nReach

CONFIDENTIAL TEASER - PROJECT #14

Amazon AI Listing Intelligence Platform | Strategic Investment Opportunity

ANNUALIZED REVENUE	CUSTOMERS	PROPRIETARY DATA
$1.75M-$1.85M	~1,000	20+ TB

Business Overview

Project #14 is an established Amazon software and services platform repositioning around AI Listing Engineering for Amazon's conversational discovery layer. The business combines recurring SaaS revenue, managed services and a broad installed customer base with a proprietary marketplace dataset built over 10+ years and a live AI product that analyzes semantic gaps and restructures listing content for AI-led product discovery. Management is evaluating a strategic investment and partnership that can accelerate product development, distribution and enterprise adoption ahead of the next phase of recurring monitoring and optimization workflows.

Business Metrics

- Platform: Amazon SaaS + managed services
- Customer base: Approximately 1,000 brands and agencies
- Customer profile: Private-label brands managing ~$750K to $40M+ Amazon GMV, plus Amazon-focused agencies
- SaaS ARR: Approximately $950K
- Managed services: Approximately $800K run-rate
- SaaS gross margin: ~80%
- Managed services gross margin: ~60%
- AI product gross margin at transformation level: 90%+
- Public AI product adoption: 500+ brands; 3,000+ listings transformed
- Paying conversion rate: 41% (materially above SaaS category benchmarks)
- Data asset: 20+ TB of proprietary marketplace data, built over 10+ years
- Current product focus: NA and EU availability

Core Services

- AI optimization diagnostics
- Structured listing content creation and validation
- Keyword and competitive intelligence
- Amazon performance dashboards and alerts
- Product and niche research workflows
- Agency subaccounts and enterprise administration
- Managed marketplace services

Growth Opportunities

Accelerate enterprise adoption of the AI listing product, convert one-time listing transformations into recurring monitoring and optimization workflows, distribute through agencies and commerce platforms, expand marketplace coverage and use the installed customer base to shorten new-product go-to-market cycles.

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Investment Highlights

- Live AI product: The AI listing intelligence product has moved from thesis to paid commercial usage, with hundreds of active users, thousands of transformations completed and a 99% technical success rate.
- Unit economics: The AI product operates at gross margins above 90% at the transformation level, structurally stronger than the legacy SaaS line (~80%), driven by proprietary agentic architecture and materially above typical AI product benchmarks.
- Market timing: Amazon has combined Rufus and Alexa+ into Alexa for Shopping as conversational discovery becomes part of the core shopping experience. More than 300 million Amazon customers are already using the AI assistant (Q4 2025 earnings).
- Installed distribution: Existing brands, agencies and owned audiences (30K newsletter, 20K LinkedIn community) provide a built-in channel for new product launches and cross-sell.

Investment Highlights (continued)

- Proprietary marketplace data: 20+ TB of historical Amazon marketplace data built over 10+ years through primary customer usage and secondary marketplace research. Includes billions of keyword-to-product ranking observations, search behavior signals and product catalog data across millions of listings. Forms the foundation for AI-driven optimization models and cannot be replicated with capital alone.
- Hybrid economics: Recurring SaaS plus managed services provide product revenue alongside operating cash flow.
- Agency fit: Enterprise administration and client subaccounts make the platform relevant to scaled marketplace service providers.
- Strategic inflection: A subscription SaaS version with ASIN monitoring, suppression alerts, Seller Central integration and automated optimization workflows is launching in approximately two months.

Ideal Buyer / Strategic Partner

Potential strategic partners include marketplace and retail-media software platforms, Amazon and ecommerce agency groups, digital-shelf and product-intelligence businesses, commerce data platforms and PE-backed commerce operators that can add distribution, enterprise sales, product resources or complementary data.

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