Swathly

The B2B Marketplace with Everything for Printers

Business Summary: Swathly makes it easy for printers and vendors to find each other based on the machinery they use, sell, service, or supply.

The Problem ➤

Profitability and growth in the $900B+ print industry are more challenging than ever in an increasingly digital and competitive world. Printers need better access to essential products and services that will help them cut costs and grow their business. At the same time, vendors need a better way to identify the printers most likely to buy from them.
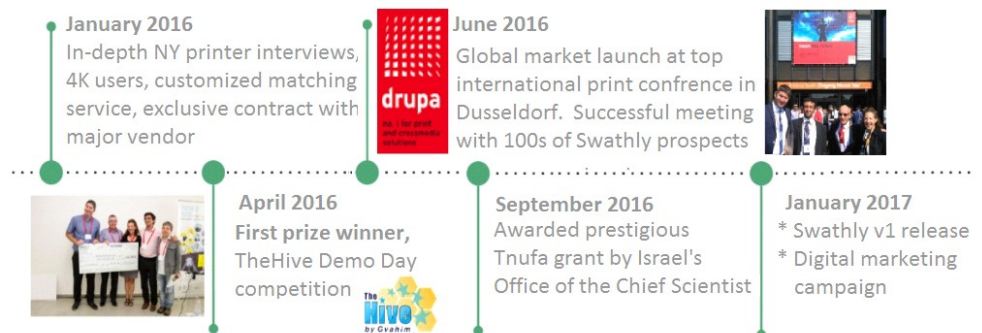
➤ The Solution

Swathly has unique search and analysis algorithms, indexing systems, and customizable dashboards. This helps printers find the best vendors when they want to buy, supply, repair, optimize, and upgrade their machinery and develop new business opportunities. For vendors, Swathly's technology identifies printers around the world most likely to benefit from their products and services.

Current Traction, Milestones & Business Model

Site traffic is projected to grow from current 25K to 100K in 2 years, driving value of potential transactions from $2M to $20M/week in 2 years.

Freemium Business Model

$ Subscriptions
$ Advertising & Marketing Services
$ Commissions

January 2016
In-depth NY printer interviews, 4K users, customized matching service, exclusive contract with major vendor

June 2016
Global market launch at top international print confrence in Dusseldorf. Successful meeting with 100s of Swathly prospects

April 2016
First prize winner, TheHive Demo Day competition

September 2016
Awarded prestigious Tnufa grant by Israel's Office of the Chief Scientist

January 2017
* Swathly v1 release
* Digital marketing campaign

GTM & Bigger Plays: GTM includes trade shows and digital marketing to printers and vendors to drive traffic and revenue. Bigger plays as the Swathly data and user base expand include big data predictive industry analytics, financing and service contracts for large purchases, and IoT sensors to anticipate customer needs.

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15+ years in print industry, product management, including Scitex, Creo, Kodak

Yoram Halberstam, CTO
20+ years in enterprise architecture, programming including British Airways, GlaxoSmithKline

Barbara Elstein, CMO
25+ years in B2B innovation, strategy & marketing including Ernst & Young, IBM

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30+ years managing start-ups and enterprises, including Scitex, Comverse, AGT

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