



BUILT FOR EUROPEAN MARKETPLACE SELLERS

Sell everywhere. Manage it in one place.

ExactFlow unifies Amazon, eBay, Back Market, Refurbed and more — with order orchestration, shipment tracking, invoicing and cross-channel reporting in one AI-native platform.

THE PROBLEM

Running multiple marketplaces by hand is breaking sellers

Selling across Amazon, eBay, Back Market, Refurbed and more means juggling orders, shipments, invoices, pricing and reporting in separate systems. No single tool ties it together for European sellers — and the gaps leak revenue every day.



5–15%

of revenue lost to fragmented, disconnected operations



72%

of stockouts come from the retailer's own operations — i.e. preventable



\$40–150

cost of a single marketplace oversell (shipping, labor, rating damage)

THE COST OF DISCONNECTED OPERATIONS

\$1.75T

lost worldwide every year to inventory distortion — stockouts and overstock combined.

Source: IHL Group / ToolsGroup

THE SOLUTION

One platform that consolidates every marketplace

ExactFlow brings all your sales channels — and the operations that run them — into a single store. Stop logging into ten dashboards. Manage everything from one.

YOUR SALES CHANNELS



WHAT IT RUNS FOR YOU



One dashboard. Every channel. Always in sync.



Connect every marketplace

Amazon, eBay, Back Market, Refurbed, Fnac, Rakuten and more — orders synced in real time.



Track shipments & orders

Every order and shipment across every channel, in one orchestrated view.



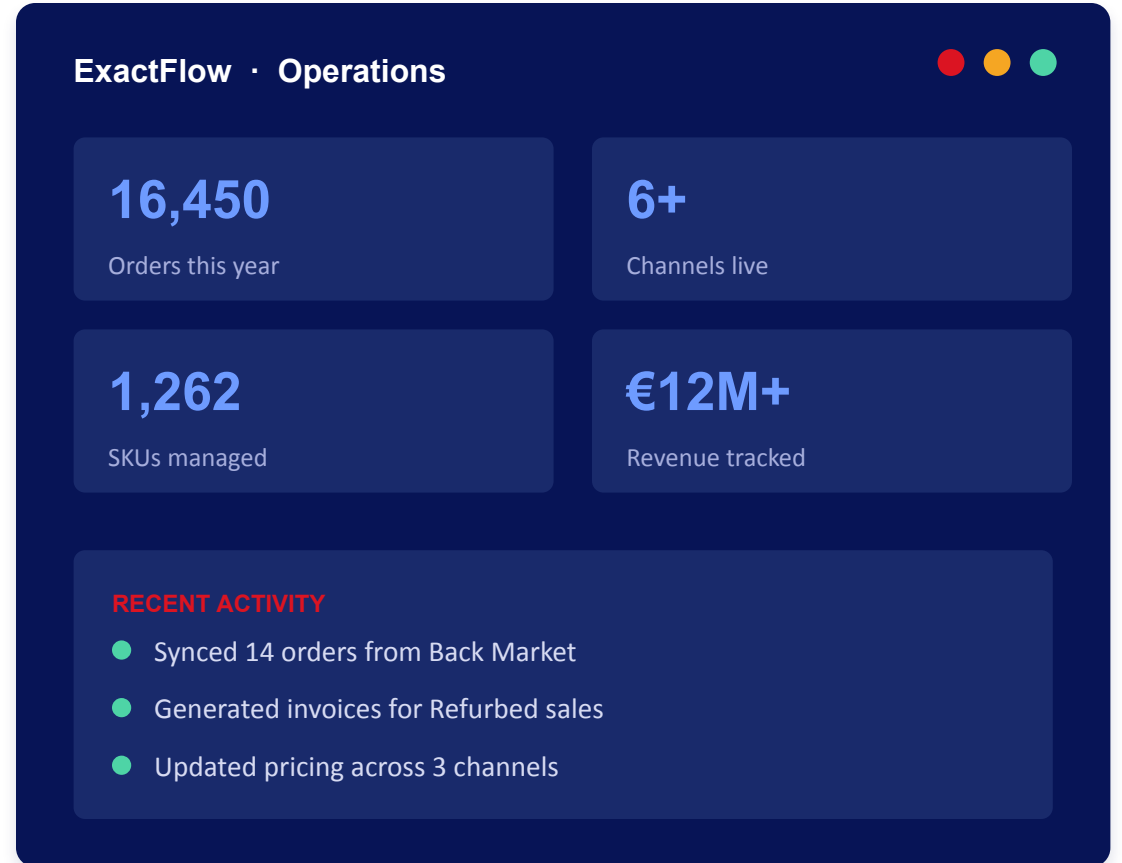
Automate invoicing & pricing

Invoice management and dynamic pricing handled across marketplaces automatically.



