ideas to life and ship them where they need to go**



## Highlights

- 1 🚀 Self-funded explosive growth with 3.3M projected run rate by Q4 2022
- 2 🔥 200% increase in current sales pipeline
- 3 🛍️ We have created apparel for Katy Perry, Black Pink and Selena Gomez
- 4 📊 Positioned for disruption in a 227 billion global e-commerce market
- 5 ⚡ Our expert team has had multiple exits and scaled companies to billion dollar valuations
- 5 🛡️ Moats including proprietary IP and exclusive partnerships to enable long-term competitiveness
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## Our Team



### Adam Maltais

Early Shopify employee who is responsible for generating \$30M+ ARR. 18+ years in digital marketing, 10+ years in business development. E-commerce strategist specializing in growth who has worked with many 7-9 figure DTC companies.

At this current time, creating products and shipping them where they need to go as an ecommerce business is a complete mess, it is something people need to fight with every single day they start or run an ecommerce business. We believe this "unsexy" industry is a multibillion dollar problem in ecommerce and we will be the company to solve it.



### Ray Lee

20+ years as a serial start-up professional known for growing technology businesses. Launched four venture-backed companies to successful exits. Has overseen the launch of 200+ mobile and web



Formerly worked companies to successful exits. Has created the better of 20+ mobile and web apps.



### Melisa Ahn

Former Director at Forever 21 for over a decade. Over 20 years experience in production logistics, internal operations and product manufacturing. Oversaw production of millions of products distributed to 69 global markets.



### Marc Lassiter

12+ years of full-stack development experience. Proficient in 20+ programming languages. 100+ mobile and web apps developed throughout his career. Load balanced servers receiving 1,500,000 visits a day which reduced server costs by four times.

## Pitch



Adam Maltais  
Yepp Co-Founder & CEO

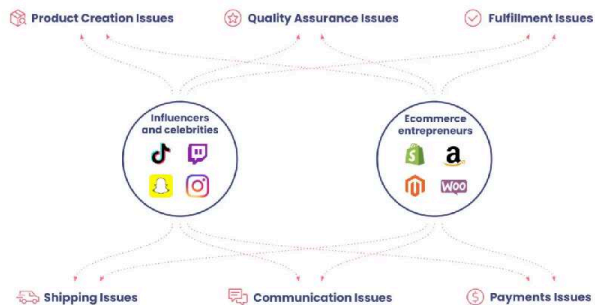
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## Mission

**"Make it easy for entrepreneurs, influencers and celebrities to bring product ideas to life and ship them where they need to go."**

## Problem

Creating products and shipping them where they need to go is a mess.



## Solution

End to end platform for influencers, entrepreneurs and celebrities.



## Traction



\*Forward looking projections can not be guaranteed

## Client Case Study



**David Bazinet**  
CEO of Evernude Underwear  
Seven figure ecommerce brand

### Before Yepp

Product Cost  
**\$5.50**

Production Time  
**4 months**

Product Quality  
**Consistent customer complaints**

Shipping speed  
**8 day average**

Risk exposure  
**Unverified and unreliable manufacturer**

### After Yepp

Product Cost  
**\$2.35 - Down 42%**

Production Time  
**1.5 months - Down 62%**

Product Quality  
**Glowing customer reviews ★★★★★**

Shipping speed  
**2 day average - Up 4X**

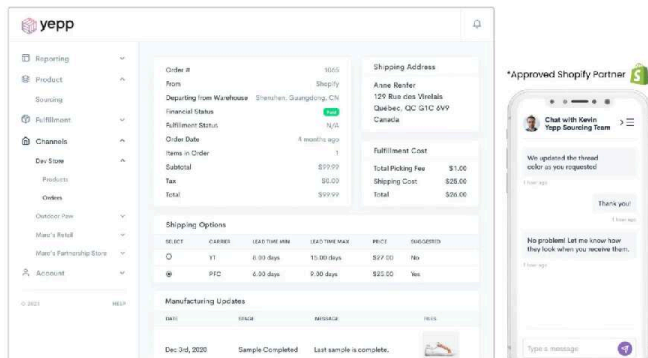
Risk exposure  
**Verified manufacturer through Yepps network ✓**

