



Make **e-commerce** simple and
accessible for **everyone**

→ goboxful.com

THE TEAM

Our team combines **industry** and **regional market** expertise



Salvador **Ramírez**
CEO

3rd time **founder** / 2 exits
9 years in Last Mile Delivery,
e-commerce and tech
StartUps.



Roger **Sibrian**
CSO

26 years of experience in
logistics, supply chain and
fulfillment.



Juan Carlos **García**
COO

8 years of experience in
Fintech, on demand **delivery**
and **SaaS.**



Jaime **Chávez**
CTO

Entrepreneur and **Software Engineer**, with **7 years**
of experience.

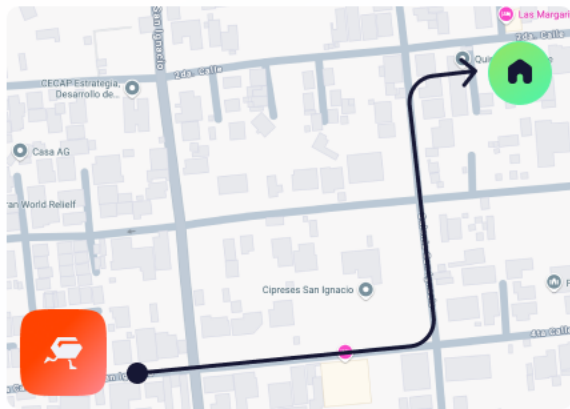


THE PROBLEM

E-commerce in emerging markets is **highly fragmented**,
SMBs struggle to scale.

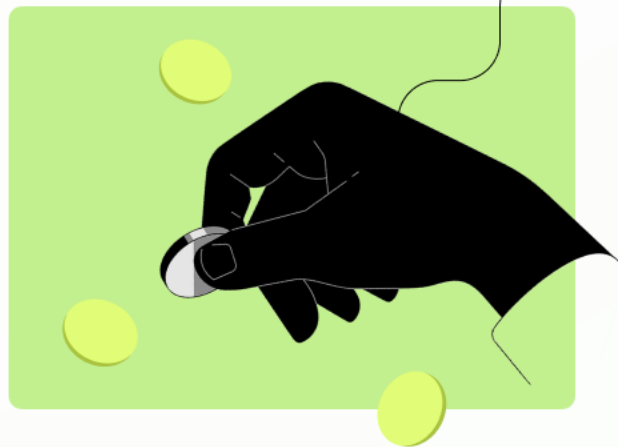
1.

Fragmented and
inefficient **shipping**
solutions



2.

Fragmented and
inconsistent **payment**
methods



3.

Limited **scalability**
tools



THE SOLUTION

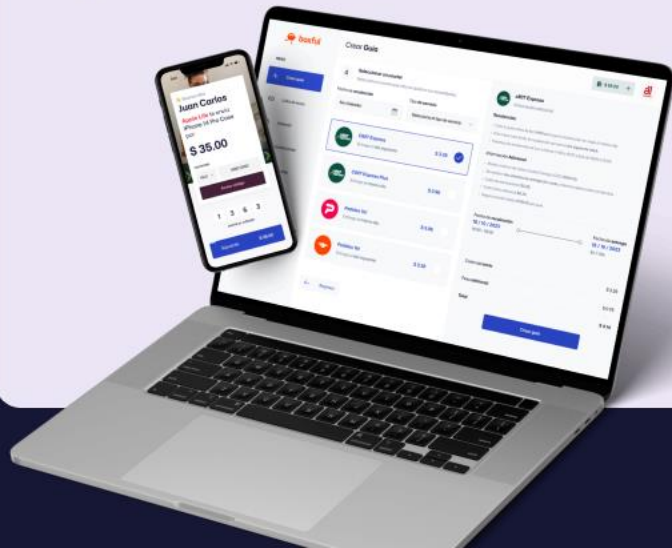
boxful the **comprehensive solution** for e-commerce in the Region



Shipping Platform

The first **multi-carrier** shipping platform for SMBs in the region.

boxful resells pre-negotiated low shipping rates to SMBs enabling customers to save up to **60%** in **logistics costs**.



Ultra-fast fulfillment

Seamless ultra-fast fulfillment to enable **same-day** and **next-day** delivery nationwide.

boxful stores, picks, packs and ships e-commerce orders.