Consolidated reporting

One source of truth for revenue and performance across all your channels.



Figures are live from our own operation (2026 to date); recent-activity feed shown for illustration.

Purpose-built for European marketplace operations

ExactFlow is AI-native and built for European sellers — not a US tool adapted after the fact. It covers the full operational workflow of multi-marketplace commerce.



Order orchestration

Manage and sync orders across every marketplace from one place



Shipment tracking

Track every shipment across channels in a single view



Invoice management

Automate invoicing across marketplaces and currencies



Dynamic pricing

Adjust prices across channels to stay competitive



Cross-channel reporting

Consolidated revenue and performance across all marketplaces



AI-native by design

Built AI-first for European workflows, vs legacy US tools

MARKET OPPORTUNITY

A large market, and we're early in it

TAM · SAM · SOM

TAM €9B

Global multichannel commerce software market

SAM €430M

120,000+ European sellers (€500K–€50M, 3+ channels)

SOM €5M

Year-3 ARR target — realistic near-term capture

SAM ≈ 120,000 sellers × representative annual contract. SOM ≈ Year-3 ARR target.

THE MARKET WE'RE IN



120,000+

Target European sellers (€500K–€50M, 3+ channels)



3+

Marketplace channels per seller — the complexity we remove



<1% → 33%

Enterprises using AI agents: today vs. 2028

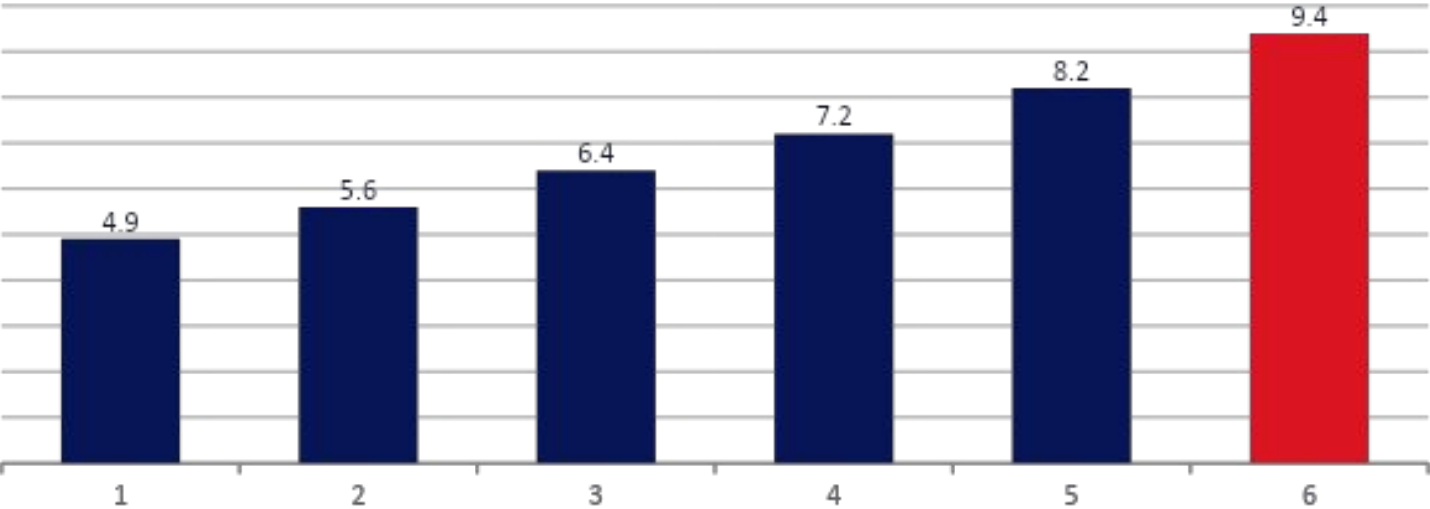
Sources: company target model; Gartner (AI adoption).

MARKET PROJECTION

A market growing — and accelerating with AI

We size growth from the markets we sit across — multichannel commerce software, order management and e-commerce tooling — all compounding at double digits, with the AI-commerce layer growing fastest of all. Legacy leaders already exited for hundreds of millions to over a billion.

