



PRE-SEED INVESTOR DECK · 2026

VinaVia

Investment Deck

Building the bridge between Vietnamese eco-manufacturers and global buyers

Confidential & Proprietary

THE PROBLEM

Two Broken Markets, One Massive Gap

Vietnamese Consumers Pay 3-5x Too Much

- x Quality international products pass through 3-5 intermediaries before reaching Vietnam
- x Each layer adds 20-40% markup — consumers pay 3-5x the factory price
- x Decree 46 now requires strict quality compliance — informal importers can't compete anymore
- x Consumers who want quality must overpay or can't access it at all
- x The formal import channel (with invoices, taxes, NĐ46 compliance) is now the ONLY viable path

Vietnamese Manufacturers Can't Reach Global Buyers

- x 5,400 craft villages, 1,000+ export companies — but 95% are offline
- x Manufacturers don't know how to comply with EU standards (FSC, EUDR, REACH)
- x No B2B platform connects Vietnamese eco-products with EU/US buyers
- x Vietnam's \$3.5B handicraft industry sells through fragmented, inefficient channels

3-5x

Price markup through intermediaries

95%

of craft villages are offline

\$0

dedicated B2B eco-platform exists

\$24B

EU eco-import market untapped

WHY VIETNAM

A Manufacturing Powerhouse Hiding in Plain Sight

#2

World's Furniture Exporter

\$17.3B in exports — strong wood & bamboo ecosystem

\$3.5B+

Handicraft Exports

1,000+ export companies, centuries of craft tradition

#2


World's Coffee Producer


Robusta leader, growing specialty segment for EU


99%


Tariffs Cut via EVFTA

EU-Vietnam FTA: preferential access since Aug 2020

 8.02% GDP growth (2025) — top in ASEAN

 \$475B total exports (2025) — up 17% YoY

 \$27.6B FDI disbursed — 5-year high

 723 bamboo & rattan processing villages

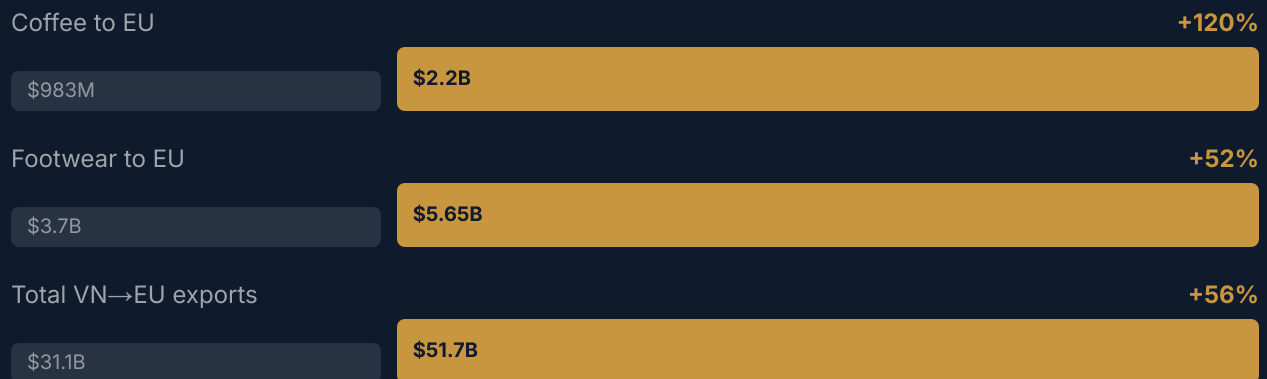
EVFTA: THE UNFAIR ADVANTAGE

The Only Comprehensive FTA Between ASEAN and the EU

EU-Vietnam Free Trade Agreement — effective since August 2020

99% of customs duties eliminated

Product	Before	After
Bamboo & Rattan	4-6%	0%
Ceramics & Handicrafts	6-12%	0%
Coffee	7.5-11.5%	0%
Furniture	2.7-5.6%	0%



Price Advantage

Vietnamese eco-products become 5-12% cheaper than alternatives at EU borders

Compliance as Moat

C/O EUR.1 certification is complex — VinaVia handles it, competitors don't

Only Vietnam Has This

No other ASEAN country has a comprehensive FTA with the EU

MARKET OPPORTUNITY

Massive & Growing

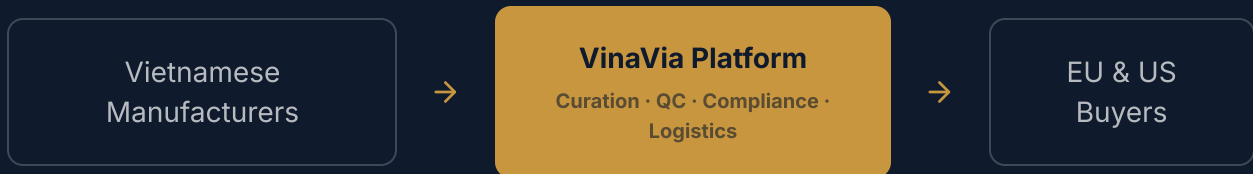


12% CAGR between 2023 and 2030

- ↗ EVFTA, CPTPP, RCEP tariff advantages
- ↗ EU Green Deal & EUDR creating demand for verified eco supply chains
- ↗ Global supply chain diversification to Southeast Asia
- ↗ B2B e-commerce growing at 21.75% CAGR in Vietnam

