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SUPPL-EUROPE

The B2B marketplace for 100% European sourcing

“The Missing Link” — 7 sector platforms, 1 single architecture

PITCH DECK · 2026–2031 HQ: Sophia-Antipolis, France Confidential document

European sourcing is broken

Europe has the industrial base; finding the right manufacturer is still an obstacle course.

1

Invisible manufacturers

Europe's best producers have no B2B digital presence. Impossible to find without a network.

2

3–6 month search

Costly trade shows, informal networks, trial and error. A disproportionate investment for an SME.

3

Uncovered risk

Quality, non-delivery, non-compliance: no structured recourse outside the courts.

4

CSRD impossible

Documenting the supply chain with certified EU suppliers: urgent need, unmet.

Why now

A regulatory and cultural window driving European purchasing.

CSRD 2025

Mandatory supply-chain documentation

+23 %

"Made in Europe" mentions in B2B purchasing briefs (2022→2024)

68 %

of EU B2B buyers search for suppliers online (Forrester)

47 %

of EU companies want to cut non-EU purchasing within 3 years

EU industrial policy (REPowerEU, ERDF, BPI, InvestEU): a 100% European marketplace aligns with sovereignty priorities.

The SUPPL-EUROPE solution

A sector-focused B2B marketplace — free during launch, secured, and AI-assisted.

7 vertical platforms, 1 single architecture.

Connects European SMEs to exclusively European manufacturers, with accessible MOQs from 50 units. One tech stack, one AI engine and one Trade Assurance framework shared across all 7 verticals.

EU **100% European** Every supplier is an EU manufacturer/producer — a direct answer to CSRD and "Made in Europe".

TA **Trade Assurance** Every transaction secured (delivery, quality, compliance). Mangopay escrow, licensed brokerage.

IA **Turnkey + AI** Complex sourcing delegated end-to-end; automatic AI suggestions (Claude API + RAG).

The 7 platforms

suppl-.eu — sequential rollout: 4 live by end 2027, all 7 by end 2028.*

Cosmetics
suppl-cosmetique.eu

Fragrances
suppl-parfums.eu

Textiles
suppl-textile.eu

Home décor
suppl-deco.eu

Pet food
suppl-petfood.eu

Toys
suppl-jouets.eu

Premium food
suppl-alimentaire.eu

1 architecture
AI · MOQ ≤ 50 · 5 languages

A vast, addressable market

Intra-European B2B sourcing across 7 high-demand sectors.

~€80bn

TAM — total EU market (5 pilot verticals)

~€20.5bn

SAM — addressable digital segment

€173.6M

2031 GMV target — < 1% of SAM

~730,000 potential professional buyers in Europe (7 verticals) · SUPPL target: **27,000 active by 2031 (≈ 3.7%).**

Business model

Progressive take rate + 3 complementary revenue pillars.

Take rate: 0.75% in 2027–2028 (Trade Assurance only, free platform) → **5.75%** from 2029 (5% commission + Trade Assurance)

1

Trade Assurance (mandatory)

3% supplier premium; SUPPL keeps 25% = 0.75% of GMV. Mangopay escrow, ORIAS-licensed brokerage.

2

Turnkey Service

Delegated sourcing: €1,500–8,000 fees + 3–8% commission + quality inspection. Live from day one.

3

Platform monetization (2029+)

5% commission · supplier plans €49/99/299 · buyer Plus €29 / Pro €79 · BNPL, advertising.

Uncharted territory

Faire & Ankorstore proved the model — for wholesale, not industrial sourcing.

	Faire	Ankorstore	SUPPL-EUROPE
	2017 · > $7bn	2019 · €1.75bn	2026 · seed stage
Buyers	Retailers (global)	Retailers (EU)	Brands & manufacturers
Transaction	Finished goods for resale	Finished goods for resale	Sourcing · components · manufacturing
TA · Turnkey	No · No	No · No	Yes · Yes

Sequential rollout

One MVP per vertical + a dedicated team hired one month before each launch.

