

STARTUP WORLD CUP • PITCH DECK

Barakah OS

The Interconnected Commerce OS for Emerging Markets.

Shopify + Wholesale + Venmo — for 500M+ underserved social sellers.

Founded: July 2024

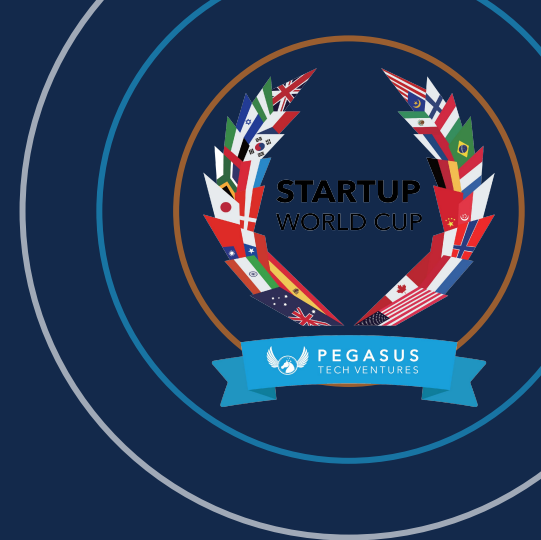
HQ: Dhaka, Bangladesh

A product of Barakah IT



BARAKAH IT

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The Problem Statement

1

The “Isolated Island” Trap

Legacy platforms lock SMEs into standalone stores. Connecting internal inventory or integrating external platforms (Shopify/WP) requires expensive, clunky 3rd-party apps.

2

The Zero-Website Barrier

Over 300,000+ social sellers in Bangladesh lack the capital for websites or bulk inventory. Managing dropshipping, wholesale margins, and profit settlements manually via messy WhatsApp chats is an operational disaster.

3

The Ad-Attribution Nightmare

Post-iOS14, merchants lose critical ad tracking. Setting up Server-Side Tracking (SST) independently requires expensive cloud expertise.

Source: e-Commerce Association of Bangladesh (e-CAB) Annual Report 2023 & Meta Regional Business Insights

The 3-Tier Commerce Engine

1

1-Click Auto-Dropshipping

Any store on Barakah OS can instantly import and sell products from other network suppliers. Order routing is 100% automated.

2

Omnichannel API Integration

External merchants (Shopify/WordPress) can seamlessly plug into our B2B supplier network via secure Invite Tokens.

3

Zero-Website Reseller Wallet

Social sellers don't need a website. They register under suppliers, take orders via chat, and auto-cashout retail profits from their dashboard.

SST

Built-in SST: First-Party Server-Side Tracking is natively built-in for accurate ad attribution without external cloud costs.

