

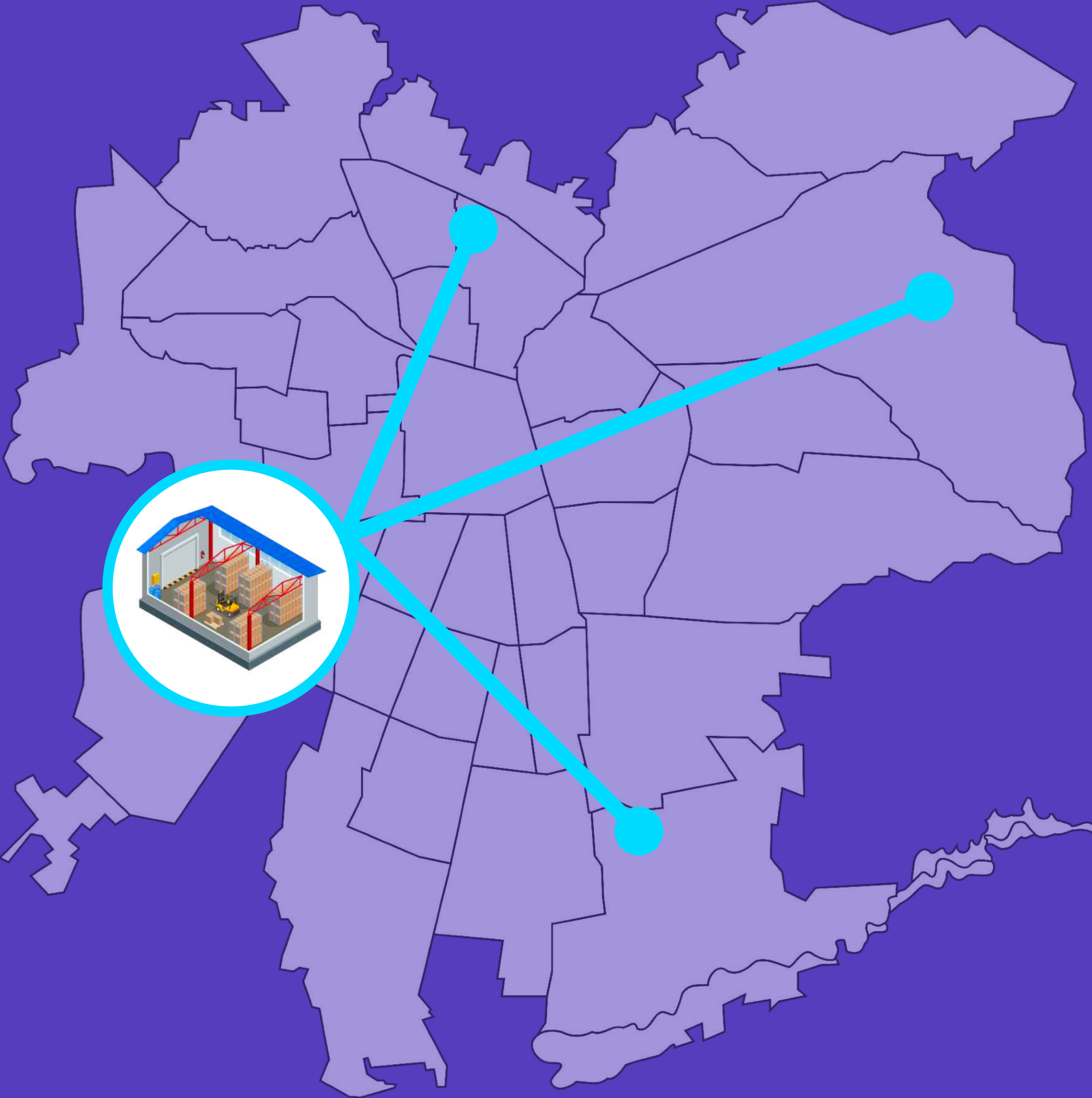
# DARKSTORES Y MICRO-FULFILLMENT PARA ENTREGAS MÁS RÁPIDAS Y EFICIENTES

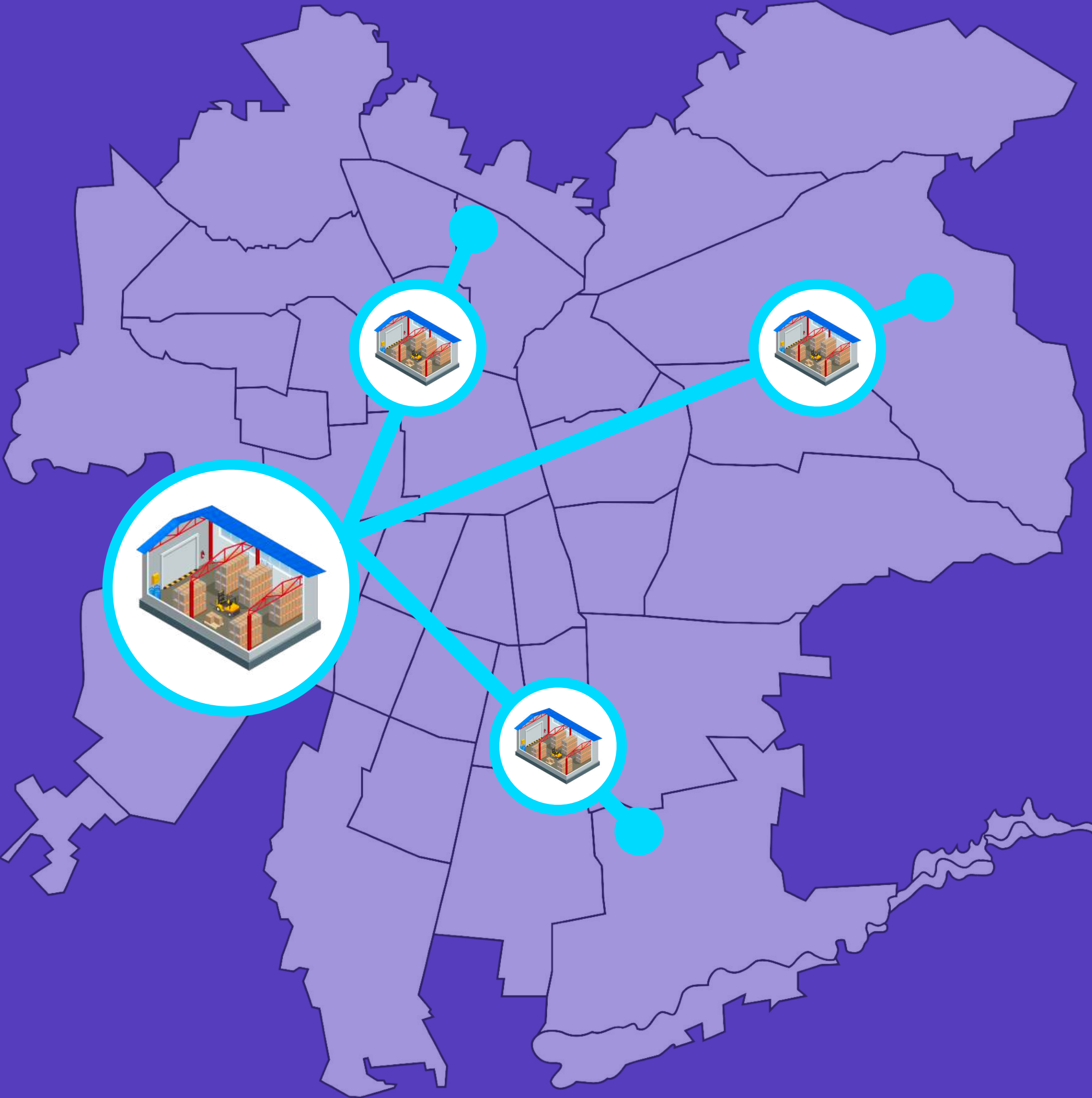
**FASHION**  
ONLINE





¿Qué son las **dark stores**?









