



MAMENTA

Your Brand. **Everywhere.**

Disclaimer

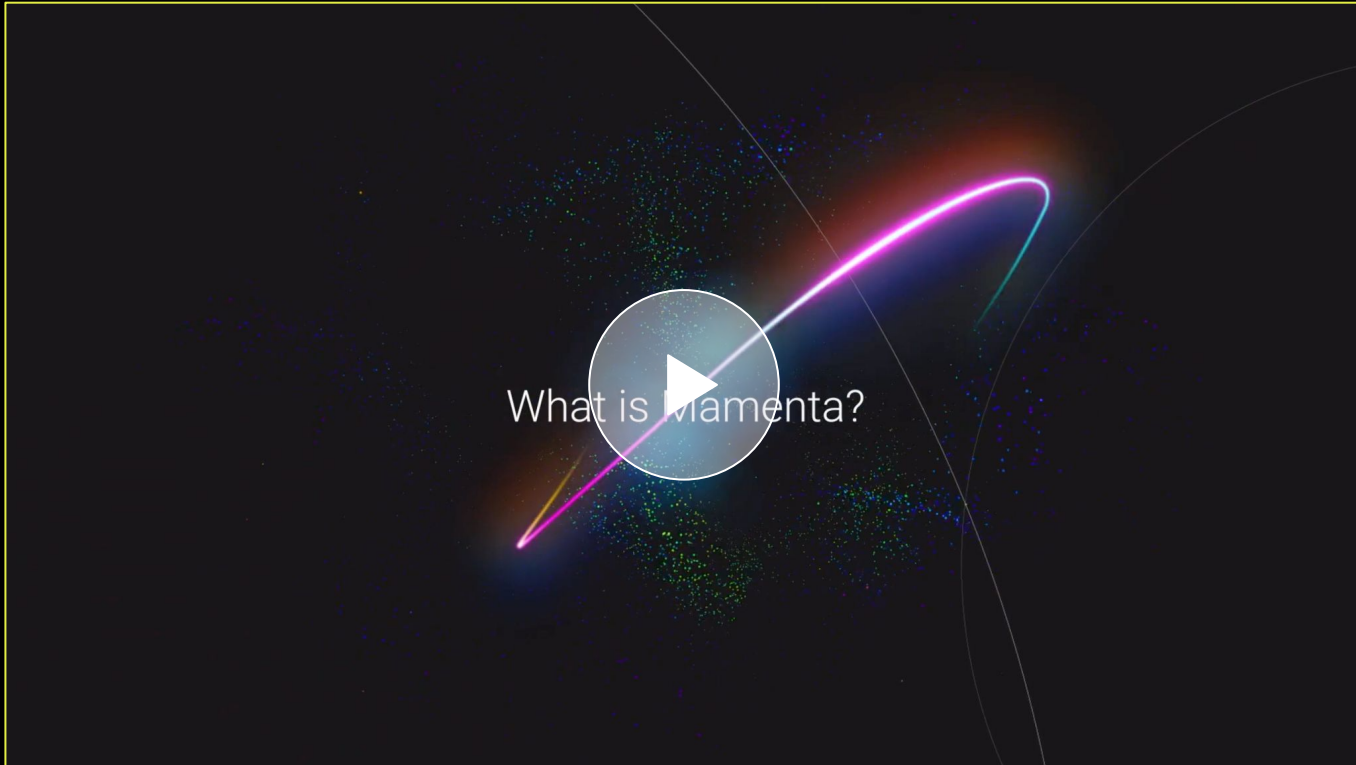
This presentation may contain forward-looking statements relating to future events and future performance. All statements other than those that are purely historical may be forward looking statements. In certain cases, forward looking statements can be identified by the use of words such as “may”, “will”, “should”, “expect”, “anticipate”, “believe”, “intend”, “project”, “plan”, “predict”, “assume”, “forecast”, “estimate”, “objective”, “possible”, “probably”, “likely”, “potential”, “speculate”, or other similar expressions.

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MAMENTA 101

Watch The Video



1-Pager



Founded: 2015

Employees: 7 US + 11 India

Office: Colorado HQ

Team:

Chad Epling, Founder and Chief Executive Officer
Former Onestop Internet, Webtrends, & Interwoven executive.

Josh Jenkins, Managing Director
Former Advantage Solutions executive, Josh has been with Mamenta over 4 years.

