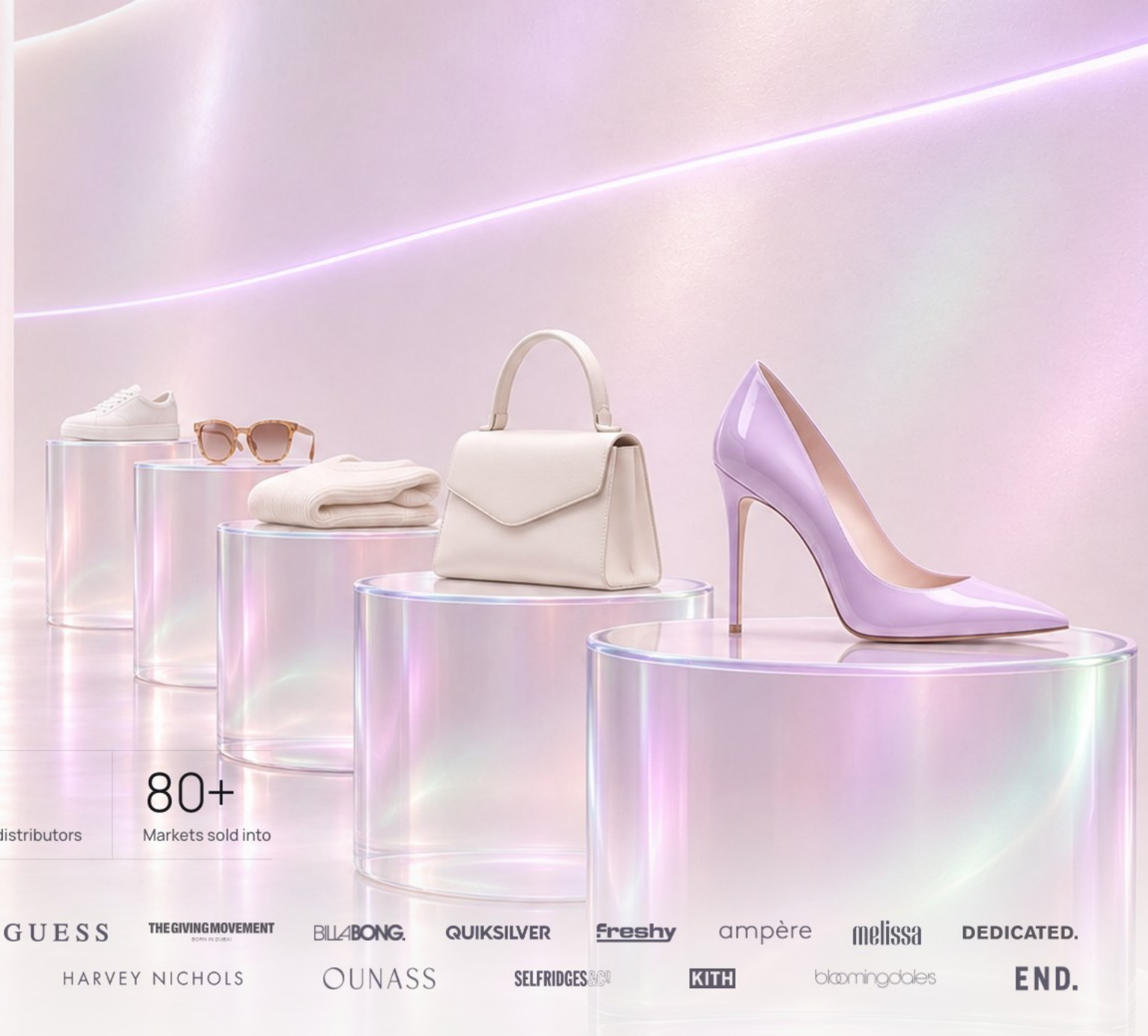
Kingpin

Meet Kingpin. Your **AI-powered** wholesale team.



Your brand belongs in the right doors, in every market.
Getting there takes a full team. Kingpin is that team.
Run by people who know your category.

