



Revolutionizing Shopping in Latin America

Helping people find the best prices instantly.

Empowering consumers, supporting retailers



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yopin.com.ar

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Addressing the Problem: Why We Built This App

We help people find the best prices while enabling stores to clear their stock efficiently.

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1 - PROBLEM



Price Variability

Customers struggle to find the best price due to inconsistent pricing across stores and platforms



Search Frustration

High dependency on top search engine results, which limits exposure to better options



No Unified Solution

No tool aggregates discounts and prices from e-commerce, small retailers, and multibrand stores in one place



Inventory Challenges

Difficulty liquidating excess inventory, leading to revenue loss



Visibility Gap

Smaller stores struggle to compete for customer attention against larger, better-optimized platforms

2 - SOLUTION

How Yopin solves these problems



Powered by **advanced web crawling technology** to ensure real-time accuracy

Seamless user experience:
Optimized app interface ensures ease of use for all demographics

yopin



Comprehensive price aggregation

Tracks prices across thousands of websites and displays the lowest option for any product or bundle instantly



Inventory Optimization

Highlights aggressive discounts from retailers, helping them liquidate stock quickly and efficiently



Enhanced Consumer Choice

Empowers customers to shop smarter with access to previously undiscovered deals from small retailers

2 - SOLUTION



Savings

Users can find the cheapest option, including exclusive discounts based on payment method, bank, day, and shopping mode.



Simplicity and Time-Saving

Users can shop quickly, easily and from home.



Variety

By including multiple stores, users can compare and choose from a wide range of products.



Clearance Deals

Users can find deeply discounted products across different categories.



Smart Shopping

Personalized recommendations help users make better purchasing decisions.

3 - MARKET OPORTUNITY

E-commerce Boom

Online shopping now represents **18%** of total retail sales in Argentina, with growth expected at 8.55% CAGR by 2024-2028.

*Mid-term report - Argentine Chamber of Electronic Commerce (2024)
Research and markets (2024)*

Rising Demand for Savings

Google search insights reveal **30% growth** in queries related to finding discounts, underscoring unmet customer needs

Decline in Physical Retail

10% Decline in Physical Store Sales, brick-and-mortar stores are experiencing a significant sales drop as consumers shift to online and hybrid shopping models

Promo-Seeking Consumers

61% Actively seek best deals, a majority of consumers prioritize finding promotions, driving demand for smarter price-comparison tools.

