



The easiest way for physical retailers to successfully  
bring their products online



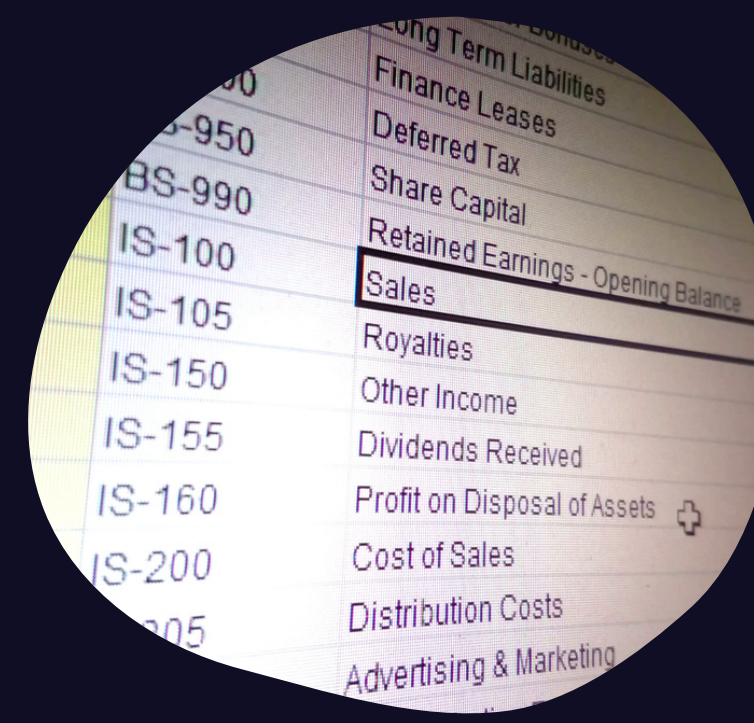
> 90%

of physical stores have  
paper and pen inventory

In order to fill the online  
store they have to...



Take pictures



Codes, descriptions, ...

12 min per product



# As a result...



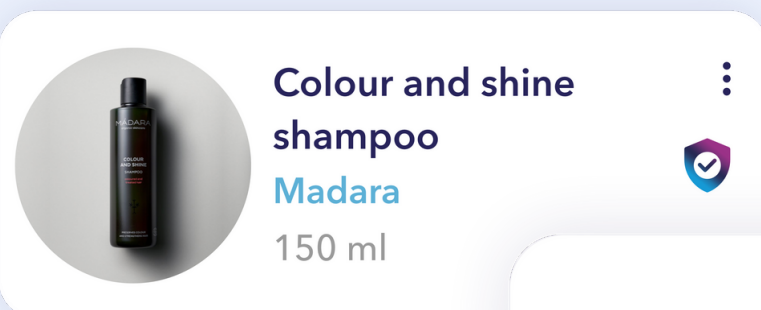
# 78%

of retailers online shops  
are empty or not attractive



# Our solution

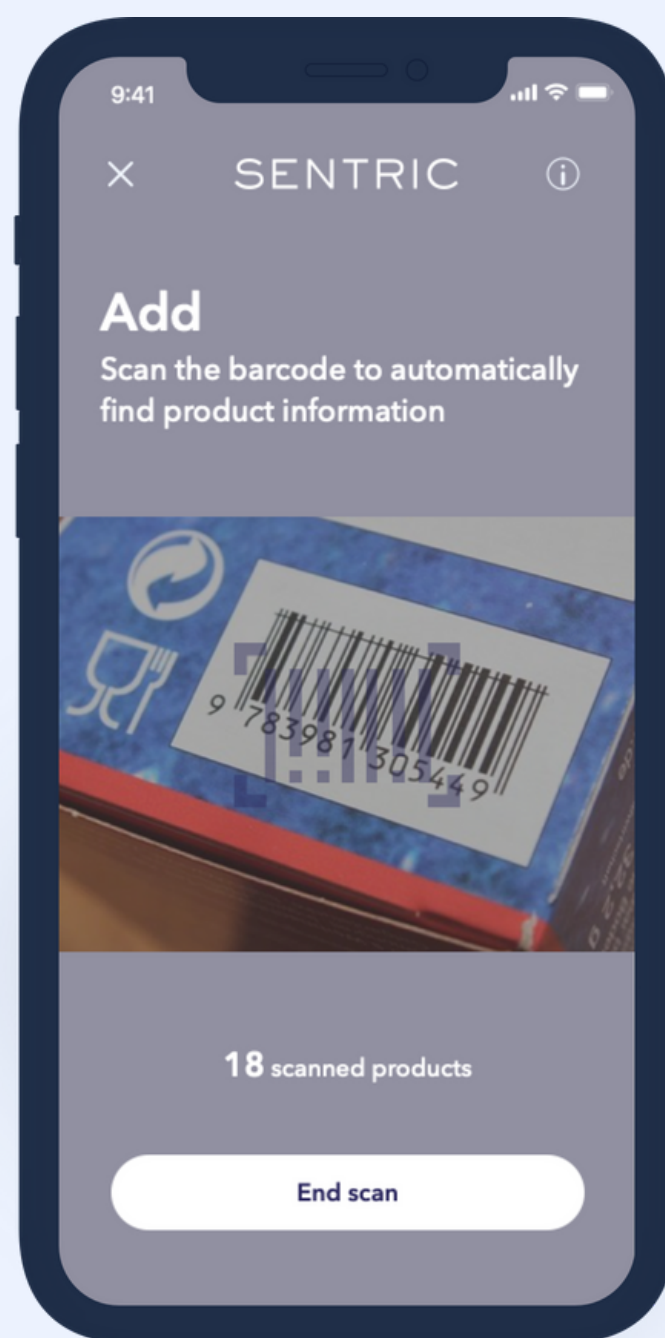
Quick availability of validated and improved product information



