



WE MAKE IT EASY FOR CREATORS TO  
LAUNCH THEIR OWN PRIVATE LABEL BRAND



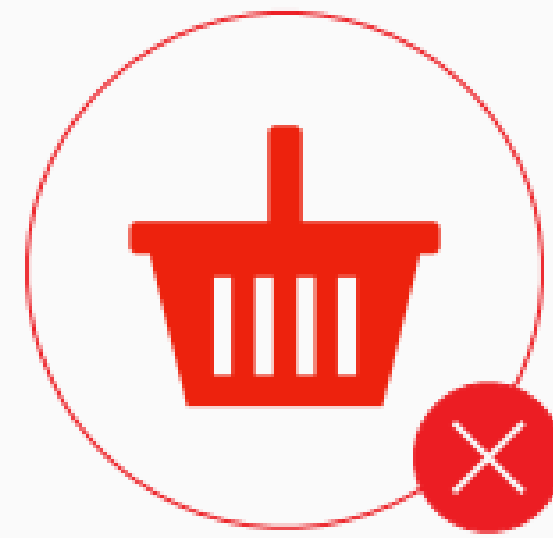


MR. BEAST EASILY LAUNCHED  
HIS OWN BRAND OF  
SNACKS BECAUSE  
HE IS A  
SUPERSTAR

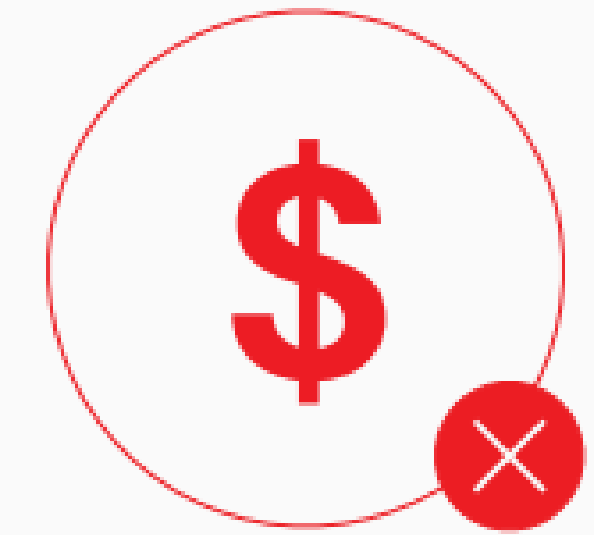
# BUT FOR LONG-TAIL OF CREATORS IT IS VERY HARD



Months researching  
suppliers & Painful  
negotiations

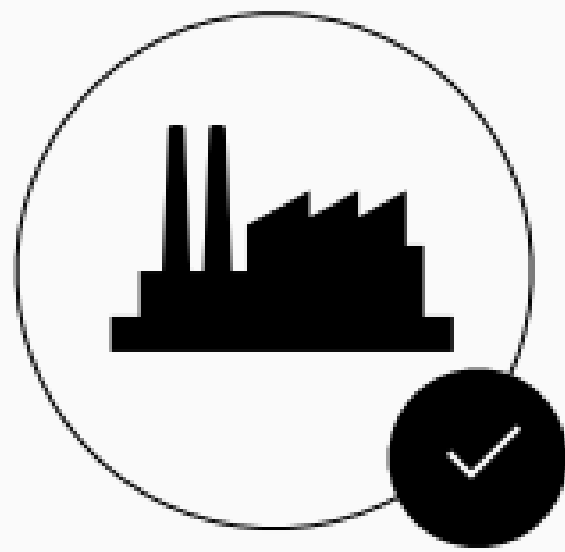


Headaches arranging  
distribution & hiring  
support team



Sinking +\$25k into  
products that may  
never sell

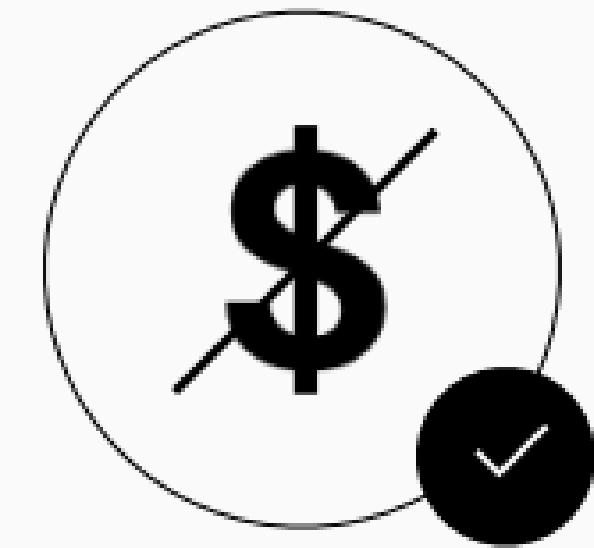
# SUPLIFUL MAKES IT SUPER EASY



Easy to browse unique  
certified product catalog &  
product trends

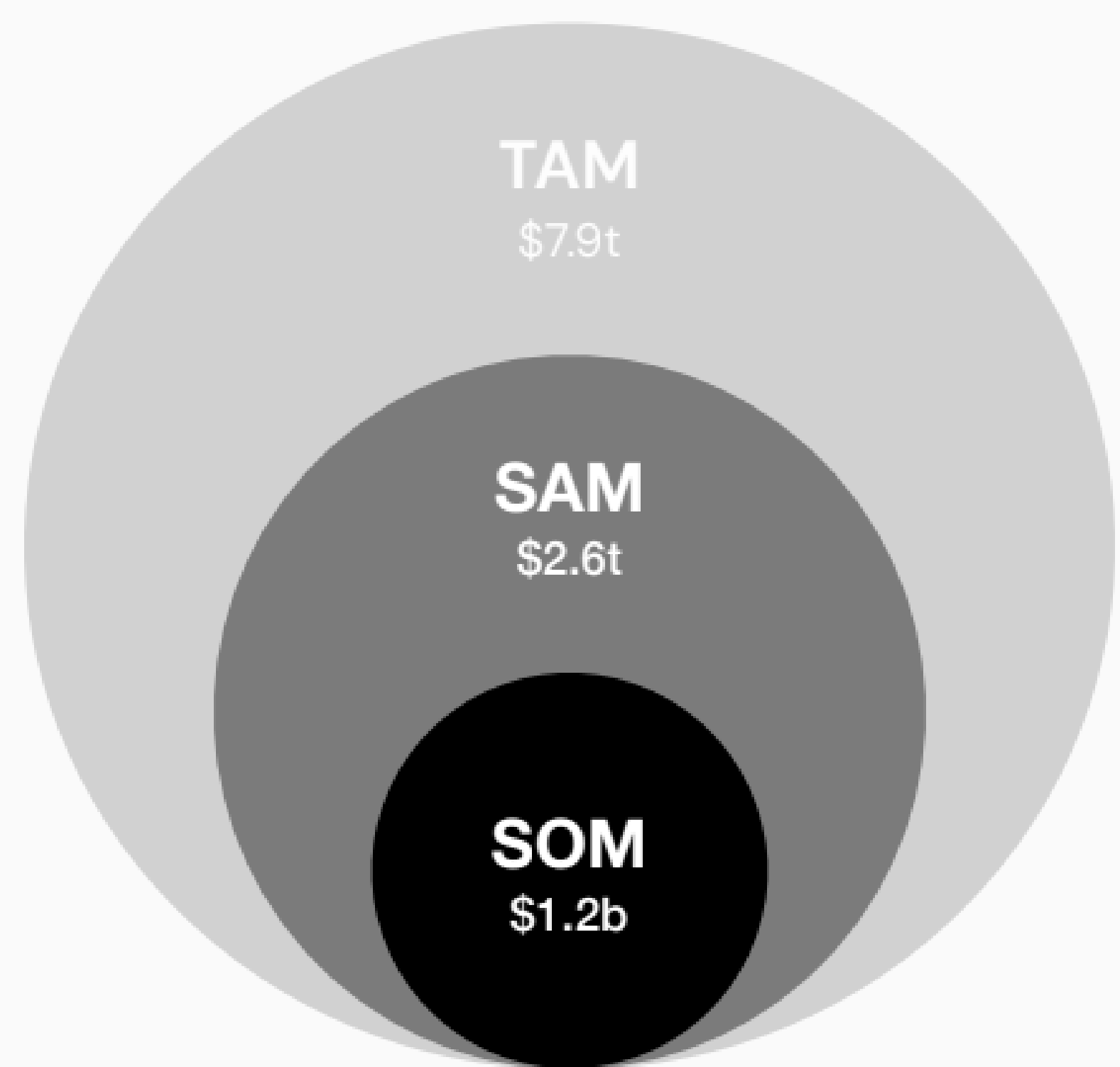


Automated tools for easy store  
setup & product engagement with  
audience



0\$ investment in product  
inventory. Sell before pay &  
earn passive income

# 200M CREATORS GLOBALLY AND 60% NEED SOLUTIONS TO MONETIZE THEIR CONTENT\*



- 120m Creators globally who need Supliful service
- Assuming 33% of them are in US, i.e. 40m
- 200k Creators in initial fitness creator vertical\*\*

