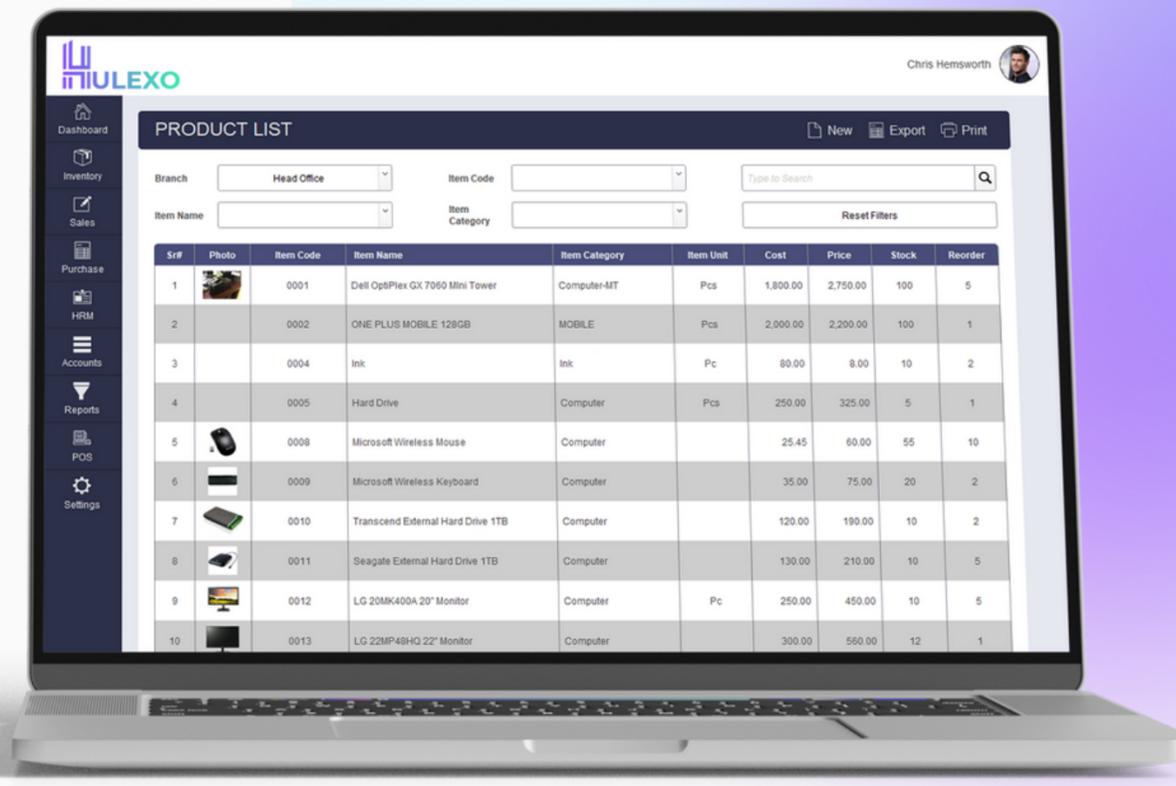
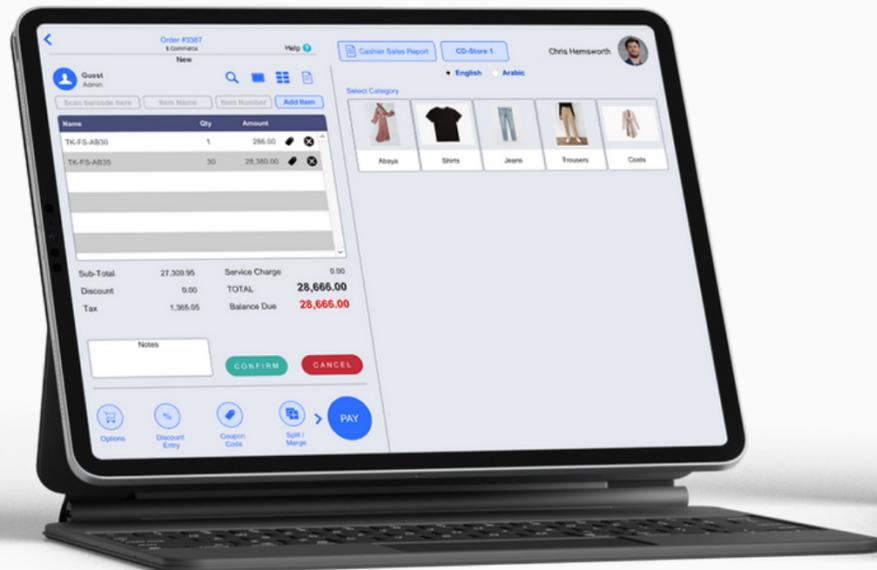