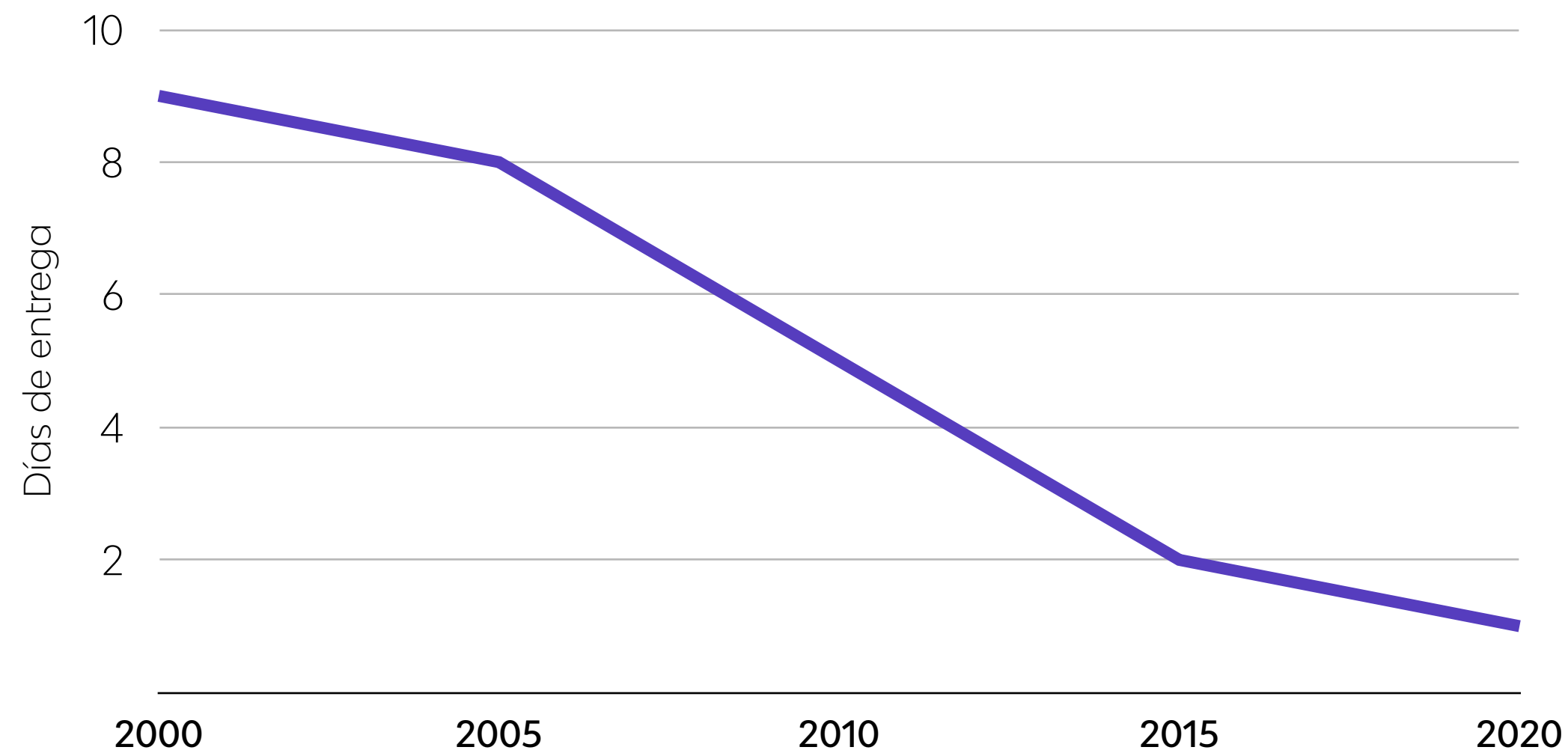
# LAS EXPECTATIVAS DE LOS CONSUMIDORES CAMBIARON



# El comportamiento de los consumidores online ya venía cambiando, pero el Covid hizo que ese cambio fuese más rápido y drástico...