PROOF OF TRACTION

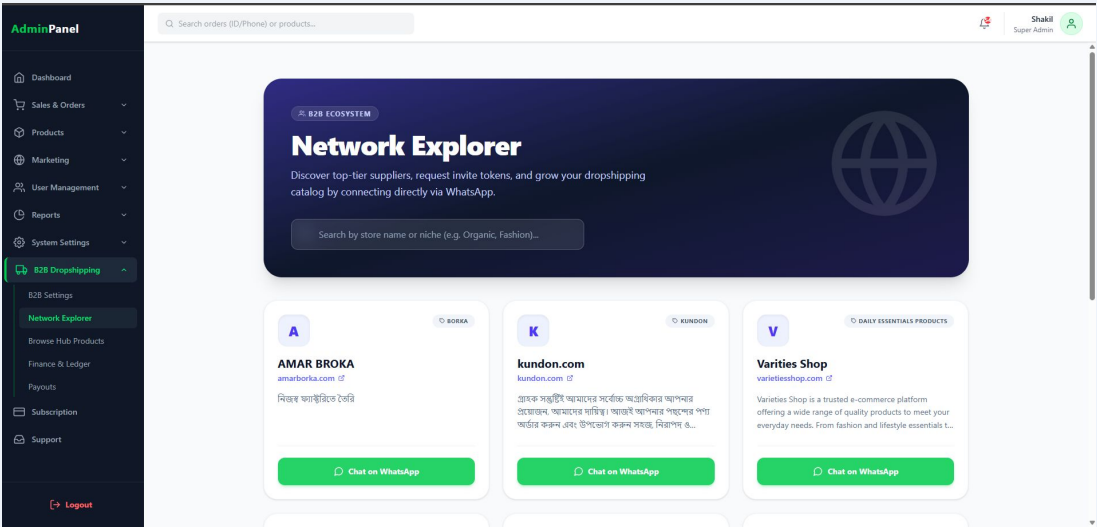
Live Ecosystem Proof

Platform already powering 50+ active merchants, managing multiple synchronized dropshipping networks daily.

1

Network Explorer

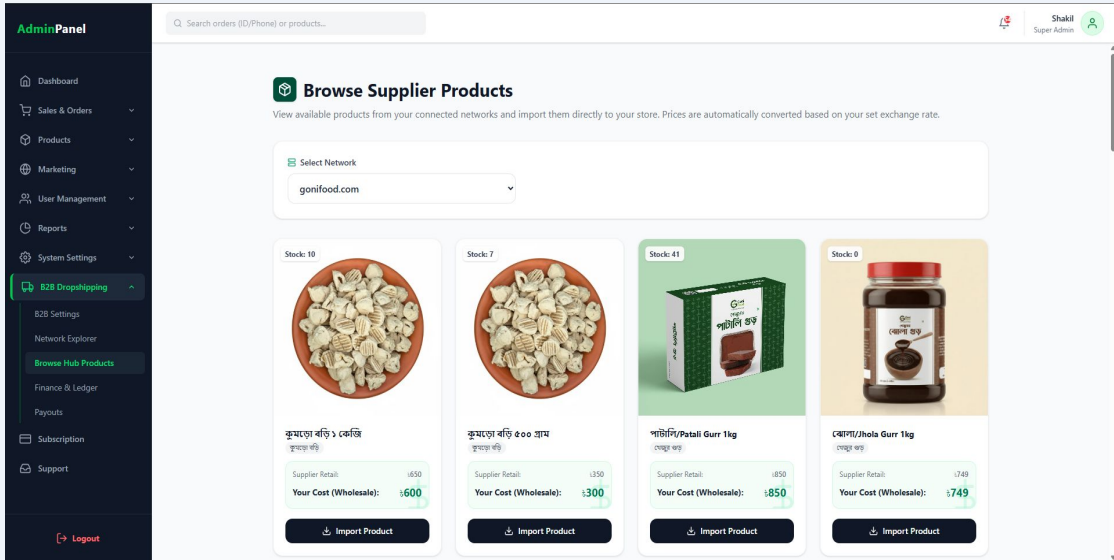
Merchants can instantly discover suppliers and request invite tokens.



2

Master Dropshipping Switch

1-click catalog sync and automated global order routing.



50+
Active merchants live on the Barakah OS network

The Billion-Dollar Potential

\$200B+

TAM — Global E-commerce SaaS Sector

Source: Statista 2024

\$50B+

SAM — Global Dropshipping & Social Commerce

\$90M+

SOM — Immediate beachhead:
300,000+ verified social sellers in
Bangladesh & South Asia × ~\$300/yr
target ARPU

Source: e-CAB 2023

The Global Vision: This beachhead is our gateway to capture the \$1.2B+ underlying GMV ecosystem of 500M+ underserved social sellers across emerging markets (including MENA).