Smart Locker Network

Designed for convenient and flexible package pick-up and delivery without **human intervention**.

The first open **smart locker** network in the region



THE SOLUTION FOR SELLERS

Expedia, but for **shipping**



Access to **discounted** shipping rates

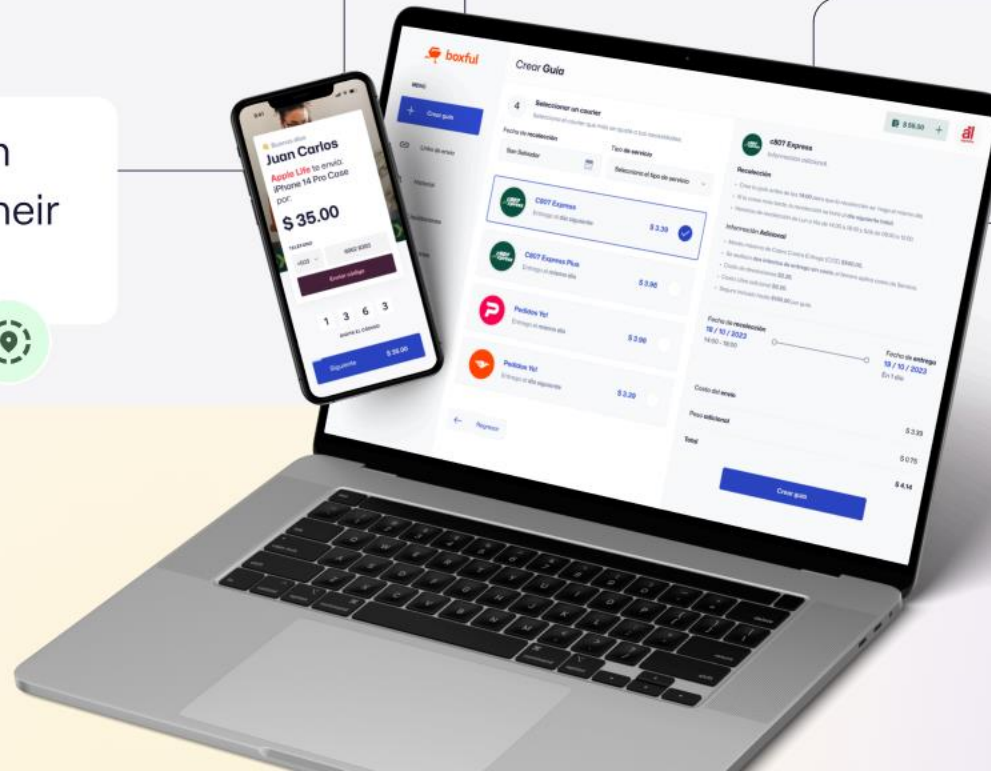
Tracking for both customers and their consumers



A single **API** that manages all carriers

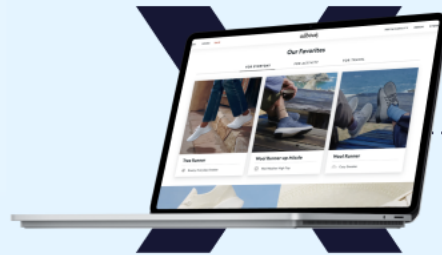
A simple **shipping process**

Customer **Support**



THE SOLUTION FOR ECOMMERCE

Seamless **ultra-fast fulfillment** to enable **same-day**
& **next-day** delivery



Connect

Connect your e-commerce to our **fulfillment** platform.



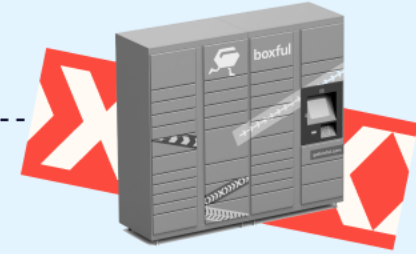
Store

We **store** your **inventory** in our fulfillment center.



Ship

As soon as a customer places an order, we **ship it** from our **fulfillment center**.



Deliver / Pickup

Customers can select **home** delivery, **express** delivery or a **pickup** location

SOLUTION FOR LAST MILE DELIVERY

boxful **Smart Locker** Network, optimizing **Last Mile Delivery**



Consumers select **deliveries** from online retailers to be sent to **automated parcel machines (APM)**.