Ameet Kittur, Chief Technology Officer
With Mamenta since inception. Full-stack developer, engineer. Leads Mamenta's wholly-owned India subsidiary.

Brad Carlson, Chief Commercial Officer
Former Monotype and Onestop Internet executive. Brad has returned to Mamenta after working with the company in its early stages.

Future State:

- Doubling down on Social Selling with TikTok, Instagram and Facebook
- Expand the Mamenta digital download capabilities to include selling on channels like Roblox
- Add AI capabilities to the Mamenta Global Trade Platform leveraging systems like ChatGPT that will offer global eCommerce executives the ability to ask Mamenta questions about their global business

Mamenta is a B2B Software-as-a-Service (SaaS) company that offers an already developed and deployed enterprise solution that enables companies/brands to sell more on digital sales channels, globally. Mamenta's platform supports more than 600 eCommerce marketplaces in 70 countries, 75+ global supply chain partners, and most major PIM/ERP software platforms.

Pain Points: Brands struggle with channel expansion around the world (across >\$3 trillion of sales on global marketplaces), more than half of all eCommerce transactions are taking place on marketplaces. With globalization, brands are losing control of their brand identity, pricing, & customer experience. Brands are ill-equipped to access these channels, due to inadequate in-house skills or resources. Yet, too many brands have chosen to work internally through these challenges, resulting in little to no progress, slow time to market, and high CAPEX / OPEX that dwindles interest in future expansion.

Solution: To enable brands to win, Mamenta offers a global infrastructure platform that supports localized inventory, standardized data exchange, and a clear view of all supply chain components. The Mamenta Global Trade Platform is a global command center, providing listing management, robust reporting & performance data, inventory visibility and allocation control, and supply chain transparency. The same technology also allows a seller in one marketplace to sell on other marketplaces outside their home market without the need to leave the home marketplace's ecosystem.

Clients:



Business Model:

- Massive Market: TAM is trillions annually
- Sticky merchant relationship through integration, global infrastructure view & breadth of channels supported
- Monthly solution fee + % Transactional Gross Revenue
- Expect to be cash-flow positive by Q2 2025

Funding:

- Raising bridge: \$500k
- SAFE terms: \$25M cap, 15% discount
- Primary use of funds: Working capital, AP reduction, Team expansion
- Publicly audited books
- \$7m raised to date

Defensibility:

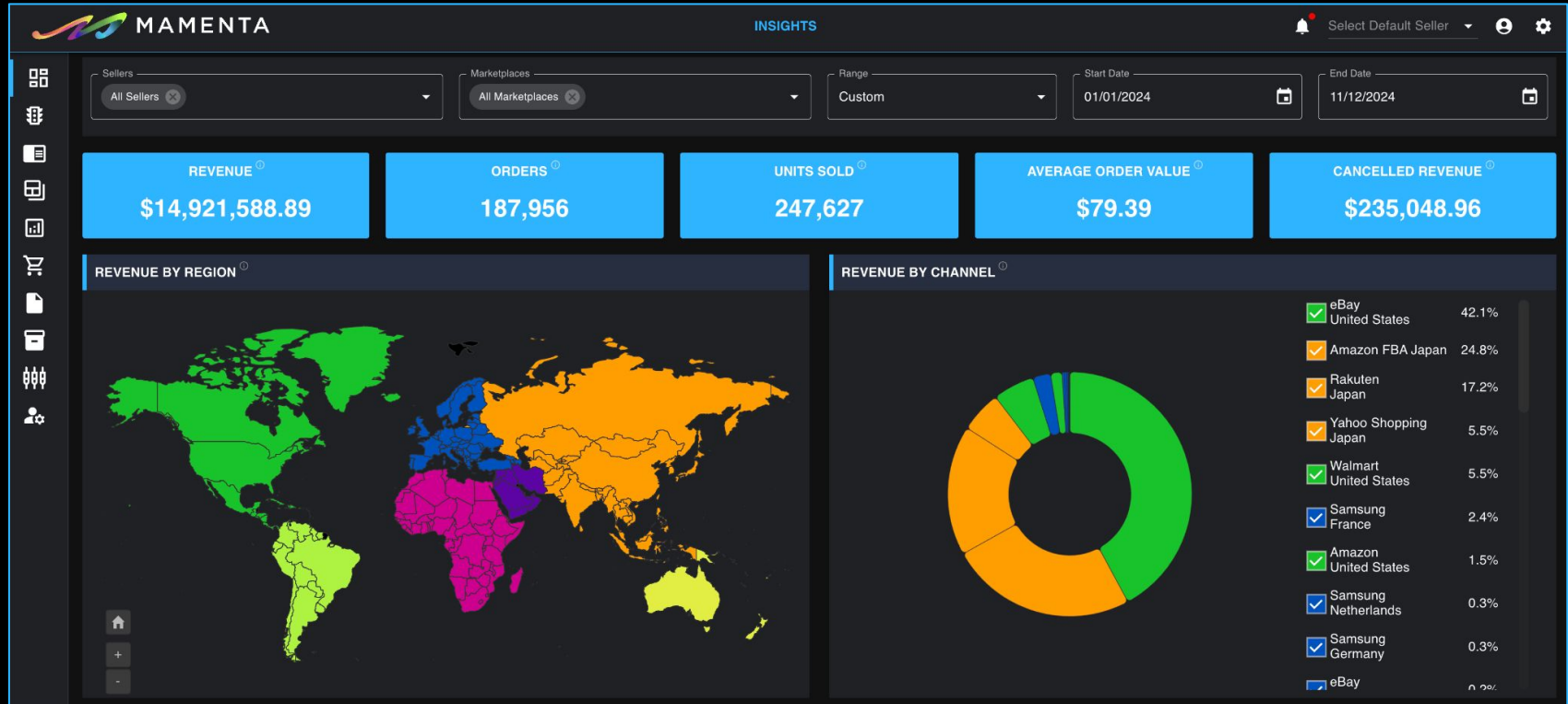
- Global infrastructure platform is more powerful than anything anyone else has, and has won Mamenta business from major enterprise brands
- Extensive knowledge on what it takes to win at global supply chain control
- Proactively consulting brands on how to expand channel coverage around the world
- Partnerships into marketplaces' tech backend are one-of-a-kind

