



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 fulfillment



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



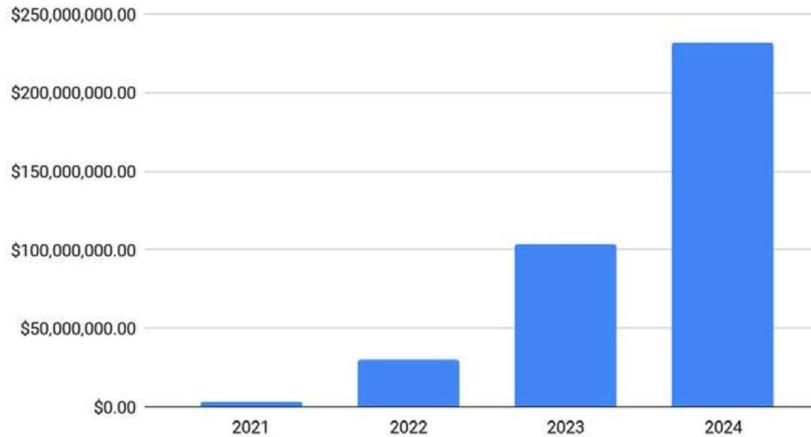
Industrials





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

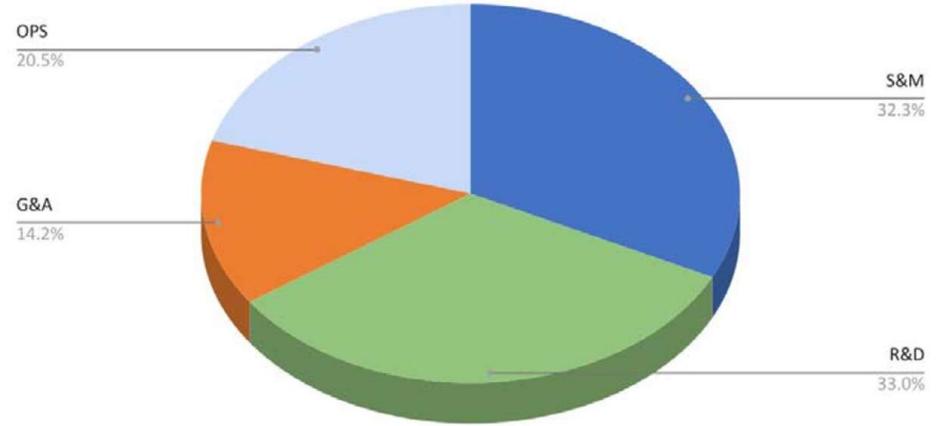
Hire internal engineering and integrations team

Hire product management team

Support Partner-led New Growth

Hire Kountable Capital Solutions Team

Enterprise Account Managers





Thank You

CHRIS HALE, CEO

chris@kountable.com