\* <https://linktr.ee/creator-report/>

\*\*Initial data based on AVG amount of revenue generated by Creators on Supliful, i.e. \$550/month

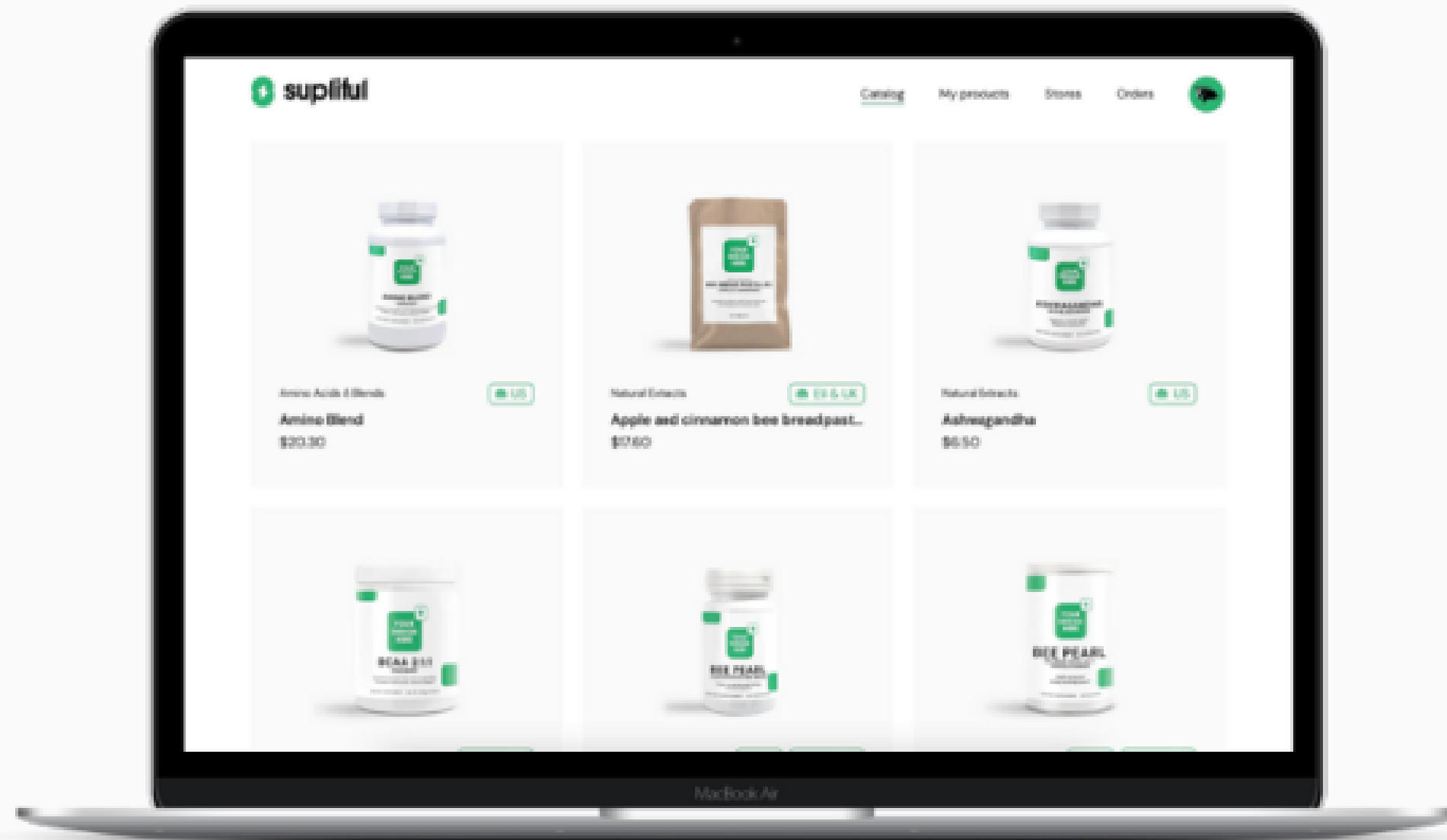
# WHY NOW?

- ✓ 60% of CREATORS (120m) constantly looking for new monetization opportunities\*
- ✓ Creators are more relatable and genuine than brands, so people gravitate towards them\*
- ✓ Private label producers lack business automation to cater the new market conditions

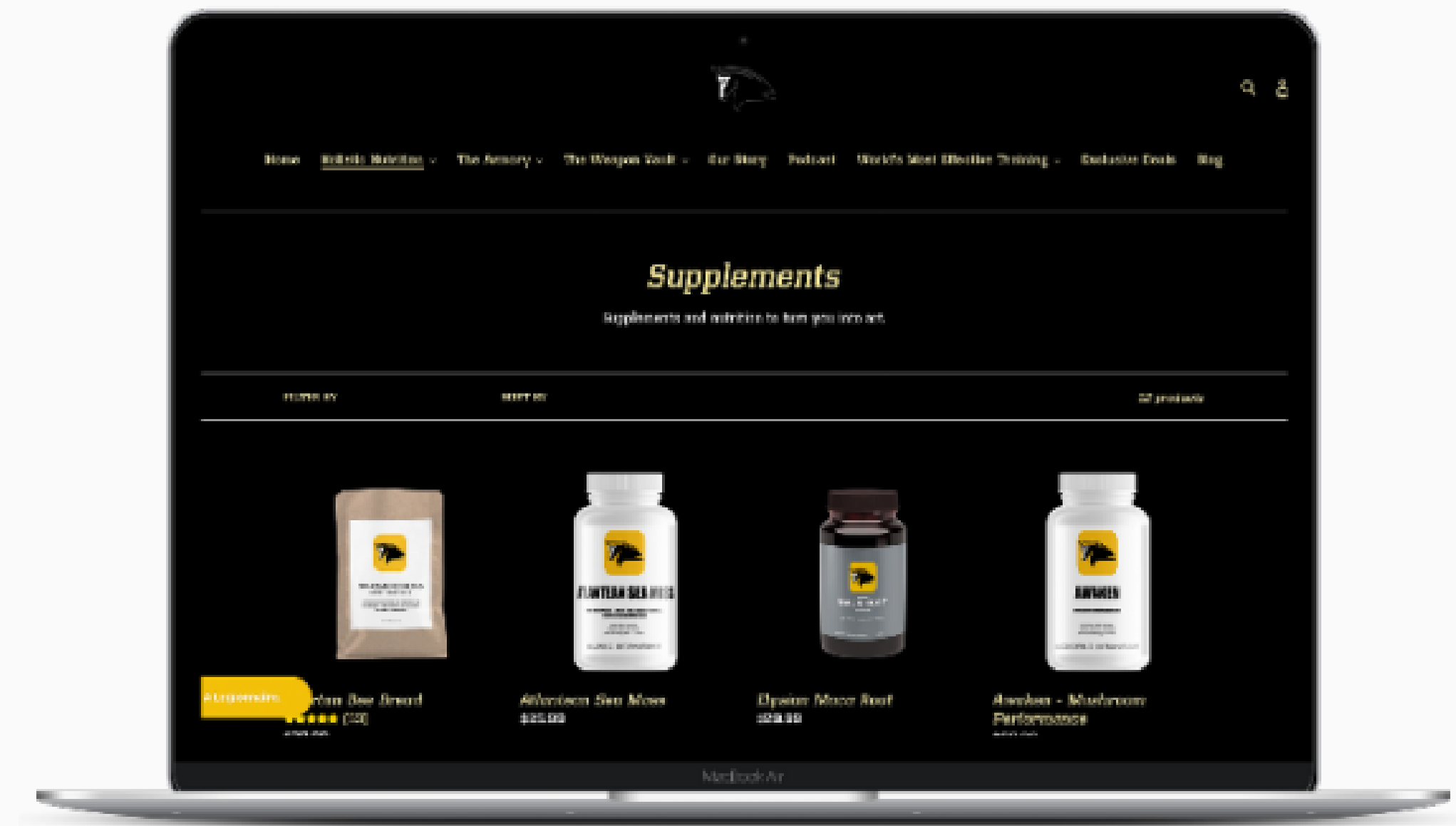
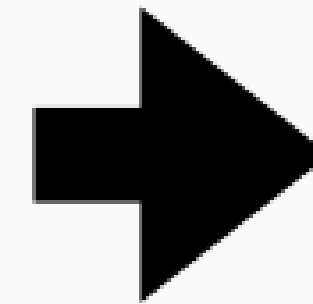