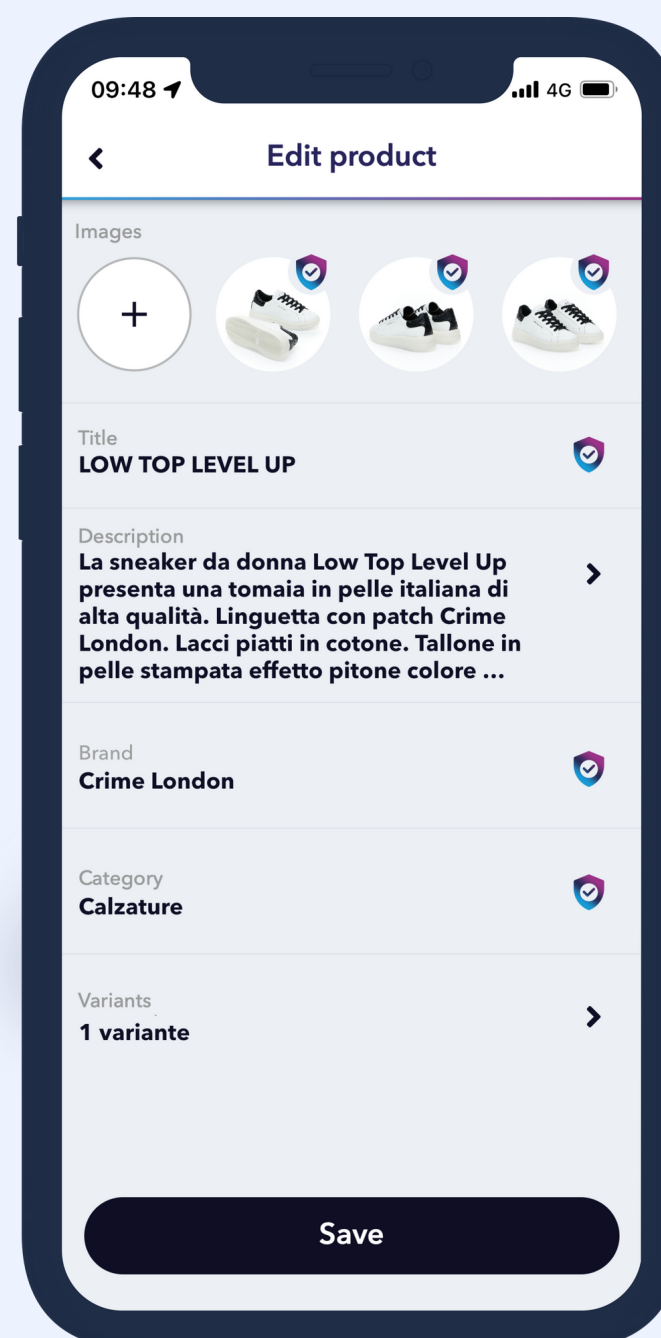
How it works?

