

ThreeShelves.



The AI-native operating system for **inventory-heavy businesses.**

Compounding intelligence through business event graphs.

Inventory Accuracy Gap.

Inventory accuracy is the entry point. Solving it gives Three Shelves access to the operating core of the business and creates the trusted data layer for forecasting, replenishment, finance, and AI agents.

83%

Average global inventory accuracy rate

1 in 5 items in the system is wrong at any given time. This inefficiency costs businesses trillions annually.

Source: CAPS Research, 2024 — via NetSuite

58%

Retailers & D2C brands operate below 80% accuracy threshold.

\$1.6 Trillion

Annual global cost of inventory distortion (shrinkage + stockouts).

\$1 Trillion

In missed global sales caused by stockouts alone.

43% of small businesses still use manual or outdated inventory methods.

Only **1%** of retailers achieve 90%+ inventory accuracy globally.

Why Inventory Breaks?

The path to AI-native operations starts with one trusted version of reality.

Fragmented Data

Stock lives in multiple truths: WMS, POS, and spreadsheets never align.

Process Erosion

Teams stop trusting numbers and build manual workarounds, multiplying errors.

Operational Blindness

Spoilage discovered too late; decisions happen after month-end, not in real time.

WHAT THE INDUSTRY SAYS

50%

Cite POS/ERP update frequency as the top accuracy challenge.

48% cite legacy integration issues, while **39%** lack a unified inventory view.

