

ORDERWISE / INVESTMENT THESIS

Commerce Intelligence Infrastructure

Orderwise transforms fragmented product data into governed, agent-ready intelligence for search, assistants, marketplaces, and commerce agents.

- Pre-seed
- \$1M financing plan
- Working product prototype

Explore the working demo ↗

Contact Us →

A new interface for buying.

Product discovery is expanding from keyword search and storefront navigation into conversational AI, AI-assisted buying, and autonomous commerce. Existing ecommerce remains essential; a new discovery and transaction interface is emerging alongside it.

ESTABLISHED INTERFACES

Search.
Browse.
Compare.

Keywords and storefront navigation

EMERGING INTERFACES

→ **Ask.**
Evaluate.
Delegate.

Assistants and commerce agents

The opportunity: make product facts reliable wherever the buyer starts.

Many systems. No shared truth.

Across systems, incomplete attributes, inconsistent terminology, missing context, and duplicate records leave commerce teams and agents without an authoritative product model to trust.

ERP	Transactions, inventory, operational records
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PIM	Product content management
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Ecommerce	Storefront presentation
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Supplier feeds	Inconsistent source information
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Spreadsheets & APIs	Disconnected supplemental data
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From fragmented data to governed intelligence.

Commerce intelligence infrastructure that complements existing commerce systems with a platform-independent intelligence layer.

Source systems → intelligence pipeline → canonical model → commerce channels



A working prototype. A clear path to production MVP.

The Operations Center prototype and public interactive demo make the product tangible. Commercial validation is the next step: Orderwise is pre-revenue, with no signed pilots yet.

Canonical Product Model	Implemented
Initial connector strategy	Established
DynamicWeb connector	Approximately 80% complete
Overall MVP	Approximately 65–75% complete
Shopify connector	Planned next

Working Operations Center prototype · Completion estimates are management assessments, not production-readiness guarantees.

Explore the working demo ↗

Contact the founders →

Complex catalogs. Public discovery.

Start with B2B manufacturers and distributors whose product information is publicly discoverable, even when pricing, quoting, or ordering requires authentication.

B2B manufacturers & distributors

- Buyers research products before signing in.
- Technical attributes must be accurate and comparable.
- Operational systems fragment the product record.
- AI search and assistants need normalized, authoritative facts.

Gated pricing does not make public product discovery irrelevant.

Complex Shopify merchants

A scalable distribution opportunity after the enterprise product is validated.

Fully private and deeply authenticated catalogs.

Recurring platform value.

Planning assumptions, not established revenue or proven unit economics. Implementation and integration services are priced separately.

INITIAL PLANNING ACV

\$42,000 / year

Plus separate implementation and integration services.

PLANNED STARTING PRICE

\$400 / month

Planning assumption for the follow-on offering.

Longer-term expansion: usage, additional connectors, enterprise capabilities, and channel partnerships.

Earn the right to scale.

Founder-led selling into complex B2B catalogs, drawing on founder and industry relationships, commerce implementation partners, and carefully selected design partners.

01	02	03	04	05
Founder-led design partners	Measurable pilot	Recurring subscription	Repeatable vertical playbook	Platform and channel expansion

Pilot measurement plan: agree baselines for attribute completeness, normalization quality, review effort, and channel output usability. Establish success criteria with each partner before launch.

Shopify distribution follows enterprise validation. No design partner or pilot is currently signed.

A distinct role in the commerce stack.

Customers have alternatives. Orderwise brings multisystem normalization, AI-assisted enrichment, governance, traceability, and agent-ready outputs around canonical product intelligence.

Category-level positioning; individual products and implementations vary.

CATEGORY	TYPICAL RESPONSIBILITY	ORDERWISE FOCUS
Traditional PIM	Manage product content	Canonical intelligence across source systems
Ecommerce platforms	Operate the storefront	Platform-independent product intelligence
AI search tools	Improve discovery and retrieval	Govern the product facts feeding discovery
Catalog enrichment services	Improve content and attributes	Ongoing normalization, review, and traceability
Custom integration projects	Connect specific systems	A reusable model, connector knowledge, and workflows
Orderwise	Govern product intelligence	Normalize → enrich → govern → agent-ready outputs

Depth compounds with deployment.

