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We live in a hyper-connected world where data flows and resources are shared

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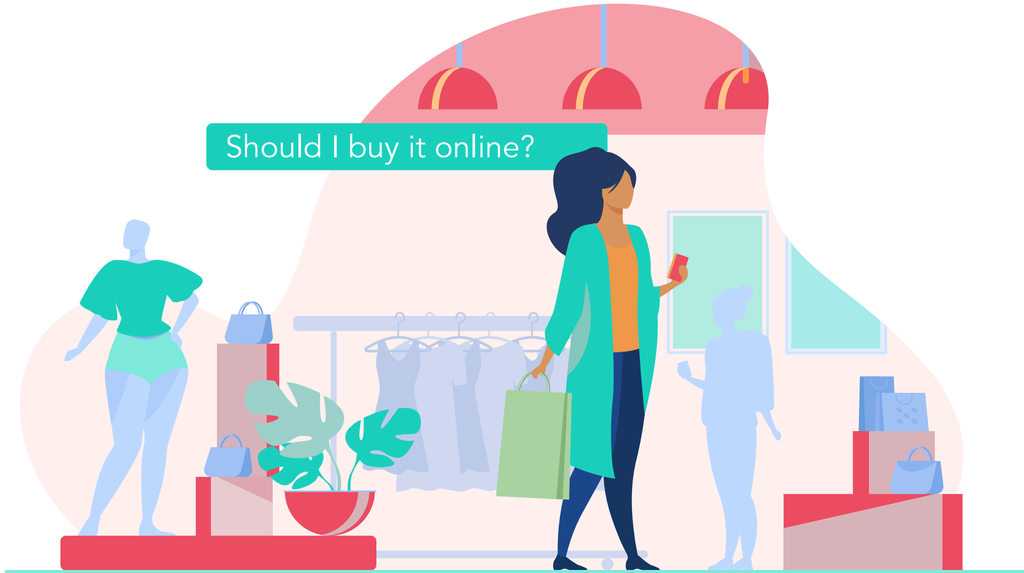
We live in a different era

Mom & Pops	→	Department Stores	→	Ecommerce	→	DTC	→	Omnichannel + Experience
- 1800s		1800s-1900s		1990s		2010s		Today



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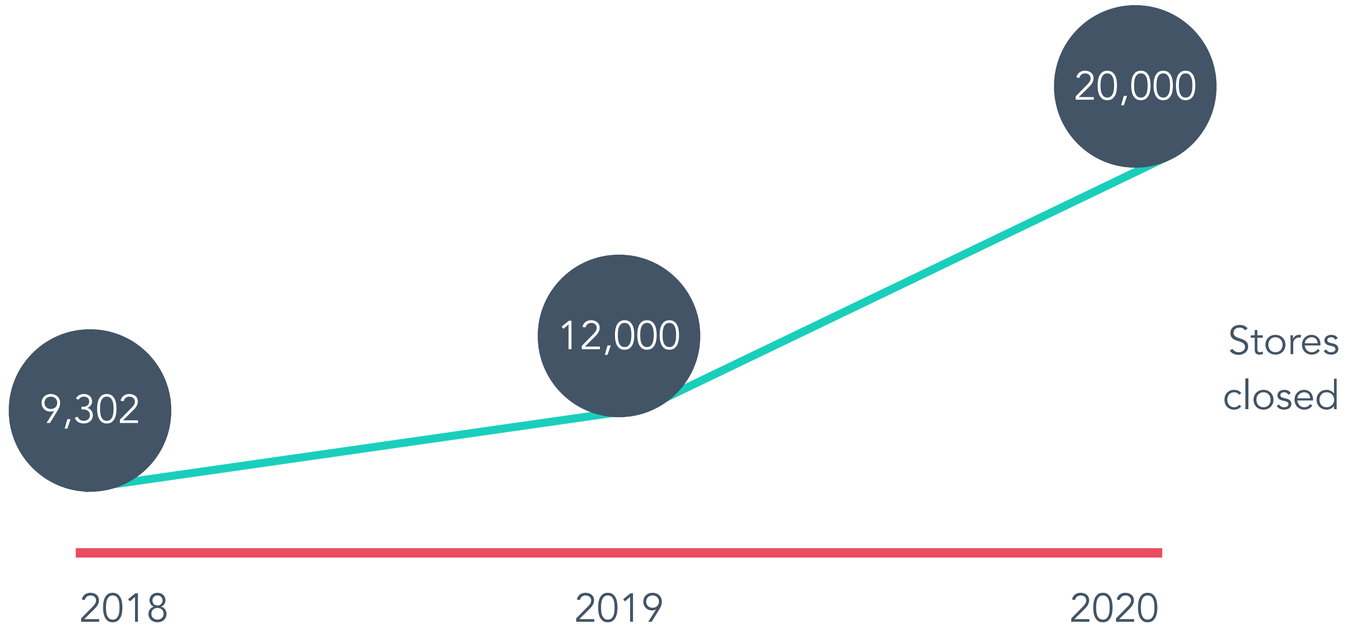
In the past 3 years more than 40.000 stores have closed their doors