Consumer receives a **text message** and email notification including a delivery code and APM location.



Parcel is **collected** by consumer at the selected APM.



Seguro
Envíos NextD



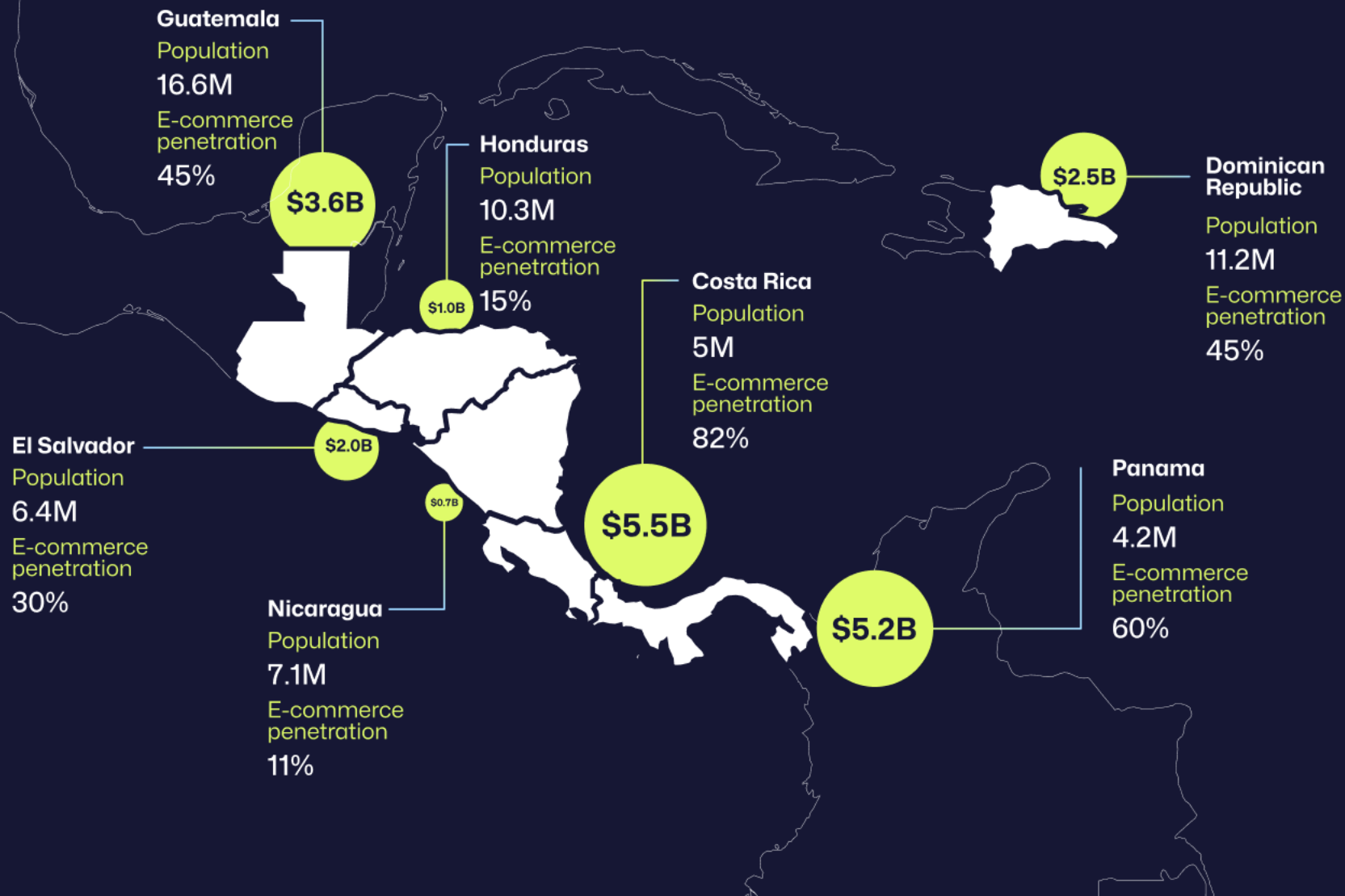
Industry Highlights

90% of ecommerce volume comes from **chat apps**, not online stores.

80% of ecommerce deliveries are paid with **Cash (Cash on Delivery)**.

