SEED BRIEF

Parcelreed

A shared order desk for independent homeware distributors.

Seed investment brief

Orders arrive in three places

A buyer sends a spreadsheet, confirms changes by email and asks for stock by phone. Sales staff reconcile all three before releasing the order.

Seed investment brief

One order record follows the sale

01 → 02 → 03

Import the buyer’s line sheet

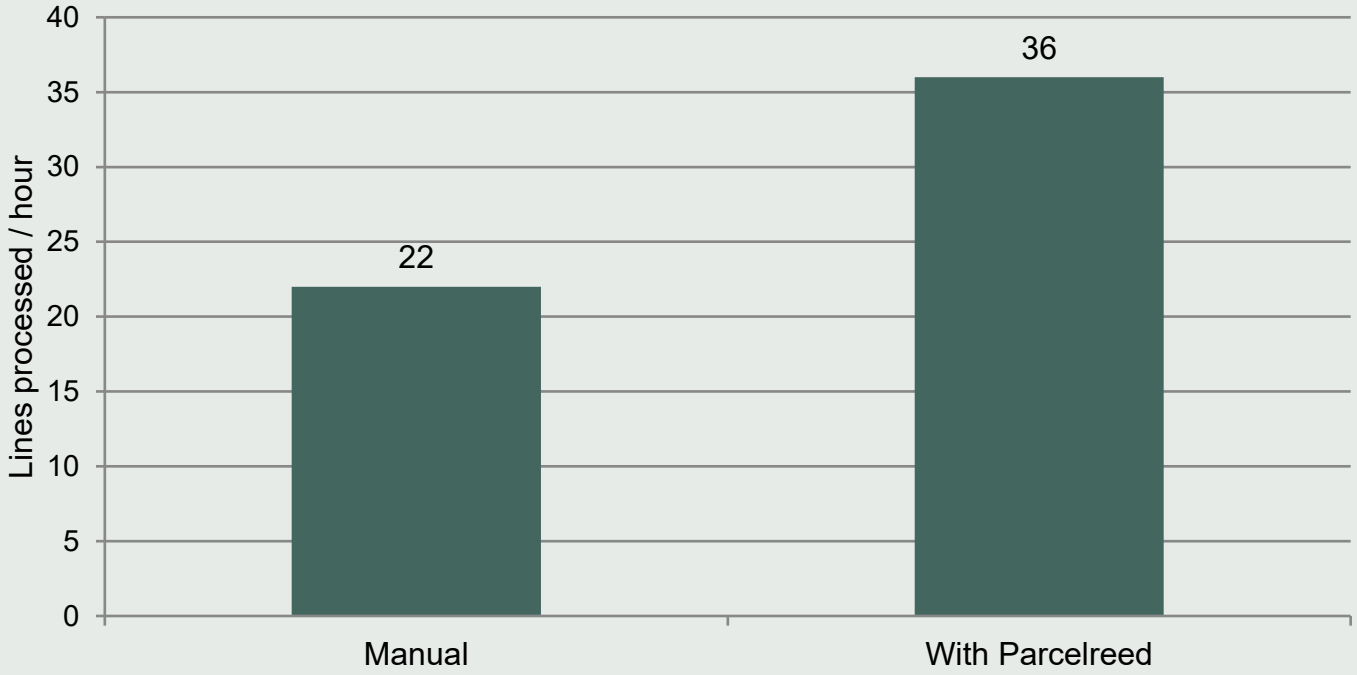
Resolve stock and price exceptions

Release an approved picking list

A buyer can approve the same record the warehouse receives.

Seed investment brief

Pilot desks process more lines per hour



Comparable one-hour sessions across the same four fictional pilot desks.

