



Turning returns into sales, saving costs and CO₂

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Trusted and backed by:

STUDIO
ANNELOES

oilily

SPARKLE¹⁴

KUYICHI

MAKER&MOSS

Ezafus



Google
Startups for
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Development



strive



The Problem

Returns cause massive costs, lost value and frustrated consumers

“Free returning” is a lie: €220B lost in value globally

Every return triggers a chain reaction of hidden costs – from shipping and warehouse handling to product depreciation and eventual destruction. Meanwhile, consumers wait weeks for refunds, growing increasingly frustrated.



Costly Logistics

Lots of logistical movements and warehouse handling drain margins on every return



Product Depreciation

Returned items lose value fast.
Billions in products stuck in transit or warehouses



Unhappy Customers

Long refund waiting times leave customers annoyed and less likely to buy again



Environmental Waste

3.4B items destroyed annually – a massive, unnecessary environmental toll



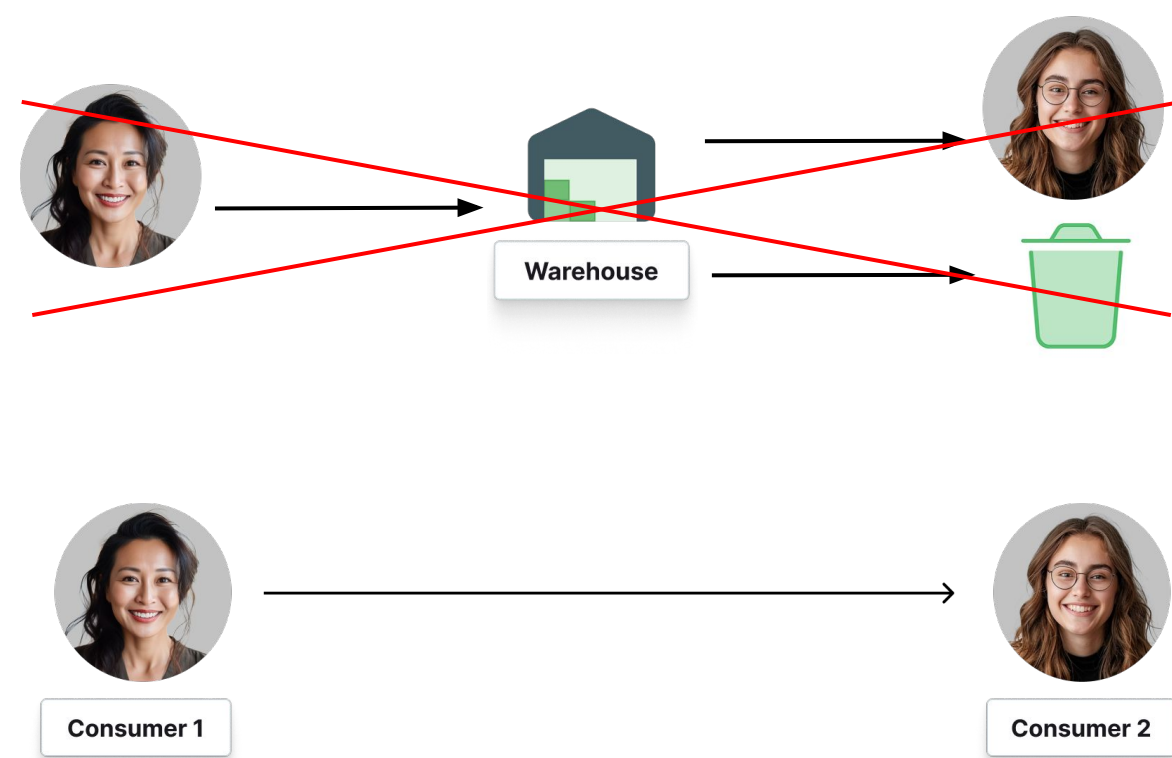
Our solution

Forwarding: a costly return becomes a profitable order

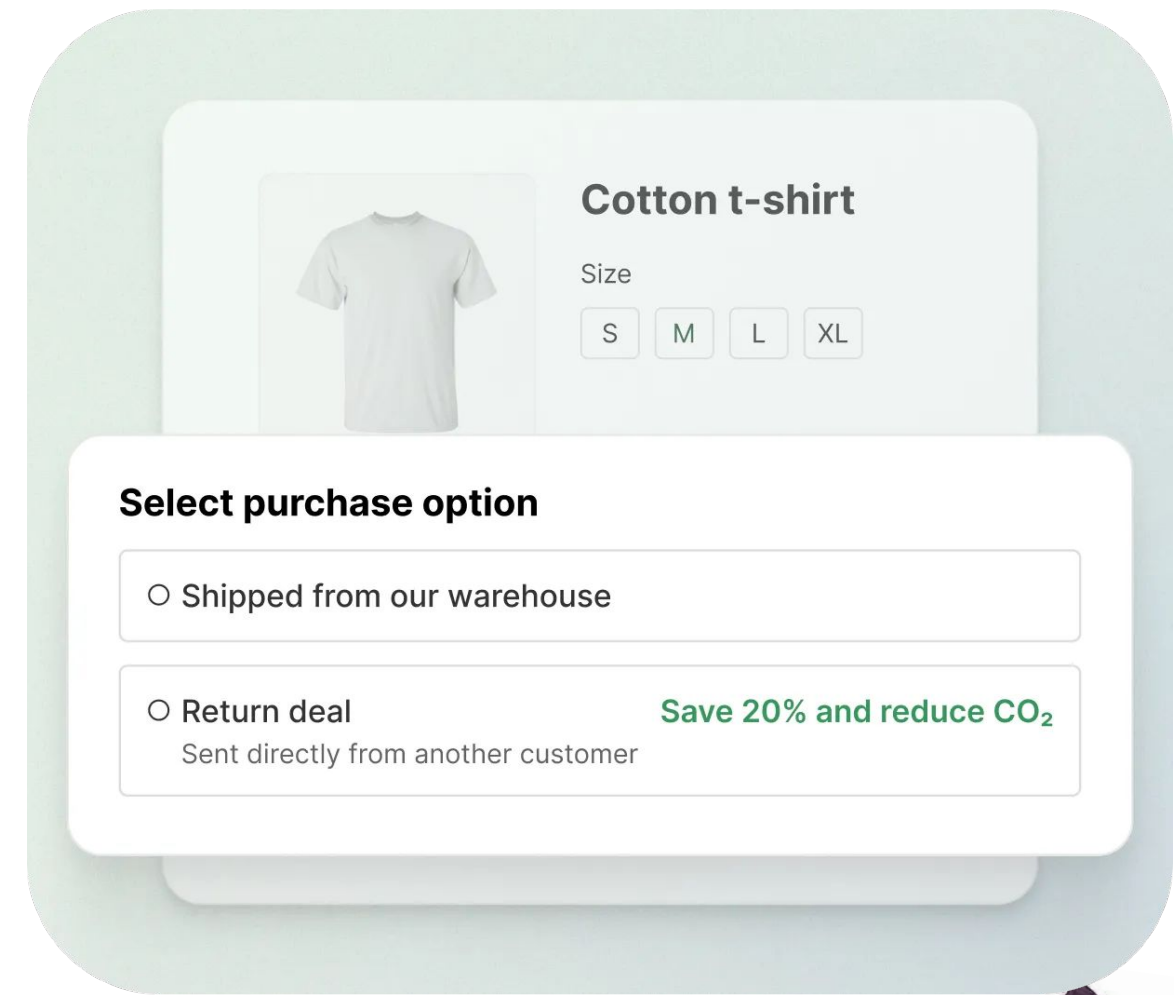
Returns skip the warehouse and go straight to the next buyer – saving time, money, and CO₂

With Forwarding, our software reroutes a returned item directly to the next interested buyer – no warehouse, no restocking, no depreciation. It integrates seamlessly into the retailer's own webshop, so there's no new platform to build or market. **The result?** Retailers save on logistics, consumers get faster service, and the planet gets a break.