Thousand more closed due to COVID-19

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However some retailers have been able to adapt and thrive during this same time period

Wolf & Badger
$21M
annual revenue

Neighborhood Goods
$10M
annual revenue

Dover Street Market
$42.9M
annual revenue

So, what is the common thread?

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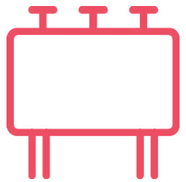
Customers now expect great experiences and seamless integrations… but so do brands



Brand Billboard

Customer acquisition, exposure, experience and personalization

Service Touchpoint

Product interaction, customer relationship building

Community Hub

Loyalty building, events, local community reach out

Retail as a Service

Retailers help brands deliver the experience they want to create

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The Future is in Co-retailing

Co-retailing is a model anchored in a deeper collaboration between brands and stores to deliver great consumer experiences which result in measurable impacts to their businesses.

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PIVOT MARKET is the largest Co-retailing network of independent stores and brands shaping the future of commerce

1,400+ Stores

4,000+ Brands

no b.s. | X

CALI LIFE CO.™

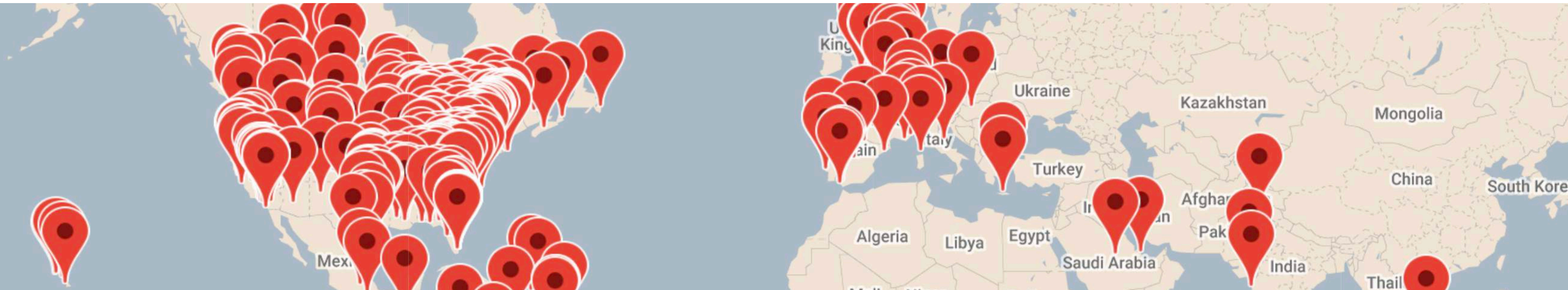
Symbology

PROUD MARY FOOTWEAR

BEAUTOLOGY LAB

ECUAFINA

ELLA BENNET



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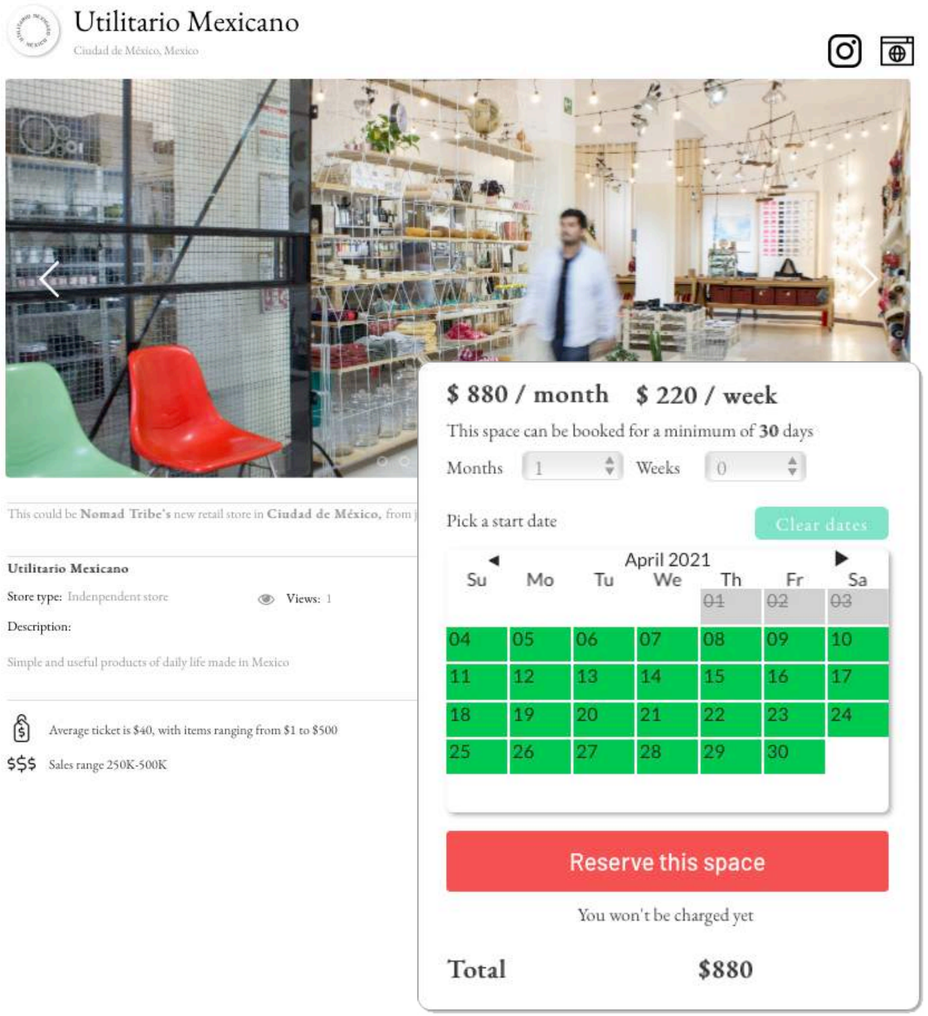
How it works



1. Stores create profiles and list their available spaces

2. Brands select stores and book spaces as easy as on Airbnb

3. Stores are notified and select the best brands for their store

Powered by:

Artificial Intelligence

Networks

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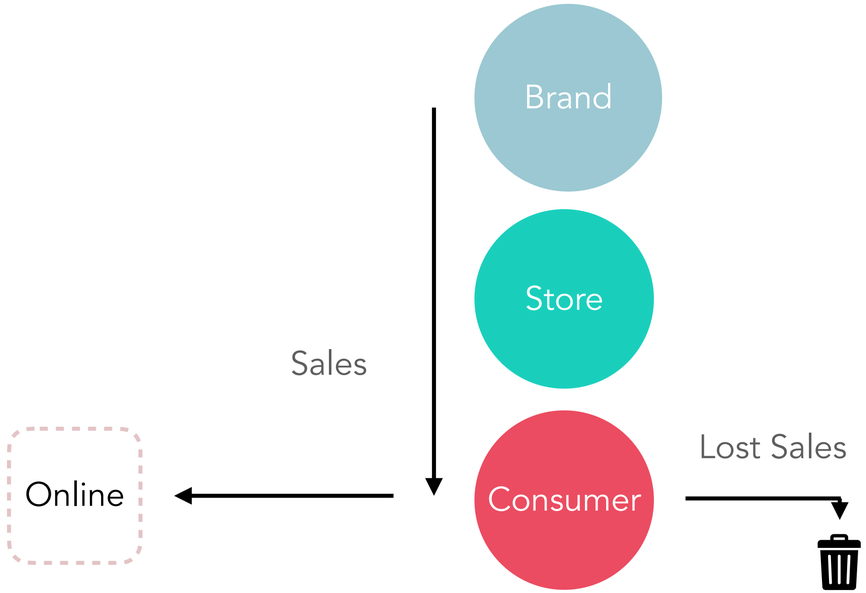
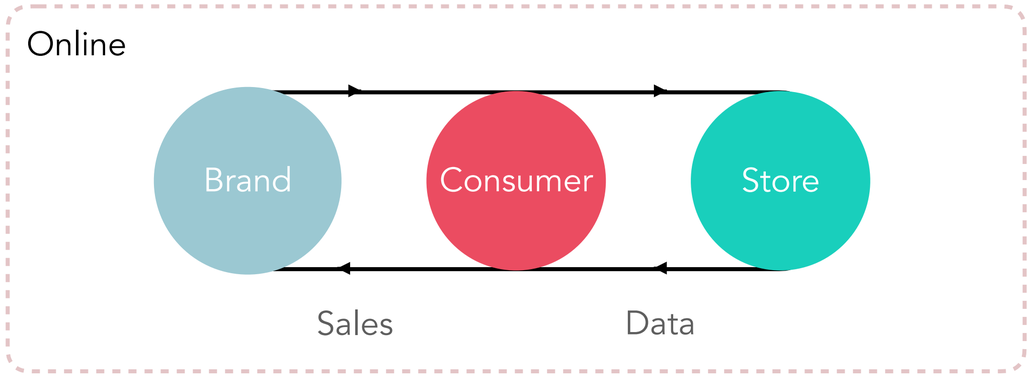
We are flipping the model by putting the consumer at the center

Wholesale: Transaction based model



Wholesale creates a disconnect between Brands, Stores and Consumers, where sales and data are lost and online strategies play no role.