5-Year Accrual Revenue:

2022	\$678K
2023	\$840K
2024	\$1.25M
2025	Good \$1.87M
Better \$2.65M	Best \$3.08M



Year To Date Sales



HAPPY MAMENTA CUSTOMERS

Mamenta NPS Score = 75

Company	Overall NPS
Harman International	9
McAfee	10
Samsung	8
Rakuten	9
NordVPN	10
Darley	7
Berkshire Hathaway	10
Global-e	10



SALES PIPELINE & LAUNCH SCHEDULE

Deals Needed To Get Into The Black

Account	Status	Company	Notes
NO	Pipeline	BitDefender	Launching on eBay / TikTok
YES	Closed	Harman International	Tracking to Q1 2025 launch on Macy's / Facebook / Instagram
YES	Pipeline	Harman International	In final stages of contract review. TikTok is projecting \$50,000,000 in GMV for the JBL product and Mamenta would make 5% on this GMV. The numbers for this project in the financial model are conservative and do not reflect the anticipated upside.
YES	Pipeline	Harman International	Launching Harman's brand JBL on Roblox will allow Mamenta to sell virtual products for a players avatar and also ship physical products to the real world.
YES	Pipeline	McAfee	Launching on TikTok / Facebook / Instagram
NO	Pipeline	Norton Antivirus (GenDigital)	Launching on eBay
YES	Closed	Samsung	Mamenta has turned Samsung.com into a marketplace enabling them to sell other brands like JBL. We just did a soft launch last week and planning on a January 2025 production launch.



INVESTMENT

Working Capital

\$175,000

- **\$45,000 monthly burn**
- **Get's Mamenta to profitability in Q2 2025**
- **Mamenta sees a spike in sales in Q4 and the realized revenue in Q1 that will further carry Mamenta to profitability**

2025 Accrual Revenue Definitions

Level	Revenue	Notes
Good	\$1,873,000	<ul style="list-style-type: none">→ All brands selling 2024 same store GMV in 2025 with no growth.→ Starting in March of 2024 and after a three month ramp an average of \$1,000,000 per month in GMV is projected to be processed on TikTok for Harman International.
Better	\$2,652,000	<ul style="list-style-type: none">→ All brands selling 2024 same store GMV plus 25%.→ Starting in March of 2024 and after a three month ramp an average of \$2,000,000 per month in GMV is projected to be processed on TikTok for Harman International.
Best	\$3,089,000	<ul style="list-style-type: none">→ All brands selling 2024 same store GMV plus 25%.→ Starting in March of 2024 and after a three month ramp an average of \$3,000,000 per month in GMV is projected to be processed on TikTok for Harman International.