Cut out the middleman



Direct integration into the webshop



Works for *almost* all products



Wanted by consumers. Needed by webshops. Incentivised by law.

Consumers

- **Consumer-to-consumer is mainstream:** Vinted, Airbnb and Uber have normalized consumer-to-consumer transactions
- **Eco-awareness:** Consumers get more aware and educated about the bad environmental impact of returns

Webshops

- **Webshops are desperate:** €248B in lost value, 3.4B items destroyed annually
- **“Free returning” is financial nonsense:** More and more webshops stop offering it

Law

- **Regulation is tightening:** The EU and NL government push for circularity
 - EU Packaging and Packaging Waste Regulation, PPWR, 2025
 - EU Corporate Sustainability Due Diligence Directive, CSDDD, 2024
 - EU Corporate Sustainability Reporting Directive, CSRD, 2024
 - Dutch Uitgebreide Producenten-verantwoordelijkheid Textiel, UPC Textiel, 2023



We're not early, we're right on time.



Traction

Who's already trusting It Goes Forward

Three clients



Jan '26



Mar '26



Feb '25

Agreed pilot



Q3 '26

Talking to

wehkamp



G-STAR RAW

Otrium



smartphonehoesjes.nl

LOAVIES

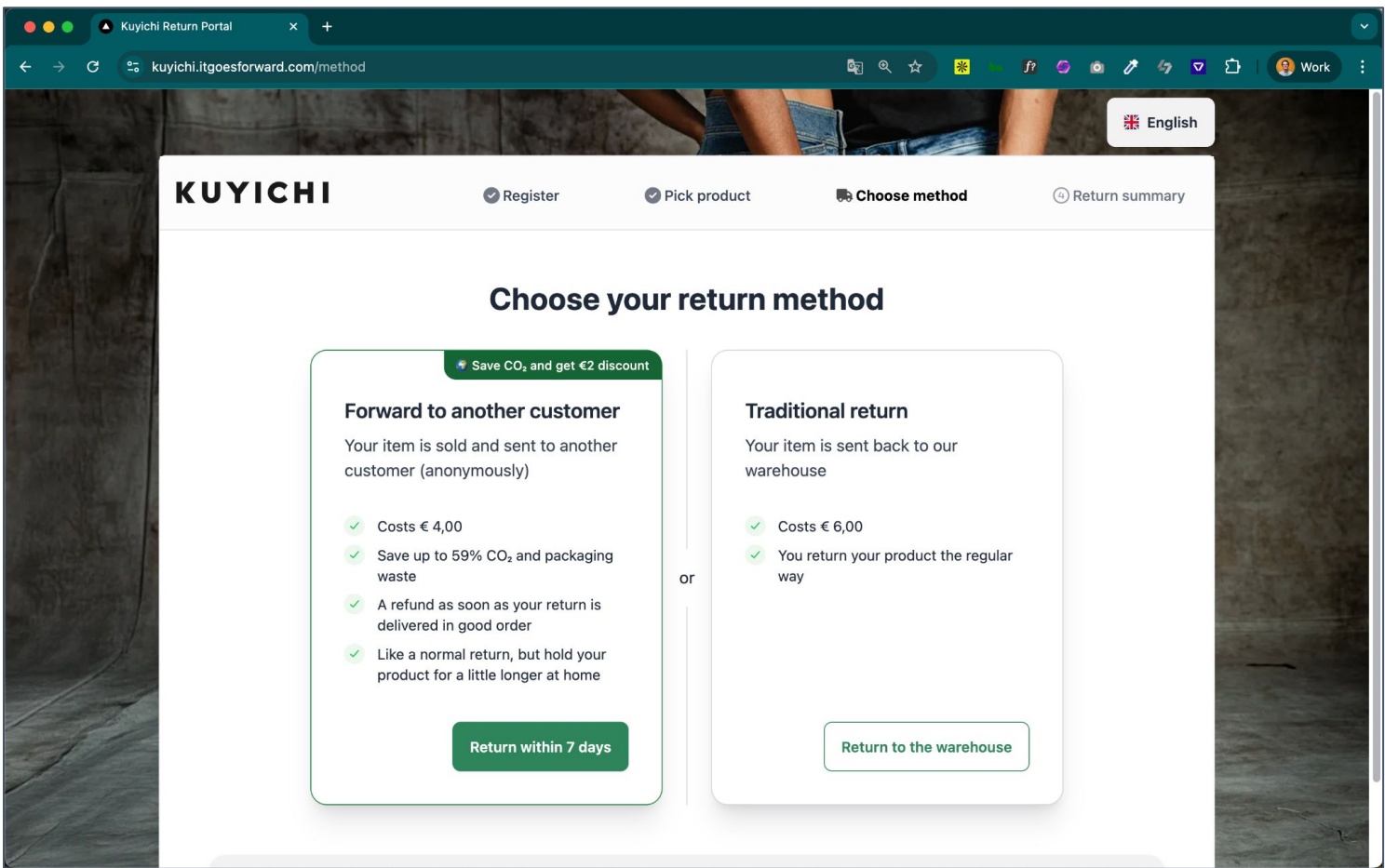
by-bar
amsterdam



Results at Kuyichi

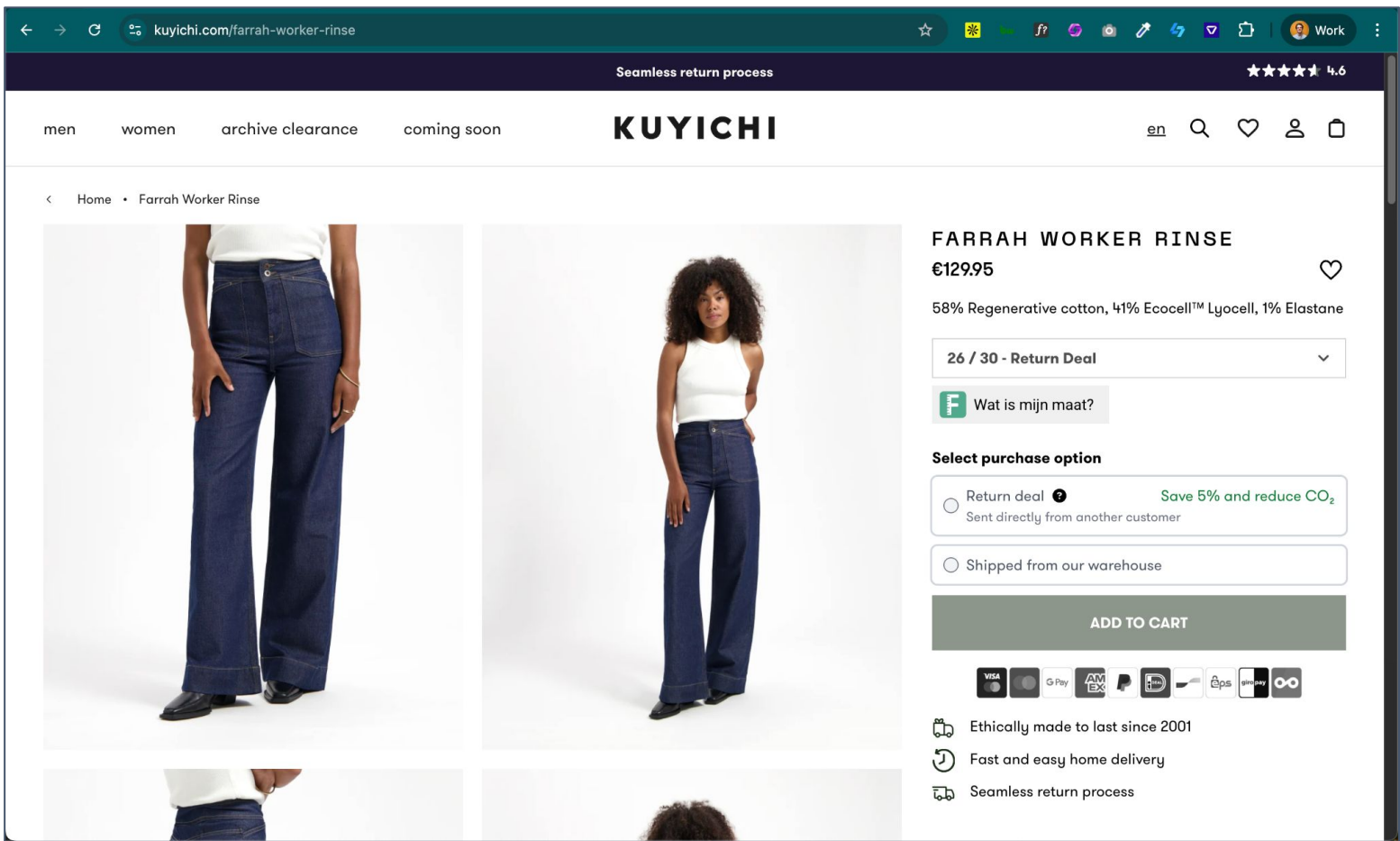
400 Forwards with strong conversions, happy customers and big savings