www.hulexo.com



AI-POWERED ERP SYSTEM FOR SMALL TO MEDIUM RETAIL STORES



LOSS OF REVENUE



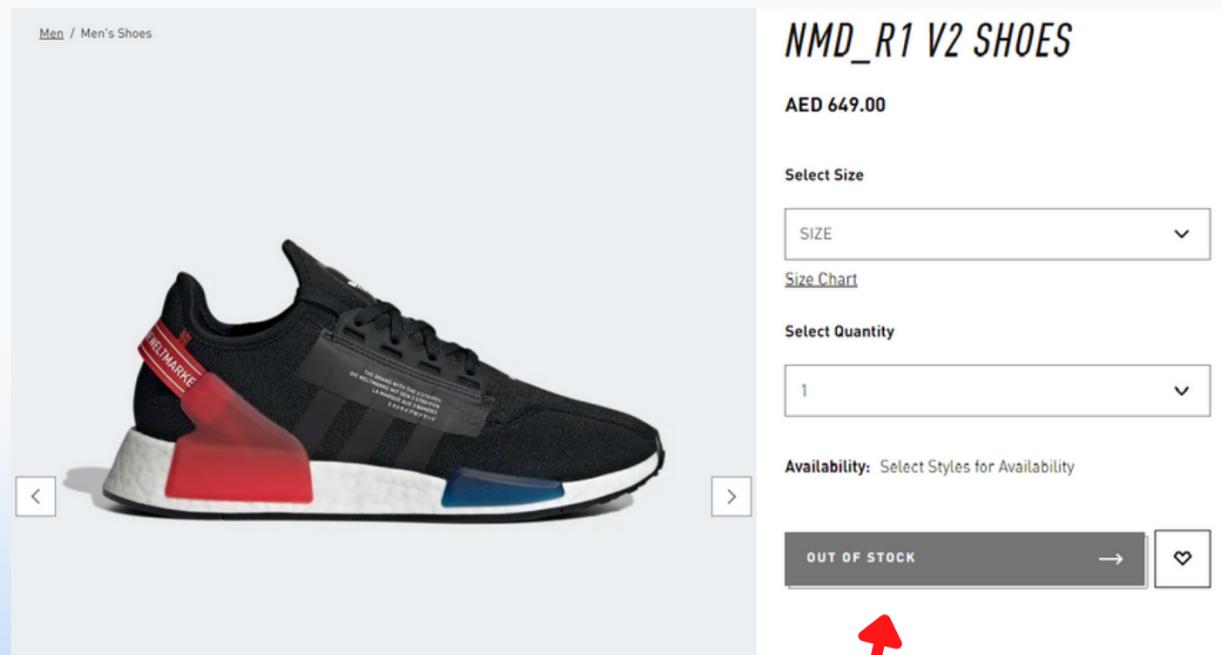
Retailers lose around 1.25 Trillion USD in sales worldwide, because of stockouts



80% of stockouts are caused due to inventory mismanagement by the retailers (human error)



