Supliful helps entrepreneurs launch and operate scalable CPG brands.

On track to enable 100 7-figure businesses by 2026.



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With 390% YoY and $5m ‘23 revenue, raising $1m SAFE bridge round to grow to $1M in revenue by Sep ‘24

supliful.com

79% of CPG producers struggle with digital adoption and entrepreneurs don't have easy access to affordable products.*

We are targeting a $100B market in supplements, coffee, skincare, and more.



Takes 6-12 months

- ✕ Product Sourcing
- ✕ Support Training
- ✕ Distribution Setup
- ✕ Supplier Research & Safety
- ✕ Packaging Development
- ✕ Negotiations



Costs $25k+

- ✕ Designer
- ✕ Storefront
- ✕ Inventory
- ✕ Testing
- ✕ Warehouse
- ✕ Hiring

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*Source: McKinsey& IDC Research

We've **worked together** for 7 years growing, operating, and **scaling brands**.

We bootstrapped grafomap.com from $0–$1.5m and successfully sold it in 2020.



Mārtiņš Lasmanis

CEO & CO-FOUNDER

Ex-VC for 9+ yrs.
Business operation expert.



Rihards Pīks

CMO & CO-FOUNDER

Digital marketer for 10+ yrs.
Product and growth expert.



Rūdolfs Janītis

CTO & CO-FOUNDER

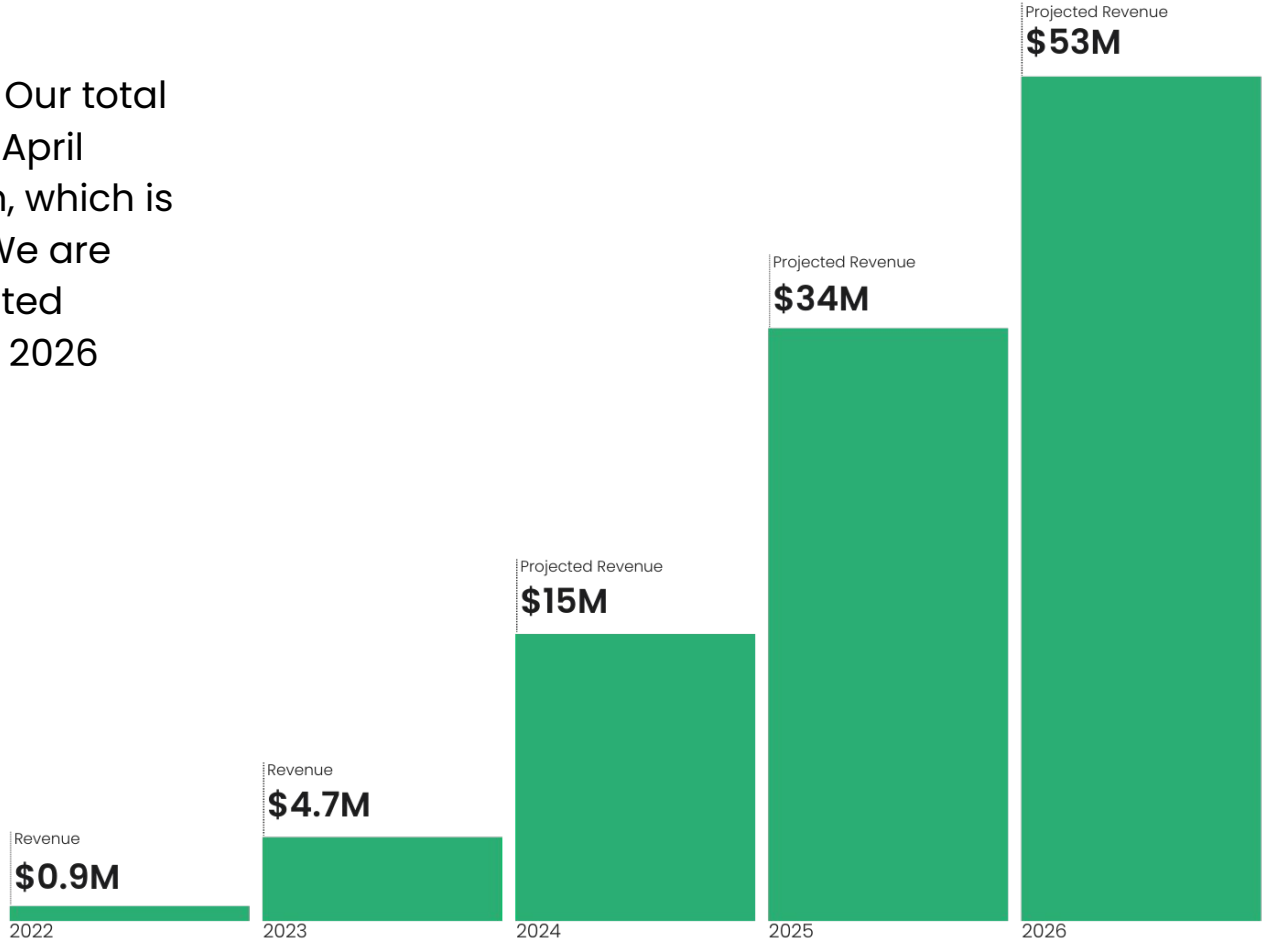
Full-stack developer for 10+ yrs.

