B2B SaaS



ZipLip

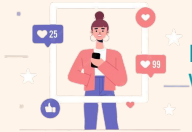
AI-powered Commerce Suite for Social Sellers

Social selling is rising in India.

Millions of sellers are selling on social media platforms.



People sell through viral short & long form videos on FB, on Reels, on Youtube. People sell in specific groups on Telegram, Whatsapp through videos/photos.

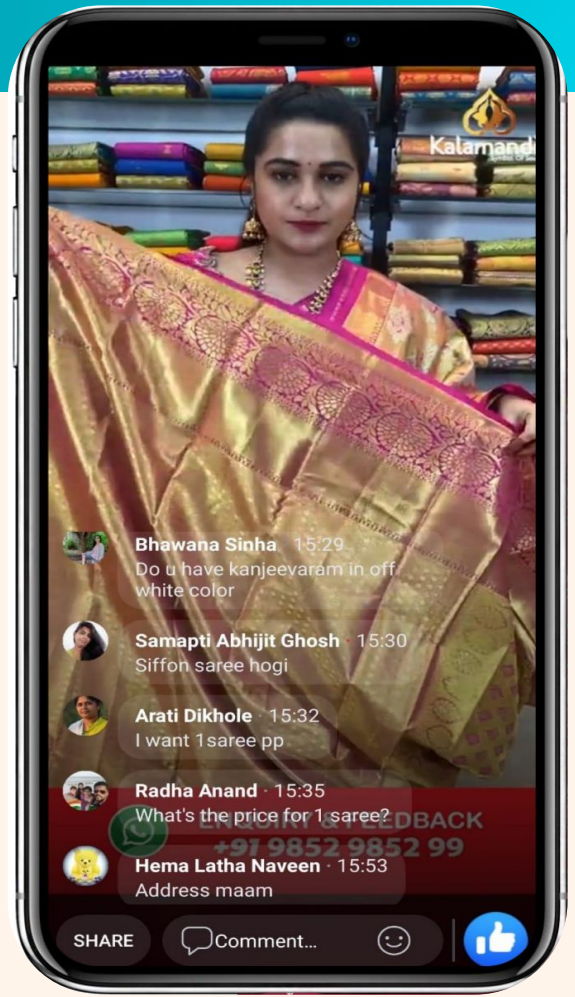


Influencers are selling, Sellers from physical shops are selling, Women from their home are selling, etc.



20M influencers are in India, 9M people are selling on FB, Total 40M small businesses are selling online in India.

Their Showcasing/Outreach is good, but their...



source: FB1, FB2, Kalaari, Statista.

Commerce experience is broken!

Post Showcasing, every step of the commerce is **manual** & has **gaps** in experience.

- Sellers share phone numbers in posts, asking buyers to WhatsApp product screenshots for orders.
- Everything further is manual and time-consuming, from inquiries to deliveries, taking over 12 hours for just 10 orders.
- Also, Buyers today are accustomed to seamless checkout experience, but social commerce is a slow, manual process, causing frustration.
- This is a significant pain point for both sellers and buyers.



Order Management



Payment Management



Delivery Management



Feedback

ZipLip - Enabling Commerce

ZipLip **automates** the entire commerce experience seamlessly, fill in the **gaps**, & help sellers **grow** their sales.

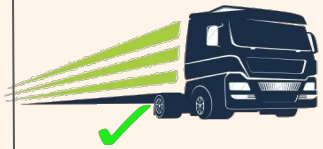
- Seamless 1-click checkout experience for buyers on social media
- Complete commerce suite for sellers for omnichannel selling



