



bluerickshaw

Provides an end-to-end solution to both buyers and sellers by enabling buyers across the world access to high-quality goods from India seamlessly

MARKET OPPORTUNITY



Streamline \$15Bn SMB Spends growing @15%



\$ 300+ B

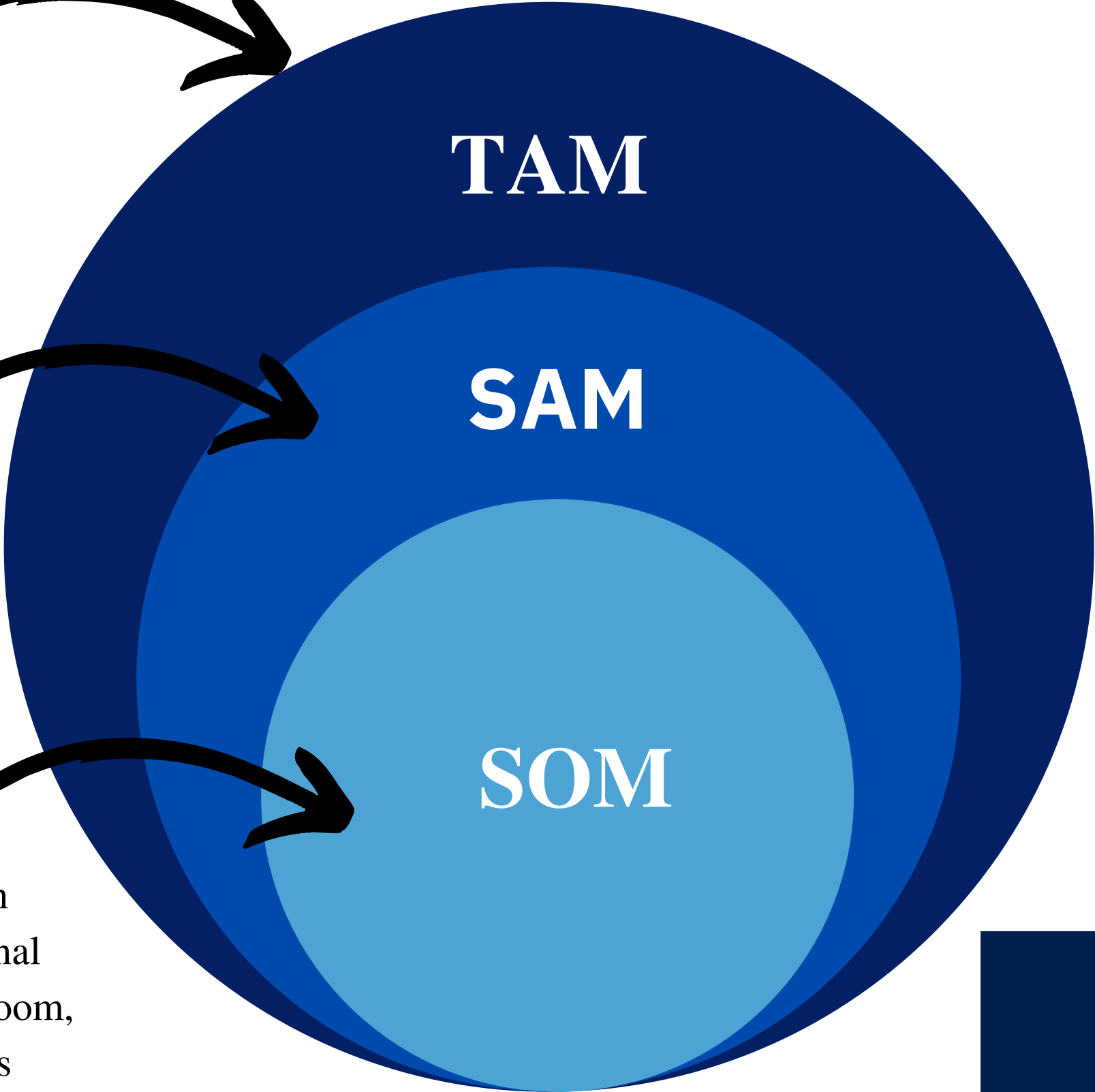
E- commerce
export by India

\$ 53+ B

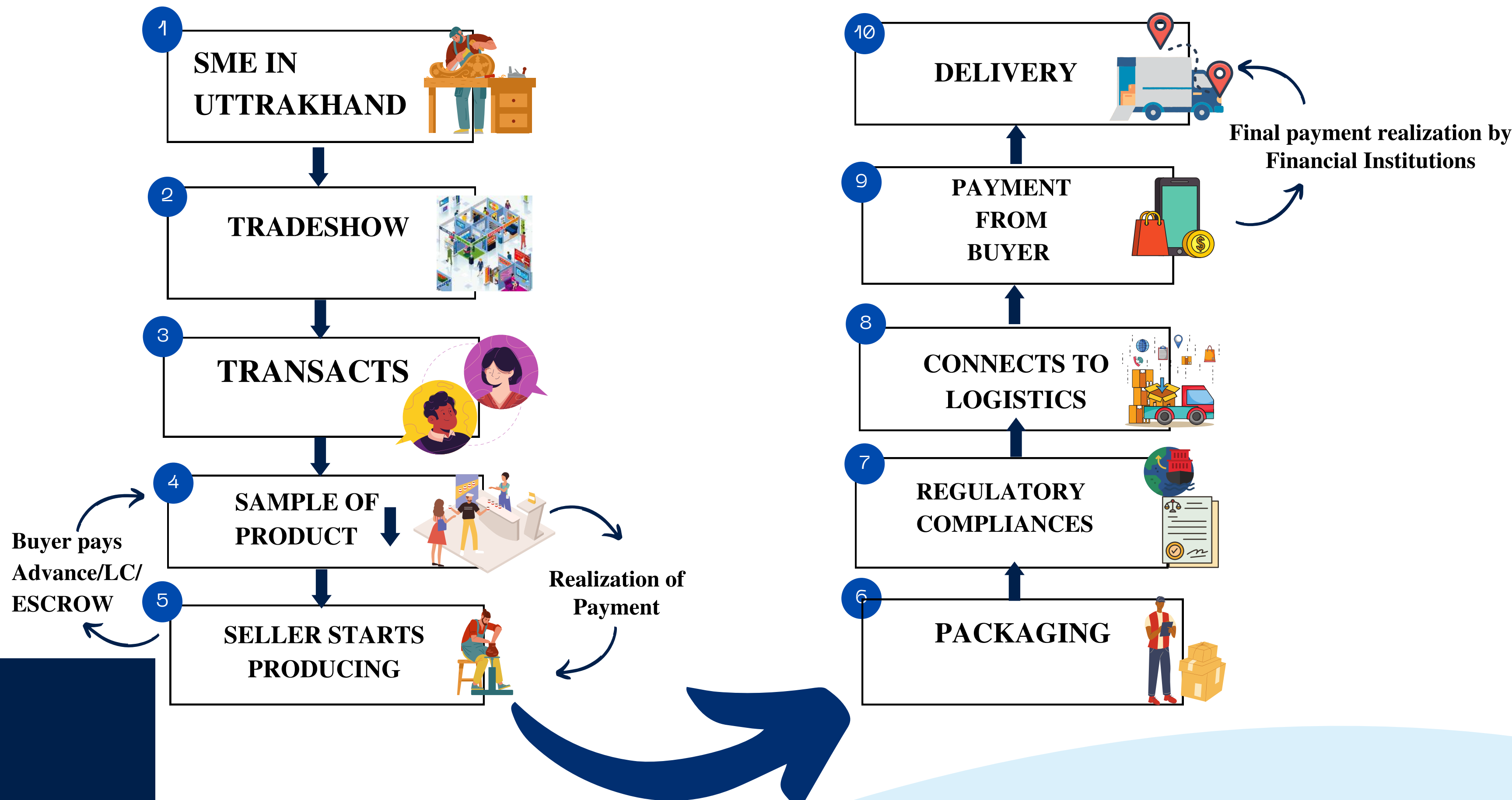
B2B exports (20
categories) by Indian
MSMEs

\$ 23+ B

Export Opportunities for Indian
MSMEs in categories like artisanal
products, apparel, footwear, handloom,
Handicraft, fabric, accessories



BEFORE BLUERICKSHAW

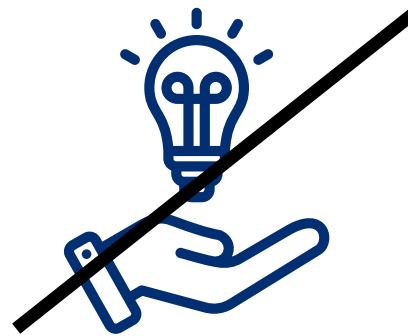


PROBLEMS

(SME'S struggle to sell globally)



**LACK OF MARKET
ACCESSIBILITY**



NO TECH SOLUTION



**HEAVY COST MODEL
TO ACQUIRE
CUSTOMERS**

SOLUTIONS

Bluerickshaw to the Rescue!



