



Suppliflex

The Inventory Trust Layer

Unified inventory intelligence for \$2M-\$15M Shopify-first, multi-channel SMB operators. Pre-Seed SAFE \$10M Cap.

Pre-Seed

\$1M SAFE

\$10M Cap

June 2026



THE PROBLEM

SMB operators are flying blind.

\$85K

median loss from a
single stockout event

Validated across 13 operator interviews

3 hrs

per day per operator
wasted on manual data

~\$22,500/yr in avoidable labor cost

100%

of interviewed operators
hit multi-channel sync failure

Across all channel configurations

"When people trust the system enough to stop double-checking it manually, something has genuinely changed. Until that happens, we have not succeeded."

— Carol Henning, COO \$14M revenue operator Customer Discovery Interview



Three forces converging in 2026.

01 FSMA 204 — July 2028 Compliance Deadline

FDA traceability mandate requires lot-level inventory records across F&B supply chains. 303,437+ qualifying SMBs face a hard deadline with no affordable, purpose-built tooling. SuppliFlex is designed for exactly this window.

02 Shopify Ecosystem at Scale

Shopify powers 4.6M+ merchants globally. Multi-channel operators adding Amazon, 3PLs, and warehouses are hitting the exact sync-failure wall SuppliFlex solves. The install base is already there.

03 Legacy ERP Is Structurally Broken for SMBs

NetSuite: \$75K+ implementation cost. Cin7: rated 1.8/5 on Shopify App Store. The \$299-\$800/mo transparent pricing band is structurally unoccupied. SMBs are actively seeking an exit from ERPs and spreadsheets.



One source of inventory truth.

SuppliFlex is the Inventory Trust Layer — a real-time sync engine that unifies inventory across Shopify, Amazon, 3PLs, and warehouses into a single operational dashboard. No ERP complexity. No mandatory setup fees. Live in under 10 days.



Real-Time Sync

<5 second inventory sync across all channels via webhooks + API



Mismatch Alerts

Instant exception alerts before stockouts ever reach customers



Unified Dashboard

One view: all warehouses, orders, suppliers, channels combined



10-Day Go-Live

Zero mandatory setup fee. Guided onboarding at every pricing tier



PRODUCT

Built. Deployed. Validating.

LIVE INTEGRATIONS

 Shopify ✓

 QuickBooks ✓

 Xero ✓

 Zoho Inventory ✓

 Amazon SP-API *

** Amazon SP-API: sandbox validated, production credentials pending*

 *Product is live — MVP deployed and validating.*

7 OPERATIONAL MODULES

P1 Inventory Sync & Accuracy

P2 Manual Data Assembly Elimination

P3 Tribal Knowledge & RBAC

P4 Mismatch Alerts & Exceptions

P5 Disruption Response Dashboard

P6 Billing & Reconciliation

P7 Supplier Visibility & Inbound



\$8.19B addressable. 303,437 qualifying firms.

TAM

\$8.19B

US SMB supply chain software
303,437 qualifying firms

SAM

\$1.97B

Shopify-first, tech-ready
multi-channel operators
~24% of TAM

SOM

\$8-11M

Year 3 SOM
~0.5% of SAM
Capacity-based
base case

Flat SaaS. No setup fees. No per-seat traps.

STARTER

\$299

/mo

\$1M-\$3M GMV

- 1 warehouse location
- Up to 500 SKUs
- 500 orders / month
- 5 users
- All core integrations

MOST POPULAR

GROWTH

\$549

/mo

\$3M-\$7M GMV

- 2 warehouse locations
- Up to 2,000 SKUs
- 2,000 orders / month
- 10 users
- Priority support

SCALE

\$800

/mo

\$7M-\$15M GMV

- 3 warehouse locations
- Up to 10,000 SKUs
- 7,500 orders / month
- Unlimited users
- Dedicated CSM



We own the gap no one else is filling.