SAFE INVESTMENT - \$175,000

Simple Agreement for Future Equity

Version 1.1

POST-MONEY VALUATION CAP WITH DISCOUNT

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Mamenta, Inc.

SAFE (Simple Agreement for Future Equity)

THIS CERTIFIES THAT in exchange for the payment by (ADD INVESTOR NAME) (the “Investor”) of \$ (the “Purchase Amount”) on or about 12/1/2024, Mamenta, Inc., a Delaware corporation (the “Company”), issues to the Investor the right to certain shares of the Company’s Capital Stock, subject to the terms described below.

This Safe is one of the forms available at <http://ycombinator.com/documents> and the Company and the Investor agree that neither one has modified the form, except to fill in blanks and bracketed terms.

→ The “Post-Money Valuation Cap” is \$25,000,000.

→ The “Discount Rate” is 85%.

See Section 2 for certain additional defined terms.



TARGETED MAMENTA FOR ACQUISITION

K1 / Logicbroker

PE firm K1 targeted Mamenta for acquisition and rollup in January of 2024



Logicbroker Secures \$135 Million from K1 to Modernize Digital Commerce Fulfillment

Press Release

SHELTON, CT | October 26, 2021

Logicbroker to use investment to expand its category leadership in global drop ship and marketplace automation

Logicbroker, the only cloud-based eCommerce platform to offer full drop ship and marketplace functionality to suppliers, retailers, brands, and 3PLs, today announced that it secured more than \$135 million in investment from **K1 Investment Management** ("K1"). K1 is a leading investment firm focused on high-growth enterprise software companies globally.

"Partnering with K1, a team that shares our passion for modernizing digital commerce, allows Logicbroker to scale globally," said **Peyman Zamani, CEO at Logicbroker**. "With K1, we will continue to deliver the latest technology and solutions to our customers and help them succeed wherever they choose to sell and however they choose to ship."



Cymbio

Private Israel based company targeted Mamenta for merger in March of 2024

CYMBIO RAISES \$20M IN SERIES B FUNDING!

Published on November 17, 2021

Share:  

Cymbio Raises \$20M Series B to Help Brands Navigate the New Era of Commerce

Seven months out from Series A, we've tripled our business and customer base!

Today, we're proud to announce our Series B funding round of \$20 million, led by Corner Ventures, with additional participation from existing investors Udi Angel, Vertex Ventures, Yuval Tal (founder of Payoneer) and new investors Chris North (ex-Amazon MD) and Jeff Weiser (ex-Shopify CMO).



MRM Commerce

Mamenta was targeted by the services arm of MRM Commerce in April of 2024 as they looked to enhance their business with Mamenta's technology stack



The image shows a screenshot of an advertisement for MRM Commerce. The background is a dark, textured blue. In the top left corner, the letters "MRM" are displayed in a light blue, sans-serif font. In the top right corner, there are three vertical white bars of varying heights, resembling a mobile menu icon. The main headline is centered and reads "Driving sustainable growth for people, the planet and your business" in a white, sans-serif font. Below the headline, there is a paragraph of text in a smaller white font: "The days of online and offline are in the past. In fact, there's no line at all anymore. Today, shoppers demand fast and free shipping, contactless pickup and a seamless user experience. Simple, right? We think so." In the bottom right corner, the MRM Commerce logo is displayed, consisting of a stylized green and blue graphic element followed by the text "MRM Commerce" in a white, sans-serif font.



Amaze

In July of 2024 a VC group worked to merge Mamenta and Amaze into an SPV to then take public via a reverse merger with a currently listed company on the NYSE

Fast-growing Amaze acquires Spring in landmark deal to accelerate creator commerce