Data Latency Reality

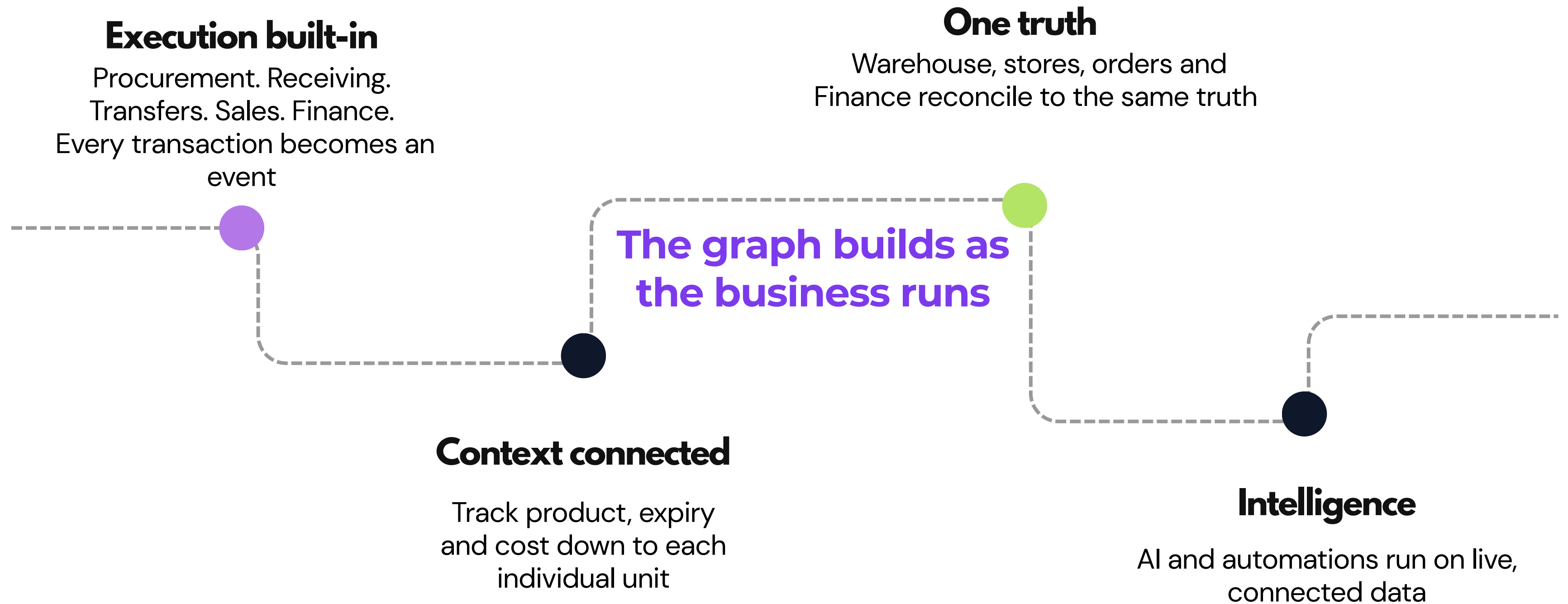
51% Operate with data over an hour old

74% Retailers update data less than every 30 mins

Top 7% Update inventory every 5 minutes or less

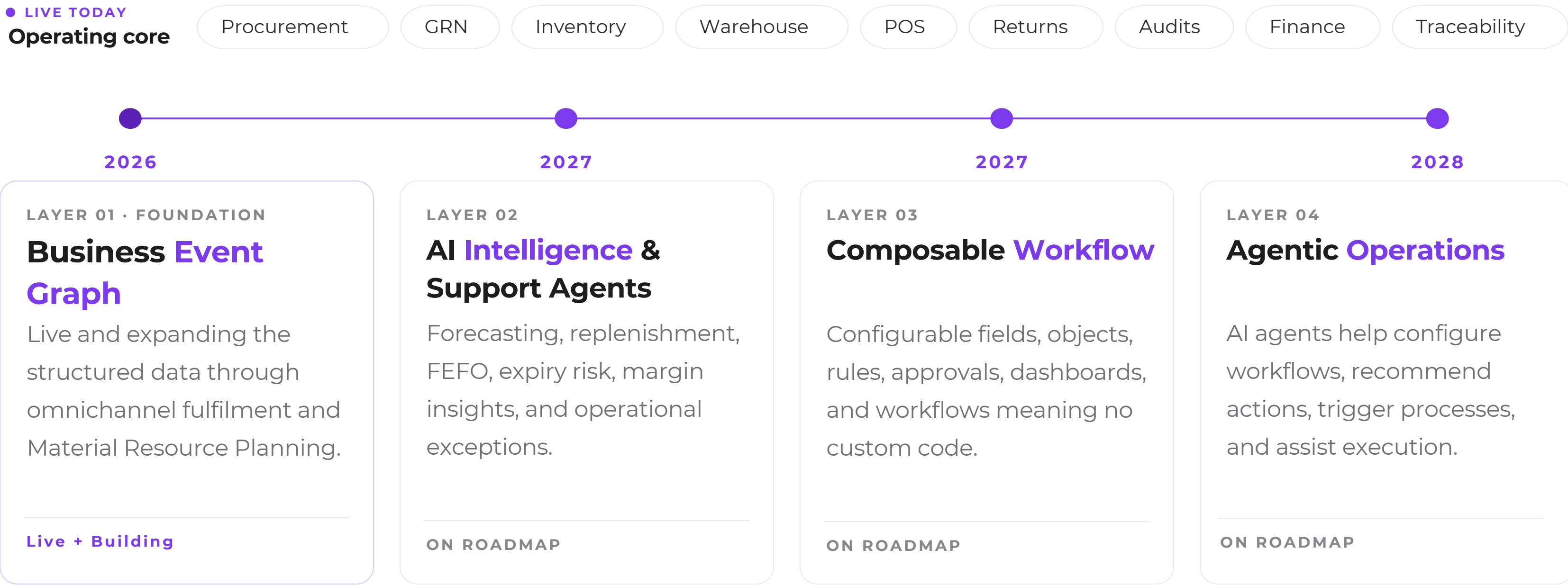
How Three Shelves Creates the **Business Event Graph**

Every operational action becomes structured data.



How Three Shelves Compounds Intelligence.

From business events to agentic operations. The operating core is in pilot but live where each event strengthens the path to intelligence, configurability, and AI agents.



Why now? AI needs operational truth.

Four forces are making a connected, AI-ready operating layer essential.

67%

of senior leaders cite AI data-readiness challenges.
AI needs trusted, structured, real-time data.

7%

of companies report AI-ready data.
Stockouts, overstock and expiry make better inventory control urgent.

Compliance is raising the operating baseline

Pharma, retail, and supply chains are moving toward stronger traceability, batch visibility, e-invoicing, and auditability.

Legacy systems are too fragmented for modern operations

ERP, POS, warehouse, finance, fulfillment, and planning tools often run separately. Modern businesses need one operating layer that is real-time, configurable, intelligent, and agent-assisted.

One connected operating layer enables trusted data, forecasts, automation and AI agents.

Pilot Traction

Battle-Tested in Operational Workflows.

Generating real operational events every day.

