



# AssetShop SCO

The read-only intelligence layer on top of your enterprise systems

Observe what your systems already hold. Surface the leakage, variance, and drift no single system can see.

Pre-seed - \$1.5M-\$3M - SAFE - Pennsylvania to Delaware C-Corp

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## THE PROBLEM

# Enterprise operations lose working capital to cross-system blindness.

- The average enterprise industrial runs 6-12 operational systems.
- Each is internally consistent - and none can see the others.
- Variance, leakage, and operational drift accumulate in the seams.
- For a \$450M-revenue industrial, that is \$35-60M a year, unseen.

**8-15%**

of working capital lost between systems

\$35-60M / yr - Meridian-class \$450M industrial

*Benchmark range; figures vary by sector, scale, and ERP-suite mix. We cite per-customer when available.*

## WHY TODAY'S TOOLS FALL SHORT

# Every existing category compromises on the same axis.

Approach	The compromise
ERP-native dashboards	Single-system view; cannot read peer systems
BI tools (Tableau, Power BI)	Aggregation only; no cross-system causal logic
Best-of-breed APS (Kinaxis, Anaplan, o9)	Displacement-oriented; heavy integration friction
Custom internal dashboards	Brittle; dependent on a single engineer
Big-4 custom builds	\$5M+ engagements, 12-18 months to value

*Each is partial. None reads from all the systems without competing with any of them.*

## ARCHITECTURAL POSITION

# A read-only layer on top of your systems - never between them.

### Systems of record stay authoritative.

We read; we never write back. No migration, no displacement.

### Per-tenant isolation.

One customer's data never touches another's.

### Verifiable audit chain.

Every signal carries SHA-256 lineage, independently checkable via an open-source verifier (optionally anchored to a public ledger).

AssetShop SCO - Procurement . Operations . Planning . Logistics .  
Analytics

read-only ^

57 read-only connectors (lineage on every field)

observe only ^

Your systems of record - ERP . MES . WMS . TMS . procurement

*Backend verified end-to-end on synthetic data. Production deployment and the first live integration are the next milestones.*

THE PRODUCT

# Observe. Attribute. Surface.

1

## Observe

Read-only connectors pull what your systems already hold - POs, receipts, freight, inventory, invoices.

2

## Attribute

Map to a canonical model with full lineage: every value traces back to its source field.

3

## Surface

Transparent detectors flag leakage and variance as observed signal - never modeled, always explainable.

5

operational domains

57

read-only connectors

14

cross-system detectors

100%

findings carry lineage

*Calibration discipline: capabilities are bucketed (operating / integrating / shipping). Nothing is presented as production-validated until it is proven against a live tenant.*

# We land with a paid assessment - not a rip-and-replace.

<b>Assessment</b>	<b>\$15-25K</b>	~2 weeks, non-refundable, credited to a pilot. Read a real extract; deliver a findings report.
<b>Pilot</b>	<b>\$50K</b>	90 days, refundable on success. Prove value on the customer's own data.
<b>Founding-5</b>	<b>\$175K / yr</b>	3-year locked, flat at any scale. Charter cohort, capped at 5.
<b>Enterprise</b>	<b>\$295K-\$750K</b>	Standard, multi-region, and scale bands as operations grow.

*The single most important near-term milestone is the first paid assessment. The pipeline that produces the report runs today on a real CSV extract.*

PROOF

# What the deliverable looks like.

A findings report produced by the real pipeline on a synthetic Meridian Industrials extract:

- Off-contract spend - duplicate invoices - premium freight
- Three-way-match gaps - price variance on the same item
- Split-PO ordering below approval thresholds
- Supplier concentration, FX exposure, stale POs, tail spend

**14**

findings, each with lineage

**~\$2.97M**

illustrative recoverable, observed

*Synthetic tenant; figures illustrative and observed (not modeled). The same surface a paying customer would see on their own extract.*

LIVE DEMO

# demo.sco.enterprise.assetshop.eth.limo

- 1 Cross-domain overview** 8 KPIs across procurement, operations, planning, logistics, analytics with executive briefings.
- 2 Mass-release wave** Supplier drawer with illustrative admin + freight savings on synthetic data.
- 3 Maverick-spend detection** Off-contract POs surfaced with an initiate-contract workflow.
- 4 OEE per plant** Benchmarks across DET-01 / STG-02 / OSK-03 vs world-class and industry-average.
- 5 Variance attribution** Six-driver waterfall: forecast bias, yield, mix, material, labor, residual.

