



Faktorist

# AI-Powered B2B Trade Marketplace

# Faktorist

Faktorist is an innovative AI-powered marketplace that enhances international B2B trade by connecting suppliers and buyers.



Faktorist connects verified Ukrainian manufacturers with global B2B buyers, streamlining international trade through AI-powered tools and end-to-end export support. We match buyers with relevant factories, ensure competitive pricing and quality, and simplify the entire export process.



# Buyers

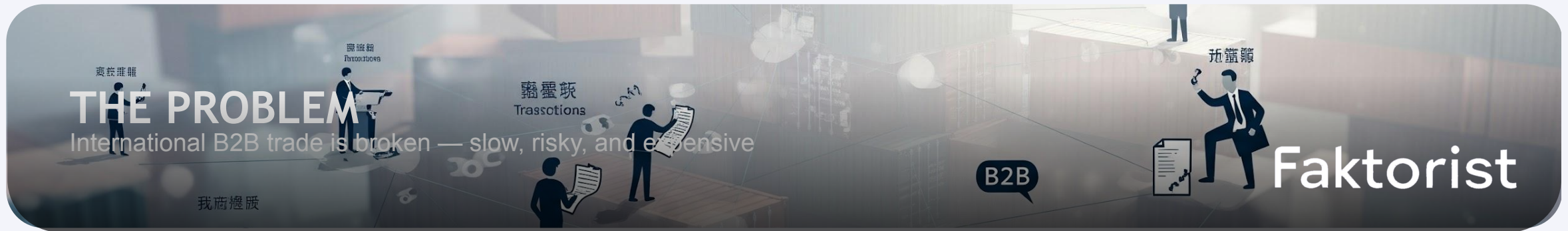
Our customers are international wholesale B2B buyers across diverse industries, mostly in Europe, North America and the Middle East.

OUR  
CLIENTS



# Suppliers

Our suppliers are also clients through our subscription model. We've built a database of 15,000+ verified Ukrainian exporters, with plans to expand globally.



 **4–6 weeks**

### Slow Supplier Discovery

Finding a reliable international supplier takes weeks of manual research, emails, and dead ends. Most deals never close.

 **10+ langs**

### Language & Culture Barriers

Cross-border deals fail due to miscommunication, timezone gaps, and cultural misunderstandings. No platform offers real multilingual trade support.

 **30%+**

### Trust & Verification Gap

No standard KYB/KYC process. Buyers risk fraud, poor quality, or non-delivery. Existing platforms offer partial checks at best.

 **\$0 support**

### No End-to-End Facilitation

Traditional B2B platforms list products but don't help close deals. No pricing negotiation, logistics coordination, or transaction support.

# OUR SOLUTION

Our AI-driven marketplace streamlines global B2B trade, offering reliable partner verification and matching, multilingual support and comprehensive transaction facilitation.



# Faktorist

## OUR TECH SOLUTIONS

### Web Platform

Next.js 14 + React 18 + TypeScript. Server-side rendering, real-time data, Tailwind UI.

### Mobile Apps

React Native + Expo 52. iOS & Android with push notifications, deep linking, secure storage.

### Blockchain (\$FTR)

Whitechain network. ERC20 token with staking, rewards, vesting. 4 smart contracts deployed.

### Backend & Data

PostgreSQL + Prisma ORM on Neon. RESTful API with Next.js routes. Full CRM & analytics.

### AI & Matching

Sofia AI sales assistant. Automated lead qualification, pricing optimization, multilingual support.

### Security & KYB

AES-256 encryption, NextAuth, role-based access. Digital KYB/KYC verification for all suppliers.

# Faktorist

## How it works...

Three simple steps from listing to deal

01



### LIST & VERIFY

Suppliers list products on our platform.

Every business undergoes strict digital KYB verification.

AI optimizes listings for global markets.

02



### MATCH & QUOTE

Buyers submit RFQs or search the marketplace.

AI matches them with the best verified suppliers.

Sofia handles pricing and negotiation support.

03



### DEAL & DELIVER

Our team supports deal execution end-to-end.

Multilingual assistance across time zones.

Platform tracks the order from RFQ to delivery.

