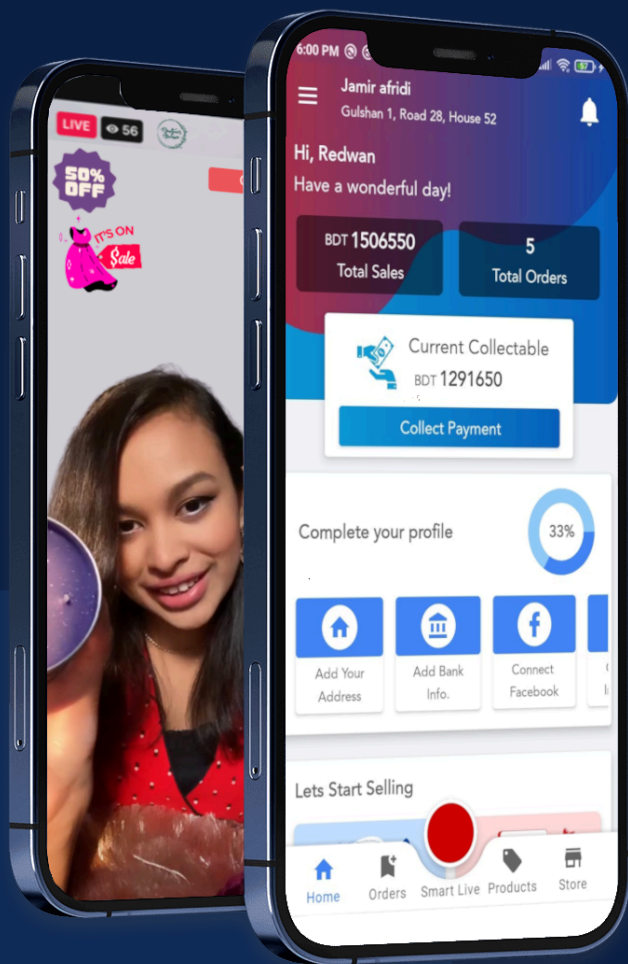




jiff

/dʒɪf/ • noun • INFORMAL

a very short time; a moment.

"I'll make the order in a jiff."

The operating system for live & social commerce. **Pre-seed round • \$250K**

jiff.live • rifat@jiff.live • Dhaka, Bangladesh

LIVES MADE EASY

THE PROBLEM

Live & social commerce is still ancient

Every order today is stitched together by hand — and both sides feel it.

Sellers do everything manually

- 1 Orders slip through the cracks**
Missed comments and DMs mean lost sales every stream
- 2 Manual posting, platform by platform**
Every product re-listed separately across pages
- 3 Inventory & logistics tracked by hand**
No single source of truth across channels
- 4 Marketing is guesswork**
No simple way to run ads, campaigns or influencer deals

Shoppers face a broken checkout

- 1 Screenshot-and-message ordering**
Buyers screenshot a live stream just to place an order
- 2 Average reply time: 2 hours**
Slow Messenger replies kill impulse purchases
- 3 No secure payment gateway**
Buyers pay into personal accounts with no protection
- 4 No trusted place to browse**
Products are scattered across thousands of pages

Result: unorganised selling, unreliable buying — and both sides losing trust.

MARKET OPPORTUNITY

A multi-trillion dollar market, shifting to live

Social and live commerce are the fastest-growing slices of global e-commerce.

2022 GMV → Projected 2026

	Global E-Commerce	\$5,717B	→	\$8,148B
	Global Social Commerce	\$958B	→	\$2,900B
	Global Live Commerce	\$610B	→	\$1,797B
	Bangladesh E-Commerce	\$6.24B	→	\$14.80B

Bangladesh e-commerce growing at ~25% CAGR through 2026

TAM

\$114.3B

Global e-commerce gross revenue @2% (low end of our take rate)

SAM

\$19.2B

Global social commerce gross revenue @2%

SOM

\$402M

BD, KSA, Philippines & Nepal social commerce @2%



THE SOLUTION

One ecosystem, three apps

Jiff connects the people who sell, the people who promote, and the people who buy.



