



**Asia-Pacific
Economic Cooperation**

2019/SOM1/EC/WKSP2/019

Inclusive Growth in the Digital Economy

Submitted by: Kichink



**Workshop on the Digital Economy:
Measurement, Regulation and Inclusion
Santiago, Chile
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Company Overview:

Kichink is the **leading E-Commerce Solution** that powers **40K SMBs and SMEs** with a full-stack solution to help them operate and scale their **Direct-to-Consumer** channel.

E-Commerce is growing globally at over 24%, and is a huge opportunity for businesses, yet for SMBs -who account for 70% of the global economy- it is mostly out of reach.

DIY solutions require expertise and resources very few have, and big marketplaces are aggressive environments in which only the top sellers can thrive.

For 5 years Kichink has scaled solutions tailored to this underserved market where they can setup an online store in under 20 minutes, with no barriers of entry to thousands of sales per hour with minimum overhead.



Why e commerce in Mexico? Maybe we are just crazy...



Our amazing team



Claudio Del Conde:

Captain and co-founder.

Product enthusiast, Tech background, 15+ years founding and leading businesses.

Endeavor Entrepreneur, Google Launchpad Mentor, Founders Institute Alumni.



Claudia de Heredia:

COO and co-founder.

14+ years of experience in marketing and business management. Ex P&G.

YLA alumni, Endeavor entrepreneur, external consultant on diverse trade conversations and international legislation for eCommerce.



Cecilia Mondragón

CMO.

15+ years of experience in Sales, Marketing and Customer Service

Turner Media Mexico and Google Launchpad Mentor



Liliana Fernández

CTO.

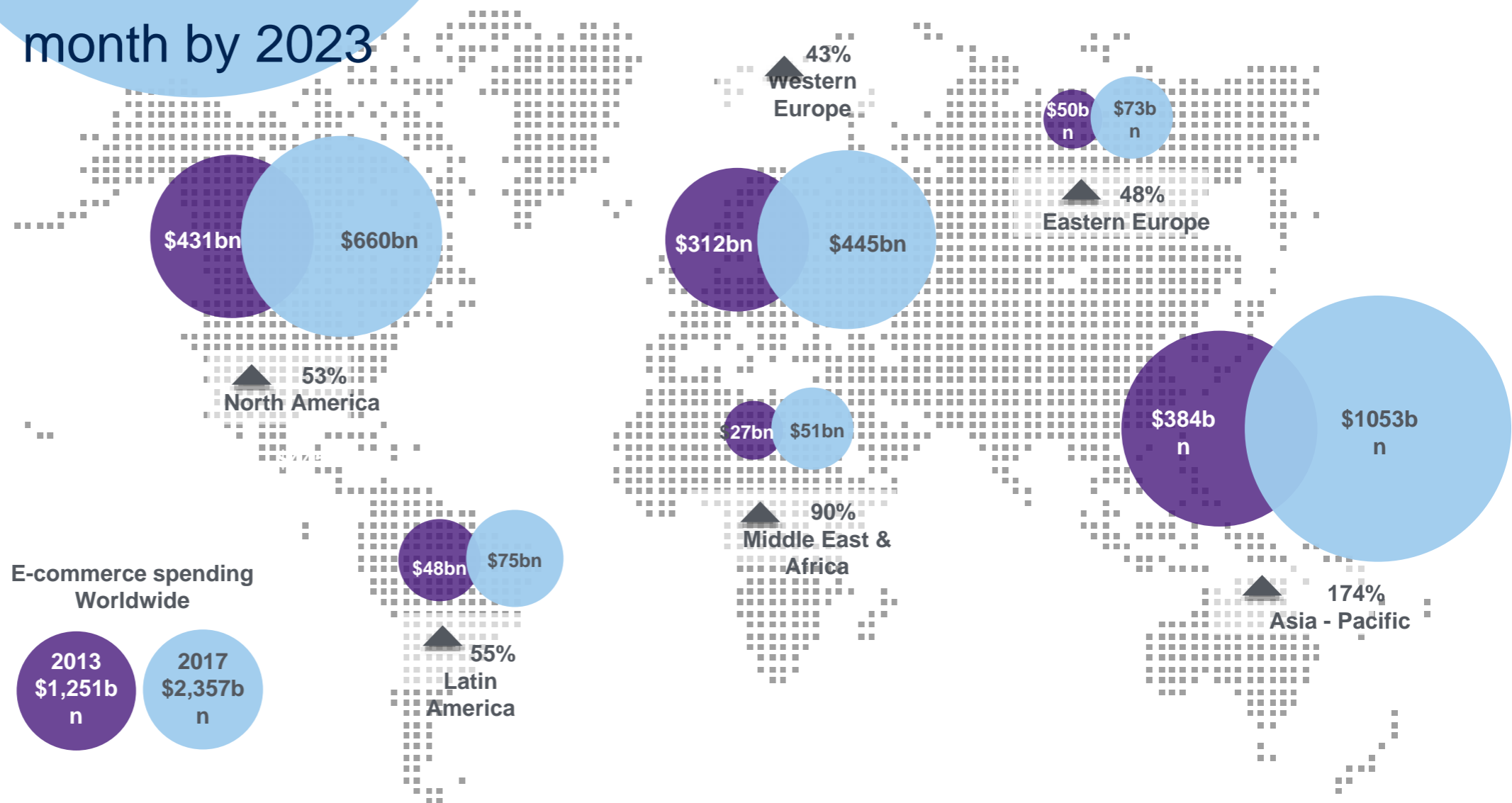
10+ years experience developing tech platform solutions reaching 100 million people.