\* <https://linktr.ee/creator-report/>

# HOW IT WORKS?



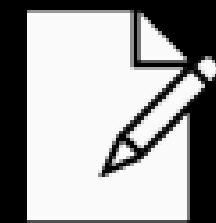
Select from 100+ products in 5+ categories to launch own brand in fitness, wellness, egaming, productivity & others



Add your brand & publish in an online store. Orders from stores are automatically delivered to Creator end customers

### 3 MAIN REVENUE DRIVERS TO ACHIEVE \$4M GMV IN 18 MONTHS

% 33% avg markup on all products



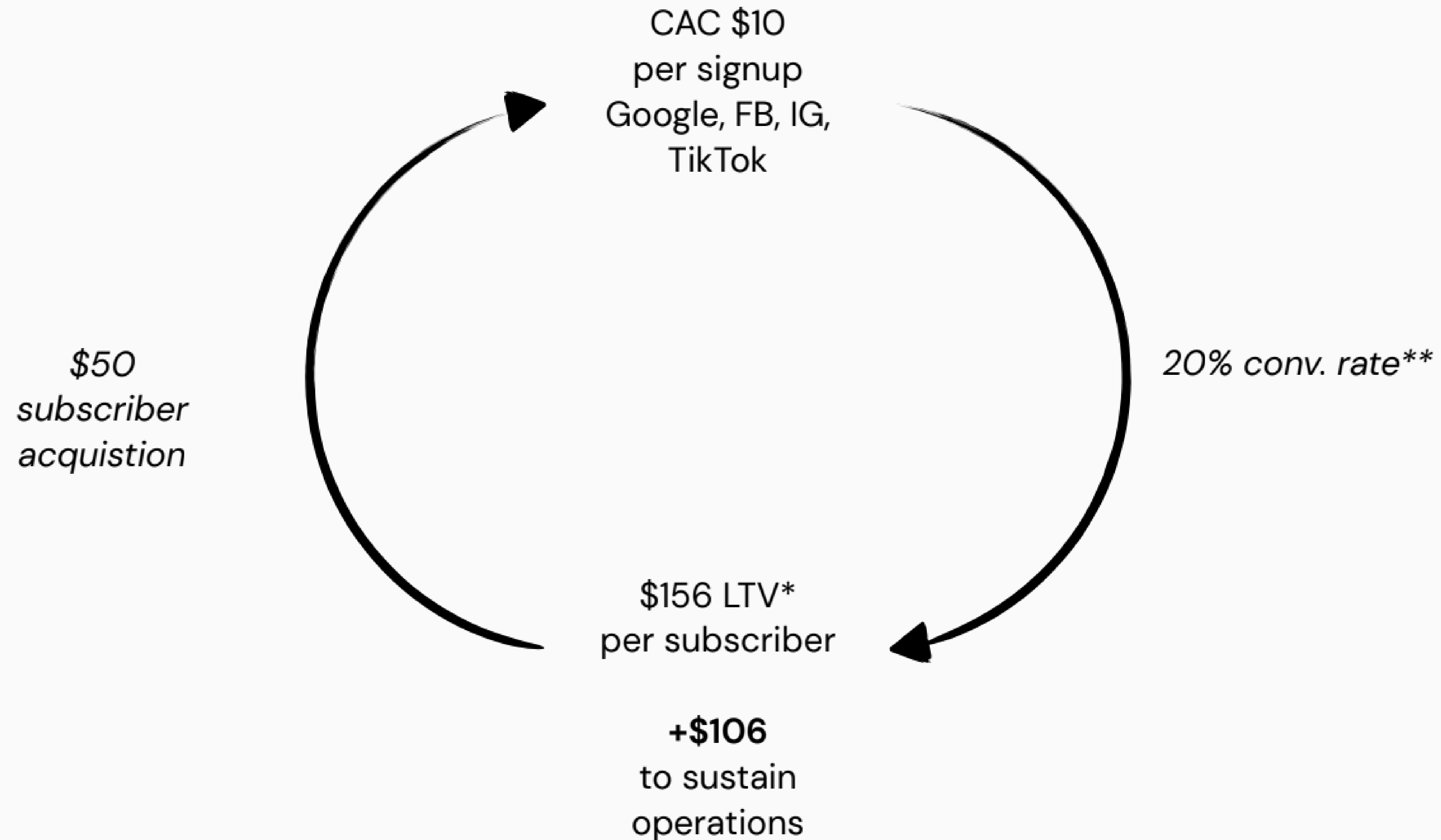
5% commission on Supliful store-fronts



\$39 or \$349/month subscription plans



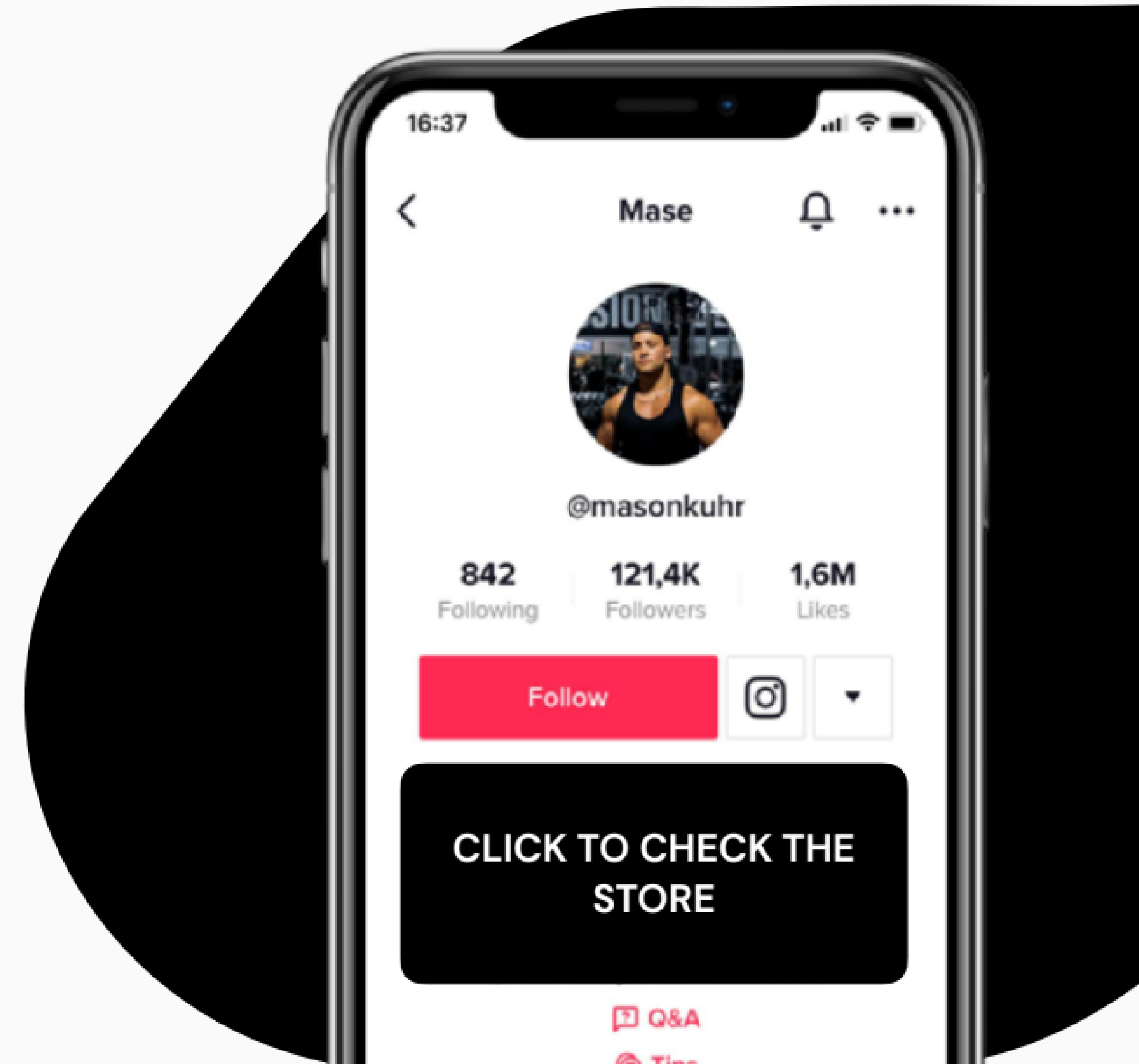
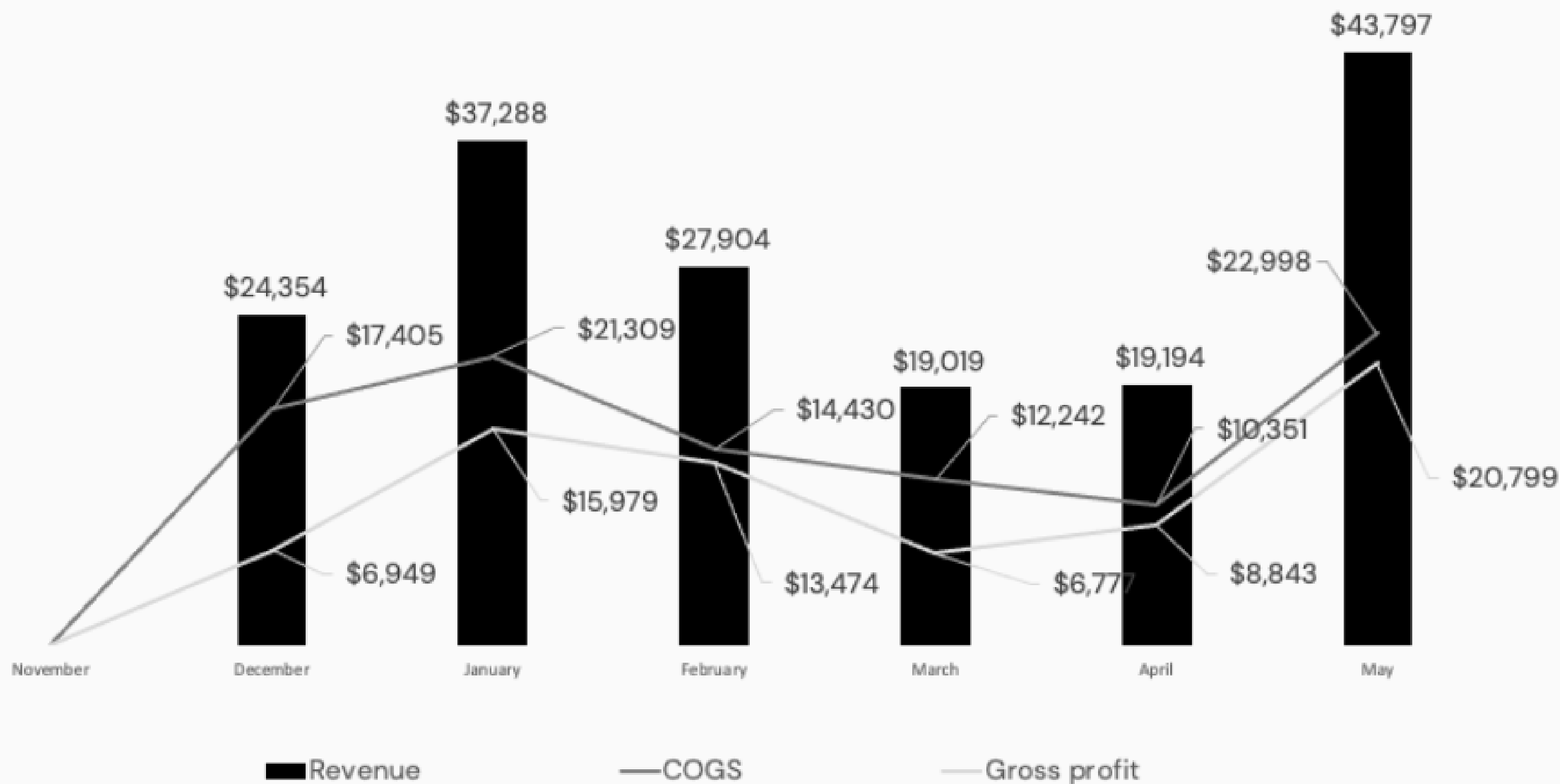
# POSITIVE ACQUISITION FEEDBACK LOOP TO ACTIVATE HIGH PERFORMING CREATORS



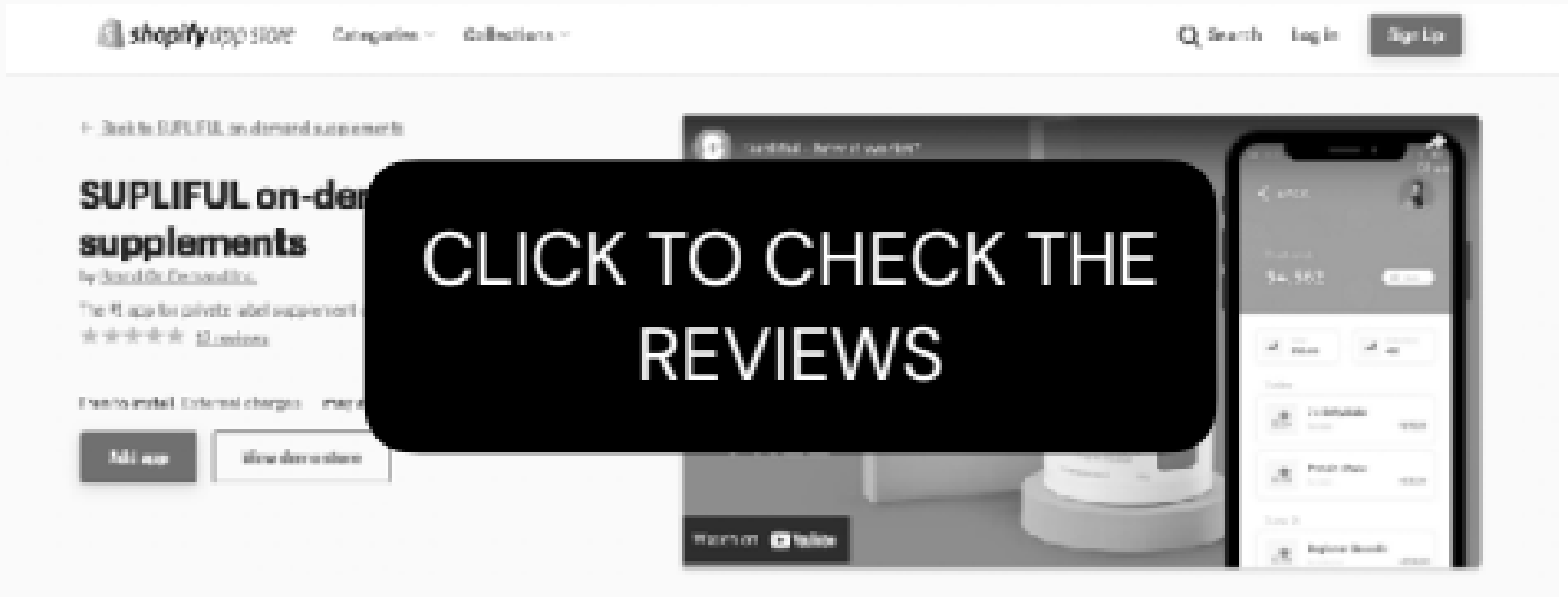
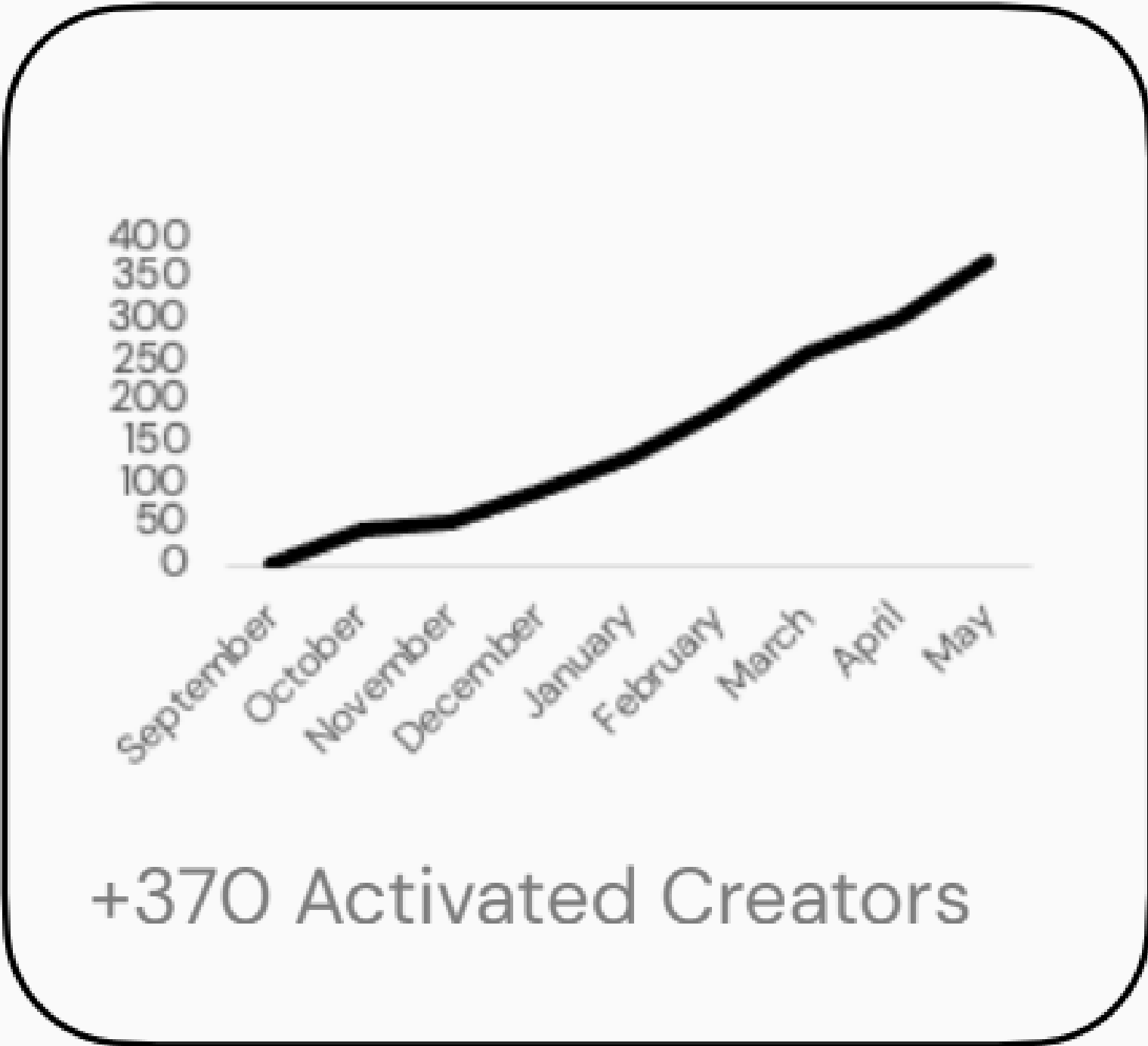
\*\$39 monthly fee and 4 months avg. customer life

