

THE OPERATING SYSTEM FOR RETAIL NETWORKS

ecorgOS

We turn fragmented ERP, POS and e-commerce data into one cockpit owners and operators run their entire retail network on.

MULTI-STORE RETAIL

FRANCHISE NETWORKS

F&B CHAINS

MID-MARKET 10-500 STORES

Retail chains scale physically. Their management doesn't.

STATUS QUO

Data lives in 7+ systems

ERP, POS, e-com, WMS, 1C, Excel, the GM's head. Nothing talks to anything.

STATUS QUO

Owners fly blind for weeks

Real margin only visible when accounting closes the month — too late to react.

STATUS QUO

Every store is run differently

No standards, no playbooks, no way to scale a 5-store success to a 50-store network.

WHAT WE BUILT

One operating layer on top of everything you already run.

ecorgOS connects to your ERP, POS and e-commerce, normalizes the data into a single network model, and gives every role — owner, COO, store manager, franchise lead — the cockpit they need to actually run the network.

- ✓ No replacement of existing systems
- ✓ Live in 7 days
- ✓ Read-only – zero risk to existing stack

01 **Connect**
Read-only ingestion from current stack

02 **Unify**
Single canonical retail data model

03 **Manage**
Cockpits for every role in the network

04 **Scale**
Playbooks & standards pushed back to stores

The retail network era demands a new control layer.

01

Chain economics are squeezing

Rent, labor and supply costs are up. 1–2 pp of margin is the difference between growth and shutdown.

02

Franchise is the scaling model

Modern networks (drinkit, Dodo, Vkusvill) win because operations are standardized and measurable.

03

Data is finally connectable

Modern POS and ERP have APIs. The bottleneck stopped being integration — it became orchestration.

A market measured in millions of stores.

TAM

\$48B

Retail ops & analytics software, global

SAM

\$9.2B

Multi-store retail & franchise networks, EMEA + CIS

SOM · 5Y

\$240M

Mid-market chains 10–500 stores, our wedge

Mid-market chains (10–500 stores) are too big for spreadsheets and too small for SAP-grade BI rollouts. That's our wedge.

Four cockpits. One operating system.

Each role in the network gets a focused surface. Same canonical data under the hood — no rebuilding dashboards, no reconciling exports.

| | |
|--------------------|----------------------|
| OWNER / CEO | Network overview |
| COO / FINANCE | Margin & loss |
| STORE MANAGER | Daily ops checklist |
| FRANCHISE DIRECTOR | Franchise governance |

OWNER / CEO

Network overview

Real-time KPIs across all stores

COO / FINANCE

Margin & loss

Where margin leaks, by category and store

STORE MANAGER

Daily ops checklist

Today's tasks, today's numbers

FRANCHISE DIR.

Franchise governance

Compliance & performance per partner

Per-store SaaS, billed monthly. Pricing that scales with the network.

STARTER

€ 49 /store/month

Up to 10 stores. Network overview + ops checklist.

GROWTH

€ 89 /store/month

Up to 50 stores. Adds margin & loss control + playbooks.

RECOMMENDED

NETWORK

Custom 50+ stores

Full cockpit suite, franchise governance, white-label.

ACV TARGET

€ 28K

Avg 30 stores × Growth

GROSS MARGIN

82%

Pure-software economics

PAYBACK

9 mo

Sales-led mid-market motion

Early signal from the field.

12

Pilot networks in pipeline

240+

Stores covered in pilots

7d

Avg time to first cockpit

+1.8 pp

Margin lift in first 90 days

“

First time in 4 years I can open one screen on Monday morning and actually know what's happening in all 32 stores.

— COO, F&B chain · pilot week 2

Why ecorgOS, and not the alternatives.

| CAPABILITY | ECORGOS | BI TOOLS | SPREADSHEETS | CUSTOM BUILD |
|--------------------------------------|---------|----------|--------------|--------------|
| Connects to ERP/POS/e-com | ✓ | ○ | — | ✓ |
| Pre-built retail data model | ✓ | — | — | ○ |
| Role-based cockpits | ✓ | ○ | — | ○ |
| Operational playbooks back to stores | ✓ | — | — | ○ |
| Live in 7 days | ✓ | — | ✓ | — |
| Designed for franchise governance | ✓ | — | — | ○ |

✓ NATIVE
 ○ PARTIAL / REQUIRES HEAVY WORK
 — NOT DESIGNED FOR

Every retail network run on one operating system.

We're building the management layer for a generation of operator-led chains — the way Stripe became the layer for online payments.

THE ASK

Seed round

To build out the connector library, expand the cockpit suite, and land 50 paying networks across EMEA + CIS in the next 18 months.

TALK TO US

Let's go.

hello@ecorgos.com

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