

IRYSS

The Infrastructure for Independent Commerce

CEO Statement: Empowering SMEs for Global Scale

Market Context

Commerce is shifting from scale alone to speed, independence, and distributed growth. Consumers seek relevance over size, and global demand no longer hinges on legacy retail.

The Problem

Yet existing systems leave independent brands navigating siloed tools and platforms not designed for them.

The IRYSS Solution

IRYSS is building the infrastructure for what comes next by consolidating scale and pooling demand to give SMEs access to the operational efficiencies, data, and reach previously reserved for larger brands.

The Power of the IRYSS Ecosystem

Our connected ecosystem enables SMEs to scale across borders, channels, and roles without having to build complex infrastructure on their own.



Mission

Build infrastructure that lets independent brands scale globally without compromise.



Vision

A collaborative commerce ecosystem where SMEs grow faster by growing together.



Why SMEs Are Set Up to Fail in Europe

Independent brands are structurally blocked from scaling. Market fragmentation, rising costs, and lack of access to meaningful tools lock SMEs into a system they cannot outgrow.



Systemic Barriers

Fragmented Markets

24 languages, local laws, and cultural gaps make expansion slow and expensive.

Capital Locked

SMEs lack access to capital for stock, tech, or hiring.

Platform Gatekeeping

Saturated or closed platforms leave SMEs with no real path to scale.



Cost Pressures

Inflation Squeeze

Costs rise, spending drops margins squeezed both ways.

No Cost Efficiency at Scale

Unit costs and overhead remain high with no scale or shared data to offset them.

Offshoring Risk

High MOQs, slow lead times, and excess stock add operational drag.



Technology & Trade Gaps

Fragmented Tech, No Data Leverage

SMEs rely on disconnected tools without automation, shared systems, or scalable insight.

Brexit Friction

Tariffs, delays, and admin make UK-EU trade unviable at SME scale.



The Biggest Opportunity in Commerce – **Uniting the Scale of SME Brands**

Digital infrastructure, social distribution, and shifting demand have created the first real opportunity to unify independent commerce at scale.

Total Addressable Market (TAM)

€690B+

annual spend across fashion, beauty, home, and lifestyle

200,000+

independent brands and over 1M resellers and creators in the EU

100M+

consumers choosing ethical, local, and creator-led products



Key Opportunity Drivers

Fragmented Supply, Untapped Scale

Millions of SMEs provide localised market access at scale but lack a platform to consolidate and drive growth within the market segment

Flexible Cost Efficient Supply at Scale

Pooling SME demand into a unified supply network enables nearshored production delivering faster lead times with higher quality and lower costs at scale

Social Distribution Replaces Traditional Retail

Influencers and creators are becoming the dominant retail layer as social commerce replaces traditional store led discovery reach and conversion

No Unified Route to Market for SME Commerce

SME brands operate across disconnected retail wholesale and social channels with no system to consolidate fragmented scale into a single route to market

Structured SME Data Enables Localised AI at Scale

Commerce across fragmented markets generates deep structured data that can train highly efficient local AI models to optimise growth reach and performance

Competitive Landscape – Why Current Platforms Fall Short for SME Brands

SME brands have no dedicated mass market platform.

Competitor	Model	Pros	Limits	IRYSS Advantage
Faire	B2B wholesale	1M+ retailers. Net 60 terms.	No D2C. Mass producers dominate.	Shared data + B2B/D2C access. Full brand control
Zalando	B2C marketplace	Market leader. Strong logistics.	High fees. Removing SMEs. Saturated with over 4000 large brands	SME-first onboarding. Curated visibility. Lower cost access
About You	Youth B2C (Zalando)	Influencer traffic. Fast UX.	4000+ brands. SME access restricted.	Omnichannel solution built specifically for SME brands. Wider targeting demographics
Wolf & Badger	Boutique indie D2C	Ethical focus. Niche appeal.	High fees. No tools or scale support.	Full-service ops. Shared data. Mass-market pricing power



The Iryss Leadership – A Team Built For Global Execution

Ronan McKenna

Chief Executive Officer



Experienced in multi-market retail, e-commerce, and supply chains, with a track record in cross-functional, multi-country execution. He drives Iryss's strategy around SME scalability and market transformation.

