ORCAN

AI COMMERCE

INTELLIGENCE FOR A BIGGER TOMORROW

Simplify | Automate | Grow

For Sellers. For Agencies. For the Future of Commerce.

AI-Powered E-commerce Operations Platform

Helping individual sellers and e-commerce agencies manage, automate and grow their online business across marketplaces.



- Products & Listings
- Orders & Inventory
- Analytics & Reporting
- AI Recommendations
- Competitor Insights
- Multi-Account Management



Individual Sellers

Manage and grow your online business with AI.



Agencies

Manage multiple sellers, increase efficiency and scale profits.

One Platform
Complete e-commerce operations

Built with AI
Smarter insights and automation

For Individuals & Agencies
Flexible plans for every growth stage

Scalable Opportunity
India-first, global potential

THE PROBLEM

E-commerce Growth is Complex and Manual

Individual sellers and e-commerce agencies struggle with multiple marketplaces, fragmented tools and repetitive tasks, leading to higher costs, lower efficiency and missed opportunities.

Individual Sellers

Want to grow their online business but face multiple challenges.

- Multiple platforms to manage (Amazon, Flipkart, etc.)
- Time-consuming product listing and updates
- No clear view of sales, inventory and profits
- Difficulty in market research and competitor analysis
- Lack of expert guidance and automation

E-commerce Agencies

Manage multiple clients and sellers with complex operations.

- Handling multiple seller accounts across marketplaces
- Manual reporting and data analysis
- Time-intensive account management
- Inconsistent performance tracking across clients
- Higher operational cost and limited scalability with current tools



THE OPPORTUNITY

India's E-commerce Ecosystem is Growing Rapidly

A large and expanding market for tools that help sellers and agencies operate smarter, faster and more profitably.

$125B+
India E-commerce Market Size (2024 estimate)

20%+
CAGR (2024–2030)

10M+
Online Sellers in India (across marketplaces)

Growing
New sellers every year

10,000+
E-commerce Agencies & Service Providers in India

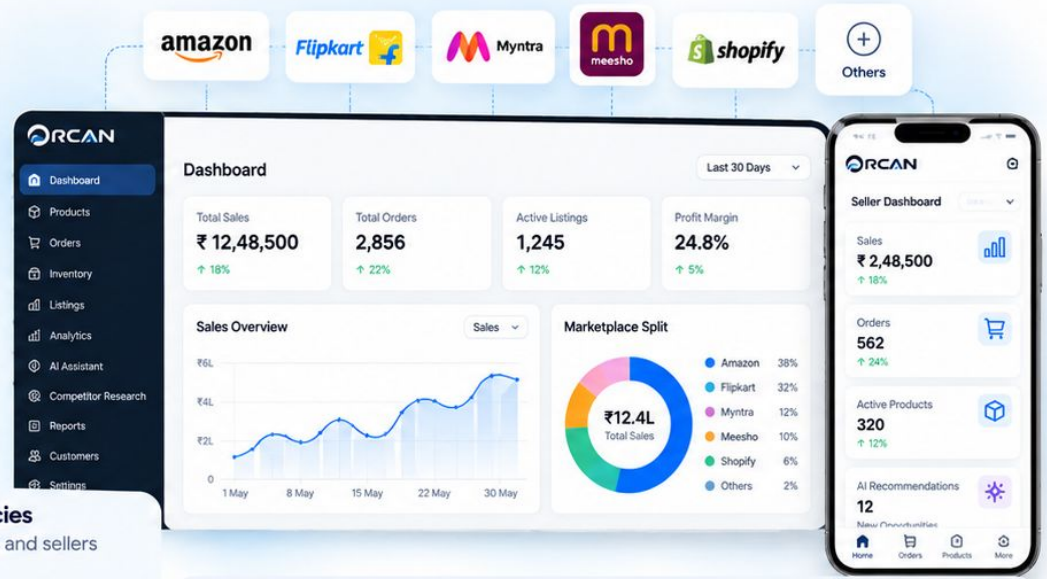
Underserved
Limited tools built for their needs

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OUR SOLUTION

A Complete AI-Powered Platform for E-commerce Growth

Orcan AI Commerce brings all your marketplace operations into one intelligent platform, with AI-powered insights, automation and easy-to-use tools for both individual sellers and e-commerce agencies.



Individual Sellers

Grow your online business smarter and faster with AI.

- Manage products, inventory and orders
- AI-powered listing optimization
- Competitor and trending product insights
- Sales and profit analytics
- Direct marketplace integration

Save Time | Sell More | Grow Faster

E-commerce Agencies

Manage multiple clients and sellers from a single platform.

