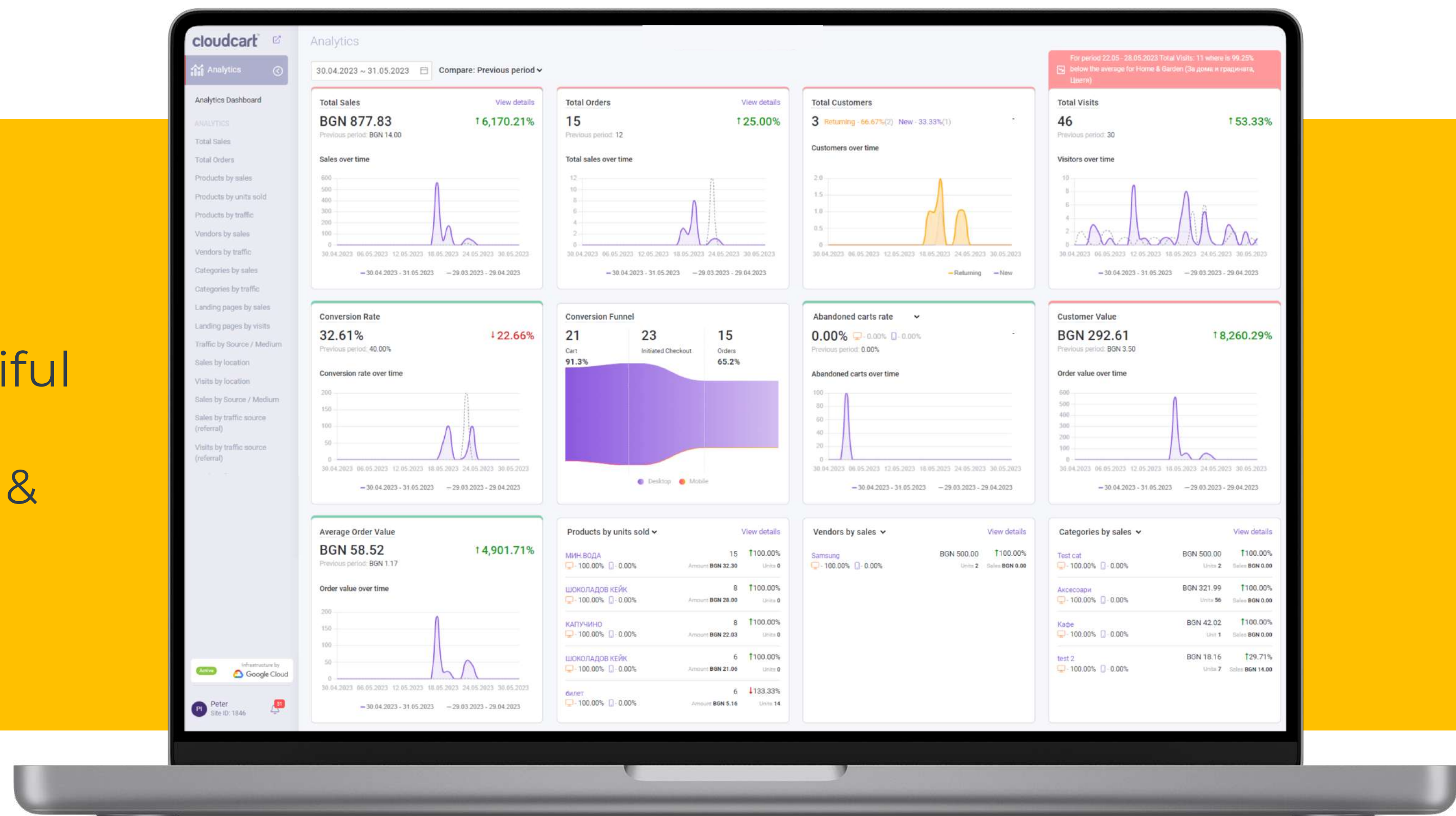


The Secret Engine Behind Any Successful eShop

Technology & Ecosystem

That Empowers Merchants & Partners to Grow

CloudCart is a **professional eCommerce platform** with beautiful designs and apps to boost sales. With a Locally Relevant Approach & Support from industry experts