+300,000 online sellers in CA&C

Market Opportunity

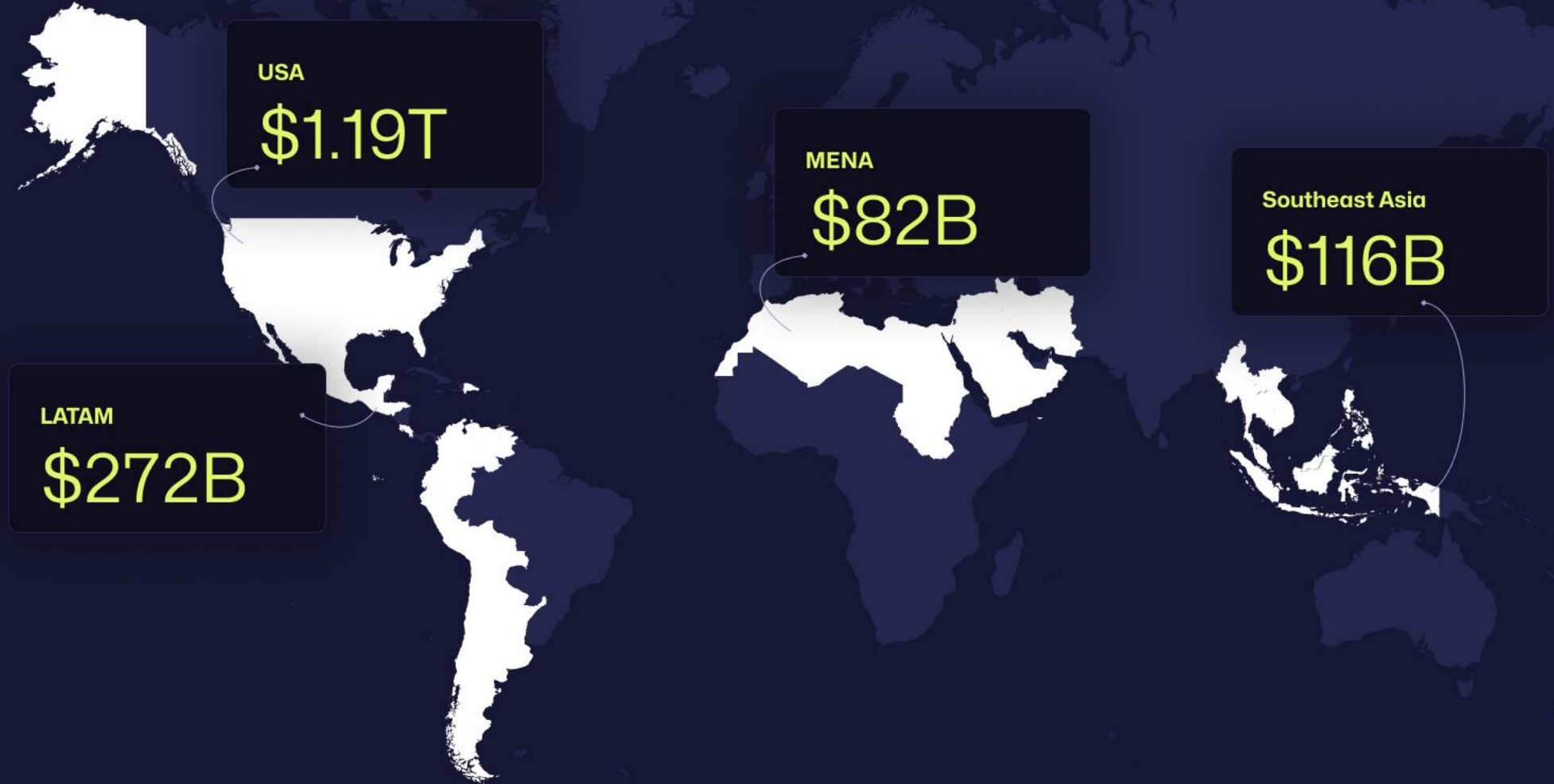


\$22.5B USD

The **ecommerce market** is projected to surge by an average of **35%** across Central America in the coming years, with countries like El Salvador and Guatemala expected to skyrocket by **50%** and **60%**.



















With more than **60 million** inhabitants and more than half of the population using internet, **Central America** has the potential to reach a vast number of consumers online.