**TRANSPARENCY
& TRUST**



DISCOVERY



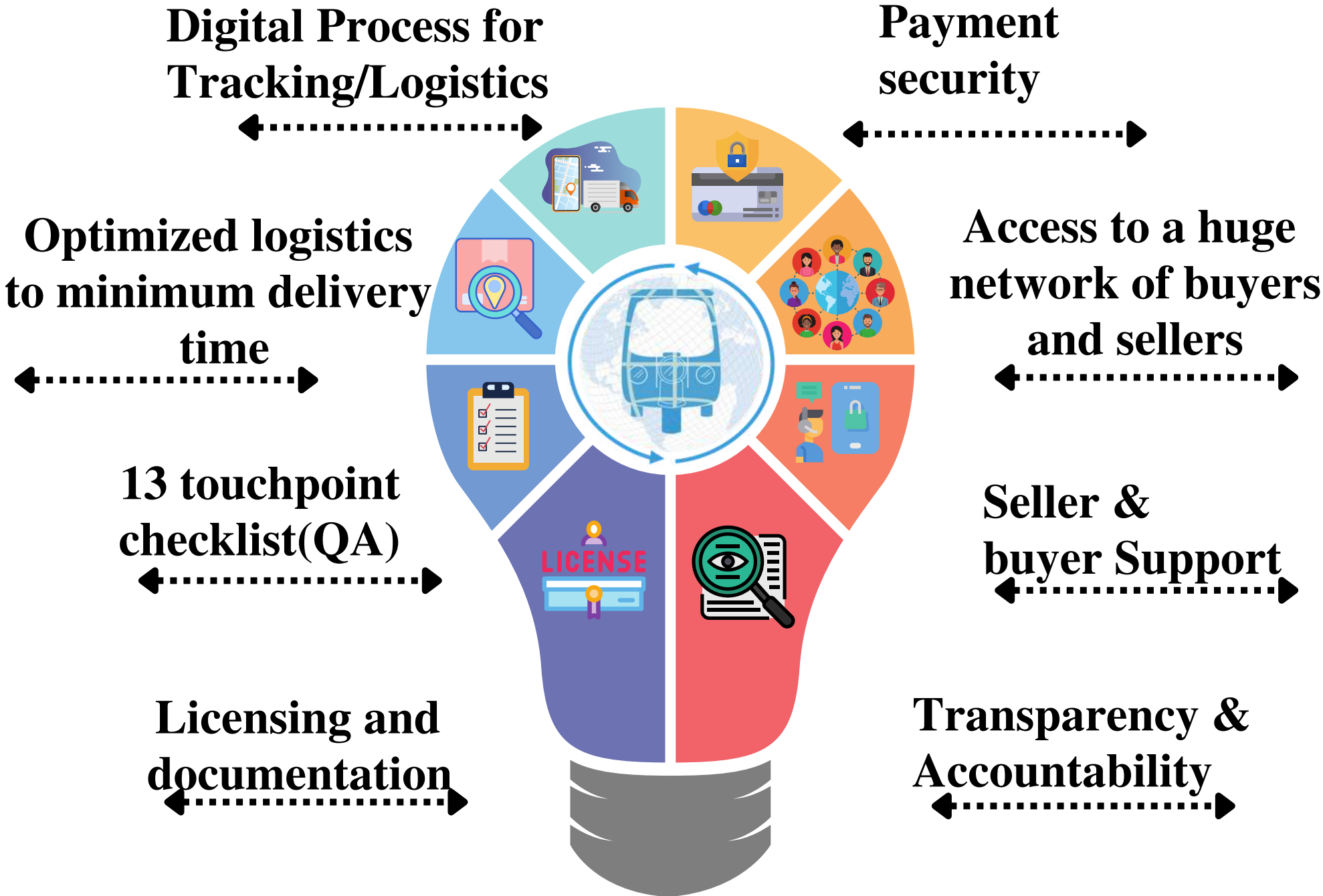
**END TO END
HANDLING**

INTRODUCING BLUERICKSHAW