9+

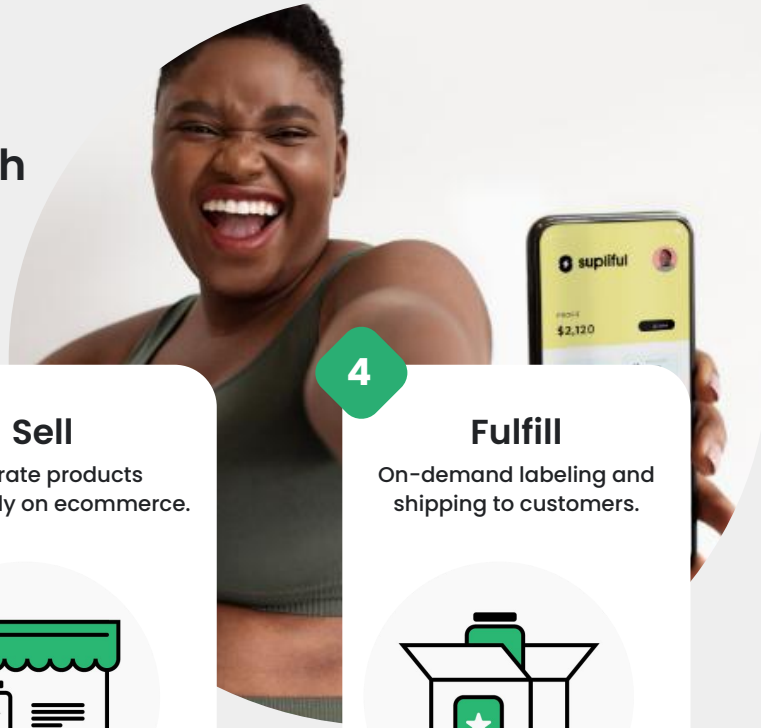
Key Team Members
in tech, operations and business development

We are solving an acute market problem we felt ourselves.

We’re growing rapidly. Our total revenue run rate as of April 2024 was close to $11m, which is a 390% increase YoY. We are poised to reach projected revenues of $50m+ by 2026 without extra funding.



With Supliful - launch a brand the same day with $0 upfront capital and no MOQ



1

Source

Choose quality products from vetted suppliers.



2

Brand

Label designers and templates ready to go.



3

Sell

Integrate products seamlessly on ecommerce.