PLATFORM METRICS



Sales Processed

\$2.85 Mn+



Processing Volume

60,000+

Orders / Month



Live Operations

30+

Warehouses & Branches



Purchases Made

\$4.7 Mn+

Active Workflows

● LIVE



Procurement



Inventory + Warehouse



POS + Orders



Traceability + Controls

Case Study - Marie Stopes Society (MSS)

**99%****Inventory Accuracy**

Achieved system-to-physical match at 99% through the serialisation concept. Supply chain management professionals consider 90% a benchmark worth aspiring to, with world-class organizations achieving 95% inventory accuracy.

**92%****Stock Write-Off Reduction**

Lowered expired and damaged stock write-offs by 92%, directly boosting bottom-line margins.

**25%****Carbon Emissions**

Reduced cold-chain trips, redundant shipments, and inventory waste, cutting carbon emissions by an estimated 25% across the network.

**100%****Compliance Traceability**

Achieved full batch-level traceability and audit readiness, meeting DRAP & SFDA-aligned compliance requirements end-to-end.

**40%****Expiry Recall Efficiency**

Improved expiry recall speed and execution by 40%, resulting in USD \$103K+ saved in recovered inventory value.

**24%****Days Inventory Outstanding (DIO)**

Reduced DIO by 24%, unlocking working capital and shortening cash cycles.

Revenue Model: The Expansion Architecture

Value capture scales linearly with operational depth. As ThreeShelves runs more of the business, ACV expands through six distinct growth drivers.

Revenue layers

-  **01. BASE SUBSCRIPTION**
Core ERP, POS, and inventory management across all warehouse locations.
-  **02. OPERATIONAL EXPANSION**
Finance automation, omnichannel fulfillment, and Production Planning.
-  **03. INTELLIGENCE ADD-ONS**
Replenishment algorithms, margin insights, and expiry risk forecasting.
-  **04. WORKFLOW ADD-ONS**
Configurable objects, dashboards, and custom operating policies.
-  **05. AGENTIC USAGE**
AI agents, workflow automation runs, decision support, and configuration assistance.

Pricing drivers

 Locations Expands with new branches, warehouses, and additional business units.	 Usage Volume Scales based on order count, scan events, and overall transaction throughput.
 Modules Activation of finance, fulfillment, and advanced warehouse depth features.	 Intelligence Utilization of AI-driven forecasting and margin optimization models.
 AI Agents Value captured through automated runs and AI-led recommendation actions.	 Enterprise Layer Premium SLA, dedicated customer success, and deep system migration support.

Focused Entry. Broad Expansion.

ONE starts with urgent inventory workflows in retail, pharma, and fashion, then expands into the operating layer for inventory-heavy businesses.

TAM / SAM	MARKET	DEFINITION	MARKET SIZE / VALUE	MARKET FUNNEL
TAM	Global	Global ERP + POS + supply chain software categories ONE touches	\$150B+	TAM \$150B+
SAM	Pakistan + MENA	Inventory-heavy businesses ready for modern ERP, fulfillment, and planning software.	\$1.02B - \$2.84B	SAM \$1.02B - \$2.84B
SOM	5 - Year Obtainable Market	5-year obtainable ACV from retail, pharma, fashion, distribution, FMCG, grocery, and manufacturers	\$40M - \$65M	SOM \$40M - \$65M

SAM Derived from ~85K–95K software-qualified inventory-heavy businesses across Pakistan, KSA, and MENA × \$12K–\$30K mature blended ACV

Expansion Strategy

- Current pricing lands us the operating core to create the data layer for Business Event Graph.
- Mature ACV expands as customers adopt finance automation, omnichannel fulfillment, MRP, intelligence, composable workflows, and AI agents.
- We enter through inventory accuracy, expand through operational depth, and grow ACV as Three Shelves becomes the operating layer for inventory-heavy businesses.

Prove Locally. Expand Through Vertical Playbooks.

ONE lands where inventory truth is painful, then expands into finance, fulfillment, planning, intelligence, and AI agents.

Phase 1 - Now

Pakistan

Validation Ground

Inventory accuracy, stock control, POS, warehouse, and finance automation.

GTM

Founder-led sales, direct enterprise relationships, fast deployments, and operational proof.

Phase 2 - Expansion

Saudi Arabia

High-Value Expansion

Traceability, financial control, omnichannel operations, Viisibility and compliance

GTM

2-3 Sales partners, local implementation/channel partners, and vertical-specific pilots.