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Delivery Management



Feedback

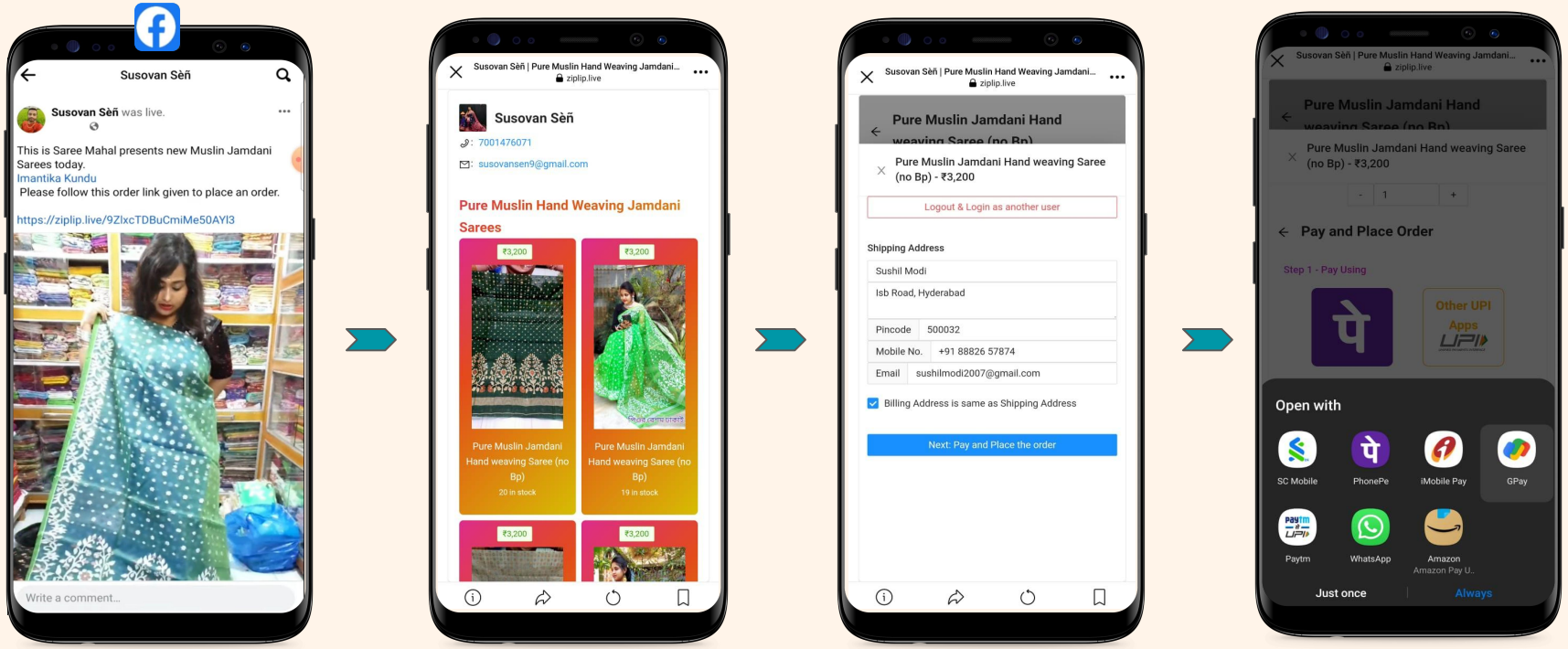
Lots of discovery happens on social media, but no commerce. We enable commerce at the point of discovery!

Think of us as Linktree + micro Shopify!

Buyer Checkout Interface

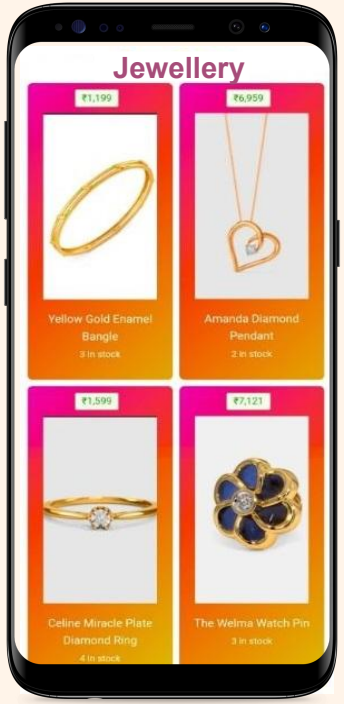
No Code. No App.

Sellers create Mini-Catalog link of their products from ZipLip seller dashboard, and put it in the pinned comment of their social media post, and from there buyers buy in a completely automated way.