Jiff
FOR SELLERS

The merchant OS. Go live, take orders from comments, auto-invoice, sync inventory, collect payment and ship — all from one dashboard.



Jiff influencer
FOR INFLUENCERS

Influencers onboard themselves and get hired by Jiff sellers for live videos or affiliate marketing. Every sale they drive is traced, so revenue sharing is automatic.



JiffMart
FOR BUYERS

A marketplace app where buyers browse products from every Jiff seller and buy directly — secure checkout, no screenshots, no DMs.

NEW AI Marketing & Campaign Manager — built into Jiff. AI writes, designs and posts ads for sellers and runs their campaigns end to end.

NEW FEATURE

AI that markets for the merchant

Most small sellers can't afford an agency. Jiff's AI Marketing & Campaign Manager becomes their marketing team.

1

Create

AI generates ad copy and creatives from the seller's own product catalogue.

2

Post

Publishes and schedules posts and ads across the seller's social pages.

3

Manage

Runs campaigns end to end — launch, budget and live-sale promotion.

4

Learn

Tracks results against real orders in Jiff, so every campaign gets smarter.

Why it matters

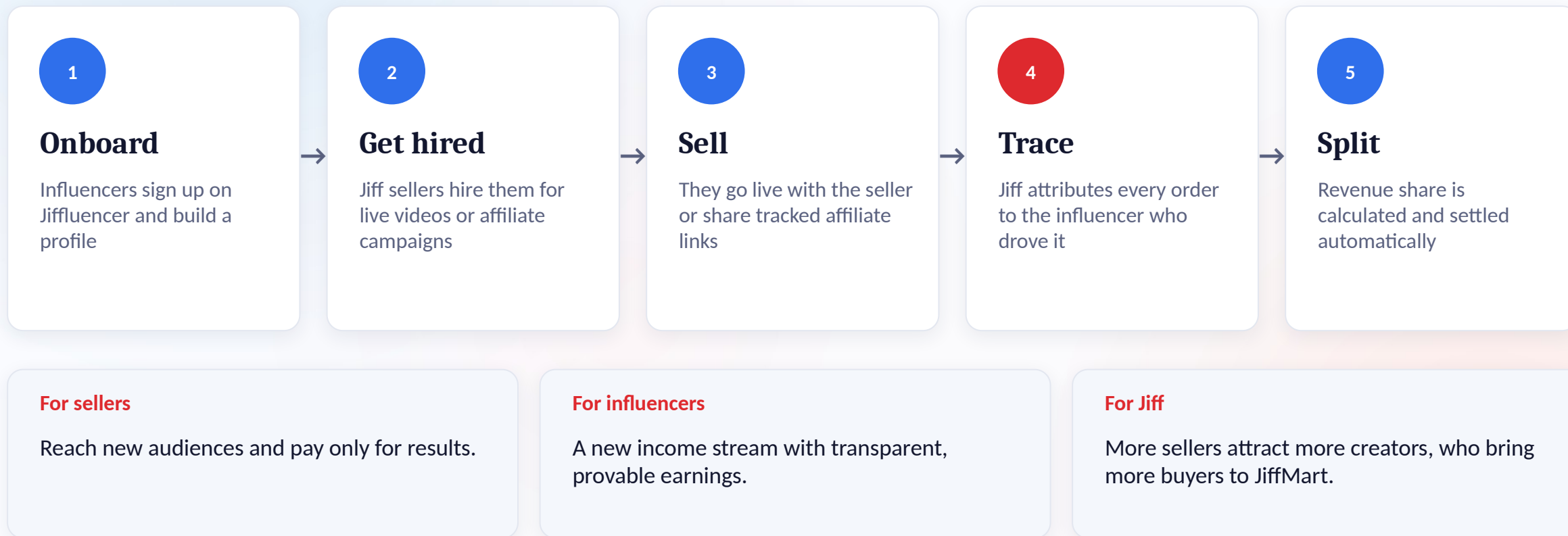
Jiff already owns the order, inventory and payment data. That closes the loop other ad tools can't: we see which post, which influencer and which live stream actually produced a sale — and the AI optimises for revenue, not likes.