David Sopuch

Chief Technology Officer



Founder of Avetti Commerce, powering 1,000+ global marketplaces. He leads Iryss's full technology stack with a focus on scalability, performance, and deep system integration.

Gabriele Morsillo

Head of Operations



13+ years in B2B/B2C strategy and operations. He oversees go-to-market execution, partner onboarding, and commercial delivery across sales and service.

Luis Pinto

Head of Production & Manufacturing



With 30+ years in textile and apparel, he brings deep expertise in supply chain modernization and leads Iryss's scalable production network for independent brands.

Miguel Magalhaes

Head of Content & Media



Digital strategist with experience at Liga Portugal and SISOLEI. He leads Iryss's brand storytelling and multimedia strategy to grow awareness and audience engagement.

IRYSS: The World's First Unified Omnichannel Commerce OS for SMEs

IRYSS is the first omnichannel commerce OS built for independent brands, bringing B2C, B2B, and brand storefronts into one connected platform. Powered by shared services, it replaces fragmented tools and workflows, giving SMEs full control over every channel and embedding efficiency into how they sell and grow

The IRYSS Advantage

1

Unified System

Streamline operations by managing storefronts, marketplaces, fulfillment, and marketing from one platform.

2

Omnichannel Integration

Integrates B2C and B2B, allowing for seamless expansion into both direct-to-consumer and wholesale markets.

3

Scalable Growth

Grow effortlessly across regions with a platform designed to eliminate bottlenecks and simplify cross-border expansion.

4

Global Reach With Local Precision

Scale globally with localized storefronts, regulatory compliance, and market-specific content.

5

Effortless Automation

Automates key workflows (inventory, fulfillment, marketing, and customer engagement) ensuring real-time synchronization across all functions.

6

Centralized Management

Manage all channels and operations from a unified dashboard, allowing brands to oversee every aspect of their business in one place for optimal efficiency.

How IRYSS is Built: The Technical Backbone of a Self-Optimizing Commerce Platform

Core Architecture

IRYSS is a modular, AI-ready system designed to automate decision-making, scale globally, and deploy new features in real time all without manual overhead.

Key Advantages

- Real-time optimization across all functions
- Rapid feature rollout with no downtime
- Global scale with built-in localization and compliance
- Fully automated execution with minimal manual input
- Flexible architecture that evolves as you grow



Core Architecture

Orchestrator Engine

AI-driven layer that adjusts pricing, inventory, and logistics in real time.

Composer Engine

Synchronizes workflows across systems for seamless execution.

Microservices Layer

Plug-and-play setup for rapid feature deployment without disruption.

Centralized Data Core

Connects systems, powers orchestration and AI.

How the System Gets Smarter

– The Flywheel Behind IRYSS

IRYSS is a self-learning commerce system where every brand interaction feeds a central data layer.

That data flows continuously through AI-powered features across pricing, inventory, and targeting creating a flywheel that makes the system smarter, leaner, and more efficient with every cycle.

How the Flywheel Works

• Actions Generate Data

Every product view, sale, or interaction updates the system in real time

• Platform Reacts Instantly

Updates are applied across all storefronts, resellers, and operations

• System Learns and Adapts

AI uses this data to optimise pricing, targeting, and inventory decisions

• Results Improve and Feed Back

Each cycle enhances performance, reduces cost, and sharpens future decisions

What the Flywheel Unlocks

- 01 Smarter targeting that lowers CAC and improves ROAS
- 02 Continuous optimisation of pricing, stock, and demand alignment
- 03 Instant synchronisation across all channels without manual effort
- 04 AI that improves with usage – more accurate, faster, and cost-efficient
- 05 Automation that eliminates repetitive work and reduces operational overhead



Shared Operational Services

Powering the IRYSS Ecosystem



IRYSS replaces fragmented operations with an integrated services layer that gives independent brands the execution power of major players.