Market Opportunity



COMPETITORS








No clear **competition** in **Central American** region.

	MARKETS	FUNDING	REVENUE*
skydropx	 	\$27 M	\$60 M
clicOH	    	\$25 M	\$125 M
envíame	   	\$20 M	\$56 M
melonn	 	\$27 M	\$15 M
Cubbo	 	\$8 M	\$8 M
eDarkstore	 	\$3 M	NA
Loggi		\$507 M	\$422 M



*Estimated annual revenue based on public information

Well-define **GTM strategy** to drive market leadership

EARLY STAGE		🚀 GROWTH MACHINE					🦄 UNICORN					
Years	1	2	3	4	5	6	7	8	9			
Key Points	MVP, PMF, Traction	Channels expansion, Multiple Solutions, Regional Expansion					Slow-down, Liquidity Event					
Headcount	1 - 9	30	60	120	240	480	960	1700	2600			
Revenue Growth Rate	-%	809%	422%	282%	101%	100%	100%	100%	86%			
Revenue (CUMM)	\$ 110,000	\$1.0M	\$5,22M	\$19,9M	\$40M	\$80,1M	\$160,2M	\$320,4M	\$595,9M			
Funding	Pre Seed	Seed		Series A			Series B		Series B+/IPO			
												
PROVE THE MODEL AND PRODUCT MARKET FIT →		SCALE OPERATIONS →					LATAM LEADERSHIP AND TECH ENABLED GROWTH					



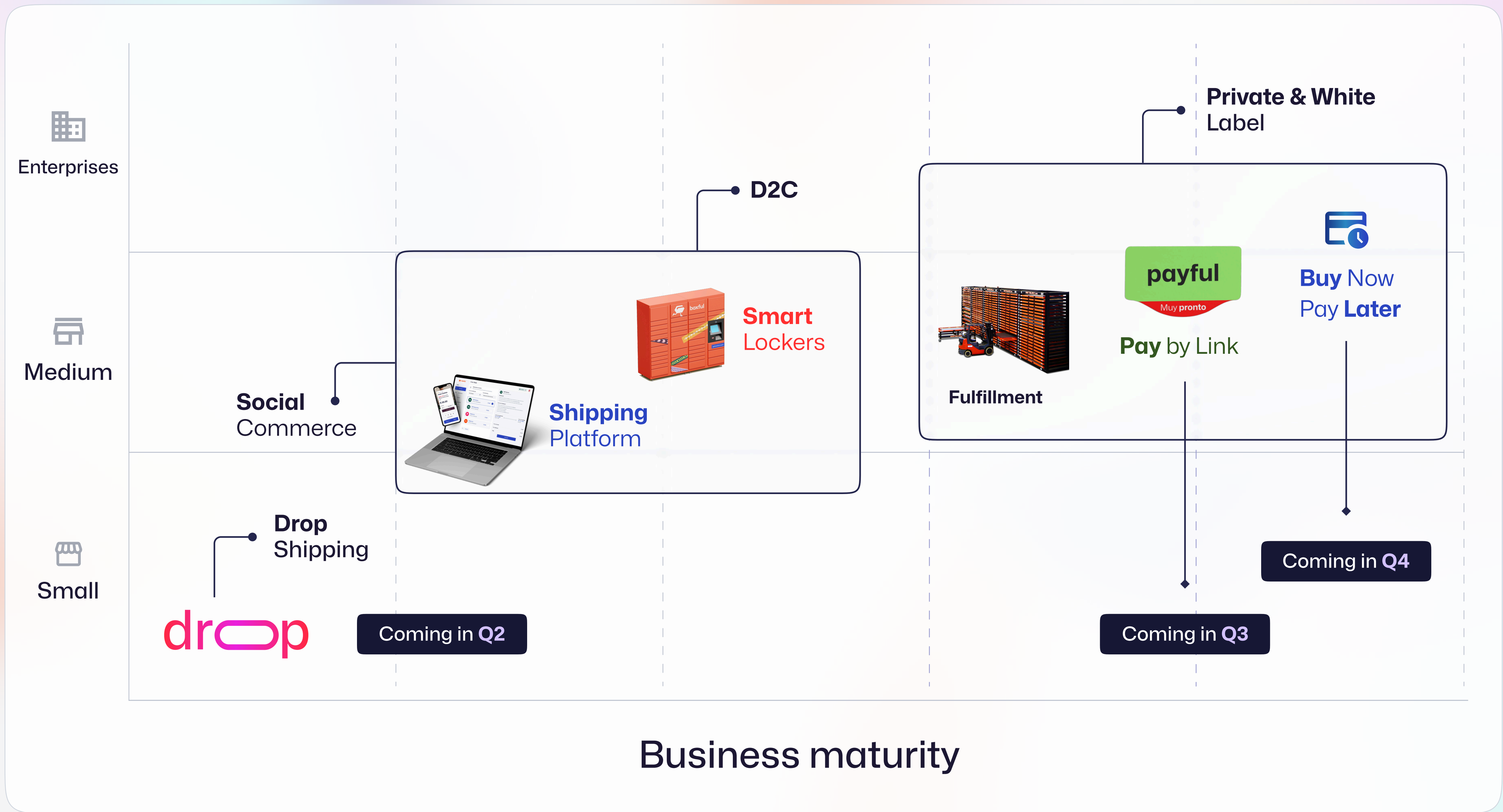
80% of customers are acquired through **sales team**
15% of customers comes from **referrals**
5% of customers comes from **partnerships**