JIFFLUENCER

Every influencer sale, traced

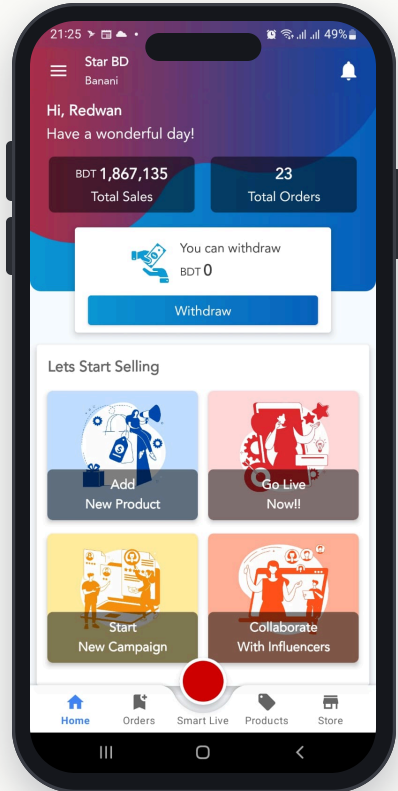
A built-in creator economy for live sellers — with revenue sharing that settles itself.





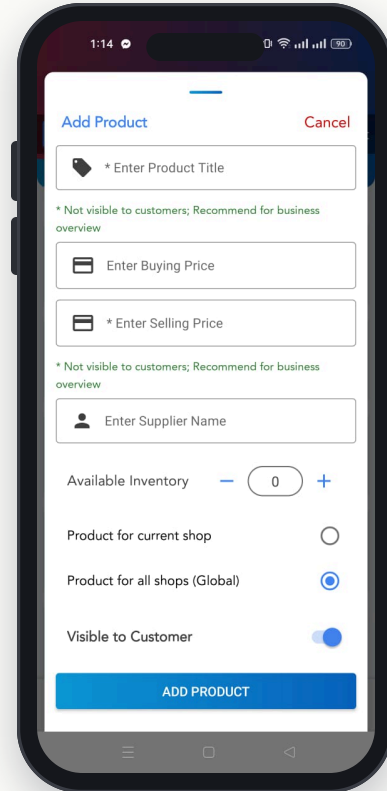
JIFF

From products to live in four steps



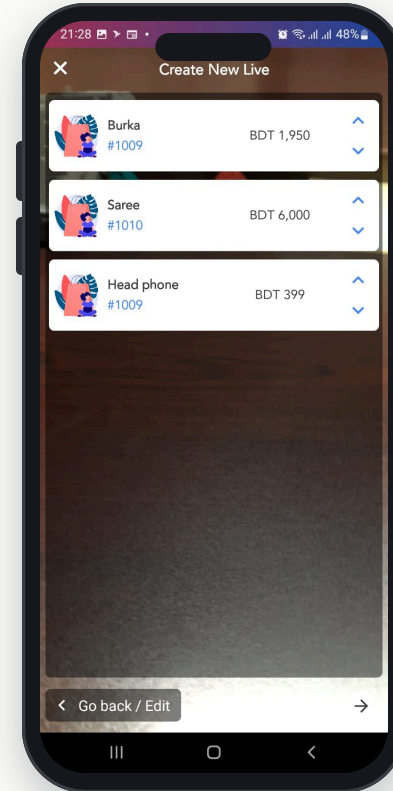
1. Open the app

From the home screen, the seller adds products, goes live or starts a campaign.