\*\*LTV and Conv. rate based on data from printify.com on ~70k paying subscribers

# FITNESS CREATOR MASON WITH HIS STORE PASSIVELY EARNED \$170K 6 MONTHS AFTER LAUNCH



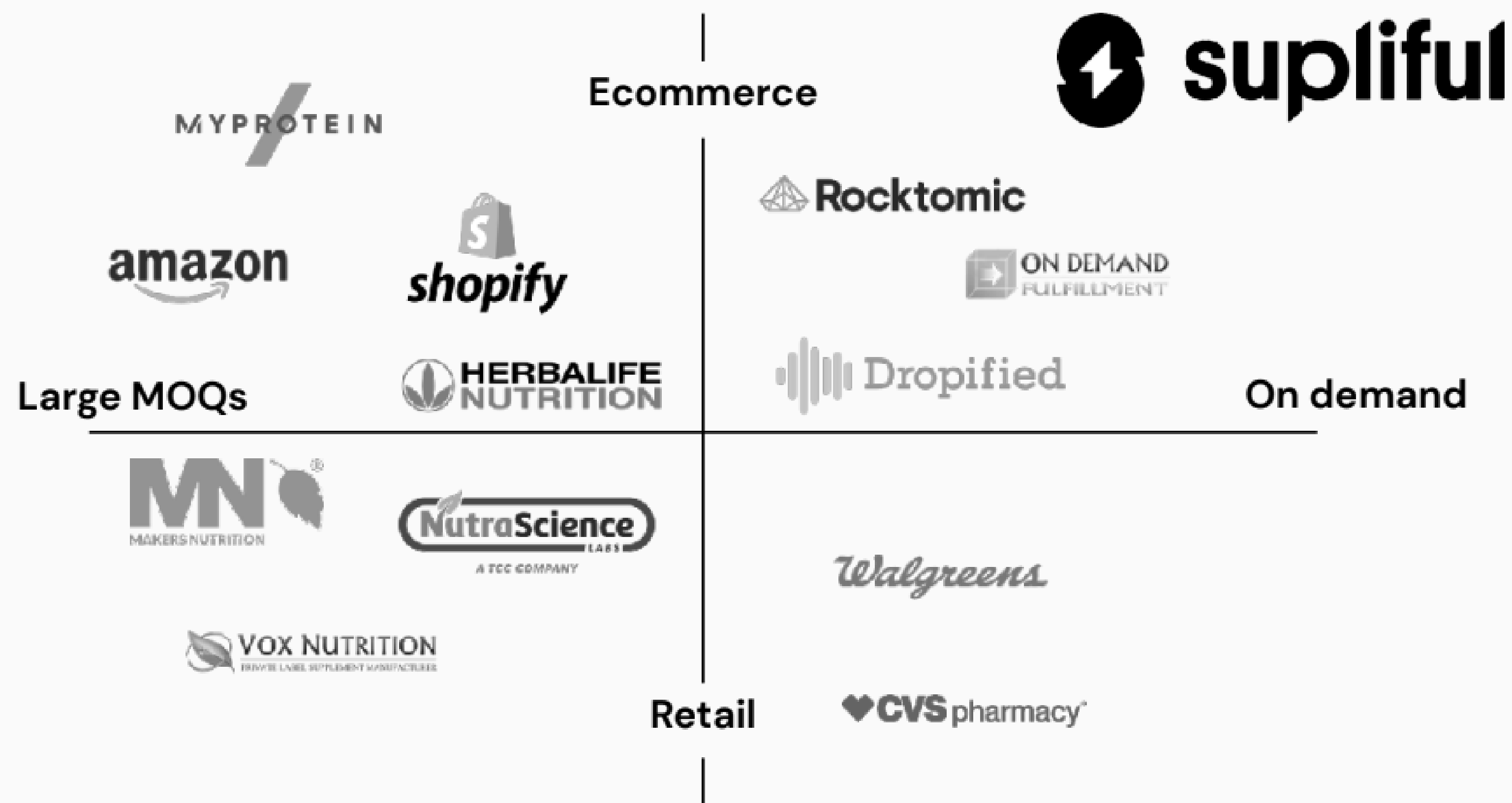
# 8 MONTHS AFTER BETA LAUNCH CREATORS HAVE GENERATED +\$540K IN REVENUE USING SUPLIFUL



70+ Shopify Reviews

“Great customer service and helped a lot to start our business from ground up, definitely recommend them.”