Conversion in Kuyichi return portal: 44%



Rated 4,8 out of 5 by consumers

Conversion in Kuyichi webshop: 65%



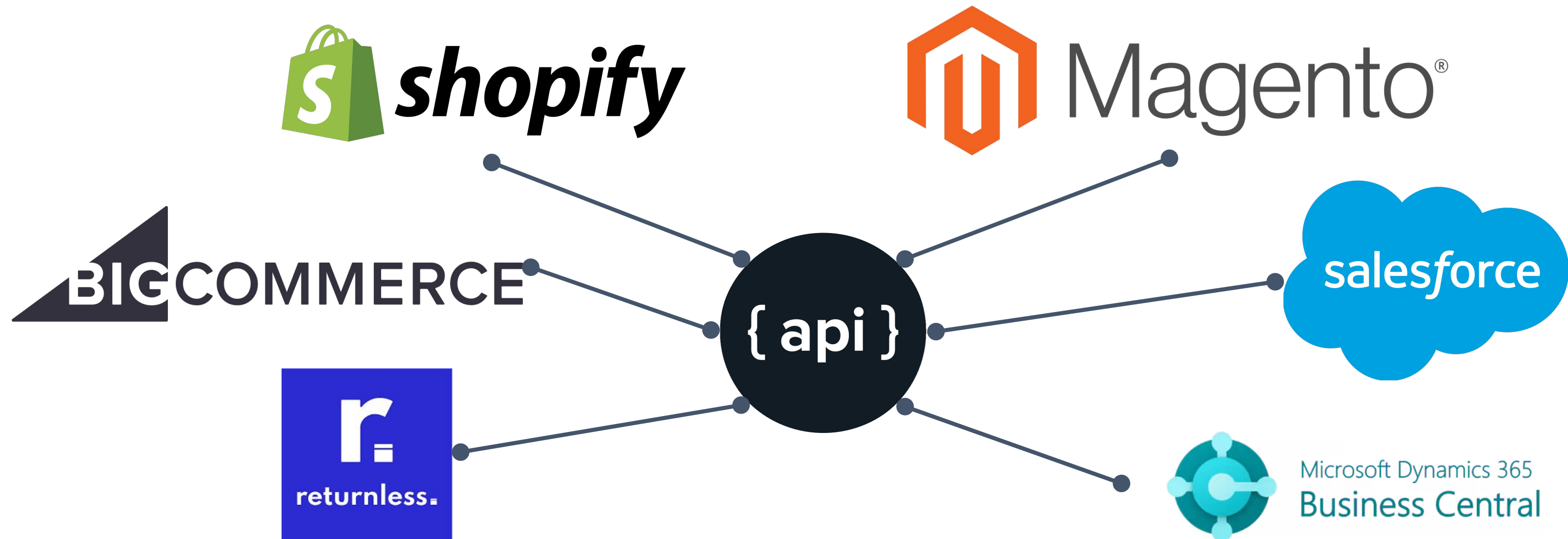
31% saved in logistical costs



59% average CO₂ reduction



Our Shopify, Magento, BigCommerce and Returnless plug-ins are in use. Our API hosts our algorithms and instructs OMS and WMS systems



All the action happens in the webshop of our client.
That's where the traffic is, that's what the consumer is familiar with.
No new platform. No extra marketing spend.



Everyone claims having AI. We have academic-graded proof.



- We co-authored a peer-reviewed academic paper with the Erasmus University Rotterdam, Vrije Universiteit Amsterdam and TNO
- Which was published in October 2024 in Elsevier's Omega Journal
- Our current production algorithm far surpasses what was published. Competitors cannot derive any advantage from the paper – we've moved well beyond it.

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Customer-to-Customer Return Logistics: a New Way to Mitigate the Negative Impact of Online Returns

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Abstract: Customer returns pose a big problem for retailers selling online due to high costs and CO₂ emissions. This paper introduces a new concept to handle online returns, the customer-to-customer (C2C) return logistics. The idea behind the C2C concept is to deliver returning items straight to the next customer, skipping retailers' warehouse. To incentivize customers to purchase C2C returning items, retailers can promote returning items on their webshop with a discount. We build the mathematical models behind the C2C concept to determine how much discount to offer, ensuring that enough customers are triggered to purchase C2C returning items and the expected total profit of the retailer is maximized. Our first model, the base model (BM), is a customer-based formulation of the problem and provides an easy-to-implement constant-discount-level policy. Our second model formulates the real-life problem as a Markov decision process (MDP). Since our MDP suffers from the curse of dimensionality, we resort to simulation optimization (SO) and reinforcement learning (RL) methods to obtain reasonably good solutions. We apply our methods using data collected from a Dutch fashion retailer. Furthermore, we provide extensive numerical experiments to claim generality. Our results indicate that the constant-discount-level policy obtained with the BM performs well in terms of expected profit compared to SO and RL. With the C2C concept, significant benefits can be achieved both in terms of expected profit and return rate. Even in cases where the cost-effectiveness of the C2C return program is not pronounced, the proportion of customer-to-warehouse returns to total demand gets lower. Hence, the system can be defined as more environmentally friendly. The C2C concept can help retailers in addressing the online return problem financially and adhering to the growing need for corporate social responsibility from the last decade.

