FERROL

INVESTOR PRESENTATION · TEMPLATE

SEND THE LIST.
GET THE QUOTE.

[ROUND] · [MONTH YEAR]

THE FIRST COMPLETE QUOTE WINS THE ORDER.

Electrical and cable distributors quote all day. The desk works every list by hand while the installer waits.

01	PHONE	The installer calls to ask where the quote is.
02	PRINTOUT	Lists arrive in [N] formats: email, PDF, spreadsheet, photo.
03	CATALOG	Every item is looked up line by line.
04	SPREADSHEET	[Hours per quote] to type one quote.

TOTAL · ORDERS LOST

Orders that go to the distributor who quoted first.

[Share lost]



FIG. 01 · THE SALES DESK TODAY

CABLE LISTS IN. QUOTES OUT.

FERROL reads the list, matches every line to the catalog and to stock, and drafts the quote the same day. The sales desk checks it and sends.

READ → MATCH → QUOTE

REQUEST · WEBER ELEKTROTECHNIK · 09:14

12 lines, 0 matched

EMAIL · 09:14 "Hi, please quote the list below for the Lir

#	REQUESTED
01	nym 3x1,5 100m x6
02	NYM 5x2.5 ring 4 st
03	H07RN-F 3G2,5 - 250m
04	NYY 4x16 120 m
05	Kabelverschraubung M25 3 pack

#	REQUESTED	MATCHED ITEM
01	nym 3x1,5 100m x6	NYM-J 3×1.5 mm², 100 m ring
02	NYM 5x2.5 ring 4 st	NYM-J 5×2.5 mm², 100 m ring
03	H07RN-F 3G2,5 - 250m	H07RN-F 3G2.5, per meter
04	NYY 4x16 120 m	NYY-J 4×16 mm², per meter 80 m on hand, 40 m in 3 days. Split: 80 m now, 40 m in 3 days
05	Kabelverschraubung M25 3 pack	Cable gland M25, pack of 50
06	NYM-J 3x2,5 50m 10x	NYM-J 3×2.5 mm², 50 m ring
07	Abzweigdose IP65 100x100 24	Junction box IP65, 100×100

QUOTE Q-0142 DRAFT

Weber Elektrotechnik · 11 priced lines

Subtotal	3,653.10
Delivery	Included

TOTAL EXCL. VAT, €

3,653.10

Review 3 checks

Send quote

One screen from list to quote.

01 READ
Every list lands in one queue.

02 MATCH
Item, stock and price per line.

03 CHECK
Flagged lines with a reason and a fix.

04 QUOTE
Drafted, then sent by the desk.

REQUEST · WEBER ELEKTROTECHNIK · 09:14 — DRAFTED 09:16

12 lines, 9 matched

EMAIL · 09:14 "Hi, please quote the list below for the Lindenstraße site. Delivery by Friday." — READY · 3 CHECKS

#	REQUESTED	MATCHED ITEM	QTY	STOCK	UNIT €	LINE €
01	nym 3x1,5 100m x6	NYM-J 3×1.5 mm², 100 m ring	6	40 rings	48.00	288.00
02	NYM 5x2.5 ring 4 st	NYM-J 5×2.5 mm², 100 m ring	4	12 rings	112.00	448.00
03	H07RN-F 3G2,5 - 250m	H07RN-F 3G2.5, per meter	250	1,200 m	2.10	525.00
04	NYY 4x16 120 m	NYY-J 4×16 mm², per meter	120	80 m	9.80	1,176.00
	80 m on hand, 40 m in 3 days. Split: 80 m now, 40 m in 3 days					
05	Kabelverschraubung M25 3 pack	Cable gland M25, pack of 50	3	22 packs	19.50	58.50
06	NYM-J 3x2,5 50m 10x	NYM-J 3×2.5 mm², 50 m ring	10	35 rings	39.00	390.00
07	Abzweigdose IP65 100x100 24	Junction box IP65, 100×100	24	300	4.20	100.80
08	3G2.5 Gummi 100m	H07RN-F 3G4, per meter (suggested)	100	600 m	3.40	340.00
	3G2.5 out of stock, closest match 3G4. Use 3G4					
09	Wago 221-413 x200	WAGO 221-413 lever connector	200	4,000	0.32	64.00
10	Kabelkanal 40x60 2m x30	Cable trunking 40×60, 2 m	30	140	6.90	207.00
11	LED panel 60x60 x12	No match in catalog	12	–	–	–
	Not in catalog. Remove line					
12	LS-Schalter B16 x18	MCB B16, 1-pole	18	500	3.10	55.80

QUOTE Q-0142 — DRAFT

Weber Elektrotechnik · 11 priced lines

Subtotal	3,653.10
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TOTAL EXCL. VAT, €