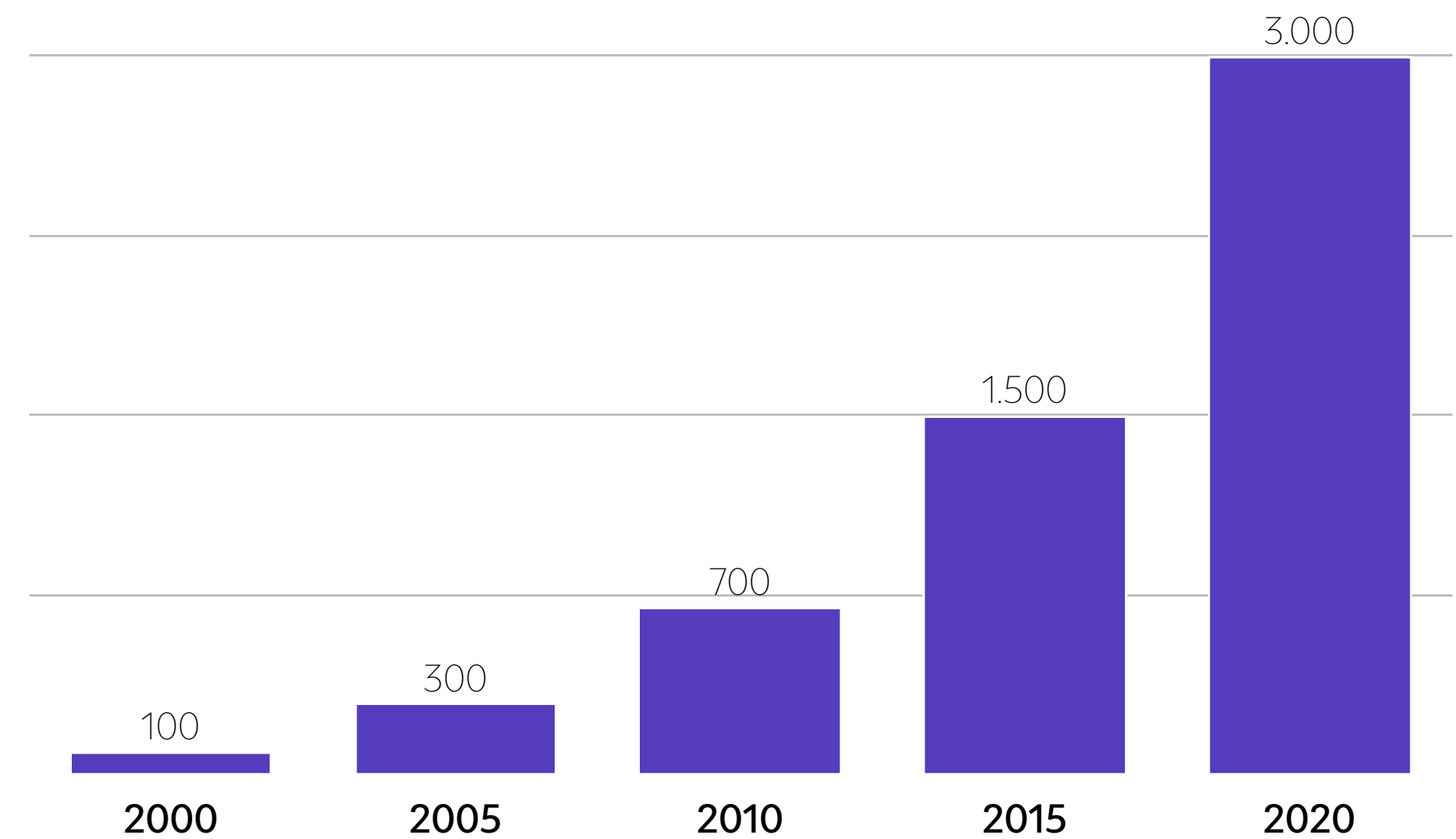


Same Day Delivery Amazon



Source: McKinsey. Same-day delivery: Ready for takeoff

Mercado e-commerce EEUU

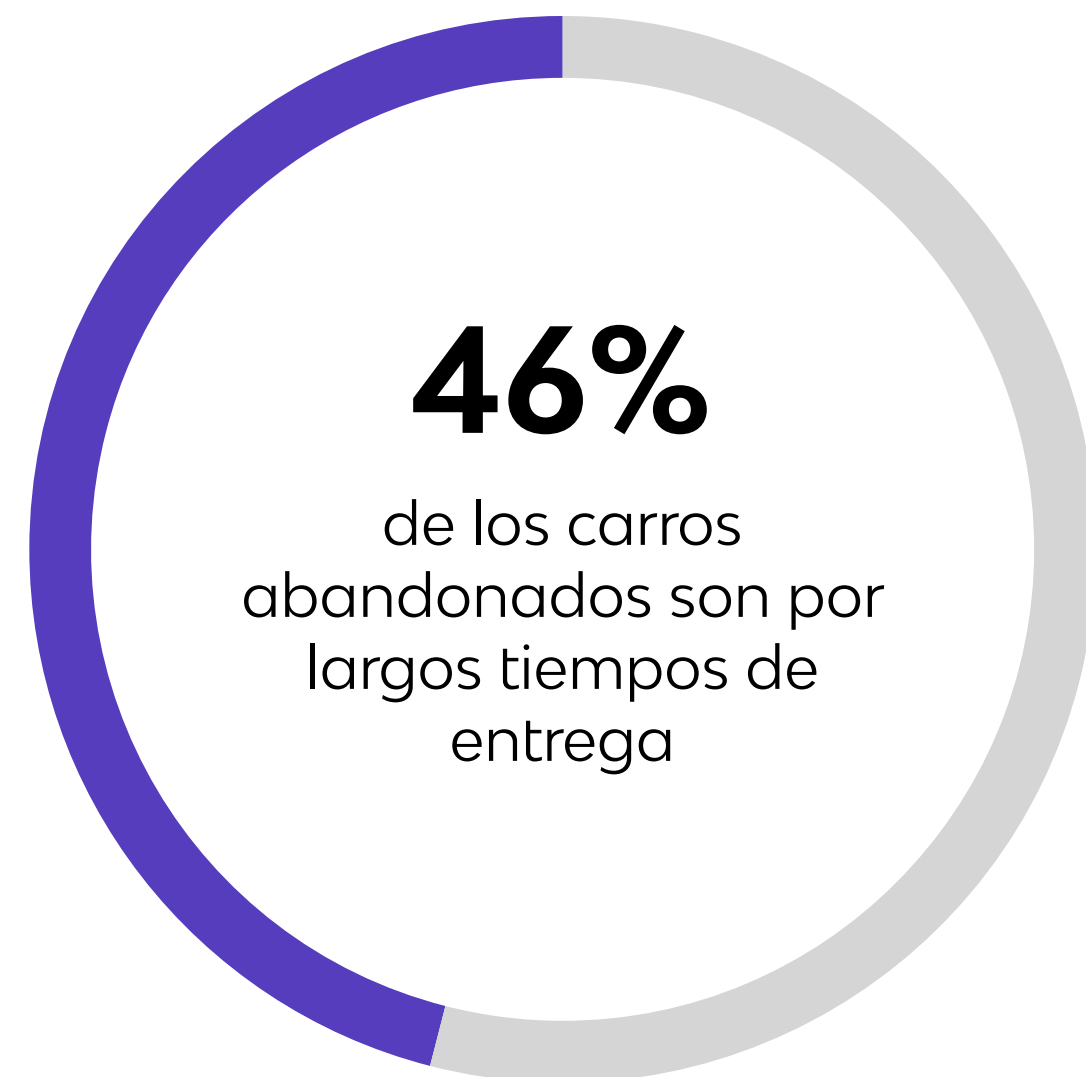


Source: McKinsey. Same-day delivery: Ready for takeoff

# ... donde el tiempo de entrega se transformó en uno de los factores más relevantes en la logística de e-commerce

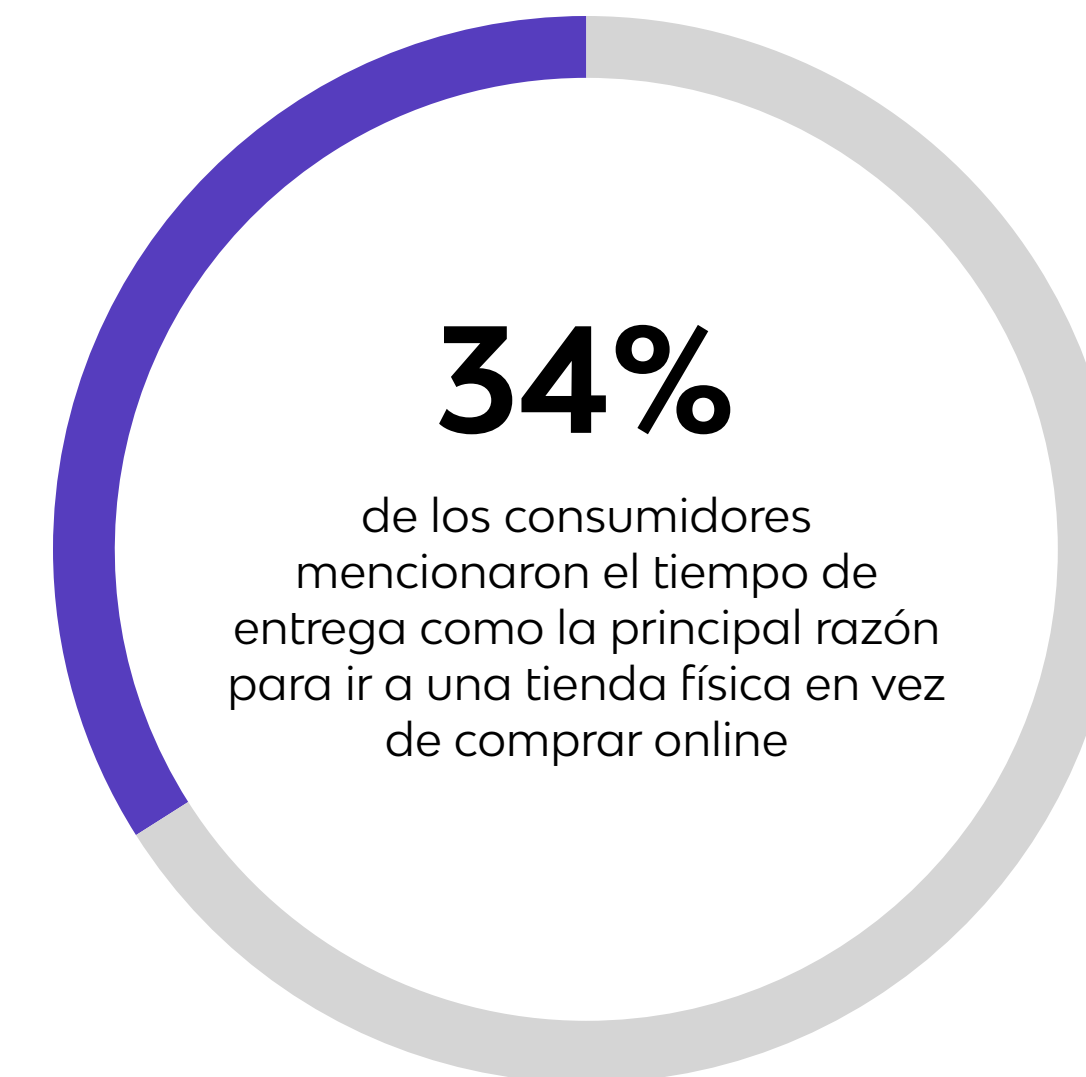


Abandono de carros de compra por tiempos de entrega



Source: McKinsey. Same-day delivery: Ready for takeoff

Tiempo de entrega como razón para comprar en tienda y noonline



Source: McKinsey. Same-day delivery: Ready for takeoff

# ENTREGA INMEDIATA

Las expectativas de los consumidores tienden a la ultra-conveniencia: desde la entrega al mismo día hasta la entrega inmediata.





Si analizamos a las empresas de logística top-tier en Latam, vemos que queda mucho por cumplir...



Average Delivery Time

