



PivoFit

Build your Amazon product-market fit
Turn advanced data into market-winning products

Paolo Licata & Noah Weber

Product, Tech & Execution



95%

OF MANUFACTURERS CONSUMER ORIENTED PRODUCTS FAIL



Manufacturing companies lose money.

- Product data management **cause businesses to lose 20-30% of** their weekly working time.

- 30,000 new consumer products are launched, but **95% fail due to poor innovation.**

- \$2M in missed opportunities and lost revenue** annually due to products without a market, **wasting OPEX.**

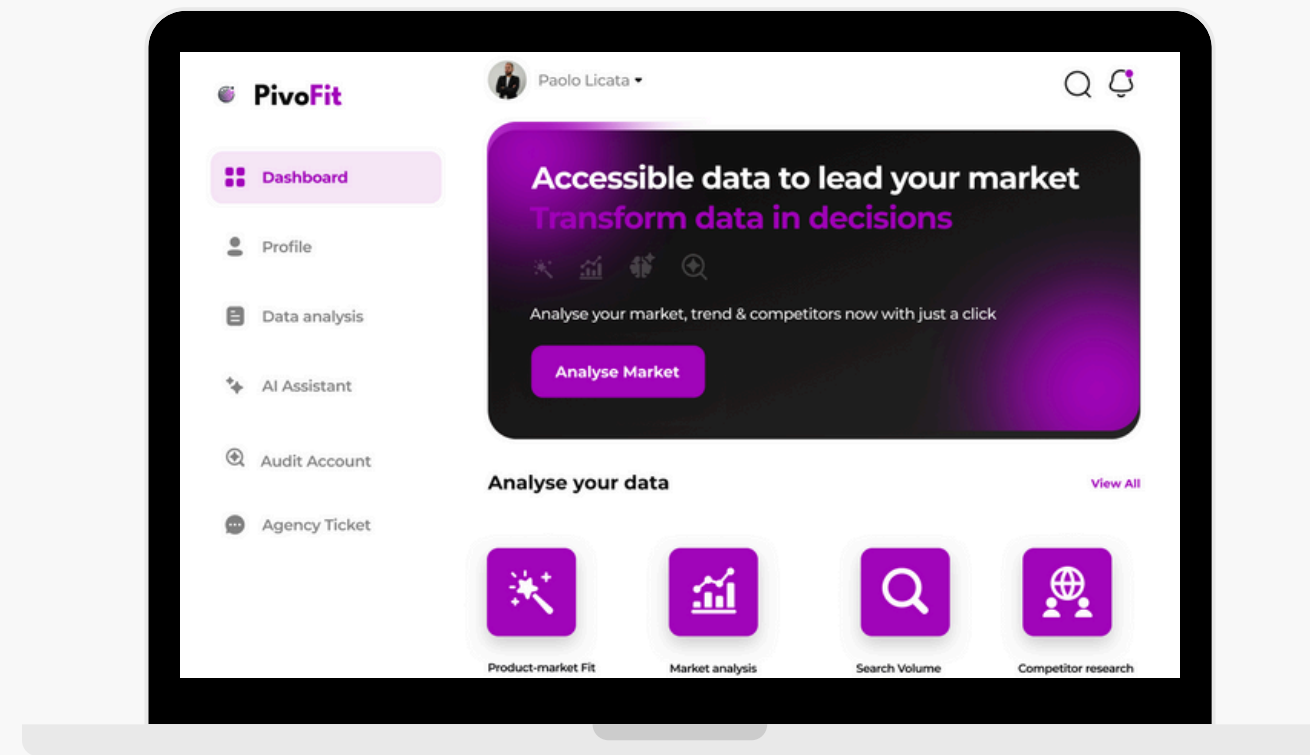


Optimize your operational expenses and build your Amazon product-market fit.

01 Build your Amazon Product-Market fit **with just a click**

02 Interactive dashboard and **automated reporting.**

03 AI support for **real-time technical advice.**



04 **Real time trend** identification analysing competitor and market.

05 **Elevate your product-market fit analysis** with our advanced, **user-friendly proprietary algorithms.**

06 **All-in-one platform** for customer management & market research.





