

DropShop BD × 1shop.bd

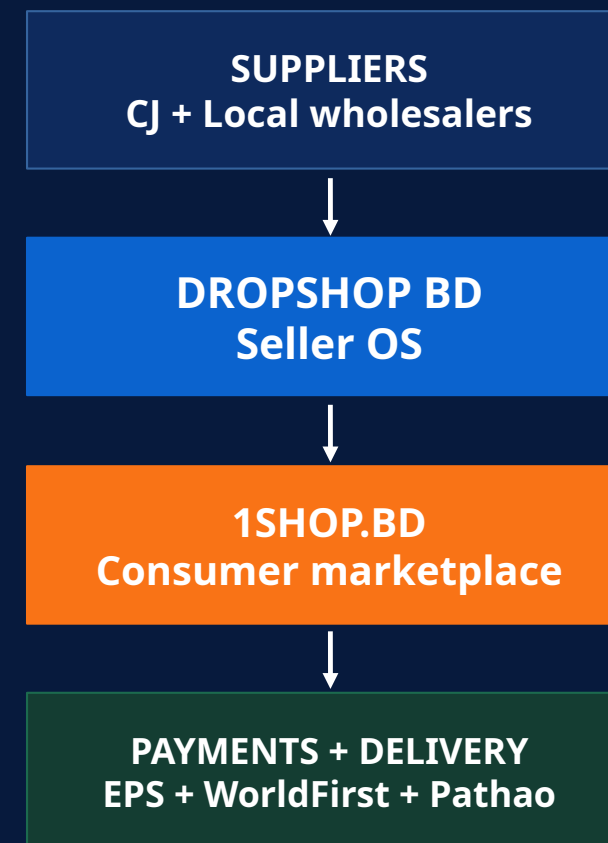
Investor Pitch Deck

Bangladesh-first commerce operating system connecting sellers, suppliers, payments, logistics and customers.

MarketSync Global Ltd.

Founder-led execution sprint

Prepared Aug 2026



One inventory. One seller dashboard. Multiple sales channels.

Founder-reported metrics and operating assumptions are preliminary and should be verified during due diligence.

The investment thesis

Bangladesh has thousands of online sellers, but most lack the operational stack to source products, publish listings, collect payments, fulfill orders and support customers reliably.



Why now

- More small sellers want online income, but setup remains fragmented
- Local suppliers need digital distribution without building tech teams
- Bangladesh ecommerce is trust and operations-heavy, not just website-heavy
- A founder-operated marketplace can learn faster than a pure software tool

Core bet

- Win by combining software plus manual execution until the workflows are clear
- Convert messy seller behavior into SOPs, then automate only what repeats
- Build trust through payments, Pathao logistics, supplier relationships and human support

The problem: seller growth is blocked by operations

1. Sourcing gap

New sellers do not know where to find products, negotiate suppliers or handle overseas sourcing.

2. Technical gap

Non-technical users struggle with catalog import, publishing, product pages and order workflows.

3. Payment gap

Customers want COD, cards and mobile wallets; sellers need payout clarity and trust.

4. Fulfillment gap

Delivery, returns, CJ advance payment and customer updates create confusion.