Common Problems for eCommerce Entrepreneurs

Maximizing eCommerce Revenues

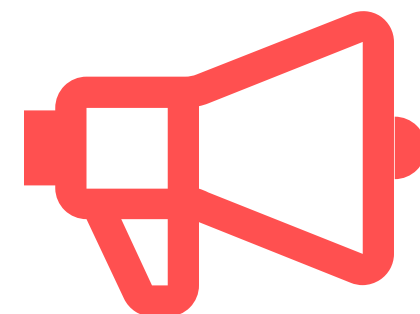
1



Time-Consuming

Creating your shop is just the beginning

2



Marketing Expertise

Mastering the art of spending money to make money

3



Team Expertise

Assembling a skilled team for a thriving online venture

4



Shop Security

Building and maintaining a secure online presence

CloudCart: Not Just Another eCommerce Platform

The Solution for Success

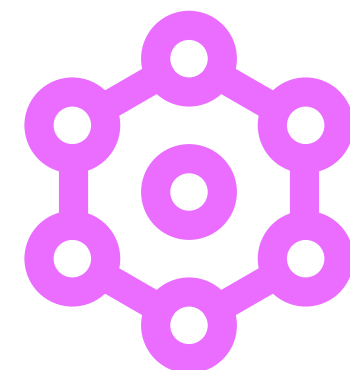
1



Turnkey Platform

All essentials for a successful online store, in one place

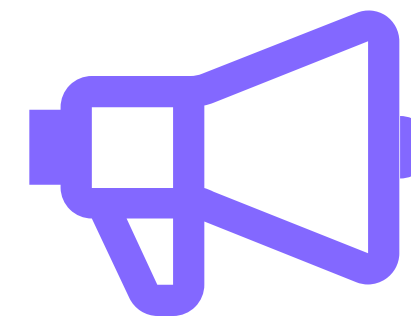
2



AI Digital Assistant

Enhance efficiency with intelligent, automated tools

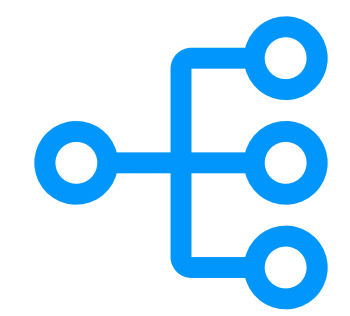
3



All-in-one Marketing

Our complete suite helps your brand grow effortlessly

4



Expert Ecosystem

Drive sales with select local eCommerce experts

The Ideal Customer Profile

Retailers with Vision to **Grow** Beyond €1M



Shop to Web

Transition your traditional store to the digital world



Online Shops

Struggling with technical issues and low sales



Ambitious Achievers

Brands with visions beyond €1M in sales

CloudCart Business Model

Grow Together

As your sales increase, so does your investment in our service – we succeed when you do

SaaS with a Twist

You pay a predictable fee, calculated as a small percentage of your revenue

No Human Support

The plan is designed as a do-it-yourself (DIY) model, with no human intervention unless scaling potential is identified, ensuring optimal resource allocation

50% of Revenue | 2% Churn rate

20% of Revenue | 1% Churn rate

30% of Revenue | 0% Churn rate

Starter Pack

€390 Billed Yearly

✓ €1 - 24 999 Revenue (6 Months)

CC Pro

€990 Billed Yearly

✓ €25 000 - €249 999 Revenue (6 Months)

Unicorn

€5990 Billed Yearly

✓ €250 000 - €499 999 Revenue (6 Months)

Revenue (6 months)	Price (Billed Yearly)
€250 000 - €499 999.5	€5 990
€500 000 - €999 999.5	€12 990
€1 000 000+	€15 990

Skyrocketing from Bulgaria

A **Global** Vision with Tangible Results

€2M

Annual Recurring Revenue
(ARR)

€200

Customer Acquisition Cost
(CAC)

