

ShareDeal

- An Affordable Group-Buying Grocery Platform



Visit Our Website
www.sharedenow.com

Two people. One broken market.



Tota Mia

Smallholder Farmer · Bogura

- Not paid **fair prices** for his crops
- Market prices **swing unpredictably**
- Sells **blind** — no real-time demand data

70% of smallholder farmers **depend**
on **middlemen** to sell

BOTH



Arif Biswas

Household · Dhaka
Buys the food. Pays the most.

- One income against **four rising costs**
- Groceries alone eat **Tk 15,000** a month
- Every month ends **in the red**

−8K Tk 8,000 lost every month · income
Tk 32,000, costs Tk 40,000

The farmer earns **too little**. The family pays **too much**. The middlemen take the rest.

• HOW IT WORKS

Cut the chain. Both sides win.

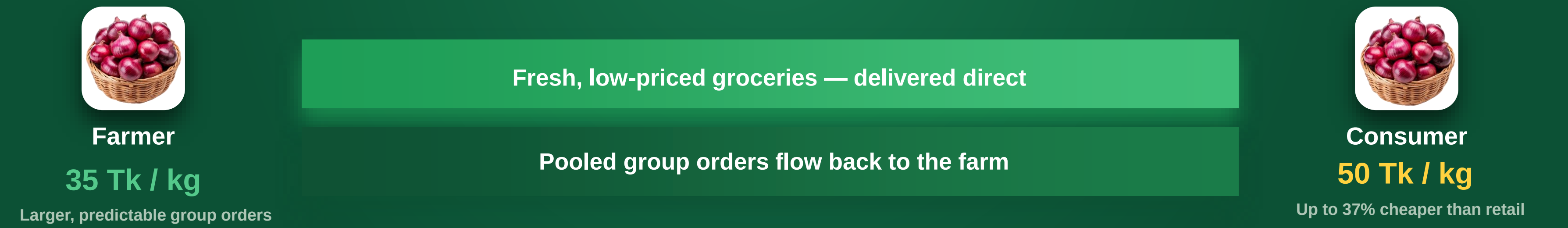
ShareDeal

• THE TRADITIONAL MODEL

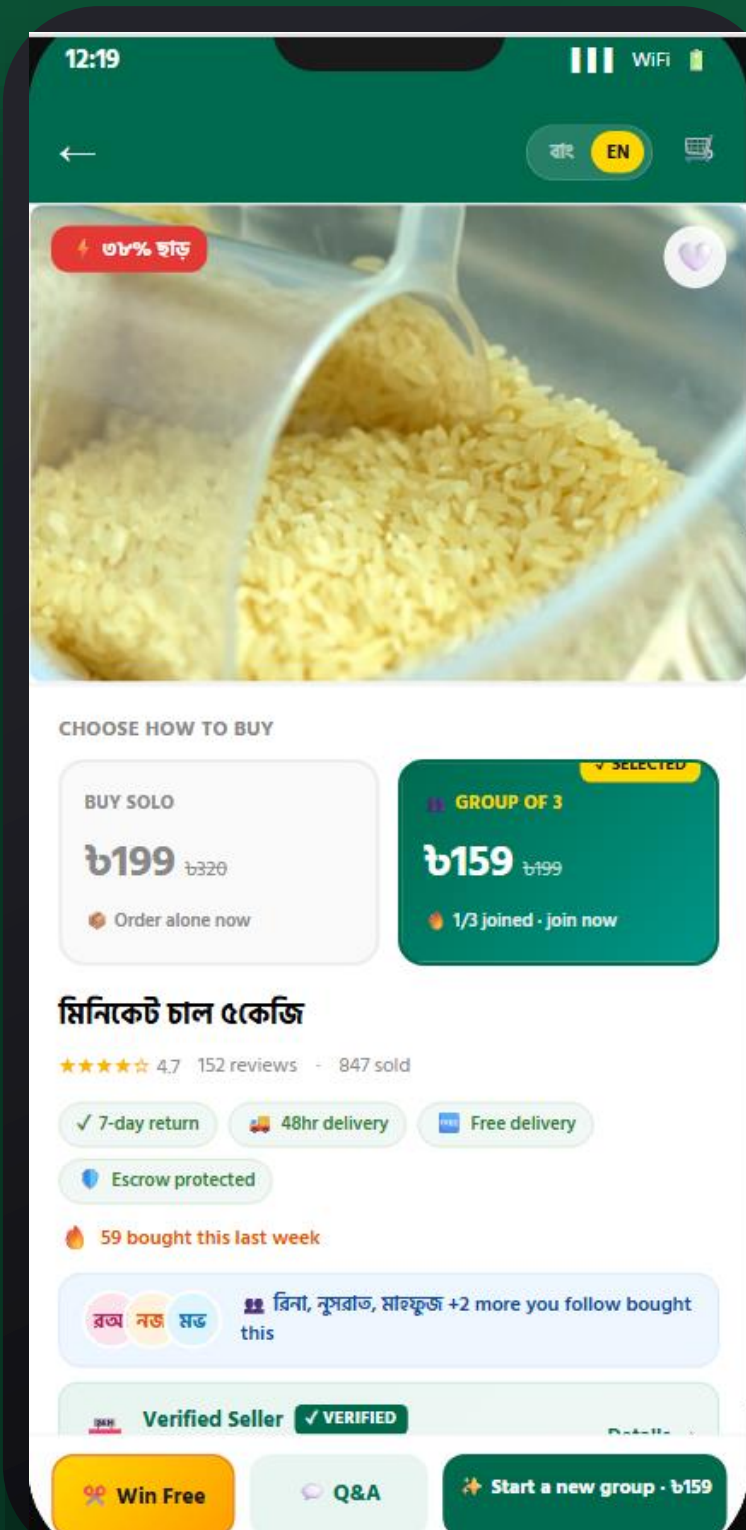


• THE SHAREDEAL MODEL

Farmer earns more | Consumer pays 50 Tk · 37% less



Group Buying at Affordable Prices



ShareDeal connects consumers **directly with farmers**, cutting out the unnecessary layers in between. Through group buying, households unlock up to **37% more affordable** prices.



37% More Affordable

Group orders unlock wholesale pricing for everyday households.



Direct Farm-to-Consumer Orders

Demand is pooled and routed **straight to the farm** — no middlemen.



Farmers Earn Higher Margins

Fair, predictable prices flow back to the people who grow the food.

We grew users **14×** in 8 months.



Proof, not promises.



75,000

Registered Users
5,000 → 70,000 in 8 months



14x

Growth Multiple
Oct 2024 → May 2025



15K+

Total Orders