By removing the need for internal teams, it compresses timelines, cuts fixed costs, and enables scalable growth through shared infrastructure built for speed and efficiency.

Plug and play content and campaign tools increase visibility and lower customer acquisition costs.

 **Marketing Support**

Brands access high-quality product development through expert design support without building internal teams.

 **Design & Product Creation**

 **Multilingual Customer Service**

Integrated localized support improves satisfaction and strengthens retention across international markets.

IRYSS

 **Shared Fulfillment Network**

Consolidated logistics reduce storage costs, accelerate delivery, and simplify backend operations.

 **On-Demand Production**

Low MOQs and fast turnaround help brands launch collections quickly without tying up capital in inventory.



IRYSS Enables a New Business Model for Independent Commerce



IRYSS introduces a new business model built on collaboration, not competition.

Instead of isolated actors building separate brands or operations, participants scale through a shared system that connects infrastructure, demand, and growth.

Brands, resellers, and creators operate as part of a unified commercial network that replaces overhead with shared services and transforms fragmented efforts into collective momentum.

Old Model



- Brands hire teams, buy stock, and rely on paid ads to grow
- Resellers carry inventory and sell through fixed retail
- Creators must launch their own brands to monetise
- Growth depends on headcount, capital, and agencies
- Every player builds in isolation

IRYSS Model



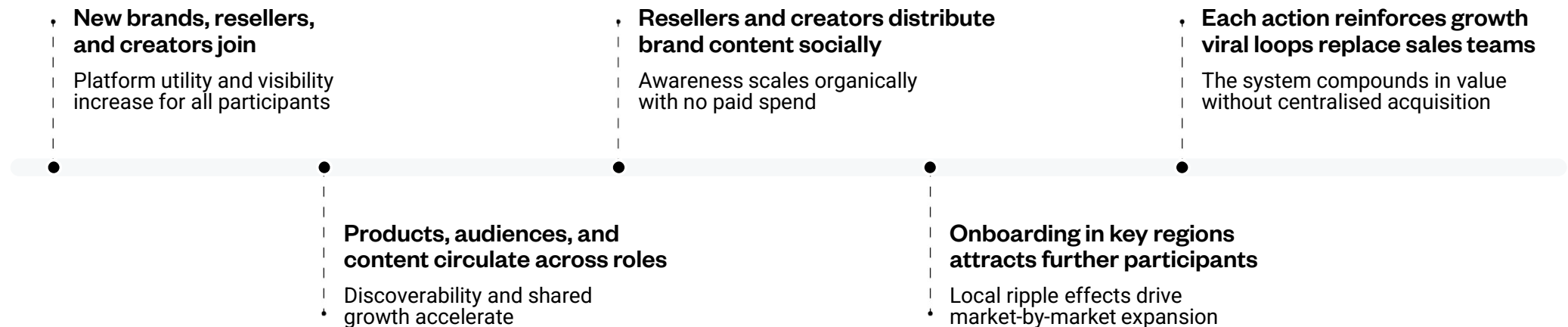
- Brands launch lean with modular production and shared infrastructure
- Resellers sync products and sell on performance with no inventory risk
- Creators launch stores using existing brand supply and sell directly to their audience
- Growth is powered by shared reach, pooled data, and built-in distribution
- All participants scale together through a connected, collaborative system

The IRYSS Market Network Effect

– A Self-Reinforcing Scaling Model

Every new participant adds reach, content, and utility to the IRYSS network, creating a flywheel where growth comes from collaboration rather than cost. Brands, resellers, and creators expand the system through their actions, enabling it to compound naturally across regions without relying on paid acquisition.

