

# Our Mission



**Comforte Capital** provides the traditional investor access to the growing world of eCommerce business acquisitions.



Using our **industry expertise and relationships** we identify, evaluate & buy online stores that fit our investment grade criteria and assign a management company that utilizes **proprietary software** and **AI technologies** to grow revenue and profitability.

# Quick Facts



**78%** of American consumers discovered retail products to buy via **Facebook**.



**65%** of shoppers price check while they're physically shopping in a store and leads to **51%** of those shoppers to purchase **ONLINE**.



**Amazon** will account for **50%** of all US eCommerce sales **by 2021**.



eCommerce sales are predicted to hit **\$6.5 Trillion** by 2023.



As of 2020, there are roughly 7.8 billion people in the world. Just over a quarter (26.28%) of them are online shoppers.



## Why An eCom Fund?



There are very limited options for a retail investor to invest directly into a cash flowing eCom businesses.

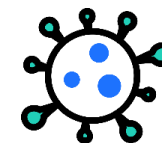


Advancing technologies enable us to identify strong performing online assets with growth potential.

## Why Now?



eCommerce is still in its infancy with only 13% market share of all retail spend in the USA.

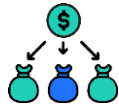


Recent global events impacted people's online habits and behavior patterns and they have had to adapt.

# Investing **now!**



We are buying business that are **cash flowing from day one**, it is also an online business, the fastest growing segment of retail!



Having multiple assets in our portfolio increases product **diversification and** decreases CapEx.

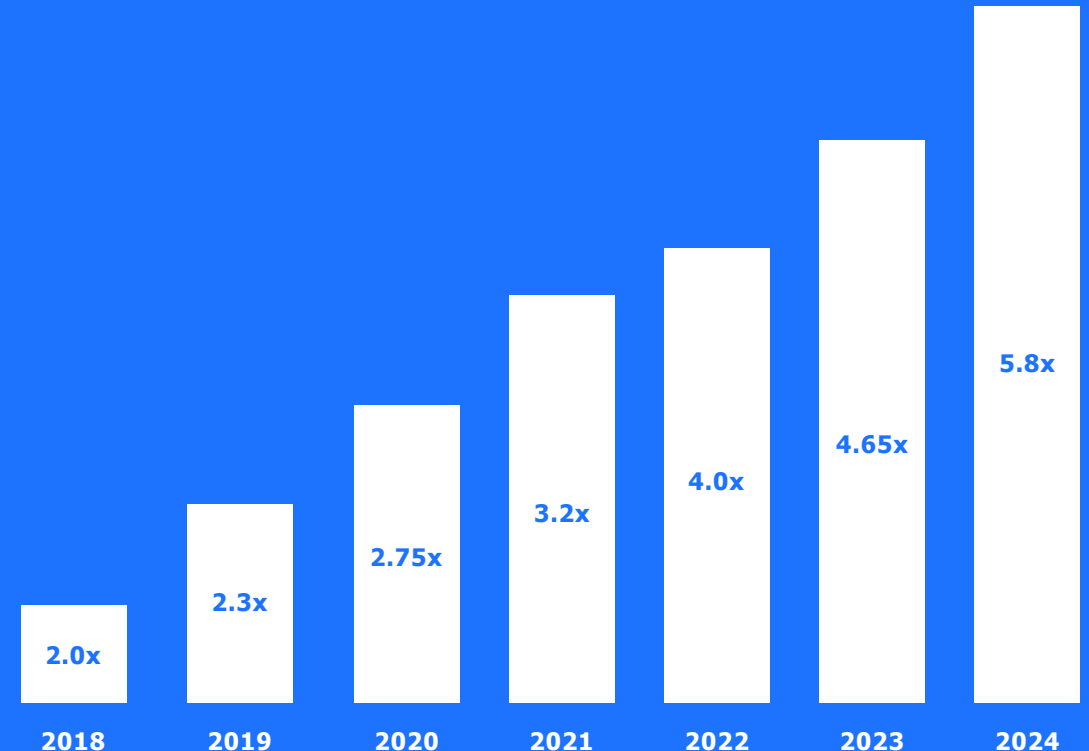


You are investing in a sector that has an ecosystem supported by Fortune 500 companies including:



Using technologies such as **Data Mining, Machine Learning & Predictive Models** we have identified 'best in class' assets to invest in and grow!

The **valuation multiples\*** for an online business keeps growing!



\*future predictions based on current growth rate

# Why we use an **Amazon FBA** business as our core eCom investment vehicle.



An **Amazon FBA** business has access to detailed sales and product performance analytics - which allows for transparency and takes the guesswork out when buying an **FBA** business.



The market and growth for buying and selling **Amazon** businesses is heating up and fueling a whole new sector. It also allows a fund like ours to invest with a clear exit strategy.



As **Amazon** starts to remove rogue sellers and slow down how many new sellers can join the platform the intrinsic value of an **Amazon** store increases.



With most **Amazon FBA** businesses focusing solely on its **Amazon** marketplace growth - building and growing its OFF **Amazon** sales is a natural and cost effective revenue growth opportunity.

# eCommerce Asset Management & Growth

## Industry leading store management

Having a full-service management team to operate the day-to-day running of the store is the difference between success and failure, we have found the best in the business!



**Comforte Capital** has created unique relationships with the leading **eCom management businesses** enabling it to act within those companies in order to select the online assets we wish to deploy our capital into.