▶ Watch: Kingpin in 2 minutes

$700M+	500+	100+	80+
Wholesale GMV since 2021	Brands	Agencies, showrooms and distributors	Markets sold into

Brands we sell for: HOKA · On · CONVERSE · Reebok · GUESS · THE GIVING MOVEMENT · BILLABONG · QUIKSILVER · freshy · ampère · melissa · DEDICATED.

Retailers we sell into: Galeries Lafayette · SSENSE · Lane Crawford · HARVEY NICHOLS · OUNASS · SELFRIDGES & Co · KITH · bloomingdales · END.

We've sold wholesale our whole lives. Kingpin is what we wish we'd had.

01 · WHO WE ARE

We built a distribution business.

From the industry, across the whole value chain. We know how brands, retail and tech work.

10+
years in wholesale

3+
generations in the trade

500+
brands worked with

$700M+
in transactions

BACKED BY

INFINITY VENTURES · RED SWAN · mu ventures · COTU VENTURES · outliers · HUB71

AS COVERED IN

Inc. · Forbes · Entrepreneur · wamda · SCENE NOW · ZAWYA

02 · WHAT WE LEARNED

01 Wholesale runs on relationships.

Yet only about 10% of the week goes on them.

02 It's sell-through, not sell-in.

No sell-through, no second order.

03 Technology can fix it. Brands can't run it.

So we run it for you.

03 · OUR MISSION

Make scalable, global wholesale growth accessible to every brand.

Because wholesale is the highest-leverage decision a brand makes. And the hardest to get right.

Every brand wants to go global.
The current options are slow, expensive and out of your control.

01 · WHAT YOU WANT

Your brand in the right doors, in every market.



● You ● Stores carrying you

02 · WHAT IT TAKES

A full team. Six roles.

$93K Business Development Executive	$46K Sales Coordinator	$93K Key Account Manager
$52K Operations Coordinator	$91K Credit Controller	$72K Merchandising Analyst

$447K a year, before tools

03 · WHAT BRANDS USE INSTEAD

The options within reach.

Trade shows a booth, once or twice a year	$10–30K
Agents commission, their buyers only	15%
Distributors off your wholesale price	30%
Doing it yourself stalls after 50 stores	Your time

Expensive
$447K a year, before booths and fees.

Slow
Shows twice a year. Years per market.

No control
Agents and distributors run their strategy, not yours.

WHY NOW

For decades, global wholesale meant a big team and deep pockets. **That era just ended.**

2006
SELLING ONLINE

To sell online, you needed a web team and six suppliers.

- Web designer
- Hosting
- Shopping cart
- Payment gateway
- Shipping
- Ad agency

→ shopify

Shopify: one platform, one monthly fee. The cost dropped.



41K → 2M+
brands selling online, 2012–2021

$0.7B → $175B
a year in sales for Shopify brands

↓ Shopify did it for selling online. **AI is now doing it for wholesale.**

2026
SELLING WHOLESALE

To sell wholesale, you need a full team for every job: $447K a year.

- CADs
- Product shoots
- Competitor analysis
- Finding doors
- Reaching buyers
- Line sheets
- Processing orders
- Chasing payments
- Sell-through analysis
- Intelligence
- Replenishment

→ Kingpin

- ✓ One platform
- ✓ Dedicated account manager
- ✓ Fully managed for you
- ✓ One monthly fee



Next
every brand in the right doors, in every market

Shopify merchants and sales (GMV): Shopify filings, 2012–2021 · Wholesale curve illustrative · 4 / 16

Meet Kingpin, your AI-powered wholesale team.
You set the strategy and close. We do the rest.

01 · ONE PERSON TO TALK TO



Your account manager

A real person, in your language.

WhatsApp · Email · Slack · Weekly call

HER AI TEAM, UNDER THE HOOD

Six agents doing the work, 24/7.

- Business Development Executive
- Sales Coordinator
- Key Account Manager
- Operations Coordinator
- Credit Controller
- Merchandising Analyst

02 · WHAT WE DO

Managed for you

For new and existing buyers.