The Market Network in Action → The Compounding Effect



Go-To-Market & Traction – Our Growth Journey

Go-To-Market Strategy	Traction & Key Milestones
Target Market: SMEs and indie fashion/beauty brands across Europe, expanding globally	Pipeline Confirmed: 15 brands and 20 resellers onboarded with strong inbound demand
Reseller-Led Growth: Resellers and creators sell without inventory risk	Organic Momentum: Strong engagement ahead of paid campaigns
Channels: SEO, Meta/TikTok ads, email, and remarketing	Platform Ready: MVP fully built and launch-ready
Launch Partners: Fashion schools, influencers, affiliates	Partner Network: 20+ factories registered across the supply chain
Content-Led Commerce: IRYSS TV and live shopping to drive conversion	Production Validated: 500 samples created; 10,000 garments tested via 15 factories
Rollout Plan: Launch in dense EU markets, expand via resellers	Team & IP: CTO onboarded, core team in place, IRYSS trademark + .com secured



The IRYSS Revenue Model – How We Make Money

Marketplace Listing Fees

B2C **B2B + B2C**
€240/month **€280/month**

Covers visibility & support

Investment Platform Commissions

5%
 commission on capital raised through the SME investment platform

Subscription Plans

€1,800–€3,000/month

Premium plans including design, production, marketing and fulfilment

Transaction Commissions

B2C **B2B**
23% **15%**

Aligned with platform performance

IRYSS combines recurring subscription income, performance-based commissions, and high-margin services to build a scalable, capital-efficient business.

Franchising & Licensing

6–9% of franchisee revenues

Enables rapid global expansion

Production & Fulfillment Margins

Production costs **Fulfillment services**
60–80% **30–50%**

Generating high-margin profits

Payment Processing Fees

1% fee on all marketplace transactions
 Incremental platform revenue

Premium Service Bundles

High-value services: multilingual support, AI-driven marketing → usage-based revenue

Strategic Advantages

Predictable, Recurring Revenue

Subscription and marketplace fees cover operational costs, providing financial stability.

Aligned with SME Growth

As brands scale, IRYSS earns more, ensuring mutual success.

High-Margin Expansion

Fulfillment and production markups drive profitability without heavy capital investment.

Diversified Revenue Streams

A mix of commissions, subscriptions, and services ensures resilience, reducing risk from reliance on a single income source.

Low Capital Burn

The dual-market structure (Marketplace + Egypt backend) enables growth with minimal capital.

Scalable Operational Efficiency

Modular services and growth-driven plans allow efficient scaling without significant upfront capital.



5-Year P&L Forecast

Year	Revenue (€M)	Gross Margin	EBITDA	Net Profit	Key Milestone
Year 1 (Y1)	€840K	43%	-€894K	-€894K	MVP launch & market entry
Year 2 (Y2)	€2.62M	68%	-€183K	-€183K	Cost base stabilised
Year 3 (Y3)	€6.15M	83%	€1.63M	€1.53M	Break-even achieved
Year 4 (Y4)	€8.94M	80%	€1.72M	€1.57M	Sustained profit & scale
Year 5 (Y5)	€11.55M	81%	€2.12M	€1.99M	Marketplace maturity & SME ecosystem flywheel

Strategic Highlights

01

Break-Even by Year 3

Sustained profitability achieved within 36 months.

02

13x Revenue Growth

From €840K to €11.5M through recurring platform income and scaled onboarding.

03

Margins Up: 43% → 81%

Driven by automation, centralized fulfilment, and tech-enabled ops.

04

Capital-Efficient Profitability

Positive EBITDA from Year 3 with minimal burn and strong unit economics.

05

SME Revenue Model

Revenue scales directly with brand and reseller success.



5-Year Cash Flow Forecast

Year	Operating Cash Flow	Investment	Net Cash Flow	Ending Cash Position	Key Highlight
Year 1 (Y1)	-€894K	-€714K	-€108K	€605K	Controlled burn, fully funded
Year 2 (Y2)	-€183K	€0	-€183K	-€183K	Cost optimisation ahead of break-even
Year 3 (Y3)	€1.53M	€0	€1.13M	€1.46M	Break-even cash flow
Year 4 (Y4)	€1.57M	€0	€1.17M	€1.03M	Operational cash compounding
Year 5 (Y5)	€1.99M	€0	€1.59M	€4.35M	Cash-generative platform at scale

Strategic Highlights

01

Controlled Burn

Lean Year 1 execution supported by pre-raised capital and strict cost control.