# Sentric mobile App

Scan the barcode

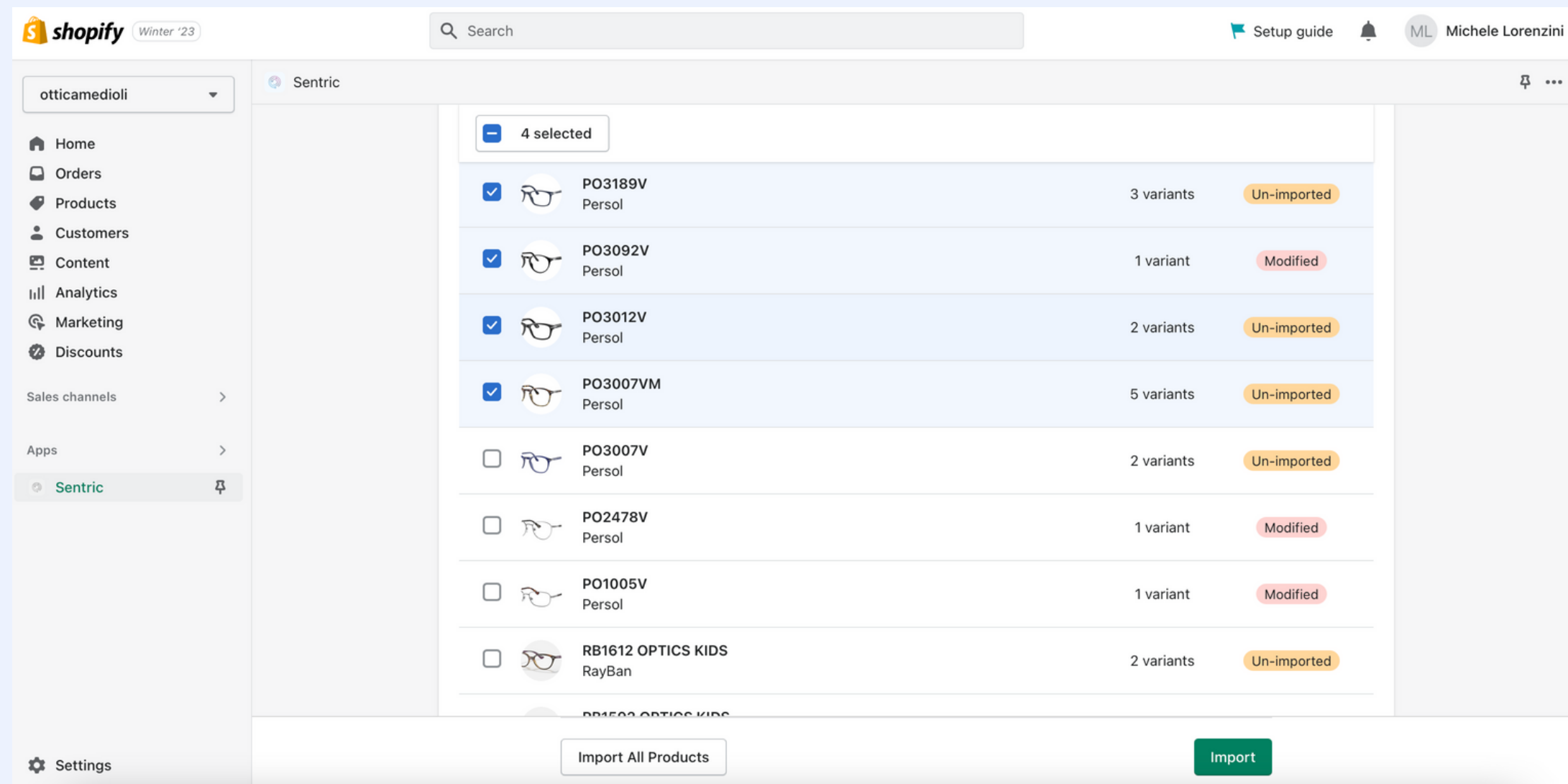


Find information



< 10 sec  
per product

Then products information  
are automatically  
synchronized from Sentric  
to Shopify App



The screenshot shows the Shopify Admin interface with the Sentric app installed. The left sidebar contains the following navigation items: Home, Orders, Products, Customers, Content, Analytics, Marketing, Discounts, Sales channels, Apps, and Settings. The 'Sentric' app is highlighted under the 'Apps' section. The main content area displays a list of products from Sentric, with 4 products selected. The products are:

Product Name	Brand	Number of Variants	Status
PO3189V	Persol	3 variants	Un-imported
PO3092V	Persol	1 variant	Modified
PO3012V	Persol	2 variants	Un-imported
PO3007VM	Persol	5 variants	Un-imported
PO3007V	Persol	2 variants	Un-imported
PO2478V	Persol	1 variant	Modified
PO1005V	Persol	1 variant	Modified
RB1612 OPTICS KIDS	RayBan	2 variants	Un-imported

At the bottom of the interface, there are two buttons: 'Import All Products' and 'Import'.