Roadmap



ROADMAP

A vibrant, multi-colored light flare or lens flare effect is positioned in the bottom right corner of the slide, featuring a bright white center that transitions into shades of yellow, orange, red, purple, and blue.



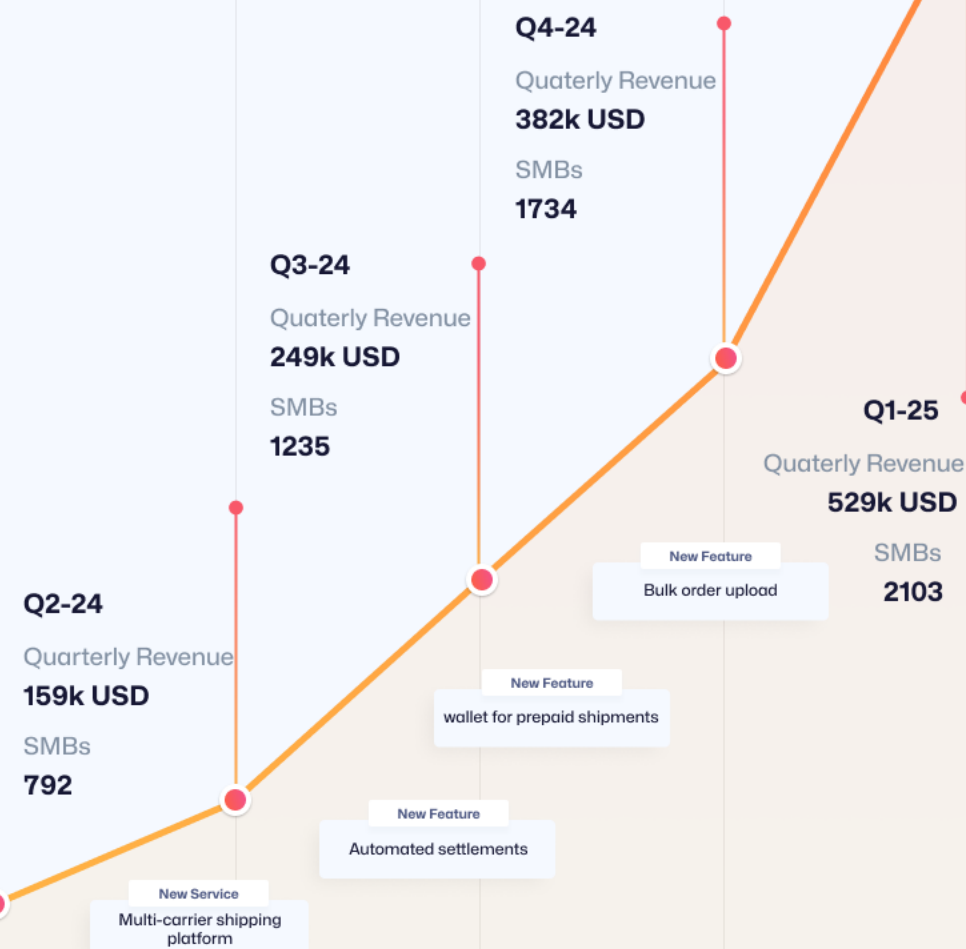
\$2M in ARR in 25 months

boxful's proven, **capital-efficient** business model drives unprecedented client-acquisition network effects through our **shipping platform**, enhancing revenue traction and retention by treating **SMBs** as valued clients, empowering them with **real-time** information, and optimizing their logistics costs.