PepsiCo, Sony, Warner, Conde Nast
Google Launchpad Mentor.





Our goal
is to power **2 million**
sellers doing
1 million orders per
month by 2023



It's a tough problem



Selling online sounds so easy and exciting...



A global store

E-commerce enables anyone to start selling worldwide. Suddenly there is no limit to market size and no frontiers.

Its like printing money at home

E-commerce is as easy as kicking back and relaxing while your store works as you watch it grow.



Year round, 24 hours a day

Online shopping enables customers to buy their favorite products any hour of the day. On desktop, mobile or tablet.

No investment required to grow

With e-commerce the paradox of "needing money to make money" is proven wrong.

A store can start selling without a finished product in fact it can fund itself by just

distributing an idea.



Then why do less than 1% of SMBs have an online store?



It is much harder than it looks

Many pieces to Tech together

It's not just the storefront, add payment processing, fraud prevention, order management, logistics providers, customer support, metrics and analytics, CRM, and the list goes on.



No economies of scale

Delivery costs, payment processing fees, digital advertising and customer support costs add up fast, and without scale everything is much more expensive (40-70% more).



An operational nightmare

Delivering one package is easy, but fulfilling 300 Friday orders over the weekend while keeping SLAs, giving top-notch customer support and managing returns are many full time jobs that require a lot of expertise.



How do you grow this thing

You do need to be an email Marketing/CRM/Google Ads/Facebook Ads/SEO/SEM/social media/loyalty and retention guru to grow your store, or even just to get your first customers.



Kichink has the right solution



Our solution in a nutshell

Infrastructure

Your online store, ready in 20 minutes, fully customizable, with a powerful API.

Payment Processing with highest acceptance rate in the market and fraud protection

Fulfillment and delivery capabilities, 50-80% cheaper than market prices, 99.5% deliveries within SLAs.