02

Self-Funding Growth

From Year 3, operations fund growth without external capital.

03

Resilient Cash Position

Ending cash reaches €4.35M by Year 5, enabling reinvestment or runway extension.

04

Operational Leverage

Service scaling increases margins without adding fixed cost.

05

Efficient Model Execution

Modular operations and low fixed costs reduce risk and preserve runway.



Financial Analysis & Risk Mitigation

– IRYSS Investment Opportunity

Metric	Value	Risk Mitigation
NPV & ROI	€2.3M NPV, 207% ROI	Strategic brand onboarding builds defensibility and lowers acquisition risk
IRR & Payback	42.6% IRR, 3.7-year payback	Controlled early-stage spend and strong runway coverage reduce liquidity risk
Revenue Growth	€840K (Y1) → €11.5M (Y5)	Recurring revenue model and scalable infrastructure enable sustainable growth
Profitability	Break-even by Year 3	Lean cost structure and monetized services drive early margin generation
Capital Efficiency	Cash-positive from Year 3	Modular backend and low fixed overhead protect margins and reduce capital burn
External Leverage	€1.4M in secured public debt at preferential terms	0% interest Smart & Start and SME-backed Intesa facility enhance liquidity without dilution

Key Investment Highlights

Strong Returns

€2.3M NPV, 42.6% IRR, ~3.7-year payback

Built-In Risk Controls

Recurring revenue, cost discipline, and liquidity flexibility

Efficient Scaling

Profitable by Year 3 with minimal capital exposure



Operational Cost Advantage

– Why Our Model Scales Lean

Core Operational Advantage	Scalable Outcome
6–8x Lower Ops Cost (Egypt)	→ Full-service operations with lean team & low overhead
30% More Cost-Efficient than Asia + QIZ	→ Competitive pricing & duty-free U.S. access (QIZ)
Low MOQ, High-Speed Production	→ Faster product cycles and lower inventory risk
2–3 Day RoRo Shipping to EU	→ Much faster delivery than other low-cost production hubs
15-Facility Network, 10,000 Garments Tested	→ Proven scale, flexibility, and rapid onboarding
Deep, Cost-Efficient Talent Pool	→ Enables full marketplace operations at minimal cost base



IRYSS operates a dual-hub model led, where brand strategy, commercial development, and partnerships are based.

Operations are executed from Egypt, enabling IRYSS to run a fully integrated marketplace at approximately 20 percent of the cost of EU-based platforms, without compromising performance, speed, or scalability.

Designed for Speed, Scale, and Margin

- 01 Egypt-based operations delivers full platform performance at 20 percent of EU cost
- 02 Integrated control over tech, production, and logistics accelerates time to market
- 03 RoRo logistics provide fast, low-cost delivery to Europe, avoiding offshore lead-time delays
- 04 Lean cost structure supports reinvestment and long-term margin expansion

Investment Round – Structure and Opportunity

Funding Sources

€500,000

Equity Investment

€200,000

Founder Capital

€800,000

Smart & Start Italia

Debt

€600,000

Intesa SME Guarantee Fund

Debt

€2,100,000

Total Capital Raised

The equity investment will allow IRYSS to be eligible for additional debt allocation under the Intesa SME Guarantee Fund, providing further liquidity and financial flexibility

Use of Funds Breakdown

€600,000

Platform & Post-MVP Development

Initial technology development and post-MVP enhancements to ensure scalability and high performance.

€400,000

Marketing & Brand Acquisition

Strategic marketing initiatives, digital campaigns, influencer partnerships, and engaging agencies for brand acquisition.

€60,000

Rental & Infrastructure

Office rental and operational setup, ensuring a suitable environment for product development and operations.

€150,000

Production Setup & Initial Stock

Setting up production operations and purchasing initial stock for marketplace launch.

€450,000

Team Expansion & Key Hires

Hiring key personnel across operations, marketing, and technology roles to implement the business plan.

€480,000

Working Capital

Ensuring liquidity and financial flexibility for smooth operations and scalability.