Mckinsey (2023): The State of Grocery in Latin America

4 - COMPETITIVE LANDSCAPE



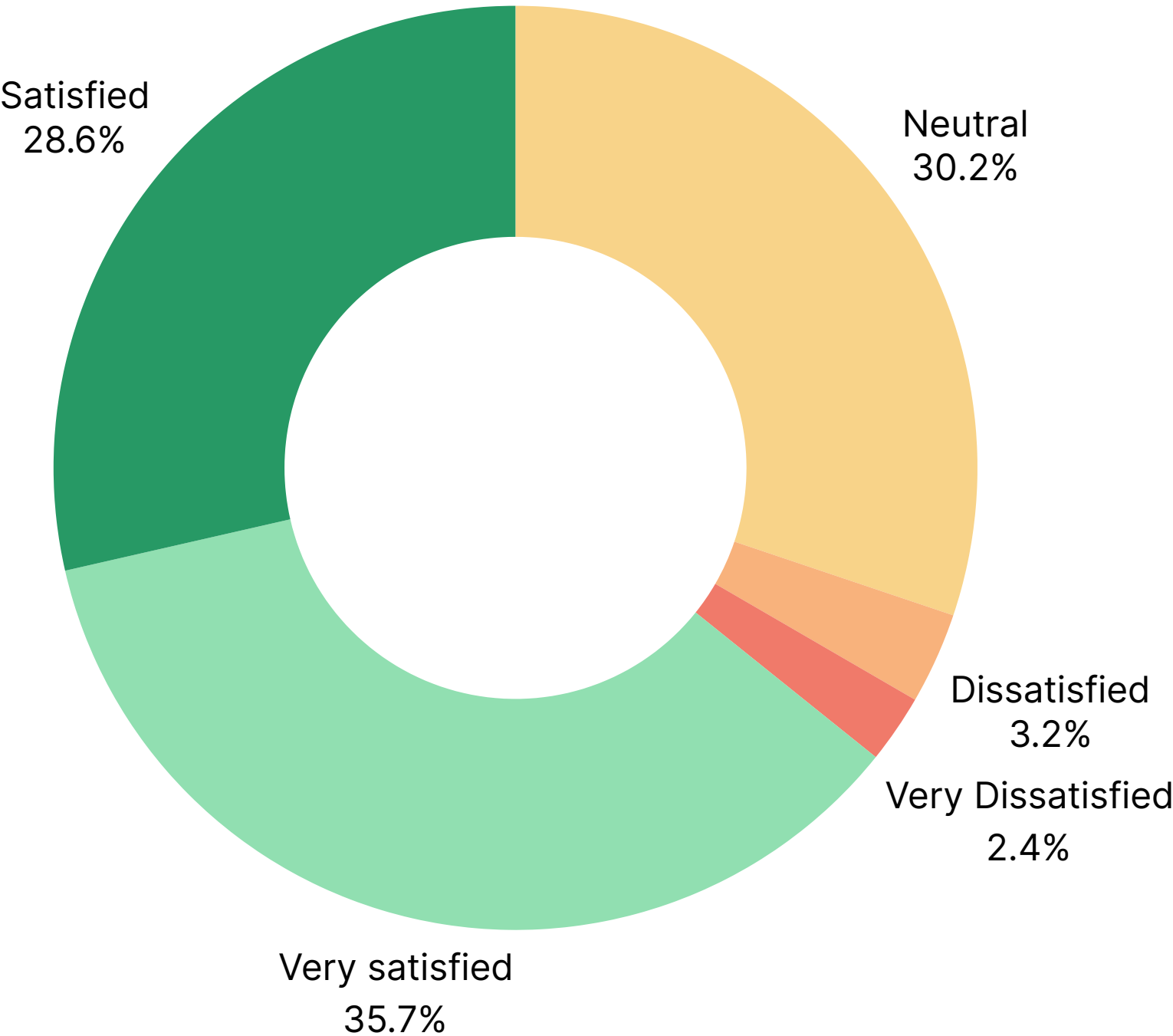
FEATURE	yopin								
		Mira Precios	Precialo!	Sirvana	Compy	SoloTodo	SuCom	-	-
Price tracking	✓	✓	✓	✓	✓	✓	✓		
Price alert notifications	✓	✗	✓	✗	✓	✓	✓		
Cross-Segment Data	✓	✗	✓	✗	✓	✗	✗		
AI Assistant	✓	✗	✓	✓	✗	✗	✗		
Price history analysis	✓	✗	✗	✗	✗	✗	✗		
Personalized results	✓	✗	✗	✗	✗	✗	✗		
Supports small retailers	✓	✗	✗	✓	✗	✗	✗		
Coupons & Discounts tracker	✓	✗	✗	✗	✗	✗	✗		

WHAT ARE USERS SAYING?