1	2	3	4	5	6
Q4 2026	**Q1 2027**	**Q2–Q3 2027**	**End 2027**	**2028**	**2029+**
Cosmetics MVP · founding team · 80 pilot suppliers	Cosmetics rollout · Series A · first orders	Fragrances + décor · AI live (Claude API + RAG)	4 platforms live · 1,500 buyers	Series B · all 7 platforms live · 5 languages	Platform monetization · EBITDA positive · exit

AI-industrialized acquisition: Clay · Apollo · PhantomBuster · Instantly · Taplio · Waalaxy · Make (~€350/month/vertical).

Solving the chicken & egg

Liquidity before volume — concentrate, don't scatter.

OF

1 · Supply first

Alexia's contacts → 80–100 curated manufacturers covering every cosmetics component need. Concierge onboarding.

DM

2 · Demand

Free concierge + Trade Assurance: “source in the EU, risk-free”. Transaction data captured from day 0.

FR

3 · Beachhead: France

Two-sided density (Grasse / Cosmetic Valley) before Italy, Spain, DACH. Density beats coverage.

The “magic moment”: the buyer receives **3 verified quotes within 48h**, transaction protected. Until this is achieved, nothing else matters.

The acquisition machine

A predictable growth engine, replicable vertical by vertical.

Outbound

Clay + Apollo → Instantly + Waalaxy, orchestrated by Make. Offer: free concierge.

Content & social

Founder-led (Frédéric) on LinkedIn; TikTok/Instagram for indie founders.

Trade shows & communities

Cosmoprof, in-cosmetics, Cosmetic Valley — recruiting both sides.

Two-sided referral

Suppliers ↔ buyers. The #1 proven lever at Faire & Ankorstore.

Vertical Launch Playbook — 90 days

1. **D-90 → D-30** Seed 80–100 suppliers (network + federations)
2. **D-30 → D0** Buyer outbound (concierge) + social content
3. **D0 → D+90** Trade shows · referral · first protected transactions
4. **D+90 →** Self-service + AI · replicate to next vertical

Acquisition economics

Bottom-up CAC vs LTV — healthy unit economics.

≈ €150

Buyer CAC, fully loaded (steady state) · ~€90 marginal

≈ €245

Supplier CAC, acquisition phase · seed via network ≈ €0

€1,725

Gross buyer LTV

11×

LTV / CAC

4 months

CAC payback

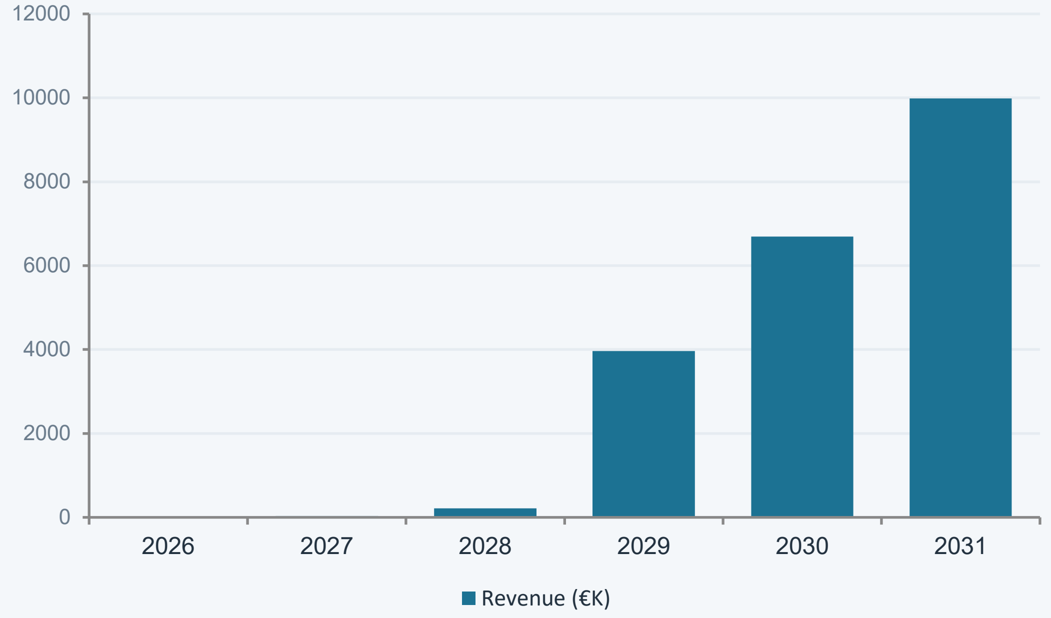
~200×

GMV / CAC (lifetime)

Bottom-up: allocated marketing + GTM tools (€350/month/vertical) + loaded acquisition labor. Supply acquisition is front-loaded; free-phase CAC recouped from 2029.

