AHEAD

WHOLESALE

THE MARKETPLACE FOR WHAT'S NEXT.

Investor Overview | Post-Launch Management Case | September 2026



Build the discovery engine before the next category becomes obvious.

01 / THESIS

Online retail solved access. Discovery is still fragmented.

THE CUSTOMER

Can buy almost anything online - but usually has to know what to search for.

THE SUPPLIER

May have distinctive products buried inside broad catalogs or weak consumer discovery.

THE GAP

AHEAD connects product availability to product awareness through curation, presentation and merchandising.

AHEAD is built around one customer question: "Have you seen this yet?"

02 / PRODUCT

A destination system built for discovery - not endless shelves.



One master brand. 22 customer-facing shopping destinations. A supplier network underneath.

The architecture lets AHEAD expand categories without making the customer experience feel random.

03 / ENGINE

The storefront is the showroom. The system is the asset.

FIND

Source credible suppliers and distinctive products.

INGEST

Structure catalogs, variants, pricing and source data.

CURATE

Choose what belongs and how it should be presented.

SELL

Own the discovery, product experience and checkout.

FULFILL

Use supplier-direct fulfillment where supported.

The next supplier should be easier to add than the first.

04 / BUILD STATUS

Infrastructure exists before outside capital.

9,259

SUPPLIER-PRODUCT RECORDS

observed across the current supplier catalog audit

24

SUPPLIERS

represented in the current supplier-product audit

22

SHOPPING DESTINATIONS

customer-facing destinations across AHEAD

8,381

GOOGLE-DISCOVERED PAGES

reported through the submitted sitemap

Storefront | admin | supplier catalog | import engine | pricing rules | payments | merchandising | galleries

These are build and discovery metrics - not revenue, profitability or customer-traction claims.

05 / MARKET CONTEXT

AHEAD is entering a large, established online retail channel.

$340.2B

U.S. retail e-commerce sales

Q2 2026, seasonally adjusted

17.1%

SHARE OF TOTAL U.S. RETAIL SALES

Q2 2026

+12.2%

YEAR-OVER-YEAR E-COMMERCE GROWTH

Q2 2026 vs. Q2 2025

These figures describe the broader U.S. e-commerce environment. They are not presented as AHEAD's addressable market or forecast.

Source in prior management deck: U.S. Census Bureau, Quarterly Retail E-Commerce Sales, Aug. 18, 2026.

06 / BUSINESS MODEL

Capital-light assortment. Margin comes from merchandising and demand.

RETAIL

Supplier-specific pricing rules create the customer retail price. A 40% markup on cost equals about 28.6% gross margin before processing, returns and operating costs; the actual blended margin must be measured from completed orders.

B2B - FUTURE PATH

Qualified business buyers can create repeat-order potential at lower markup and different commercial terms.

Supplier-direct fulfillment is preferred where supported - reducing the need to finance a warehouse full of speculative inventory.

07 / MANAGEMENT CASE

A model for proving the economics - not a promise.

YEAR 1

$128K

REVENUE

1,500 orders

Operating result ($79K)

YEAR 2

$638K

REVENUE

7,500 orders

Operating result ($123K)

YEAR 3

$3.40M

REVENUE

40,000 orders

Operating result ($24K)

Planning assumptions: $85 AOV | 31% blended gross margin | 12% marketing/content | 4% returns reserve | 3% processing | 3% variable ops

The 31% gross-margin figure is a planning assumption and should be replaced by realized margin by supplier and order as transaction history develops.

08 / CAPITAL PLAN

Scale capital is optional - not required simply to keep AHEAD online.

$300,000 OPTIONAL SCALE-CAPITAL CASE

DEMAND + CONTENT 35% | $105K	TECH + AUTOMATION 25% | $75K	SUPPLIER + OPS 15% | $45K
LEGAL + ACCOUNTING 10% | $30K	WORKING CAPITAL 10% | $30K	RESERVE 5% | $15K

Use capital to prove repeatable demand, unit economics and an operating playbook - not to build a speculative warehouse.

09 / MILESTONES

What the next stage should prove.

1. DEMAND	Identify acquisition and content channels that repeatedly generate qualified traffic and completed orders.
2. UNIT ECONOMICS	Validate AOV, realized gross margin, returns, processing and customer-acquisition economics.
3. SUPPLIER PLAYBOOK	Standardize onboarding, merchandising, image/inventory upkeep and fulfillment expectations.
4. RETENTION	Measure repeat purchase behavior and which AHEAD destinations create reasons to return.
5. SCALE CASE	Use real operating data to determine whether larger growth capital is justified.

10 / EXPANSION

The long-term upside is a network - not a single product.

TODAY	Launched consumer marketplace | supplier-direct commerce | discovery-led merchandising | 22 destinations
NEXT	More suppliers | better data | stronger content | repeat customers | B2B buyers
AHEAD	Robotics | AI devices | emerging categories before an obvious retail shelf exists

The strategic bet: become useful before the category becomes ordinary.

11 / WHY NOW

The infrastructure is live. The next question is measurable demand.

AHEAD is no longer only an idea or a build-stage marketplace.

The storefront is live. Supplier infrastructure exists. Product presentation has matured. Search engines have discovered thousands of AHEAD pages. The company can now begin replacing assumptions with actual customer behavior.

The next stage is not more theory.

It is learning what traffic converts, which destinations create repeat visits, which suppliers produce durable economics and how much capital - if any - should be used to accelerate.

AHEAD

WHOLESALE

THE CONNECTION BETWEEN
WHAT EXISTS TODAY
AND WHAT PEOPLE WILL WANT TOMORROW.



Optional scale-capital case: $300,000

Post-launch management case | no valuation proposed in this deck

AheadWholesale.com