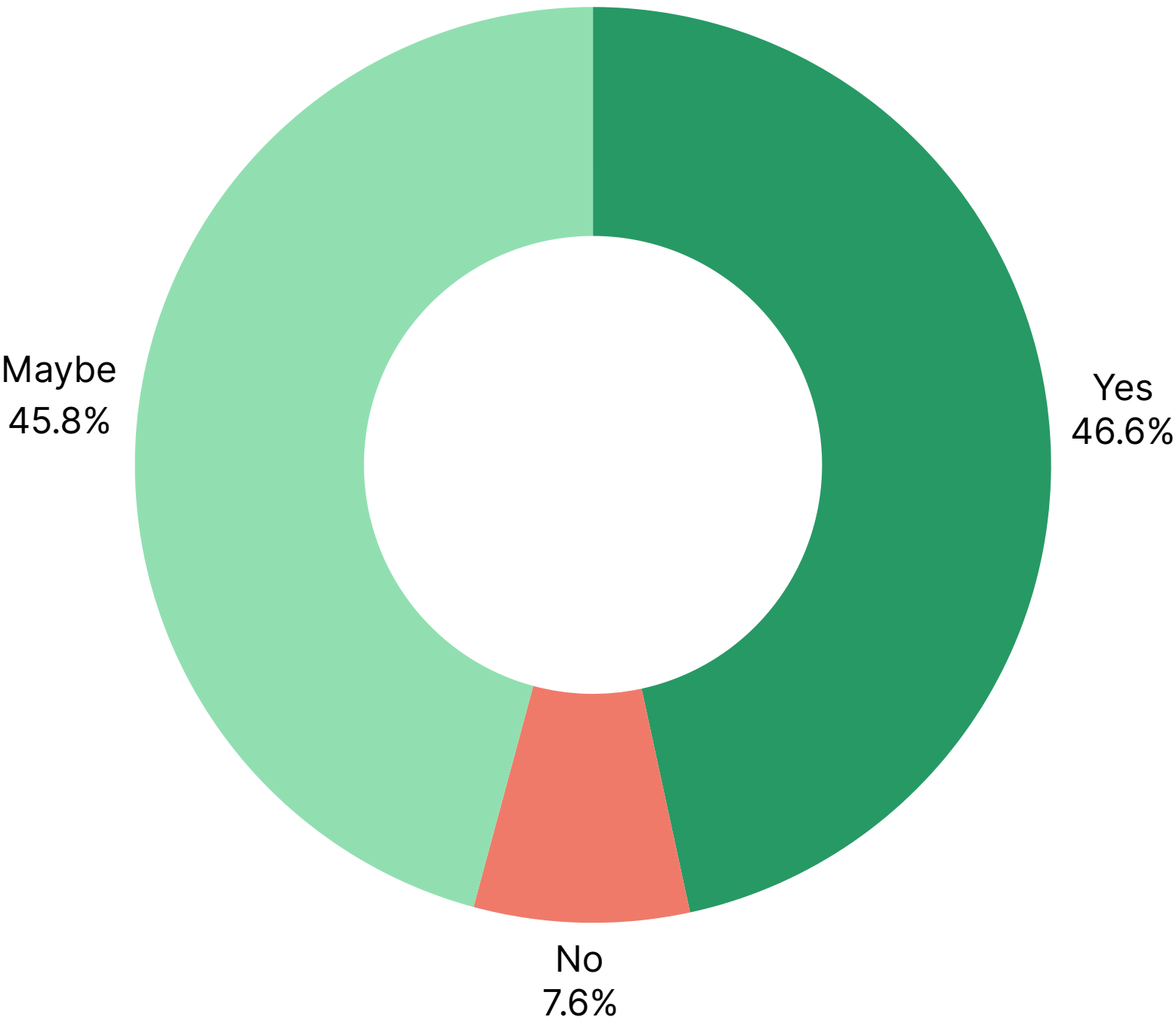
How satisfied are our clients with Yopin?