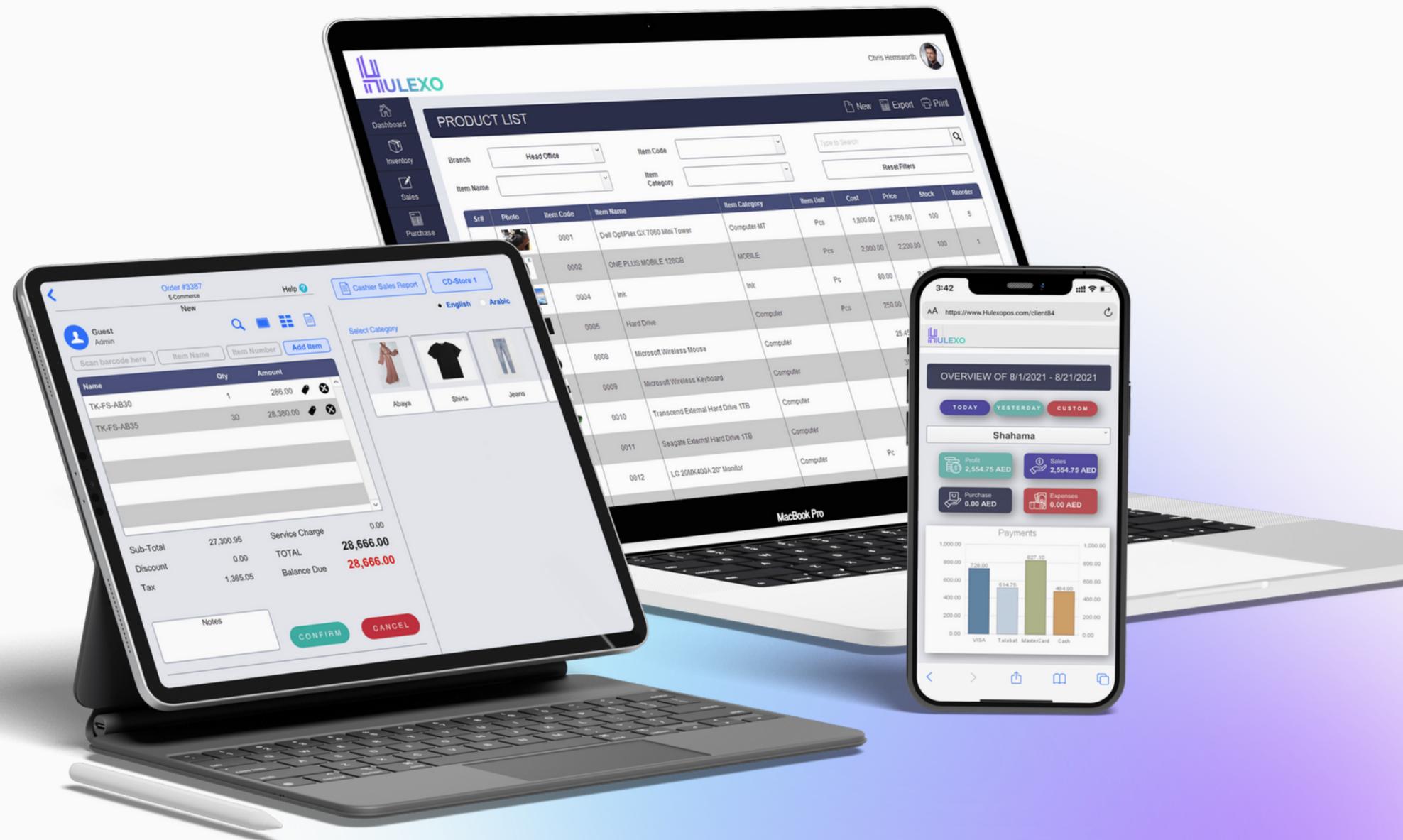
Accurate Stock forecasting is challenging for small to medium retailers.