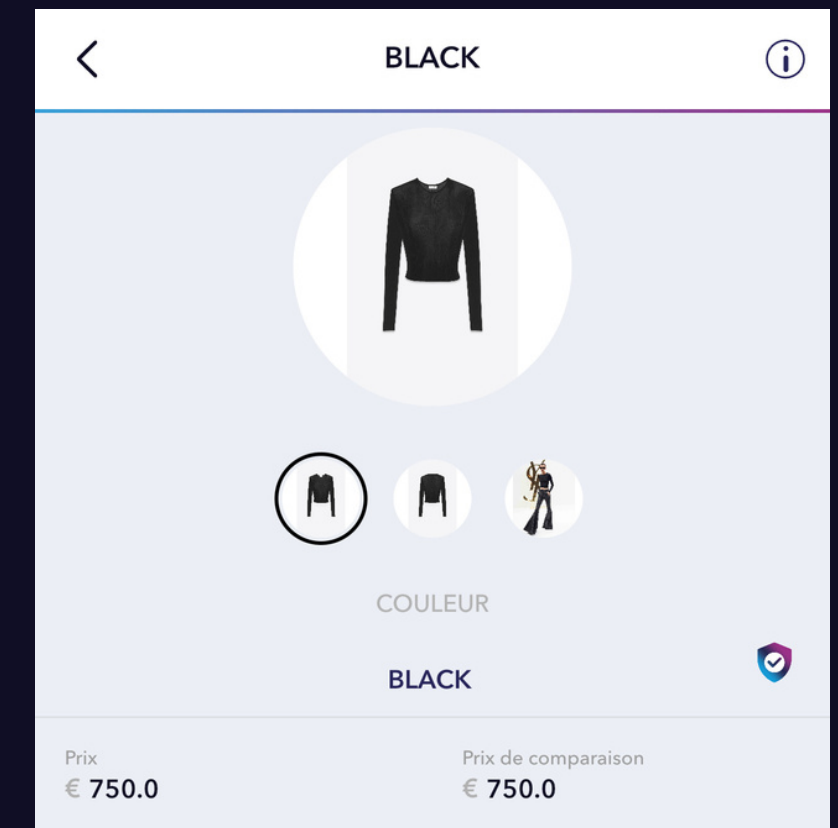
# What information do we provide?



High quality images

Full information, tags and descriptions in 21 languages

Management of variants, colors, sizes and dynamic prices by country



All data is validated and verifiable directly by the manufacturer

## MARKET AND COMPETITORS

## Retailers inventory digitization

**1,000,000**No. online stores in EU  
(SOM)

+11% CAGR

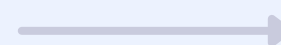
Data validated by  
manufacturers**icecat** SENTRIC