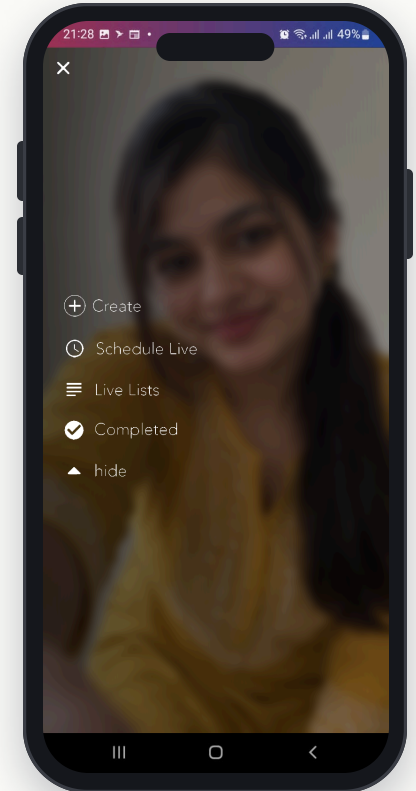
2. Add products

Name, price and stock. Jiff gives each product a short code.



3. Pick what to sell

The seller chooses which products to show in this live.



4. Start or schedule

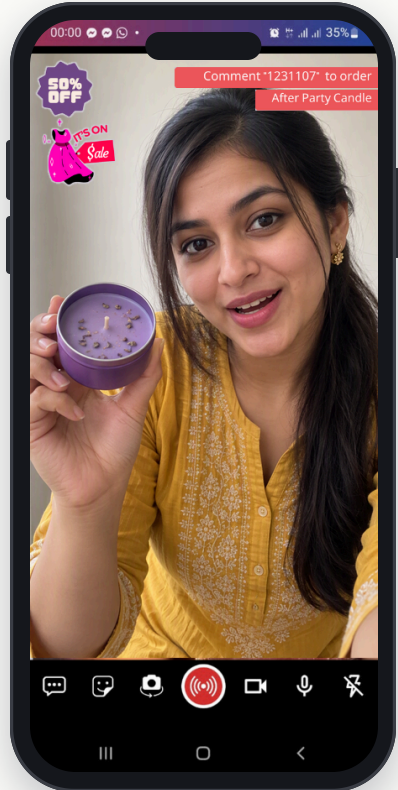
Go live now, or schedule a live for later.



JIFF

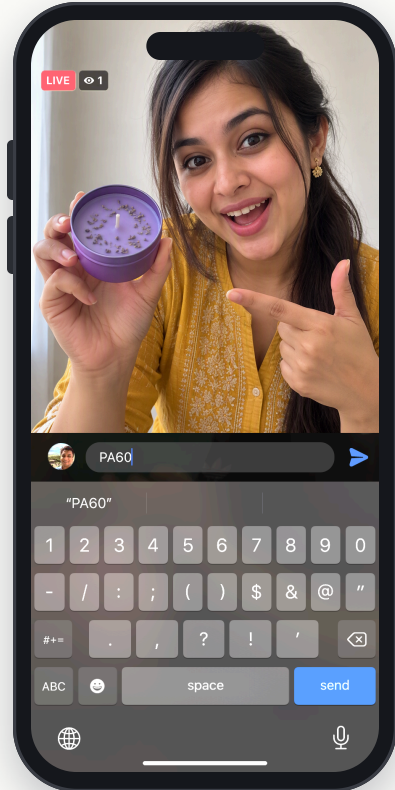
Selling on Jiff

Buyers don't need to download anything.



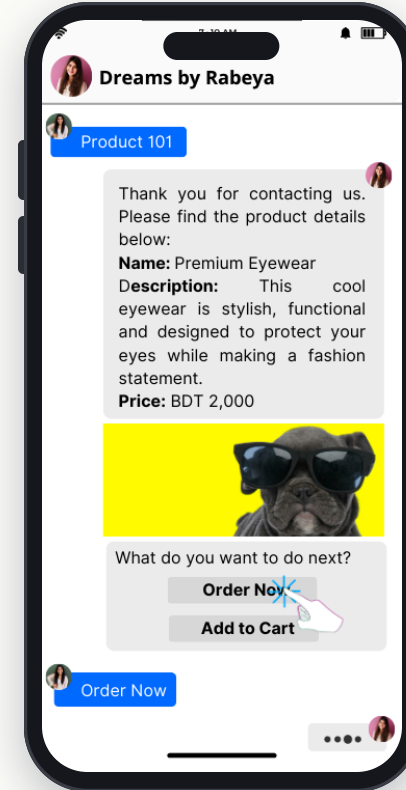
5. Go live

Each product's code shows on screen during the live.



