

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



venture backed companies to successful exits. Has overseen the launch 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 Mattais
Yepp Co-Founder & CEO

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.

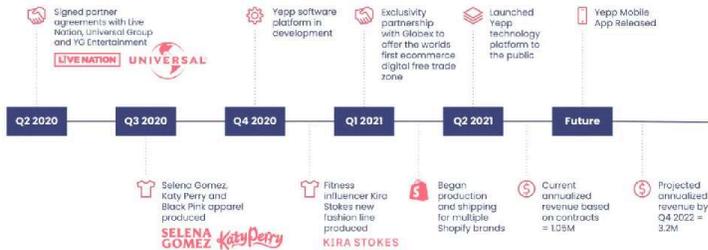


Solution

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

The screenshot shows the Yepp software interface with a sidebar menu (Reporting, Product, Sourcing, Fulfillment, Channels, Dev Store, Accounts) and a main content area. The main area displays order details for order # 1005, including shipping address, fulfillment status, and shipping options. A mobile chat interface is shown on the right, labeled '*Approved Shopify Partner'.

Go To Market Partnerships

Yepp (Product Creation, Fulfillment Management, Production Reporting, Communication, Payments) + Globex (Exclusive Partner, Currency Settlement, Shenzhen Free Trade Zone, Order Fulfillment, Customs) = World's first ecommerce digital free trade zone

Market



Source: www.digitalecommerce.com/global-ecommerce-market • www.ecommerce.com/post/why-fulfillment-is-a-competitive-advantage 2018 • www.yepp.com/zh/en/guide-to-the-market

Business Model

Average client model

$$\begin{array}{c} \text{\$20} \\ \text{Average} \\ \text{unit value} \end{array} \times \begin{array}{c} 137 \\ \text{units} \\ \text{per day} \end{array} = \text{\$1,000,000} \rightarrow \begin{array}{c} \text{\$200,000} \\ \text{Yepp gross profit} \end{array}$$

Average client saves \$200,000 by using Yepp

average Yepp gross revenue

Leadership Team



Adam Maltais
Co-Founder / CEO

- Early Shopify employee who is responsible for generating \$20M+ ARR
- 18+ years in digital marketing, 13+ years in business development, 7+ years in product creation and development
- E-commerce strategist specialising in growth who has worked with many 7-6 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 1500,000 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 Strategist, 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 brands for e-commerce stores that generates over \$20 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 Olobex, a member of China Merchant Group
- 12+ 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
- Over 10 years of experience in international warehousing and product fulfillment
- 7+ years as a leading B2B sales professional across several industries. Focus on strategy, enablement and execution

Competition

	YEPP	Alibaba.com	MOBILYST	spocket	Oberlo	Seawify	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 manufactures	✓	✗	✗	✗	✗	✓	✓
Proprietary desktop and mobile app platform	✓	✓	✗	✗	✗	✗	✗
Fulfillment and shipping	✓	✓	✗	✓	✓	✗	✓
Multiple e-commerce platforms integrations	✓	✗	✓	✓	✗	✗	✗
Quality control	✓	✗	✗	✗	✗	✓	✓
Inventory Forecasting	✓	✗	✗	✗	✗	✗	✗

*Acquired by Shopify in 2017