94.5% of our clients are satisfied

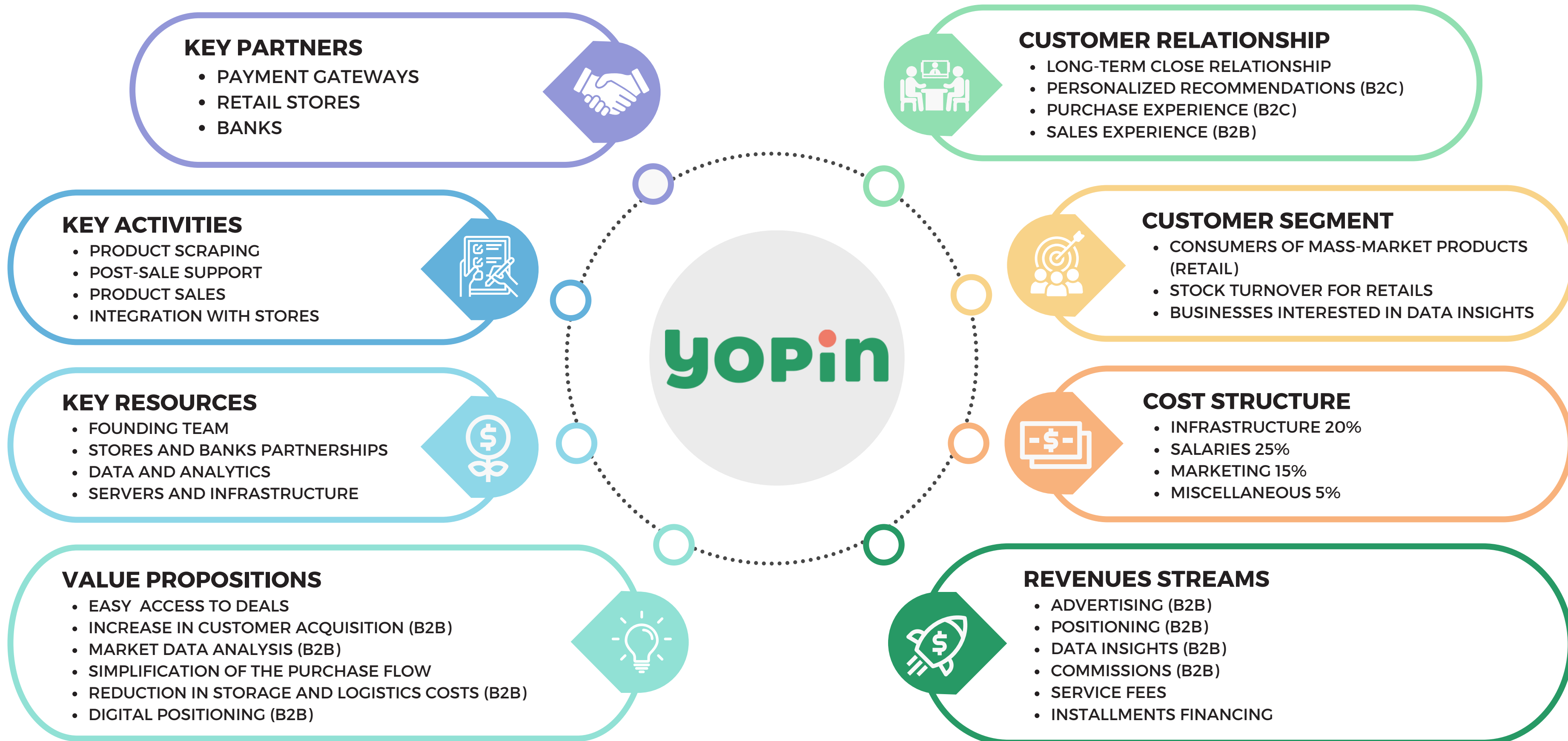


Would you like to buy directly from Yopin?

92.4% would buy directly from Yopin




5 - BUSINESS MODEL



6 - VALUATION - SCORECARD METHOD




Factor	Weight (%)	Relative Score	Contribution
Strength of the Mngmt. Team	30%	1	0.3
Size of the Opportunity	25%	1.4	0.35
Product/Technology	15%	1.3	0.195
Competitive Environment	10%	0.8	0.08
Funding Required	10%	0.9	0.09
Traction/Str. Partnerships	10%	1.1	0.11
Total	100%		1.125



Similar Startup Valuations
in the region

\$2,000,000



Scorecard Valuation

\$2,250,000



Our Impact in Numbers



We help people find the best prices while enabling stores to clear their stock efficiently.

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7 - TRACTION



ENGAGEMENT METRICS

TIME ON PAGE

~3min

RECURRING
USERS

~10,000

PAGES PER
SESSION

6

RETENTION AND LIFETIME METRICS

CHURN RATE

1.77%

CUSTOMER LIFE TIME
VALUE

\$200*

*4 purchases per year

CONVERSION METRICS

CONVERSION RATE

2.49%

CAC

\$105

APP METRICS

MONTHLY
SESSIONS

5,217

TOTAL
SESSIONS

65,603

REGISTERED
USERS

8,008

8 - NECESSARY RESOURCES

To achieve income generation, Yopin must:

- establish strong relationships and integration with stores
- implement an efficient payment process (checkout flow)
- continuously improve the product and user experience.

The necessary resources for that purpose are:

Development team

1 Front End
1 Back End
1 CE/UX
CEO

Infrastructure

Servers
Databases

Operating team

1 Commercial
1 Administrative

Marketing expenses

Social Media
Ad Campaign

8 - FUNDING NEEDS

The objective and resources mentioned above require:

A monthly expenditure of \$16,000 for a period of 12 months

Total Funding Need: \$192,000

This will allow us to cover operations and development until we become sustainable.



We are raising \$192,000 in exchange for 7.85% equity

(based on a post-money valuation of \$2,442,000)

After a 12 month period, with the product fully operational, integrated stores, and a stable customer flow, we will have our own revenue streams that will sustain operations and generate profits.