- Add multiple seller accounts
- Client-wise dashboards and reporting
- Bulk product and inventory management
- AI insights and recommendations
- Team access with role management

Scale Your Operations | Increase Efficiency | Grow Your Profitability

Powered by AI

AI that understands e-commerce

AI Listing Helper
Create and optimize product listings with AI

Competitor Analysis
Track competitors and find new opportunities

Sales & Inventory Insights
Get AI recommendations to improve sales and stock

Trending Product Research
Discover high-demand products using live data

AI Product Graphics
Generate professional product images with AI

Direct Seller Outreach
Send emails and WhatsApp messages to sellers

One Platform
All marketplaces in one place

AI-Powered
Smarter insights and automation

For Sellers & Agencies
Flexible solutions for every growth stage

Better Results
Save time. Reduce costs. Increase sales.

A Large and Growing Market for Smarter Commerce

Orcan serves the software needs of individual sellers and e-commerce agencies as India's digital commerce ecosystem expands.

US$250B
Projected Indian e-commerce market by 2030
from ~US$90B today

Source: Google & Deloitte, "The $250 Billion Commerce Frontier" (7 Apr 2026)

1.5–2.5M
MSMEs online in India
A significant and growing base of businesses selling online.

Source: Government of India / IndBiz Retail & E-commerce sector overview (updated 8 Sep 2025).

INDIVIDUAL SELLERS

Affordable tools to manage listings, inventory, orders, sales insights and AI assistance.



- Product Listings & Optimization
- Inventory & Order Management
- Sales Analytics
- AI Recommendations
- Competitor & Trend Research

E-COMMERCE AGENCIES

Multi-client dashboards, seller account management, reporting and scalable workflows.



- Multiple Seller Accounts
- Client-wise Dashboards
- Bulk Product & Inventory
- AI Insights & Reporting
- Team Access & Role Management

Growing E-commerce Ecosystem

Growing e-commerce ecosystem in India → More consumers, more online businesses and increasing digital adoption.

Online sellers & service agencies → Individual sellers and e-commerce agencies need better tools to manage and grow.

ORCAN AI COMMERCE → Orcan's subscription platform provides a scalable software solution for this growing market.

A focused, scalable entry strategy

India-first approach to build a large and sustainable business.

1. **Acquire individual sellers** — Start with individual sellers to build early traction and brand awareness.
2. **Partner with agencies** — Onboard e-commerce agencies to scale across multiple sellers and drive recurring revenue.
3. **Expand across marketplaces** — Increase marketplace coverage and add new features to become a complete commerce operations platform.

Note: Market size is an external industry forecast, not Orcan revenue. MSME online estimate reflects a different measure and should not be added to market value.
Sources: Google & Deloitte, "The $250 Billion Commerce Frontier" (7 Apr 2026); Government of India / IndBiz Retail & E-commerce sector overview (updated 8 Sep 2025).

BUSINESS MODEL & PRICING

Simple, Scalable and Recurring Revenue Model

Orcan AI Commerce follows a subscription-based SaaS model with plans for individual sellers and e-commerce agencies, with optional add-ons for advanced AI features and additional marketplaces.

Individual Seller Plans

For online sellers who want to manage and grow their business across marketplaces with AI.

Basic
1 Marketplace

₹999 /month per marketplace

- Product listings & optimization
- Inventory & order management
- Sales analytics
- AI recommendations
- Competitor insights
- Email/WhatsApp outreach (limited)

Get Started

Pro
Multi-Marketplace

₹1,999 /month (Up to 3 marketplaces)

- All Basic features
- Multi-marketplace support
- Advanced analytics
- AI listing & content help
- Competitor & trending products
- Priority support

Most Popular

Advanced AI
Growth & Automation

₹3,999 /month (Up to 5 marketplaces)

- All Pro features
- Advanced AI recommendations
- Product image generation
- Detailed competitor analysis
- Automated outreach tools
- Early access to new AI features

Scale Faster

E-commerce Agency Plans

For agencies managing multiple sellers and clients with centralized tools, reporting and automation.