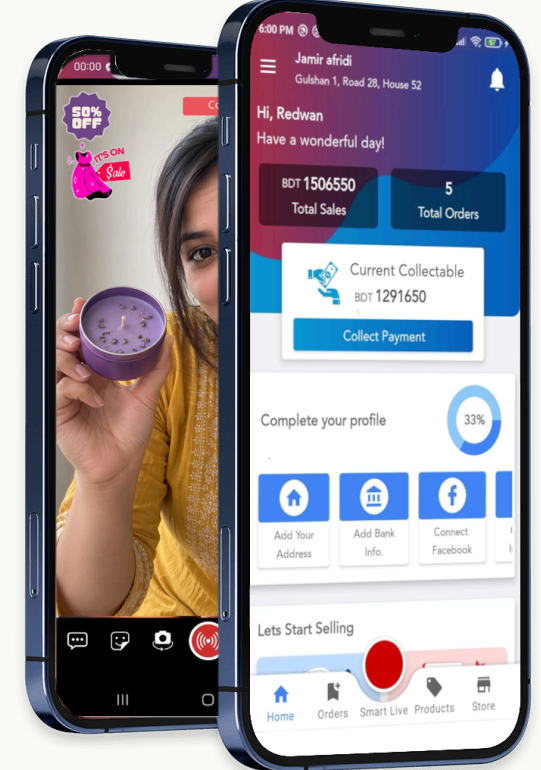
6. Buyers comment

A buyer types the code in the comments. That's the whole order.



7. Jiff replies

Jiff messages the buyer with the product, price and an Order Now button.



8. Seller gets paid

Orders, sales and payments to collect show up on the seller's dashboard.



PRODUCT STATUS

Built and ready to go to market

The product is done. What we need now is traction — and that's what this pre-seed round is for.



Social media integration



Live streaming & scheduling



AI chatbot



Order processing & management



Invoice generation



Inventory management



Delivery management



Payment management



Complete bookkeeping



Point of sale (POS)



Customer database



Supplier database

READY FOR LAUNCH

Jiffluencer app · JiffMart buyer app · AI Marketing & Campaign Manager

Also live: e-commerce website · business overview & reports · settlement reports · multi-channel sales.



BUSINESS MODEL

We earn when our merchants earn

Free to start, pay per sale — Jiff takes a small cut of the GMV it processes.

TAKE RATE ON GMV

2% – 10%

Launch: 2% of GMV — avg. merchant BDT 20K–50K/month

Scale: up to 10% of GMV as average merchant GMV grows

No subscription. 14-day free trial. No hidden fees.

Jiff for Sellers

Order processing, payment gateway, POS and bookkeeping — monetised through the take rate.

Jifffluencer

Influencer network and affiliate marketplace — every attributed sale runs through Jiff.

JiffMart

Buyer marketplace that sends more GMV to Jiff sellers.

Banks / NBFIs

Access-to-finance, BNPL and credit built on real transaction data.



WHY IT COMPOUNDS

Software-like revenue, built on habit

Live sellers don't buy Jiff once. They run their business on it every day they sell.

1

Daily use

Sellers go live, take orders, collect payment and ship through Jiff — every stream, every week.

2

Recurring revenue

We earn a cut of every order, so revenue repeats with merchant GMV — not one-off licences.

3

Three-sided pull

Sellers bring influencers, influencers bring buyers, buyers on JiffMart bring more sellers.

WHAT WE'LL MEASURE

Not downloads or sign-ups. Merchants who come back and sell through Jiff week after week — and the GMV that grows with them.



GLOBAL SAAS

Sell anywhere in the world as SaaS

In Bangladesh and selected markets we run Jiff as a managed service. Everywhere else, the same platform sells as self-serve software.

