

Problem

A **\$7 Trillion** industry where only 14% of trade happens through marketplaces is primed for **digital transformation**.



Relationship-Driven: Deals and agreements are built on trust.



High Fragmentation: Complex networks of stakeholders operate in silos.



Legacy Systems Fall Short: ERPs and generic B2B Marketplaces fail to integrate credit structures, trade customs and supplier autonomy.

Solution

OptiDist is an independent, decentralized TradeTech Platform. NOT a Middleman but an **Enabler**, Allowing Businesses to:



Trade locally, globally, and adapt to different markets.



Automate procurement, processes, fulfillment and trade finance.



Control pricing, logistics, credit terms, and supplier relationships.

Who is OptiDist for?

More than a B2B marketplace: a **NeXT Commerce platform** that empowers:

Importers & Exporters: Simplify cross-border trade, mitigate financial risks, and ensure smooth cash flow.

Distributors: Reduce manual work, improve efficiency, and enhance supply chain transparency.

Brand Owners: Enhance visibility, drive loyalty, keep direct market influence.

Wholesalers: Streamline bulk sales/purchases, optimize pricing, and enhance supply chain visibility.

Manufacturers: Control distribution, pricing, and inventory while expanding market reach.

Retailers, HoReCa & Corporate: Faster procurement cycles, better cost control, and reduced risk of stock shortages.

Target Stakeholders: Who We're Looking for

Who	What They Do	Financial Flow
Sellers	Optimize trade, streamline operations & expand market reach.	Pay a % commission
Buyers	Secure better procurement terms & simplify supplier management.	Use for free
Agents	Introduce business potential to OptiDist and expand the network.	Earn a % commission
Local Partners	Drive regional expansion and adapt OptiDist locally.	Revenue share
3rd-Party Vendors	Monetize logistics, finance, payment, compliance, and SaaS solutions.	Pay a % commission

Join the FMCG Digital Trade Movement Today!

Empowering businesses globally to scale, while they retain control.