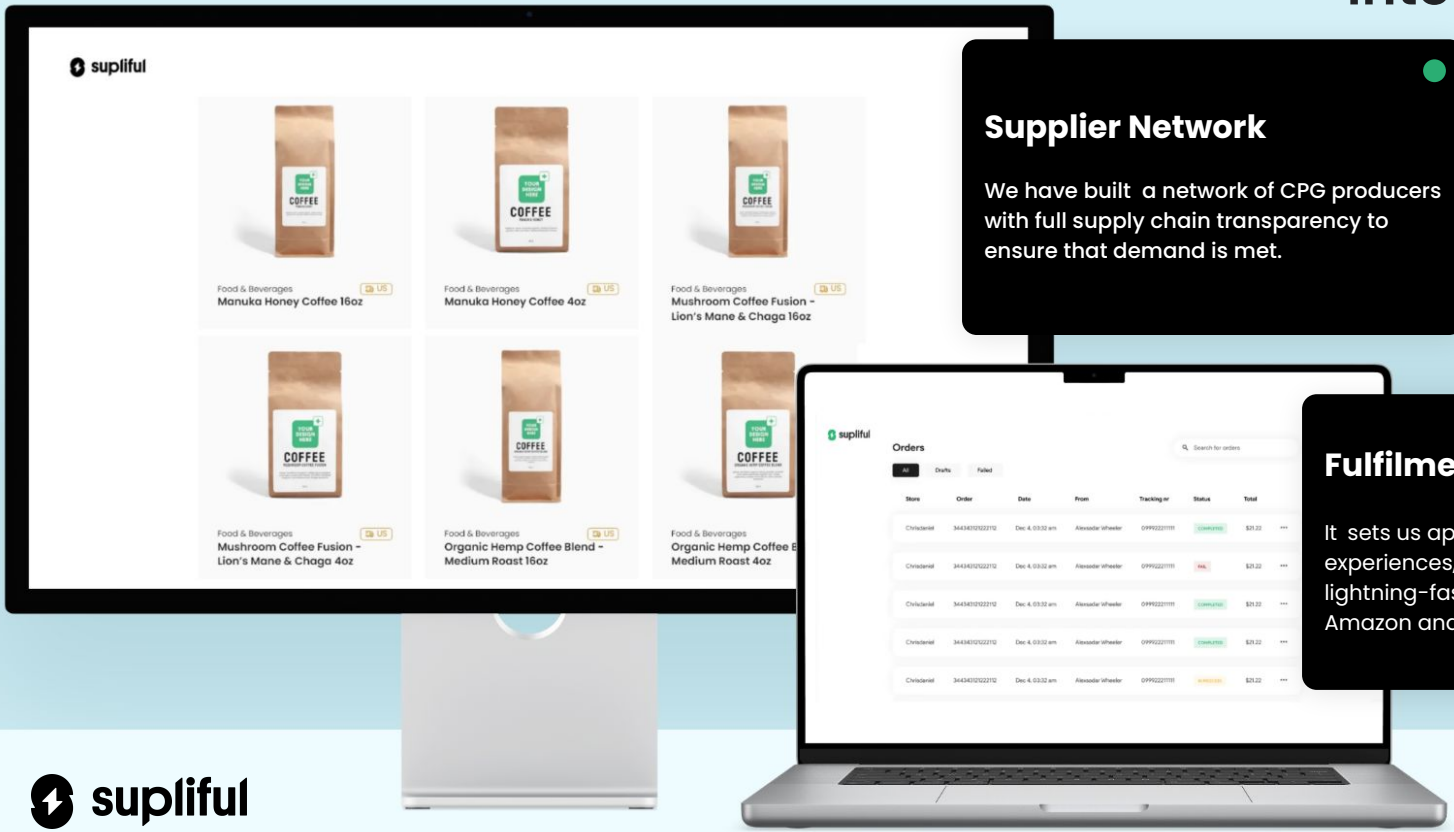


4

Fulfill

On-demand labeling and shipping to customers.

We turn traditional inventory management limitations into our strengths



Supplier Network

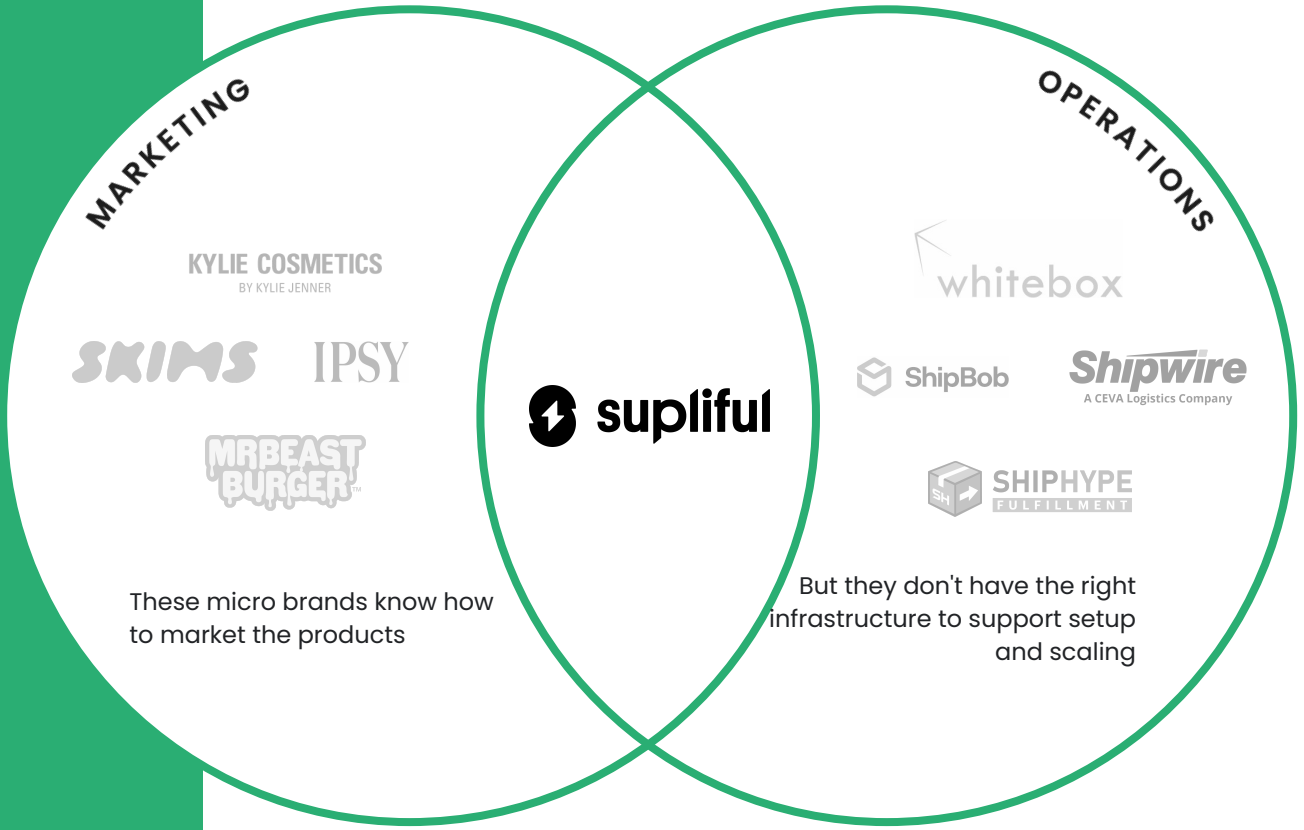
We have built a network of CPG producers with full supply chain transparency to ensure that demand is met.

