

CASH MARGIN PARTNERS

Executive Summary

The Problem

There are roughly 500,000 owner-operated retail stores in the U.S. doing \$1M–\$5M in annual revenue. The average store is sitting on \$150K–\$400K in dead and slow-moving inventory. The P&L may show a profit, but free cash flow is near zero. That trapped capital is a multi-hundred-billion-dollar problem no one has solved with a scalable, outcomes-based model combining a freemium SaaS layer and an inventory marketplace.

The Company

Cash Margin Partners (CMP) is a tech-enabled liquidation firm based in McLean, Virginia. We:

1. Diagnose trapped inventory with our proprietary Rapid Diagnostic Engine (RDE) in under 60 seconds
2. Prescribe the recovery actions
3. Physically broker the dead stock to bulk buyers and discount channels
4. Coordinate logistics end-to-end and wire the owner the recovered cash

We earn a 15%–20% success fee only when cash hits the retailer's account. A freemium SaaS layer (Monitor / Recover / Forecast) sits underneath; the majority of revenue is transactional and outcomes-based.

Traction & Milestones

- Live diagnostic tool connected to Shopify, Square, and Lightspeed
- Liquidation operations coming online in August
- Strategic partnership with Via Trading (founded 2002, \$8B+ retail value liquidated, 55,000 active buyers across 129 countries) solves the demand-side cold-start problem from day one
- Regional Inventory Pool model in build (first pool targeted ~Aug 21)
- Trust assets in market: Concierge Coin + regional campaigns with Academy Award-nominated actor Jeffrey Wright (DMV native) and Ken Harvey
- Focused entirely on the DMV as the proof market; expansion playbook calls for six additional Southeast cities once the DMV is nailed

The Opportunity

We are raising up to \$1M (\$400K invested so far) on a SAFE (\$5M valuation cap, no discount). Unit economics (base case): ~\$10,500 revenue per engagement (\$150K stuck $\times$ 35% recovery $\times$ 20% take). FY26 model shows a path to cash-flow positive in December and high incremental margins once the fixed-cost base is covered.

The Team

CMP has assembled a strong operating and advisory group, including Allen Debevoise (Machinima), Sandy Climan (ex-CAA), Prem Akkaraju (Stability AI / Weta), Asbed Kassis (Alena Solutions), Sal Siino, and retail operator Cindy Zoller (Habit Footwear). Technology is led by the Ashlr.ai team.

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