Both suppliers and buyers benefit from AI matchmaking • Multilingual support • End-to-end trade facilitation • Proven ROI

# Traction & Milestones

## WHAT WE'VE BUILT

- ✓ 15,000+ verified Ukrainian suppliers
  - ✓ 60,000+ global buyer contacts
  - ✓ Proprietary B2B platform live
  - ✓ Sofii AI sales assistant — operational
  - ✓ \$FTR token on Whitechain + user wallets
  - ✓ Mobile apps — in development
  - ✓ 12 industry sectors covered
- 

## 12-MONTH TARGETS

**40**/day  
Qualified Leads  
1,000 monthly

**100**/mo  
Deals Facilitated  
€20K avg. deal

**150**  
Subscriptions  
1% of supplier base

**€2M**/mo  
GMV Target  
Monthly volume

Target markets: Europe • Middle East • North America | Positioned to capture 1% of Ukraine's \$41.6B export market

# Competitive Landscape

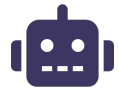
Feature	Alibaba	Amazon Business	Global Sources	Trade India	Made-in China	Faktorist
AI-powered matching	●	●	✗	✗	✗	✓ Sofiia AI assistant
Automated lead generation	●	✗	✗	●	✗	✓ For suppliers & buyers
Full KYB/KYC verification	●	●	●	✗	●	✓ Full digital KYB
Ukrainian supplier focus	✗	✗	✗	✗	✗	✓ 15,000+ verified
Multilingual deal support	●	✗	●	✗	✗	✓ 10+ languages
End-to-end trade facilitation	✗	✗	✗	✗	✗	✓ RFQ → delivery
Dedicated deal support team	✗	✗	✗	✗	✗	✓ Personal managers
Own utility token	✗	✗	✗	✗	✗	✓ \$FTR on Whitechain
Blockchain transparency	✗	✗	✗	✗	✗	✓ Full integration
UAmbassador network	✗	✗	✗	✗	✗	✓ On-the-ground reps
Escrow & factoring services	●	✗	✗	✗	✗	✓ Built-in (2026)

✓ Full • ● Partial • ✗ None | Faktorist wins on 11 out of 11 differentiating features

## Why Faktorist Wins

5 unfair advantages that set us apart

1



### AI-Powered Matching

Sofia AI connects buyers with best-fit suppliers in minutes, not weeks. Automated lead qualification, pricing optimization, and 24/7 multilingual negotiation support.

2



### RFQ-to-Order in Days

Streamlined flow eliminates typical 4–6 week procurement cycles. From request for quotation to confirmed deal — faster than any competitor.

3



### Multilingual Deal Support

Proactive, individual assistance across 10+ languages and time zones. Not just translation — real trade facilitation with cultural context.

4



### Digital KYB/KYC Verification

Every supplier verified before joining the platform. Zero trust gaps. Buyers trade with confidence knowing every partner is vetted.

5



### UAmbassador Network

On-the-ground representatives in key markets ensuring quality, trust, and local market intelligence. No other B2B platform has this.

# Faktorist

## Key Risks & Mitigation

We acknowledge risks upfront and have clear strategies to address each one

### RISK

#### ⚠️ Geopolitical & conflict risk

Ongoing war in Ukraine could disrupt supplier operations and deter international buyers.

#### ⚠️ Competitive pressure

Alibaba, Amazon Business, and regional platforms have larger budgets and brand recognition.

#### ⚠️ User adoption speed

Suppliers may be slow to adopt digital trade platforms and pay for subscriptions.

#### ⚠️ Regulatory changes

Evolving trade regulations, sanctions, or customs rules across target markets.

### MITIGATION



Multi-jurisdiction structure (UA + Estonia + EU + UAE). Diia City tax benefits. Distributed infrastructure. Supplier diversification beyond Ukraine planned for 2027.



Specialized niche they can't serve: verified Ukrainian suppliers + end-to-end facilitation + UAmbassador network. They list; we close deals.



Freemium model lowers barrier. Sofiia AI demonstrates value immediately. UAmbassadors provide hands-on onboarding. Target: 1% conversion (150 of 15K).



Legal presence in 4 jurisdictions. Adaptive compliance framework. Industry advisors for each target market. Blockchain transparency for audit trails.

