



# MULTI EXPORT SERVICE

PRODUCE IN ALGERIA. SELL TO THE WORLD.

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## Investor Proposal

Pre-Seed Round - B2B Export Marketplace

[www.multiexportservice.com](http://www.multiexportservice.com)

Confidential - 2026

# A digital gateway for Algerian exports

Multi Export Service is a B2B digital marketplace that connects verified Algerian producers with importers and distributors worldwide. We turn a fragmented, paperwork-heavy, trust-poor export process into a single, transparent and secure platform - from product discovery and quotation to payment, export documentation and real-time shipment tracking.

Algeria produces world-class goods - Deglet Nour dates, extra virgin olive oil, marble and natural stone, cosmetics, agro-food and industrial products - yet most producers lack the digital tools, visibility and trusted rails to reach international buyers. We remove that friction and take a commission on the transactions we enable.

**100%**

Digital export workflow, one platform

**3**

Languages: French, Arabic, English

**2**

Currencies at settlement: USD & EUR

## Why now

Algeria is actively pushing to diversify away from hydrocarbons and grow non-oil exports. Buyers increasingly source online. The infrastructure to connect the two - trusted, multilingual, export-ready - does not yet exist at scale. We are building it.

# Great products, broken access to global markets

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- **Invisibility.** Producers have no credible online presence buyers can find, compare and trust.
- **Trust gap.** International buyers cannot verify who they are dealing with, or the quality and export-readiness of goods.
- **Payment risk.** Cross-border payments are opaque; deposits and balances are hard to secure and reconcile for both sides.
- **Paperwork overload.** Invoices, certificates of origin, phytosanitary and quality documents are handled manually via email.
- **No visibility after sale.** Once goods ship, neither party has reliable tracking or milestone updates.
- **Language & currency.** Deals span French, Arabic and English and multiple currencies, adding friction at every step.

The result: high-quality Algerian supply and real global demand rarely meet efficiently. Value is lost to intermediaries, delays and mistrust.

## The full export journey on one platform

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Multi Export Service digitizes the entire export operation, end to end, for both sides of the trade:

- **Verified marketplace.** Producers publish rich, credible product listings; every supplier passes a progressive verification process to confirm identity, company, product and export-readiness.
- **RFQ & quotations.** Buyers send Requests for Quotation with quantity, quality, packaging and Incoterm; suppliers respond and negotiate in-platform.
- **Secure staged payments.** A platform commission unlocks supplier details, then buyers pay a 30% deposit and the balance via traceable bank transfer, with proof recorded at every step.
- **Export documents.** Commercial invoices, certificates of origin, phytosanitary and quality certificates are stored and shared online.
- **Real-time tracking.** Every shipment is tracked from the port of Algiers to destination with automatic milestone alerts.
- **AI assistance.** AI helps producers write professional listings and helps buyers describe sourcing needs - never replacing human export expertise.

## Built, live and production-ready

The platform is already built and deployed on our own domain, in production, with a modern, scalable architecture.

| Layer     | Details                                                  |
|-----------|----------------------------------------------------------|
| Frontend  | React single-page app, mobile-first, installable PWA     |
| Backend   | FastAPI (Python), REST API, role-based access            |
| Database  | MongoDB - products, suppliers, orders, documents         |
| Payments  | Bank-transfer flow tailored to Algeria (deposit/balance) |
| Logistics | Real-time carrier tracking + milestone alerts            |
| AI        | Listing assistant, buyer matching, product imagery       |
| Reach     | SEO-optimized, structured data, FR / AR / EN, USD / EUR  |

### Trust & security

JWT and Google sign-in, admin 2FA, staged payment proofs, private documents, and a progressive supplier verification system that buyers can rely on.

## Diversifying a hydrocarbon economy

Algeria is the largest country in Africa and a major Mediterranean economy actively working to grow its non-hydrocarbon exports. Our beachhead categories - dates, olive oil, marble, cosmetics and agro-food - have strong, proven international demand.

### Africa #1

Largest country by area, gateway market

### Non-oil

National priority to diversify exports

### Global B2B

Trillions in cross-border trade moving online

We start with high-value Algerian producers and expand category by category, then market by market across Europe, the Gulf, Africa and the Americas. Every new supplier and product compounds marketplace value and search visibility.

Note: market figures are indicative and based on public estimates; to be validated during due diligence.

# We earn when trade happens

## Primary revenue - transaction commission

Buyers pay a platform commission to unlock a verified supplier's details and proceed to a deal. This aligns our revenue directly with successful trade we enable.

## Additional revenue streams

- **Premium supplier plans.** Enhanced visibility, featured placement and analytics for producers.
- **Advertising.** Targeted, scheduled banner placements on the marketplace, sold to suppliers and partners.
- **Value-added services.** Verification, inspection, logistics and document facilitation.