Currently delivering only in Banasree, Aftabnagar, Rampura, and Mirpur.



\$215K

Revenue Generated
Generating revenue since Oct 2024

Our B2B partner network



iFarmer



Shomvob



MedEasy



Jatri



Palki



PulseTech



HasTech



Chhaya



BitByte Technology

The people building ShareDeal



Mahbub Elahi

Head of Business, Operations & Growth

10+ years experience — Former Deputy Manager at Pathao (business expansion); prior experience at foodpanda (Delivery Hero) & SBT Japan



Mostafizur Rahman

Full Stack Developer

3+ years building web and mobile apps with Flutter and Laravel — delivered 200+ freelance projects and now drives feature development at ShareDeal, contributing to a 75% increase in sales through platform improvements



Badhon Chakraborti

Marketing Executive

5+ years in digital marketing and brand strategy — experience at Miele Bangladesh and Tanz-IT



Foysal Rabby
CEO & Founder

Serial Entrepreneur & Growth Hacker

- › Built **ShareDeal** from 0 → 80,000 users in 8 months
- › Ex-Founder, Yienia.com — multi-brand marketplace, 10K+ users
- › 5+ years in e-commerce, growth & digital marketing



Md. Omer Arafat
CTO & Co-Founder

Full-Stack Engineer & Tech Leader

- › **Former Software Engineer** at Allianz Australia — global insurance leader (\$150B+)
- › Former roles at bdstall.com, SCT & Retail Tech Ltd
- › 5+ years in software engineering & product development



Umme Sumaiya Suchana

UI/UX Designer

UI/UX Designer at Betopia Group — fintech, wellness & gaming products; Figma/Adobe XD, NASA Space App Challenge, Hult Prize



Saifur Rahman Shovon

Operation Executive

8+ years leading field-force operations and blue-collar recruitment at Foodpanda and ShopUp