MEET VINA VIA

The B2B Platform Connecting Vietnamese Eco-Manufacturers with Global Buyers



Curated Catalog

Verified eco-friendly products from bamboo, handicraft, home décor & coffee categories



Quality & Compliance

FSC, REACH, EUDR compliance built-in. Every supplier audited and scored



End-to-End Logistics

Export docs, C/O EUR.1 for EVFTA preferential tariffs, door-to-door shipping



White-Glove Onboarding

We digitize offline manufacturers — photography, listing, export readiness

PRODUCT FOCUS

Four High-Growth Categories

Bamboo & Rattan

\$325M+

VN export market

Kitchenware, straws, furniture, packaging alternatives

15% YoY growth driven by EU single-use plastic ban

Handicrafts & Textiles

\$3.5B+

export industry

Ceramics, lacquerware, silk, embroidery, woven baskets

723 craft villages, UNESCO-recognized traditions

Home Décor & Furniture

\$17.3B

export sector

Sustainable wood furniture, lighting, décor accessories

FSC-certified suppliers meeting EU standards

Coffee & Specialty Foods

#2

world producer

Single-origin, organic, specialty robusta & arabica

Growing premium segment for EU specialty market

BUSINESS MODEL

Six Revenue Streams



PRIMARY

Transaction Commission

8-15% on every B2B order through the platform



PER ORDER

Logistics Margin

5-8% markup on end-to-end shipping & customs



RECURRING

Premium Listings

Vendors pay for featured placement & priority ranking



SERVICE

Compliance Services

FSC, REACH, EUDR certification assistance fees



ACQUISITION

Sample Box Program

\$50-100 curated sample boxes for EU buyer discovery



HIGH VALUE

OEM / Custom Orders

Premium sourcing fee for custom/private label orders

COMPETITIVE LANDSCAPE

No One Owns This Channel

VinaVia is the only platform combining eco-focused curation + EVFTA compliance + end-to-end export for Vietnamese products to Europe

	VinaVia	Faire.com	Alibaba	TradeVietnam
Focus	VN Eco → EU	Global artisan	Everything	Gov't portal
EVFTA Support	Built-in ✓	None ✗	None ✗	None ✗
Eco Certification	Required ✓	Optional	Rare	None
Vendor Onboarding	White-glove ✓	Self-serve	Self-serve	Self-serve
QC / Audit	On-site ✓	None	3rd party	None
Export Logistics	Full-service ✓	Partial	Buyer handles	None
Target Buyer	EU retailers	Global indie	Global mass	General

WHY NOW

The Window Is Open – But Not Forever



EVFTA Maturing

Tariff elimination is now fully in effect. Early movers capture the export channel before competitors.



EU Green Deal Mandate

EUDR & sustainability regulations create massive demand for verified eco-friendly supply chains.



Decree 46 Eliminates Gray Market

Vietnam's new Decree 46 tightens quality standards and tax compliance for importers. Informal/cross-border trade channels are dying. Formal importers with full compliance (invoices, taxes, quality certificates) like VinaVia have a massive first-mover advantage.



Vietnam's Export Boom

Vietnam is the world's fastest-growing export economy. \$475B exports, 8% GDP growth.



B2B Digital Shift

COVID accelerated B2B e-commerce adoption. EU buyers now prefer digital sourcing platforms.



No Incumbent

No platform owns the VN-to-EU eco-product channel. The window to build the category leader is open.

GO-TO-MARKET

90-Day Launch Plan

Day 1-30

Foundation

- ✔ Business registration & export licenses
- ✔ Scout 100+ vendors across 4 categories
- ✔ Logistics partnerships (DHL, Maersk)
- ✔ Build vendor scorecard (10 criteria)

Day 31-60

Build Catalog

- ✔ White-glove vendor onboarding
- ✔ Professional product photography
- ✔ 300-500 SKUs cataloged
- ✔ EU compliance verification per product

Day 61-90

Sales Launch

- ✔ LinkedIn outreach to EU buyers
- ✔ List on Faire, Orderchamp, Europages
- ✔ Sample Box program (\$50-100/box)
- ✔ First 10 paying EU customers

100+

Vendors Scouted

500

SKUs Listed

10

EU Customers

5

Sales Channels

GROWTH TRAJECTORY

Conservative but Ambitious



- Avg. order: \$2K-5K
- Commission: 8-15%
- Logistics margin: 5-8%
- Repeat rate: 40%+
- Gross margin: 35-45%
- Break-even: Month 18-24