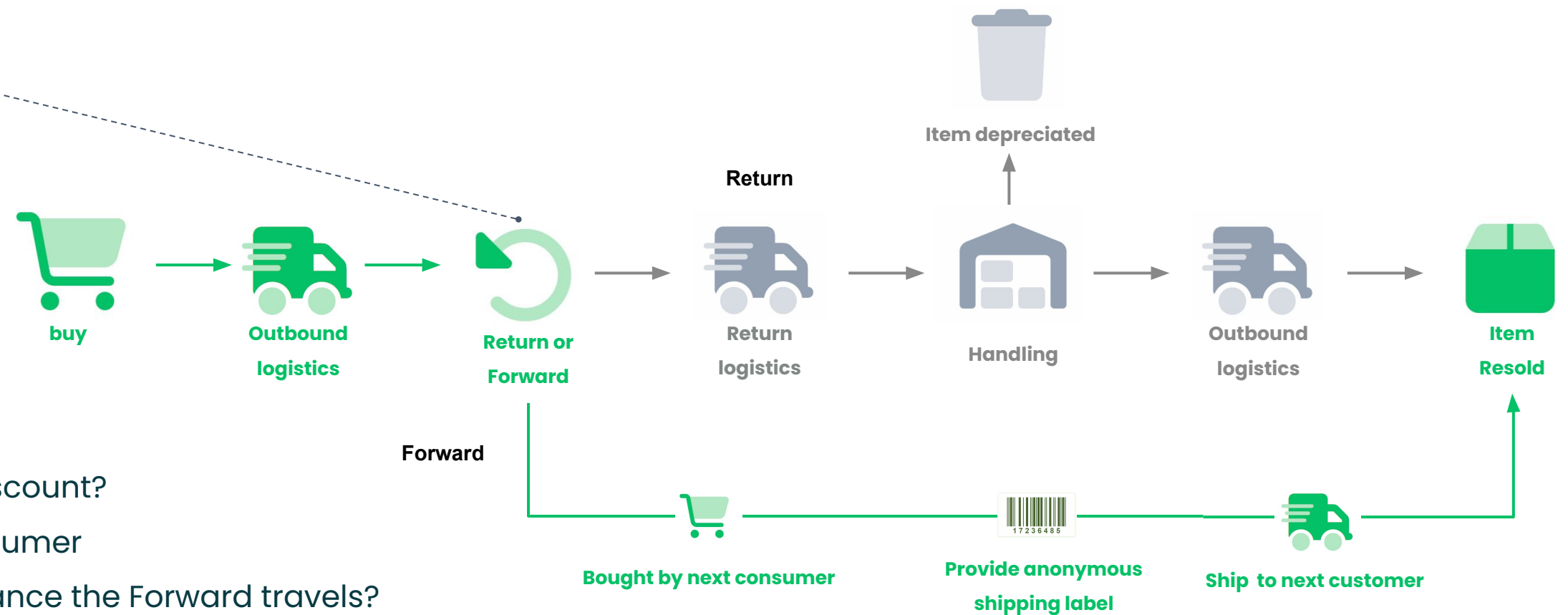
Key words: reverse logistics; e-commerce; consumer returns; sustainability; Markov decision process



We own all the IP rights on plug-ins, API and AI algorithms

Six checks by our algorithm:

1. **Item** – Is the item fit for Forwarding?
Example: yes, it's a tshirt
2. **Reason** – Does the return reason allow for forward?
Example: yes, because it's too big
3. **Condition** – Is the box checked that the item is unused?
Example: yes, the box is checked
4. **Timing** – Can we resell the item soon?
Example: yes, it's a swim shorts and it's summer.
5. **Discount** – Does the webshop reoffer Forwards with a discount?
Example: Yes, offer an optimum discount to the next consumer
6. **CO₂ savings** – Is geofencing applied, minimising the distance the Forward travels?
Example: Match to an order within the same country



Phased rollout approach

1. Easy Implementation

Start as a simple plug-and-play tool – fast onboarding, immediate value

2. Build volume & experience

Grow forwarding volume at each brand, gather data, refine performance

3. Optimize & expand

Use data to optimize discount strategies – we're further ahead than what's currently demanded



Outperforming our competition and fixing what others can't prevent



	Retury	Toern	Frate	It Goes Forward
Shopify plug-in	✓	✓	✓	✓
Magento plug-in	✗	✗	✗	✓
BigCommerce plug-in	✗	✗	✗	✓
Salesforce plug-in	✗	✗	✗	✓
Matching and discount algorithm	✗	✗	✗	✓
Anonymous sending	✗	✗	✗	✓