## Illustrative unit economics

| Metric                   | Illustrative                 |
|--------------------------|------------------------------|
| Avg. order value (AOV)   | USD 25,000                   |
| Platform commission      | 3% - 5% of order             |
| Revenue per closed order | USD 750 - 1,250              |
| Primary cost drivers     | Cloud, support, verification |

Figures are illustrative assumptions for modelling only, not commitments or actuals.

## Why we win and stay ahead

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- **Focus.** Purpose-built for Algerian export - not a generic global directory.
- **Trust rails.** Progressive verification plus staged, proof-backed payments reduce risk for both sides.
- **End-to-end.** Discovery, negotiation, payment, documents and tracking in one place - not scattered tools.
- **Localized.** Native French, Arabic and English, multi-currency, tuned to local banking realities.
- **Data moat.** Every listing, RFQ and transaction improves matching, pricing insight and SEO visibility.
- **Speed to market.** The product is already live in production - we are executing, not planning.

## Live, deployed and open for business

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- **Platform live.** Deployed in production on our own domain with automatic HTTPS.
- **First verified supplier.** Onboarded with export-ready product listings live on the marketplace.
- **Full workflow shipped.** Marketplace, RFQ, orders, payments, documents, tracking and admin tools.
- **Discoverable.** SEO, structured data and a dynamic sitemap; domain verified with Google.
- **Mobile-ready.** Installable PWA optimized for the majority of users who browse on mobile.

We are now ready to scale supplier onboarding and buyer acquisition - the exact focus of this round.

# Supply first, then ignite demand

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## Phase 1 - Build trusted supply

Recruit and verify flagship producers in dates, olive oil and marble; help them publish high-quality, export-ready listings with guided onboarding.

## Phase 2 - Acquire buyers

Target importers and distributors in Europe and the Gulf via SEO, trade directories, chambers of commerce, and direct outreach; convert with fast, verified RFQ responses.

## Phase 3 - Expand

Add categories and destination markets, layer premium plans and advertising, and deepen logistics and inspection partnerships.

# From launch to scale

| Horizon     | Focus                                                  |
|-------------|--------------------------------------------------------|
| Now         | Live platform, first verified supplier, SEO foundation |
| 0-3 months  | Guided supplier onboarding, 25+ verified producers     |
| 3-6 months  | Buyer acquisition, first transactions at scale         |
| 6-12 months | New categories & markets, premium plans, ads revenue   |
| 12+ months  | Logistics/inspection partnerships, regional expansion  |

Timelines are indicative and will be refined with the resources from this round.

## Illustrative growth scenario

The scenario below is illustrative and intended to frame the opportunity, not to represent actuals or guarantees. It assumes disciplined supplier onboarding and steadily improving order conversion.

| Year   | Verified suppliers | Closed orders | Revenue (USD, illustrative) |
|--------|--------------------|---------------|-----------------------------|
| Year 1 | 60                 | 120           | 120,000                     |
| Year 2 | 250                | 700           | 700,000                     |
| Year 3 | 800                | 2,600         | 2,800,000                   |

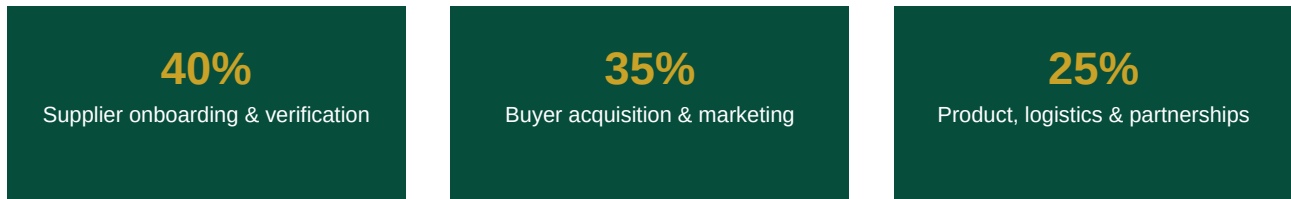
Assumptions: average order value ~USD 25,000; blended commission 3-5%; expanding categories and markets each year. All figures are modelling assumptions to be validated in due diligence.

## Fuel to scale a live platform

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We are raising a pre-seed round to convert a fully built, live platform into a growing, revenue-generating marketplace. We welcome discussion on round size and structure.

### Use of funds



### What your investment unlocks

- **Supply.** A critical mass of verified, export-ready Algerian producers.
- **Demand.** A repeatable engine to acquire and convert international buyers.
- **Revenue.** Commission-driven income that compounds with marketplace liquidity.

# Let us build the export gateway together

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## Team

Founding team combining export-market knowledge with a modern, already-shipped technology platform. [Add founder names, roles and short bios here before sharing with investors.]

## Contact

Website: [www.multiexportservice.com](http://www.multiexportservice.com)

Email: [add your investor-relations email]

Location: Algeria

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