



*Redefining Ethnic Retail*

# The Problem & Solution

## CLOSING THE SPEED GAP IN RETAIL

### The Problem



#### Traditional E-Commerce -- Too Slow

Average delivery takes 2+ days

Expected fulfillment within 2hrs

2hrs



#### Physical Retail has High Friction

Requires travel, queuing, and is limited by operating hours

### The Solution



#### Ghost Store Model

Micro-fulfillment centers (2,500-3,500 sq ft)

placed directly within dense residential clusters



#### 2 Hour Hyper-Local Delivery

Focusing on 1,200-2,000 high-velocity SKUs

with an average delivery radius of just 25 miles

### The \$100+ Billion Unmet Need

Yet ZERO Quick Commerce

### The 3-Layer Stack

Consumer App + Ghost Store Operations + AI Logistics Orchestration.

# Market Opportunity

A \$10B CATEGORY BEING BUILT IN REAL TIME

*TAM*

**\$100B**

Ethnic Grocery Market

*SAM*

**\$75B**

Tier-1 & Tier-2 markets

*SOM*

**\$10B**

Target Markets(South Asian +Hispanic + African)

# Business Model & Economics

MULTIPLE REVENUE STREAMS DRIVING PROFITABILITY

## Revenue Streams

### Product Sales

Direct inventory sales

30% Margin

### Delivery & Service Fees

Shipping & Subscriptions

High Margin

### Advertising (The Flywheel)

Brands pay for search placement, banners, and promotions. Monetize Cars. As GMV grows, ad revenue scales non-linearly.

High Margin

## Economics

### AOV

Competitive compared to retail

\$42+

### EBITDA +

Fast fulfillment center profitability due to high density

6-9 months

### LTV/CAC ratio

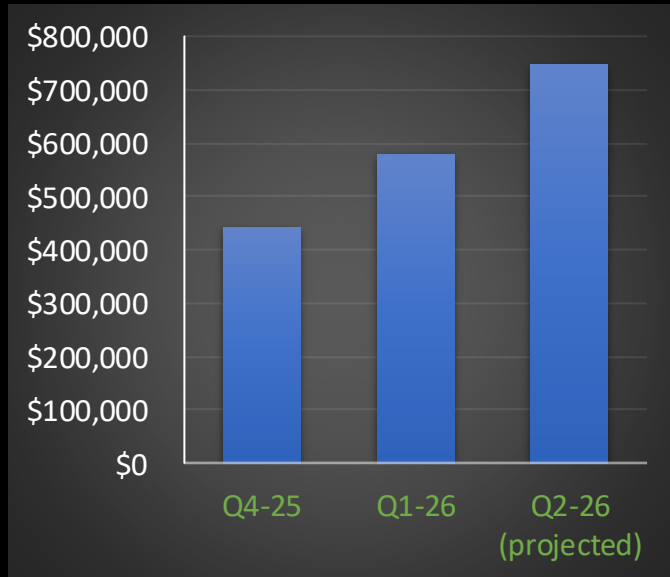
Strong retention

15X+

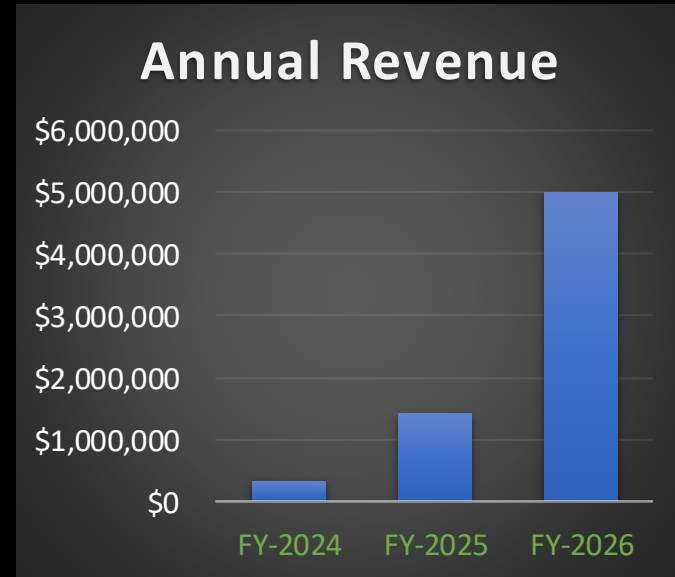
# Traction & Growth

PROVING PRODUCT-MARKET FIT AT SCALE

Quarterly Growth



Yearly Growth



# Competitive Moat

## AI-POWERED INFRASTRUCTURE



### *Demand Forecasting Engine*

City level demand prediction using sales events

Optimized for high perishable ethnic produce

Specialized imported goods with complex supply chains



### *Real-Time Logistics Orchestration*

Dynamic route optimization for the rider fleet

Predictive rider positioning by probability

Maintain 2 Hour SLA



### *Personalization & Discovery*

Authentic branding building trust & loyalty

Multi-lingual customer experience

Deep models to capture cultural nuances

*Rapidly Scalable, Low Capex, Low Opex **hard-to-replicate***

# The Team

BUILT BY OPERATORS WHO HAVE DONE THIS BEFORE



**Co-Founder**

**FAANG**

Built Commerce platforms

Leads IT & Marketing



**Co-Founder**

**20+ years Retail Stores**

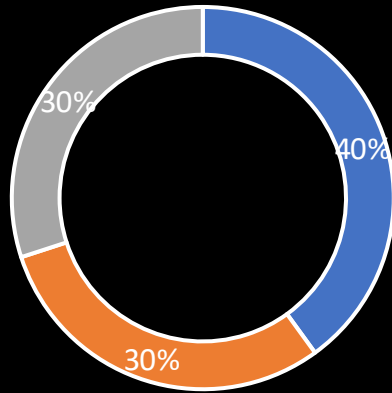
Expert in Asian grocery sector

Leads Ops & Supply Chain

# The Ask: \$1M Seed

## DOMINATING TIER-1 CITIES

### Use of Funds



■ Infra ■ Ops & Logistics ■ IT & Marketing

### Milestones to Series A (18 Mo)

- ✓ 5 Ghost Stores fully operational in NC & TX
- ✓ 50,000 MAUs generating 1,000+ daily orders
- ✓ Positive Contribution Margin at the dark store level
- ✓ \$5M-\$10M Series A raise at around \$100M valuation

#### Long Term

*Launch other Ethnicities in Tier-1&2 cities*  
*Expand beyond USA to Canada & Europe*