Challenges in Market Analysis for Amazon Agencies & Business consulting firms

- ⁰¹ High Personnel Costs & Time-consuming processes
- ⁰² Multiple Tool Dependencies
- ⁰³ Lack of data processing & market expertise



DATA SCRAPING OR BASIC DATA PROCESSING

Feature/ Competitor	Helium10	JungleScout	AMZScout	Viral Launch	FeedbackWhiz	PivoFit
Market, product & Competitor data analysis	✓	✓	✓	✓	✗	✓
Review management	✗	✗	✗	✗	✓	✓
All-in-one	✗	✗	✗	✗	✗	✓
AI-based forecasting models	✗	✗	✗	✗	✗	✓
Proprietary validated frameworks (PMF..)	✗	✗	✗	✗	✗	✓



Current state-of-art is losing money and time

01 Data Extraction from 3-5 tools

Inefficiency



02 Data processing and integration

Personnel costs



03 Analysis and report creation

Time Consuming





SAVE TIME, MONEY AND IMPROVE CONSULTING COMPANY VALUE PROPOSITION

01 Download ready to use presentation



Automate data analysis, data processing & report development.



Optimize personnel costs and reduce time consumption.



Millions of data processed in a click.



Dashboard

Profile

Data analysis

AI Assistant

Audit Account

Agency Ticket

Paolo Licata

Accessible data to lead your market

Transform data in decisions

Analyse your market, trend & competitors now with just a click

Analyse Market

Analyse your data

Product-market Fit

Market analysis

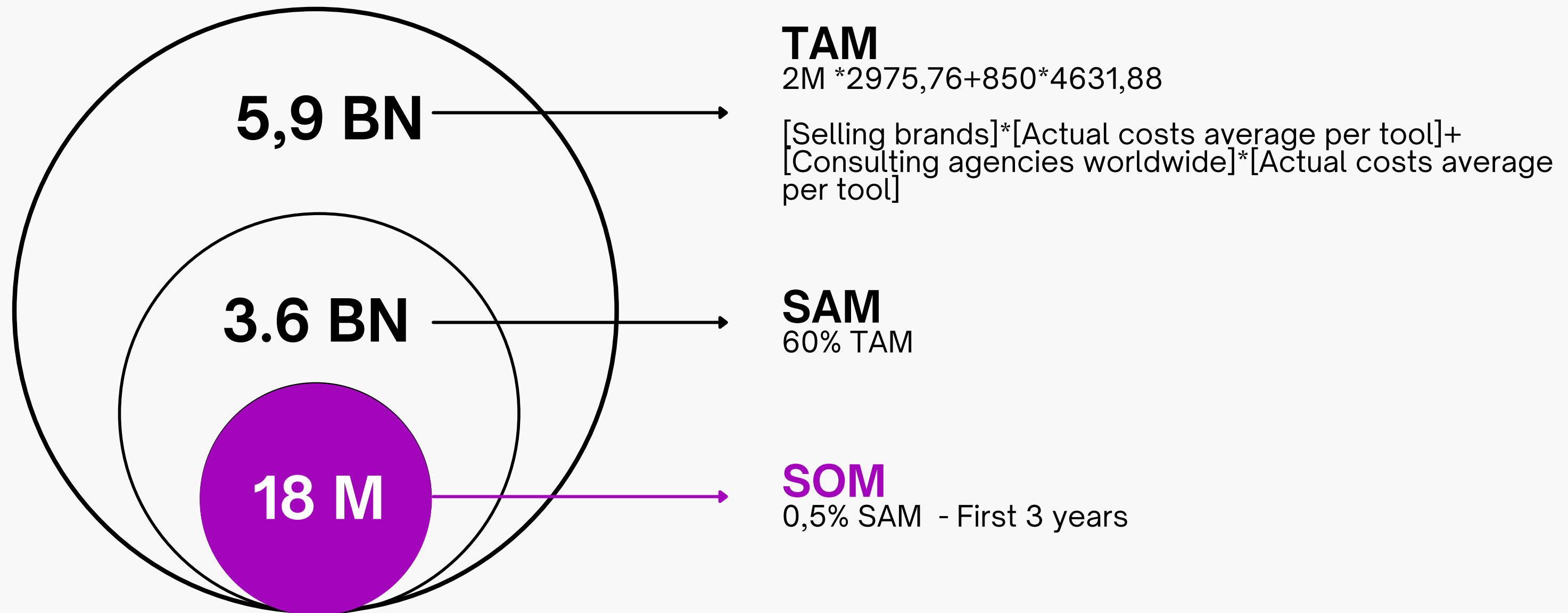
Search Volume

Competitor research

I 100 best seller appartenenti alla categoria generale casa e cucina, con lo scopo di identificare la grandezza di mercato e le opportunità in ogni sotto categoria e capire dove conce														
Product Details	Pagina Amazon	Brand	Price	€ Sales	Revenue	BSR	Seller	Country/Region	Fees	€ Active Sellers	Ratings	Review Count	Images	Buy Box
er 3000 Serie XL, 6.2L (1.2Kg), Friggitrice		Philips Domestic Appliances	€ 149,99	11.473	€ 1.720.835,27	5	n/a		€ 36,61	75	4,6	18.724	6	Amazon
essia EN80.B, Macchina da caffè di		Nespresso	€ 79,99	11.922	€ 953.640,78	16	AMZ		€ 21,50	288	4,5	35.601	12	Amazon
sonde Proclean 3010, 20 L, 700 W, 6 livelli		Cecotec	€ 74,99	8.028	€ 602.019,72	46	ES		€ 25,04	12	4,2	2.674	7	Turaco
ido Mio Jolie, Macchina per Caffè con 64		Lavazza	€ 79,90	7.441	€ 594.533,90	20	n/a		€ 25,44	46	4,6	5.593	12	
Plaid Velvet Square Plaid Riscaldabile,		Imetec	€ 59,99	9.757	€ 585.332,43	8	AMZ		€ 16,98	23	4,6	1.071	10	Amazon
Plaid Elegance, Plaid Riscaldabile,		Imetec	€ 79,99	6.512	€ 520.894,88	24	AMZ		€ 23,04	25	4,6	343	9	