*No signup. Synthetic Meridian Industrials data - the same operational surface a paying customer sees.*

MARKET

# A focused wedge into a large, fragmented market.

TAM

**\$420M**

~700 enterprise industrials x \$300-800K annual operational-intelligence spend.

SAM

**\$52M**

175 reachable enterprise industrials (Y5 ceiling at 25% penetration).

BEACHHEAD

**\$2.6M**

Founding-5 cohort: 5 x \$175K x 3 years, committed at full cohort.

*Expansion paths held out of plan: enterprise services & retail (~\$240M), healthcare (~\$120M), mid-market industrial (~\$300M). Sizes are estimates.*

## WHY NOW

# Three trends are opening the category now.

1

### Trade-policy velocity

Section 301/232 and USMCA demand real-time origin and Incoterms tracking that single ERP modules cannot keep pace with.

2

### ERP-migration fatigue

After \$50M-\$500M S/4 and Fusion programs, the buyer consensus is explicit: no more displacement projects. An on-top intelligence layer is the only acceptable new-vendor pattern.

3

### Verifiable-audit primitives matured

Cheap, independently checkable hash-chain anchoring makes tamper-evident lineage practical for enterprise audit trails - a credibility primitive procurement and security can verify themselves.

## BUSINESS MODEL

# Tiered pricing, locked for the charter cohort.

Tier	Annual	Term	Profile
Assessment	\$15-25K	~2 weeks	Entry; credited to a pilot
Pilot	\$50K	90 days	Refundable on success
Founding-5	\$175K	3-yr locked	First 5 customers (capped)
Enterprise	\$295K	Annual (CPI+5% cap)	Standard band
Enterprise+ / Scale	\$495K-\$750K	Custom	Multi-region, custom SLA, CMK

### Unit economics

LTV (Founding-5, 3-yr)

**\$525K**

LTV / CAC

**4-7x**

Gross margin

**78% to 86%**

*Founding-5 is flat \$175K at any scale, so the charter discount is largest for the largest operations.*

## COMPETITION

# No competitor occupies our position.

### Cross-domain . Read-only

AssetShop SCO - alone here.

### Cross-domain . Write-capable

Anaplan, Kinaxis, o9, Coupa, Celonis - displacement friction.

### MOAT

- 57-connector portfolio (18-24 month replication cost).
- Calibration discipline + verifiable audit chain.
- Founding-5 three-year lock-in.
- Read-only is structurally hard for ERPs to copy without breaking their own customers' assumptions.