Starter
Up to 10 Sellers

₹7,999 /month

- Multi-seller management
- Client-wise dashboards
- Product, inventory & orders
- Sales & performance reports
- AI recommendations
- Basic team access

Get Started

Growth
Popular

Up to 50 Sellers

₹24,999 /month

- All Starter features
- Up to 50 seller accounts
- Advanced analytics & reports
- Bulk product management
- AI content & image generation
- Role-based team access

Most Popular

Enterprise
50+ Sellers

Custom Pricing

- Unlimited seller accounts
- Custom feature access
- Advanced AI automation
- Dedicated account manager
- Custom integrations
- Priority support

Contact Sales

Revenue Model

Subscription Revenue
Monthly recurring revenue from sellers and agencies

Marketplace-Based Pricing
₹999 per marketplacee for individual sellers (no per seller charge)

Add-on Revenue
Advanced AI credits, additional marketplaces, custom features, integrations and support

Example: Agency Economics

₹1,000 per seller (Orcan platform cost) → **₹2,500 – ₹4,000** per seller (Agency charges their client)

Healthy Margin for Agencies

Win-Win Model

Why This Model Works?

Recurring Revenue
Predictable and scalable subscription income

Dual Customer Segments
Individual sellers + agencies for faster growth

Low Acquisition Cost
Agencies bring multiple sellers on one platform

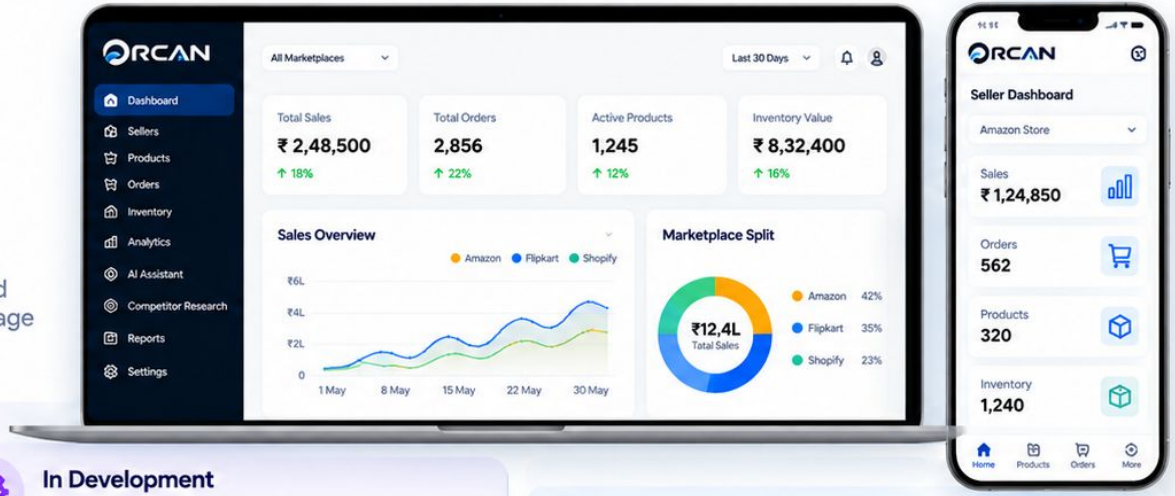
High Lifetime Value
Sellers and agencies stay long-term with increasing usage

Scalable Across Marketplaces
Expand to new marketplaces and international markets

PRODUCT READINESS & CURRENT STATUS

Live Platform in Testing & Pilot Usage

Orcan AI Commerce is a fully functional platform with core features completed and currently being tested with selected sellers and agencies. We are refining based on real-world usage and preparing for commercial launch.



Currently Connected Marketplaces (Live)

Amazon	Flipkart	Shopify
Live	Live	Live

In Development (Coming Soon)

Meesho	Etsy	Myntra
In Progress	In Progress	In Progress

Testing with Selected Users

- Platform is currently shared with a few selected sellers and agencies for testing purposes.
- We are receiving positive feedback and continuously improving based on their usage and suggestions.

Core Features Completed

- Product & Listing Management
- Inventory & Order Management
- Sales & Analytics Dashboard
- AI Listing Optimization
- Competitor Analysis
- Trending Product Research
- AI Product Graphics
- Direct Seller Outreach (Email / WhatsApp)

Next Steps to Launch

1. Complete development for Meesho, Etsy and Myntra
2. Extended testing with more sellers and agencies
3. Add remaining advanced features and refinements
4. Prepare for commercial launch and marketing rollout

ROADMAP & GO-TO-MARKET PLAN

Roadmap to Launch & Growth

We are currently in the final phase of testing with selected sellers and agencies. Our focus is to complete remaining integrations, add advanced AI features and launch commercially in a phased manner.