Indian MSMEs

Invitation-only trust-based ecosystem

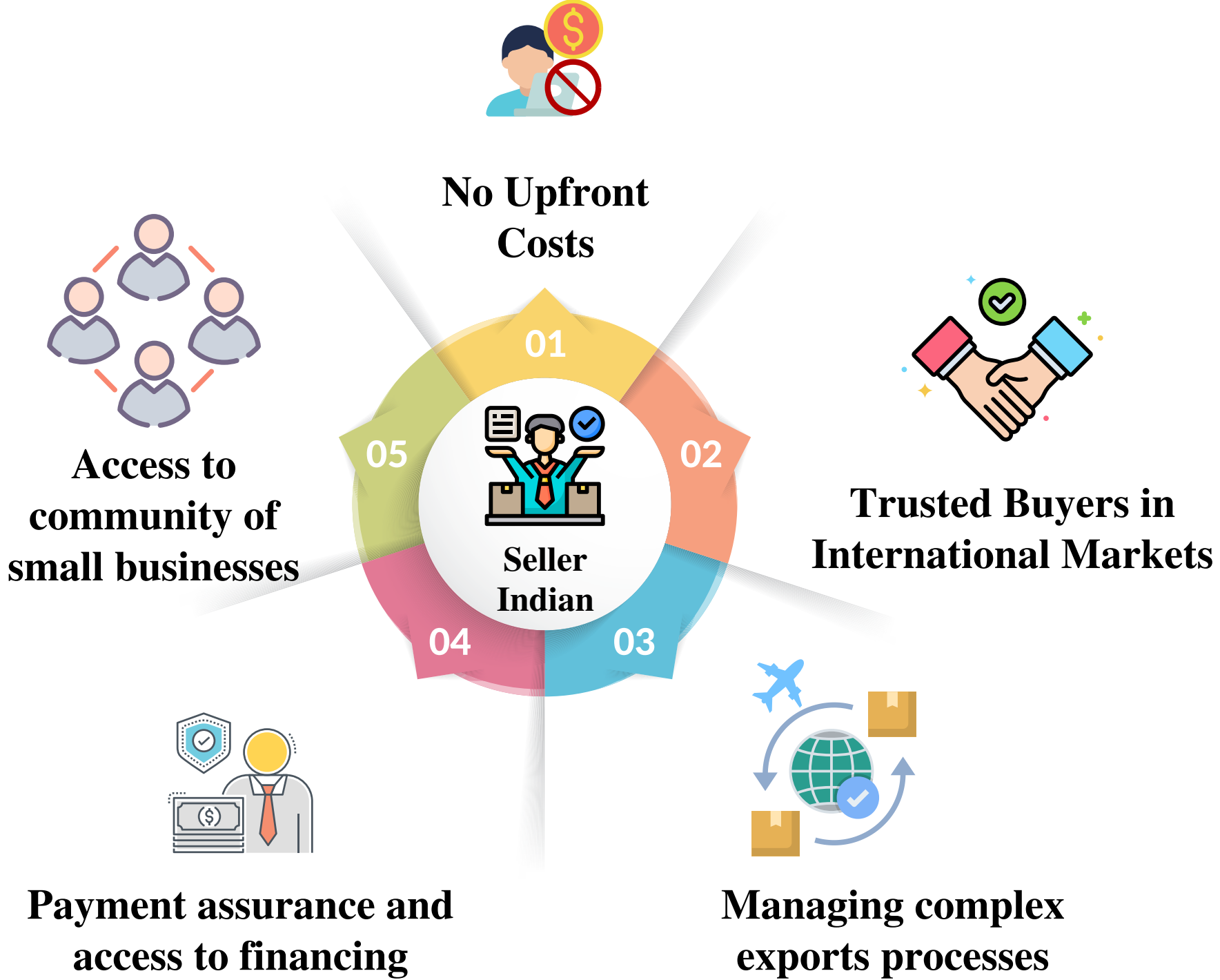
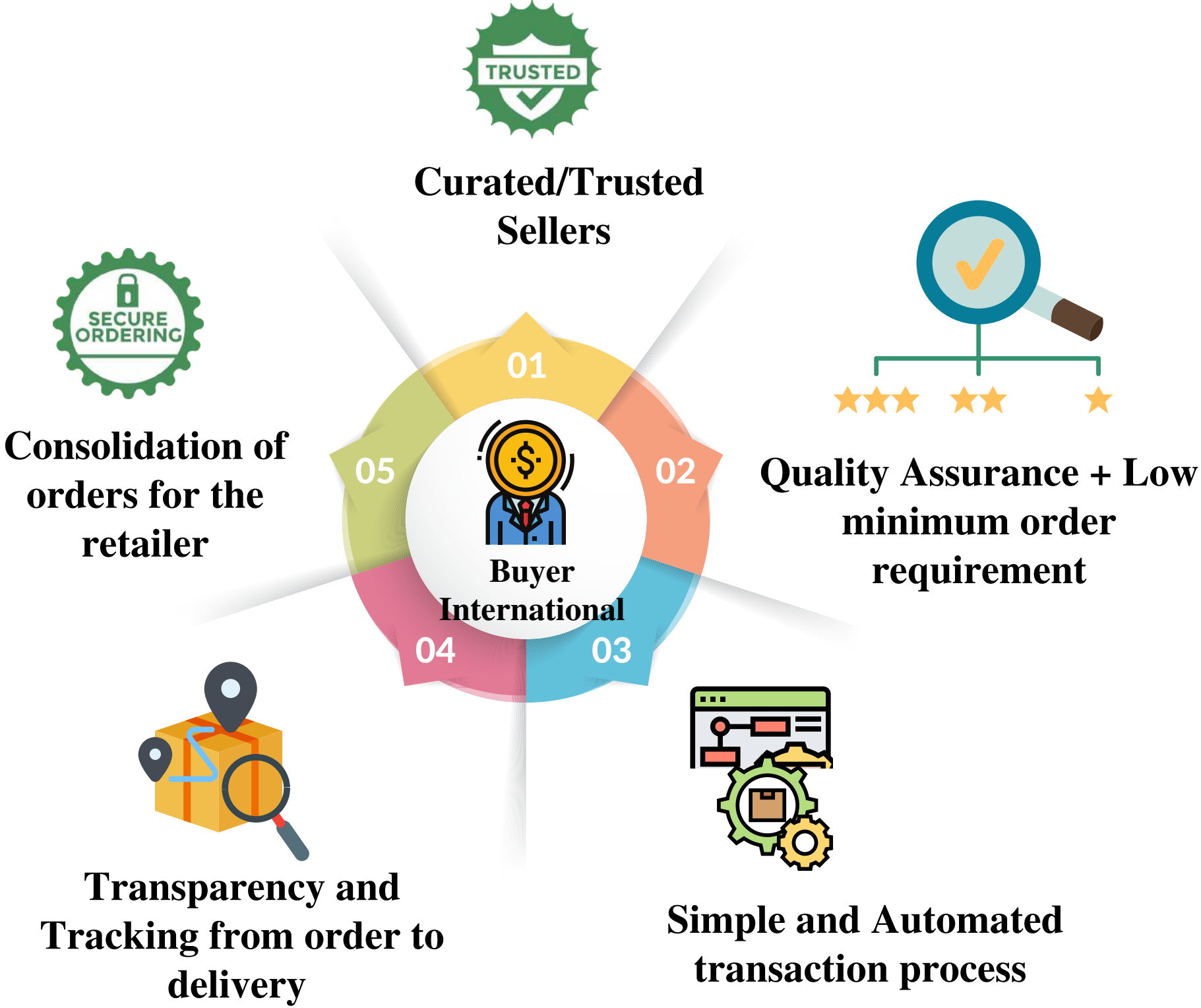