## Our Team

4 co-founders • 14 team members • Scaling with industry specialists & advisors



**Oleksandr Kalonov**

**Founder & CEO**

Strategy, investment & international business development

[in](#)



**Maxim Belozyorov**

**Co-founder, International Trade**

Expert in global trade operations & cross-border partnerships

[in](#)



**Nazar Nastyuk**

**Co-founder, Media & Events**

10+ years in media, events & strategic partnerships

[in](#)



**Yaroslav Katsalay**

**Co-founder, Technology & Automation**

Technical architecture, AI systems & process automation

[in](#)

## Business Model

Two revenue streams

### Transaction Fees: 1–10%

On product price per deal • Avg. deal size: €18K

### Supplier Subscriptions: 4 tiers

Free → €39 → €119 → €399/mo • Target: 150 paid (Year 1)

 **Free**  
Getting started

**€0**/mo  
Forever free

- ✓ Public profile
- ✓ 10 product listings
- ✓ 3 RFQ responses/mo
- ✓ Basic analytics

 **Starter**  
Growing businesses

**€39**/mo  
€470/year

- ✓ 50 product listings
- ✓ 20 RFQ responses/mo
- ✓ Standard analytics
- ✓ Email support

 **Professional**  
Established exporters

**€119**/mo  
€1,430/year

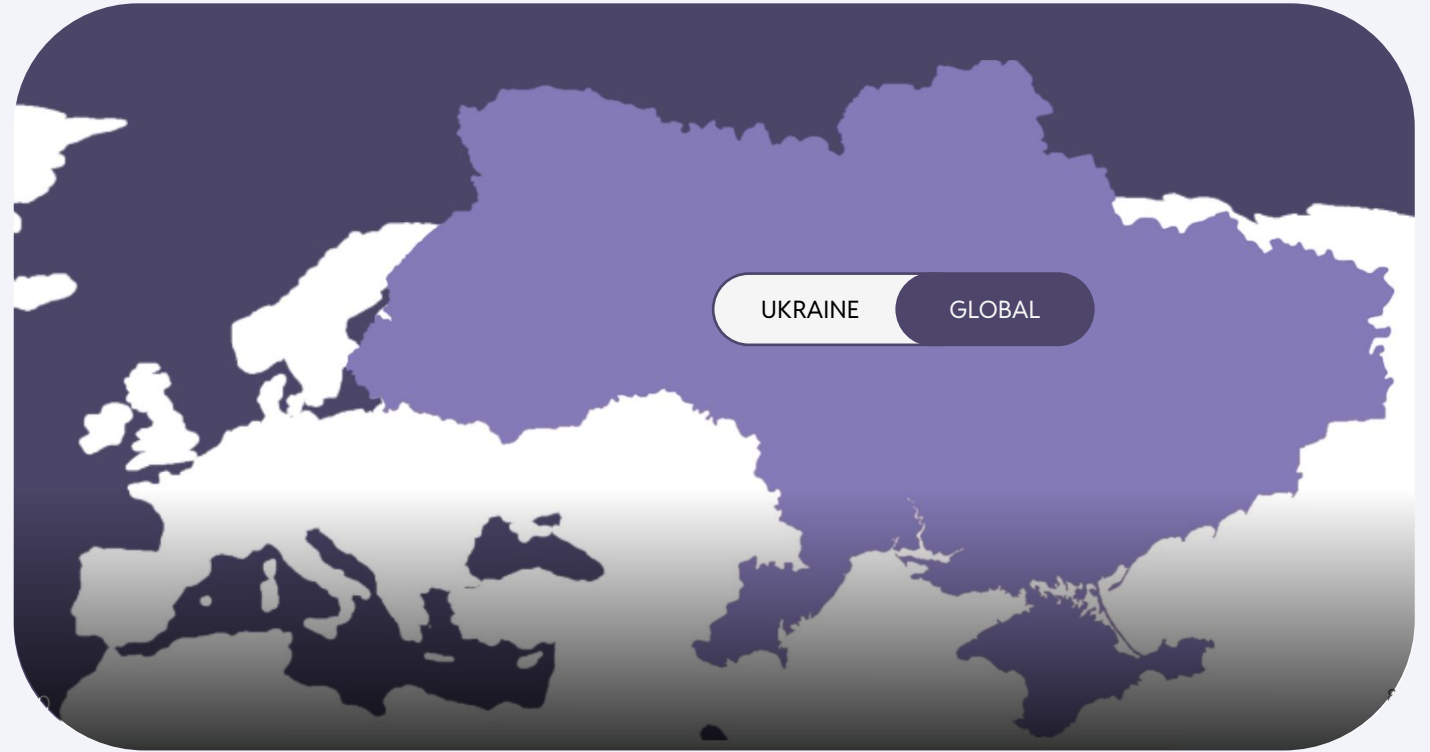
- ✓ 500 product listings
- ✓ Unlimited RFQ responses
- ✓ Advanced analytics
- ✓ Priority support

 **Enterprise**  
Large scale operations

**€399**/mo  
€4,790/year

- ✓ Unlimited listings
- ✓ Unlimited RFQ responses
- ✓ Custom analytics
- ✓ Dedicated manager

# Faktorist



# Market

**tam**

**\$33trln**

The monetary value of the World trade (Trademap.org)

**sam**

**\$41.6bln**

The monetary value of the Ukrainian export market, which our platform targets.