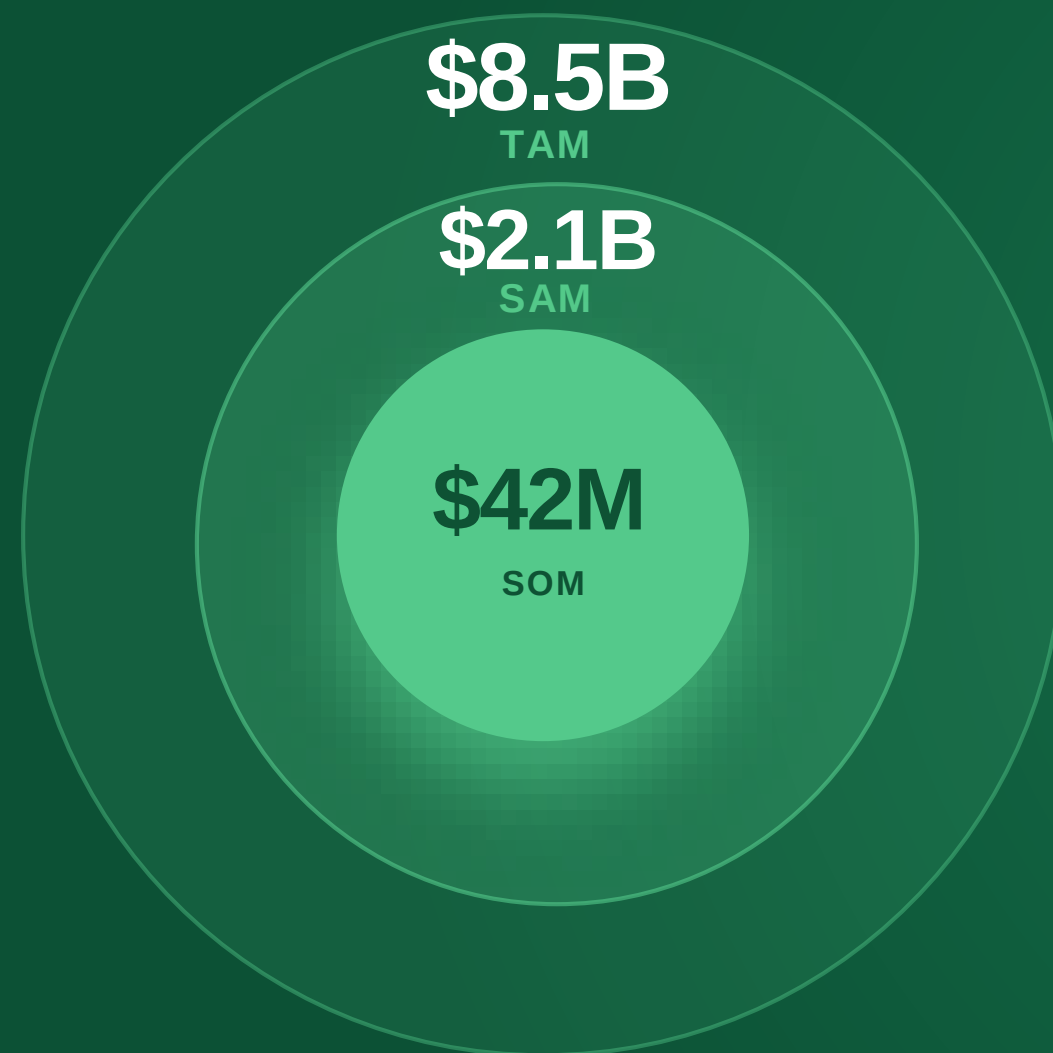
Sabegun Naher Sharmin

HR/Admin Executive

HR operations experience at bKash — built ShareDeal's HR infrastructure from scratch, including policies, hiring processes, and the company's org structure



An \$8.5B market growing 11% annually



TAM \$8.5B

38M HH × \$224/yr grocery spend

Total Bangladesh grocery market · 47% of household income spent on food · CAGR 11.2%

Source: World Bank · Bangladesh BBS 2022

SAM \$2.1B

3M urban digitally-active households

8 major cities · 35% smartphone-enabled · online-ready consumers

Cross-check: e-commerce growing 28% YoY · online grocery = fastest segment

SOM \$42M

300K HH · 2 orders/mo · \$7 basket

Dhaka: Mirpur, Banasree, Rampura, Aftabnagar · Year 3 GMV target

300K users × 24 orders/yr × \$7 = \$50M GMV · 12% take rate = \$6M net revenue

11% CAGR

Grocery market growth

28% YoY

E-commerce growth

<3%

Online grocery penetration

\$8.5B

Untapped online opportunity

We earn when both sides win.

PLATFORM TAKE RATE

15%

on every transaction

A flat fee on each completed order — **no markup on produce, no fee to farmers**.
We grow only as our volume grows.



Group Buying

POOLED GROCERY ORDERS

Avg. order value

\$30

Customer acq. cost

\$1

Gross margin

12–15%

★ Core growth engine



Direct Sales

INDIVIDUAL GROCERY ORDERS

Avg. order value

\$10

Customer acq. cost

\$0.30

Gross margin

8–10%

Steady baseline

The only one that cuts the chain.

ShareDeal

	US ShareDeal Farm-to-home group buying	Chaldal	Pandamart	Superstores
 Sourcing	Direct from farmers	Distributors, brokers & retailers	Sourced from retailers	Minimal sourcing from farmers
 Supply Chain	Zero middlemen	Middlemen & brokers	Retail supply chain	Middlemen, traditional sourcing
 Pricing	44%+ cheaper	Same as or above local markets	Retail prices plus app markups	Full retail prices in-store
 Experience	Solo + group buying — cheaper in bulk, farm-to-home	Individual only · online convenience	Individual only · fast delivery	In-store + e-commerce, mostly physical
 Technology	App with a built-in group-buying engine	Consumer app	Consumer app	E-commerce, mostly in-person shopping

Milestones to 1M users by 2028.





Looking for
\$200K

\$125K

Committed

\$75K

Remaining

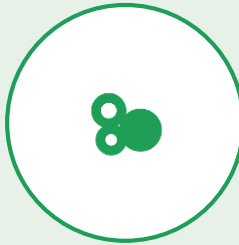
Investment for



7
New Area Expansion



100K+
Customer Acquisition



2X
Team Growth



Scaling B2B &
Corporate Sales



• THANK YOU

Let's empower farmers and
consumers



Visit Our Website
www.sharedenow.com



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