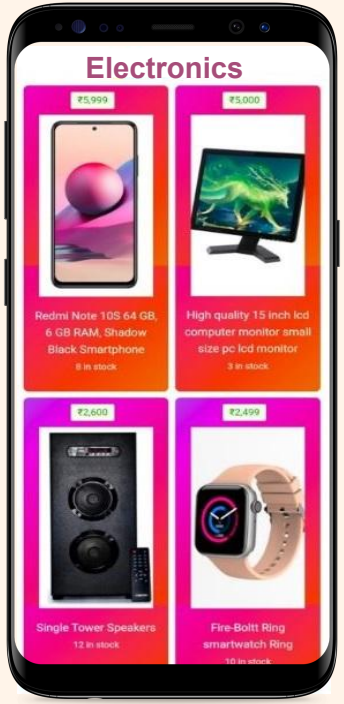


Buyer Checkout Catalog examples









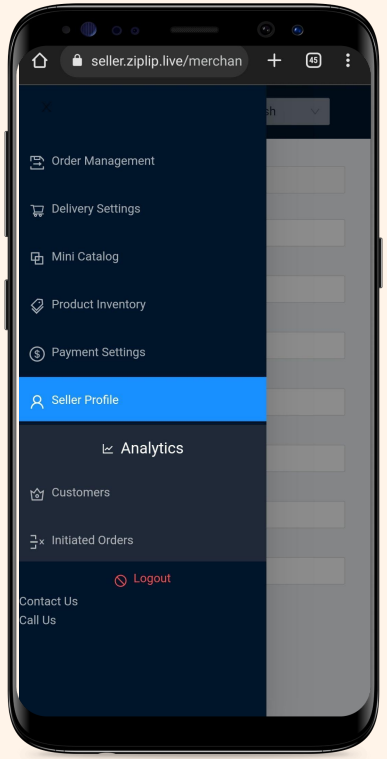
Seller Dashboard: Commerce suite

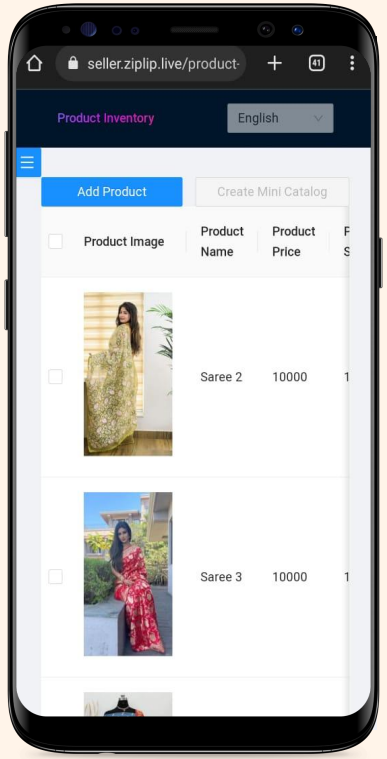
Order management

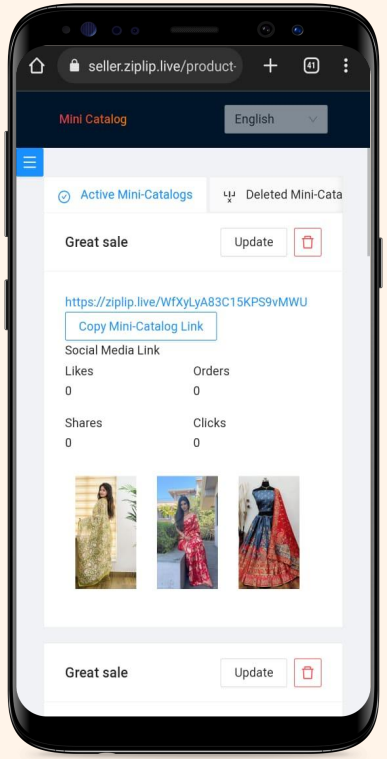
Payment management

Delivery management

...







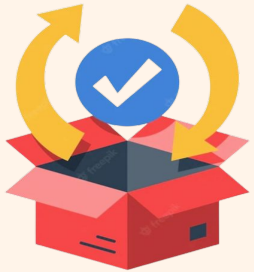
Seller Dashboard: Commerce suite

Features - AI/ML led, based on proprietary algorithms, to grow sales.