THERE IS NO SIMILAR PLATFORM FOR CREATORS TO SIMPLY LAUNCH A THEIR OWN PRIVATE LABEL BRAND



💊 Product and packaging variety

🏪 Own hosted storefronts

👩 Easy branding of products

🧑 Branded customer support

# CREATORS ALREADY USE EXISTING PRINT ON DEMAND COMPANIES TO MONETIZE CONTENT



Print On Demand

Valued at \$1b+ 2021\*

+400k active creators

 Riga, Latvia, est. 2013



Print On Demand

Valued at \$300M+ 2021\*\*

+500k active creators

 Riga, Latvia, est. 2015

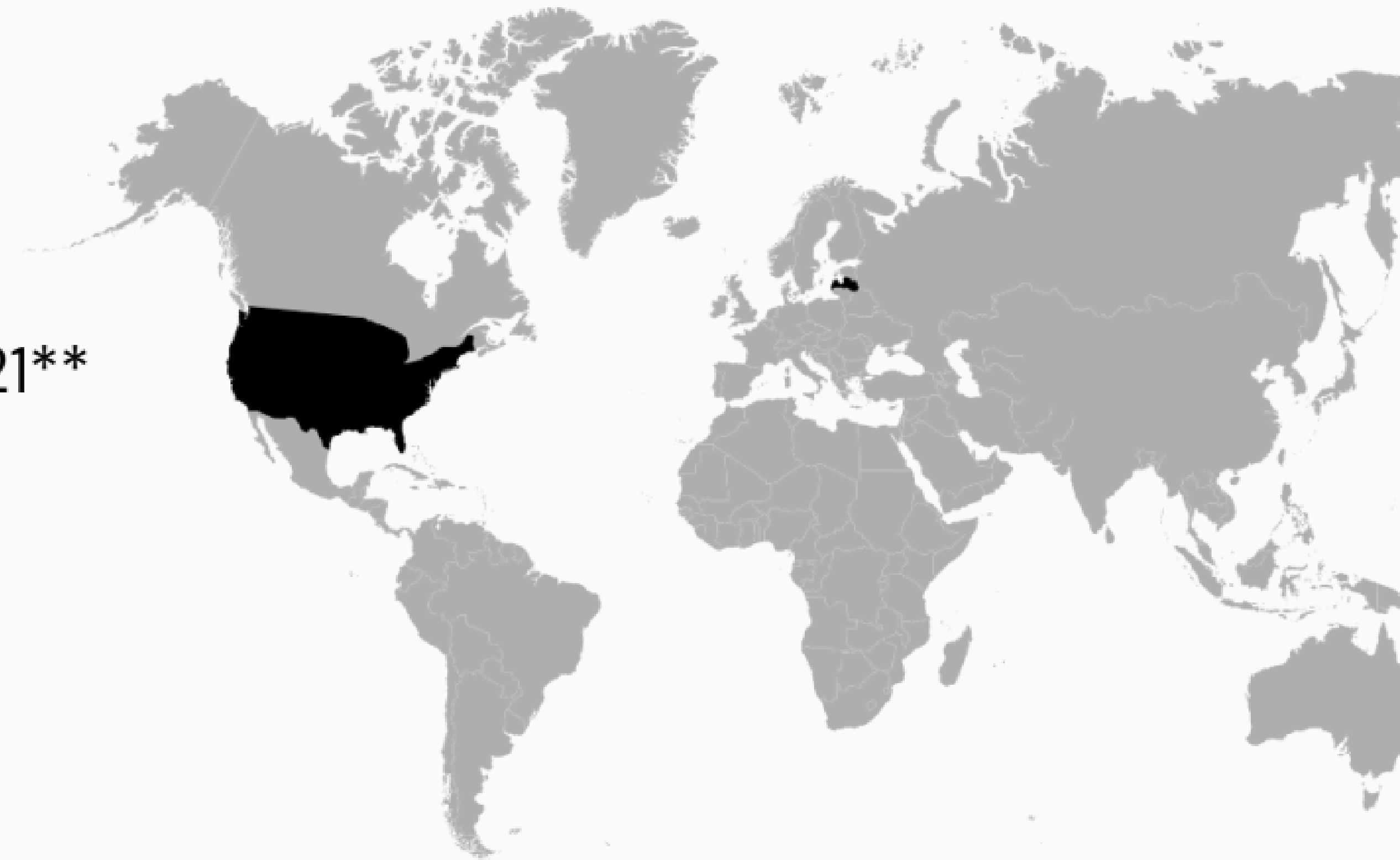


Private label On Demand software

Higher sales frequency

+300 active creators

 Riga, Latvia, est.



\*<https://www.wsj.com/articles/printful-nabs-130-million-from-bregal-sagemount-11621854001>

\*\*<https://techcrunch.com/2021/09/08/printify-bags-45m-led-by-index-as-it-rides-the-custom-printing-boom/>

WE HAVE BEEN CREATORS OURSELVES. WE BUILT AND EXITED  
GRAFOMAP.COM IN 5 YEARS WITHOUT EXTERNAL FINANCING



**Mārtiņš Lasmanis**  
Business operations



**Rihards Pīks**  
Digital Marketer



**Rūdolfs Janītis**  
Full – stack developer



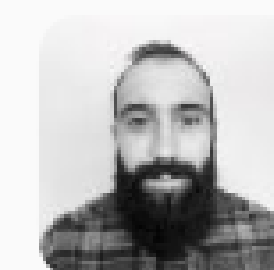
OUR TEAM



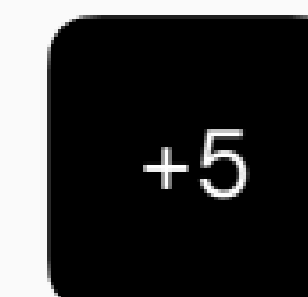
**Alina Ignatoviča**  
Product manager  
8+ years



**Dmitry Jemeljanov**  
Full-stack developer  
8+ years



**Jason Lorberbaum**  
Fulfilment manager  
10+ years



**Additional team members**  
In merchandising, customer  
support and design

# OUR EARLY INVESTORS HAVE COMMITTED +\$900K INVESTMENT



**Jevgeni Kabanov**  
CPO & Head of  
New Verticals @  
**Bolt (Estonia)**



**Herty Tarmo**  
Entrepreneur, Co-  
founder @ **Startup**  
**Wiseguys**  
(Estonia)



**Marvin Lioa**  
Partner @ **Diaspora**  
**Ventures**  
(San Francisco)



SUPLIFUL WILL REINVENT PRIVATE LABEL RETAILING BY FULLY-  
AUTOMATING SOCIAL-SELLING THROUGH THOUSANDS OF DIVERSE  
CREATORS IN MULTIPLE CATEGORIES