Multichannel commerce software market (€ bn) · ~14% CAGR



Comparable exits: Linnworks ~€1.2B · ChannelAdvisor ~\$725M — the legacy platforms we succeed.

MARKETS BEHIND THE CAGR

Multichannel commerce software	13.7%
Multichannel order management	12.2%
E-commerce software	~16%
AI-enabled e-commerce	14.6%
Agentic / AI commerce	35.7%

Sources: Data Insights Market · Fortune Business Insights · Grand View · Precedence.

Usage-based pricing that scales with the seller

B2B SaaS, billed monthly: a free tier to start, a usage-based Regular plan that grows with order volume, and fully custom Enterprise pricing. ARR is projected to scale from ~€0.5M (Year 1) toward ~€19M (Year 5) as we capture a growing share of the market.

Free Free

Get started, no card required

- ✓ Up to 500 active products
- ✓ Up to 100 orders / month
- ✓ Basic integrations
- ✗ AI features
- ✗ Priority support

MOST POPULAR

Regular

€23 base /mo

+ €0.12 per order over 500

- ✓ Unlimited products & orders
- ✓ Manual order & product creation
- ✓ All integrations included
- ✓ Manual integration available
- ✓ Email support
- ✗ AI features (Enterprise only)

Enterprise Custom

€199 / AI agent · 200 resolutions incl.

- ✓ Unlimited orders
- ✓ Unlimited products
- ✓ All standard + custom integrations
- ✓ Dedicated account manager
- ✓ Priority support
- ✓ AI features included (per-agent)

Regular: €23 base + €0.12/order over 500 (converted from PLN; confirm final list price). Enterprise AI agents: €199/agent (200 resolutions incl.), then €0.95 per extra resolution, + custom integrations.

AI-native and European — where the incumbents aren't

The market leaders are legacy, US-centric platforms. ExactFlow is built AI-first for European marketplaces and the sellers who use them.

	LEGACY US TOOLS <i>ChannelAdvisor · Linnworks</i>	GENERIC / MANUAL	EXACTFLOW
Multi-marketplace order sync	✓	~	✓
AI-native automation	—	~	✓
European marketplaces (Back Market, Refurbed, Fnac)	~	—	✓
Refurbished-electronics workflows	—	—	✓
European SMB pricing (€99—€999)	—	~	✓

Our edge: operator-built. ExactFlow was forged inside a real €12M+ European marketplace business over 8 years — domain insight US incumbents can't easily copy.

TEAM

Founder–market fit, eight years in the making

ExactFlow was born inside a real, €12M+ multi-marketplace electronics business — not from a whiteboard. The team builds for a workflow it has operated daily for 8 years.



Ibraheem Muhammad

FOUNDER & CEO

Founder of ExactFlow; President & 90% owner of Exact Solution Electronics, a multi-marketplace electronics business operating since 2017. Eight years of European e-commerce operations — built ExactFlow to run it.



Atta Ur Rehman

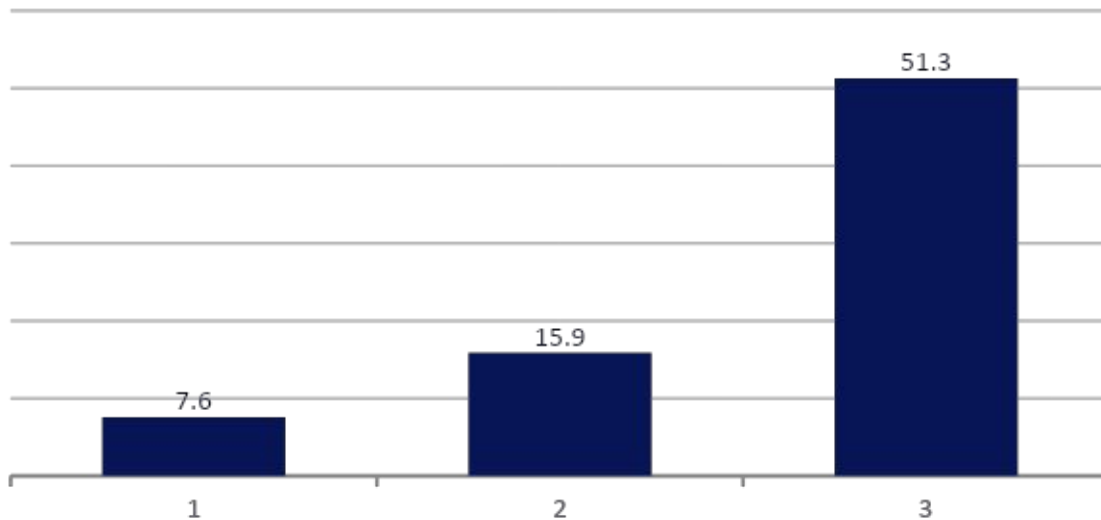
CO-DIRECTOR

Co-Director of ExactFlow and a board member and shareholder of Exact Solution Electronics. He works across operations and commercial development, helping the business scale across European marketplaces.

