Parcelwise

Fictional sample · Returns routing for mid-size online apparel brands · Seed round, November 2026

Returns sit unprocessed for days

Mid-size apparel brands sell through one store platform but ship and restock through several warehouses and carriers.

- Carriers, warehouses and the store platform are not connected
- Returned items wait to be sorted before anyone knows where they belong
- Stock that could be resold is unavailable while it waits
- Support teams cannot tell customers where their return is

How Parcelwise routes a return

1

Return starts

Customer requests a return in the brand's store

2

Route

Parcelwise picks the nearest warehouse able to restock the item

3

Ship

The return label sends the parcel to that warehouse

4

Sync

Status updates flow back to the store platform

Why now

- Our customers now ship from more than one warehouse, so every return needs a destination decision
- Store platforms expose order and return events that software can act on
- Brands want returned stock back on sale, not waiting in a sorting queue

Market: a bottom-up estimate

Method shown; the brand count still needs a sourced figure

INPUT	VALUE	SOURCE
Annual contract value	$18,000	$1,500 a month × 12, current pricing
Target brands	Evidence needed	Sourced count of mid-size online apparel brands
Serviceable market	Brands × $18,000	Calculated once the count is sourced

Traction

As of September 2026

14	$21,000	3	0
PAYING BRANDS	**MRR**	**SIGNED PILOTS**	**CANCELLATIONS**
On annual contracts	Monthly recurring revenue	Not yet paying	Six months of data

Business model

$1,500

PER BRAND, PER MONTH

Annual contracts

$18,000

ANNUAL CONTRACT VALUE

$1,500 × 12

What brands use today

ALTERNATIVE	WHAT IT DOES	WHERE IT FALLS SHORT
Spreadsheets and email	Teams track returns by hand	Slow, and nobody sees status in real time
Returns portal only	Issues labels to customers	Does not choose the warehouse that can restock
Do nothing	Returns go to one default warehouse	Stock waits to be sorted and moved again

Team

CEO

Ran returns operations at an apparel retailer. Has lived the problem from the warehouse side.

CTO

Built warehouse integrations at a logistics software company. Owns the routing and sync engine.

The ask: $2.5M seed

$2.5M
SEED ROUND

4 + 2
HIRES
4 engineers, 2 account executives

18 mo
RUNWAY PLAN

60
PAYING BRANDS
Milestone the round funds

Thank you

founders@parcelwise.example

Fictional sample deck. Financial model and customer references available on request.