Managed service: Bangladesh + selected markets

Where it makes sense, Jiff handles payment collection, settlement and delivery coordination for the merchant.

Rest of the world: self-serve SaaS

Merchants connect their own payment and shipping accounts. Jiff is the software layer — no local ops needed.

PAYMENT AGGREGATORS

Stripe · Square · PayPal

LOGISTICS AGGREGATORS

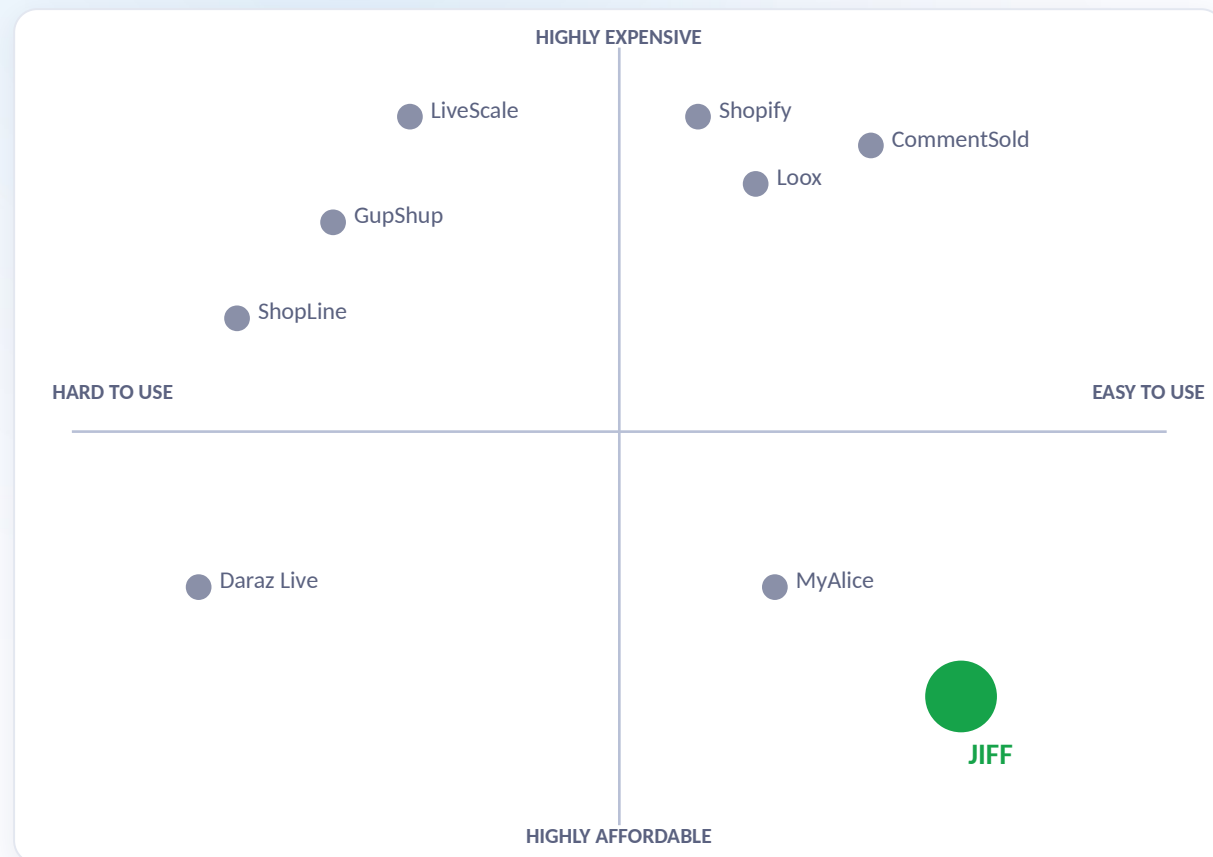
DHL · FedEx · UPS · USPS

Plug-in integrations, not new operations — so every new country is a software launch. India will be managed, like Bangladesh.