- ✓ Find and reach new buyers
- ✓ Re-engage existing buyers
- ✓ Book meetings
- ✓ Branded line sheets
- ✓ Collect orders
- ✓ Track sell-through
- ✓ Intelligence

Set up and enabled for your team

- Our technology, for your whole team
- Training and enablement
- A roadmap to full autonomy

03 · WHAT YOU DO

You stay in control

- ✓ Set or approve the targeting
- ✓ Meet buyers and negotiate
- ✓ Approve every list and message
- ✓ Keep every buyer, relationship and data

30 min a week

Your weekly call: approve the targeting, lists and messages. We do the rest.

INTELLIGENCE

Most brands spend years guessing where their customer shops. **We map it before we start scaling you.**

01 · WHO YOUR BRAND SITS NEXT TO

Brands that share your doors, grouped by category



02 · YOU VS YOUR PEERS

You · Your peers

DOORS BY CHANNEL

Concept stores	30 / 38
Sport specialist	6 / 21
Premium gyms	0 / 14

DOORS BY MARKET

UK	42 / 31
Germany	8 / 23
US	3 / 19

BIGGEST GAPS

Sport specialists, premium gyms, Germany and the US.

03 · WHO SHOPS THERE

The urban active
28–40 · premium · UK
Concept stores · Premium gyms

The outdoor-first
30–45 · weekends out · DE
Sport specialists · Dept. stores

The studio regular
25–35 · yoga, pilates · US
Studios · Wellness spas

Next: find every store they shop in →

Now you know who your customer is. Target the stores that sell to them.

01 YOU
Give the brief

"Premium concept stores that carry Lululemon, Alo Yoga or Vuori, in the UK, Germany, the US, the GCC and Japan."

In your words, or your best doors.

Describe your ideal store...

02 YOU
Approve the criteria

STORE TYPE
Multi-brand · Concept

LOCATIONS
3 to 5 stores

CARRIES
Lululemon, Alo Yoga, Vuori

PRICE POINT
Premium

VALIDATED BY
Carries 2+ of your peers

✓ Criteria approved

03 WE
Source and validate every door

DOORS THAT MATCH

2,480

Live search, checked one by one



UK Priority	420	74 good fit
Germany Priority	360	51 good fit
US Later	1,250	22 good fit
GCC Later	140	16 good fit
Japan Not yet	310	0 good fit

● Good fit ● Rejected ● Yet to check

275 checked so far · 163 good fit

04 WE
Find the buyer and reach out

Studio Nord, Copenhagen

Found by live search.