**som**

**1%**

of the market is our goal in the next 2 years

**=**

**150**

Supplier Subscriptions

# Financial Projections

6-Year Outlook

Faktorist



**€6.4M**

Revenue (Year 6)

**€3.5M**

EBITDA (Year 6) • 55% margin

**Break-even: Year 3**

IRR: 118% • NPV: €3.5M

**Key assumptions:** Avg. deal size €20K–€40K • Take rate 1-10% • 150→5,000 subscriptions (€490–€9,990/yr) • DPP: 5 years • Target: 1% of \$41.6B Ukrainian export market

# Faktorist

## Investments

Currently raising €3M at €30M valuation, offering 10% equity with flexible investment options starting at €300K.

This money will be enough for 24 months.  
We can consider the investments via convertible note.

JOIN US

NOW

# €3MLN

Currently, we  
are raising  
investments

**Required financing** – €3M

**Type of financing** – equity

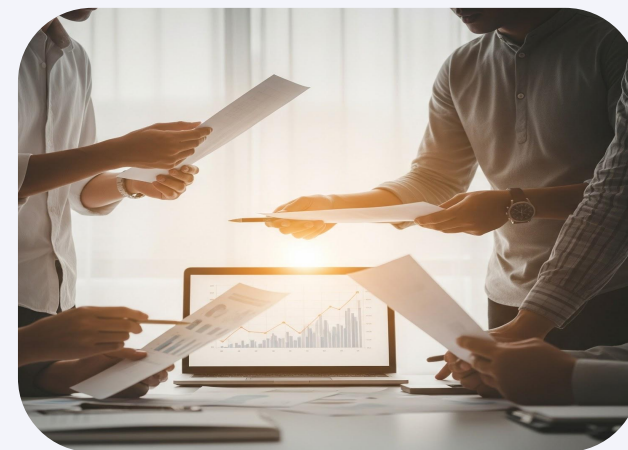
**Financing structure:** CAPEX – 33% / OPEX – 67% (first 2 years)