5%

Lead-to-Close Rate
(LCR)

1%

Churn Rate
(monthly)

1600+

Paid Customers

€110

Average Revenue Per User
(ARPU)

€10,000

Customer lifetime value
(CLV)

Market Focus

Tapping into Germany's eCommerce Potential

Current Markets



1.64 billion
17,167 active stores



4.68 billion
54,223 active stores

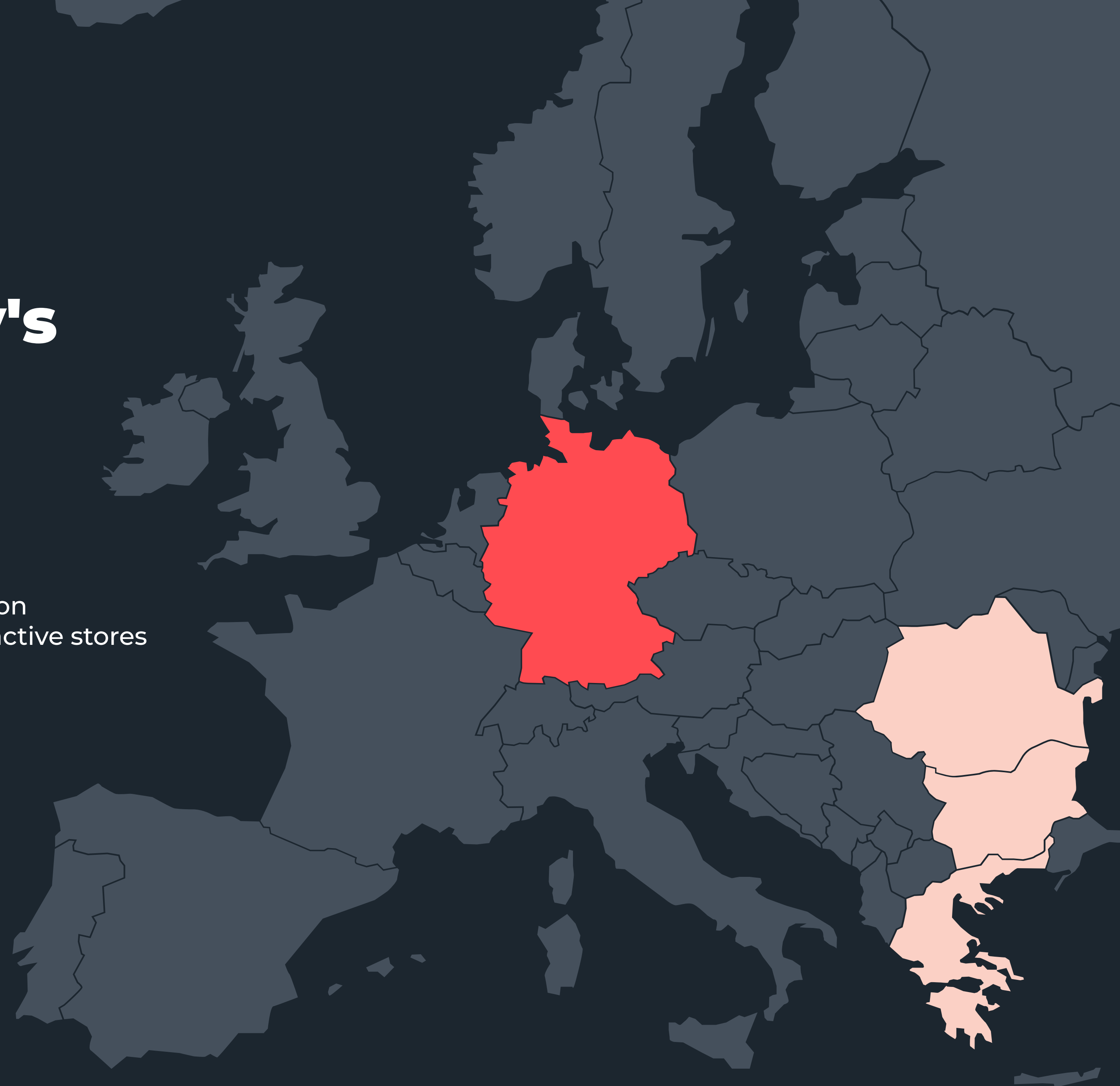


6.3 billion
58,620 active stores

New Market



127.5 billion
461,640 active stores



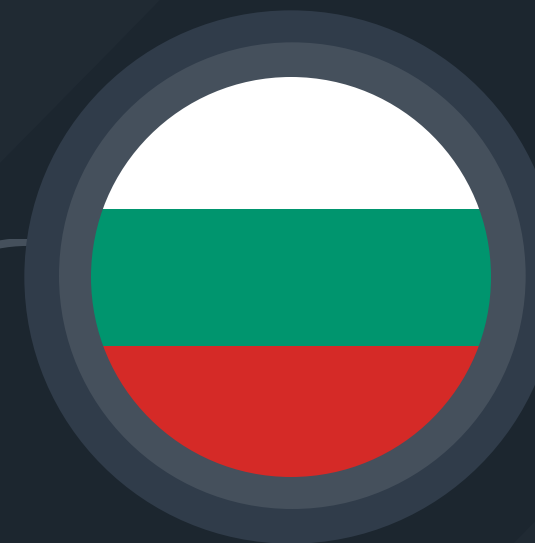
Company Structure



