

Our ambition is to become the ‘Aggregation Winner’ in global retail

Company Story

- **Summary.** Pricesearcher is a vertical search engine like Skyscanner (Flights), Indeed (Jobs), YouTube (Videos), that aggregates all relevant data for the benefit of consumers so they can see all their buying options – ‘**One Search, All Shops**’. Retail is the largest spender online and is the last major sector to be aggregated
- **USP.** Pricesearcher is the UK’s largest product search engine in terms of product count, checking over 10,000 websites a day
- **Funding.** Raised £4.4m in cumulative seed investment to date (EIS investors & Family Offices).
- **Team.** Pricesearcher has been trading for over 3 years and has an team of 20 FTE experienced ecommerce / online staff based in London including 6 PhD’s

Technology

- **Infrastructure.** AWS stack using S3, Athena, Lambda, Cloudfront, Elastic Beanstalk, API Gateway
- **Data Acquisition.** Data is ingested via 2 methods: 1. Product feeds from retailers uploading directly and 2. PriceBot, our proprietary web crawler which is used for scale and to complete the index
- **Search Engine.** Advanced machine learning and proprietary algorithms in: Natural Language Processing, Named Entity Recognition, Statistics, Topic Modelling, Latent Semantic Analysis

Facts and Figures

- **Traction.** Consumer searches growing at an average of 50% MoM over the last 8 months. In August there were 378k searches on site
- **Retailer validation.** 10,000 retailers and 150m+ products live in UK
- **Revenue.** Aug 2019 MRR £15k
- **TAM.** Huge £36Bn addressable market
- **Competitive advantage.** Estimated x10 coverage over Google Shopping in terms of product count
- **International.** Live in 20 countries with a focus on UK, USA
- **Amazon.** Largest ever integration of Amazon - 80m products per day in the UK

Next Steps

Fundraising information will be provided on the day to investors.