SOLUTION

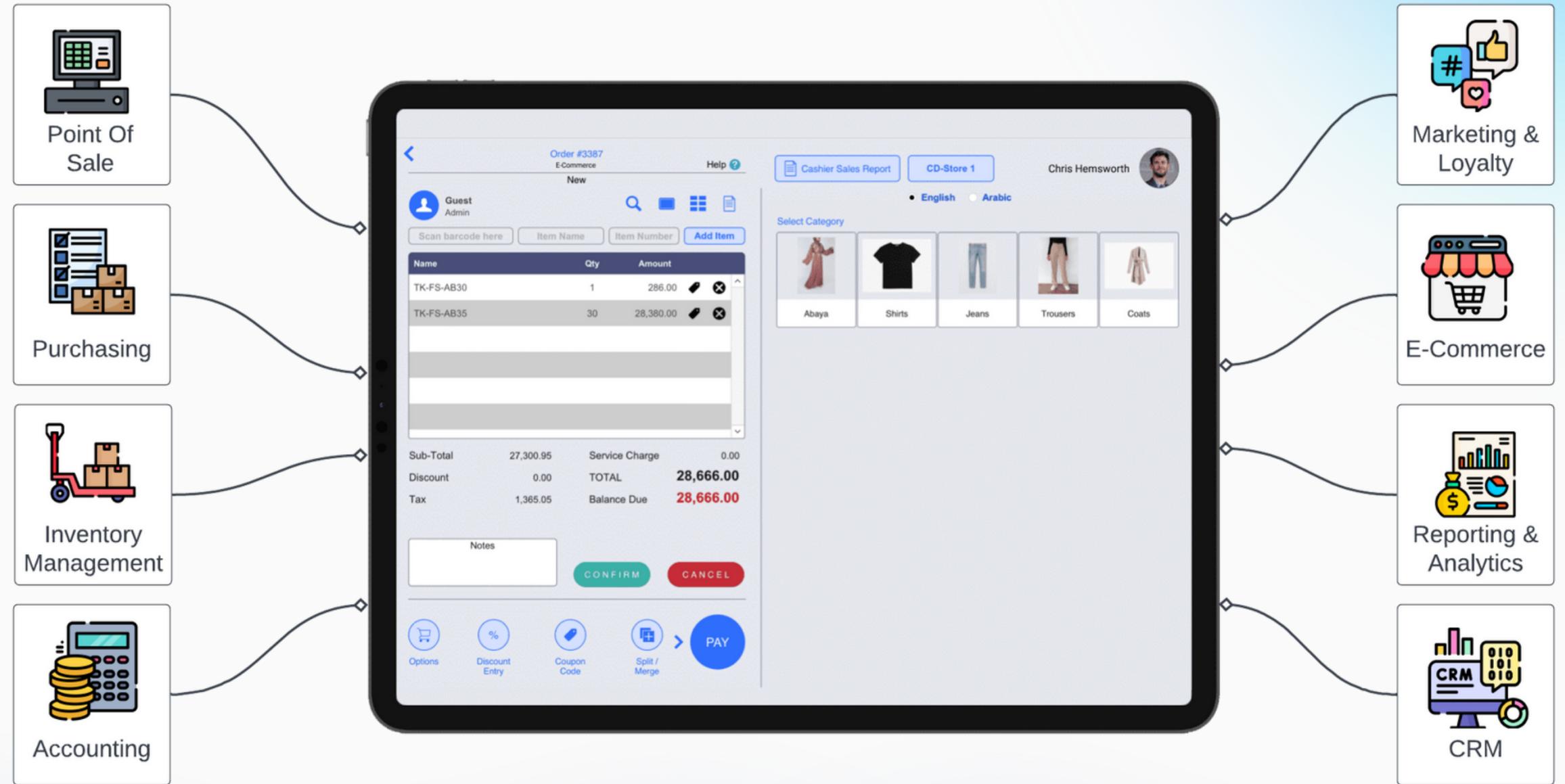


We help retailers increase revenue by completely eliminating stockouts using an AI-Powered ERP system while giving store owners complete visibility and control of their business



AI POWERED ERP SYSTEM

It starts with an easy-to-use POS system coupled with different modules to bring all their departments under one unified cloud-based system



AI POWERED INVENTORY AUTOMATION



As soon as the item is running low on stock, the system algorithmically recommends the optimal stock to purchase based on multiple data points.



Has the ability to send a purchase order email directly to the right supplier with just a click of a button, fully automating the inventory management & replenishment process.



Whey Protein

\$89

Size: 2.27 kg

Flavor: Chocolate

 Warning: Stock running low

Calculating Optimum Inventory Level ✨

- Outlet location
- Stock on hand
- Supplier lead time
- Stock on order
- Historic demand
- Stock in transit
- Forecasted demand
- Days Cover

Recommended restock

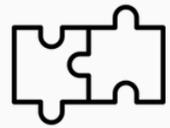
08 Units

Place Purchase Order

TECHNOLOGY ADVANTAGE



Built using low code technology



One-click thirdparty integrations



6 times faster customization & implementation times



Low development costs



SMART RESTOCK ALERTS



Even if the store does run into a stockout, we empower their staff with tools to easily capture customer information on their mobile phones while automatically notifying the customers as soon as the item is back In stock.