amaze

NEWS PROVIDED BY

[Amaze](#) →

08 Nov, 2022, 15:00 ET

SHARE THIS ARTICLE

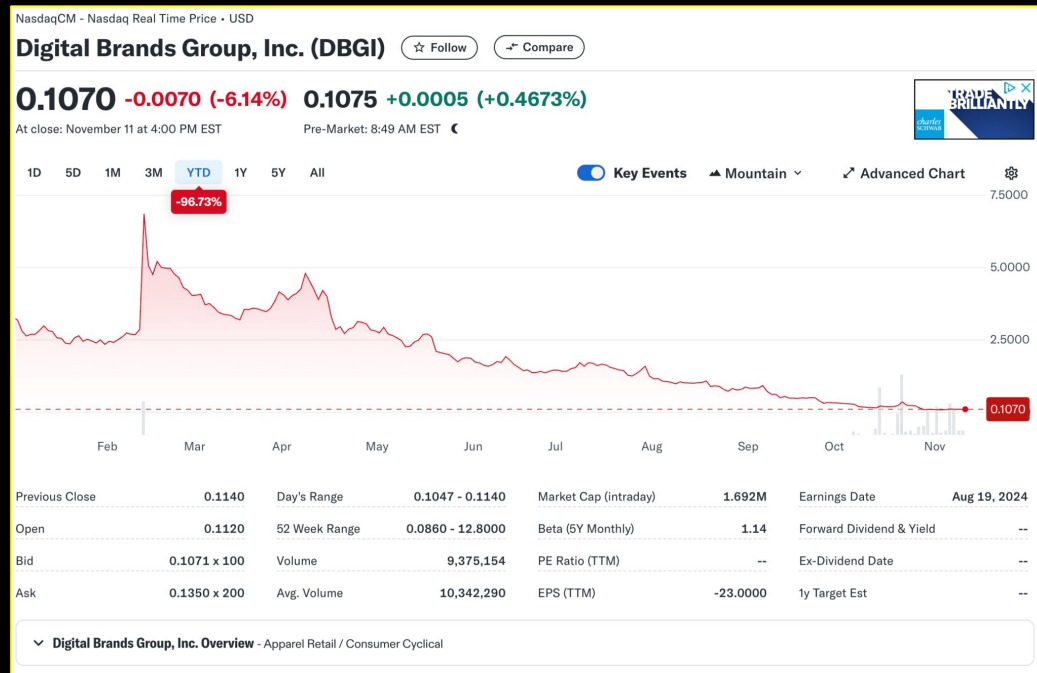


SAN FRANCISCO, Nov. 8, 2022 /PRNewswire/ -- Amaze Software Inc. is excited to announce the acquisition of Spring's best-in-class merchandising platform.



Digital Brands Group (DBGI)

In October of 2024 a third party investment group worked to take Mamenta public via a reverse merger into Digital Brands Group



Bravo Multinational Incorporated (BRVO)

In November of 2024 a third party investment group worked to take Mamenta public an OTC deal with Bravo Multinational Incorporated



REFERENCES

References



“

Mamenta has been powering our global marketplaces since 2018. Their platform works for any business trying to manage multiple marketplace listings and customer communications across the world from a single user interface.

”

David Sparto,
VP Global eCommerce



References



SALSIFY

“

We are excited to partner with Mamenta to offer our joint clients a comprehensive solution for optimizing speed to market and sales performance across their truly impressive network of global marketplaces. This collaboration aligns perfectly with our commitment to helping brands deliver exceptional product experiences across the global digital shelf.

“

Joe Gaudreau,
VP Corporate Development



References | Coupang

“

Through this partnership with Mamenta, sellers will be able to connect just as easily to customers in Korea as those in their local market. Cross-border commerce has never been easier. With Mamenta's impressive network spanning over 70 countries, this is a terrific opportunity for Coupang to onboard top-notch sellers and for our customers to enjoy more of the high quality products and service they have come to expect from Coupang.

”

Gerald Hoe,
Head of Global Marketplaces



References



“

Mamenta's unique technology enables McAfee to control our digital download process while maintaining consumer privacy. We have greater continuity in our Brand messaging and advertising across our global digital channels utilizing their system and teams.

“

John Millis,
GM Global Sales



References | esw.

“

This partnership provides a game-changing advantage for global direct-to-consumer ecommerce brands. Through a single integration, Mamenta and ESW will offer brands a powerful combined solution to accelerate and exponentially expand reach and revenue through a direct channel or on global marketplaces. Both options enable brands to enter new markets more quickly and efficiently, and begin generating revenue without significant capital expenditures.

“

Patrick Bousquet-Chavanne,
President & CEO Americas



References | Nestlé

“

Mamenta made it easy for Nestle to expand to new global markets. With the Global Trade Platform we are able to connect our distributors inventory and manage our marketplace presence without the need to invest significantly in developing extensive local infrastructure.