5. Support gap

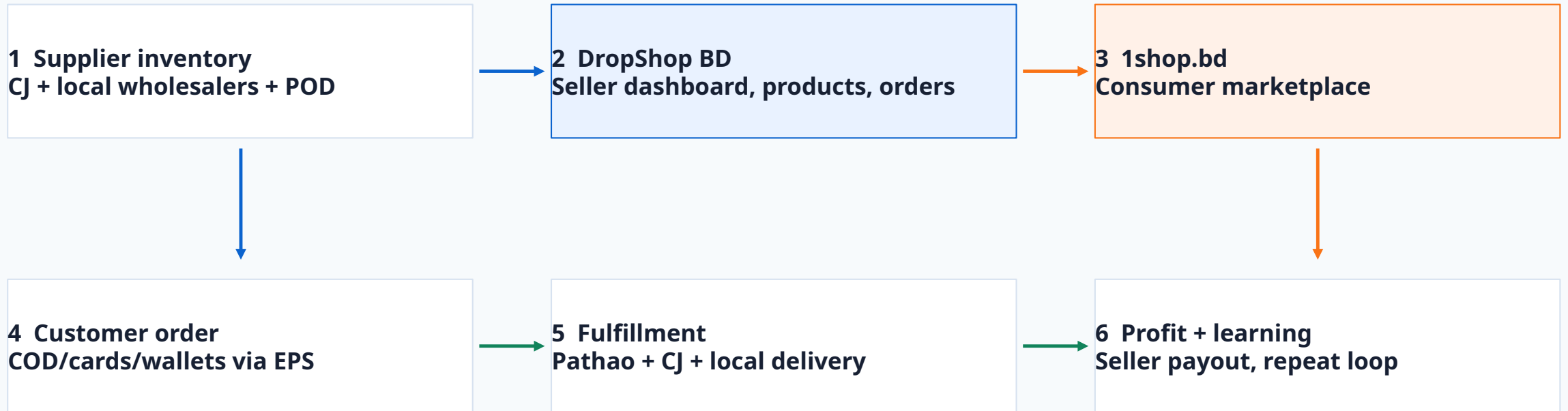
WhatsApp inquiries show users need human guidance, not only software dashboards.

6. Trust gap

Local suppliers and sellers need a known legal company and responsive operator behind the system.

Investor read-through: the pain is not only ecommerce demand. It is the missing operating layer between sellers, suppliers, payments, logistics and buyers.

The solution: one commerce operating loop



What makes it investable

- Not a single store - an operating system with a marketplace front-end
- Sourcing, publishing, payment, courier and support tied into one seller journey
- Manual-first execution is intentional: learn from real users, then automate the repeatable parts

Current asset base already assembled

Legal base

Bangladesh registered company + trade license + founder online presence

Marketplace stack

DropShop BD for sellers + 1shop.bd as customer-facing demand layer

Supplier access

CJ for international long-tail + active local supplier conversations

Payments

WorldFirst merchant account + EPS integration path for cards/wallets

Logistics

Pathao courier merchant partnership for Bangladesh delivery

Support signals

Real inbound seller/customer questions from WhatsApp and site chat

Deep analysis: the startup has moved from “can this be built?” to “can this be operated and repeated?” That is the correct inflection point for a marketplace.

Early traction snapshot

500+

DropShop signups

Founder-reported

5-10%

Seller publishing activation

Approx. current range

30-40

Technical sellers publishing

Seed cohort

770

7-day visitors

Approx.

7K

7-day pageviews

Approx.

9.37

Views per visit

High exploration

8m48s

Avg visit duration

Intent signal

30%

Bounce rate

Healthy early sign

What the metrics imply

Investor interpretation

- Users are exploring deeply, not only landing and leaving
- Activation is the bottleneck, not awareness alone
- Technical sellers can self-serve; beginners need guided onboarding and support
- The next unlock is operations, not another feature layer

Note: metrics are founder-provided and should be verified with analytics exports during diligence.

Business model: layered monetization

1 Order commission - Take a marketplace/platform fee on completed orders.

2 Supplier margin - Add margin on wholesale/CJ/local sourced products where platform handles sourcing.

3 Seller subscription - Paid seller tools once sellers are activated and earning.

4 Payment service spread - Earn/offset fees through payment handling where compliant.

5 Delivery coordination fee - Charge for delivery processing, tracking and support coordination.

6 API / B2B access - Product/catalog API for SaaS ERP and supplier partners.

7 Growth services - Featured products, boosted seller campaigns, content/video support.

Launch priority: do not activate every revenue stream at once. Start with order margin + supplier margin + simple seller plans after repeat orders are proven.