CONTENTWISE

Variety and quality of  
products information

# Strategy

Collection of products  
information



Delivery of products  
information



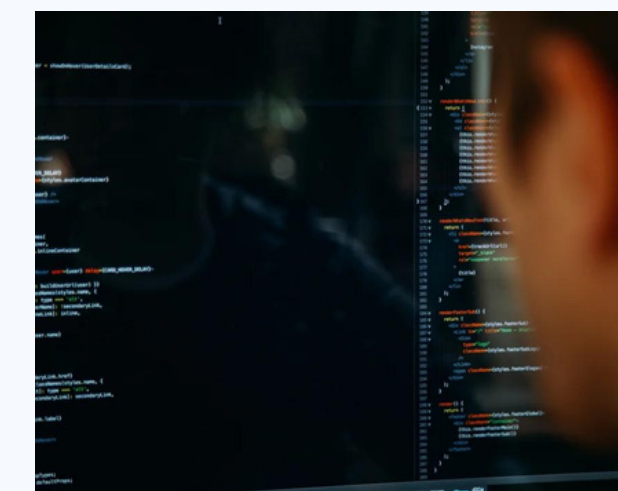
Sentric database



Sentric  
Integrations



Sentric API





# Traction

**+200.000** products in database

**+200** shops in Italy and France

**360** brand digitized

# Monthly Recurring Revenues



# Team



**Alessandro Boschiero**  
Co-fondateur - CEO & CTO



**Michele Lorenzini**  
Co-fondateur- CFO



**Alex Tarana**  
CTO



**Alessia Baio**  
Customers success



