

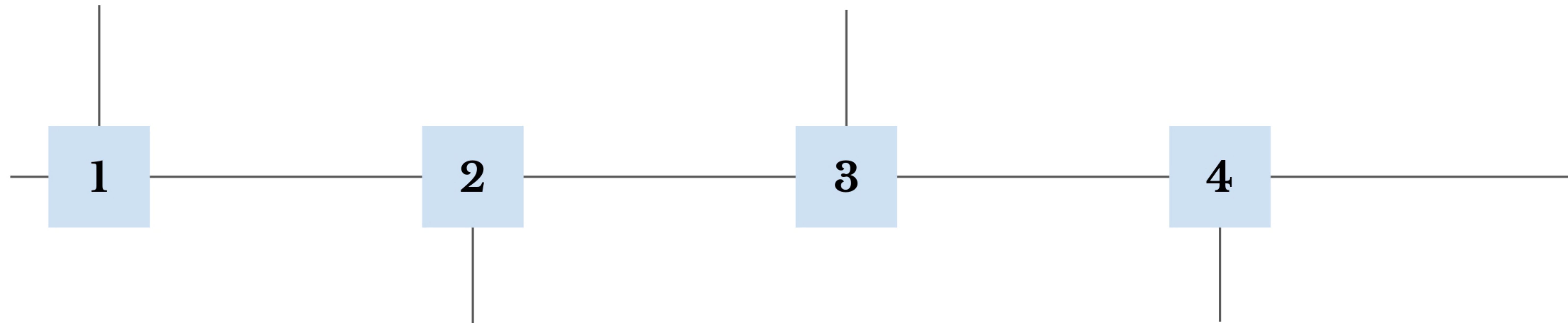
Nanostore supply has no compelling solution

Fragmented Distribution

95% of the retail market has no organized distribution, leading store owners to shut down operations to physically visit wholesale markets for procurement

Credit Financing Limitations

8 out of 10 surveyed nanostores report facing harassment from distributors around predatory lending terms to finance inventory flow



