



SEED FUNDING | 2025

DISCLAIMER: This presentation is made for confidential investment discussion purposes ONLY. No investment will be accepted on the terms of this presentation alone, and this presentation is not a “firm offer” for investment. Further, this presentation contains “forward-looking statements,” or statements about the future that cannot be relied upon as fact. All such statements within about cash flow, value, revenue, earnings potential, etc. are merely speculative and may never come to pass.



MISSION

Deliver quality products and excellent services to our customers giving them the highest value in return



The Problem

Government agencies, schools, and businesses struggle with fragmented supply chains, leading to delays, increased costs, and inefficiencies in sourcing essential equipments and supplies. According to the **National Association of State Procurement Officials (NASPO)**, 74% of procurement officers reported supply chain disruptions in the preceding year, causing delays in acquiring critical maintenance, repair, and operations (MRO) supplies. These disruptions stem from overreliance on large distributors, lack of supplier diversity, and inefficiencies in procurement processes, leaving organizations vulnerable to shortages and inflated costs.

Our Solution

By focusing specifically on statewide, national long-term contracts and cooperative purchasing agreements, customers are better served with effective procurement strategies that can reduce total maintenance costs and improve operational efficiency.

Market Size

Industrial supply and MRO sectors are vital to the U.S. economy, providing important equipment, tools, and services to many industries. Understanding these industries' market sizes reveals their economic importance and growth paths.

The US industrial supply market includes machinery, tools, and equipment needed for manufacturing and other industrial activities. In 2025, IBISWorld expects the U.S. Industrial Supplies Wholesaling market to reach \$111.7 billion. It shows a 2.6% CAGR between 2019 and 2024, indicating consistent sector growth.

Genuine Parts Co., W.W. Grainger, Inc., and MSC Industrial Direct Co., Inc. dominate this market.

The MRO business supplies products and services for machinery and equipment maintenance and repair, minimizing operating disruptions across sectors. The US MRO market was \$93.17 billion in 2025 and is expected to reach \$101.71 billion by 2030, expanding at 1.77%.

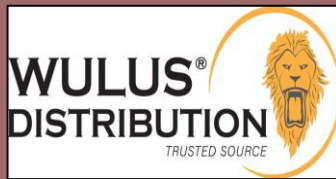
DNOW Inc., Airgas Inc., Ferguson PLC, Motion Industries Inc. (Genuine Parts Company), and HD Supply Holdings Inc. are major players in this sector.

Industrial supplies and MRO markets are frequently examined individually, although their combined impact on the U.S. economy is significant. These sectors ensure manufacturing, infrastructural, and service industry efficiency. Technological advances and operational reliability increase demand for industrial equipment and maintenance services, while both sectors grow steadily.

Together, the industrial supplies and MRO businesses are worth over \$200 billion to the U.S. industrial sector. Their expected increase shows their importance in supporting the nation's economic infrastructure and industrial productivity.

Services

By focusing specifically on statewide, national long-term contracts and cooperative purchasing agreements, customers are better served with effective procurement strategies that can reduce total maintenance costs and improve operational efficiency.



WULUS Distribution is an Industrial and MRO equipment distributor serving government, educational and commercial customers.



WULUS® is an eCommerce platform for all Industrial and MRO equipments and supplies with personalized procurement support for local businesses

TEAM

The team has the diverse background, proven track record and vision to succeed



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Advisor

Traction

***2024: \$1 million + Annual Revenue**

***Facilities MRO NASPO Contract renewal until 2030 with a program annual spend of \$20 million**

***Signed a new City of Seattle Blanket Contract for Building Materials, Facilities Maintenance, Repair & Operation (MRO) and Safety Supplies**

***Awarded an Authorized Distributor/Fulfillment Partner for both SourceWell & OMNIA Security and Public Safety Solutions Contract**

Customers Section:



Business Model

WULUS GROUP through its subsidiaries functions as an Industrial Supplies and MRO equipment distributor serving government, educational and commercial customers.

By leveraging our statewide and national long-term contracts, our customers are better served with high quality equipments that exceed requirements, custom engineered and off the shelf solutions backed by an experienced management and a competent sales team

- Government Contracting Expertise:** Ability to secure and manage contracts with federal and state agencies (e.g., GSA Schedule, NASPO agreements).
- E-commerce & Digital Presence:** Offering online ordering, bulk discounts, and self-service portals for customers.
- Customer Retention & Service Excellence:** Providing personalized account management and technical support to maintain a high customer retention rate.
- Strategic Partnerships & Supplier Networks:** Establishing exclusive partnerships with manufacturers to distribute high-quality or specialized industrial products.

