



Simplifying wholesale operations.

Ben Choe, CEO
ben@inlinedigital.io
April 2019 - Confidential

PROBLEM

Wholesale is the most effective method for brands to grow business...

\$7.68 Trillion

Durable Goods Revenue
2016 Wholesale, U.S.

+1.9%

Annual Growth
2018 Wholesale, U.S.

66%

of Omni-Channel Brand
Revenue from Wholesale

but is **ANTIQUATED, EPHEMERAL, and CONVOLUTED.**



Manual Data Entry
Prone to Human Error
Minimal Analytics



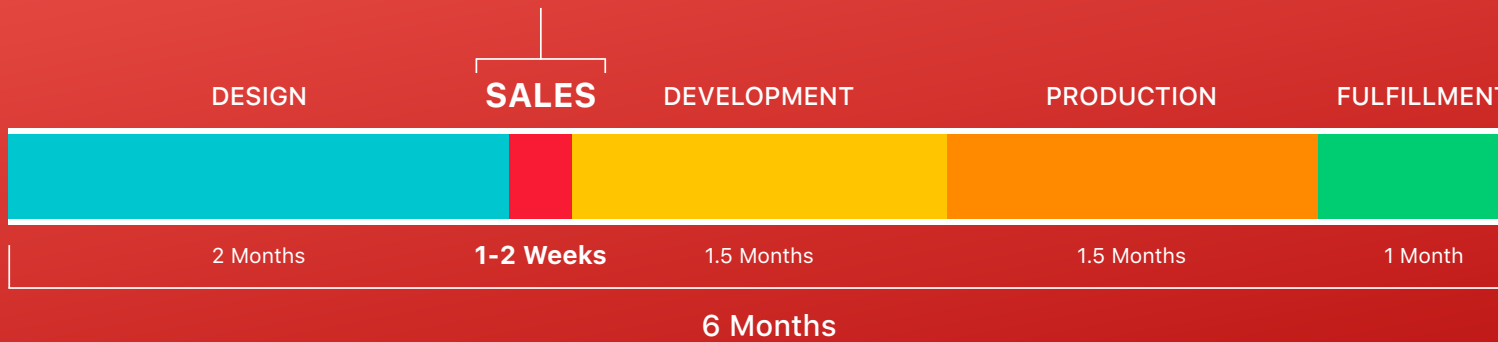
3-7 Day Selling Periods
Tradeshows & Market Weeks



Design, Sales, Development,
Production, Fulfillment, & more

WHOLESALE LIFECYCLE

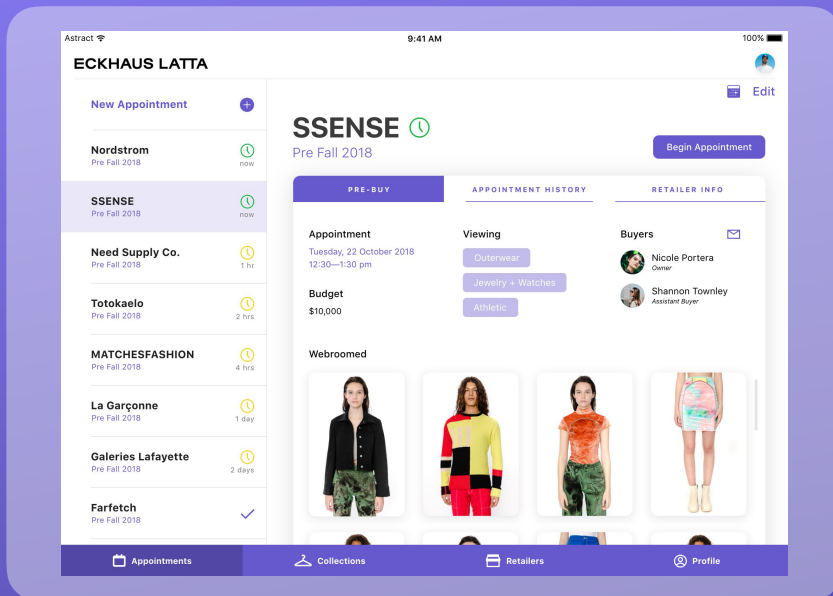
Sales is the most crucial segment, but conducted in the shortest amount of time entirely through **e-mail, handwritten orders, & Excel.**



Apparel brands are losing **\$50 Billion** a year in dead inventory costs alone (U.S.) due to lack of analytics and inefficient sales methods.

SALES SOLUTION

Inline streamlines sales appointments, centralizes client relations & automates invoices



REDUCE APPT. TIME

 **50%**

INCREASE # OF APPTS.

