

# BrandVised

## Our Business

**Brandvised** is an FBA acquirer aiming to identify Amazon sellers who are looking to exit the market and grow their brands beyond its current capabilities.

## Market Opportunity

- Top acquirers are raising a staggering amount of money
- Third party sellers reaching their revenue ceiling between \$3-5M
- Sellers lacking the capital to scale their business to its full potential

## Why Now

2 existing brands with a strong track record which emphasize the owner's capabilities to grow Amazon brands. Consequently, the owner has an established, lean operational structure with suppliers and service providers relationships.

## Brand acquisition requirements

- Average of \$3M in revenue
- EBITDA of 20%
- COGS are 35% of the revenue
- Inventory value of \$400k

## Our Mission

### Average Acquired Brand

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

100%  
AVG Brand  
Growth

### KPIs After 1 Year

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



## Fast Facts:

- Revenue 2020 : **\$16M**
- Cash in Bank : **\$558K**
- Loan Status : **\$986K**
- Inventory Value : **\$4M**

## Current Brands



## The Market

**\$7.5B**

Capital raised by FBA acquirers since April 2020

**\$197B**

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

## The Team:

| 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.