“

Jeff Vandine,
Category Manager



References

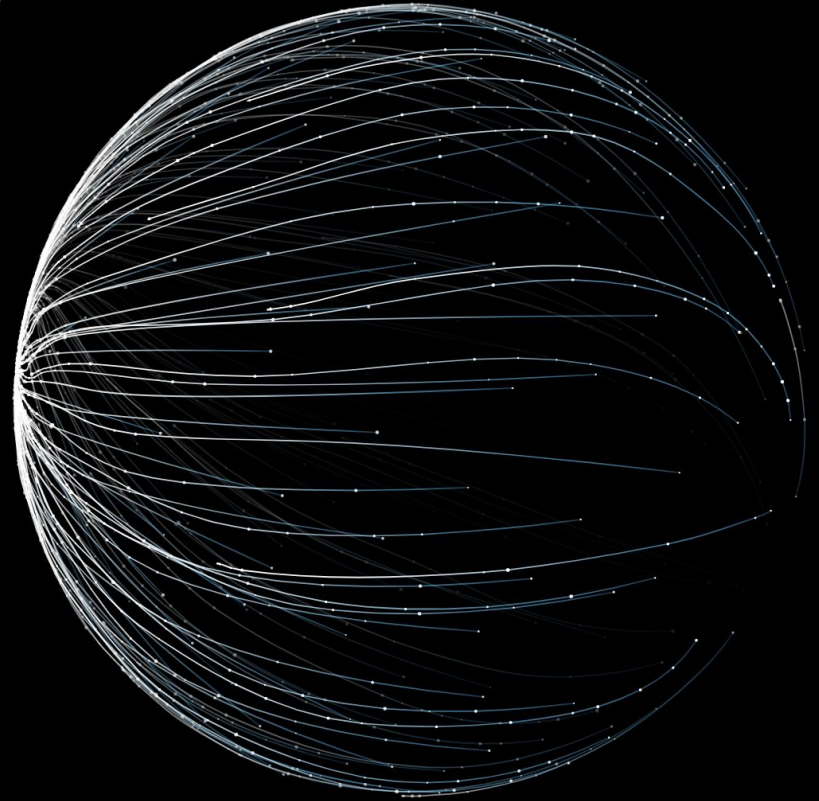


“

The combined Zonos + Mamenta solution is one of the most powerful combined applications in global cross-border commerce. We are excited to deliver this elevated value to our customers around the world.

“

Daniel Johnson,
Chief Revenue Officer



References | Rakuten

“

We chose Mamenta as our official technology partner to enable cross-border trade for brands in countries we support who wish to be on Rakuten marketplaces. With Mamenta, we are able to expand our seller base and introduce significant automation to our integration and operation processes.

“

Darach Ellison,
EVP Strategy and Finance



References



“

Our partnership with Mamenta has resulted in a highly efficient and scalable digital download solution, which we are proud to offer in the APAC and EMEA regions. This solution was implemented with a focus on providing a user-friendly experience to buyers on global marketplaces. Mamenta has allowed us to deliver real value to our global customers.

“

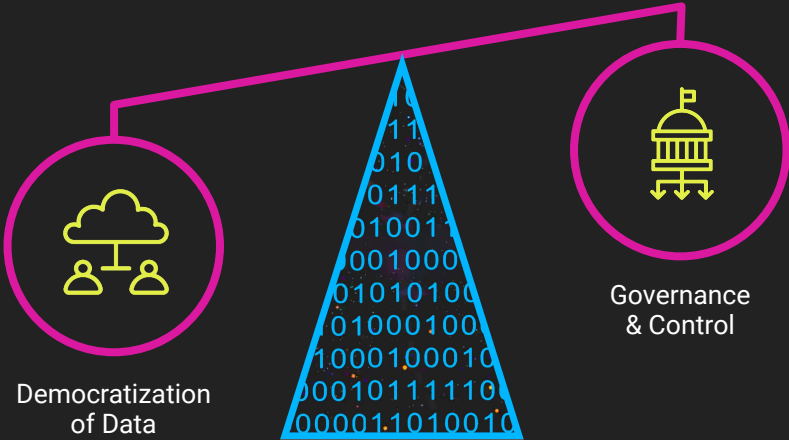
Lukas Jakubonis,
GM Global Sales



DATA PRIVACY

Global Data Governance

All companies are data companies. The Mamenta platform offers centralized and consistent data protection and governance for your brand data across our platform.



Live International



Live Europe



Live California



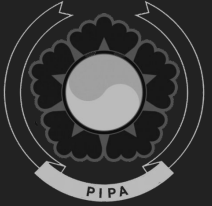
Live International



2025 Japan



2025 India



2025 South Korea



2025 Brazil



Thank You



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