

CÉLVOIR

CAPABILITY STATEMENT

Celvoir — Capability Statement

End-to-End Merchandise Management; **Launch from ~A\$15** — *Liam Newby, AU*

Industry Overview *(Sources: McKinsey, Alibaba, Australia Post, Fiverr)*

Conventional merchandise operations are capital-intensive and operationally fragmented, requiring ongoing coordination across multiple independent vendors:

(Suppliers → Designers → Developers → Logistics → Ecommerce)

A typical **8-product** launch involves:

- Inventory (8 designs × 5 sizes × 100 units): 4,000 units → **A\$120,000**
- Website: Shopify (A\$56/mo) + EComposer (A\$30/mo) → **A\$86/mo + A\$2,000 setup**
- Product design (fiverr avg): \$20–\$100/design × 8 products → **A\$160–\$800**
- Sampling: A\$50–\$150/sample × 8 designs × 2–4 rounds → **A\$800–\$4,800**
- Product photography: A\$50–\$150/image × 2 photos per product → **A\$800–\$2,400**
- Production cycle: designs → revisions → production → **3–6 months approval**
- Inventory risk: ~20–30% unsold (McKinsey) → dead stock **A\$25,000–\$36,000**

*Upfront cost: [**A\$121K–\$130K+**] for each new launch; requires ongoing management*

Celvoir Model (Zero-Upfront System)

Celvoir replaces the traditional model with a end-to-end **Merch Management System**:

Celvoir requires only **~A\$15 to launch your brand**:

- **Domain**: ~A\$15/year (e.g. Namecheap)
- **Hosting**: ~A\$0/month (FREE hosting)
- **+ Optional Discounted Samples**: *Production cost only — no markup sampling fees*

No additional fees. No consultation costs. No lock-in. No hidden charges.

Celvoir delivers a fully managed **merchandise system** — **all services included at \$0**:

- **Website Design** — fully custom-coded ecommerce website — **Free**
- **Product Design** — market research, brand positioning & development — **Free**
- **Graphic Design** — logos, graphics, product visuals, and studio imagery — **Free**
- **Brand Strategy** — full brand identity, narrative, and market positioning — **Free**
- **Supplier Network** — 30+ global suppliers with 10 000+ product catalogue — **Free**
- **Fulfilment** — all orders managed and shipped by celvoir, end-to-end — **Free**
- **Payments** — complete setup, integration, and automated payouts — **Free**

- **Web Hosting** — 2 vCPUs, 12 GB RAM, 10 TB monthly bandwidth. — **Free**

WEB HOSTING CAN EASILY MANAGE 1000+ DAILY VISITORS

Operational Advantage — Celvoir takes just 30 days to launch your brand:

- **Zero inventory risk** — no upfront stock investment (vs ~\$120k spent on bulk)
- **All fulfilment handled** — orders are packed and shipped for you (no handling fees)
- **Unlimited designs, sizes, & colors** — \$0 upfront (vs \$1K+ traditional launch costs)
- **Full product flexibility** — modify or remove designs anytime (vs fixed bulk designs)
- **\$0 products launches** — add new designs for free at no upfront cost
- **Instant execution** — changes done immediately (no extended wait times)

Celvoir Workflow:

Communication is direct and responsive — send a message, photos, or references anytime. No need to have everything figured out — share what you have and like, and we'll handle it for you. Updates are delivered and refined as much as you need until fully approved by you.

Process & Timeline:

- **Day 1) Sign Agreement** — the celvoir agreement is signed and project begins
- **Day 2) Share Ideas** — send product, website, and brand inspiration
- **Day 9) Approve 3 Reports** — product report • website report • brand report
- **Day 10) Order Samples (optional)** — samples ordered for product testing
- **Day 12) Website Setup** — domain + hosting (~A\$1) secured and website setup
- **Day 24) Samples Arrive** — receive, review and test your new products
- **Day 27) Final Approval** — approve finalised products and confirm the website
- **Day 30) Launch** — your brand is now live; setup is fully complete

Commercial Model

Celvoir operates on a 20% revenue share, reduced to 15% with a client referral.

This is a performance-based structure, ensuring direct alignment with growth—Celvoir's share applies only when revenue is generated and earned for the client.

As part of this agreement: one approved Instagram collaboration post is included, along with permission for Celvoir to showcase the work across its social channels.

Payment & Transparency

All payment terms are formalised within the one-page celvoir agreement for legal protection.

- **Payment:** one approved card is used strictly for suppliers, hosting, and domain only.
- **Payout Details:** a BSB and account number are collected for profit transfers.

- **Account:** profit flows to a joint Stripe account; access requires mutual approval.
- **Weekly Payouts:** revenue is distributed weekly to the designated bank account
- **Transparency:** access to financial reporting, with clarification available on request.
- **Protection:** all terms are formalised in the celvoir agreement for payment protection.