The Global Buyers

Lowest MOQ offering for buyers

bluerickshaw

10X VALUE PROPOSITION TO ALL STAKEHOLDERS



OUR TEAM



**Akshay
Wadhwa**

CEO

12+ years experience

VOGUE



**Krishan B
Chandak**

CTO

23+ years experience



IBM



Shreya Narang

*Business Development
(NYC)*

6+ years experience





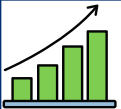





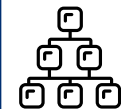

yelp

GO-TO-MARKET STRATEGY (BUYERS)








Phase 1

Key Highlights

 Open for Small Businesses with limited or no experience in Imports	 Free shipping and various promotional offers
 High Retention Rate(Currently 14%)	 Higher Repeats(30%)
 Verified sellers after 5 touch-point checks.	 End to end Handling
 Lowest MOQs	 Free QC on every order.
 Open to Specialist Categories made in India.	 100% Transparency to build Trust.

Phase 2

Key Highlights

 Multiple payment options and payment security.	 Focus on building trust and credibility.
 Increased ticket sizes	 Seamless access to other verified sellers on the platform.
 Buyers can avail promotional offers like Free shipping on first order and Onsite QC Free on their first order	

GO-TO-MARKET STRATEGY (SELLERS)