3,653.10

Review 3 checks

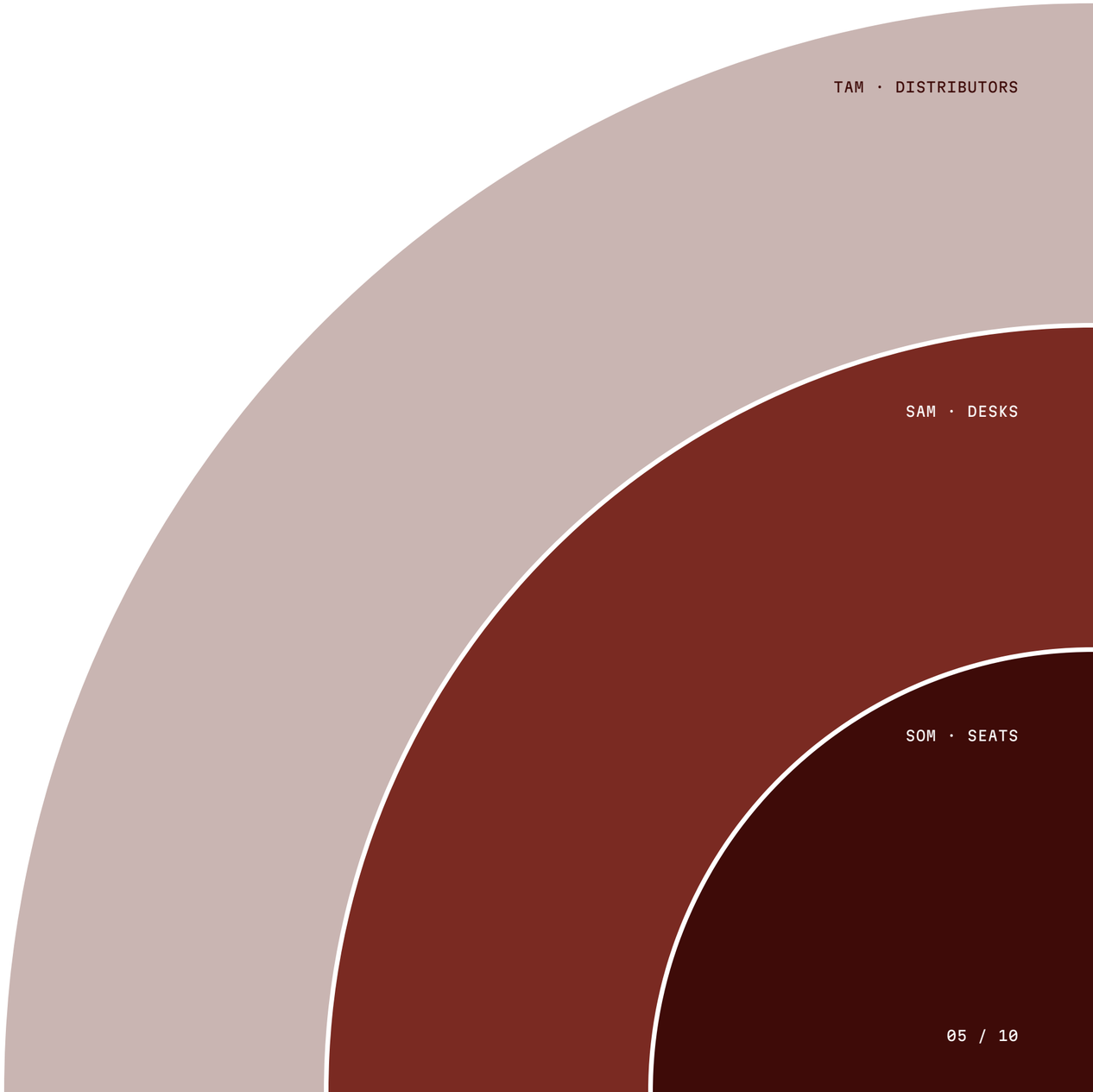
Send quote

EVERY DISTRIBUTOR QUOTES BY HAND.

Quoting is the daily work of every branch. The market counts in distributors, then desks, then seats.

#	SEGMENT	WHO	SIZE · [CURRENCY]
01	TAM	Electrical and cable distributors in [Region]	[TAM]
02	SAM	Their sales desks with [N+] people	[SAM]
03	SOM	Seats at the first [N] accounts by [Year]	[SOM]