Product & Technology Traction

50+

Active, paying B2B
merchants in the first 90
days

<5%

Early cohort churn

~\$750+

Early SaaS MRR generated

\$50,000+

GMV processed

4,000+

End-consumer orders
processed

3,000+

Verified B2B merchant leads
in pipeline

<\$0.30

Automated cost per lead

~\$50

Target CAC per paying
merchant

Rapid Organic Growth, Revenue & GMV Validation, and a Massive Sales Pipeline underpin an early cohort with strong retention and highly efficient, near-zero-cost acquisition.

Competitive Advantage — Our True Moat

Feature	Barakah OS	Shopify + Paid Apps	Local Enablers (ShopUp)
Native Auto-Dropship Sync	1-Click Built-in	Requires Paid Apps	Closed Network
External API Token Sync	Yes (Shopify/WP/Others Custom Website)	Closed Ecosystem	Closed Ecosystem
Zero-Website Reseller Wallet	Native Dashboard	N/A (Must have site)	Closed Marketplace / B2C Focused
Server-Side Tracking (SST)	Built-in Free	External Servers	Basic Pixels

Our Network Effect (The Moat): Competitors offer isolated software or closed marketplaces. We offer an open B2B2C distribution network. Every supplier brings their own army of zero-website resellers to Barakah OS.

Business Model / Plan

Micro-SaaS Subscriptions

Starter

~\$15/mo

Growth

~\$22/mo

Premium

~\$33/mo

+ Enterprise Dedicated Nodes

Non-Custodial Wallet: Profit-splitting is processed via local gateways (e.g., SSLCOMMERZ / bKash). We ensure compliance without holding funds.

Unit Economics (Target Cohorts)

~\$25/mo

Blended ARPU

~\$50

Target CAC

80%+

Gross Margin

~\$400

Target LTV (~16-mo est. retention)

8x

LTV : CAC ratio — a highly scalable unit economics profile

Go-to-Market Strategy



Built to Scale

1

Proprietary Edge-Proxy Infrastructure

We replaced legacy multi-tenant bottlenecks. Our highly efficient microservices allow us to host isolated databases per micro-node, yielding an 80%+ gross margin on server infrastructure while being architected for 99.9% uptime.

2

Operational Scalability

100% automated store and dashboard deployment allows us to scale to 10,000+ merchants without linearly increasing developer headcount.

3

Limitless GMV Scalability

Because of our Universal API Tokens, our transaction volume isn't restricted to the stores we host. External connections drive our GMV infinitely.

Team Members

Our core team consists of dedicated leaders driving our strategic vision, backed by an in-house team of engineers and growth specialists.



Osman Goni | Founder & CEO

E-commerce strategist with 15 years of deep operational expertise in B2B/B2C logistics. Solved core supplier pain points to validate Barakah OS to 4,000+ processed orders.



Md Shakil Ahmed | Founder & CTO

Systems Architect specializing in Node.js & Laravel with 08 years experience. Engineered the proprietary Edge-Proxy infrastructure and Universal API mesh in <3 months.



Md Ibne Shaker | Chief Marketing Officer (CMO)

Digital Growth Hacker with a proven track record. Built the automated lead-gen engine securing 3,000+ verified B2B merchants at <\$0.30 cost.

Advisory Board: Backed by industry veterans with deep expertise in regional e-commerce & fintech.

Join the Interconnected Commerce Revolution

Current Status: 100% Bootstrapped, with live SaaS MRR, active GMV flow, and validated early traction.

The Ask

\$500,000

Seed Round — 18-Month Runway

55%

\$275K — Merchant Acquisition: convert the 3,000+ pipeline and fuel the supplier-led viral loop to acquire 5,500+ paying merchants.

30%

\$150K — Technology: scaling the API mesh and integrating global payment gateways for MENA expansion.

15%

\$75K — Team: engineering & B2B merchant success expansion.

18-Month Target & Beyond: Stabilize 4,000+ active paying merchants to reach \$100,000+ MRR (>\$1.2M ARR) — unlocking our Series A to launch Barakah OS as the definitive commerce network for emerging markets globally.

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