The relevant buyers for your category, reached directly

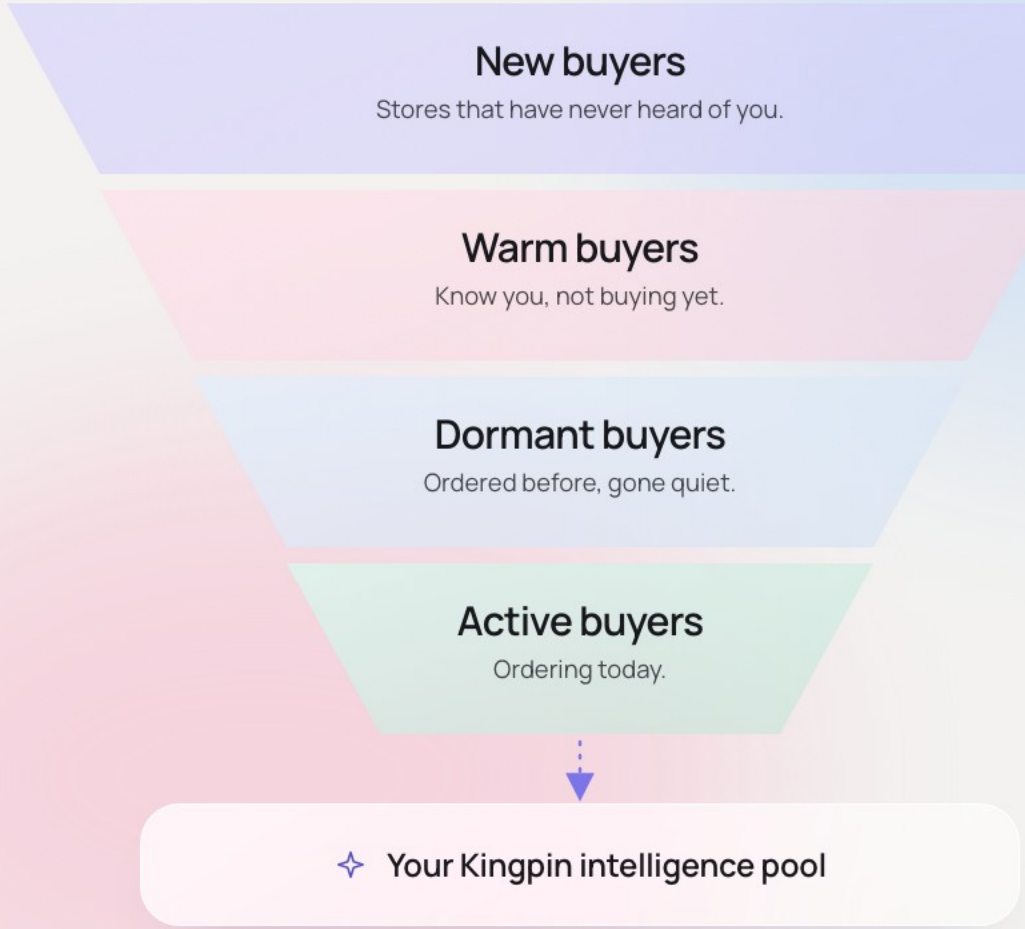
Email and phone, 30+ data partners.

LinkedIn · WhatsApp · Email

In your voice, from your accounts.

✦ Every search, reply and meeting feeds your Kingpin intelligence.

New, warm, dormant or active.
Every buyer feeds one intelligence pool.



→ We find and reach 100 new doors a month.

Feeds the pool: Which stores, markets and messages convert

→ We follow up at the right moment.

Feeds the pool: What holds them back, and when they are ready

→ We bring them back with what is new.

Feeds the pool: Why they stopped, and what wins them back

→ We nudge reorders and replenishment.

Feeds the pool: What sells through, and where to find more like them

Every reply, order and sales report lands in one pool, and makes the next reach sharper.

No more typing up orders, sales reports or line sheets. **Connect your inbox and it all lands in one place.**

YOU GIVE US THREE THINGS

1. **Share your catalog**
   PDF or Excel, as it is.
2. **Connect your email**
   Orders and sales reports already land there.
3. **Import your order history**
   Past orders and the buyers behind them.

WE UNLOCK

1 Line sheets, made by chat

"Make a knitwear line sheet for the London boutiques."

SS27 Knitwear · London edit — Sent to 14



• Opened · 3 min on knitwear

2 Orders, picked up from email

buyer@boutique.com · Re: SS27 order

PO_SS27.xlsx Order_0142.pdf

✓ ORDER LOADED · NO RETYPING

Styles	Units	Delivery
18	212	Feb–Mar

3 Sell-through, tracked

reports@retailer.com · Weekly sales

Weekly_sales.xlsx

SELL-THROUGH · EVERY DOOR

London	72%
Paris	58%
Milan	41%

All of it feeds your Kingpin intelligence

Every open, order and sale is remembered. It nudges reorders and wakes up dormant buyers.

NEXT STORES TO TARGET

Concept store, Copenhagen · like your best door	92
Dept. store, Munich · same adjacencies	86
Boutique, Seoul · same price point	81

EXPERIENCE

Elevate the way buyers see your brand.
Buyers browse personalized catalogs and place orders – you see data in real time.

01 · YOUR BRAND, SET UP FOR YOU

Send your brand guidelines. We build pages that look and read like you.