Hi Nicole, Thank you for dropping by our store the other day. The item **Red Nike Shoes**, Size 43 is now back in stock, would you like to place an order on our online store ? Here's our online store link. <https://bit.ly/3ObqsnB>



SAAS BUSINESS MODEL

Charged Annually

Basic	Standard	Enterprise
<ul style="list-style-type: none">✓ POS Inventory Analytics✗ Integrated Accounting✗ Ecommerce Integration✗ Customizations	<ul style="list-style-type: none">✓ Everything In Basic✓ Integrated Accounting✓ Ecommerce Integration✗ Customizations	<ul style="list-style-type: none">✓ Everything In Standard✓ Dedicated Success Manager✓ Third Party Integrations✓ Customizations
<p>\$65.00 Per Device Per Month</p>	<p>\$95.00 Per Device Per Month</p>	<p>Custom</p>

We charge customers 65\$ per device per month on an annual subscription, and the price can go higher with more enterprise clients with customized requirements.

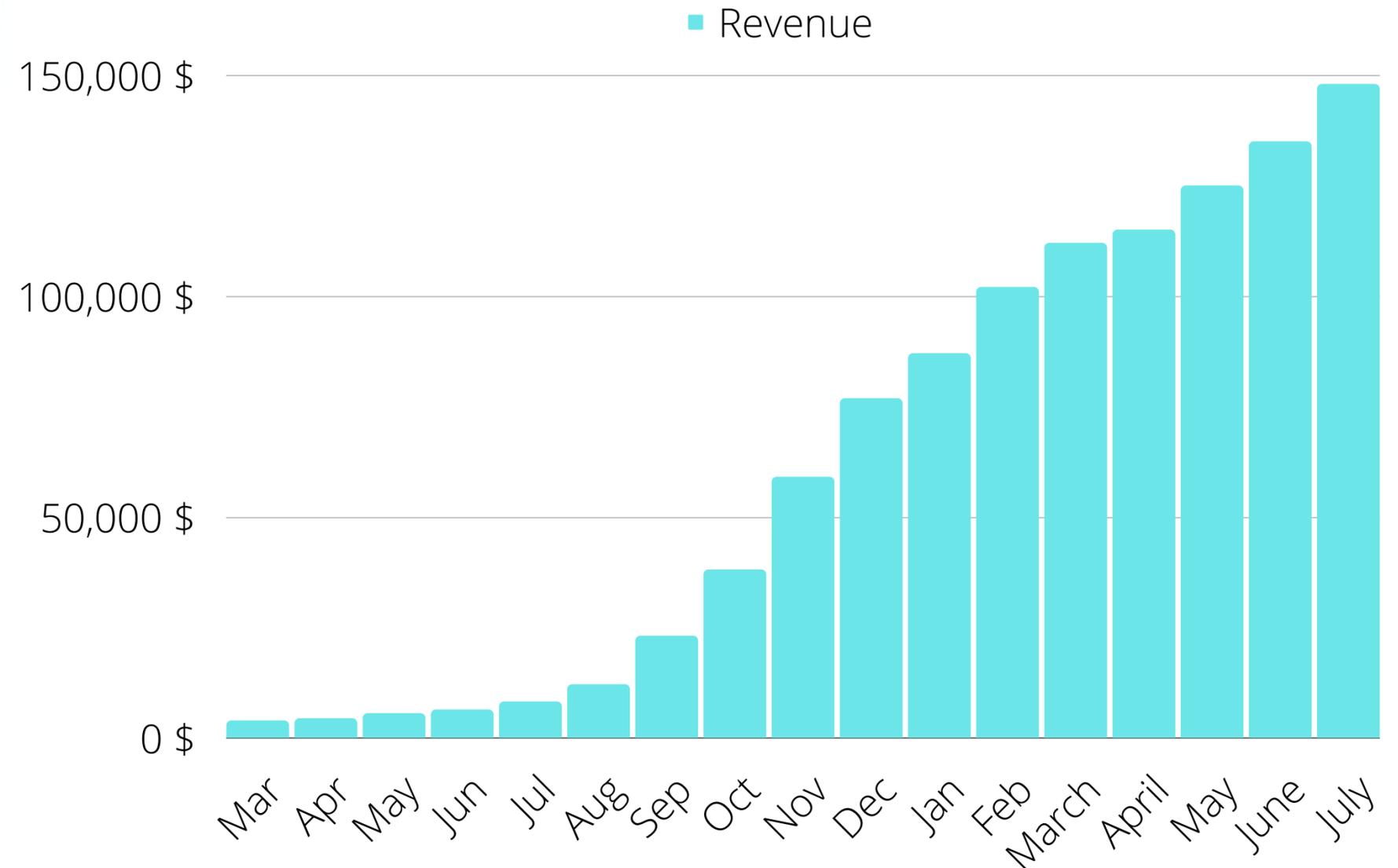
TRACTION

45+ Retail Clients

\$ 135,000 ARR

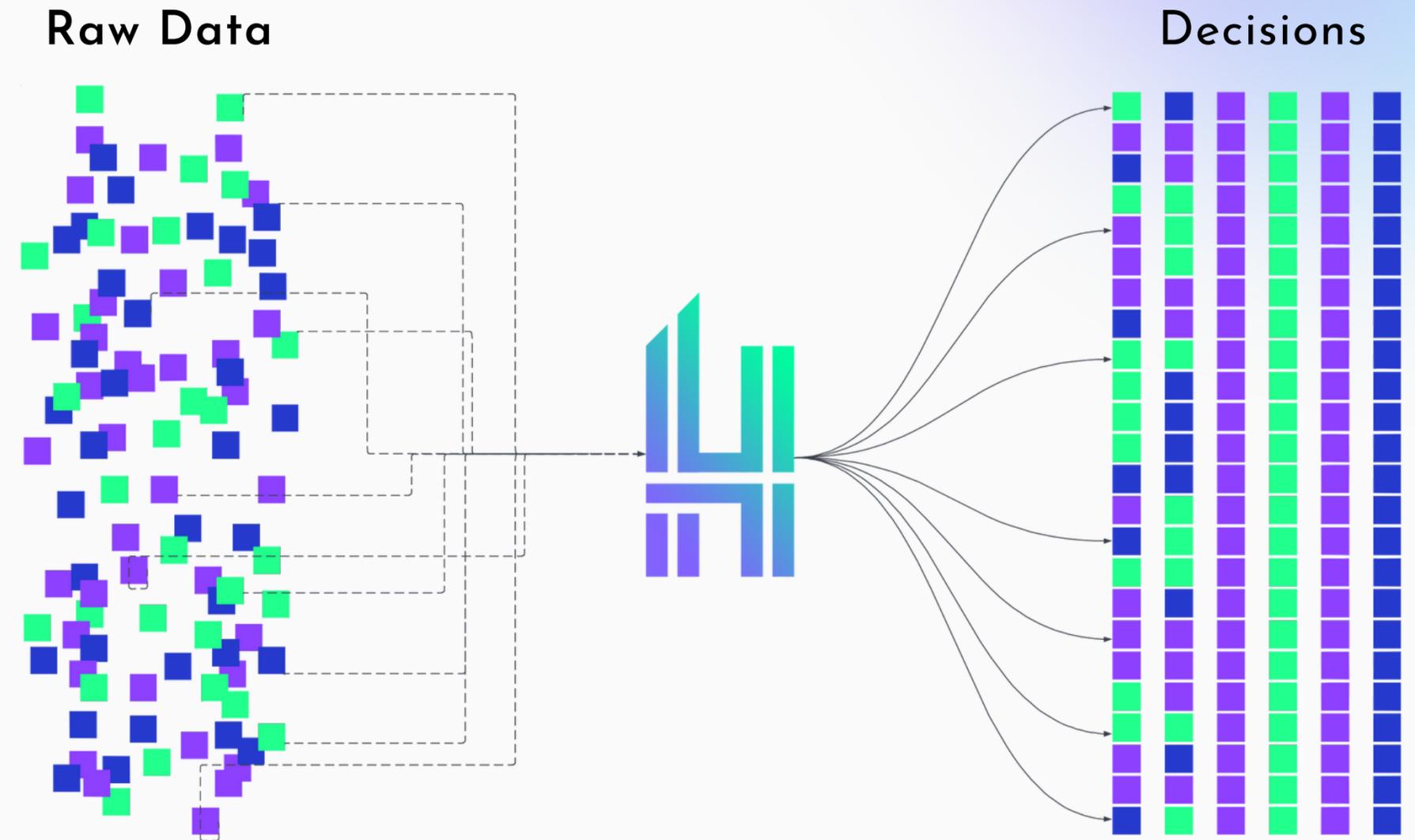
25% MOM Growth

85% Profit Margin

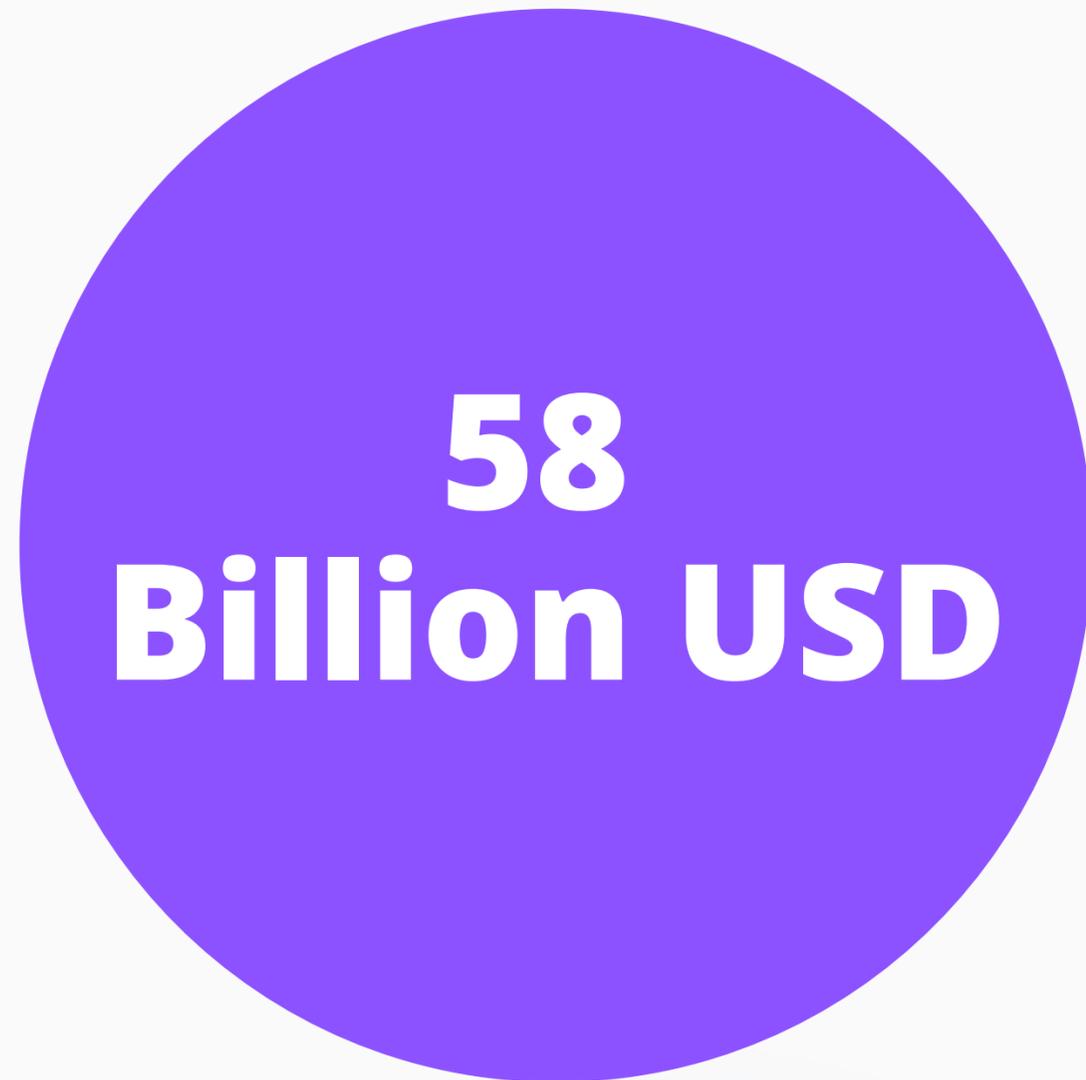


HULEXO'S AI. ENGINE

The biggest differentiator from our competitors is that all other ERP systems leave it to the retailer to make sense of the data collected, whereas our system uses a robust AI Engine to make sense of the data and suggest decisions to take, making the operations & decision-making proactive rather than reactive.



UAE RETAIL MARKET SIZE



UAE Retail Market Size 2020

6.6%
Annual Growth

Estimated To Reach \$70.5 billion
by 2025

We are looking at a retail market size of 58 Billion USD which is expected to reach 75 Billion by 2025.