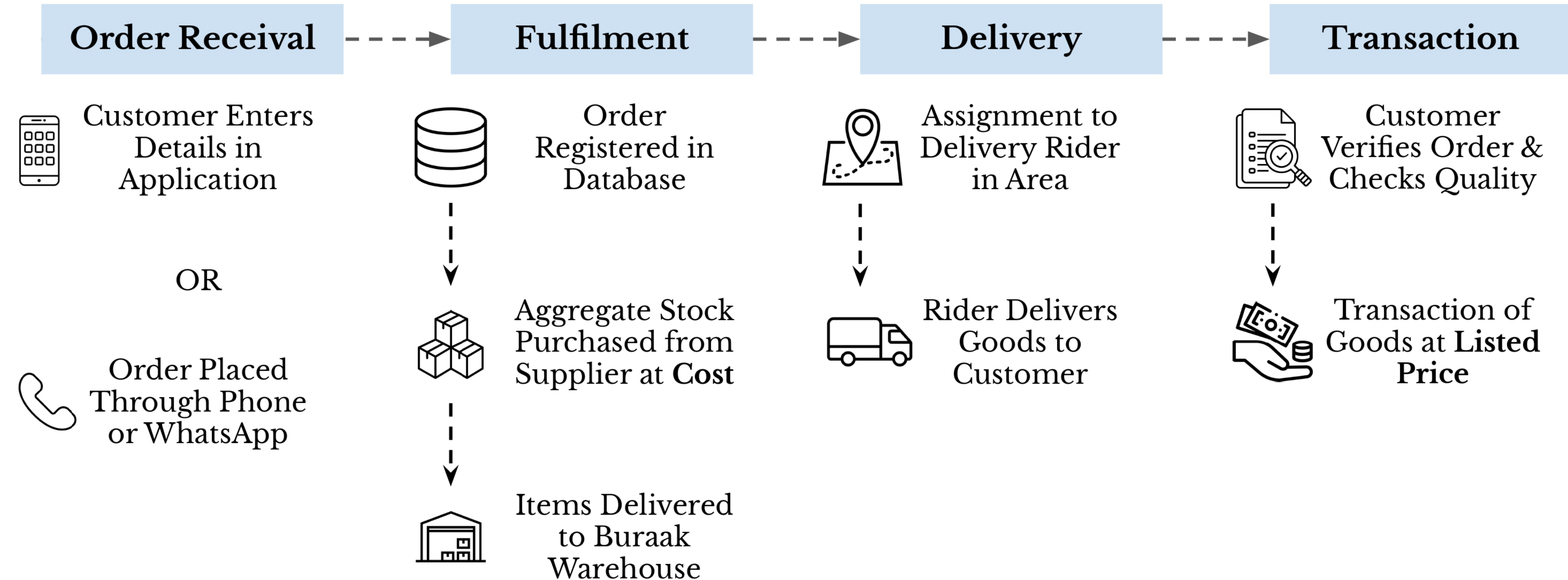
Distributor Inventory Turnover

Distributors struggle with liquidating inventory passed on by manufacturers to meet GMV targets, leading to inefficient market practices such as stock dumping

Low Startup User Satisfaction

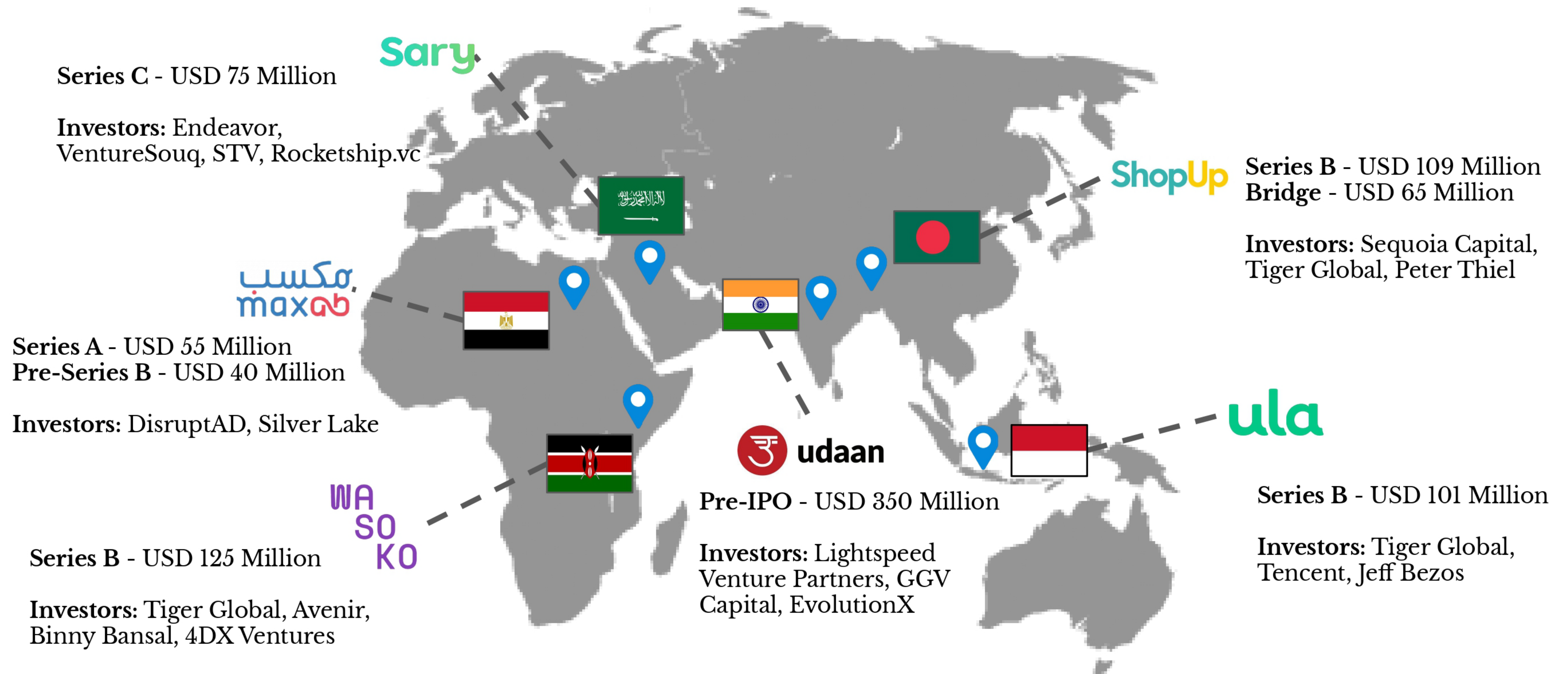
Market survey agency AiSight reports in a census of 850,000 nanostores that only 2% consider solutions offered by startups to meaningfully reinvent existing models