COMPETITIVE LANDSCAPE

Uniquely easy to use, and affordable

Global players are either powerful-but-pricey or cheap-but-clunky. Jiff is built for the other quadrant.

**WHAT JIFF INCLUDES THAT OTHERS DON'T**

- ✓ Live + messages + comment ordering, all in one
- ✓ Native inventory across every channel
- ✓ Built-in payment gateway & group share
- ✓ Automated invoicing and bookkeeping
- ✓ Native influencer network with sale attribution
- ✓ AI that runs the seller's ads and campaigns
- ✓ A buyer marketplace (JiffMart) feeding sellers

GO-TO-MARKET

10,000 merchants in 12 months

Everything is built. This round funds the sales team, field ops and ad spend to get it into merchants' hands.

1

Online outreach

Direct messages and calls to Facebook and Instagram store owners already selling informally.

2

Boots on the ground

A field team visits store owners and institutions to onboard and train them in person.

3

Telco & digital ads

Telco integration plus performance marketing to reach merchants at scale.

4

Influencer-led growth

Jiffluencer creators bring their audiences — and their favourite sellers — onto Jiff.

Goal: 10,000 active merchants by Sep 2027 — the traction that proves Jiff and sets up our seed round.



GLOBAL NEXT

Built in Dhaka. Built to sell anywhere.

Managed service where sellers need hands-on help. Self-serve SaaS everywhere else.

Where we go

- India: a local operations team, run the way we run Bangladesh
- KSA and the Philippines: already in our SOM, with the same live-selling habits
- North America and beyond: self-serve via Stripe, PayPal, UPS and FedEx

How we enter

- Prove retention in Bangladesh first: sellers who come back every week
- Pilot one Indian city as a managed service, then expand
- Open self-serve sign-ups market by market: a software launch, not an ops build

What 247VC adds

- Strategic guidance from the team behind 100X.VC
- Access to customers and talent across India
- Investor intros and follow-on funding as we grow