(Source: Dubai Chamber)

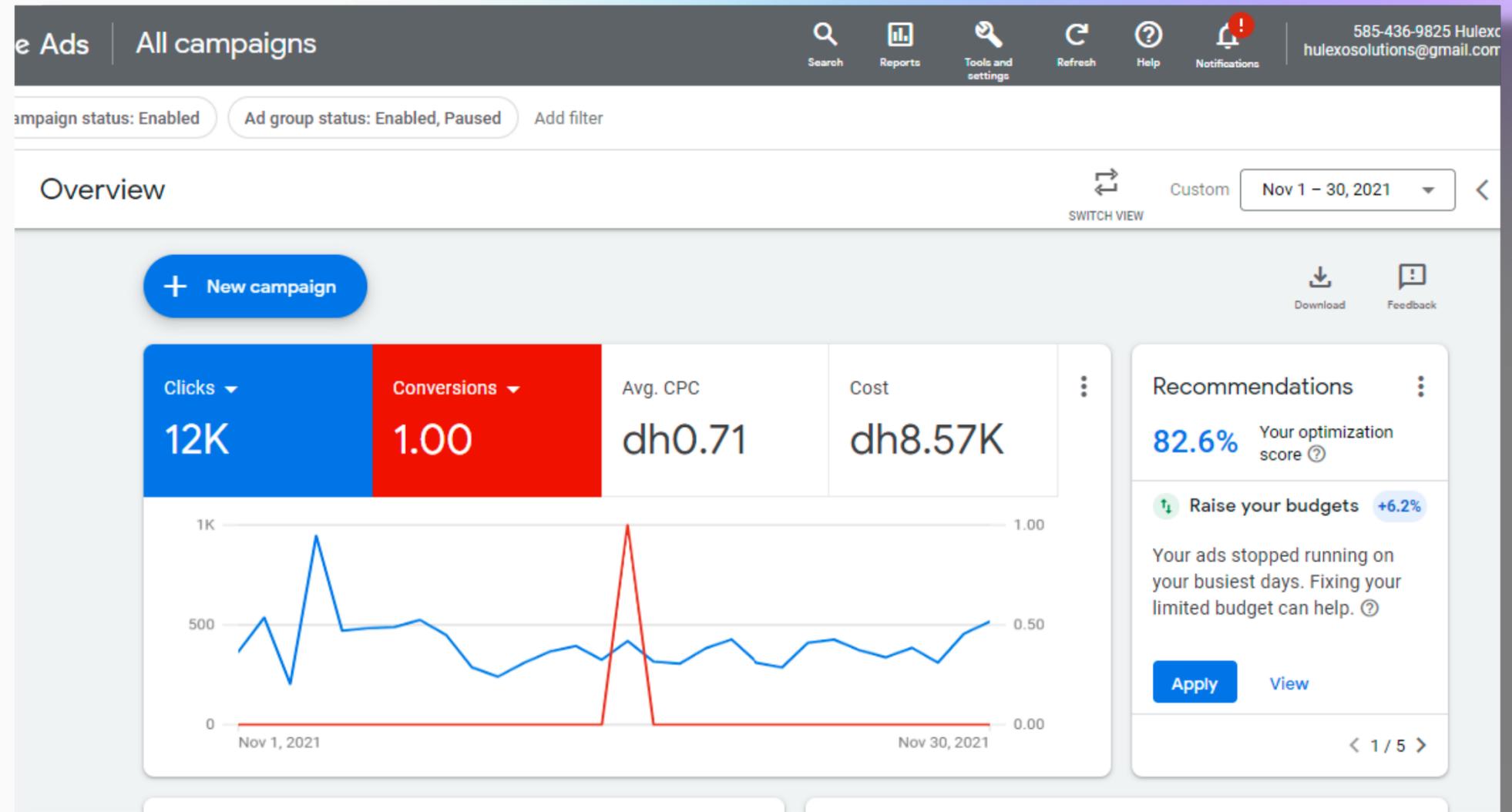
CLIENT ACQUISITION

Google Ads

CAC:
2800 AED

AOV:
9-12,000 AED

LTV:
45,000 AED



ROADMAP



THE TEAM



HUZAIFA
CEO
BIS & Digital Marketing



MARWIN
CTO
12+ Years of RAD experience



IBRAHIM
CPO
5 + Years of ERP Experience



We are a team of 6 people with over 25+ Years of collective experience in tech, marketing, and product, having worked for companies like Accenture, Apple, and Adnoc.

Hulexo.com

Name

Huzaiifa | CEO

Mobile phone

+971 566732159

Email address

Huzaiifa@hulexo.com