The fundamental business cycle is principled



Global validation of the model proves scalability

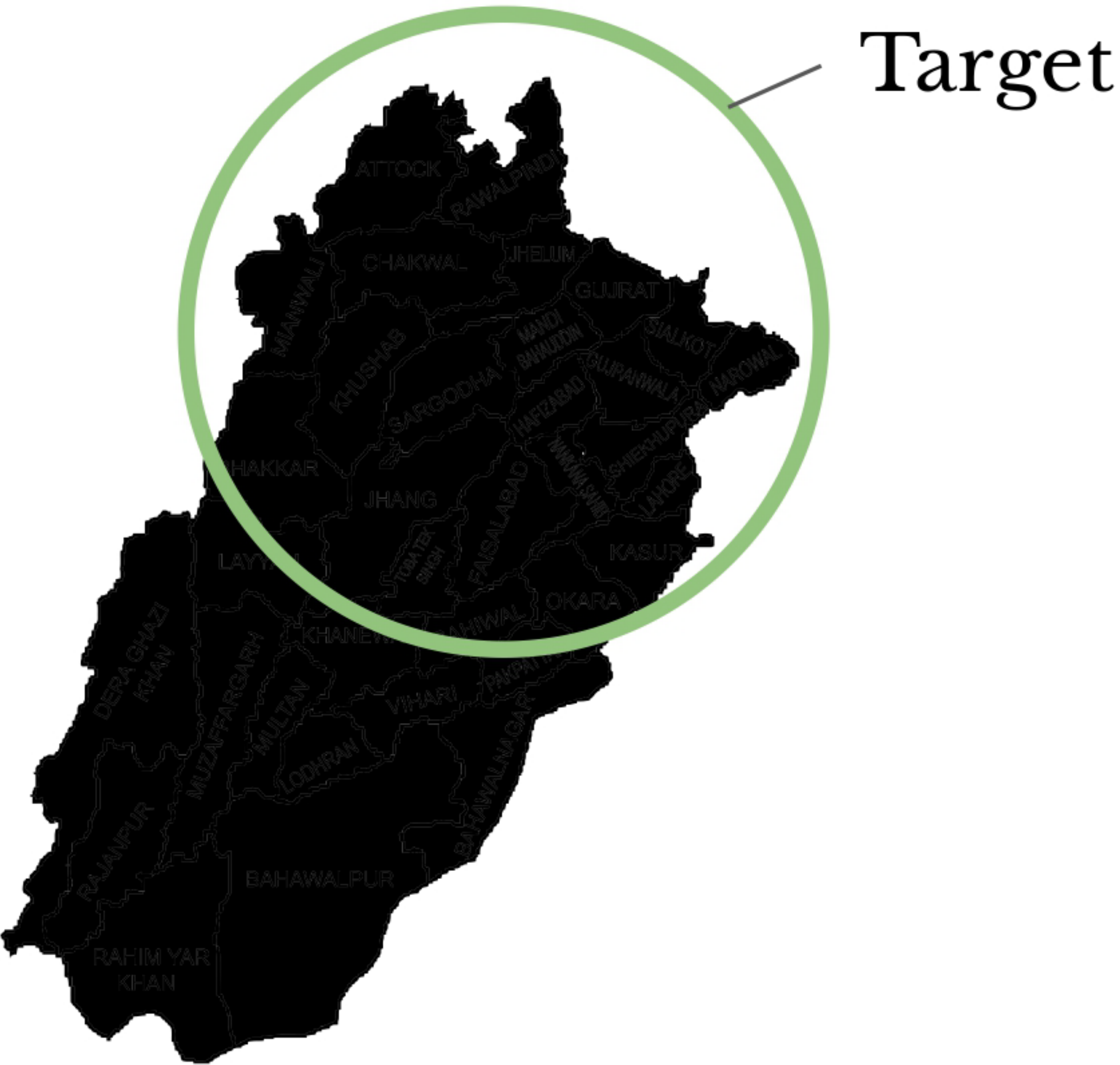
After Udaan pioneered the model in 2016 to become India's fastest unicorn, the model was adopted across similar emerging market economies, demonstrating viability in Pakistan as well.