Board of Directors



Nikolay Iliev
CEO



Bulgarian Team

55 Employees



German Team



Lars Bauer
CEO - Cloudcart GmbH

Shop Hunting: Revolutionizing E-commerce Acquisition

Capturing High-Potential Retailers with AI

Shop Hunting



Target Elite Retailers
Focus on >€1M potential retailers



Automate Data Gathering
Swift, efficient website data extraction



Rapid Store Transformation
Transform sites within 8-16 hours



Revolutionary Presentation
Present ready-to-launch, improved stores



Direct Sales Strategy
Local Team

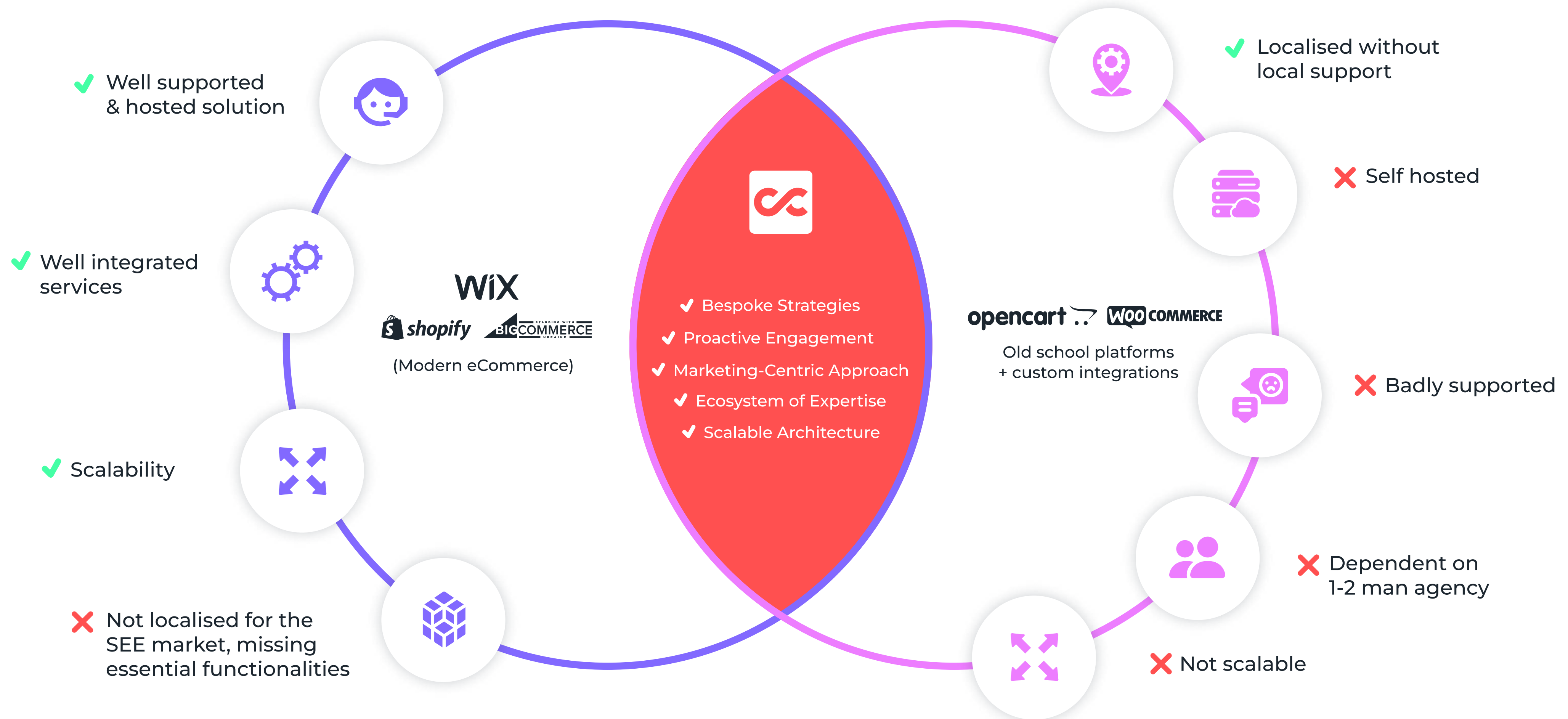


Local Distribution Network
Partners First



Rising Above the Rest

Revolutionizing eCommerce



Company Status and Funding Goals

Co-Founders



Shareholders



The Corporate Venture Capital Entity
Powered by
Raiffeisen Bank International



Pre-Series A Round (Q4 2023)

Targeting €3M confirmed investments of €850,000, building a strong foundation for our next phase



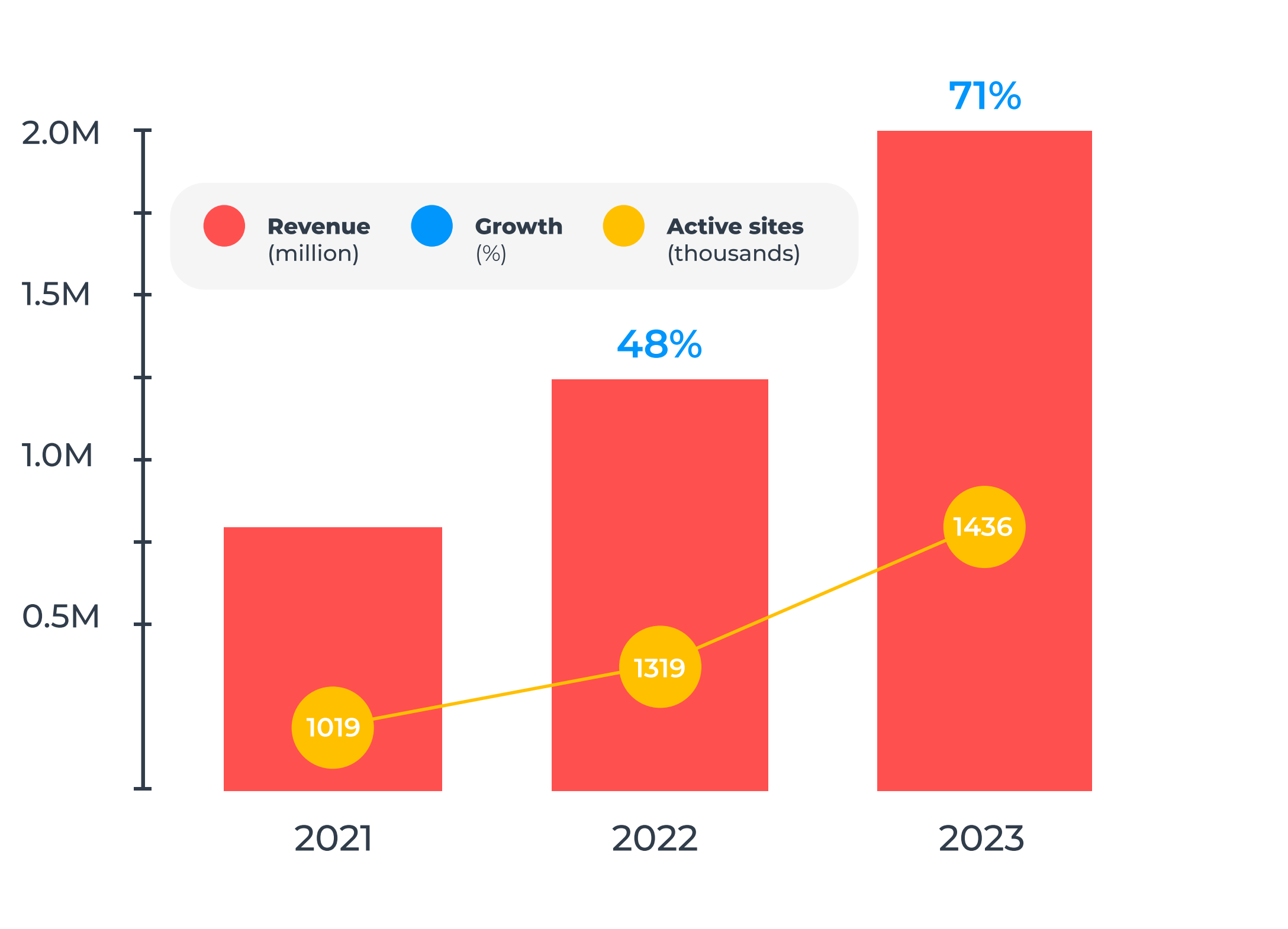
Series A Goals (Q4 2024)