Marketplace Integration Roadmap

Live (Completed)

amazon | Flipkart | shopify

In Development

meesho | Etsy | Myntra

1 Phase 1
Apr 2026 – Jun 2026

Product Stabilization

- Core platform features completed
- Amazon, Flipkart and Shopify integrations live
- Testing with selected sellers and agencies
- Feedback incorporation and performance improvements

Current Stage

2 Phase 2
Jul 2026 – Sep 2026

Complete Integrations

- Complete Meesho, Etsy and Myntra integrations
- Add advanced AI features (listing, competitor analysis, graphics)
- Improve automation and reporting
- System security, scalability and performance optimization

In Development

3 Phase 3
Oct 2026 – Dec 2026

Commercial Launch

- Open for paid subscriptions
- Launch individual seller plans
- Onboard and partner with e-commerce agencies
- Marketing and customer acquisition across India

Launch Phase

4 Phase 4
2027 Onwards

Scale & Expansion

- Expand to more marketplaces and international markets
- Add advanced AI agents and automation
- Grow agency partner network
- Introduce new tools and premium enterprise features

Growth Phase

Target Outcomes

- **Commercial Launch** Q4 2026
- **Build 1,000+ Agencies** in Year 1
- **Onboard 10,000+ Individual Sellers** in Year 1
- **Expand to Additional Marketplaces** in Year 2
- **Profitable & Scalable Operation** by Year 3

Expected Growth Milestones



FINANCIAL PROJECTIONS (5 YEARS)

Path to Scalable and Profitable Growth

With a subscription-based model, expanding marketplace integrations and a growing base of individual sellers and agencies, Orcan AI Commerce is positioned for strong revenue growth and long-term profitability.

Total Customers (Year 5)
10,000+
~8,000 individual sellers
~2,000 agencies

Annual Revenue (Year 5)
₹120 Cr+
High growth potential with marketplace expansion

EBITDA Margin (Year 5)
35%+
Scalable SaaS business with high gross margins

Company Valuation (Year 5)
₹600 – 800 Cr
Based on 5–7x revenue multiple (typical for SaaS)

Key Financials (₹ Crore)

Particulars	Year 1 (2026-27)	Year 2 (2027-28)	Year 3 (2028-29)	Year 4 (2029-30)	Year 5 (2030-31)
Individual Sellers (Count)	500	2,000	4,000	6,000	8,000
Agencies (Count)	100	300	800	1,200	2,000
Total Customers	**600**	**2,300**	**4,800**	**7,200**	**10,000**
Total Revenue	**6**	**18**	**40**	**75**	**120**
Gross Profit (est. 67%)	4	12	28	50	80
Operating Expenses	2.5	7	16	25	38
EBITDA	1.5	5	12	25	42
EBITDA Margin	25%	28%	30%	33%	35%

Revenue & Profit Projection (₹ Crore)



Year 1 Revenue Split (₹ 6 Crore)



- Individual Sellers 65% (₹ 3.9 Cr)
- Agencies 35% (₹ 2.1 Cr)

Year 5 Revenue Split (₹ 120 Crore)



- Individual Sellers 60% (₹ 72 Cr)
- Agencies 40% (₹ 48 Cr)

Key Assumptions

₹999 per marketplace
Average revenue per individual seller

₹7,999 – ₹24,999 per month
Average revenue per agency (based on plan)

3 marketplaces (Year 1)
Amazon, Flipkart, Shopify (add more later)

Gradual customer growth
Based on realistic acquisition and market expansion

~67% Gross Margin
SaaS business with low variable cost

35%+ EBITDA Margin (Year 5)
With scale and operational efficiency

OUR TEAM, VISION AND FUNDING ASK

Building the Future of AI-Powered E-commerce

We are building Orcan AI Commerce to empower millions of online sellers and e-commerce agencies with affordable, intelligent and scalable tools.

Core Team

Firoz Khan
Co-founder & CTO

- 10+ years of experience in software development
- Expertise in fintech, e-commerce and AI solutions
- Product architecture, technology strategy and development execution
- Leading product development and technical team

Co-founder
Business & Strategy

- Business development and partnerships
- Market expansion and go-to-market strategy
- Agency and enterprise sales focus
- Customer success and strategic growth

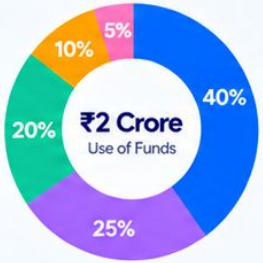
Funding Ask

₹ 2 Crore

To accelerate product development, market expansion and customer acquisition.

Objective
Build a market-ready, scalable platform and acquire initial 1,000+ agencies in Year 1.