Phase 3 - Scale

Broader MENA

Repeatable Playbooks

Packaged workflows for inventory-heavy verticals.

GTM

Replicate proven Pakistan/KSA playbooks with partner-led deployment.

Phase 4 - Long-term

Mature Markets

Long-term Expansion

AI-native operating layer for underserved mid-market inventory-heavy businesses.

GTM

Vertical-led GTM, integrations, and AI-assisted deployment.

Entry Point!

We enter through urgent inventory workflows, expand into the operating core, and grow ACV through finance, fulfillment, planning, intelligence, and agents.

Financial Model

 MONTHLY RECURRING REVENUE
(CURRENTLY IN PILOT PHASE)

\$3,500

 ANNUAL RECURRING REVENUE
(CURRENTLY IN PILOT PHASE)

\$42,000

 2030 REVENUE TARGET

\$65M

5-YEAR SOM PROJECTION USD

Segment	Target Customers	Entry ACV	Mature Platform ACV	ARR Potential
Small chains	1,000	\$3K-\$6K	\$15K	\$15M
Mid-market chains	300	\$12K-\$30K	\$75K	\$22.5M
Enterprise retail / pharma / fashion / distribution / manufacturing	100	\$40K-\$100K	\$250K	\$25M
Total	1,400	-	-	\$62.5M ARR

Legacy ERP is heavy.
Point-of-sale is narrow.
Three Shelves is built as the operating layer.

Inventory-heavy businesses are forced to choose between expensive enterprise ERP and fragmented point tools. ONE combines operating depth with AI-native architecture.

CATEGORY	EXAMPLES	WHAT THEY SOLVE	GAP ONE FILLS
Enterprise ERP	   Dynamics 365	Deep finance, procurement, and enterprise controls.	Expensive, slow implementation, heavy customization required.
POS Systems	 <i>shopify</i> POS  lightspeed Retail	Retail sales, tills, and payments.	Weak warehouse, finance, traceability, and planning depth.
Inventory Tools	  UNLEASHED	Stock visibility and basic inventory workflows.	Limited ERP, POS, finance, and operating workflow depth.
WMS / Fulfillment	Standalone WMS Fulfillment tools	Warehouse execution and fulfillment.	Usually disconnected from POS, finance, planning, and AI workflows.
BI / Dashboards	 Power BI  + a b e a u	Reporting and analytics.	Dashborading tools but do not run or configure operations.

We combine ERP, POS, inventory, warehouse, finance, traceability, fulfillment, planning, and AI workflows into one operating layer for inventory-heavy businesses.

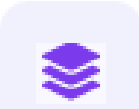
Why Three Shelves Wins

A compounding moat built on operational execution. Every workflow creates a deeper data cycle, higher switching costs, and more powerful intelligence.



Operational Data Moat

The more businesses operate on Three Shelves, the more structured operational data it captures creating the foundation for better forecasting, replenishment, traceability, and AI agents.



Execution Layer Ownership

Once ONE becomes the execution layer, switching is not just a software change, it means retraining teams, rebuilding workflows, migrating operational history, reconnecting integrations, and risking disruption to daily business.



Vertical Playbooks

Each deployment creates reusable workflows, rules, integrations, reports, and implementation patterns. Over time, Three Shelves builds vertical playbooks that make future deployments faster and harder for generic ERPs to match.



Composable Architecture

The composable architecture reduces dependence on one-off implementation work and helps Three Shelves scale across industries without becoming a services-heavy ERP vendor

AI-native Expansion

The agents become more useful because they are connected to live operational context and business workflow not static documents or disconnected systems.

THE BOTTOM LINE

ONE wins by owning the operating layer first.

This control enables compounding intelligence, configurability, and seamless agentic automation.

The TEAM

Founder-Led Execution Across Product, Engineering, and Operations



FOUNDER & CEO

**HAMMAD
TAYYAB**

Leads business & product strategy, commercialization, and business growth.



COFOUNDER & OPS HEAD

**AHSAN
HAYAT**

Leads enterprise relationships, implementation, customer success, and deployment execution.



COFOUNDER & CTO

**FAIZAN
HASAN**

Leads architecture, DevOps, platform scalability, infrastructure, and technical execution.



COFOUNDER & PRODUCT HEAD

**HASSAN
SIDDIQUI**

Leads ERP workflows, schema design, user journeys, and module architecture.



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