 **33%**

GROW REVENUE

 **20%**



REAL-TIME
ANALYTICS

SALES APPT. [without inline]



[15+ min]

Client enters showroom
Discusses wants & needs

+



+

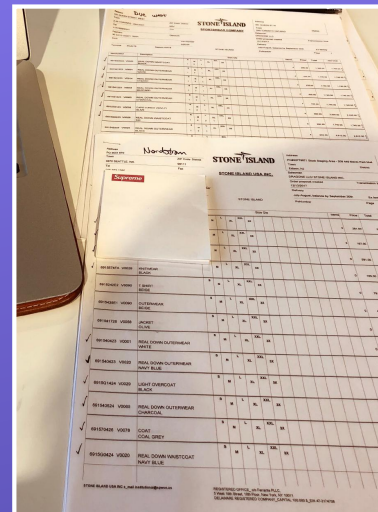
[30+ min]

Reviews product
line for the first time



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Manually records
order on paper or Excel

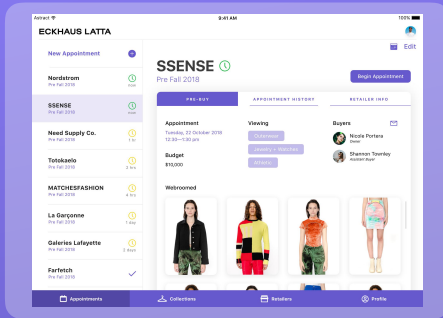


Total: 45 - 120 min

Physical, non-visual invoice sent
+1-3 days after appt.

SALES APPT. [with inline]

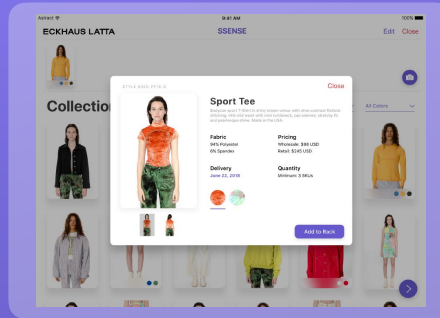
BEFORE APPOINTMENTS



[0 min]

Import products, client info & appt. list
Share digital product line with clients

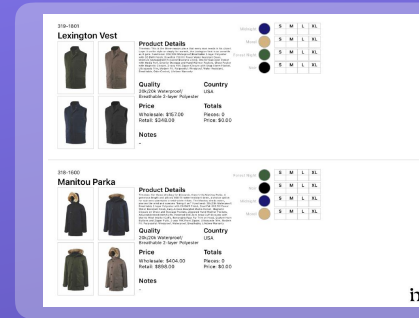
DURING APPOINTMENTS



[10+ min]

Add products to virtual rack

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Total: 10 - 30 min

Instant visual invoice (PDF or CS)
Real-time analytics & order history

LINKS

[Product Demo](#)

[Example Visual Invoice](#)

WHOLESALE LANDSCAPE

USER EXPERIENCE

Unintuitive, antiquated design requires rigorous training & customer support

Order Date: 03/30/2017 Total Qty: 69
Ship Date: 04/09/2017 Cust PO: 39093/Caps for Fly In
In-Hands: 04/11/2017 Rep: Mary Wilson

Pricing
Total Prod \$ \$591.00
Total VAS \$ \$150.00
Total Dec \$ \$357.00
Discount % \$0.00

Design 24140 - DENTON AERO CLUB

INTEGRATIONS

Unreliable integrations across softwares
Up to 8 softwares used



AFFORDABILITY

\$1,000 - \$50,000+ per software (annual)
\$34,000~ per trade show & market week



SUSTAINABILITY

\$50 Billion in dead apparel inventory annually (U.S.) due to lack of analytics



PRODUCT ROADMAP

SALES



Q4 2019 — 50 Paying Clients

CLIENT CONNECT



DEVELOPMENT



2020

PRODUCTION



FULFILLMENT



2022

DISTRIBUTION



IN-PROGRESS

- Digitize product collections
- Automate invoice creation
- Centralize appts. & client info
- Real-time analytics & visualizations
- Communicate w/ clientele

- Aggregate raw material vendors
- Forecast cost per product from sales
- Calculate production lead times
- Compare seasonal analytics
- Communicate w/ vendors

- Track & confirm orders
- Generate shipping labels
- Verify inventory
- Communicate w/ distributors



REAL-TIME
CLOUD SYNCING



CROSS PRODUCT
ANALYTICS



ELIMINATING
INTEGRATIONS



FLEXIBLE
PRICING MODEL

TEAM



GRANT LACY
COO

BOF **ECKHAUS**
LATTA
USC Marshall



BEN CHOE
CEO

ALEXANDER **STONE ISLAND**
WANG
USC Iovine and
Young Academy



RILEY TESTUT
CTO

DELTA **MIRA**
USC Viterbi

ADVISORS



ZOE LATTA
Co-founder, CEO
Eckhaus Latta



DUSTIN LEWIS
Senior Sales Manager
Stone Island & M5 Showroom



ERIC POSEN
Co-founder, CPO
Naritiv, Inc. (Acq. 2017)

FUNDING & AWARDS

Incorporated July '18

Delaware C-Corp

SEQUOIA 
SCOUT FUND

 **BREAD VENTURES**

\$63,000

INNOVATION
award
LVMH

2019 TOP 30 FINALIST
[ongoing]



TAMID TANK
2018 WINNER

“The *holy grail* of the [wholesale] industry will be integration of value add services that remove friction in the consumer and supplier journey through effective use of data analytics at scale.”

McKinsey
&Company

| State of Fashion Report 2019
McKinsey & Co. + Business of Fashion