



BrandVised

Business Presentation 2021

FBA acquirers market is booming

\$7.5B

Capital raised by FBA
acquirers since April
2020

\$197B

Of Amazon GMV is
controlled by third
party FBA sellers in
2020

TOP 4 FBA Acquirers

We Are Aiming To Be The 5th

				
Founded	2018	2019	2020	2020
Total Funds	\$1.74B	\$0.9B	\$0.45B	\$0.32B
Last Round Funding	\$0.1B April 2021	\$0.75B May 2021	\$0.02B May 2021	\$0.3B July 2021

BRANDVISED At Glance

Revenue 2020 : **\$16M**

Cash in Bank : **\$558K**

Loan Status : **\$986K**

Portfolio Inventory Value : **\$4M**



Proving Record in Scaling Up Brands

	Founded	Revenue 2020	EBIDTA
NinjaBatt	2016	\$15M	20%
Cutluxe Knives	2019	\$1.5M	22%

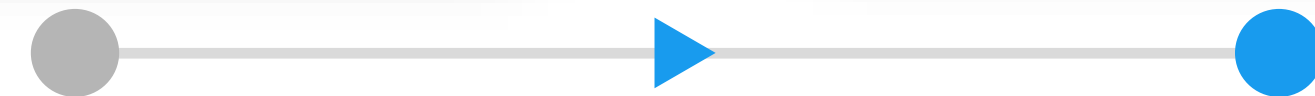
Our Mission is to **Buy** **Existing** **Brands and** **Scale Them** **UP**

Average Acquired Brand

\$3M in Revenue
\$400K Inventory Value
\$2.4M Valuation

KPIs After 1 Year

\$6M in Revenue
\$800K Inventory Value
\$4.8M Valuation



100%
Average Brand Growth

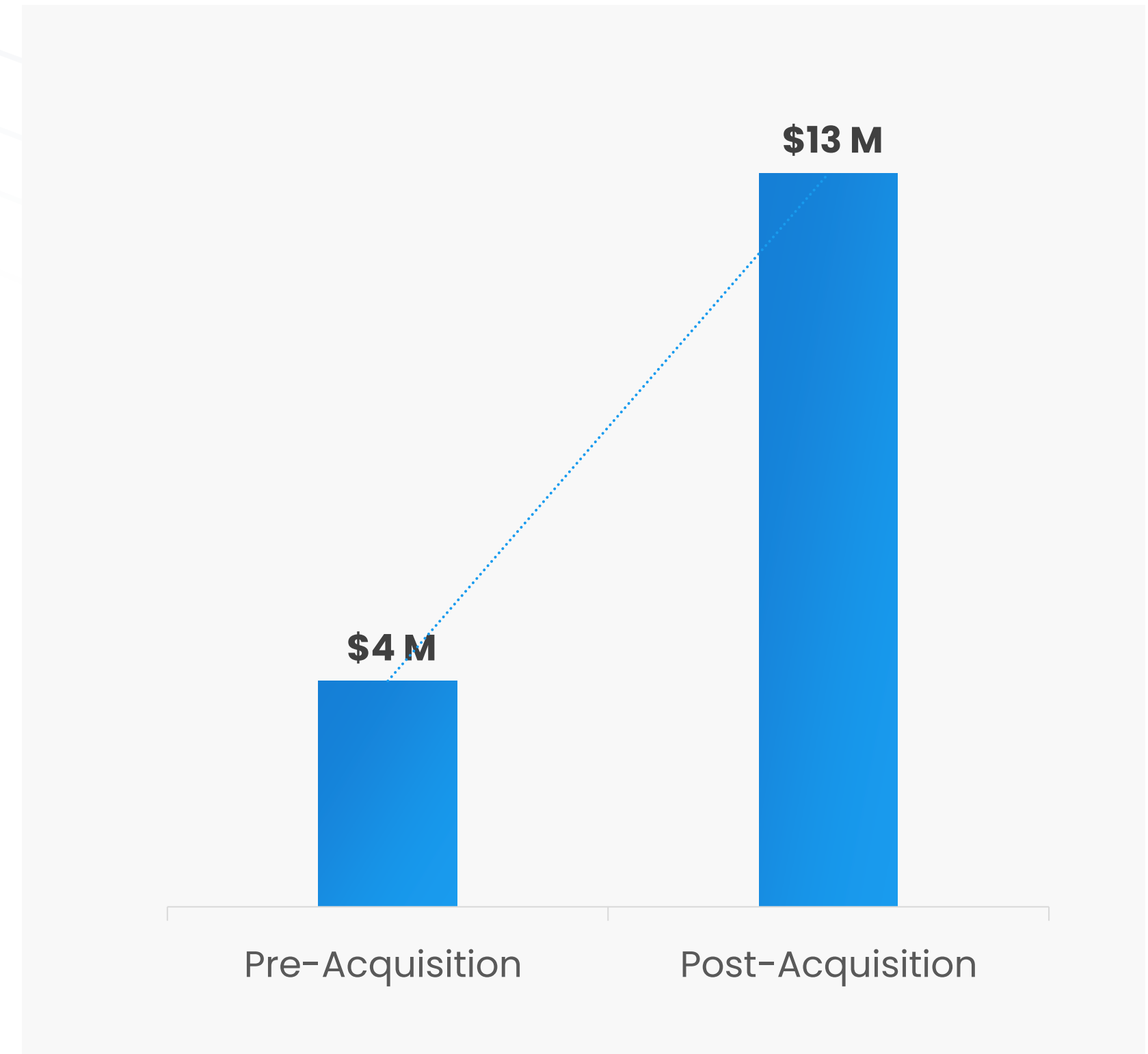
Our Strategy

- ▼

Offers a profitable exit strategy for sellers who hit their revenue ceiling
- ▼

We have the power to grow a company's valuation 2.5-4x its original value in just a few years as we previously did
- ▼