### Single-domain . Read-only

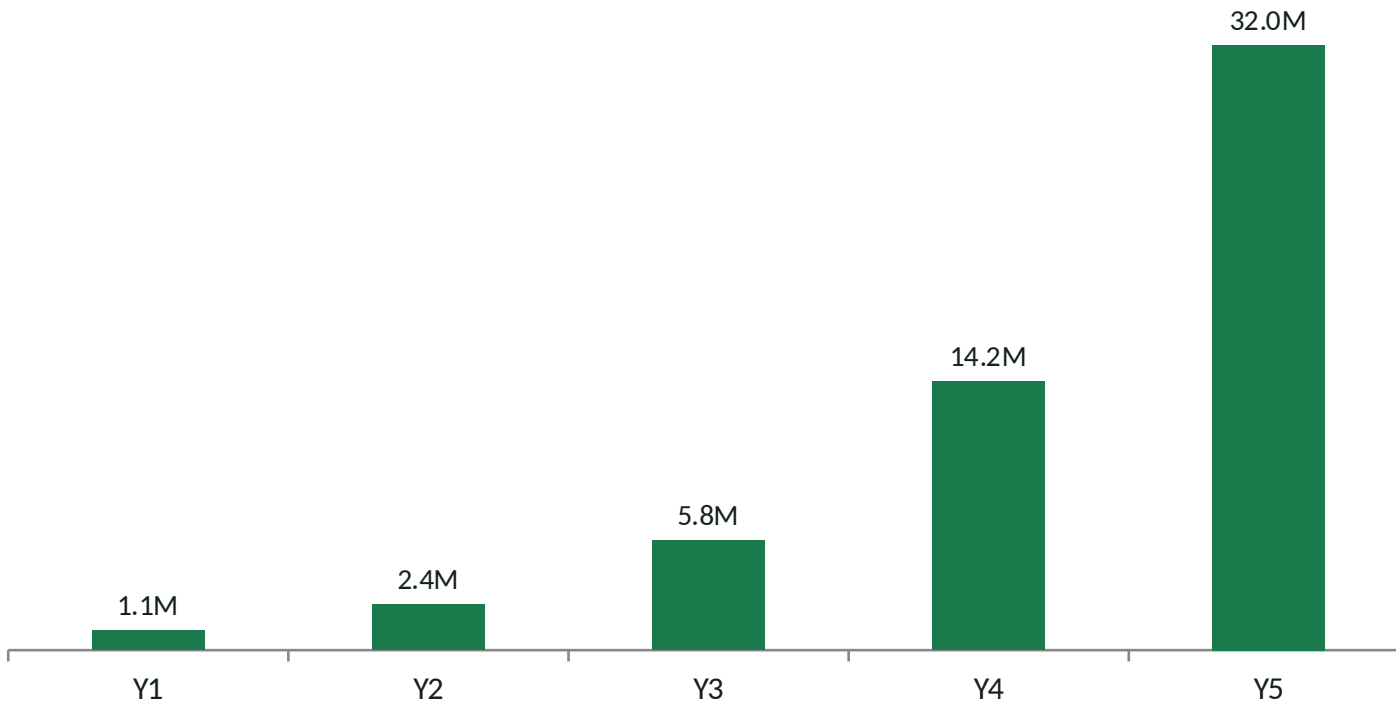
Process mining, BI (Tableau, Power BI).

### Single-domain . Write-capable

ERP-native modules.

FINANCIAL MODEL

# Conservative base case: \$32M ARR by Year 5.



Gross margin

**78% to 86%**

EBITDA break-even

**Q2 2028**

Runway on \$3M

**~30 months**

*A model, not a forecast. Bottoms-up from per-customer economics; 40% LOI close, 100-110% NRR. Realistic Y5 ARR range \$18M-\$48M. See the workbook for the editable model.*


## TRACTION

# Honest about where we are.

**0 paid customers - 0 LOIs - pre-revenue - 0 connectors proven  
against a live tenant**

The build phase is done. The enterprise-execution phase is what this round funds:


 Counsel + Delaware C-Corp

 Backend production deploy

 First live ERP integration

 SOC 2 Type I + pen test

 Insurance binding

 First paid assessments + LOIs

*No traction lies. Diligence-grade calibration: every capability is labeled by what is operating, integrating, or shipping.*

## TEAM & USE OF FUNDS

# Solo founder today; a funded team in 12 months.

### Jerry - Founder & CEO

Built the product, marketing, legal, compliance, and operations packages end to end.

### Funded hires (next 12 months)

- VP Customer Success - Implementation Engineer (lead)
- Founding Account Executive - Solutions Engineer
- Advisory (in formation): enterprise CPO, CISO, technical + counsel

Use of \$3M pre-seed	
Critical hires (3-4)	55%
Counsel & corporate	15%
GTM motion	10%
SOC 2 + pen test	8%
Runway buffer	7%
Insurance binding	5%

SAFE (post-money), \$8M-\$15M cap. Next round Series Seed/A in 12-18 months; trigger: \$1M+ ARR + reference customers + SOC 2 Type I.



# What we need from you

## 1 Capital

\$250K-\$500K typical pre-seed check; open to \$1M+ leads on a \$1.5M-\$3M SAFE.

## 2 Founding-5 introductions

Warm intros to enterprise industrial CPO / CSCO / COO. Reference-customer credit available.

## 3 Fast diligence

We are moving on the execution path and respect your process; we appreciate brevity.

**Jerry, Founder & CEO - [AssetShopCo@gmail.com](mailto:AssetShopCo@gmail.com)**