Your guidelines Aa MAISON LUNE

↓

maisonlune.kingpin.ai

MAISON LUNE

SS27 · Wholesale · Our story


Cable knit cardigan


Mohair crew


Wool coat

02 · SEE WHO IS INTERESTED

Who viewed, who clicked, where they spent time, which products they looked at.

14	9	6
VIEWED	CLICKED	CAME BACK

TIME BY SECTION

Knitwear	3m 12s
Outerwear	1m 40s
Our story	58s
Accessories	35s

Most viewed **Cable knit cardigan** • 4 buyers

03 · BUYERS CHAT, THEN ORDER ON LIVE STOCK

Buyers ask in chat and order from what you actually have.

BY "Based on my sell-through, help me build a range from this brand that fits my store."

Suggested range • LIVE STOCK

	Cable knit cardigan • 120 in stock	24	units
	Mohair crew • 38 in stock	12	units
	Wool coat • Low stock · 6 left	6	units

42 units Place order

One link Shared in your email or chat, branded as you, tracked, and open for orders all year.

INTELLIGENCE

Kingpin connects all your tools, for free.*
Then it answers your questions and does the work.

TODAY

Prospecting — Apollo · Lusha · zoominfo

CRM — HubSpot · salesforce · pipedrive

Product data — Centric · akeneo · Salsify

B2B portals — JOOR · FAIRE · shopify

ERP — NetSuite · SAP · Business Central

Communication — Email

Files

ONE VIEW

Kingpin every tool connected, one intelligence

JUST ASK

Where am I winning new retailers?

1 in 7

stores in Austria say yes

Which products draw buyers in?

4m 12s

average look at knitwear

Who might not order next season?

1 store

Dept. store, London: no reorder yet

How is my sell-through by store?

92%

in concept stores, 18% online

ASK ON — Platform · Email · WhatsApp

AND DONE — ✓ Order loaded → ERP · ✓ Buyer updated → CRM · ✓ Reorder nudge → WhatsApp

*Free integrations, terms apply · Illustrative answers; market data from one anonymised client · 11 / 16

NETWORK

Welcome to the Kingpin Network.

Think global, act local: AI at scale, people on the ground.

$700M+
transactions facilitated

500+
brands

100+
agencies, showrooms and distributors



AI reaches every market at once. People on the ground, yours and ours, turn it into relationships.

- Brands
- Buyers and retailers
- Partners on the ground

Bring your agents and distributors

We support them, and show how they perform.

No local agent? We connect you

Vetted agents, 10% only on closed deals.

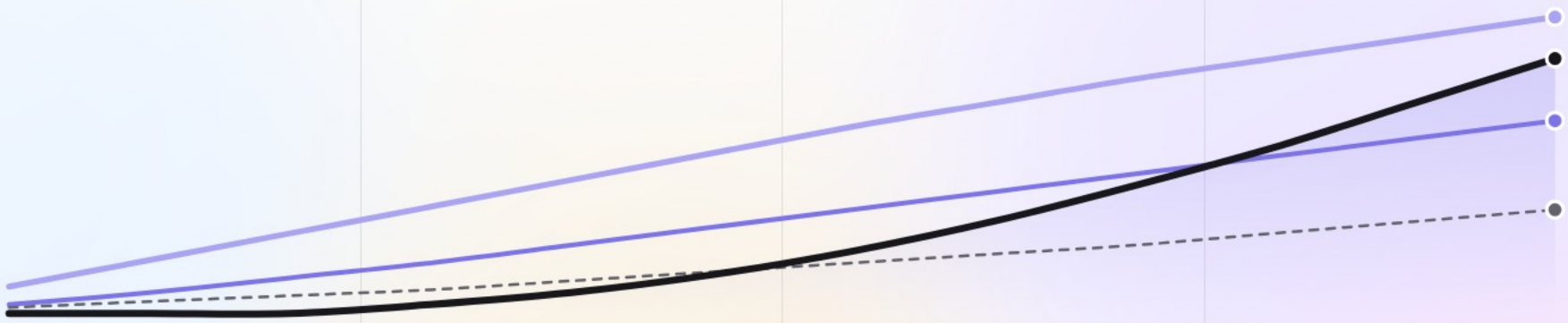
Or fly in yourself

We book the stores before you land.