Phase 1

Key Highlights


 **Open for sellers with no prior experience in selling overseas**

 **Creating a new market for them**

 **Relationship Building**

 **In-House QC**

 **Focused on fewer categories, SMEs and Artisans**


 **Verified list of Sellers and Buyers**

 **Smaller ticket sizes**

 **More about trust building amongst buyers**

Phase 2


Key Highlights

 **0% Commission for any trade made through platform for first 6 months.**

 **Open for Small exporters**

 **All export-related documentation in one place.**

 **Complete use of QR codes and online cataloging to share with their existing clients**

 **Give them access to the BR buyer base and vice versa.**

 **Logistics and payment support.**

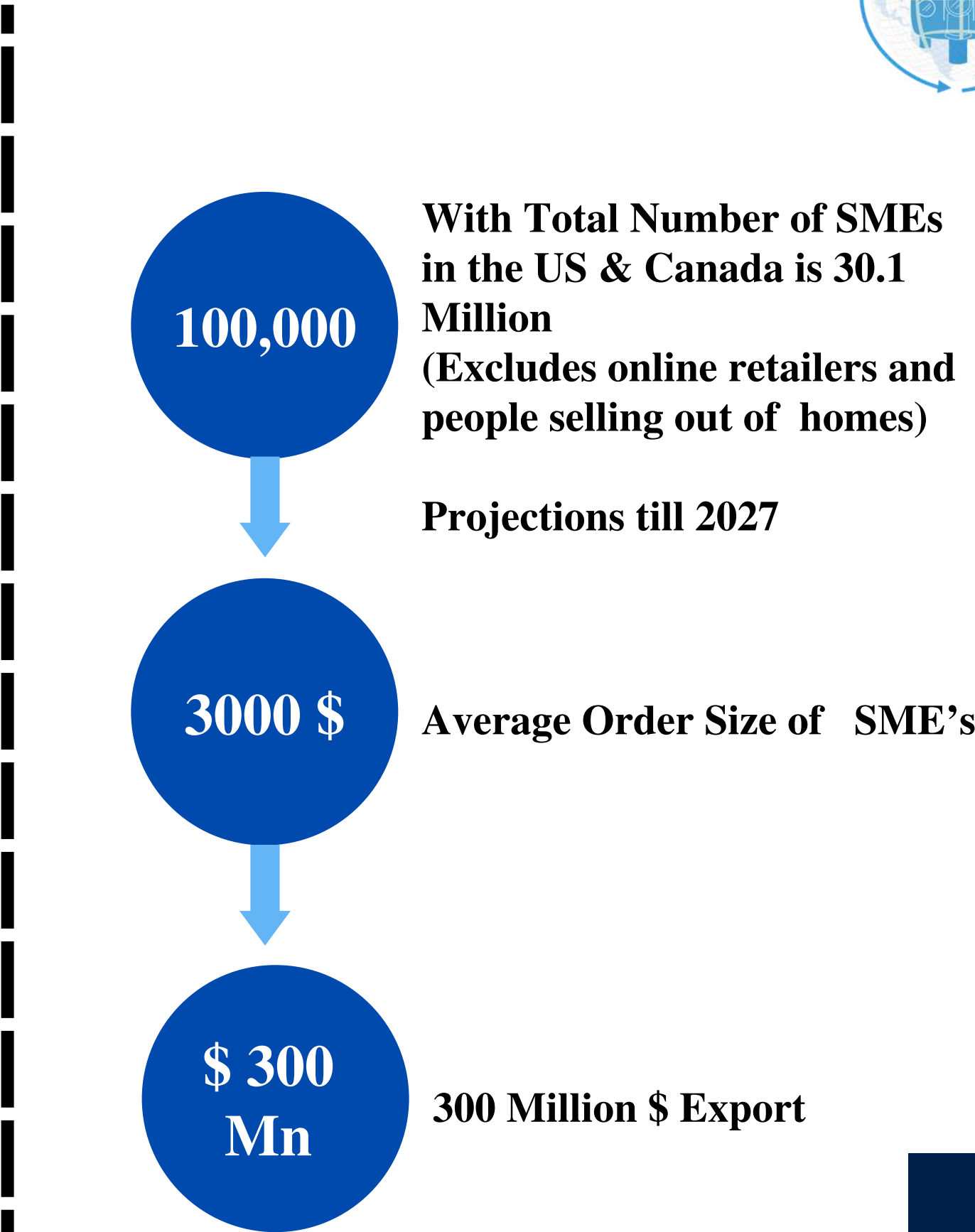
 **Micro Finance – Credit to facilitate orders.**

STRONG UNIT MODEL



Gross Revenue	\$ 1000
Shipping Charges*	10%
Cost of Goods Sold	\$ 850
Product Cost (85%)	
Gross Profit	18%
Payment Gateway*	3%
Duty Drawback	7%
Total Gross Profit- 22%	

*Borne by Buyer/Seller



COMPETITION



COMPANIES	QUALITY	LOGISTICS	MOQ	EXPORT ON BEHALF OF SELLERS	TRADE FINANCE	WORKING CAPITAL	SELLER	BUYER
 bluerickshaw	✓	✓	✓	✓	✓	✓	India	North America
amazon global selling	✗	✓	✓	✗	✗	✗	India	World
 Qalara	✓	✓	✗	✗	✗	✗	South Asia	120 Countrries
ZILINGO	✓	✗	✗	✗	✗	✗	Southeast asia	Asia
 BZAAR	✗	✓	✓	✗	✗	✗	South Asia	East Asia
 Alibaba.com	✗	✓	✗	✗	✗	✗	China	Row
F A I R E	✗	✓	✓	✗	✗	✗	USA, cANADA	N. America Europe