Targeting €10M to accelerate growth and strengthen market presence

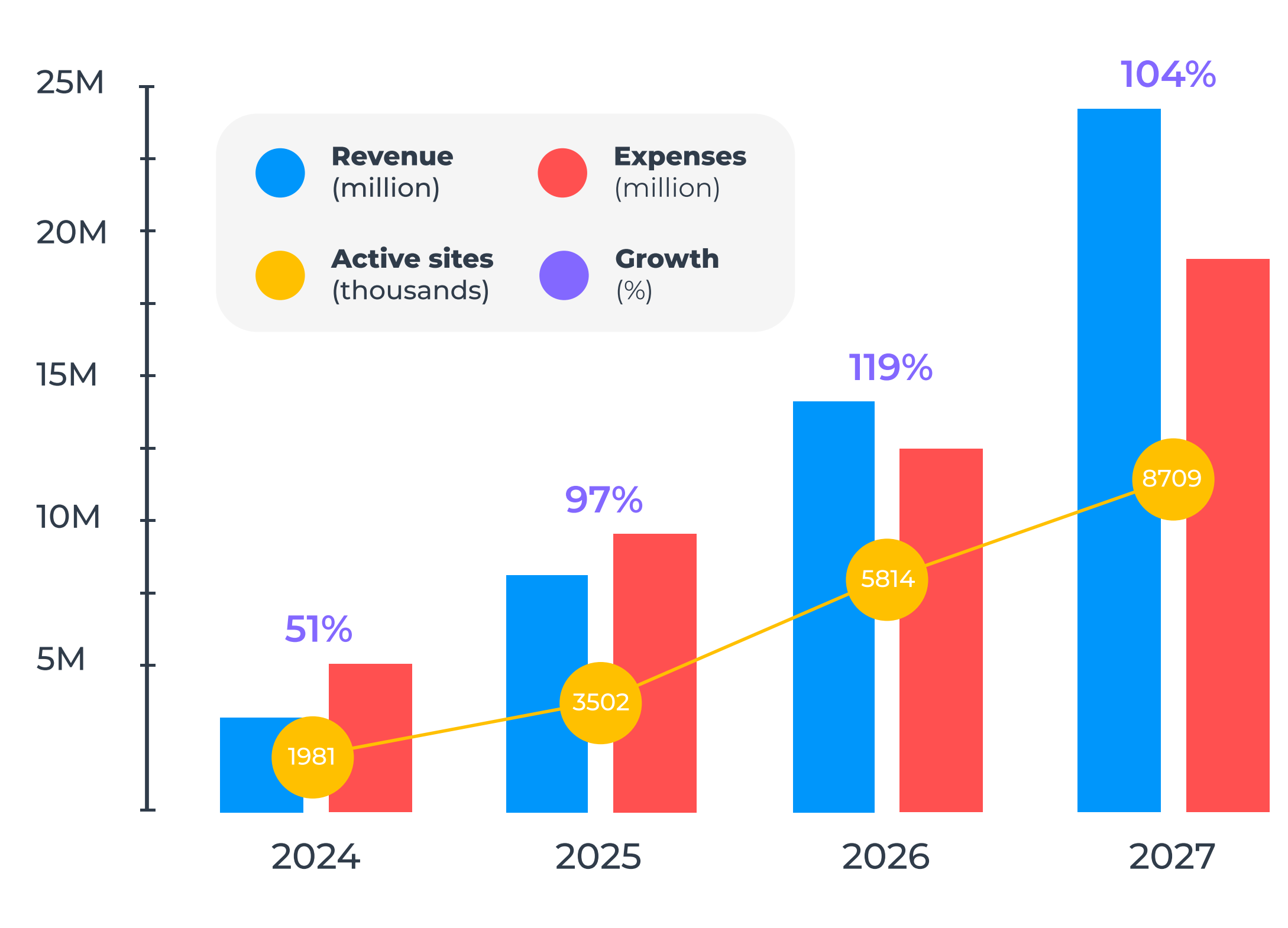
Successfully raised an additional €2 million in previous funding rounds