8 - REVENUE STREAMS



Retail customer
service fee
\$1.5

1,3

Rappi

0,3

P
PedidosYa



Percentage commission
for sellers
9% per txn

10%-30%

Rappi

10%-20%

P
PedidosYa

10%-15%

 **mercado
libre**

10%-15%

amazon

10%-12%

ebay



CPM-based
advertising fee
\$3

\$3.6-\$12

Rappi

\$3.6-\$9.6

P
PedidosYa

\$3-\$12

 **mercado
libre**

\$3-\$9

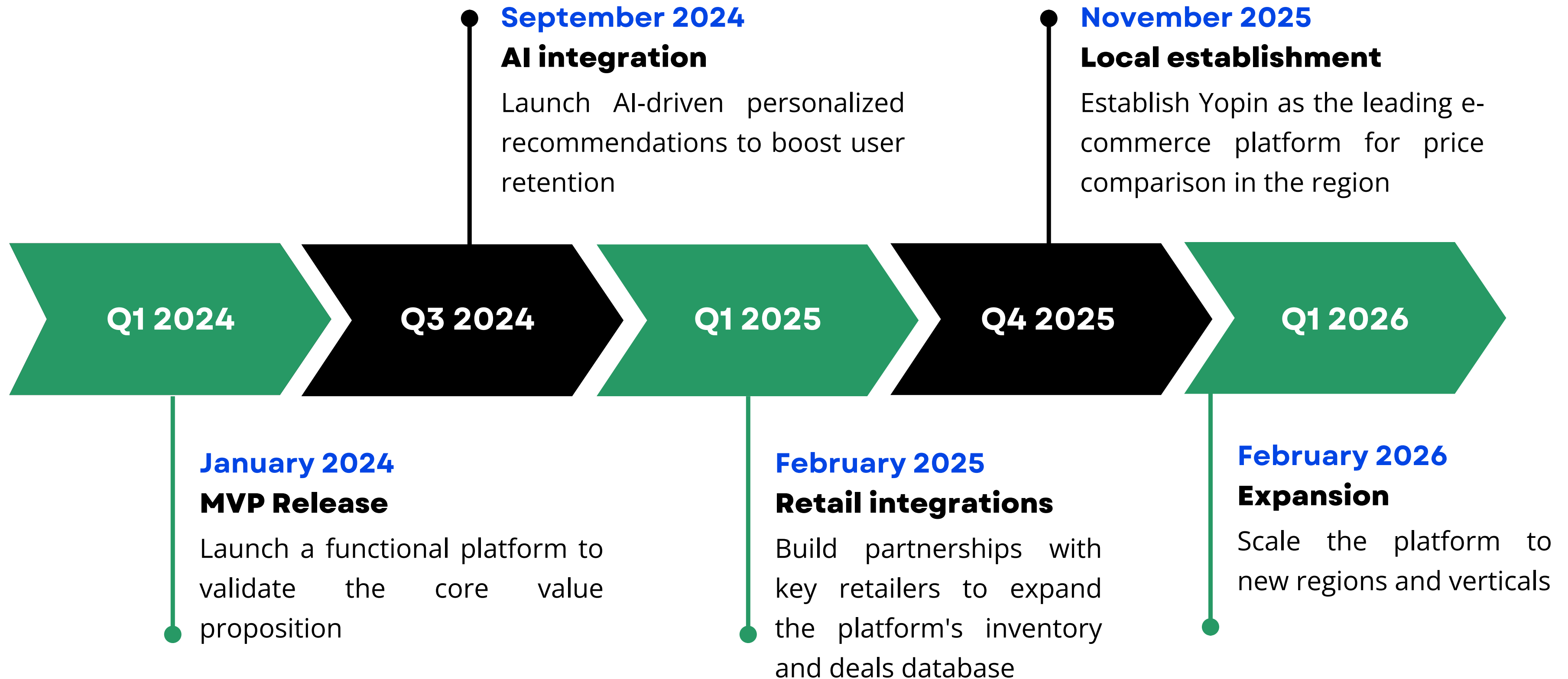
amazon

\$2.4-\$9.6

ebay

ROADMAP

Looking ahead, our business roadmap unfolds in a strategic timeline, marked by milestones



 **YOPI** has been recognized and selected by

emprelata.

for its ECL 11 accelerator program



BANCO COMAFI



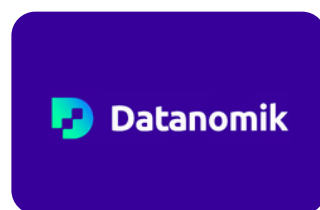
Eduardo Pereyra
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Systems Analyst



Alejo Krasnopol
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Master in finance



Magali Solle
CPO
Graphic Designer



Hernan Di Martino
CTO
Computer Science Degree



Juan Galo Martinez
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THANK YOU

FOR YOUR ATTENTION

Join us in revolutionizing shopping in Latin America



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