Proven in production for a real €12M+ business

ExactFlow runs the founder's own electronics operation today. We don't yet claim product-market fit — we have something rarer at this stage: a tool already working in production for a real, scaling business.

Parent business net revenue (PLN m)



~tripled to ≈€12M in 2024. Source: Polish KRS registry (Exact Solution Electronics).

Proof of concept, in numbers



8 yrs

Operating the business it was built for



6+

European marketplaces managed live



€12M+

Annual revenue run through the platform



16,450

Orders processed in production, 2026 to date

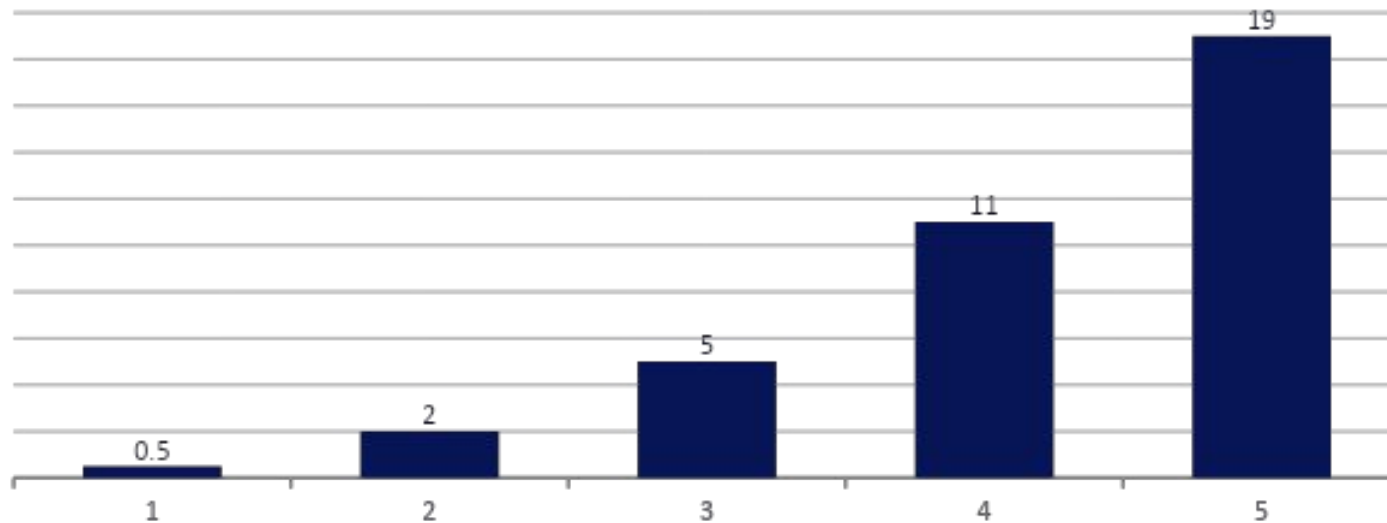
Next milestone: external pilots & LOIs — customer discovery running in parallel with the raise.

FINANCIAL PROJECTION

Capturing a large, fast-growing market

We're pre-revenue, so we model the opportunity top-down: our serviceable market compounds at its industry CAGR, and ExactFlow captures a modest, growing share — reaching ~€19M in Year 5 on under 3% of the market we serve.

Revenue potential (€ millions)



Implied market share: 0.1% → 0.4% → 0.9% → 1.7% → 2.6%

Top-down opportunity model. As a pre-revenue company, figures show revenue potential at the stated market share, not booked sales.

€726M

Serviceable market by Year 5 — growing from €430M today at ~14% CAGR.

< 3%

Our targeted share of the serviceable market by Year 5 — modest penetration of a large, growing opportunity.

THE ASK

We're raising

€2M

USE OF FUNDS



40%

€800K

Product Development



30%

€600K

Sales & Marketing



15%

€300K

Operations & Infrastructure



15%

€300K

Working Capital & Reserve



Every marketplace. One platform.

The AI-native operations platform for European marketplace sellers — built by operators with 8 years in the trenches.



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