Financial trajectory

Base Case (excl. subscriptions) — EBITDA positive from 2029, self-funded model.



€173.6M 2031 GMV

+€181K 2029 EBITDA

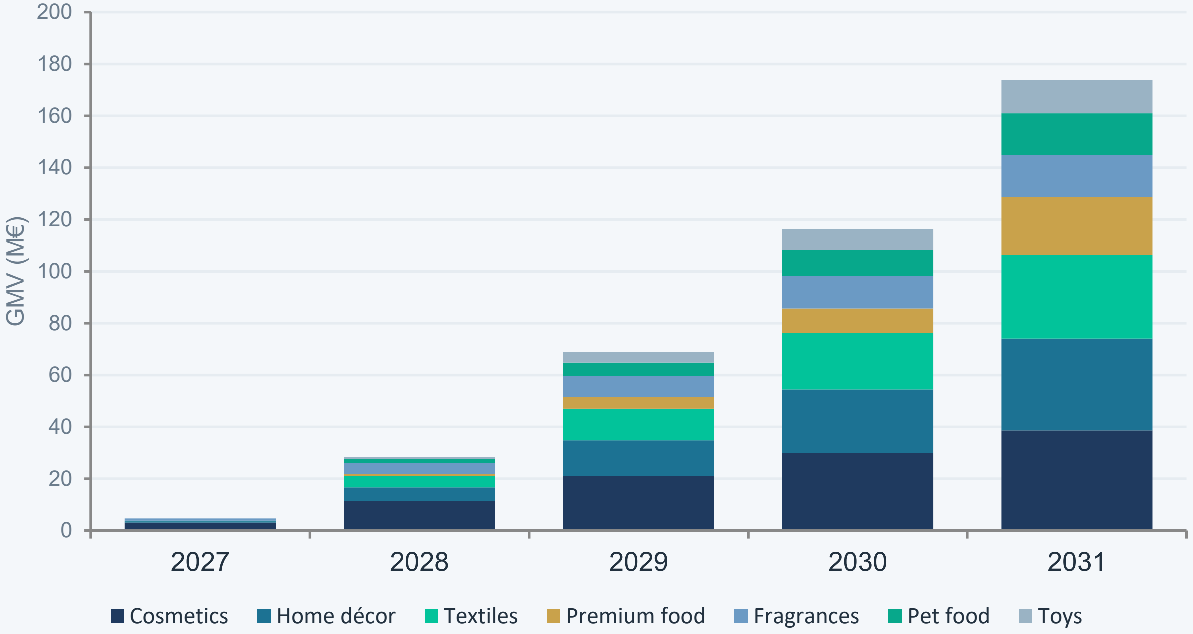
+€1.52M 2031 EBITDA

+€3.4M 2031 cash

EBITDA (€K): -197 · -1,166 · -2,353 · +181 · +1,258 · +1,518 (2026→2031)

GMV build by vertical

€173.6M by 2031, diversified — no dependence on any single vertical.



Cosmetics

beachhead — 22% of 2031 GMV

6 other verticals

reuse the single architecture

Shared suppliers

onboarded once, serve all

The numbers that matter

Growth, profitability and capital efficiency.

Unit economics: Buyer CAC ~€150 · LTV/CAC **11×** · Payback **4 months** · GMV/CAC **~200×**

GROWTH & PROFITABILITY

~147%
GMV CAGR 2027–2031

5.75%
Take rate (mature)

Year 3
EBITDA positive (2029)

64–88
Rule of 40 (2031–2030)