What about all those tools that say they prevent returns, like sizing tools?
Well, they're not doing too well. We fix what they could not prevent



We dropped a commission fee and went for a fixed month price

What didn't work so far

- **Hypothesis:** Charge a success fee of 30% on each Forward.
- **Our reasoning:**
 - No cure no pay; we align interests
 - Logistics are a unit-economics game
 - Logistics monthly costs fluctuate by default, according sales and return volumes
- **The feedback we got:**
 - "A variable price gives unclear monthly costs, that's hard to budget in"
 - Disagreement what a returns exactly costs a webshops. Very often, they knew it costed them a lot, but no idea how much exactly OR didn't tell us what they do with their returns. This gave discussion over the exact commission fee we could charge.

What works

- **A fixed monthly fee including x-amount of Forwards**
- Fixed monthly fee determined according the revenue of the webshop
- Payment one month upfront
- E.g. Studio Anneloes pays €1900/month including 750 Forwards and pays €250 for every additional 100 Forwards.



Returns drain margins, we plug the leak

Applying Kuyichi performances on G-star with €33M revenue: they earn €509K, we get €184K



Brand identity	Sustainable jeans	High-end jeans
Annual online sales	€5M	€33M
Avg. Return Rate	43%	40%
Avg. Item Value	€120.00	€110.00
Return Volume	2,500 returns/year	200,000 returns/year
Avg. Cost per return	€15.00	€11.00
Forwarded Returns	800	80,000
Direct Annual Cost Savings ²	€9,000	€325,000
CO ₂ Emission savings	4,4 tons	1000 tons
Net positive impact of forwarding	€14,000	€509,000
Annual It Goes Forward earnings; commission and fees	€4,200	€184,000

¹ includes shipping, handling, restocking and depreciation. Modest estimation
² forwarded returns cost savings *after all direct and indirect costs and discounts.*
** 80.000 is a realistic estimation based on simulations; forwarding potential can be well 115k products for this retailer*



Status, next step and plan

Next step: €15K MRR, 8+ clients, monetize our proven product

We've spent €550K in equity-free grants and EU subsidies building the product. Now it's time to scale sales with €400K in angel funding.

Today

- €2K MRR
- Solid, proven product with plug-ins live
- Founder-led sales
- Featured in 6 national papers and 5 podcasts
- Start in Dutch fashion market
- 47.5% / 47.5% / 5% ownership (Pepijn / Carl / Tim)

Target (with €400K raise)

- **€15K MRR** – path to self-sustainability
- 8 Dutch paying clients, avg. €2K MRR each
- Focus on integrations: ERP, WMS, carriers, return portals
- Founder led + partner with dev agencies – the trusted advisors for webshops
- Expand marketing via podcasts, trade fairs, influencers
- Explore electronics and furniture verticals
- Preferred SAFE, tickets from €50K



A lean and complementing team

Executing Team



Pepijn Stribos

Co-founder and Tech Lead. Autodidact full stack developer. Full time



Carl van Heijst

Co-founder and Sales lead. Co-author publication. Full time



Milos Ristic

Developer. Part time



Tim Stribos

Advising co-founder -CTO of Dwarfs (raised €70M)



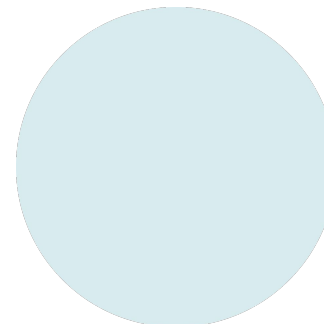
John Poppelaars

Applied Mathematics Advisor



Marijn Visser

Global Vertical Head Lifestyle at A.P. Moller-Maersk



To be announced

Former COO of one of NL's biggest webshops



Join our journey, become part of a profitable change

Raising

- **€400K** via SAFE or CLA

Tickets from

- **€50K**

Next step

- **€15K** MRR with 8+ clients



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