**1.9 Days**

Average FF + Delivery Cost

**USD\$ 7.3**

Source: Euromonitor Digital Consumer Survey, Crunchbase, June 2021



Altos costos de  
última milla

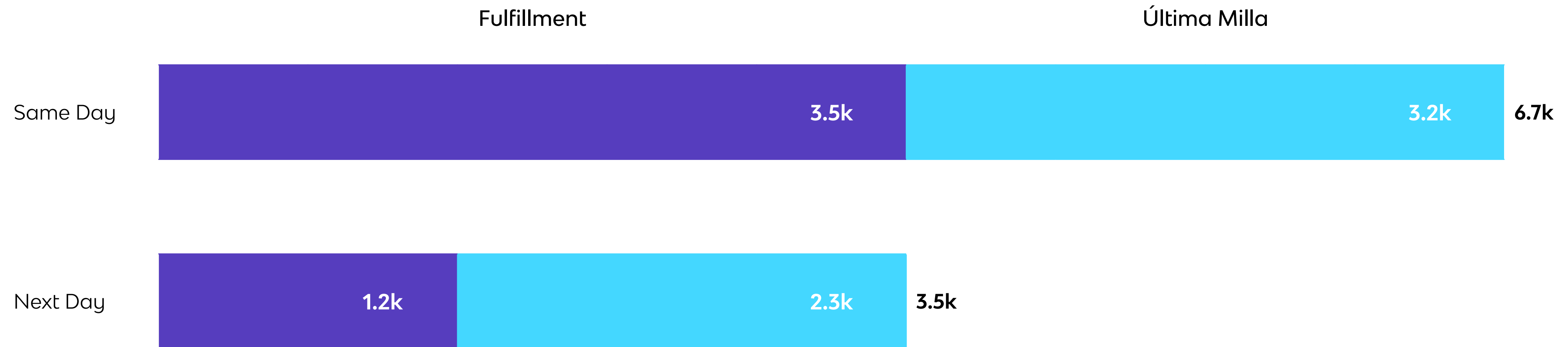
Altos costos  
en inversión de  
activos

Alta rotación  
de personal

# ... y la razón es porque los costos aumentan mucho



Costos estimados de entrega entre same-day y next-day (en CLP)







# Hemos visto decenas de empresas de *quick commerce* que no logran tener una operación rentable



One thing is very clear that despite the huge funding, coverage and overall market penetration of these startups, there are still doubts as to when will they become profitable and how long will it take to recover the customer loyalty and the duration of the customer life cycle. Will you (investors) burn more money? or as a marketer still around the typical market fundamental that burning is earning?

Ultra-fast delivery companies are being bought by unprofitable cash-burning unicorns. It's hard to tell if they're shaping the future of delivery or a transient illusion of it.

## Does instant grocery stand a chance of becoming profitable?

As these companies approach later-stage financing sometime in the future, questions will be asked about the path to profitability in an industry of notoriously thin margins. Indeed, this is an uncomfortable truth that hasn't changed since the early days of Kozmo.com.

The available figures show that old patterns are repeating. Gopuff recently reported an EBITDA of negative \$150 million on \$340 million in revenue (EBITDA margin: -45%).



Lo que los clientes esperaban ayer (entrega en el mismo día), **no será lo mismo que mañana**. Y **no existe ningún modelo**, aparte de Wareclouds, que **pueda entregar** lo que los consumidores esperan **(barato y en minutos) y ser rentable**.