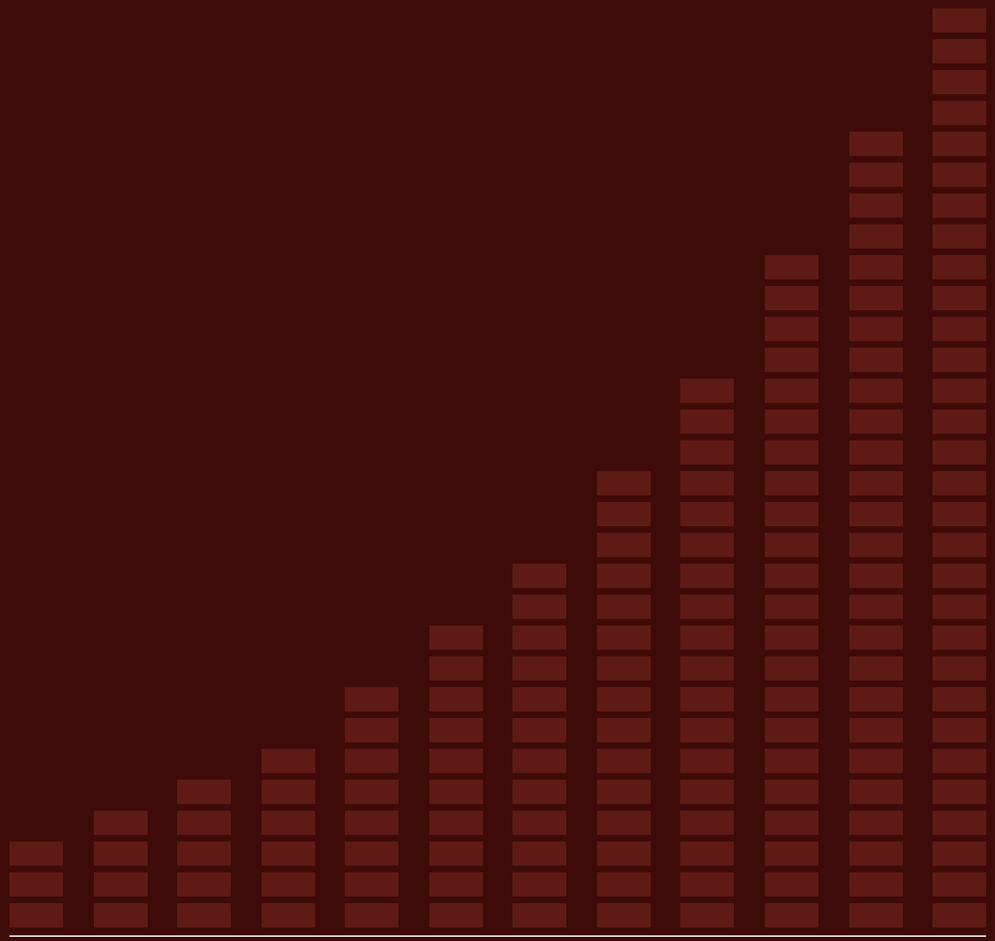
SOURCE: [SOURCE, YEAR]



ARR · [MONTH YEAR]

[ARR]

#	METRIC	DETAIL	VALUE
01	GROWTH	Last [N] months	[MoM growth]
02	CUSTOMERS	Distributors live on FERROL	[Customers]
03	QUOTES DRAFTED	Since launch in [Month Year]	[Quotes]



[CHART: MRR BY MONTH]

PRICED PER SEAT ON THE SALES DESK.

A distributor starts with one branch. Seats grow with the desk, then with the group.

#	STAGE	WHAT HAPPENS	SEATS	PER ACCOUNT
01	**Pilot**	One branch. [Length or condition]		[Pilot seats]
02	**Desk**	Paid seats on the sales desk.		[Seats per branch]
03	**Group**	Rollout across branches.		[Seats per account]

PRICE LIST

PER SEAT

FERROL for the sales desk

Contract	[Term]
Billed	[annually / monthly]
Net revenue retention	[NRR]

PER SEAT, PER MONTH · [CURRENCY]

[Price]



[PORTRAIT · CEO]

01 · CEO · [NN] YEARS IN DISTRIBUTION

"I PRICED CABLE LISTS BY HAND FOR [NN] YEARS. FERROL IS THE TOOL THAT DESK NEVER HAD."

[Founder name] CEO AND CO-FOUNDER

#	NAME	ROLE	PREVIOUS COMPANY	IN DISTRIBUTION
02	[FOUNDER NAME]	CTO	[PREVIOUS COMPANY]	[NN] YRS
03	[NAME]	HEAD OF SALES	[PREVIOUS COMPANY]	[NN] YRS
04	[NAME]	HEAD OF PRODUCT	[PREVIOUS COMPANY]	[NN] YRS

QUOTE · [ROUND TYPE] · [MONTH YEAR] OPEN

READY · 1 CHECK

TOTAL · [CURRENCY]

[Round size]

Raised to date	[Raised to date]
Runway	[Months]

Lead investor —

Open. Decide by [Month Year]

USE OF FUNDS

PRODUCT	SALES	OPERATIONS
PAYS FOR	PAYS FOR	PAYS FOR
[Share and what it pays for]	[Share and what it pays for]	[Share and what it pays for]
BY [MONTH YEAR]	BY [MONTH YEAR]	BY [MONTH YEAR]
[Milestone 1]	**[Milestone 2]**	**[Milestone 3]**
[What it proves]	[What it proves]	[What it proves]

[FOUNDER NAME] · [NAME@COMPANY.COM] · [COMPANY.COM]

THE LAST CHECK IS YOURS.