By consolidating operation costs, **we can increase** brand EBIDTA and valuation even further



Brands' Criteria

What We Buy

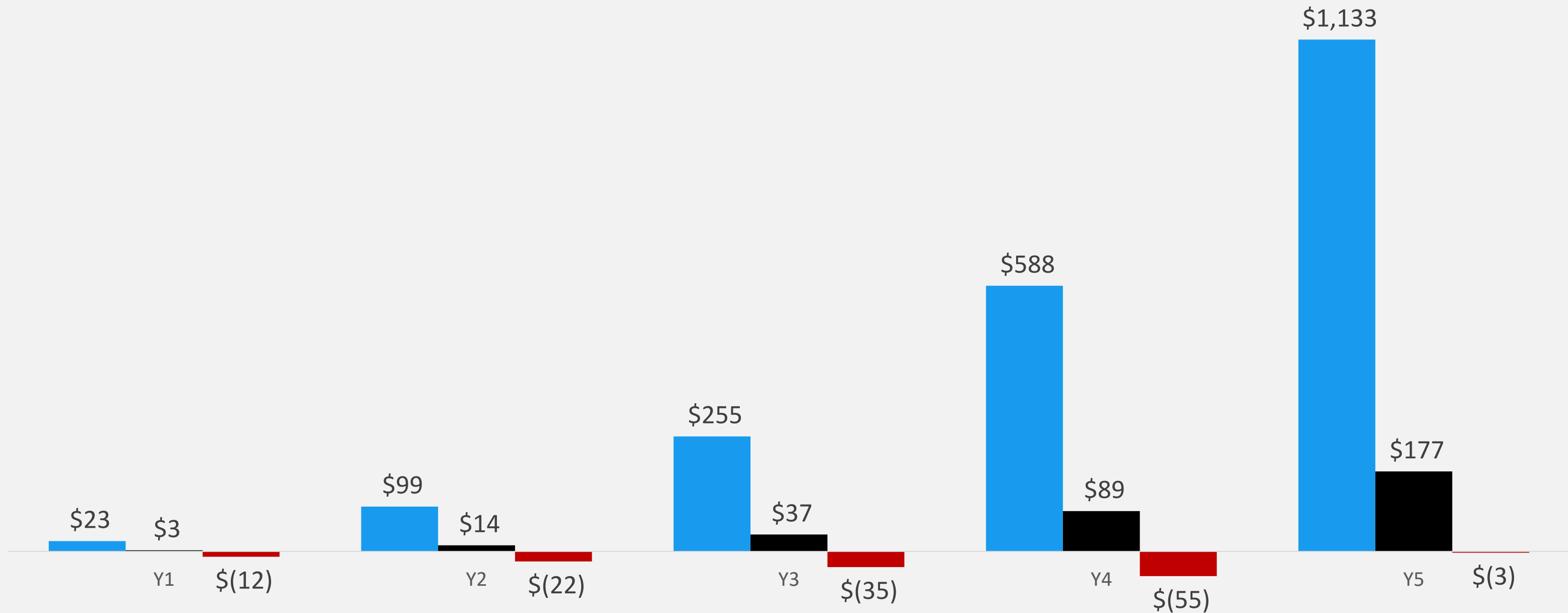
- Sellers whose main operation is primarily made through Amazon
- Primarily sellers that have sales operation in a single market
- Relatively low SKU's (stock keeping unit)
- Brands with a range of \$1-4M in revenue
- Net margin of minimum 10%

What We Make of It

- International operation
- Multi-market expansion
- Revenue increase by an average of 100% in first year of operation

Financial Projections (in \$M)

■ Revenues
 ■ Cash Flow Pre Acquisition
 ■ Cash Flow Post Acquisition



Financials & Timeline



Required Funding

\$12M



Use Of Funds

- Set up operation
- 6 brands acquisition



Financing Structure

- 50% Debt, 50% Equity

Timeline



Y1

- Building a Database
- Acquiring 6 Brands



Y2

- Business Model Validation
- 100% Brand Growth on average
- Round A
- 24 Additional Brands



Y3

- Portfolio Expansion with 80 brands
- Reaching \$250M in Revenue

The Team



Dor Eichenbaum

CEO & Founder

Dor is an experienced Amazon seller with a current portfolio of 2 brands. He has vast knowledge in operations and logistics and a proven track record in growing brands.



Ari Gefen

CEO & Founder

Ari has over 15 years of experience in the software development world on small to big applications and organizations: intel, ncr and in the last 10 years on various startups.



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Thank You