# Traemos un enfoque innovador para hacer frente a los principales problemas: alta inversión en activos, largas distancia y baja retención



## INDUSTRY

High investment in Real Estate

*\$2-5 per package*

**High real estate costs are traditionally driven by two factors:**

- Large fulfillment / storage distribution centers in the periphery of cities require substantial capex
- Medium size fulfillment centers or dark stores inside cities require a premium for location

High last mile delivery costs

*\$2-10 per package*

**Customer ship their products to fulfillment to static and/or far from customers:**

- Traditionally, fulfillment delivery is done through static center, without ability to adapt to where each brand's customer are
- Large fulfillment centers, pay high last mile delivery fees for longer distances to customers

High rotation and despersonalization

*3 months - avg employee duration*

**Last mile delivery industry, suffers from high rotation explain by low switching costs, low motivation**

- Multiple companies hire last mile employees without longer term benefits / contract (i.e., "Uber spot price"). Contributors move to highest spot bidder
- Low contribution to community building or self development

## WARECLOUDS

No Real Estate investment

*\$1-2 per package*

**We leverage on existing unutilized space in people's houses, stores, etc., paying for utilized shelf space and packaging services**

- No investment in real estate, just basic fulfillment equipment
- No long-term commitment on location

Dynamic and short distance to customers

*\$2-4 per package*

**We open locations depending on where it makes more sense for our new and existing customers:**

- We ask new clients where it makes more sense for them to have a fulfillment center depending on their existing clients
- Using ML, we actively monitor and propose clients to reallocate stock to fulfillment center that minimizes last mile cost

Low rotation and great work environment

*10 months - avg employee duration*

**Wareclouds (storage) and clouders (last mile) benefit from close relationships and best in class benefits**

- WareClouds operate as individual businesses, with longer-term visibility and optionality to scale operations
- Clouders have full time contract with us, and work closely with limited WareClouds, creating close knit relationships





# Basándonos en un modelo de economía colaborativa, estamos transformando la forma en que se entregan los pedidos de los e-commerce