Go-To-Market Plan

Category	Strategy
Market Focus	Government agencies, commercial enterprises, and educational institutions
Key Segments	Federal & state procurement, facility maintenance, manufacturing, infrastructure projects
Value Proposition	<input checked="" type="checkbox"/> Cost-effective pricing <input checked="" type="checkbox"/> Personalized service <input checked="" type="checkbox"/> Fast delivery <input checked="" type="checkbox"/> Compliance & certifications
Sales Strategy	<ul style="list-style-type: none"> - Government Contracts: SAM.gov, GSA schedules, state procurement portals - Commercial & Education: Cooperative purchasing agreements, direct bidding - Direct Sales: Outbound prospecting, LinkedIn outreach, strategic partnerships
Marketing & Lead Gen	<ul style="list-style-type: none"> - SEO-optimized website, Google Ads, LinkedIn campaigns - Content marketing: case studies, procurement whitepapers - Referral & loyalty programs for contract expansion
Operational Execution	<ul style="list-style-type: none"> - Inventory: Just-in-time + stocked inventory for flexibility - Technology: E-procurement platform, automated order processing - Scalability: Expand fulfillment centers, optimize supply chain
Key Performance Metrics (KPIs)	<input checked="" type="checkbox"/> Revenue Growth (contract wins & renewals) <input checked="" type="checkbox"/> Order Fulfillment (on-time delivery) <input checked="" type="checkbox"/> Customer Acquisition (RFP success rate) <input checked="" type="checkbox"/> Customer Satisfaction (NPS, repeat orders)

Financial Forecast

5-Year Financial Projections

Year	Revenue (\$M)	COGS (60%)	OPEX (25% → 15%)	Net Profit (\$M)	Net Margin (%)	Cash Flow (\$M)
1	1.0	0.6	0.25 (25%)	0.1 (10%)	10%	2.0 (Capital Raised)
2	5.0	3.0	1.0 (20%)	0.5 (10%)	10%	2.5
3	20.0	12.0	3.5 (17.5%)	2.0 (10%)	10%	5.0
4	50.0	30.0	7.5 (15%)	7.5 (15%)	15%	10.0
5	100.0	60.0	15.0 (15%)	15.0 (15%)	15%	20.0

Competitive Analysis

Factors	Wulus Group	Grainger	Motion Industries
Target Market	SMBs, government contracts, educational, Commercial, niche industries	Large enterprises, general industry	Manufacturing, OEMs, industrial plants
Customer Service	Personalized, direct sales reps, responsive support	Call centers, online chat, branch support	Industry-specific technical support
Supplier Network	Niche & local suppliers, agile sourcing	Large supplier contracts, exclusive deals	OEM and aftermarket parts network
Value-Added Services	Custom procurement, training, consulting	Inventory management, onsite services	Equipment repair, predictive maintenance
Growth Potential	High in underserved & government sectors	Market leader, expanding reach	Investing in industrial IoT solutions
Competitive Edge	Low overhead, Niche Market Focus and personalized service	Brand recognition, supplier exclusivity	Deep manufacturer ties, technical expertise

Competitive **Analysis-Summary**

- ✓ **Niche Market Focus** – Specializing in **government contracts, SMBs, and underserved industries** to avoid direct competition.
- ✓ **Personalized Service** – Hands-on account managers providing **superior customer support** over automated systems.
- ✓ **Lean Business Model** – Lower overhead allows for **faster decision-making and adaptability** in emerging opportunities.

ASK + MILESTONE

Our Ask: \$2M via SAFE

We are raising **\$2 million** under a **Simple Agreement for Future Equity (SAFE)** to accelerate our growth and secure long-term government, commercial, and educational contracts.

Use of Funds:

- 📌 **60% - Liquidity & Supply Chain Expansion** (Ensuring fulfillment of large contracts)
- 📌 **20% - Sales & Business Development** (Expanding procurement partnerships)
- 📌 **15% - Technology & Infrastructure** (E-commerce & procurement system integration)
- 📌 **5% - Operational Scaling** (Hiring)

Why SAFE?

- ✓ Founder-friendly, streamlined investment structure
- ✓ Investors participate in future equity upside
- ✓ Enables rapid capital deployment without immediate dilution

MILESTONE

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*** Ecommerce platform expansion to 350,000 SKU's**

Contact Us



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