CAPITAL EFFICIENCY

€4.15M
Total capital raised

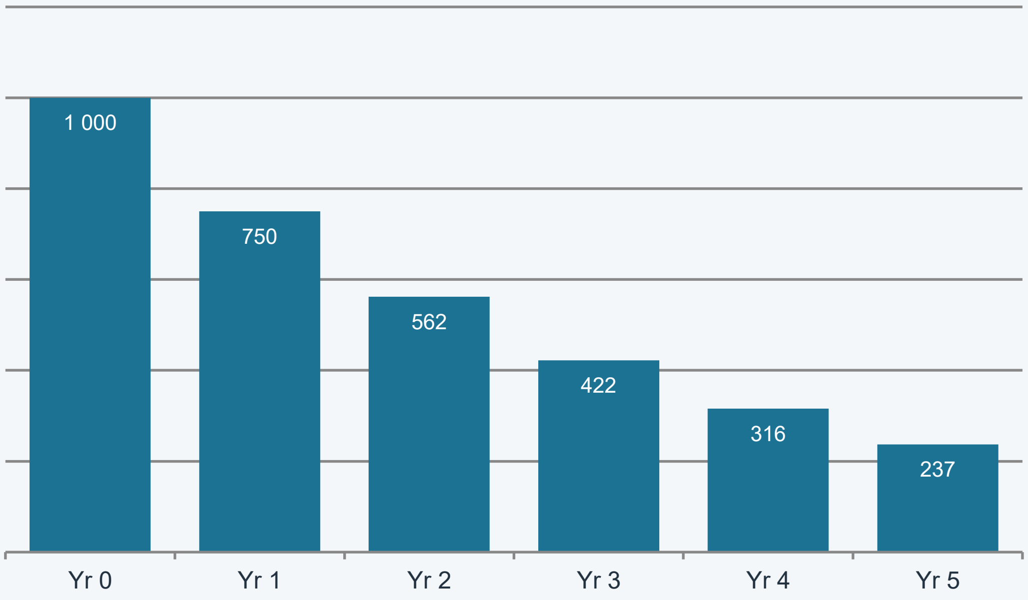
~42×
GMV / € raised (2031)

~75 %
Contribution margin

~€3.7M
Cash burn to breakeven

Cohorts & retention

A recurring buyer base — revenue predictability.



75 %
Annual retention

~4 years
Average lifetime

€1,725
Gross LTV / buyer

~69 %
2031 buyers recurring

LTV is realized over the lifetime; retained cohorts make ~69% of 2031 revenue recurring (installed base).

A team that has operated at scale

Frédéric Ganneval

CEO & Co-founder

25 years of marketing at leading fragrance houses. Co-founder of Artenice Int'l Research Institute (140 employees, FR/USA/Brazil).

Thierry Gozlan

Co-founder · CFO/COO

Head of Innovation at Virbac (36 countries, 6,400 employees).

Alexia Kalpakdjian

Head of Supply EU

European supplier contacts and major experience.

Mathieu Alengrin

UX/UI Designer

Former engineering lead at Vestiaire Collective.

A strategic partner

RÉPUBLIQUE FRANÇAISE
Liberté
Égalité
Fraternité

Inria

The funding plan

Self-funded plan — cash always positive (low point +€119K).

Pre-seed

€450K

Sept 2026

Incl. €150K non-dilutive (BPI + local grants). Cosmetics MVP, brand, structuring.

Series A

€1.2M

March 2027

First verticals rollout, dedicated teams, Trade Assurance, AI.

Series B

€2.5M

Jan 2028

All 7 platforms, 5-language localization, European expansion.

Closing cash: +€253K (2026) · +€287K (2027) · +€433K (2028) · +€614K (2029) · +€1.9M (2030) · +€3.4M (2031).

Valuation & exits

Three liquidity paths by 2030–2032 (comparable multiples, indicative).

A

Strategic acquisition

B2B e-commerce player, industrial group or marketplace targeting EU sourcing.

EV **€73–101M**

Pre-seed MOIC **~12–16×**

PE

PE Growth buyout

Backing of a profitable, growing platform.

EV **€50–68M**

Pre-seed MOIC **~8–11×**

IPO

Euronext Growth IPO

European market for innovative SMEs, established profitability.

EV **€64–91M**

Pre-seed MOIC **~10–15×**

EV = average of (revenue ×, GMV ×) on B2B marketplace comparables. Pre-seed MOIC derived from a round-by-round cap table (residual stake 4.6%). Indicative — non-binding.

The Missing Link

in 100% European B2B sourcing.

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