## ALMACENAJE

CASAS DE PERSONAS



## PICK & PACK

DUEÑOS DE CASA



## DESPACHO

GIG ECONOMY

No hay inversión en activos físicos

Baja rotación y costos variables

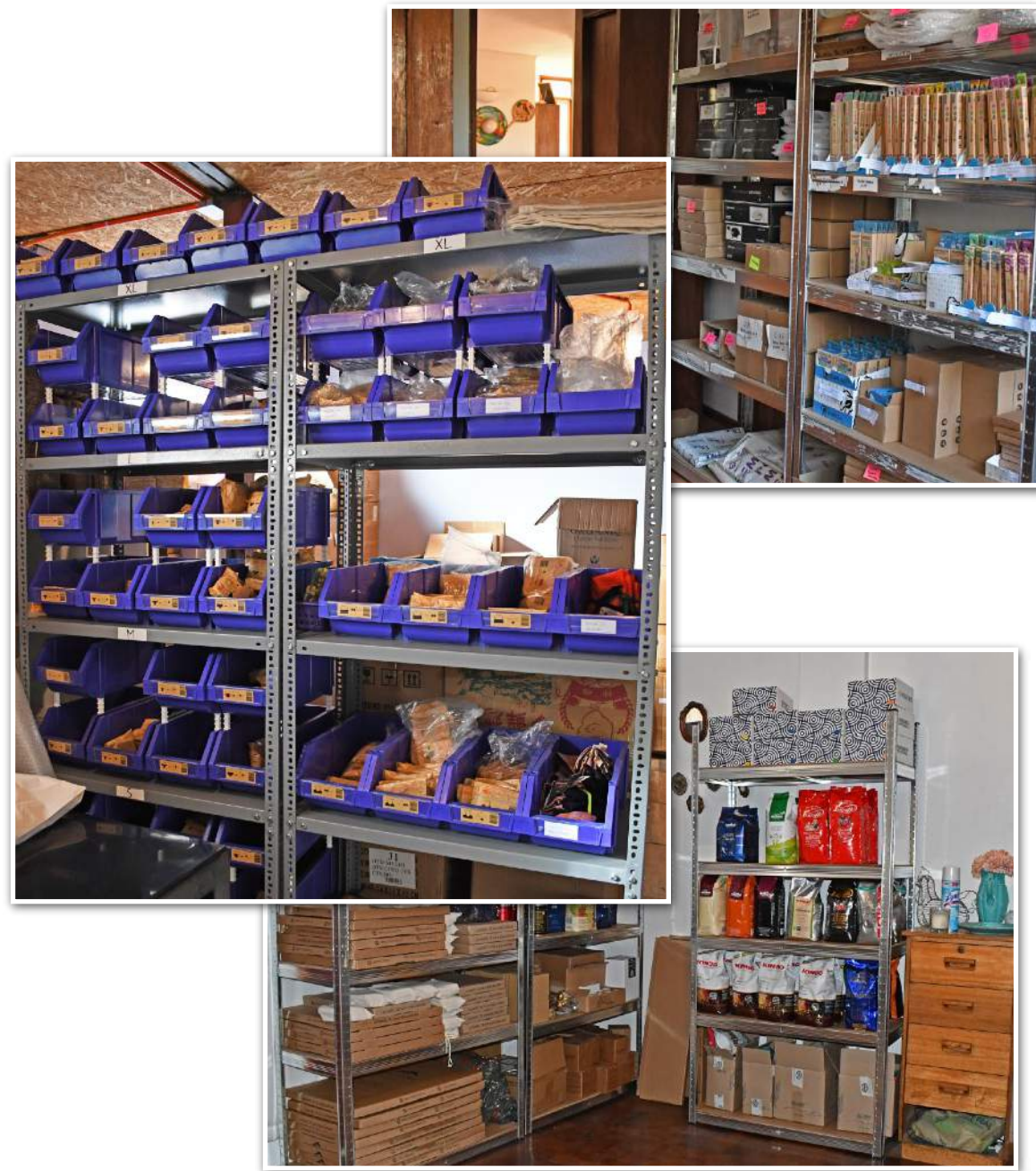
Rutas dinámicas y cortas



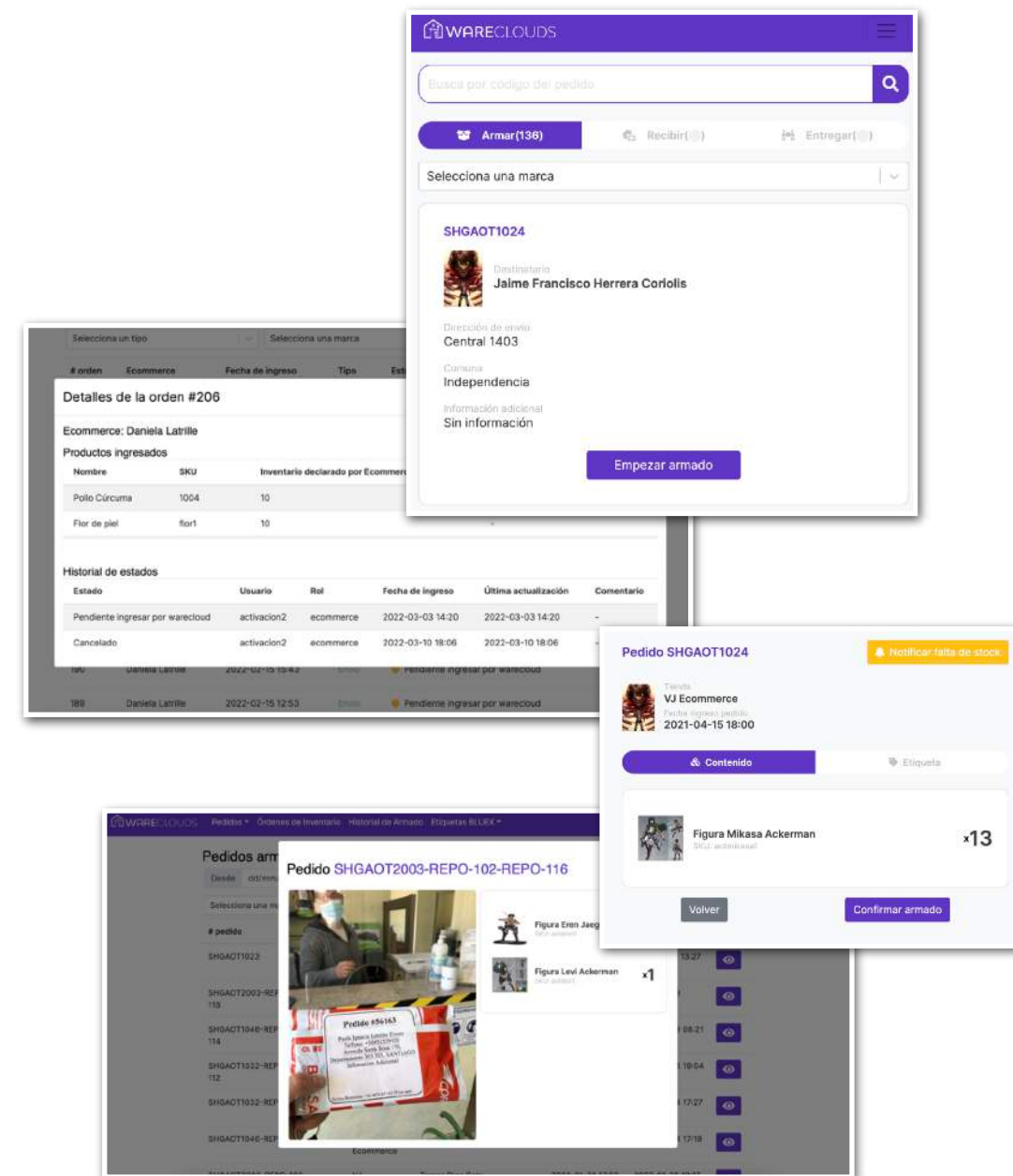
...y como entendimos a nuestros usuarios, creamos herramientas para que se profesionalizaran, y su rendimiento es mejor que el de una dark store tradicional



### Very well organized inventory



### Easy to use WMS



**98%**

Service rate (orders fulfilled on time)

**0.01%**

Order error rate

**0.2%**

Inventory shrinkage rate

**70%**

Brands Net Promoter Score



# Nuestro modelo de economía colaborativa genera valor en todas las partes del mercado, y se refleja en nuestra tasa de retención de usuarios



## CLOUDERS (78%)

- ★ Same money on shorter distances
- ★ Operates close to home
- ★ Part of a community