Leads to improved conversions, increased sales, & insights to optimize products & selection.



Fraud protection



RTO protection

- ★ **RTO protection algorithm specific to social commerce.**
- ★ **Will reduce social RTO by atleast 20-25%.**
- ★ **Strong barrier to entry.**



Highly curated sales leads



Marketing packages



NLP based Automated Chatbot

...

Click for Demo



- Host-Platform agnostic solution, works everywhere -Facebook, Whatsapp, Telegram, etc.
- Works for every usecase - Video, Photo, Live, etc.

Effectively, anyone doing social commerce out there, and doing it the manual way - we are applicable.

Market Size

200 M
businesses/solopreneurs take orders **manually** today worldwide.

capturing 10% userbase

20 M
users

$1 B+
business, achievable in just a 5-7 year timeline

Social commerce to be **$80 B** market in India by 2030.

Video commerce market to be **$530 B** globally by same time.

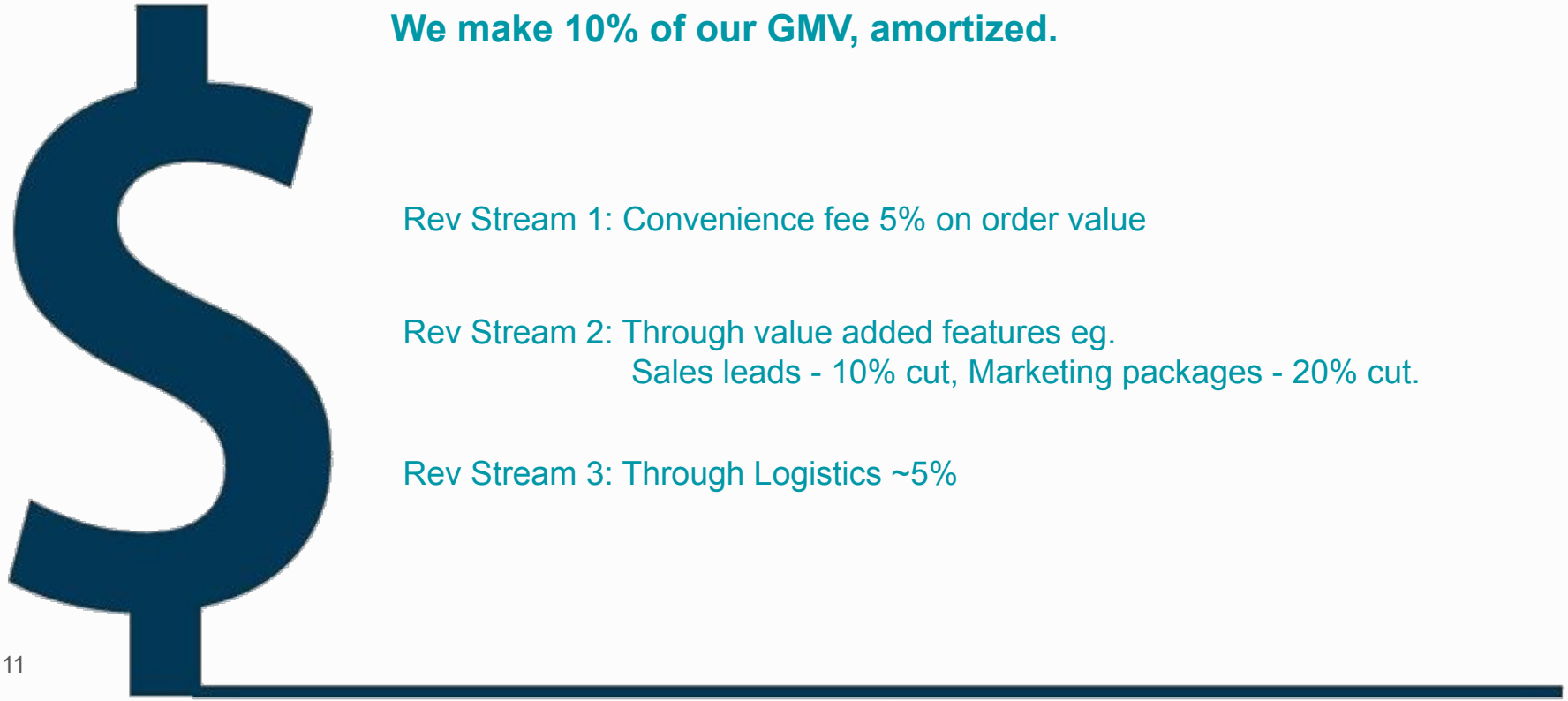
Source Domestic: Statista Source Global: MRF

ZipLip increases seller's sales by 3x.