Use of Funds



40%	Product Development (Advanced AI features, integrations)	₹ 80 Lakhs
25%	Sales & Marketing (Customer acquisition, brand, events)	₹ 50 Lakhs
20%	Team Expansion (Developers, sales, support)	₹ 40 Lakhs
10%	Cloud & Infrastructure (Servers, tools, data)	₹ 20 Lakhs
5%	Operations & Compliance (Legal, admin, contingency)	₹ 10 Lakhs

Expected Milestones (12–18 Months)

Launch Meesho, Etsy and Myntra integrations	Q4 2026
Acquire 1,000+ agencies	Year 1
Onboard 10,000+ individual sellers	Year 1
Expand to additional marketplaces and international markets	Year 2+

Our Vision
To become the leading AI-powered e-commerce intelligence platform for every online seller and agency across India and global markets.

Our Mission
To simplify e-commerce operations with AI, reduce manual work, and help sellers and agencies grow faster, smarter and more profitably.

The Bigger Tomorrow
Empowering millions of businesses with AI to create a more connected, efficient and prosperous e-commerce ecosystem.

COMPETITIVE ADVANTAGE

Built for Sellers & Agencies, Not Just Data

Orcan AI Commerce combines marketplace integrations, AI-powered insights and agency workflows in a single, affordable platform, making it easier for sellers and agencies to manage and grow their e-commerce business.

Features / Capabilities	ORCAN AI COMMERCE	JungleScout (Individual)	Helium 10 (Individual)	SellerApp (Individual/Agency)	Viral Launch (Individual)	Custom Agency Tools / Manual
Multi-Marketplace Integration (Amazon, Flipkart, Shopify etc.)	✓ (3 Live)	✗ (Amazon only)	✗ (Amazon only)	− (Limited)	✗ (Amazon only)	✗
Agency / Multi-Account Management	✓	✗	✗	✓	✗	−
AI Product & Competitor Analysis	✓	✓	✓	✓	✓	✗
AI Listing Optimization & Content	✓	✓	✓	✓	−	✗
Inventory, Orders & Sales Dashboard	✓	−	−	✓	−	✗
Direct Seller Outreach (Email / WhatsApp)	✓	✗	✗	✗	✗	✗
Affordable Pricing for India Market	✓ (₹999)	✗ (₹4,000+)	✗ (₹4,000+)	✗ (₹3,000+)	✗ (₹3,000+)	✗ (High Cost)

Our Key Differentiators

All-in-One Platform
Product research, listing, inventory, orders, analytics and outreach in one dashboard.

Built for Agencies
Manage multiple clients and sellers with role-based access and centralized reporting.

AI-Powered Insights
Competitor analysis, trending products, listing optimization and growth recommendations.

Affordable for Indian Market
Cost-effective plans starting at ₹ 999 per marketplace, designed for Indian sellers and agencies.

Multi-Marketplace Focus
Amazon, Flipkart and Shopify live. Meesho, Etsy and Myntra integrations in development.

Automation & Time Saving
Reduce manual work, improve productivity and help sellers grow faster with AI and automation.

Our Unique Positioning

The only AI-powered e-commerce platform designed specifically for Indian sellers and agencies with multi-marketplace support at an affordable price.

01 Broader Use Case
Individual sellers + Agencies

02 AI-First Approach
Actionable insights, not just data

03 Cost Advantage
₹999 per marketplace pricing

04 Scalable Platform
Multi-marketplace and global expansion ready

ORCAN AI COMMERCE
INTELLIGENCE FOR A BIGGER TOMORROW

INVEST IN A BIGGER TOMORROW

Let's Build the Future of E-commerce Together

Orcan AI Commerce is on a mission to empower millions of online sellers and agencies with intelligent, affordable and easy-to-use tools that simplify e-commerce and drive profitable growth.

Why Invest in Orcan AI Commerce?

Large Market Opportunity
Growing e-commerce economy in India and global markets

Strong Product Foundation
Core platform ready with 3 marketplaces live and more in development

Dual Customer Segments
Individual sellers and agencies for scalable and recurring revenue

AI-Powered Differentiation
Automation, insights and productivity tools built for e-commerce

Affordable & Scalable Model
Starting at ₹999 per marketplace with high margin SaaS business

Experienced Team
Deep expertise in software development, fintech and e-commerce



OUR MISSION

To simplify e-commerce operations with AI, reduce manual work, and help sellers and agencies grow faster, smarter and more profitably.

- Scalable Growth
- Expanding Marketplaces
- Continuous Innovation
- Global Opportunity

INVEST WITH US

₹ 2 Crore

To accelerate product development, market expansion and customer acquisition.

Let's Connect

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Together,
we can empower millions of sellers and agencies and build a bigger tomorrow.