The defensibility thesis rests on domain architecture and integration depth. These advantages must be earned through real catalog deployments.

01 Canonical Product Model and domain architecture

02 Connector and normalization knowledge

03 Governance and human-review workflows

04 Product intelligence accumulated across catalogs

05 Workflow and integration depth

U.S. provisional patent filed March 25, 2026

Provisional filing; not an issued patent.

Commerce, engineering, and commercial execution.

Three complementary areas of responsibility, focused on bringing product intelligence into operational commerce environments.

SF

Steve Foley

Co-Founder & CEO

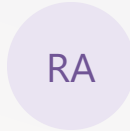
Product vision, commerce systems, market strategy,
category development

JW

Josh Weeks

Co-Founder & CTO

Architecture, engineering, ERP/commerce
integration, connectors, security

RA

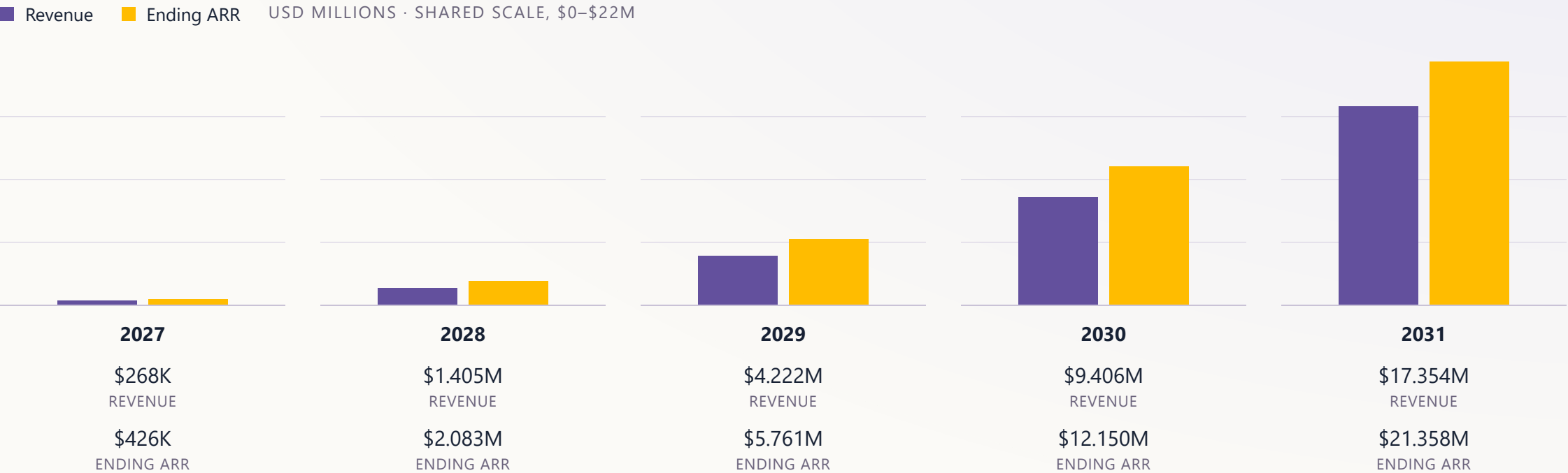
Rob Ashe

CFO / CRO / CBO

Finance, fundraising, commercial strategy, enterprise
sales, partnerships

The scale we are planning toward.

Management planning assumptions — company is currently pre-revenue.



An ambition to become recurring infrastructure for product intelligence across catalogs and channels. These assumptions are neither contracted revenue nor validated forecasts.

\$1M to move from prototype to paid validation.

\$1M SAFE · Terms to be finalized with the lead investor · Target runway: 12–15 months

Use of funds

40% Product development

25% Engineering and team

20% Go-to-market

10% Operations and legal

5% Reserve

Capital milestones

1. Harden the core platform
2. Complete the initial connector
3. Build Shopify readiness
4. Recruit and launch qualified paid pilots
5. Convert validated pilots into recurring revenue
6. Establish a repeatable initial-market playbook
7. Prepare for the next institutional round

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