

# Fundraising Opportunity

Company Name: **Project Thor**

Sector: **Fintech embedded / e-commerce**

A unique platform, connecting local merchants with global suppliers by digitising high friction economies through a revolutionary local commerce network.

## COMPANY VISION

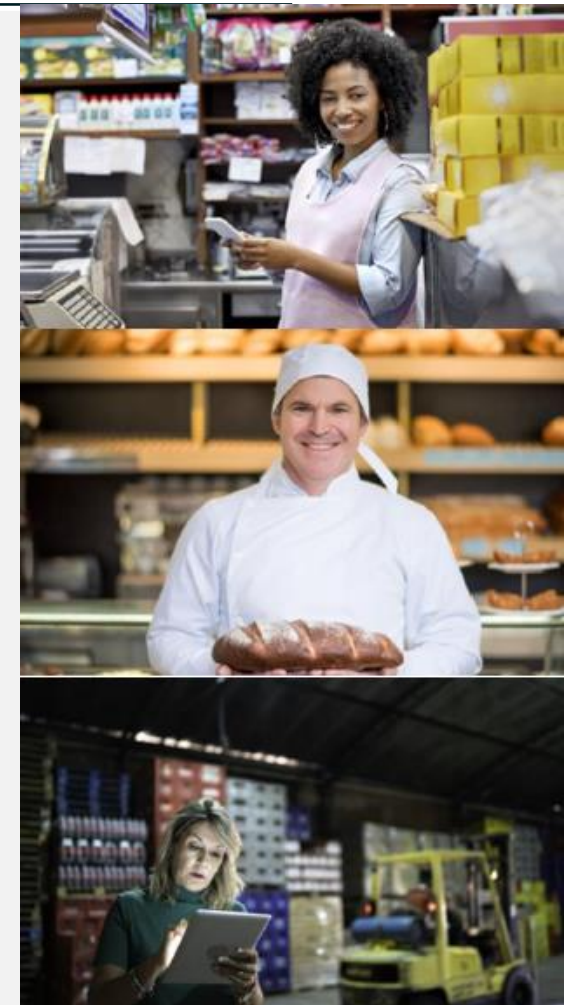
- **GOAL:** To facilitate global trade for local merchants.
- **MISSION:** Empowering global commerce by unlocking B2B commerce and connecting international brand manufacturers with local merchants through the world's first connected marketplace platform.
- **PROBLEM:** Emerging marketplaces exists due to non-digitised economies, with high payment / business friction, significant cost, loss of key trade data all contributing to the slow down in the distribution chain.
- **SOLUTION:** By enabling millions of merchants, distributors and manufacturers to trade on one marketplace via a high-touch platform with direct order placement, instant communication, vast product variety, intelligent marketing gathering, seamless payment solutions and non-cash security; this underserved market and lost opportunity is captured and monetised.
- **OPPORTUNITY:** total addressable market estimated at \$34 trillion GMV Global sales via 3<sup>rd</sup> party sellers, 1 billion sellers, \$19 trillion offline payments and 500 million SMB's with digital storefront.

## INVESTMENT TARGET

- Investment of up to £20m from single or multiple investors.
- Capital deployed to accelerate international expansion, fast tracking product scale and acquiring key licenses / patents.

## BENEFITS OF INVESTMENT

- Opportunity to invest in an exponentially growing industry that operates on a global scale, with significant payment and trading capability covering over 100+ countries.
- Fully functional proven platform, with a growing number of manufacturers and active merchants.
- Payment infrastructure in place across multiple geographies that enables mobile and digital commerce scale.
- Customer acquisition not only driven by direct outreach, but enterprise and distributor customers can white label the usage of the platform thereby making retailers sign up.
- Recurring income and multiple revenue streams diversifies risk and creates network effect for total revenues.



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## COMPANY PROFILE

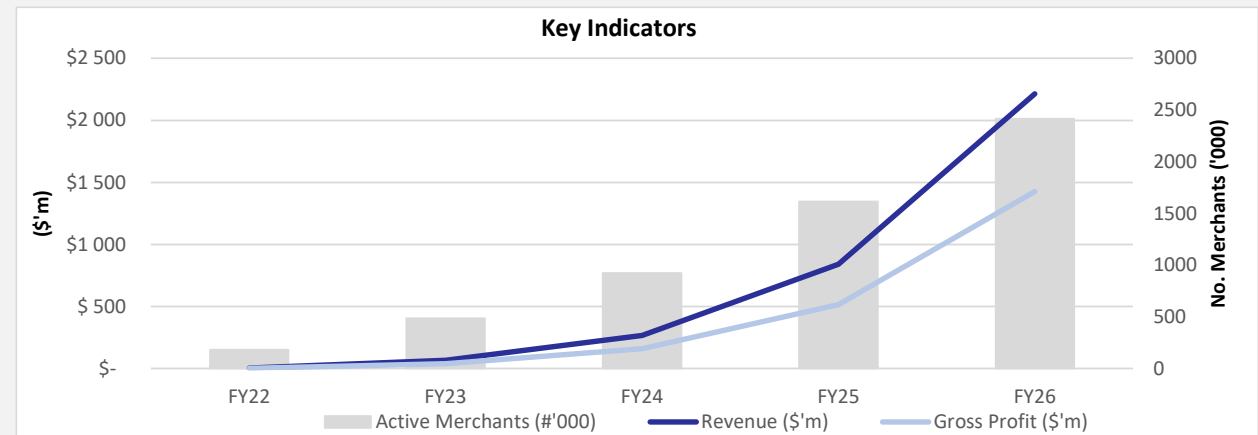
- Exceptional management team with previous experience founding and leading large scale fintech start-ups and successful exits. Background includes Fintech, banking and digital commerce.
- Currently active in three continents, with sales teams on the ground to expand both supplier contracts and merchant onboarding in underserved markets.
- Successful onboarding of multinational manufactures, and effective implementation in global geographies.
- Already established partnerships with blue-chip tech firms and digital commerce institutions.
- Pipeline for product innovation includes AI development for merchant efficiency and sales advances to kickstart the sales process.

### Financial Model (alongside)

- Serviceable Available Market (projected 5-year plan): \$76 billion GMV, 2.4 million merchants and over 100 manufacturers results in \$3.4 billion net revenue and \$2.1 billion gross profit.
- Additional financial products and services like Sales Advance and insurance at point of purchase from merchant to supplier.

## FINANCIAL MODEL

Key Indicators	FY22	FY23	FY24	FY25	FY26
GMV (\$'m)	\$132	\$1 561	\$6 140	\$19 447	\$49 036
Manufacturers (#)	8	20	39	71	108
Distributors (#)	375	1 005	1 964	3 556	5 423
Active Merchants (#'000)	182	487	924	1 615	2 416
Revenue (\$'m)	\$6	\$68	\$267	\$841	\$2 215
Gross Profit (\$'m)	\$2	\$39	\$160	\$516	\$1 425
Gross Profit Margin	44%	57%	60%	61%	64%



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