Fulfilment Advantage

It sets us apart, offering branded experiences, order consolidation, and lightning-fast fulfillment for platforms like Amazon and TikTok.

“69% of consumers are actively looking for new, trendy and small CPG brands.”

-Nielsen IQ, 2023



Setting a new standard in CPG: Supliful wins with a full-service CPG solution for entrepreneurs.

	supliful	Dropified	ON DEMAND FULFILLMENT	Rocktomic	HERBALIFE NUTRITION
End-to-End Solution	●				
Customer Support	●				
No Minimum Order Quantity	●	●	●		●
Packaging Design Service	●		●	●	
Ecommerce Integration	●	●	●	●	
Content Creator Focused	●				

Product-Led Growth Through Partnerships and Organic Channels

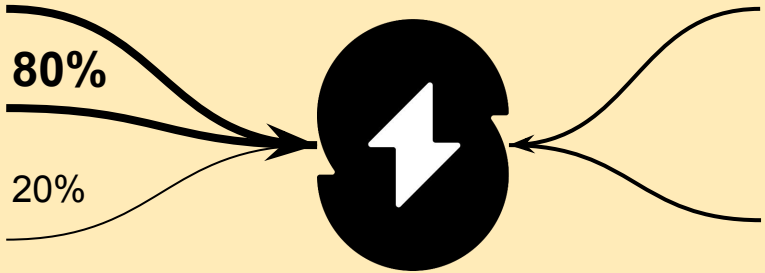
Raise Awareness

Grow top of the funnel revenue

Strategic Partnerships with Shopify, Amazon, TikTok

SEO, Affiliate Marketing

Paid channels with 2-week CAC payback time



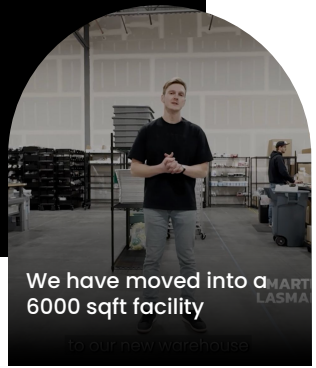
Retain & Grow

80% Revenue from repeat customers

Growing catalog from 80 to 200+ different products in ‘24

Supliful provides tools to go from 5 to 10 to 25 orders per month

Our biggest challenge is balancing both sides of the marketplace while keeping the momentum of growth



01. Increase fulfillment capacity & have no stock out situation

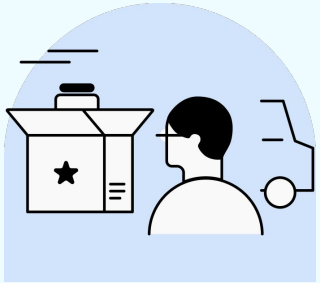
02. Expanding Production Partner Network to grow catalog to 200+

03. Increase awareness, drive demand, support existing sellers with tools

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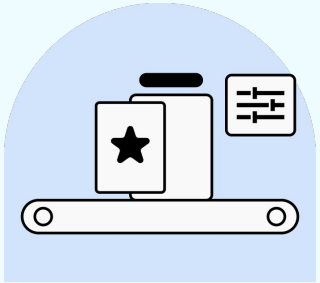
Supliful isn't just building a platform; we're crafting a new ecosystem for CPG entrepreneurs

We’re raising $1M bridge round to achieve $1m monthly revenue by Nov ‘24



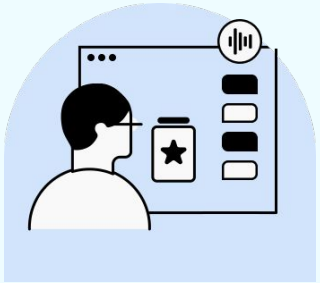
Launch Supliful TikTok app

May 2024



Activate large B2B accounts

Jul 2024



50+ new products in catalog

Sep 2024

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Request access to preliminary dataroom:
martins@supliful.com

supliful.com