Scale / Traffic

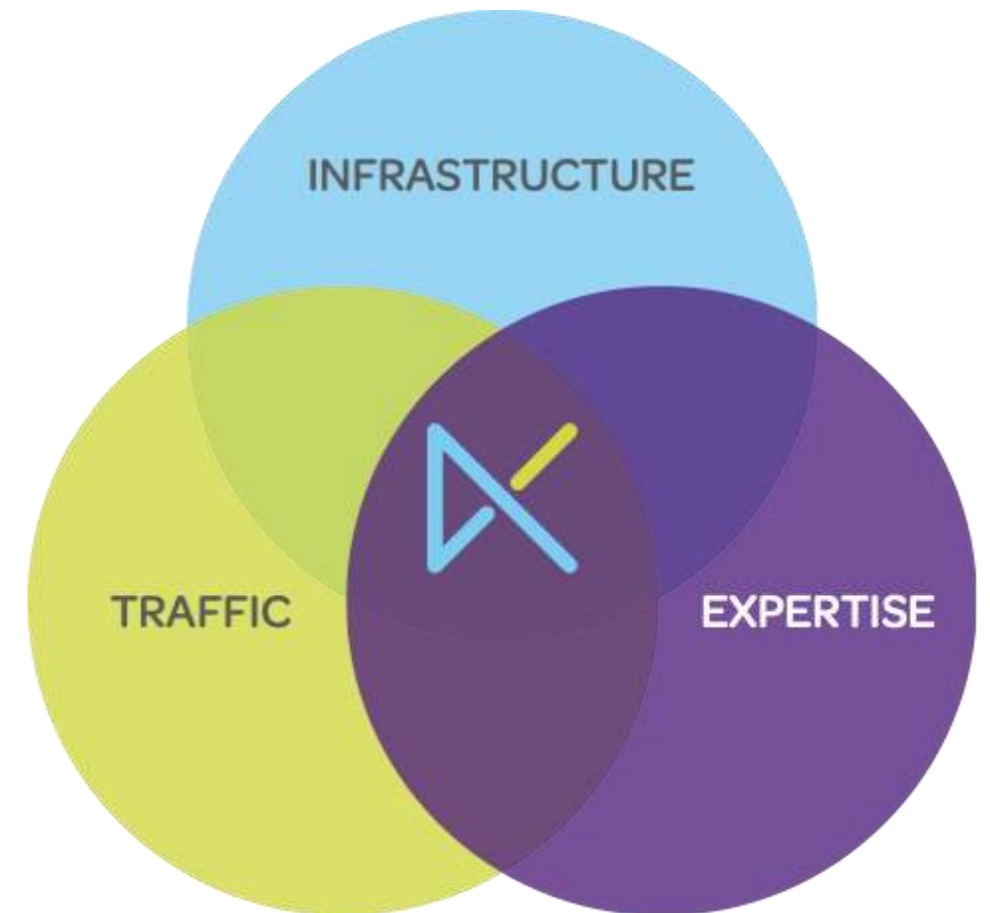
Digital Marketing, We help you reach and expand your customer base, with simple tools and platform wide campaigns.

Existing customer base. From our growing pool of over a million users we direct high quality segmented users to your store

Expertise

Customer support, smart routing, artificial intelligence responses, bilingual agents working for both sellers and buyers.

Data driven insights through our business intelligence unit, we constantly share insights and data to help our sellers grow.



Who is benefiting from Kichink?



Who does Kichink empower?

Small and Medium Businesses

Almost 80% of the stores powered by Kichink are a SMB.

Women

Due to the nature of the business, Kichink empowers women that are otherwise not employed (maternity, household, side job)

New companies

Innovation is a daily insight a Kichink. Companies that want to test the market or pre sell a product can do so at Kichink with a minimum risk.



Some of our favorite case studies



What they have to say about us...



“Before having Kichink, our only sales channel was Facebook and it was a headache - in order to sell to one client we would have an average of 12 contacts.”

GMV \$3.06
MMUSD
25,914 orders



“Selling online has allowed us to reach different parts of Mexico and the world, so our scope is broader compared to other selling strategies.”

GMV \$0.3
MMUSD
7,918 orders

“It is much more profitable to pay only the percentage (of sales) than to have to absorb all the expenses”



“The level of service is one of the best features of Kichink. The vast majority of our deliveries arrive in less than the expected time and with no fuss”.

GMV \$.02
MMUSD
4,651 orders



What are the challenges?



What are the challenges that we face?

- **Connectivity and access to internet**
- **Banking**
- **Logistics and infrastructure**
- **Legislation**
- **Education**
- **Market diversification**



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