**Francesco Schianchi**  
Business developer - France



**Stefano Nava**  
Developer



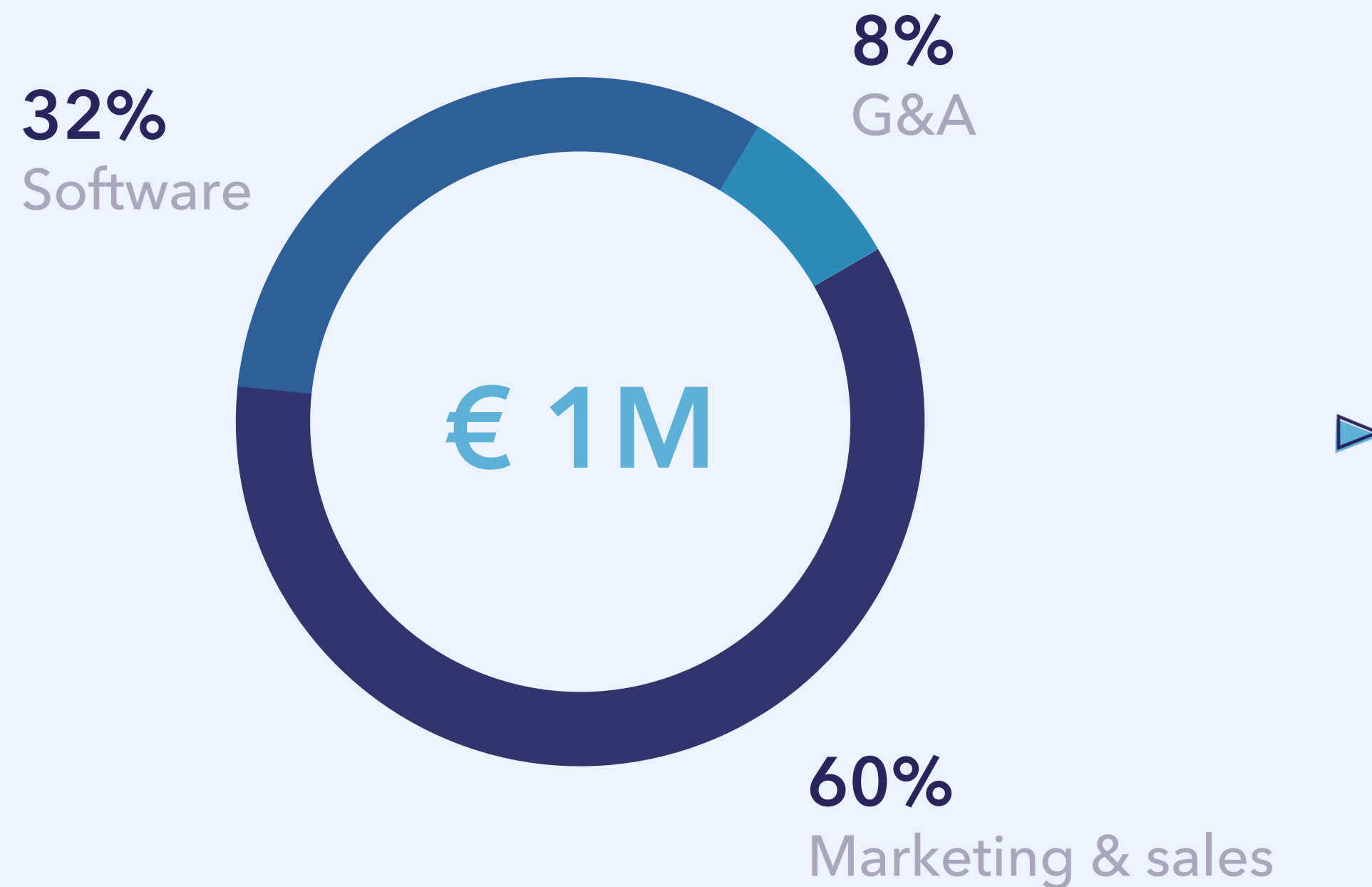
**Matteo Beatrice**  
Developer



**Petru Leon**  
Data analyst



# What are we looking for?



**80k MRR**  
after 18 months

Backed by



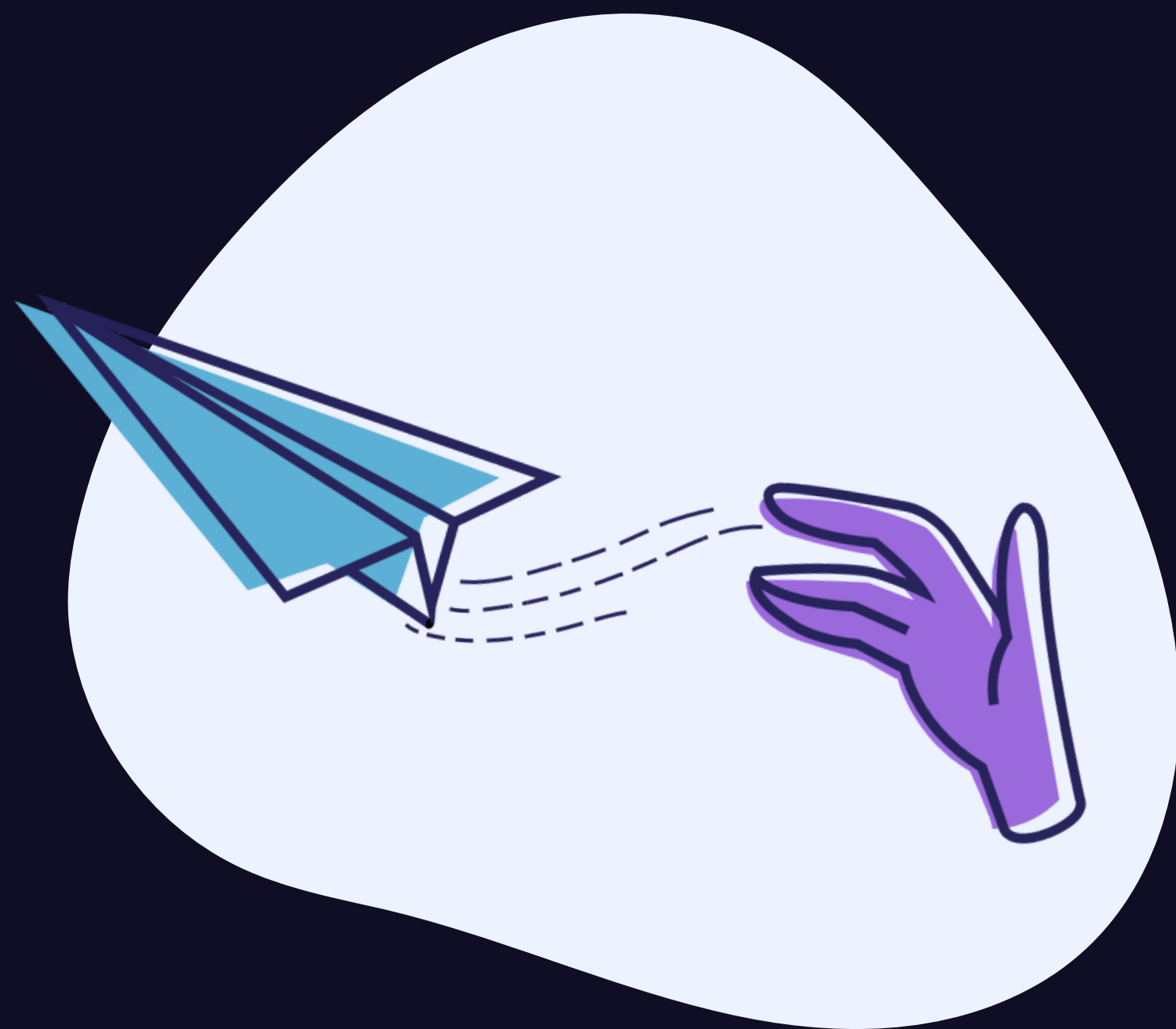


**We want to build the best infrastructure  
for sharing products information between  
brands and retailers**





# Contact us



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We will be present at

**VIVA**  
**TECHNOLOGY**