Post showcasing products on social media, this is seller's journey…

		Before ZipLip	After ZipLip
1.	**Time** (productivity & efforts)	12 hrs of effort in responding to redundant Whatsapp msgs, manual order book-keeping, etc.	**Efforts reduced to <30 mins**, with each step entirely automated.
2.	**Conversions**	Manual order placement thru screenshots & chats throttles conversions.	Seamless checkout, multiple payment options, **Increases conversions by 2x**.
3.	**Logistics**	6 hrs of manual effort for booking logistics for each order & then processing it.	**Effort reduced to <1 hr** with every step automated, with additional 10% savings in shipping price.
4.	**Leads (sales)**	none	**Highly curated sales leads** which can be converted into actual sales right away.
5.	**Marketing packages**	none	Self-serve fully-automated single-click marketing packages for different budgets to **increase sales**, atleast by 2x.
6.	**Analytics**	none	Detailed analytics abt which product is working better for which audience & around what time. Helps optimize selection & reduce inventory losses. **Improves overall business by atleast 2x**.
7.	**Sales**	limited	ZipLip **increases sales by 3x**, by combining all above features.

Revenue Model



We make 10% of our GMV, amortized.

Rev Stream 1: Convenience fee 5% on order value

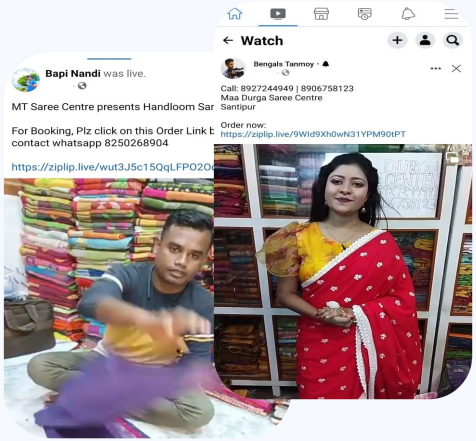
Rev Stream 2: Through value added features eg.
Sales leads - 10% cut, Marketing packages - 20% cut.

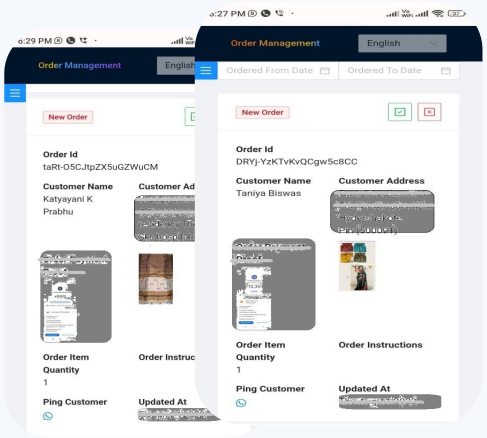
Rev Stream 3: Through Logistics ~5%

Traction

Multiple sellers are using our platform!

Concluded beta launch recently; **40+ sellers**, **250+ buyers**, doing **80 lacs** of annualised sales over **~3 months**. We have now collected feedbacks from all these sellers. We have received request for 10 high frequency repeat rate features, which we are building now, and will be releasing v1 soon.