yer Digital 4616, Friggitrice ad Aria 3,5		Ariete	€ 75,32	5.382	€ 405.372,24	79	n/a		€ 22,92	35	4,5	4.631	6	Amazon
enza Mini EN85.R, Macchina da caffè di		Nespresso	€ 79,90	4.782	€ 382.081,80	28	n/a		€ 20,35	31	4,5	12.557	10	Amazon
ggitrice ad Aria, 4,2 Litri, Easy Fry Deluxe,		Moulinex	€ 69,99	4.846	€ 339.171,54	7	n/a		€ 22,92	23	4,6	5.625	7	Amazon
asca Set Completo con 18 Pennarelli		Posca	€ 58,57	4.884	€ 286.055,88	12	AMZ		€ 14,02	22	4,7	822	9	
210 Compact Power Termoventilatore		Rowenta	€ 34,90	7.386	€ 257.771,40	47	AMZ		n/a	45	4,4	5.211	9	
le Candela profumata in giara grande		YANKEE CANDLE	€ 18,98	12.955	€ 245.885,90	2	AMZ		€ 9,44	4	4,7	21.665	9	
Collection Bollitore in Metallo Elettrico, 1,7		PHILIPS	€ 30,71	7.340	€ 225.411,40	51	n/a		€ 13,45	70	4,6	35.040	6	Amazon
en Macchina per Sottovuoto Alimenti,		Bonsenkitchen	€ 37,99	5.784	€ 219.734,16	58	US		€ 12,65	2	4,4	16.128	7	Mrbon EU
st Aspirapolvere con 2200Pa, Senza		LEFANT	€ 99,99	2.181	€ 218.078,19	81	HU		€ 23,56	6	4,4	3.332	9	Lefant Authorized Store
le Candela profumata in giara grande		YANKEE CANDLE	€ 18,98	11.128	€ 211.209,44	1	AMZ		€ 9,44	1	4,7	28.319	10	
elettrico RocknGrill 1500 Rapid		Cecotec	€ 29,90	6.334	€ 189.386,60	35	n/a		€ 12,63	30	4,3	11.231	8	Amazon
mino Matrimoniale 260x240 CM (2 Federe		Poligino	€ 27,99	5.965	€ 166.960,35	66	FR		€ 9,91	1	4,1	2.247	7	JIANDA EU
elucchi Elettrico - Leva Pallini per Vestiti,		PHILIPS	€ 12,90	12.884	€ 166.203,60	4	AMZ		€ 6,53	41	4,5	112.559	6	Amazon
cs Sacchetti sottovuoto con pompa a		Amazon Basics	€ 15,91	9.403	€ 149.601,73	13	AMZ		€ 10,18	16	4,5	78.059	14	Amazon
ics - Contenitori per alimenti, in vetro,		Amazon Basics	€ 36,09	3.772	€ 136.131,48	22	AMZ		€ 13,59	1	4,5	17.088	7	Amazon
so Matrimoniale Impermeabile 160x200		Flower	€ 18,99	7.116	€ 135.132,84	63	IT		€ 8,05	2	4,4	4.814	9	Flower IT
ale Spot Elfie Puppazzo a forma di elfo		GLOW Wholesale	€ 11,59	11.385	€ 131.952,15	9	GB		€ 5,27	4	4,6	3.082	9	Balloon Shop
ratrice Verticale, Ferro a vapore da		Ariete	€ 24,99	5.233	€ 130.772,67	60	AMZ		€ 10,80	33	4,1	10.793	5	Amazon
ere a Immersione MQ10.001PWH +		Braun	€ 16,90	7.124	€ 120.395,60	67	AMZ		€ 7,58	17	4,6	10.359	6	Amazon
imes - L'Impostore - Riesci a scoprirlo?		Oh Happy Games	€ 19,99	5.585	€ 111.644,15	19	FR		€ 6,99	1	4,6	2.083	9	Oh Happy Games
Marcatore 80+2 Colori, Pennarelli Doppia		Tongfushop	€ 27,00	4.025	€ 108.675,00	21	CN		€ 10,95	7	4,5	1.845	6	Tongfushop-YQ
moSense 120 - Bollitore elettrico in		Cecotec	€ 14,90	7.154	€ 106.594,60	50	AMZ		€ 10,31	19	4,2	6.571	5	
