

# porcelain

## Sell anything, anywhere.



# **Mission:**

To empower entrepreneurs with a distribution channel removed from the growth inhibiting aspects of present day e-commerce and physical retail.

# Limitations of traditional channels

- Online marketplaces such as Amazon do not offer instant gratification
- Brick & mortar retail is cost prohibitive



# Porcelain allows anyone to sell anywhere in the world.

- **Uber and Lyft**
- **AirBnBs**
- **Motel rooms**
- **Remote outdoors**



# Business Model

Market price: \$99.95 ASP   Average machine generates \$10 per day   Manufacturing BOM: \$35 per unit

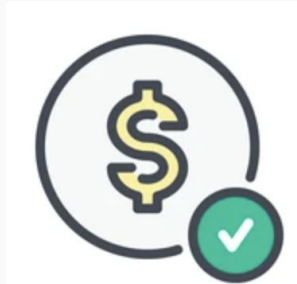
## Online sales

Currently sold via  
Amazon and on  
porcelain.io



## Subscriptions

Merchant subscriptions  
unlock premium selling  
benefits

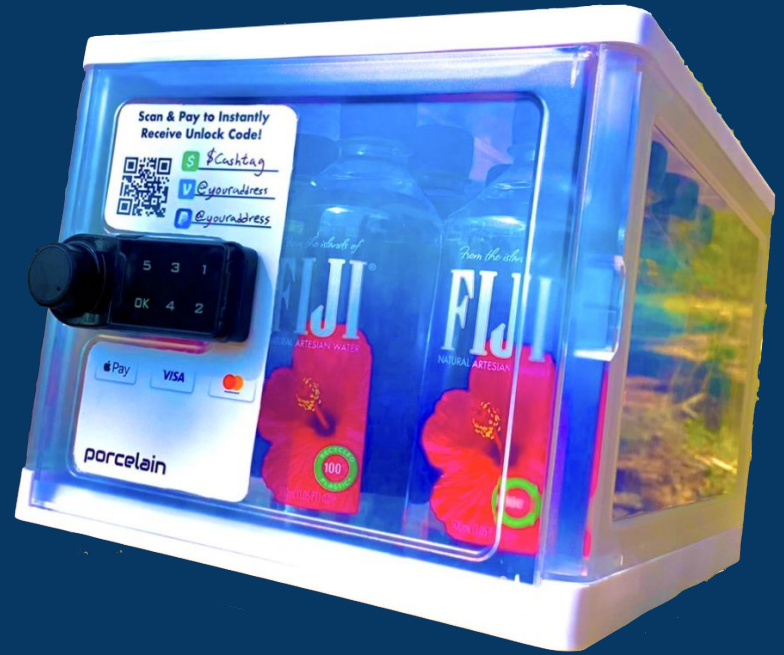


## Hospitality

Pay motels to put the  
machines in their rooms



**Traction:**  
Over 130 units sold  
for \$99.95 each



# The Team



## Zach Arrow

- Affiliate marketing and app development veteran
- Expert in guerrilla marketing across online + physical world
- Expert with Amazon store fronts and optimization
- CEO of Porcelain.io



## John Arrow

- Founded, scaled, and sold multiple companies
- Inc 30 Under 30
- Recently sold Mutual Mobile (Generated over \$250 Million in revenue) to Grid Dynamics
- Chairman of Porcelain.io

# **\$25m revenue run-rate in 2024**

## **Porcelain opportunity:**

- ~\$10 per motel room, per day
- Strive for just 1% of rooms
- Add merchant subscriptions
- Increase direct machine sales BOM

**Seeking to raise \$500k**



**Thank you!**

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