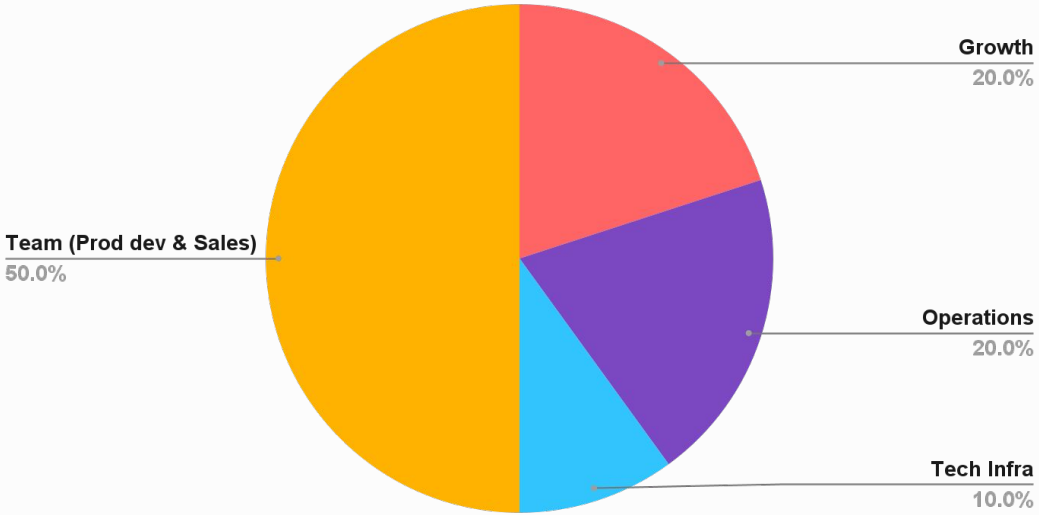
5 thousand sellers in waitlist, 27 thousand in masterlist

Mostly from our communities, Sell mostly apparel, Fast moving category

Raising 250K USD

Milestones with current raise.

- acquire **300+ sellers** (>1L/pm sales),
- will cross **30 cr** annual GMV, & will be
- ready for next raise in 6-9 months
- Runway 18 months



Current investors - **Vijay Yalamanchili Founder Keka HR,**
DreamVu founder, HairOrignals founder, etc.
(raised ~40 lac inr)

Meet The Team

Founded by team of repeat founders from Microsoft, IIT Delhi. Comes from strong seller community background.



SUSHIL MODI, Cofounder & CEO

Ex-Microsoft | Growth & Engineering

Cofounded MyFuelStation; Doorstep delivery of fuels. Led Sales, crossed inr 15 mn.
Led engineering at Microsoft, 10 years of industry exp.
Owns apparel shop for the last 15 years, hence first hand understands the seller mindset. **Has strong network** of retailers in North India.



KISHORE BISWAS, Cofounder

IIT Delhi | Operations & Product

A tier-3 Seller himself. Family is into apparel selling business for last 40 years. Has sold apparel for many years, has seen problem statement closely multiple times.
Has strong network of thousands of wholesalers/resellers which sell socially.
Co-founded LoveSlices; served fresh water fishes to clients across NCR, both B2B & B2C.

Mentors



Sanjay Nagi
Founder & Managing Director,
Market Insight Consultants.



Dr. Srikanth Sundararajan
General Partner VenturEast VC. Ex-COO Persistent Systems. Ex-CTO CTS/HCL



Rohit Mendiratta
Ex-Director at Amazon US. Technologist with over 25 years of industry exp

SUPPORTED BY MEMBERS OF

Microsoft SAMSUNG amazon INTERNATIONAL INSTITUTE OF INFORMATION TECHNOLOGY HYDERABAD CE ACCELERATING DEEP TECH iit STARTUPS

Thank You.

Reach out to us at sushil@ziplip.in or (+91) 888.265.7874



Recognised as a top startup by the Retailers Association of India (RAI) at prestigious Retail Technology Conclave recently.