Expanding Operations: Now serving El Salvador, Honduras and launching in Guatemala in Q2 2025.

Rapid Growth Product: Boxful's multi-carrier shipping platform is the fastest-growing offering in our company's history.

Product-Market Fit Indicators: Clear early signs of product-market fit demonstrate strong market alignment and customer demand.



Traction

GROWTH MoM AVG

18%

ARR

\$2.2M

GROSS MARGIN

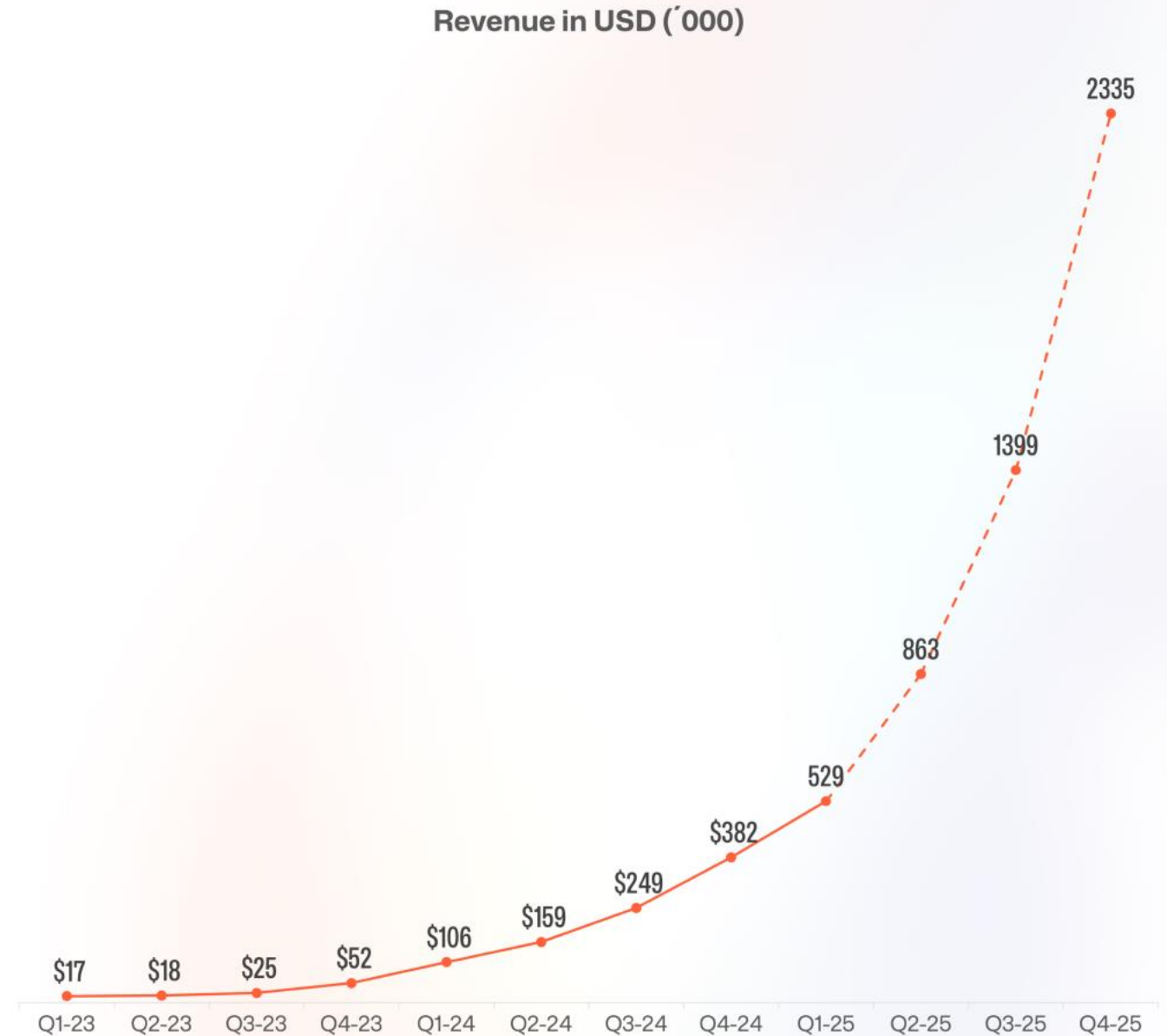
35%

REVENUE 2024

\$1.8M ARR

FINANCIALS