CURRENT TRACTION



562+

Total Registered
Buyers



85+

Total Registered
Sellers



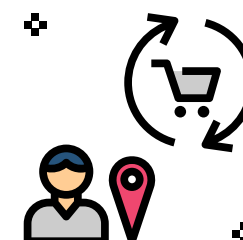
382

Waiting List Sellers



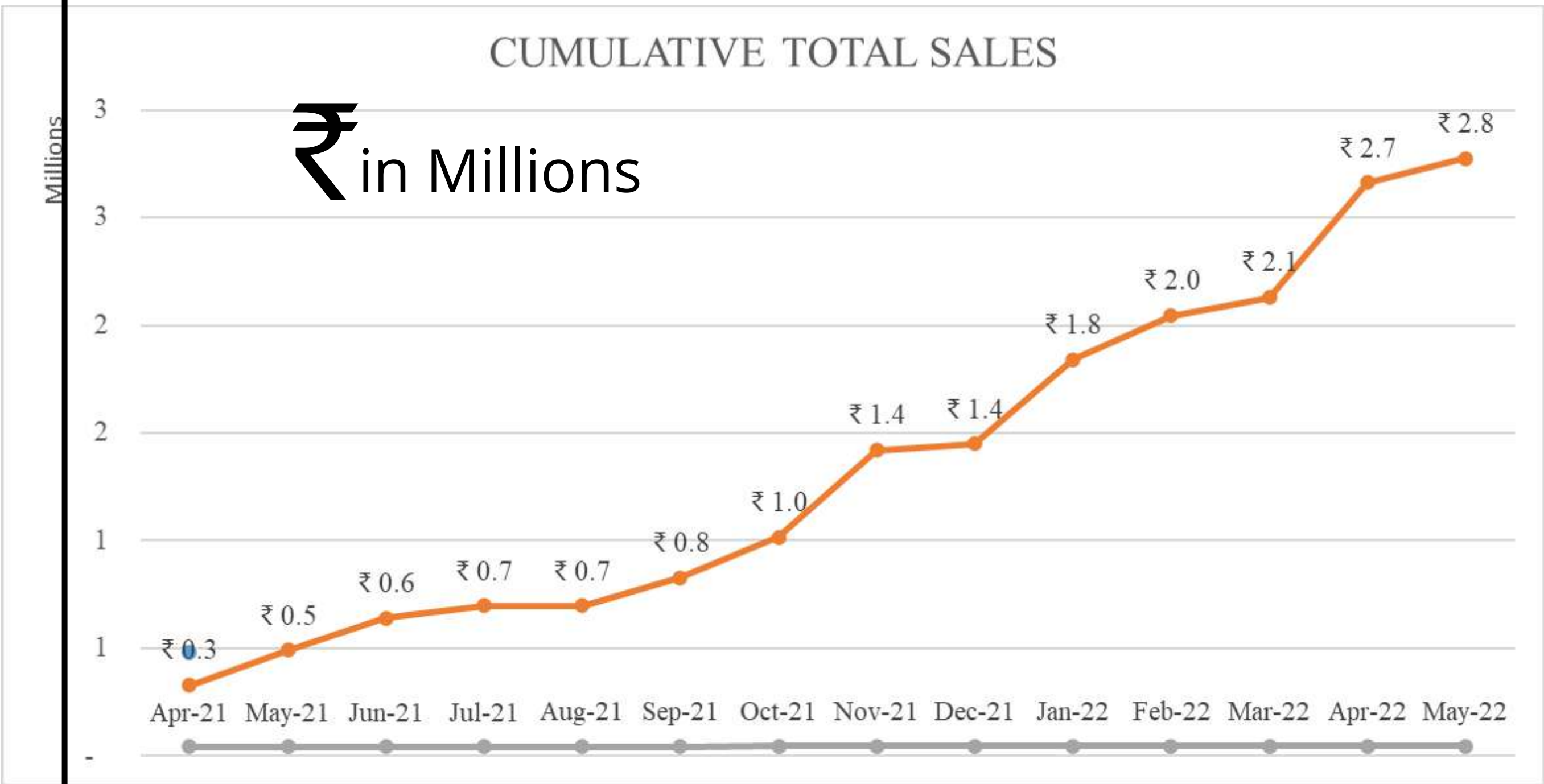
16%

Conversion Rate



25%

Repeats



45 % Customers of the total order have done 5+ repeats in 8 months

MEDIA COVERAGE



YOURSTORY

How Bluerickshaw is helping India's small traders cut a bigger slice of the global e-commerce pie