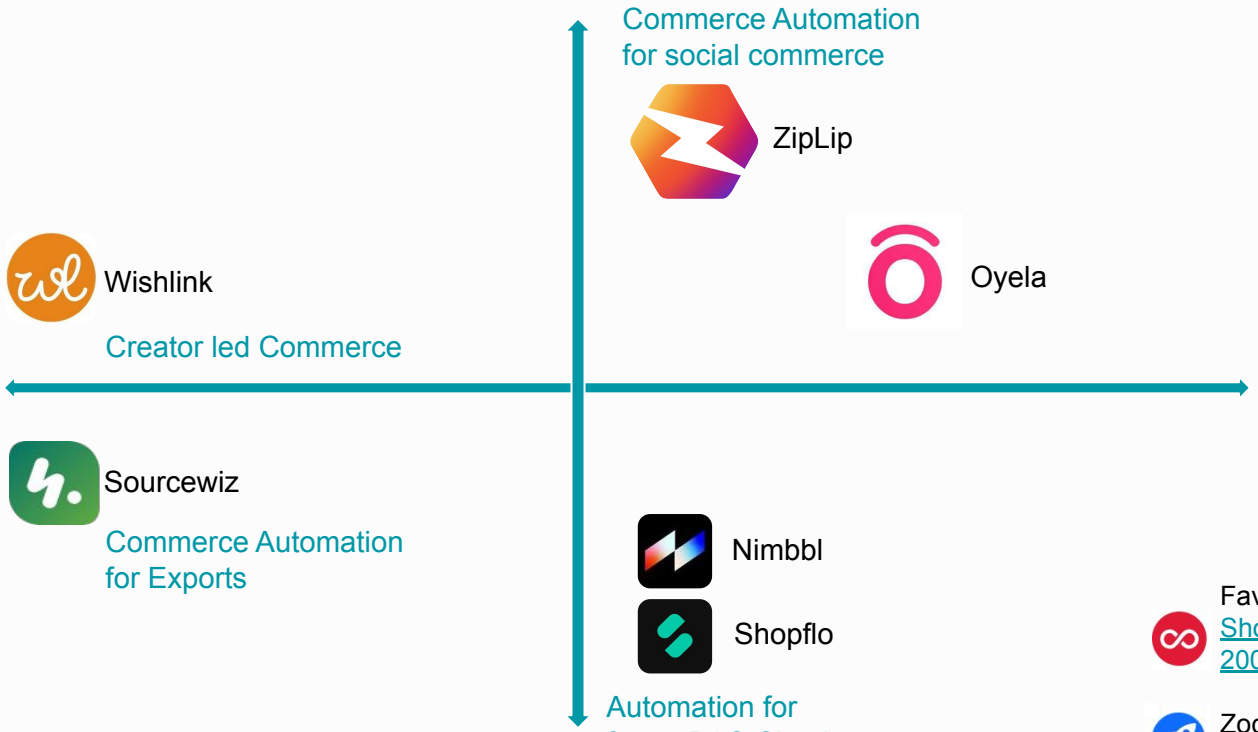
Projections

We make 120 cr revenue in third year of the business.

	3 mon[1]	6 mon	1 yr	2 yr	3 yr
No of sellers	100	200	500	1000	5000
Avg monthly sale/seller	1 L	1 L	1 L	1.5 L[2]	2 L[3]
Avg no of orders/seller/week	24	24	24	30	35
Avg order value	1100	1100	1100	1400	1500
Annual GMV	12cr	24cr	60cr	180cr	1200cr
Annual Revenue[4]	0	1.2cr	3.0cr	18cr	**120cr**

1 - Post completion of current funding round & key hire joins. Actual no of sellers could be higher, this is no. of sellers with x lac monthly sale.
2 - Addition/acquisition of biggers sellers.
3 - Addition/acquisition of wholesalers under ecommerce category.
4 - Revenue = 5% of GMV.for first year, & 10% from year 2 (Includes platform convenience fees, revenue from sales leads, marketing packages, payment gateway enterprise deal, logistics, sale of analytics,).

Competition



Favourable early exits in this space. [Shopmatic singapore gets acquired for 200M USD.]

Zocket - market validation for ‘marketing packages’.

Transforming Teleshopping industry

Teleshopping industry works on manual methods today as well. Post product showcasing, order is placed manually through phone calls.

ZipLip mini-catalog links in form of QR code will be displayed on Teleshopping channel.

Prospective buyers can just scan the QR code from their phones, ZipLip mini-catalog will open up, & they can seamlessly buy anything.

This will completely automate the commerce part in teleshopping industry, thereby revolutionising it.





