

Smarter and Sustainable Way to Trade Globally

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The screenshot shows a product listing for 'CNC Machining - 5 Axis Injection Moulding' on the VentureCapital.nl platform. The page features a dark theme and includes a sidebar with navigation options: Companies, Orders, Products, Chats, Events, and Help. The main content area displays a large image of a CNC machine in operation, with a smaller inset image showing a close-up of the machine's nozzle. The product title is 'CNC Machining - 5 Axis Injection Moulding'. Below the title, the seller is identified as 'OEM Inc. Seller | Engineering' located in 'Stuttgart, Germany'. There are two buttons: 'INQUIRE' and 'START ORDER'. A placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lobortis sollicitudin metus eu eleifend. Sed a congue augue. Nulla quis turpis sed purus sagittis venenatis. Morbi sit amet libero ornare.' is present. A table provides order and pricing details:

Minimum order	Lead time
1000 Pieces	25 Days

Order quantities (Pieces)	Price (USD)
1000 to 1999	\$12
2000 to 2999	\$11
5000 and more	\$10

Below the table, there are tabs for 'PRODUCT DETAILS' and 'SELLER DETAILS'. The 'PRODUCT DETAILS' tab is active, showing a list of materials and processes supported by the service, including aluminum, brass, copper, bronze, stainless steel, steel, plastic, and various CNC machining and surface treatment options. At the bottom, there is a 'Documents' section with a '+ UPLOAD' button and a document titled 'Quality_Certification.pdf' with a description: 'This is the description of my document'.

Samenvatting

Datum: 14 July 2021

URL: <https://venturecapital.nl/smarter-and-sustainable-way-to-trade-globally/>

Contact & Site

Extra beschrijving

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Beschrijving onderneming:

This company offers a SaaS based B2B marketplace that connects manufacturers and suppliers with retailers on one centralized platform, promoting trade transparency and interconnectivity in global supply chains. The unique offering of this company is enabling end-to-end supply chain transparency in global trade. The B2B marketplace of this company only showcases products that are traceable to its origin source, promoting ethical sourcing of goods.

They are an online marketplace, disrupting traditional procurement and sourcing for the Engineering industry. Through their online marketplace, suppliers can easily sell engineering goods & services to buyers anywhere, anytime, with no upfront costs. Through their partnerships with local banks, they can offer trade finance services to both buyers & suppliers, while ensuring trade compliance and guarantees.

In total they have now 89 companies who onboarded their platform and are increasing every day.

The company is currently running a pilot project with the Pakistan Association of Automotive Parts & Manufacturers (PAAPAM) to digitize and automate their selling process through this startups' Marketplace. PAAPAM currently has over 300 "tier-one" members (suppliers) exporting various automotive and OEM parts to Europe. The automotive industry is unique as it encompasses practically all available engineering technologies. PAAPAM alone represents a market value of over \$1.5 billion. This startup aims to be their exclusive "digital sourcing" partner.

Business Model:

Subscription based model and a 5% order processing fees through the marketplace.

Type klant:

B2B

Gewenst type investeerder:

Angel investor; Venture Capitalist

USP's:

The USP's can be split into two parts: **expertise** and **geographical advantage**.

Expertise refers to a unique intersection ("sweet spot") of **tech, trade** and **engineering** knowledgebase. The CTO, is an exceptionally talented DevOps/Software engineer, and has been a prime member of building logistics applications for global companies such as Scania (Sweden). The CEO, brings in supply chain expertise, through working at multiple startups in that field. Whereas their product owner is graduated top of his class in (MSc.) Mechanical Engineering from Bath University (UK), bringing in the knowledge required to build an Engineering-focused online Marketplace.

Geographical advantage refers to the unfair advantage of being physically located in the hub of European trade (Rotterdam), while having a strong network in South Asia. Outcome? The company can ensure end-to-end transparency of every order, providing **trust** and **confidence** to European buyers.

Benodigd Kapitaal:

€250.000,-

Investeringsbehoefte:

€150.000 for further application development.

€50.000 for expansion and on-boarding more manufacturers and suppliers in emerging markets.

€50.000 for marketing hirings.

Sector:

B2B Software; Platform

Bedrijfsfase:

Early Growth

Aantal founders:

2

Aantal huidige werknemers:

5-25

Maandelijke omzet (huidig):

€5.000,-

Omzet (Prognose) komende 12 maanden:

€340.000,-

Omzet (Prognose) maand 13 - 24:

€750.000,-

Huidige maandelijkse kosten:

€12.500,-

Reeds toegezegde financiering:

The company raised a total of 25K euros through Family & Friends. 10K was invested through convertible loan agreement, whereas, the other 15K was through the founder's own savings.

Overige informatie:

They already conducted a pre-seed round in December with friends & family. Now this startup is looking for a hands-on investor that can help them scale up.

Experience:

The CEO has over 5 years of experience within the field of trade and start-ups, starting with traineeship at the Embassy of Pakistan (the Hague). During his studies at Erasmus University, he decided to join the Trade & Investment (Commercial) Wing of the Embassy of Pakistan as a Marketing & Research Analyst. The traineeship was initially supposed to be for two months in summer, but he ended up working there for 1.5 years. The experience gained here was crucial to understand international trade regulations and build a strong network with key stakeholders. As a result of this relationship, they got the opportunity to get connected with PAAPAM's Chairman, and other key government representatives such as the Secretary of the Ministry of Commerce.

The next opportunity was working with a Rotterdam based MedTech startup for Maritime industry, as part of his 6-month thesis internship. His responsibilities were of a Marketing Research Analyst, with the goal of assisting the MedTech startup to enter the German market. Once again, 6-months internship turned into a 1.1 years long traineeship, by the end of which the MedTech startup successfully opened an office in Hamburg, and he received a distinction in my internship thesis with a final score of 9.0. While working with this MedTech startup he was contacted by a founder of Silicon Valley startup, who needed business development support to enter the Dutch market. That Silicon Valley startup offers high-tech cybersecurity and risk resilient solutions in the Maritime industry. During his time at this Silicon Valley startup, they successfully managed to get the Silicon Valley startup in Rotterdam, assisted them in creating a cyber risk-scoring system, and helped

them raise their first investment round. The Silicon Valley startup ended up being the first paying customer for this startup of the founder, where they provided them supply chain risk consultancy services.

Finally, after graduating from Erasmus, he joined a digital freight forwarding startup in Rotterdam, as a Business Development and Inside Sales Consultant. When he joined, the digital freight forwarding startup did not have an Inside Sales department, which gave him the opportunity to create a process system from scratch. Before moving to their Marketing department, he grew their Inside Sales department from 0FTEs to 3FTEs, while surpassing all the set KPIs for the department. After 2 years at the digital freight forwarding startup, it was finally time to take the first steps to his entrepreneurial journey, where he officially registered this current startup in Rotterdam as a B.V. While he had surface level knowledge of software development and coding, he still needed to find the right partner as a CTO to create a highly scalable and reliable application. The current CTO has been a key member in building our application and the dev team.

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