Operating model: local speed + global catalog depth

LOCAL SUPPLY LANE

Bangladesh wholesalers, distributors, print-on-demand, fashion, cosmetics, accessories.
Goal: fast delivery, better trust, repeat orders.

CJ / CHINA SUPPLY LANE

Long-tail products and variety. Delivery may take longer; seller/customer expectations must be clear.
Goal: variety without inventory risk.

PAYMENTS

EPS for cards/wallets
WorldFirst for supplier payment and international settlement

LOGISTICS

Pathao merchant relationship
Delivery orchestration and status updates

SUPPORT

WhatsApp, Messenger, chatbot + human escalation
Trust-heavy Bangladesh workflow

Strategic insight: DropShop should not look like a CJ wrapper. It should become Bangladesh's commerce operations layer, with CJ as one supply option.

Go-to-market: activate sellers before chasing vanity scale

1 Recruit & qualify

University/poster + online hiring for operations team; onboard staff first.

2 Handhold sellers

Pick 20-30 motivated sellers. Publish products with them manually.

3 Close suppliers

Founder meets local suppliers directly; start with 20-50 SKUs per supplier.

4 Prove orders

Push sellers toward first completed order, not only product upload.

5 Create proof

Seller stories, recent orders, screenshots, tutorial videos and social trust.

6 Automate repeats

Turn repeated manual actions into SOPs, then software features.

90-day north star

- Prove a repeatable loop: supplier -> seller -> 1shop customer -> payment -> delivery -> support -> seller repeat
- If this runs without the founder doing everything, the company becomes much more fundable

Team plan: small marketplace operations unit

Content Creator / Video Editor

Tutorials, reels, social posts, seller education, recruitment content

Customer Support Executive

WhatsApp, Messenger, chat, calls, FAQs, escalation and trust recovery

Marketplace Operations Executive

Seller onboarding, product publishing, CJ/WorldFirst/order handling, SOP execution

Part-time students / interns

Evening support, data entry, product upload, social replies, flexible coverage

Founder role after hiring

Close suppliers, payment partners, strategic sellers, investor readiness and product direction. Stop being first-line support, because apparently founders are not meant to be WhatsApp routers forever.

Hiring principle: young, responsible, fast-learning candidates are better than expensive managers at this stage. Use practical tests before hiring.

30-day execution sprint

Days 1-3

EPS/payment setup, hiring poster, staff scorecard, CRM sheet, support playbook

Days 4-10

Interview 50-70 candidates, practical tests, select 3 core hires + part-time pool

Days 11-20

Train staff, activate 20 sellers, publish products, answer support, document every blocker

Days 21-30

Push first orders, close 10 suppliers, publish success proof, weekly KPI review

Daily staff rhythm

Morning task board -> live execution -> 5-minute end-of-day report -> weekly KPI meeting only.

90-day proof plan

Team

3 core hires + part-time support bench trained and reporting daily

Sellers

100-150 active or assisted sellers targeted from 500+ signups

Suppliers

20-30 local suppliers/wholesalers contacted and catalog pipeline created

Orders

First 100-300 completed orders target range, depending on supplier readiness

Operations

Support scripts, order SOPs, seller onboarding SOPs, supplier CRM live

Investor readiness

Deck, one-pager, financial model, legal docs and KPI dashboard ready

Investor milestone: move from founder-built product to team-operated marketplace. That shift justifies a stronger fundraising case than product screenshots alone.

Path to BDT 100K/month revenue



Illustrative model only. Actual revenue depends on completed orders, average margin, seller pricing, payment costs, delivery fee treatment and refund rate.