Future Finances

Scaling from Millions to Mastery



Current Yearly Revenue
€2 Million



Future Yearly Revenue
€25 Million

Ride the CloudCart Wave

Investment Ready to Soar

CloudCart isn't just another eCommerce solution—it's the future of agile, scalable online business. With proven success in emerging markets, a visionary team boasting a decade-long legacy in the eCommerce arena, and a strategy poised for rapid expansion, we represent a prime investment opportunity.

JOIN US*



*and be a part of the journey from regional champions to global game-changers.



When Opportunities are endless

 +359882919777

 n.iliev@cloudcart.com



Innovative DNA

Birthered from digital commerce visionaries with deep industry expertise



Marketing Mastery

In-built advanced marketing tools for stellar customer results, driving the essence of our platform



Impressive Track Record

€180K MRR, over 1,600 merchants, and €300M in merchant sales



Loyalty Manifested

A mere 1% churn rate, underscoring our unparalleled value



Global Ambition

A roadmap spanning Europe, the Middle East, and Asia

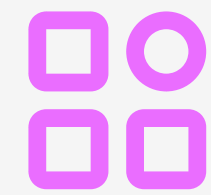


AI-Powered Insights

Harnessing artificial intelligence for predictive analytics and tailored shopping experiences

CloudCart **Pioneering Marketing-Driven eCommerce**

With CloudCart, you're not merely exploring a platform – you're stepping into a marketing-centric eCommerce revolution. Thank you for envisioning this transformative journey with us. Let's shape the future of online selling together.



Unified Ecosystem

More than software; an ecosystem of experts optimizing online sales



Redefining Standards

Setting new benchmarks in eCommerce with each innovation



Team Grounded in Expertise

Over 70% of our team boasts a decade or more in eCommerce



Financial Trajectory

Poised for 12x growth, targeting an ambitious €25M ARR



Investment Strategy

Gearing up for a €3M pre-Series A round, building to a pivotal €10M+ Series A



CloudCart Pioneering Marketing-Driven eCommerce

With CloudCart, you're not merely exploring a platform – you're stepping into a marketing-centric eCommerce revolution. Thank you for envisioning this transformative journey with us. Let's shape the future of online selling together.