Co-Retail: Partnership based model



Co-retailing puts the consumer at the center of a Brand-Store collaboration that enhances the free flow of data and supports online sales.

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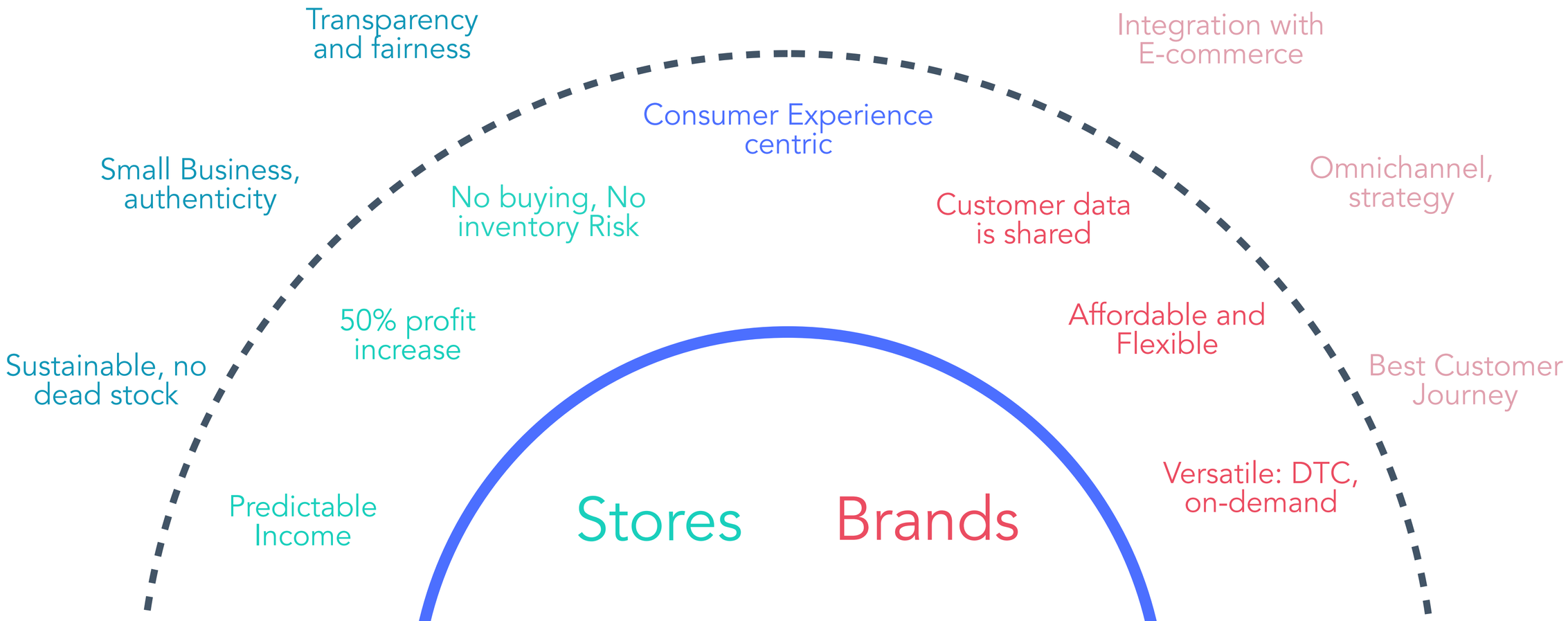
The future of retail:
From purchasing inventory to partnering with brands