**Q4 2024**  
Break-even

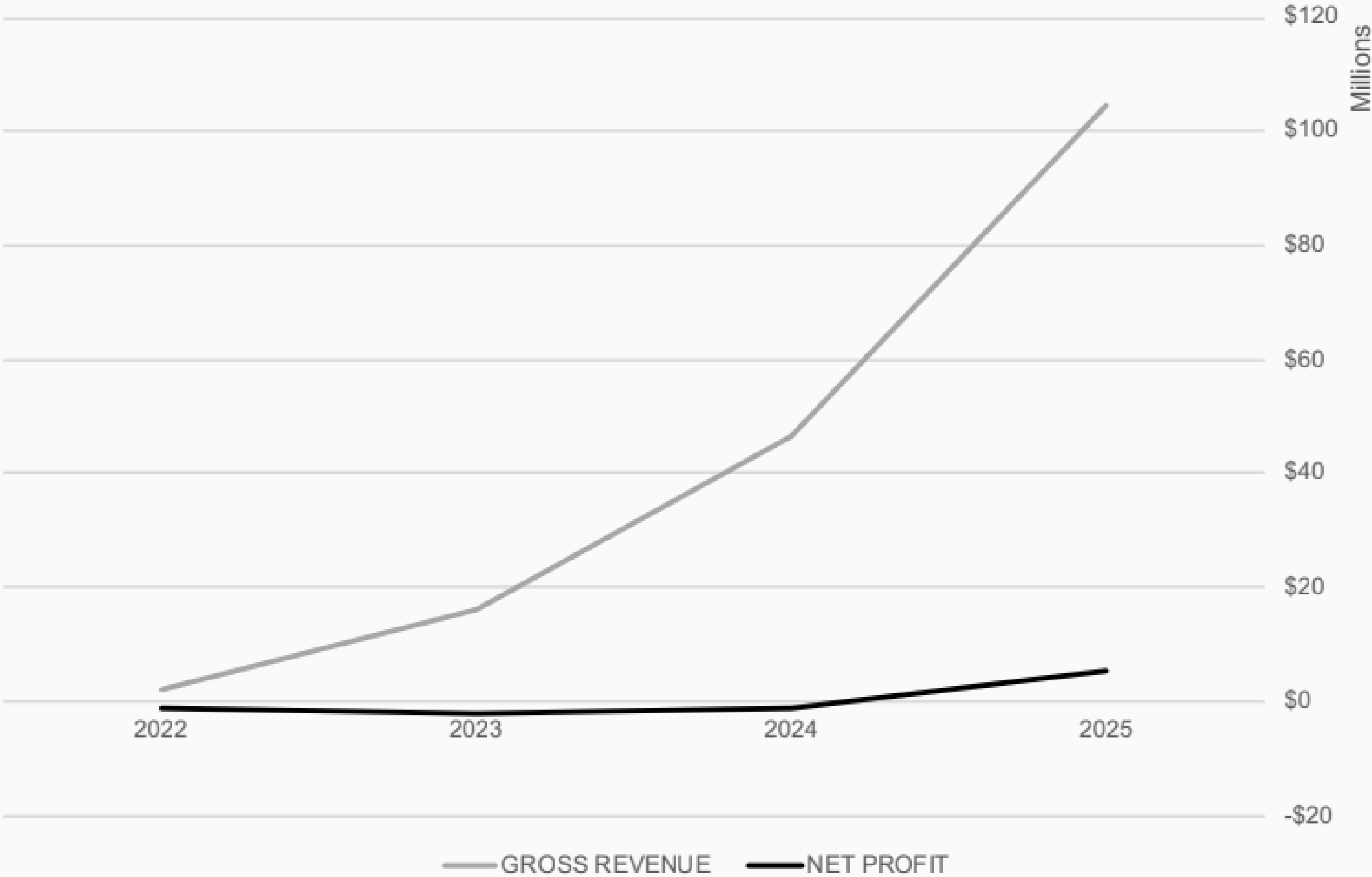


**\$100m**  
Revenue  
2025



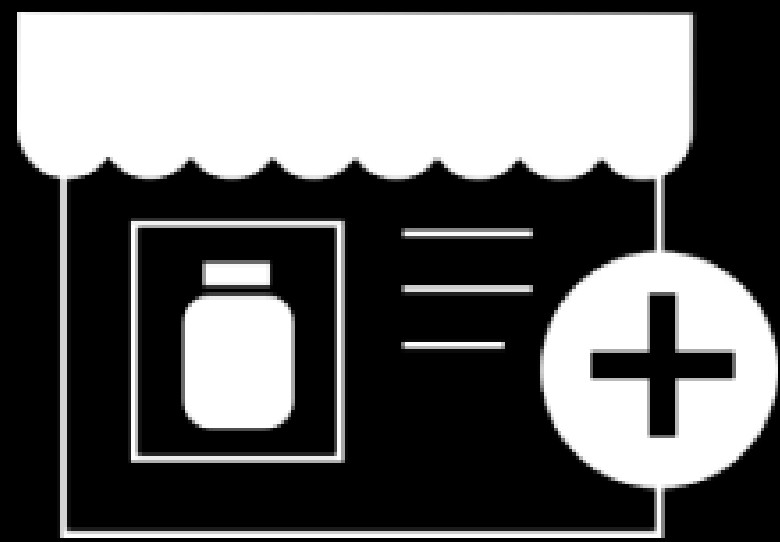
**2**  
Funding  
rounds

CLICK FOR DETAILS

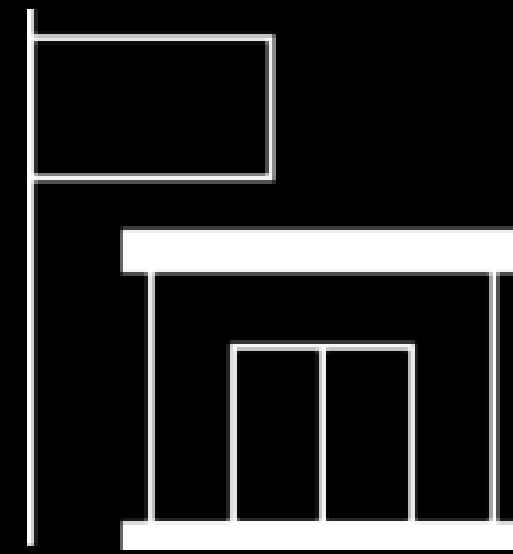




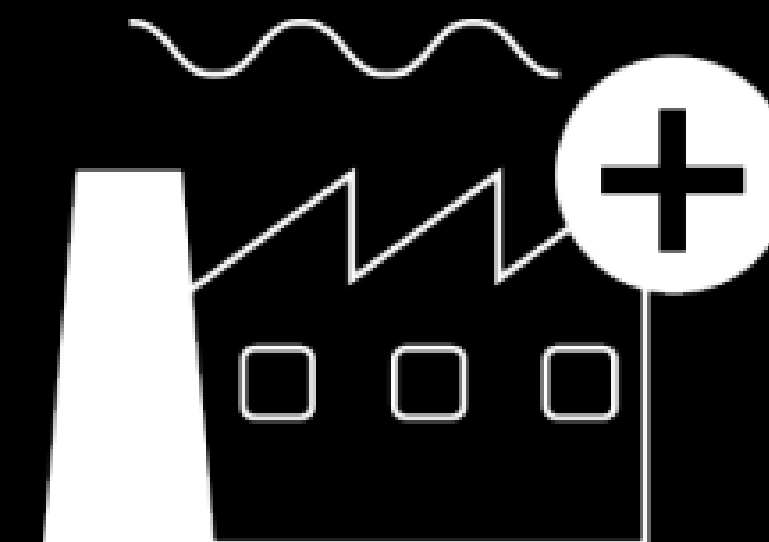
# \$2M SEED ROUND TO GET TO \$4M GMV IN 18 MONTHS



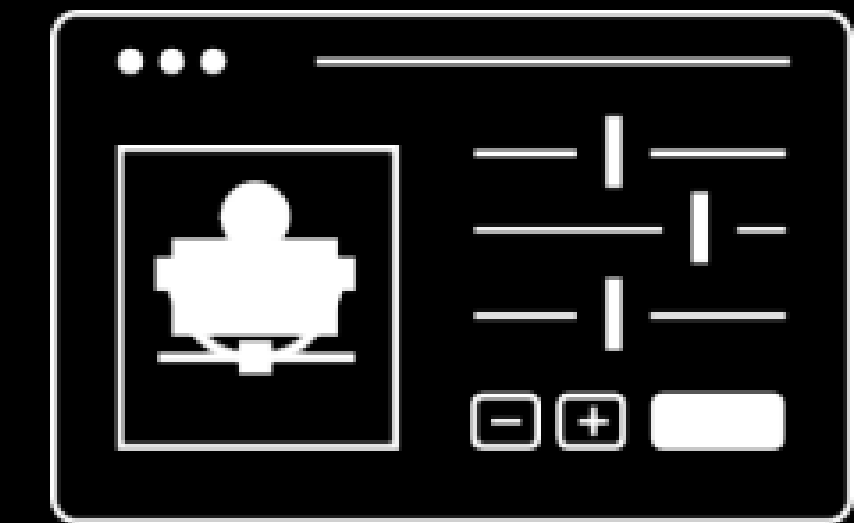
+4000 active creators selling through the platform (\$700k)



Build Creators Academy to coach how to identify niches, promote and sell (\$300k)



+15 food suppliers, 3rd party lab tests and prediction algorithms (\$400k)



Build out automation tools, Supliful storefronts and gamify selling (\$600k)

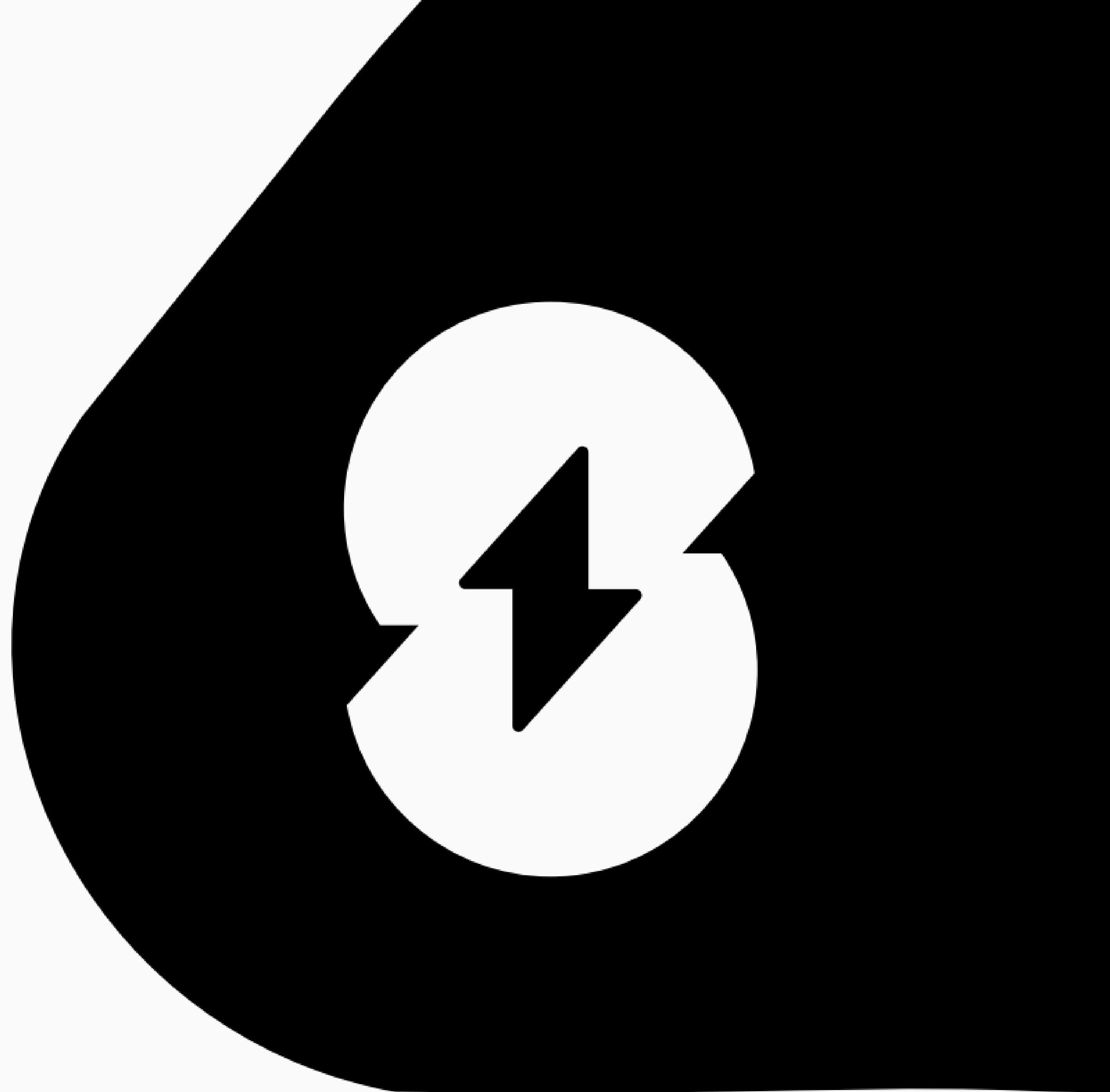
# Like to learn more?