n Lettering Pennarelli a Doppia Punta		Bonala	€ 31,99	3.138	€ 100.384,62	69	HK		€ 10,78	2	4,7	2.652	15	Cirans
Bambina 5 6 7 8 9 10 Anni, Kit Braccialetti		BIIB	€ 16,99	5.907	€ 100.359,93	33	CN		€ 6,00	2	4,4	3.377	6	haxinchew-IT
etrico ricaricabile, Apribottiglie Vino		ZOYIDOUX	€ 26,99	3.428	€ 92.521,72	70	CN		€ 8,30	2	4,4	2.181	13	ZOYIDOUX
le Elettrico Portatile con Borsa Termica		Poligono	€ 23,74	3.857	€ 91.565,18	76	FR		€ 9,26	1	4,3	416	6	Rgsrls
Marcatore 80 Colori, Pennarelli Doppia		Tongfushop	€ 29,69	2.828	€ 83.963,32	55	CN		€ 11,37	3	4,5	6.288	12	Tongfushop-NJ
co Mani Coppia - Alginato per Calchi,		Niimo	€ 32,99	2.332	€ 76.932,68	65	GB		€ 11,72	2	4,4	15.470	7	Onco
PO25 Termometro da Cucina Digitale a		ThermoPro	€ 10,49	7.026	€ 73.702,74	29	HK		€ 4,22	1	4,5	28.342	13	ThermoPro IT
atappi Elettrico per Vino Apribottiglie		AUKARO	€ 19,99	3.033	€ 60.629,67	25	CN		€ 7,08	2	4,4	2.437	13	Lcolor-IT
i Carta forno per friggitrice ad aria 100		PORTENTUM	€ 7,95	7.362	€ 58.527,90	32	AMZ		€ 5,03	1	4,5	991	8	Amazon
ni Diffusore di Oli Essenziali con		Hianjoo	€ 19,50	2.995	€ 58.402,50	71	HK		€ 6,96	1	4,4	3.563	8	Anjoo Direct - IT
ificificante universale Power per		Purifita	€ 5,99	9.124	€ 54.652,76	23	AMZ		€ 5,61	1	4,5	5.426	7	
mica in acciaio inox-Otto Koning,		Otto Koning	€ 10,99	4.967	€ 54.587,33	73	ES		€ 6,49	1	4,4	709	2	Cubiertos Otto Koning
ta da regalo natale natalizio format XXL,		ARKRAFT	€ 7,58	7.198	€ 54.560,84	3	IT		€ 3,35	1	4,6	191	7	ARKRAFT EUROPE
le Spremiagrumi Elettrico, Bicchieri		Russell Hobbs	€ 16,99	3.065	€ 52.074,35	6	AMZ		€ 9,41	41	4,5	5.432	8	Amazon
umate, 440g Candele in Vasetto,Candela		YINUO LIGHT	€ 17,99	2.850	€ 51.271,50	68	DE		€ 6,91	1	4,6	1.467	9	Deja Zu GmbH
do Mio 18400049 Liquido Decalificante		Lavazza	€ 7,90	6.027	€ 47.613,30	82	AMZ		€ 4,80	12	4,5	6.911	6	Amazon
mica Personalizzata con Foto e Scritta -		Teetaly	€ 13,90	3.139	€ 43.632,10	27	IT		€ 7,12	1	4,5	1.320	6	Teetaly
Trasparenti, in Polipropilene (PP),		Italpak	€ 6,49	6.597	€ 42.814,53	11	IT		€ 3,73	14	4,6	2.839	7	Alada Store
Forno per Friggitrice ad Aria,100 Pezzi		AiQinu	€ 7,59	5.581	€ 42.359,79	64	AMZ		€ 4,97	1	4,5	2.718	7	Amazon
Magica Personalizzata - Tazza che		Teetaly	€ 14,90	2.816	€ 41.958,40	53	IT		€ 6,20	1	4,4	988	5	Teetaly
Tazza da 18 in vetro con gatto carino,		BigNoseDeer	€ 14,99	2.798	€ 41.942,02	61	CN		€ 6,76	1	4,5	4.621	9	MengCat
10 Pezzi Natale Formine per Biscotti		HaimoBurg	€ 9,99	3.642	€ 36.383,58	62	CN		€ 2,91	2	4,5	2.090	6	HaimoBurg