## Client Journey





## Software Platform



## Go To Market Partnerships



## Market



Sources: [www.digitalecommerceallianceofchina.org/global-ecommerce-market](http://www.digitalecommerceallianceofchina.org/global-ecommerce-market) • [www.e-commerce.com/paidstrategy/this-sample-for-research-2016](http://www.e-commerce.com/paidstrategy/this-sample-for-research-2016) • [www.yépp.com/rough-estimate-for-the-yépp](http://www.yépp.com/rough-estimate-for-the-yépp)

## Business Model

$$\begin{array}{c} \text{Average client model} \\ \$20 \times 137 = \$1,000,000 \end{array}
 \rightarrow
 \begin{array}{c} \text{Average client saves} \\ \$200,000 \text{ by using Yépp} \\ \$200,000 \end{array}$$

Average unit value      units per day      average Yépp gross revenue      Yépp gross profit

## Leadership Team



**Adam Maltais**  
Co-founder / CEO

- Early Shopify employee who is responsible for generating \$30M+ Aisk
- 18+ years in digital marketing, 13+ years in business development, 7+ years in product creation and development
- E-commerce strategist specializing in growth who has worked with many 7-8 figure DTC companies



**Ray Lee**  
Co-founder / Product

- 20+ years as a serial start-up professional known for growing technology businesses
- Launched four venture-backed companies to successful exits
- Has overseen the launch of 200+ mobile and web apps



**Melissa Ahn**  
Head of Production

- Former Director at Forever 21 for over a decade
- Over 20 years experience in production, logistics, internal operations and product manufacturing
- Oversees production of millions of products distributed to 89 global markets



**Marc Lassiter**  
Head of Technology

- 12+ years of full-stack development experience
- Proficient in 20+ programming languages
- 100+ mobile and web apps developed throughout his career
- Has load balanced servers receiving 1,600,000 visits a day which reduced server costs by four times

## Advisory Team



**Will Mitchell**  
Advisor

- Helped acquire & grow e-commerce brand Simply Organic to an 8-figure company
- Runs Strategos, a community of like-minded e-commerce entrepreneurs, which has since helped launch over 6,000 successful Amazon businesses



**Ezra Firestone**  
Advisor

- CEO of SmartMarketer.com, a training platform offering the most profitable trends for e-commerce stores that generates over \$23 million in yearly revenue
- Owns a private network of e-commerce brands and has generated over \$100 million in sales over the past 3 years



**Rick Nelson**  
Advisor

- Founder and CEO of The Fulfillment Lab, one of the fastest-growing fulfillment companies in the USA
- Over 10 years of experience in international warehousing and product fulfillment



**Oliver Wu**  
Advisor

- CEO of Globex, a member of China Merchant Group
- 15+ years experience in international logistics and Vice President of the Shenzhen Cross-border E-commerce Association



**Richard Zhu**  
Advisor

- Over 20 years experiences in supply chain, logistics and freight forwarding management
- Specialist in China Free Trade Zone solutions, providing trade and customs compliance to Fortune 500 companies



**Chris Vaandering**  
Advisor

- Was a Shopify Plus top 5% sales person. Worked with Shopify's leading e-commerce brands to insure growth and adoption
- 7+ years as a leading B2B sales professional across several industries. Focus on strategy, enablement and execution

## Competition

	yepp	Alibaba.com	MODALYST	spocket	Oberlo	Sourceify	Willo
One communication point for product creation, fulfillment and shipping	✓	✗	✗	✗	✗	✗	✗
Produce generic, semi-custom and fully custom products	✓	✓	✗	✗	✗	✗	✗
"Boots on the ground" always working directly with the manufacturers	✓	✗	✗	✗	✗	✓	✓
Proprietary desktop and mobile app platform	✓	✓	✗	✗	✗	✗	✗
Fulfillment and shipping	✓	✓	✗	✓	✓	✗	✓
Multiple ecommerce platforms integrations	✓	✗	✓	✓	✗	✗	✗
Quality control	✓	✗	✗	✗	✗	✓	✓
Inventory Forecasting	✓	✗	✗	✗	✗	✗	✗

\*Acquired by Shopify in 2017