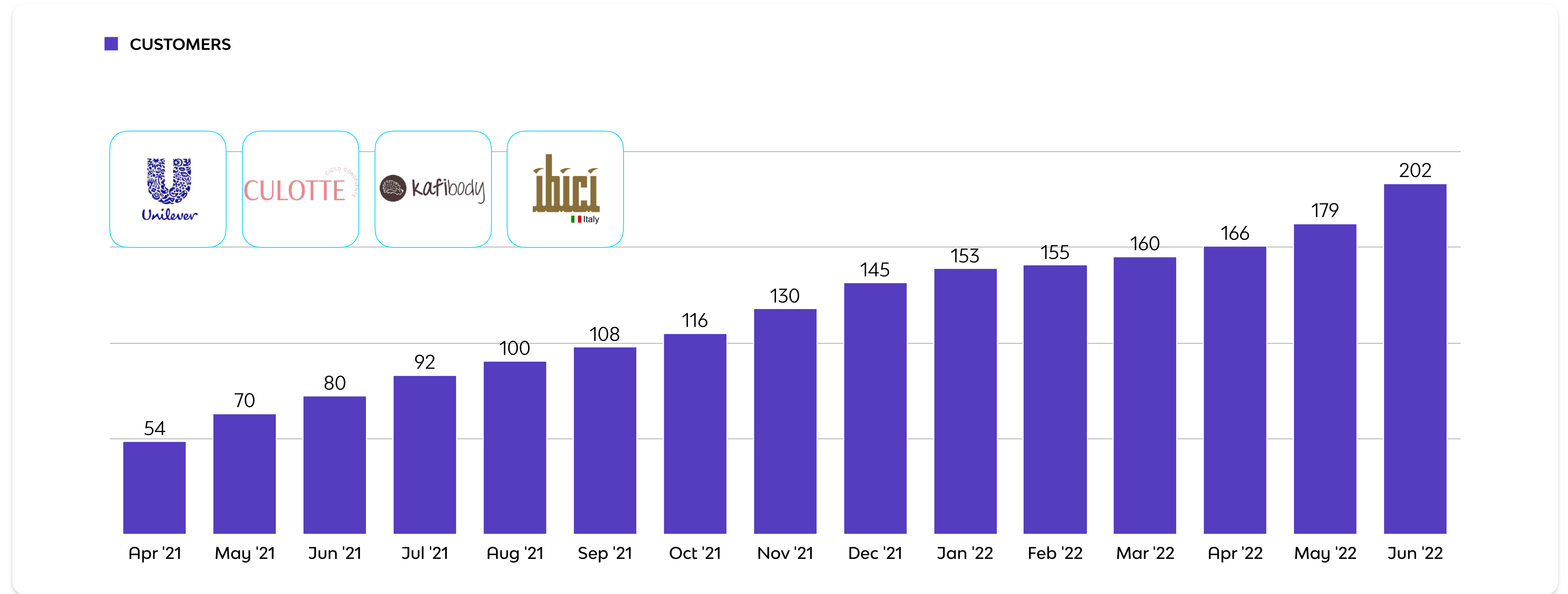
## BRANDS (97%)

- ★ Greater range of operation (more sales)
- ★ Better customer experience
- ★ Less fulfillment and last-mile costs

## WARECLOUDS (95%)

- ★ Higher income than conventional work
- ★ More free and leisure time
- ★ Part of a community

# Tenemos un modelo probado: las marcas que nos eligen, ven nuestra propuesta de valor distintiva y se quedan...





# Entregamos un mejor servicio obsesionándonos con nuestra potente, fácil de usar y dinámica plataforma...



Id	# pedido	Ecommerce	Clouder	Warecloud	Nombre destinatario	Fecha ingreso	Estado	Acciones		
69922	9505	azana	Por asignar	kimkim	Flor Rodríguez	2021-10-04 13:40 hrs.	Por recibir de Ecommerce			
69921	4371	fundorequingua	Por asignar	dominiquesoza	Isabel Vial	2021-10-04 13:40 hrs.	Por armar			
69920	9504	azana	Por asignar	kimkim	Claudia Albornoz	2021-10-04 13:39 hrs.	Por recibir de Ecommerce			
69919	26909	senork	Por asignar	kimkim	Joaquin Guevara	2021-10-04 13:39 hrs.	Por recibir de Ecommerce			
69918	5978	sneakclean	Por asignar	jocelynfrance	Alvaro Trujillo Diaz	2021-10-04 13:39 hrs.	Por armar			
69917	26908	senork	Por asignar	kimkim	Andres Braemer	2021-10-04 13:39 hrs.	Por recibir de Ecommerce			
69916	2639	bunte	Por asignar	dominiquesoza	MARIA GLORIA GOMEZ LAGOS	2021-10-04 13:39 hrs.	Por recibir de Ecommerce			
69915	10186	culotte	Por asignar	carolinaenciso	Valentina Leyton	2021-10-04 13:38 hrs.	Por armar			
69914	4076	ilovehummus	Por asignar	martamartinez	Rodrigo Carvajal	2021-10-04 13:38 hrs.	Por armar			
69913	2573	reves	Por asignar	kimkim	Felipe Mahaluf	2021-10-04 13:37 hrs.	Por armar			
69912	3931	mujicayvergara	Por asignar	dominiquesoza	Alex Galdames	2021-10-04 13:37 hrs.	Por recibir de Ecommerce			
69911	10185	culotte	Por asignar	carolinaurra	Natalia Cisternas Velis	2021-10-04 13:35 hrs.	Por armar			
69910	10184	culotte	Por asignar	carolinaenciso	Daniela Sepúlveda Moreno	2021-10-04 13:35 hrs.	Por armar			
69909	10183	culotte	Por asignar	carolinaenciso	Maria Rosario Nazar Diaz	2021-10-04 13:35 hrs.	Por armar			
69908	6714	vigahome	Por asignar	paulasalgado	George Hodali	2021-10-04 13:35 hrs.	Por armar			

**ESTADO DE TODOS TUS PEDIDOS**

**INVENTARIO EN LÍNEA**

**PUEDES CREAR O EDITAR TUS PEDIDOS**





Estamos impactando en el **día a día de cientos de familias** a través de nuestro modelo colaborativo, y eso nos está permitiendo **cambiar la forma en que sea hace logística**, mientras ayudamos a las marcas a **expandirse a otros mercados y ofrecer entregas rápidas y baratas**.



**Let's talk!**

**arturo@wareclouds.com**

My LinkedIn