You give us a little, and we unlock a lot.
Reach scales first. Revenue follows and compounds.

New buyers reached · New buyer conversations · Revenue · Revenue without Kingpin

Cost: under 5% of a $447K in-house team



P0 · Kickoff Week 1	P1 · New buyers Months 1–3	P2 · Existing buyers Months 4–6	P3 · Autonomous workflows Months 7–9	P4 · Autonomous growth Months 10–12
YOU GIVE **Website and catalogue**	YOU GIVE **Targeting goals**	YOU GIVE **Active and dormant accounts**	YOU GIVE **Your inbox and systems**	YOU GIVE **Your rules**
WE UNLOCK Your page, and an agent that knows you	WE UNLOCK Targeting, outreach, line sheets	WE UNLOCK Reorders, win-backs, orders	WE UNLOCK Orders, invoicing, sell-through	WE UNLOCK The agent runs them
→ We know your brand	→ New buyers and meetings	→ More orders	→ Revenue shows	→ Growth on its own

PROOF

Real buyers, in weeks, not years.
Here is what our brands see.

7 in 10
brands get an interested buyer in month one

9 in 10
within three months

3x
sales pipeline

85%
shorter sales cycle

400
hours saved across the selling and wholesale process

MUMZERS
13
interested buyers
837 stores · 52 countries · 139 days

VONTO
8
interested buyers
5% of stores reached asked for more · 91 days

IRON & RESIN
1st
store ready to order
7 interested buyers · 54 days in

GOORIN BROS.
7%
of stores asked for more
5 interested buyers · 34 days

BRAMSFRUIT
12 → 117
buyers in two years
17 countries

Freshy
Hours
to the first buyer conversation
After going live

"I think it's really worth a chance because, basically, you figure out markets."
Daniel · Mumzers

"What something would take two, three days will be done in half an hour."
Aman · Aariya Diamonds

"With the sell-through data, buyers just can't deny writing a bigger order."
Mees Jansen · Bramsfruit

"So I'm outsourcing a whole export team like this."
Romel · Aroma

"That was fast... Oh, that's insane."
Chiara Bertuzzi · Malo

"There is so much garbage out there... But this was interesting."
Patrick Nebiolo · Henry Beguelin

Interested buyer: a store that asked for your line sheet, prices or a meeting · Client results, live data as of 27 Oct 2026 · 14 / 16

PLANS

A flat monthly fee.
Add only what you need.

1 month

The taste

$2,500 total

100 best-fit doors you approve

First buyer conversations, no lock-in

6 months

The playbook

$1,750 / month

Up to 600 doors

Every account kept warm, and a playbook of what converts

12 months

Recommended

The guarantee

$1,500 / month

Up to 1,200 doors

The full roadmap (P0 to P4), integrations for live stock, automatic order collection and invoicing. One new order at or above your average, or 50% off next year.

ADD-ON

Extra retailers

Above 100 a month

$3 · $2.50 · $2 each

on the 1, 6 and 12-month plans

ADD-ON

Closers on the ground

A local agent, or an industry veteran

10% per closed deal

only on what they close · veterans add a retainer

✓ 0% commission on every plan

✓ Nothing billed until you're live

✓ Everything built stays yours

Next step: a 30-minute strategy call

Bring your catalogue, three stores you'd love to be in, and your countries.

$18K a year, vs $447K in-house

NEXT STEP

Curious where your next best-selling retailers are? **Book a strategy call. We will show you, live.**

ON THE 30-MINUTE CALL, WE SHOW YOU

Your next best-selling retailers
Real stores in your priority market, picked for your brand.

Where your peers sell and you don't
The channels and markets you are missing.

What it would take to get there
How fast, and what it costs.

Book your strategy call
30 minutes, with people who have built and scaled wholesale.

kingpin.ai/book →