Funding use: convert traction into an operating machine

35% Operations team

Seller success, order ops, support, part-time coverage

25% Supplier growth

Travel, onboarding, catalog capture, pilot supplier inventory

20% Marketing + proof

Tutorials, seller stories, social content, local campaigns

10% Tech + integrations

EPS, dashboard polish, automation, API readiness

10% Buffer + compliance

Legal, accounting, refunds, operational contingency

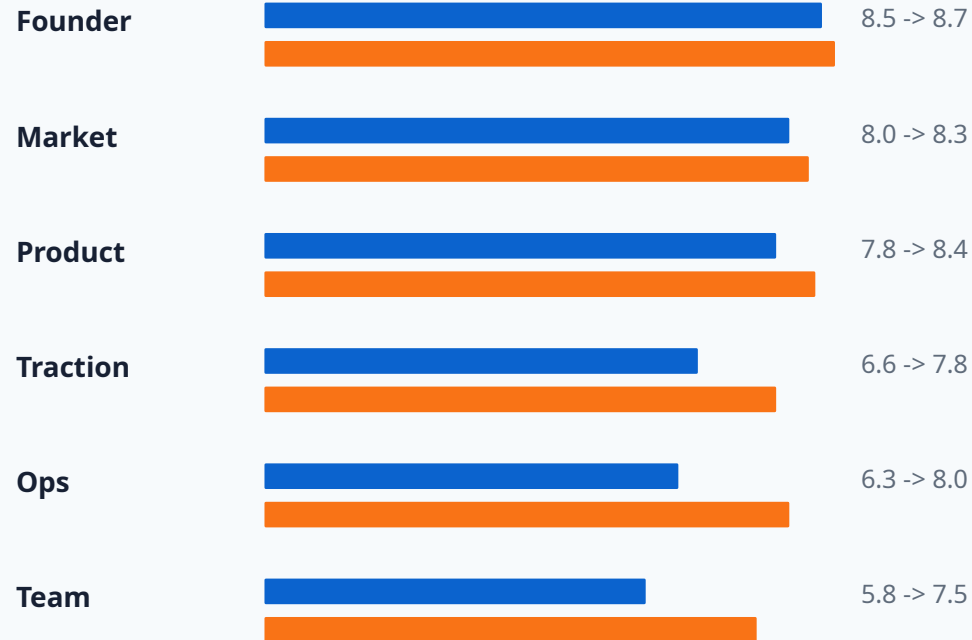
Recommended fundraising posture

Angel / strategic pre-seed round. Working proposal: USD 50K-100K or equivalent strategic support, sized to fund 6-12 months of team, supplier onboarding, payments/logistics integration and growth experiments.

Do not pitch this as “we need money to survive.”
Pitch it as “we have the rails, and capital accelerates the operating loop.”

Use of funds should be adjusted once the first 30-day and 90-day KPI reports are available.

Valuation framing: what changes after 90 days



Illustrative planning range

Now: roughly USD 0.5M pre-money as an early negotiation anchor.

After 90-day proof: USD 1M-2M may be pitchable if active sellers, order volume, supplier pipeline, support SOPs and team execution are proven.

This is not a certified valuation. It is a founder planning frame for angel conversations, because investors, tragically, like evidence more than confidence.

What investors will ask

1. Are orders real and repeatable?
2. What is revenue per completed order?
3. What is seller activation cost?
4. Can the team operate without the founder in every task?
5. Why will suppliers prefer this channel?

The ask

We are seeking strategic angels, operators and partners who can help MarketSync Global Ltd. turn DropShop BD × 1shop.bd into Bangladesh's practical commerce operating layer.

Capital

**Team, supplier onboarding,
payment/logistics operations,
marketing proof**

Strategic supply

**Local wholesalers, distributors,
manufacturers, catalog partners**

Execution mentorship

**Marketplace ops, unit economics,
fundraising readiness**

Near-term milestone: prove 100-300 completed orders, 100-150 active/assisted sellers, 20-30 supplier pipeline and a repeatable team-run operating loop within 90 days.

MarketSync Global Ltd. | DropShop BD | 1shop.bd

Prepared for investor discussion | Aug 2026