Global teleshopping market size is projected to reach **$ 49.87 billion** by 2028, from $ 45.51 billion in 2021, at a CAGR of 1.3 % during 2022-2028.

India teleshopping market size is projected to reach **$ 1.27 billion** by 2028, from $ 613 million in 2023, at a CAGR of 13%.

Source Domestic, Source Global

User Testimonials

Great platform. I can create mini catalogs very easily in less than a minute. Best part, I can share it anywhere I want - Facebook, Whatsapp, Youtube, etc, and take orders!



Satish, Seller from Delhi

I doubled my sales using Ziplip feature 'Initiated Orders'. Ziplip helped me convert high intent potential buyers into actual buyers. I increased my sales from 70k inr to 1.5lac a month. Thank you Ziplip!



Charu, Reseller from Kolkata.

My buyers loved purchase experience with ZipLip. Its entirely automated, they dont have to ask me any redundant questions anymore. They now get Amazon-like purchase experience on social media!



Nabi, Reseller from Bengal

Video Testimonial 1 | Video Testimonial 2 | Video Testimonial 3

ZipLip - Seller Profile (Market Positioning)

Who are these sellers and why are they not able to use existing platforms?

Social-only sellers selling non-branded items doing own sourcing (and not restricted to one source like Meesho or Marketplaces). Most of them are not having gstin so find it difficult to sell on Amazon and FK either.

Seller Attributes	Ziplip *target* sellers	Meesho Social	Wishlink	MP[#] (Amz, FK, Meesho)
Branded/Non Branded	Non Branded	Both	Branded	Branded
B2B/ B2C	B2C and B2B	B2C	B2C	B2C
Online/ Offline/ Hybrid	Hybrid	Online	Online	Online
Sourcing Model	Open	Meesho (Reselling)	MP	Open
MP Driven	No	No	Yes	Yes
Fulfillment	Manual	Auto / Platform driven	MP driven	Auto / Platform driven
CX Platform	Social (FB/IG/YT) Manual	Social (FB/IG/YT) Manual	Social (FB/IG/YT) Auto	Own
Commission Fees Model	N/A	N/A	Transaction Based	Transaction Based
Onboarding	Easy	Medium	Medium	Difficult
Commission Fees	None	Low	High	High

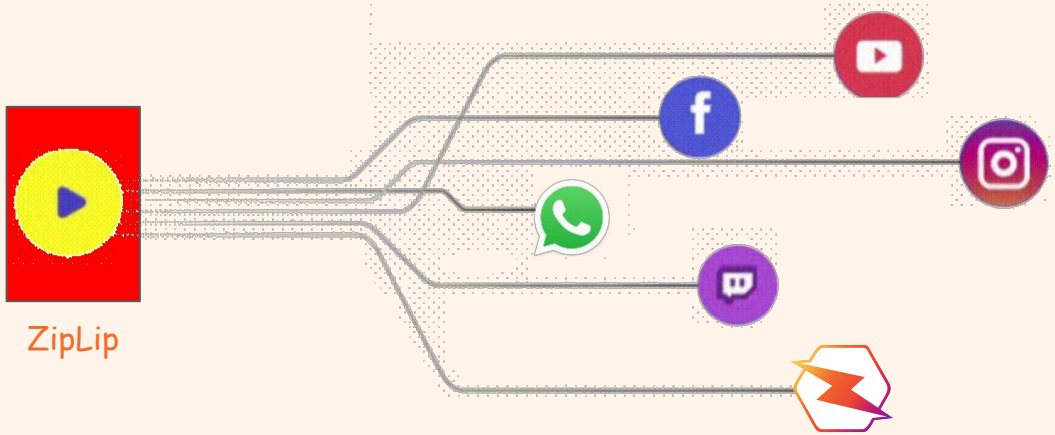
[#] *MP - Marketplace*

ZipLip - evolving to a complete Social Video Commerce Platform

Data that we will acquire so far will enable us to execute this strategically with near zero CAC, both seller side & buyer side.

ZipLip will promote sellers to **go live** on **ZipLip** itself & execute complete commerce.

Seller Motivation:- Sellers will be able to broadcast their streams to multiple social media platforms, thereby increasing their reach significantly.



Global Validation for broadcast: Restream