We are solving for a gargantuan market

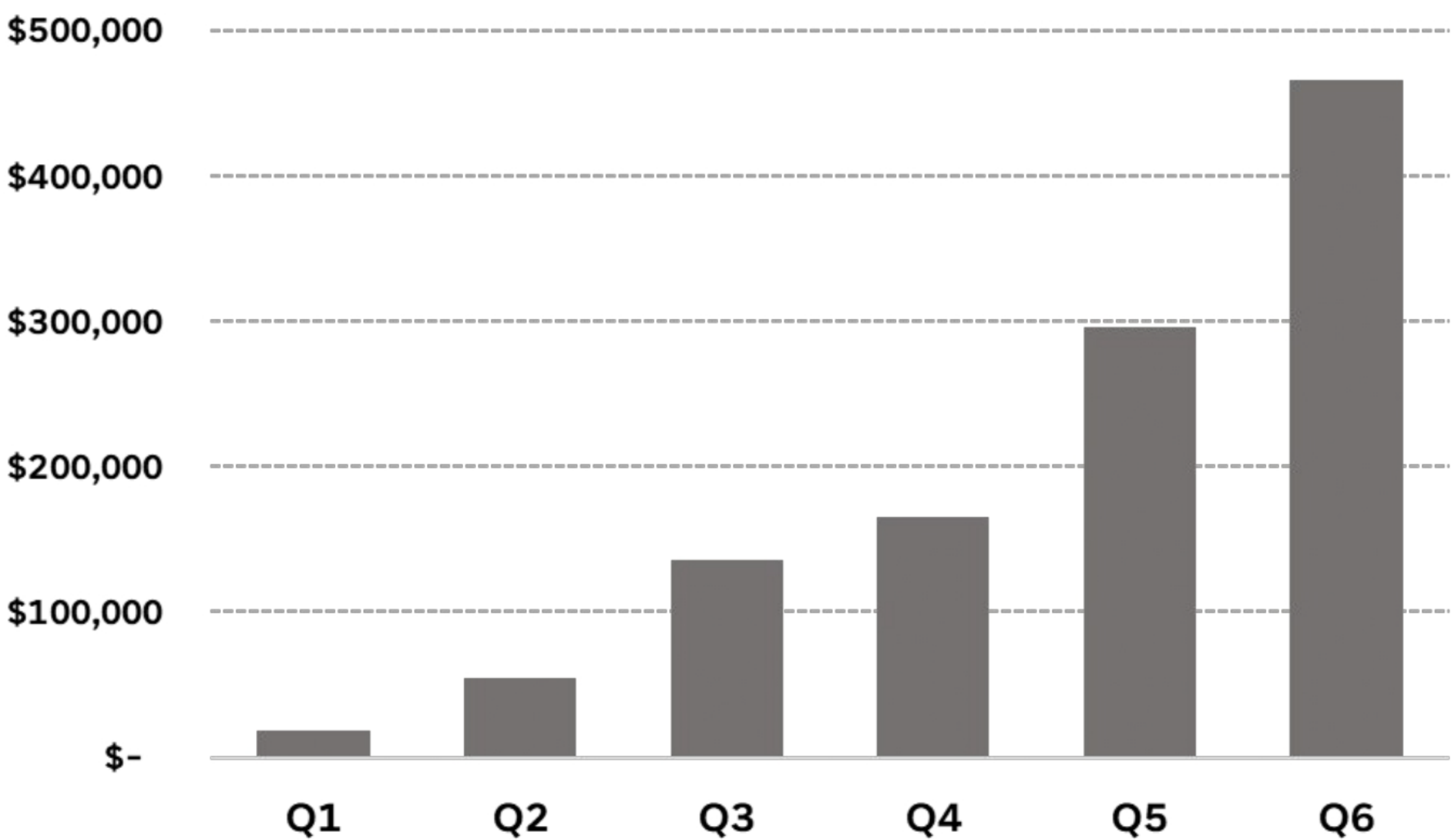
With over 90% of FMCG retail moving through nanostores, the opportunity for disruption is massive. We aim to expand and consolidate in Northern Punjab after establishing operations in the heart of the province in Lahore.