Bluerickshaw helping SMEs to survive and revive



Bluerickshaw – The Best Way To Shop Small Businesses



WALL STREET SELECT



Boston Herald



StarTribune VCCIRCLE

OUR PRODUCT



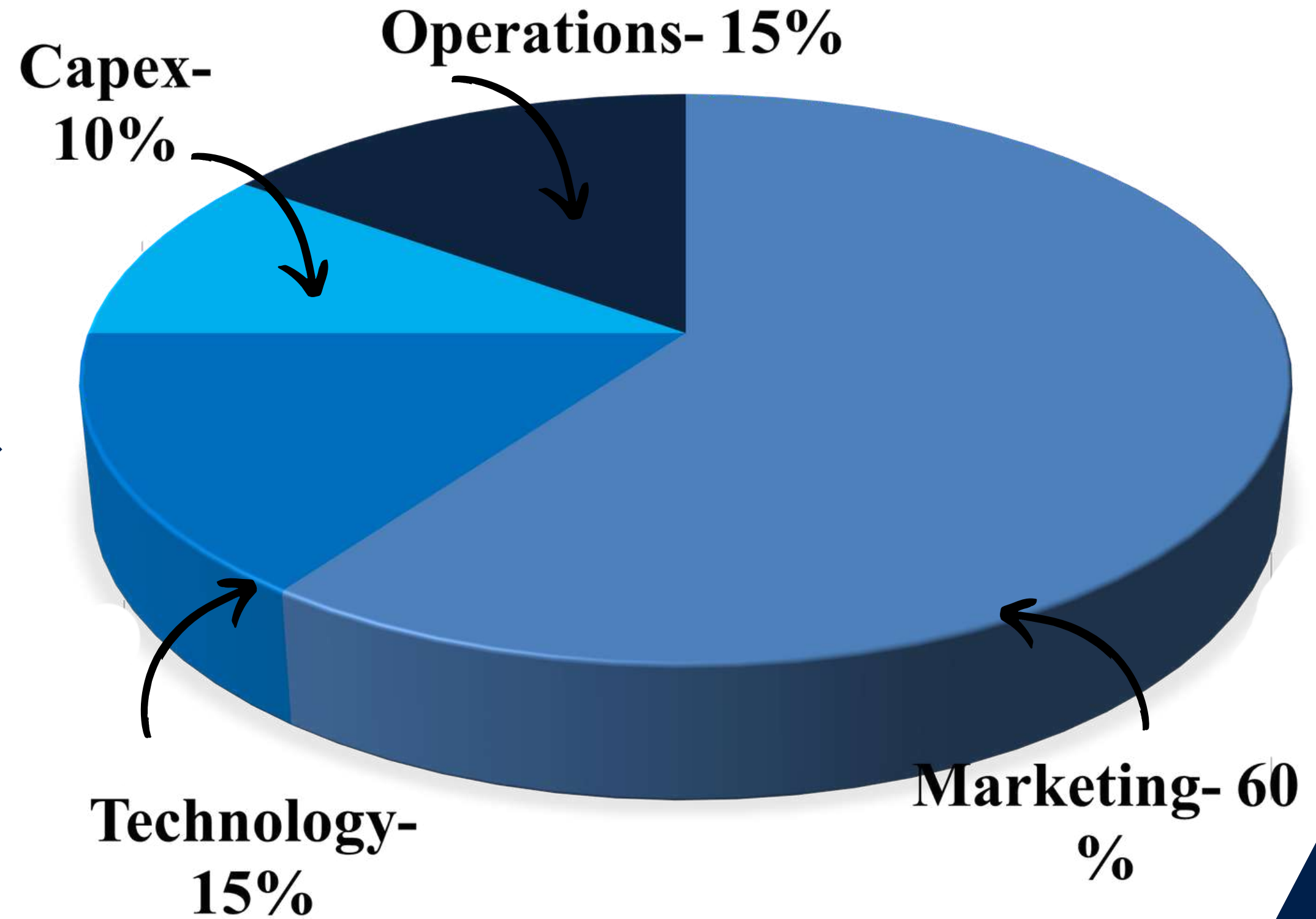
Watch on  YouTube

<https://www.youtube.com/watch?v=eMCHVC8QLQY>

FUND ASK



RAISING
\$ 0.5 Mn- \$1 Mn



TESTIMONIALS (BUYERS)



Art Studio Owner,

Las Vegas, Nevada



“Everything so far has been good. I feel comfortable working with them since ASD Market week. I am grateful that they are always in touch. I can text or call them right away whenever I have questions. Thank you for being there!”

Boutique Owner,

Hicksville, New York



I have been happy using Bluerickshaw for the last 5 months. The platform is easy to search for and is very user-friendly. They have a lot of beautiful options in one place, and I would like to see a little more variety as it grows. The ordering process is very easy and simple. Also been happy with product quality”

Sourcing Agency,

Vancouver, British Columbia



"The site offers a great selection of various products. Placing the order and processing the order were done very efficiently by the blue rickshaw, great experience. I would recommend the site to my clients and friends ”

TESTIMONIALS (SELLER)



Marble product Manufacturer

New Delhi, India



“We really like the smooth and transparent process of order flow and payment mechanism of Bluerickshaw. The team has been cooperative throughout the process. It’s been quite a euphoric experience since as soon as we uploaded our products, we received multiple orders. Our journey with Bluerickshaw has just started and we’re happy to say that it will go a long way”

Ceramics Manufacturer

Andhra Pradesh, India



“Bluerickshaw’s team is very proactive. We’re glad to be a part of their network as it’s very easy to connect with the right buyers across major markets. The dashboard is very easy to use & the team is always available & are willing to help throughout the process.”

Bags & Wallet Manufacturer

New Delhi, India



“When people purchase through a local brand, they're not only supporting the brand but also, they're uplifting the craftsmen involved. Bluerickshaw's concept is really great, they have opened up a market for brands/manufacturers like us. This platform is user-friendly, where I can keep track of my orders and inventory at my fingertips!”

Handcrafted Jewellery Manufacturer

Haryana, India



“I've recently joined Bluerickshaw and I can already say that this company is going to grow manifolds in the coming years. They ensure a smooth onboarding process and easy-to-understand technology. Initially, I faced a bit of difficulty with order processing, but the team guided me throughout the process. Looking forward to working with them”

SUPPORTING ARTISANS VIA SMALL BUSINESSES



<https://www.youtube.com/watch?v=S7higpL7nog&list=PLrQ28dTLuSKpGODJNRaESjY-Ommrt6wqc&index=3>

FEEDBACK FROM SELLERS



https://www.youtube.com/watch?v=cf7AdlX3t_k

SUCCESS STORY



<https://www.youtube.com/watch?v=QeU9tj2NQhk>

Thank
You!