Manufacturing companies on Amazon



Source: Marketplace Plus, MarketGap Pro, Helium10, AMZScout, Digital Agency Network, DesignRush, IBISWorld.





Fast validation & scale-up

Q3 2024

- **Product Validation**
 - 30 interviews to selected potential partners
- **Funding & Pre-sales**
 - Selection of 10 partners in France, Germany & Italy
 - Engagement of 5 advisors as Business Angels

Q4 2024

- **MVP development**
 - Selected partners & advisors will be engaged on the figma development
 - Tech development
- **Market**
 - 10 partners
 - 5 advisors
 - 100+ customers





Market establishment roadmap

2024

- Italian, Germany & France market MVP
- Data collection

2025

- Scale-up platform V1
- European market penetration

2026

- Scale-up platform V2
- Europe market establishment
- American market penetration
- 2000+ Customers





Enterprise solution & Subs. revenue model

Data essential Plan

Insight Pro Plan

Analysis Master Plan

B2B2B - Consulting Firms*

€ 500/month

€ 1.200/month

€ 2.500/month

B2B - Manufacturing companies

€ 119/month

€ 219/month

€ 519/month

*White-Label Platform € 5.000

*For each B2B customer € 50 credits.





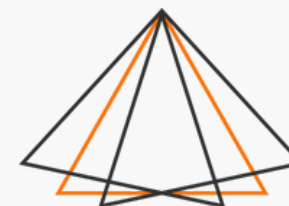
Combining Math, ML, AI & Product innovation



Paolo Licata
Chief Product Officer
3rd venture
Product-market fit expert



Noah Weber
Chief Tech Officer
3rd venture
Math & Machine Learning expert





Market & Product is validated.

30+

Product-market fit **requests already developed**
From startups, established company and 150M+ corporates

20k+

Personnel costs saved for a senior amazon data scientists

2M+

Revenue through Product-market fit opportunities per company.





Why now? Because there is a real market need.



Market Expansion

- **SaaS Market:** CAGR of 18.7% reaching \$908.21 billion by 2030;
- **AI Market:** Expected to grow at a CAGR of 37.3% from 2023 to 2030.



Amazon APIs, AI & Integrations

Amazon integrates in 2024 advanced APIs and AI for seamless, efficient data analysis.



PivoFit

Build your Amazon product-market fit

Turn advanced data into market-winning products

Validated All-In-One platform

Automation, Optimisation, Data processing

Enhance efficiency for manufacture companies & Amazon agencies