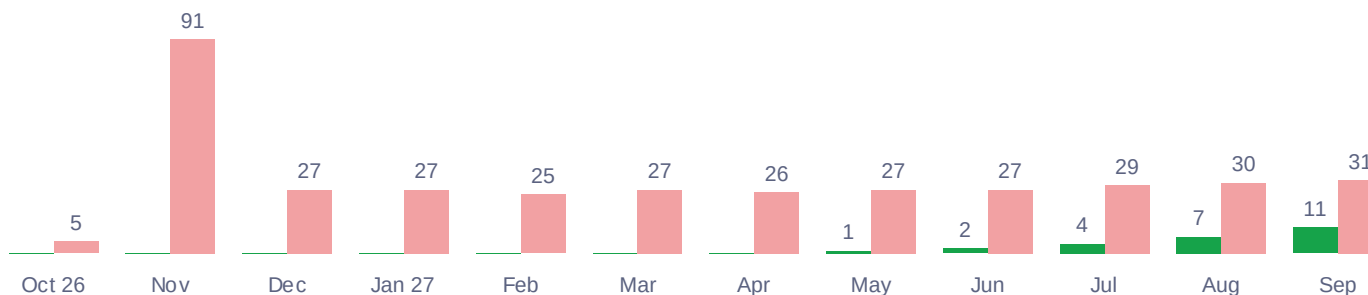
12-MONTH PLAN

12 months to prove traction

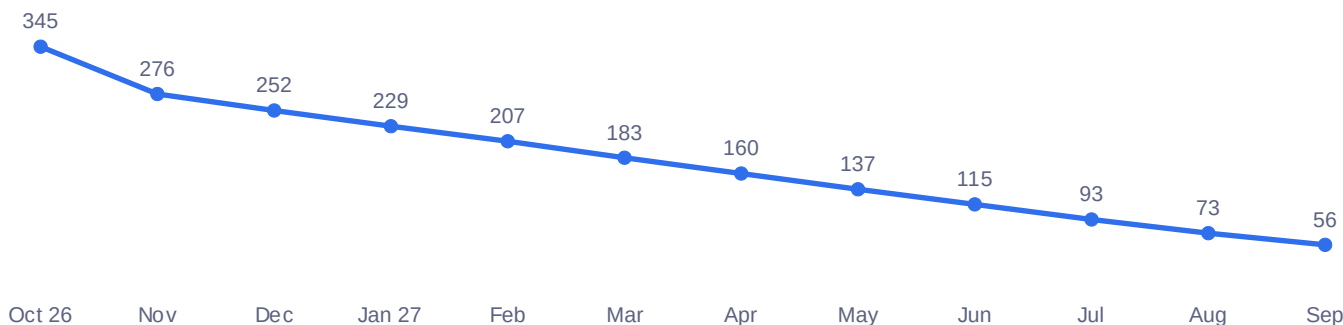
Monthly projections, Oct 2026 – Sep 2027 (USD \$000).

Revenue vs. cost (\$000)

■ Revenue ■ Total cost



Cash balance with this round (\$000)



10,000

active merchant goal by Sep 2027

\$56K

cash left at month 12 — seed raised by then

Feb 2028

projected first EBITDA-positive month



THE PATH TO SEED

From launch to scale

Annual projections from the Jiff financial model (calendar years).

2027

LAUNCH

Revenue

\$104K

EBITDA

-\$267K

Active merchants (year-end)

10.9K

2028

SEED & SCALE

Revenue

\$2.96M

EBITDA

+\$1.39M

Active merchants (year-end)

55.7K

2029

REGIONAL GROWTH

Revenue

\$42.0M

EBITDA

+\$25.6M

Active merchants (year-end)

298K

After 12 months: 10,000 merchants, three apps live and an India pilot — the story for our seed round.

All figures are projections, not guarantees.



THE TEAM

Who's building this

If you can't buy it, build it — 25+ combined years across IT, finance and consumer goods.



Rafsanjany Samir

CHAIRMAN

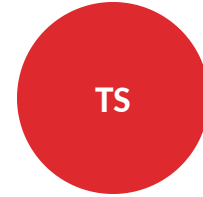
Product & strategy development



Rifat Shahrukh

CEO

Finance, business development & operations



Tukrim Sohorabil

CO-FOUNDER

Business development, branding & marketing

“If you can't buy it, build it.”



WHY 247VC

What you look for, and where we stand

We've answered your criteria honestly, including what we still need to prove.

YOUR CRITERIA

Working product

Built and ready to use

→ Three apps and an AI marketing manager, built in-house over two years

Large market problem

Solved through technology

→ 300,000+ Facebook shops in Bangladesh alone, still run on notebooks

India and global scale

Room to grow beyond home

→ Managed service in India next; self-serve SaaS everywhere else

Early traction

Users, pilots or validation

→ Pre-revenue. Free pilot with sellers in Dhaka starting now

WHY WE FIT

Enterprise software for the smallest businesses.

247VC backs founders building category-defining tech companies at their first institutional round.

Jiff is the operating system small social sellers run their business on, from order to delivery.

This round funds traction, then a seed round.

Your experience backing 180+ pre-seed companies is what we need next.



THE ASK

\$250K to take Jiff to market

The product is built. We're raising pre-seed now to win the traction that proves it — 12 months of runway, then seed.

RAISING

\$250,000

Equity offered	5%
Pre-money valuation	\$4.75M
Post-money valuation	\$5.00M
Runway	12 months → seed round

WHERE THE MONEY GOES (12-MONTH COST MIX)



- 28% Sales & marketing
- 13% Product & R&D
- 15% Customer success & ops
- 44% G&A & team

MILESTONES BEFORE SEED

- 10,000 active merchants who keep coming back, week after week
- Jifffluencer, JiffMart and AI Marketing live
- India pilot live with first sellers



JIFF

Built. Ready. Now for traction.

\$250K for 5% · 12 months of runway to our seed round.

rifat@jiff.live · +880 1770 799840 · jiff.live

Road 28, House 52, Gulshan 1, Dhaka-1212, Bangladesh

Thank you.