HIGH PRICE + COMPLEXITY

Enterprise Tier

NetSuite Brightpearl

\$75K+ implementation / 90-150 day setup / Overkill for SMBs

MID PRICE + COMPLEXITY

Mid-Market Tier

Cin7 Katana Fishbowl

\$2K-\$30K setup fees / 4-8 week onboarding / Cin7 rated 1.8/5 on Shopify

YOUR POSITION — THE UNCLAIMED ZONE

SuppliFlex Inventory Trust Layer

\$299-\$800/mo Zero mandatory setup fee Sub-10-day go-live No per-seat pricing

The only solution in the \$299-\$800/mo band built specifically for Shopify-first multi-channel SMBs with under-10-day onboarding

Referral-first. 21-day close. Operator-led.

1

3PL Referral Intro

3PL partners introduce SuppliFlex to SMB clients as the inventory operations layer alongside their own services

conv. ~50%

2

Live Product Demo

Operators see the dashboard live. 30 minutes from intro to conviction — no slide decks, no promises

conv. ~40%

3

10-Day Pilot

Operator validates value on real inventory data before committing. Pilot includes onboarding support

conv. ~60%

4

Signed Contract

21-day end-to-end cycle target. High-intent entry from 3PL referral compresses the sales motion

conv. ~85%

Channels:

3PL referral network Shopify App Store LinkedIn outbound FSMA-trigger email sequences Operator community content



Pre-revenue. Real product. Verifiable signal.

Nov 2025



Founded

SUPPLIFLEX LLC
incorporated
New Mexico

Feb-Mar 2026



Market Research

92 operator records
13 depth interviews
20 competitors

Apr-May 2026



Product Build

81 data models
53 backend services
7 validated problems

Jun 2026



MVP Live

Full MVP deployed
5 integrations
Validating

Q3 2026



First Pilots

3-5 design partners
Pioneer Program
launches



TEAM

Founders with enterprise pedigree and operator insight.



Yassine Rahmani

Founder & CEO

Co-Founder & Ex-CTO of ENTITLED

Ex-Software Engineer

Finance Master's Student - ISCAE

Winner Of ALX Ventures Morocco #1

Finalist Of Open Startup International



Sarah Wehkamp

Co-Founder & CMO

Ex-Marketing & Data Analyst

HubSpot Marketing Automation Specialist

International Business Management Graduate

Technical SEO · B2B GTM specialist



Sandy Uzcategui

Co-Founder & CTO

25 years at Oracle — Cloud Engineering PM

Co-Founder & CTO of ButterKnife

MBA International Business · BS Computer Science

Project Manager of the Year · Global Pacesetter Award



Five defined checkpoints from close to Series A.

Jul-Sep 2026

Oct-Dec 2026

Jun 2027

Aug 2027

Q4 2027

Pioneer Program

15 operators live
80% pioneer discount
Activation validated

Full-Price Launch

First paying cohort
Unit econ live
CAC & LTV tracked

Y1 Milestone

93 customers
\$448K exit ARR
Seed data ready

Seed Trigger

GTM motion proven
>80% gross margin
Raise begins

Series A

\$4M raised
GTM team scales
Engineering grows



FINANCIAL PROJECTIONS

Base case. \$1M Pre-Seed + \$4M Series A at M14.

YEAR 1

FY 2027

Customers	93
ARR	\$448K
Revenue	\$163K
Gross Margin	83%
Net Burn	(\$713K)
Cash (Y-end)	\$272K

YEAR 2

FY 2028

\$4M Series A at M14

Customers	230
ARR	\$1.14M
Revenue	\$818K
Gross Margin	91%
Net Burn	(\$998K)
Cash (Y-end)	\$3.27M

YEAR 3

FY 2029

Customers	379
ARR	\$1.89M
Revenue	\$1.53M
Gross Margin	92%
Net Burn	(\$1.43M)
Cash (Y-end)	\$1.84M



THE ASK

\$1M

Pre-Seed SAFE

\$10M Cap

\$700K Min Close

~18 Mo Runway

USE OF FUNDS



Milestones this round funds: First pilot cohort live \$500K ARR 106-140 customers Series A readiness