**Expected Financial Indicators:**

**NPV** – €3.5M (6 years)

**DPP** (years) – 5

**Revenue** – €6.4M (year 6)



**Total budget** – €3M (first 2 years)

**IRR** – 118 % (at the 6th year)

**Project launch period** – 1 year

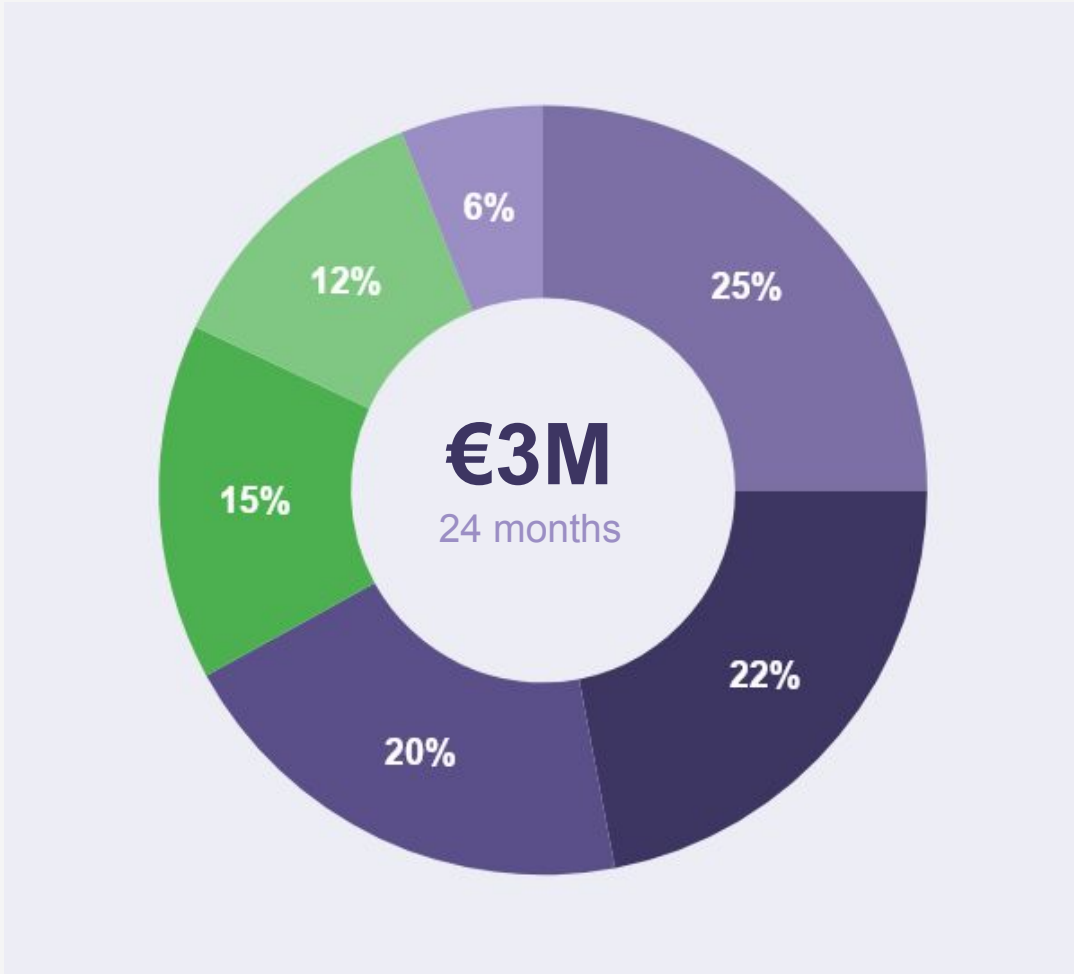
**EBITDA** – €3.5M (year 6)

We plan to invest €3M during the first 2 years: 25% on marketing & brand, 22% for team growth, 20% for platform development, 15% for product R&D (Sofia, \$FTR), 12% for international expansion, and the remaining 6% will cover operations, infrastructure, and legal needs.

# Use of Funds

€3M over 24 months

# Faktorist



**25%** €750K

**Marketing & Brand** — Digital marketing, PR & trade events



**22%** €660K

**Team Growth** — Engineering, sales & operations hires



**20%** €600K

**Platform Development** — Proprietary marketplace & blockchain



**15%** €450K

**Product R&D** — Sofia AI assistant, \$FTR token



**12%** €360K

**International Expansion** — EU + UAE market entry & partnerships



**6%** €180K

**Operations & Legal** — Infrastructure, compliance, legal

Every euro is allocated • Full operational runway: 24 months • No idle reserves

# Product Roadmap

24-month execution plan post-funding



## LAUNCH

Q1-Q2 2026

Escrow Services  
Factoring solutions  
Smart tender  
B2B trade

- Close seed round (€3M)
- Launch mobile apps (iOS + Android)
- \$FTR token mainnet deployment
- First 50 paid subscriptions
- Hire core team to 20+



## GROW

Q3-Q4 2026

- 150 paid subscriptions
- 100 deals/month facilitated
- Escrow services live
- Advanced KYB automation
- €2M/mo GMV target



## EXPAND

H1 2027

- EU + UAE market entry
- UAmbassador network in 10+ countries
- Smart tender system
- Factoring solutions
- 500+ paid subscriptions



## SCALE

H2 2027

- Break-even (Year 3 target)
- 1,000+ subscriptions
- North America expansion
- Multi-origin suppliers (beyond UA)
- API & partner integrations



**Platform Vision:** Advanced KYB verification, escrow services, factoring solutions and smart tender systems to reduce transaction costs and build trust. Full blockchain integration for supply chain transparency, \$FTR utility token for internal payments, staking rewards and platform governance.

B2B

AI

TRADE

# INCORPORATION



**Faktorist Ukraine LLC**

Diia City Special IT Tax Zone



**Main IT infrastructure**

Estonian OU



**Trade companies**

EU + UAE



**Faktorist Ukraine LLC is incorporated in Ukraine in Diia City special tax zone.  
Main it infrastructure is planned in Estonian OU.  
Intermediate trade companies planned in EU country + UAE ftz.**



# Get in *Touch* with **Faktorist**

Oleksandr Kalonov — Founder & CEO.

I guide Faktorist's strategy, oversee platform development, build teams, and secure investment for B2B trade innovation.

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