Pakistani Retail Market	FMCG Trade	Industry CAGR	Internet Adoption Rate
USD 150 billion	USD 50 billion	8.2%	21%
Total Nanostores	Lahore Nanostores	N-Punjab FMCG Market	Lahore FMCG Market
850,000	70,000	USD 16 billion	USD 5.5 billion



The early profitable traction speaks for itself

Quarterly Sales Since Launch



Key Metrics

Annual Run Rate	Total Customers
USD 2,500,000	2,000+
Broke Even in	QoQ Growth
6 months	103%

A pre-seed round enables our acceleration

As the global startup ecosystem reels from the sudden end of inflated capital markets, we are raising a pre-seed round to fast-forward our disciplined approach towards building a capital-efficient business and capture the broader Pakistani market.

USD 1,000,000

Terms

Distributing across 3 SAFE notes at a valuation cap of USD 10,000,000

- **SAFE Note 1:** USD 250,000. 20% discount.
- **SAFE Note 2:** USD 250,000. 10% discount.
- **SAFE Note 3:** USD 500,000. No discount.

Use of Funds

Leverage as working capital, expand horizontally, and build technology.

- **Working Capital:** Utilize to increase cash flow and generate high gross margins to cover costs.
- **Tech Development:** Build novel technology for users and create value for suppliers.

Efficient technology drives brilliant execution

With the best engineering team in the ecosystem, we will develop technology that will poise us as market leaders.



Private Label Introduction

- **Distributing** unbranded products
- Enhanced **brand control**
- **Higher margins** across SKU categories



Natural Language Processing

- AI-driven **voice input mechanism**
- Order mechanism enhancement
- Lower **digital literacy barrier**



Supplier Data Management Tools

- Integrated IMS platform
- Distributor and brand **synergy**
- Increased **margin leverage**



AI Predictive Purchase Model

- Build on top of **2021-2023 data**
- **ML analytics** implementation
- Minimize **margin losses**

Supply partnerships build brand excellence

Dealing directly with manufacturers and brands affords us better rates and enables a zero-cost first-mile distribution model.

International Brand Partners



Local Brand Partners



The challenges we face are surmountable

Short-term

Working Capital Limitations

Our capacity to purchase in bulk is limited to supplier credit financing, leading to lower gross margins.

Solution: Build robust supply lines for higher margins, increase free cash flow, leverage equity for working capital

Brand Development

Preserving existing cash flow has come at the cost of marketing our brand, leading to challenges introducing a private label.