**Mārtiņš Lasmanis, CEO**  
[martins@supliful.com](mailto:martins@supliful.com)  
[+371 291 00 247](tel:+37129100247)

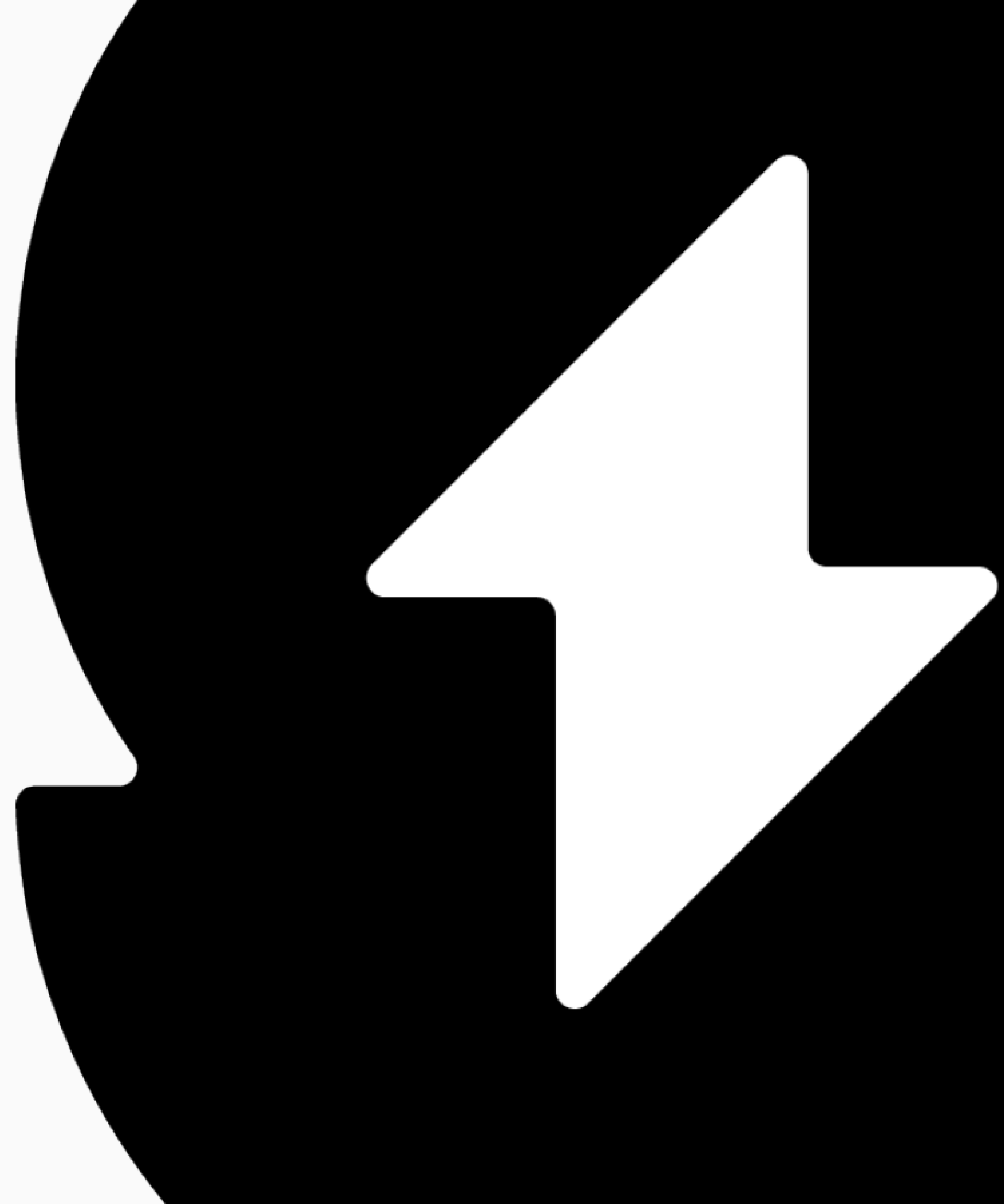
Meet the Team:

[Book a meeting](#)

[www.supliful.com](http://www.supliful.com)

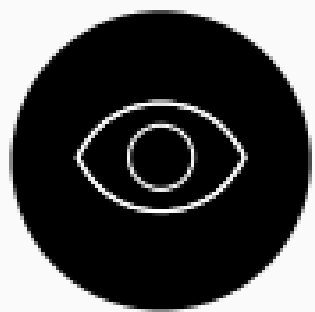


APPENDIX

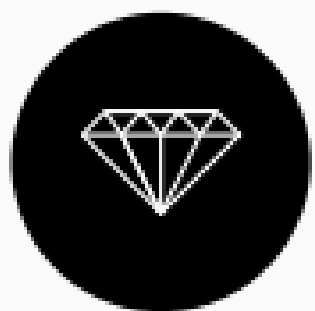


## SUPPLIERS

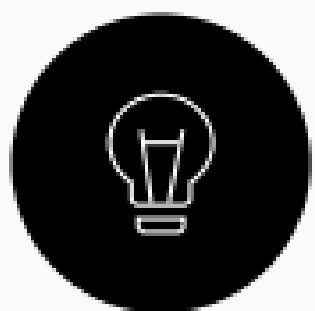
Platform now has products  
from 6 different US  
**suppliers matching our  
core values**



Traceable origins

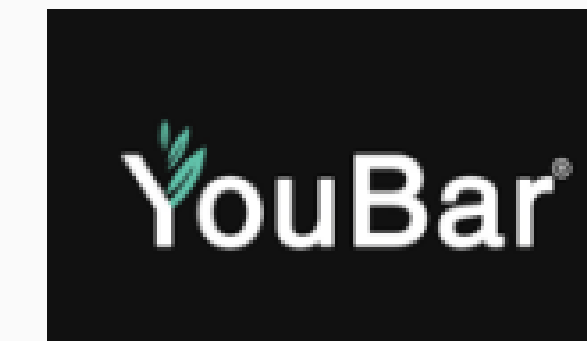


Transparency



Responsiveness

We will add these suppliers  
from US in Q2 2022



More than 100+ different product options & lo  
more market niches

Sports nutrition



# AUTOMATICALLY SELECTING PROMISING CREATORS TO MANAGER AND ACTIVATE SELLING

## AWARENESS



APP MARKETPLACES

5 star reviews on Shopify: 60



SEARCH

#1 on main keywords:  
supplements on demand  
supplement dropshipping  
private label dropshipping



PR, WORD

Featured in The Next Web,  
Men's Journal, Life Hacker

VISITORS



**Signed up**

Remarketing/  
Product tour/



**Act**

On-page  
Rem  
Activ