



Physical products **sell themselves with** digital personalization

**Pavlo Shlapak**

CEO & Co-founder

# Top marketers think phygital is big

**\$1.5000.000.000.000**

TOTAL MARKET POTENTIAL BY 2026



[Market research](#)

# Customers want phygital

## PROFIT INCREASE

53%

willing to  
pay more

» [Source](#)

## MARKETING DATA

65%

willing to share  
personal data

» [Source](#)

## CUSTOMER ORIENTED

TOP1

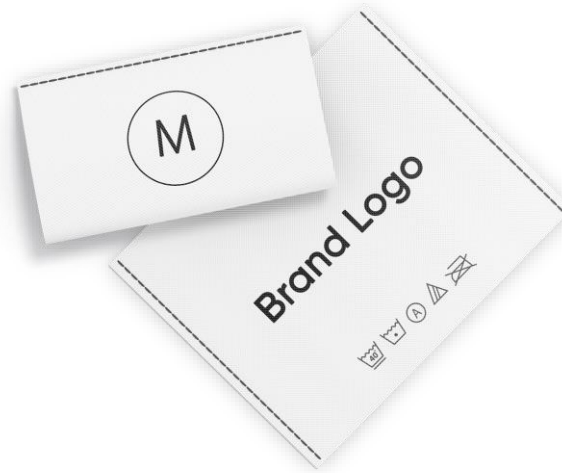
priority  
for brands

» [Source](#)

# Labels provide one-way, generic info

Brand  
**one-way** branding

Physical Label

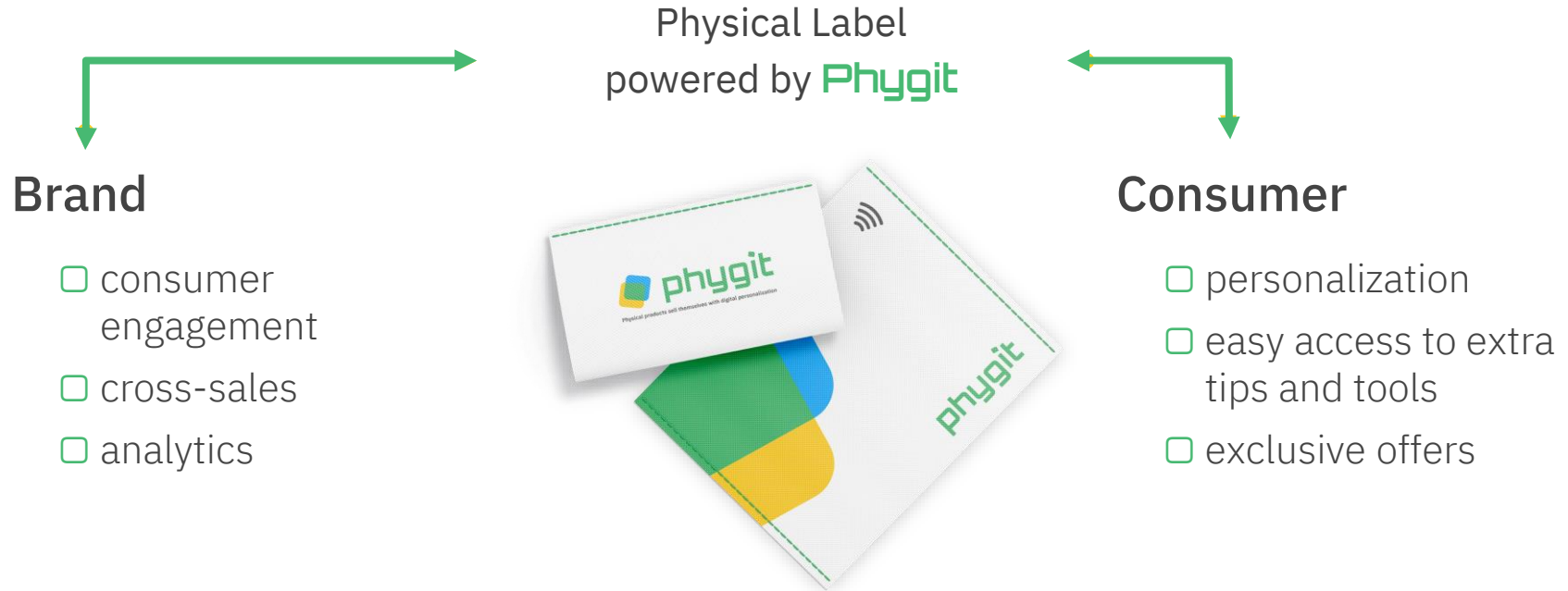


Consumer  
**basic** info

**BUT**

- ✗ no personalization
- ✗ no engagement
- ✗ no customer's data

# Phygit's e-label accelerates sales



# No code and no app

## Customizable

- personal link for each item
- end-customer engagement focus
- no-code, one hour to launch