Seed investment brief

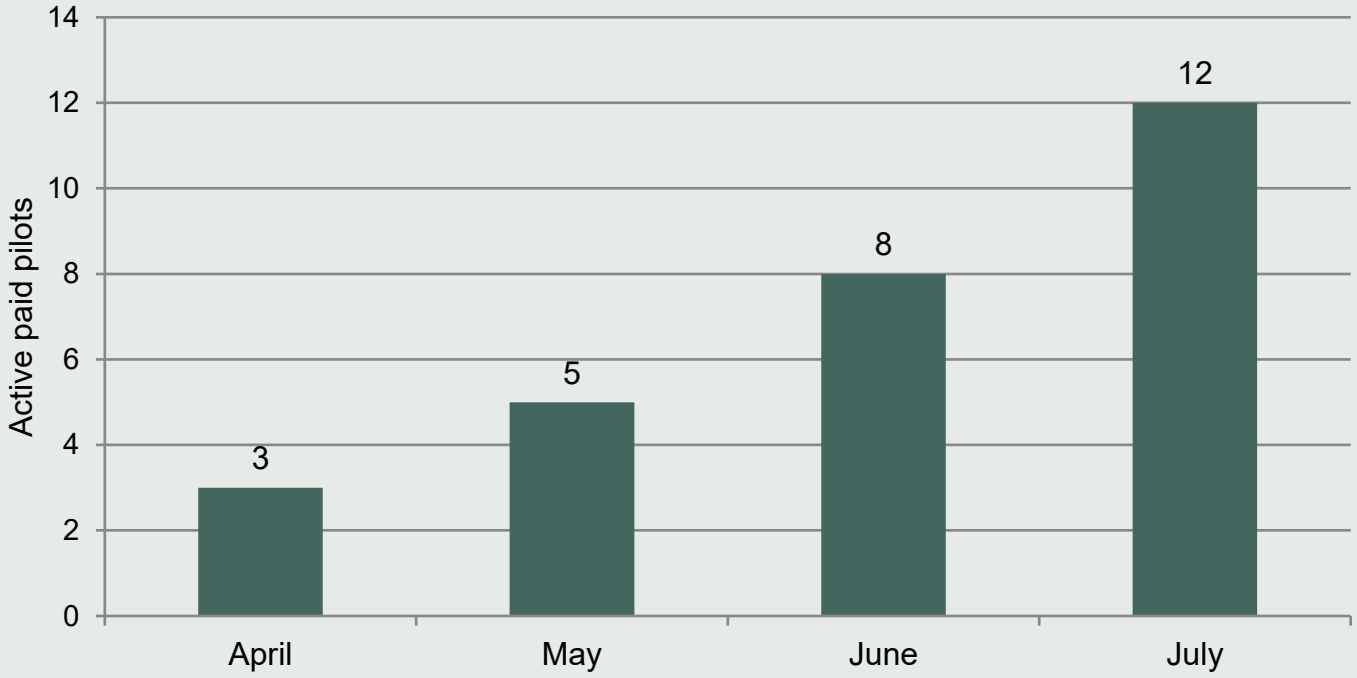
A simple per-desk subscription

Plan	Monthly EUR	Included desks
Starter	99	2
Trade	249	6
Network	499	15

Pilot pricing excludes onboarding and VAT.

Seed investment brief

Paid pilot accounts grew to twelve



These synthetic counts illustrate early paid adoption.

Seed investment brief

Start where onboarding is repeatable

Target independent distributors carrying 200–2,000 SKUs. Their existing line sheets provide the first import, and one order desk can trial the workflow.

Seed investment brief

The commercial model depends on retention

Driver	Assumption
Average monthly fee	EUR 210
Gross margin	78%
Acquisition cost	EUR 820
Gross-margin payback	5.0 months

Illustrative model with stable unit economics.

Seed investment brief

Use the next year to prove repeatability

01 → 02 → 03

Product lead ships two import connectors

Sales lead tests three reseller partners

Customer lead measures 90-day retention

Owners are defined by role in this fictional venture.

Seed investment brief

Seeking EUR 450k for an 18-month runway

Allocate EUR 240k to product, EUR 135k to distribution and EUR 75k to customer operations. The next financing decision depends on renewals and acquisition payback.