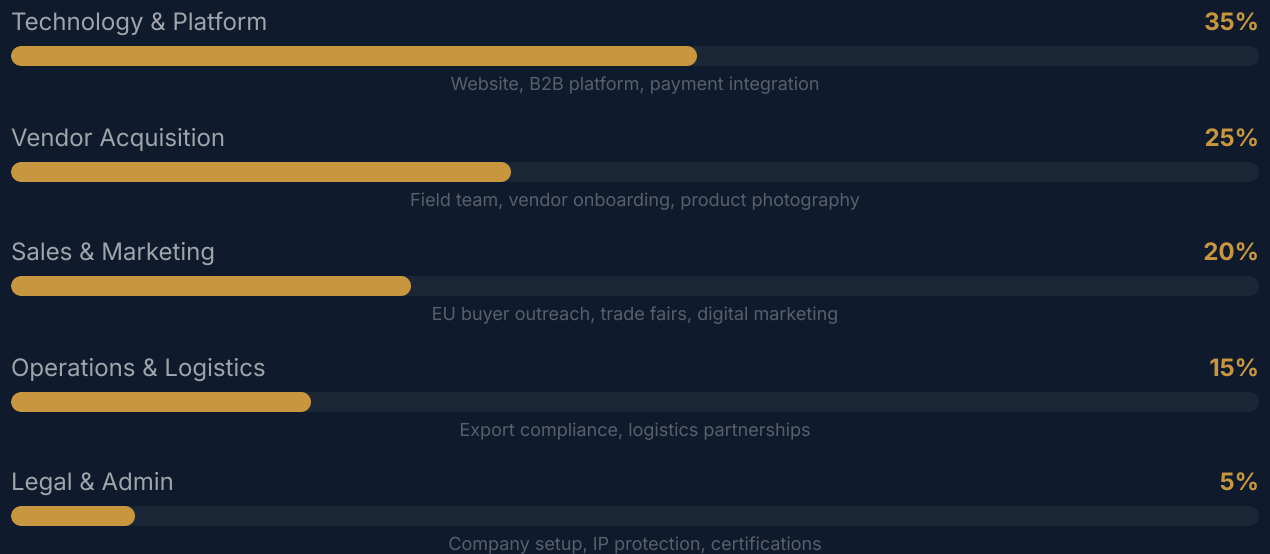
THE ASK

Raising \$200-300K Pre-Seed

\$200-300K

12-Month Milestones With This Capital

- ✔ 200+ verified vendors on platform
- ✔ \$800K GMV run rate
- ✔ Ready for Seed round
- ✔ 3,000+ SKUs in catalog
- ✔ 50+ active EU buyer accounts



THE TEAM

Proven Entrepreneurs + Key Hires

T

Tan

Co-Founder &
Distribution Director

Consumer goods
distribution network in
Hue

Q

Quan

Co-Founder &
Marketing Director

Top 5 homestay & hotel
system in Hue

C

Chi

Co-Founder &
Technology Director

CEO of 50-person tech
company & 2 retail
stores

G

Giam

CEO

FPT Golden Boy ·
Solution Architect

B

Bao

Head of Sales

Livestream Commerce
Expert · Top Seller

HIRING

Head of Supply Chain

Vendor relationships &
export operations

HIRING

Head of Sales (EU)

EU buyer acquisition &
partnerships

HIRING

CTO / Tech Lead

Platform development &
architecture

OUR STORY

The Trip That Changed Everything

During an international market research trip, our three founders — each already successful in distribution, marketing, and technology — made a shared discovery.

There are exceptional quality products worldwide that Vietnamese consumers either can't access, or must buy at inflated prices through layers of intermediaries. And there are thousands of Vietnamese craftsmen making world-class eco products that European buyers will never find.

VinaVia was born to solve both sides of this equation. We import the best products at fair prices for Vietnamese consumers. And we build the digital bridge that connects Vietnam's 5,400 craft villages to the \$24 billion EU eco-market.

Our long-term vision: gradually transfer manufacturing technology to Vietnam — transforming the country from importer to producer, and building the leading B2B e-commerce platform in Southeast Asia.

WHY INVEST IN VINA VIA

The Opportunity of a Decade



\$24B Market, Zero Incumbent

No platform owns the VN-to-EU eco-product B2B channel. First-mover advantage is real.



EVFTA = Structural Moat

Only Vietnam has a comprehensive FTA with the EU. 0% tariffs on our core categories.



Asset-Light, High-Margin

35-45% gross margins. No factories, no warehouses. Revenue from day one.



Proven Team, Local Expertise

5 founders with existing distribution networks, retail stores, tech company, and marketing expertise in Hue.



Decree 46 = Our Tailwind

New regulations eliminate gray-market importers. VinaVia's full compliance (invoices, taxes, quality certificates) creates an insurmountable advantage over informal channels.



Timing is Perfect

EU Green Deal mandates, Vietnam's export boom, B2B digital shift — all converging NOW.



Clear Path to Scale

\$120K → \$800K → \$3M → \$8M. Break-even by month 18-24. Seed-ready in 12 months.

THE FUTURE OF ECO-COMMERCE

Is Sustainable & Digital

We are building the export infrastructure that connects Vietnamese eco-manufacturers with global markets.

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THANK YOU

Confidential & Proprietary