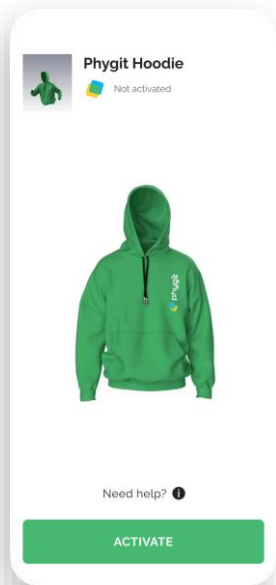
## Leverage

- NFC tag
- QR code

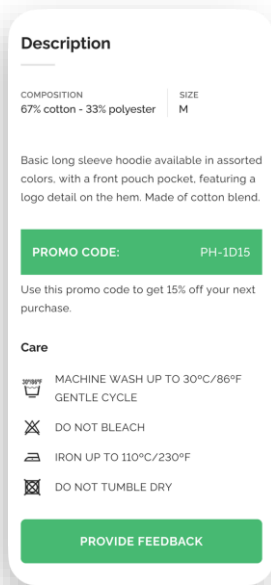


# Personalization by product life cycle

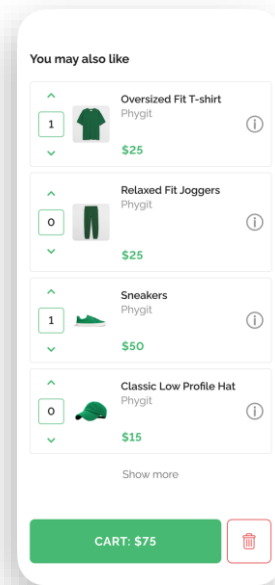
## Before purchase



## After purchase



## Cross-sales



# Personalization by customer profile





# Better sales and engagement

2x faster sales



39% activation rate



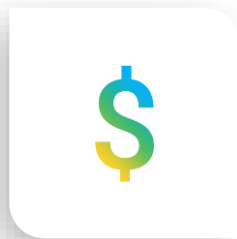
# Integrate into COGS

Target clients: **SMEs**



**License**

for each  
E-Label



**Price**

\$0.30-\$2.00  
per E-Label



**Launch**

in  
just 1 day

# Growing international traction



209  
Brands



\$58,887  
Yearly revenue



9 Partners  
11 countries



# The simplest personalization solution

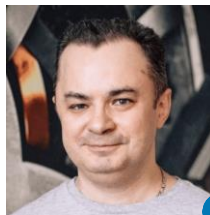
	Easy to launch for SMEs & LEs	No code & no app	Engage across product life cycle	Ready-to-use templates	Status
<a href="#">phygit</a>	✓	✓	✓	✓	\$0.21M raised
<a href="#">Blue Bite</a>	✓	✓	✗	✗	Acquired
<a href="#">Temera</a>	✗	✓	✗	✗	Acquired
<a href="#">Sharpend</a>	✗	✗	✗	✗	Acquired
<a href="#">Eon</a>	✗	✗	✗	✗	\$8.2M raised
<a href="#">Evrythng</a>	✗	✗	✓	✗	Acquired

# Talented team



**Pavel Shlapak**  
Co-Founder, CEO

Founded and sold 2 companies  
C-level in 2 startups  
CIO in a corp with \$2B+ rev.



**Valentin Trizno**  
Co-Founder, Partnership

8 y. of IT entrepreneurship  
Ex-Owner of mobile app dev  
company  
CFO in a corp with \$2B+ rev.



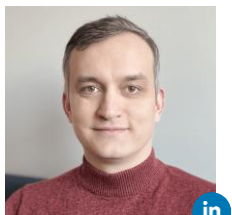
**Olga Troian**  
VP of Sales and Marketing

McDonald's Country Manager  
CBDO in McDonald's  
Hamburger University, USA  
CIM, London



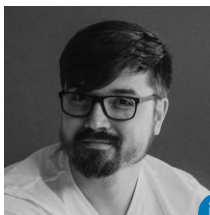
**Igor Krivetski**  
COO

CFO of the holding with \$600M+ rev.  
MBA, Strategic Management



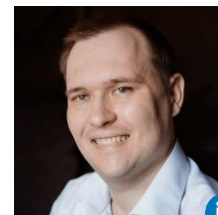
**Alexander Petukh**  
Product Manager

7 y. in IT Product management  
5 y. of Product marketing  
Gamedev startup founder



**Andrey Zayats**  
CTO

10 y. as IT engineer  
Develop highload ERP systems  
Task and People management



**Sergey Lisin**  
Frontend Developer

3 y. as frontend engineer  
Developed user interfaces on  
Vue and React

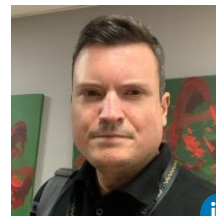
# Thought leaders as advisors



**Rick Rasmussen**

Industry Fellow UC Berkeley, Adjunct  
Faculty Northeastern University

Been on executive teams of three companies, raised rounds from leading VCs, went public, gained Fortune 500 status, and sold for a collective \$12B.



**Konstantin Zapolianski**

Senior Investment Director  
at Zubr Capital

More than 10 years in the investment industry. Supported 12 transactions that resulted in over \$60M in fundraising.



**Dmitri Sarle**

Founder of Earthians &  
Weeklyaction.club

Serial entrepreneur (5 startups, 1 exit),  
investor (8 investments) and mentor.



**Aliaksei Ivaniukovich**

Principal Engineer at Samsung's Main  
R&D Center in Seoul

# Join us in the phygital future

- Join the \$500K bridge round. \$30K raised
- SAFE, incorporation in Delaware (currently in Estonia)
- B2B SaaS martech expertise







Scan the code & book a call!

Pavel Shlapak

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