Solution: Low-cost social media branding (LinkedIn, Facebook, TikTok), blog posts by senior management to show expertise

Long-term

Market Uncertainty

FMCG brands reliant on import-based supply lines face frequent stockouts, leading to drops in GMV across SKU's.

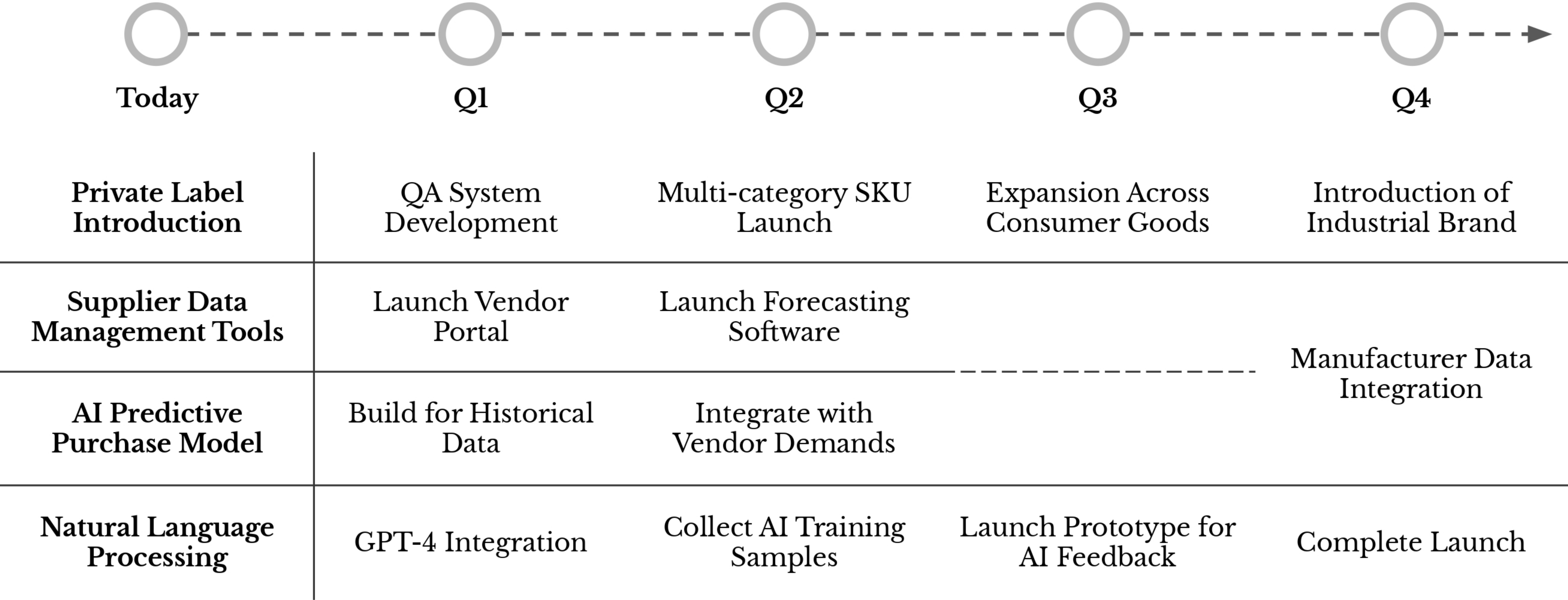
Solution: Focus on SKU's with localized supply chains, double down on HoReCa, expand partnerships for industrial goods

NLP Implementation

Collecting training data to develop in-house NLP solution is time-consuming, leading to slow product improvement.

Solution: Leverage open-source code off HuggingFace libraries, contract local NLP experts to help with development

Developing the right action plan is instrumental



The stars are our opportunity

Buraak was a winged horse-like being faster than light.

We carry the weight of that name in our promise to our stakeholders: that we will hit the ground soaring.

The sky is not our limit.