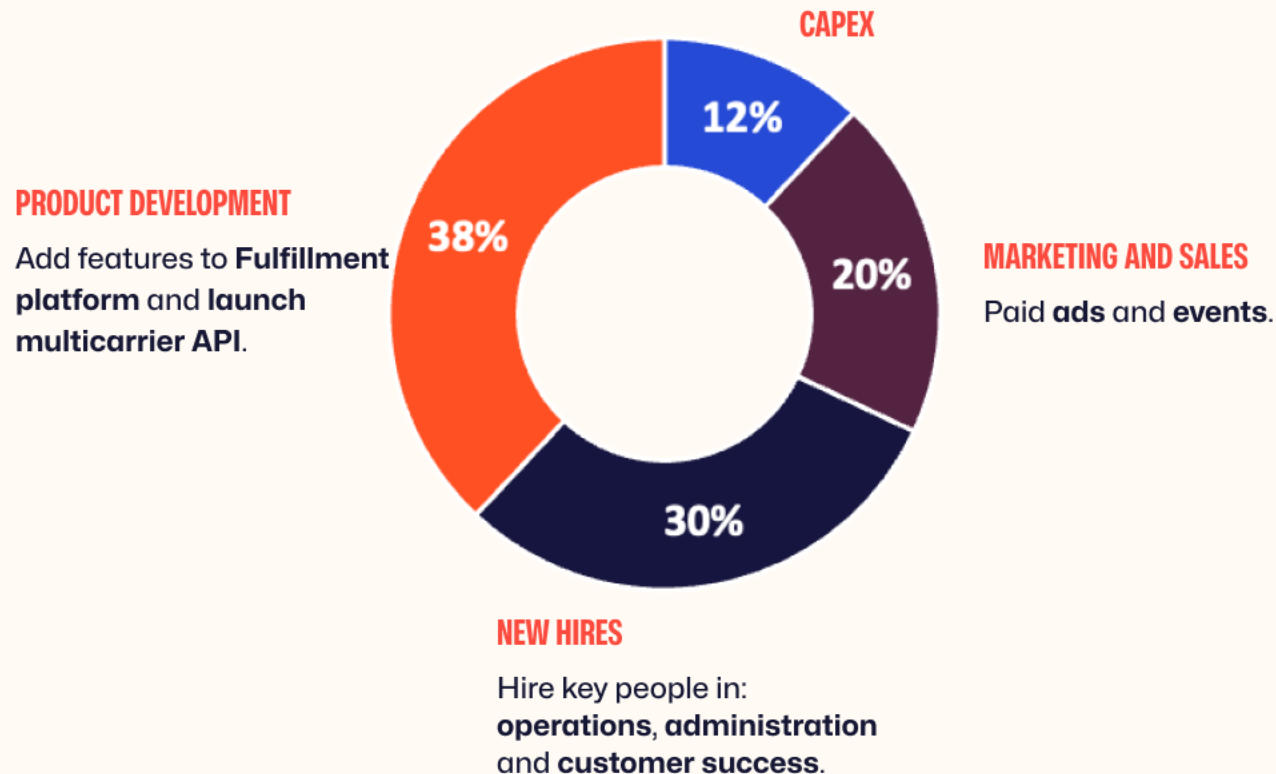
Forecast **2025:**
\$10M in ARR,
5.5x vs 2024



INVESTMENT OPPORTUNITY

Pre-seed extension of \$500k at \$15M pre-money valuation.

USE OF FUNDS



MILESTONES

- **\$4M ARR** growth in 6 months by accelerating expansion
- Launch **Digital Payments Solutions**
- Launch **Guatemala (Q1)** and **Dominican Republic (Q3)**

BACKED BY



Do you have
any questions?

goboxful.com



Co-Founder & CEO

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