Our current group of eCom management companies include:



**Thrasio, a profitable startup that just raised \$110M at a \$780M valuation**

*April 9th 2020*

Thrasio buys brands of everyday products for a typical purchase price of more than \$1 million from small business owners. It then operates the brand with upgraded marketing, product development and supply chain management.

**Advent leads \$260 million funding for online retailer Thrasio**

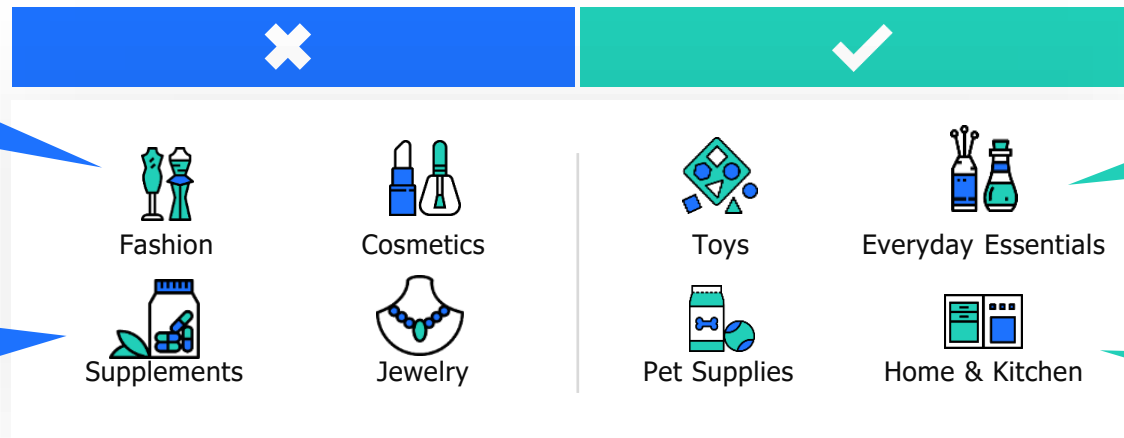
*July 16th 2020*

Thrasio, an acquirer of Amazon based private label businesses, has raised \$260 million in a series C funding round led by private equity firm Advent International. The deal values the company at \$1 billion, according to a joint statement from the company and Advent. Thrasio, among the top 25 sellers on Amazon, has more than \$300 million in pro forma revenue on a trailing 12 month basis. Thrasio, started in 2018, has integrated almost 60 businesses and sells more than 6,000 products.

# Our Edge - Your Advantage

## Some of our secret sauce!

Investing in an eCommerce business requires industry expertise. Amongst many data points we study we know which categories **HEROS** and which are zeros:



High return levels and multiple size and colors makes inventory management capital intensive.

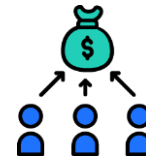
Majority of Amazon account suspension happens inside of this category as its high profit margin makes it susceptible to a lot of fraud and Chinese counterfeit.

Products like toothbrushes allow us to utilize Amazon's "Subscribe and Save" where customers are able to have repeat orders sent to them on a weekly/monthly basis.

The search term 'Bread Machine' saw a 652% YOY increase on the Amazon marketplace.



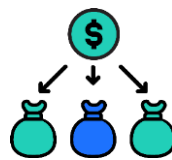
With over **2.5M Amazon** stores out there and **only 2% having more than \$1M+ in revenue**, finding our target acquisition requires extensive research with algorithms and BI that have been finely tuned.



Our fund's size allows us to create a unique relationship with the **eCom management team** which in turn gives our LP's the ability to benefit from these economies of scale.



Investor cash-flow and investment return on \$250,000.



Fund will increase diversity & numbers will be adapted according to total fund value.



Based on a typical purchase of 1 single asset.

	Annual Profit Year	Monthly	Asset Management & Growth*	Fund Monthly Revenue	Annual Yield To Investor	Yield On \$250,000	Payout	Payout On \$250,000
	\$1,157,524							
Year 1	\$1,273,276	\$106,106	\$31,832	\$74,274	28%	\$69,632	30%	\$20,890
Year 2	\$1,527,932	\$127,328	\$38,198	\$89,129	33%	\$83,559	50%+70%	\$90,522
Year 3	\$1,680,725	\$140,060	\$42,018	\$98,042	37%	\$91,915	50% +50%	\$87,737

<b>Asset Purchase</b>	\$3,200,000
<b>Inc Inventory:</b>	\$470,000
<b>Inc Transaction Costs:</b>	\$279,000
<b>Asset Sale</b>	\$4,638,000
<b>Less Cost of Sale:</b>	\$371,040
<b>Total:</b>	\$4,266,960

<b>IRR</b>	\$(3,200,000)
<b>Cash Flow YR/1</b>	\$267,388
<b>Cash Flow YR/2</b>	\$1,158,682
<b>Cash Flow YR/3</b>	\$1,123,030
<b>Sale of Asset</b>	\$4,266,960
<b>Fund IRR</b>	26%
<b>Investor IRR</b>	23%

\*70/30 Split of revenue, before EBITDA, with management & growth team.



# Fund Facts.



Minimum for Initial Close: \$4M



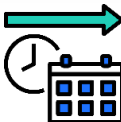
Distributions: January, April, July, October



Founders Equity: \$500,000



Maximum assets – \$22,000,000



Term: Closed Fund – 5 + 1 + 1



Fund Manager: Matti Munk



Success Fee: 20% Over Min IRR of 12%



Management Fee: 1.12%



Legal Advisor: Israel Spero – Spero Levi and Co.



Minimum Investment: \$250,000

**Join us & take your share of the eCom wave.**