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What our community is saying

"Working with vendors is a very manual process; we are using Pivot to find more brands and automatize the whole process"

Savannah Barkley, Bloom Collective

"Pivot can help us solve the messiness of wholesale as a store. We are placing our entire store on Pivot."

Marie Anne, Miljours Studio

"Buying inventory is a thing of the past, the collaboration approach has completely changed my store"

Pedro Roa, Wynwood Tribe

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CASE STUDY

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Miami

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Nomad Tribe, a small chain of successful boutiques located in Miami, with stores in Wynwood and Miami Beach.

Nomad Tribe curated sustainable and socially conscious brands from all over the world. In store events and pop-ups were a regular at both locations as a way to build our community and delight their customers.

Sales started to drop due to changes in consumer behavior choosing online over in-store purchases.

Nomad Tribe invited its vendors to Co-retail with them and created a sustainable hub in Miami allowing brands to not only gather customer data but throw regular events attracting new customers.

Nomad Tribe in Numbers

- 2 Locations
- $1M+ Sales
- 70+ Brands
- 200+ pop up shops
- 6000+ loyal customers
- 40% repeat customers

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Results

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What's the secret sauce?

- Get rid of COGS.
- From Sales as income to Fees as income
- Charge a premium to brands in exchange for customer acquisition, consumer education, customer feedback and data.
- Brands handle and own the discounts.
- Results in data and a marketing budget to increase sales.

Monthly P&L comparison

Nomad Tribe Store	
Sales	$30,000
Income	**$30,000**
COGS	-$15,000
Discounts	-$2,500
Rent	-$6,000
Salaries	-$4,500
Utilities/Maint/Clan	-$400
Packaging	-$125
In/Lgl/acct	-$500
POS System	-$250
Marketing/Merchandising	-$500
Expenses	**-$29,775**
Profit/Loss	**$225**

Pivot Store	
Sales	$30,000
Brand Fees	$18,000
Income	**$18,000**
COGS	$0
Discounts	-
Rent	-$6,000
Salaries	-$4,500
Utilities/Maint/Clan	-$400
Packaging	-$125
In/Lgl/acct	-$500
POS System	-$250
Marketing/Merchandising	-$500
Expenses	**-$12,275**
Profit/Loss	**$5,725**

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What is the key to success in Co-retailing?

Develop long term relationships with your brands, understand their goals and become an extension to their business.

PIVOT Club

- Free for brands you already work with
- Discounted rates for new brands
- Social media & e-mail campaigns
- Ai to optimize sales
- Structuring pricing model for each brand and space
- A plan to shift to 100% towards Co-retailing
- Continuous support to increase sales and brand retention
- Unlock potential by sharing data and insights with our community of retailers
- Foot traffics counting
- QR codes for customer acquisition and better customer experience