

We help great entrepreneurs build great companies.

TRADE SPEND



Trade Spend impacts the cash position and profitability of early-stage brands.



Data Entry is time-consuming and confusing as invoice format and deduction codes vary by customer



Technology tools available don't solve data entry and are expensive



Sales teams and founders need to focus on growth, not contesting erroneous deductions from months prior

Trade Spend is often the second largest expense on a CPG company's P&L, after COGS

The Top Deduction Reasons from Retailers and Distributors Account for 15-25% of Sales

- 1 Shortage Claims
- 2 Invoicing Error (i.e., price, qty)
- 3 Ads and Promotions
- 4 Spoilage

Distributors can deduct Trade Spend charges from payments 30 to 90 days after the actual promotion date.

Propeller's Trade Spend Practice Addresses Key Pain Points for Early-Stage Brands

Limited visibility into the actual performance and returns on trade spend investments

Integrating and analyzing **data from various clients** in a variety of formats is complex

Allocating **trade spend budgets** without a clear understanding of which promotions are most effective

Ensuring that trade spend funds are used for their intended purpose and preventing **inaccurate and inconsistent** coding of deductions

Benefits of a better deductions management system:

01

Visibility & Transparency

Increased visibility to where and how dollars are being spent.

02

Uncover Errors

Eliminate preventable deductions, identify and correct root causes.

03

Recover \$\$\$

Increase deduction dollar recoveries. Speed up resolution times.

04

Sales Planning & Strategy

Track effectiveness of promotional programs. Have the data to conduct thorough analyses to identify high-impact promotional activities and allocate budgets based on potential returns.

05

Data Integrity

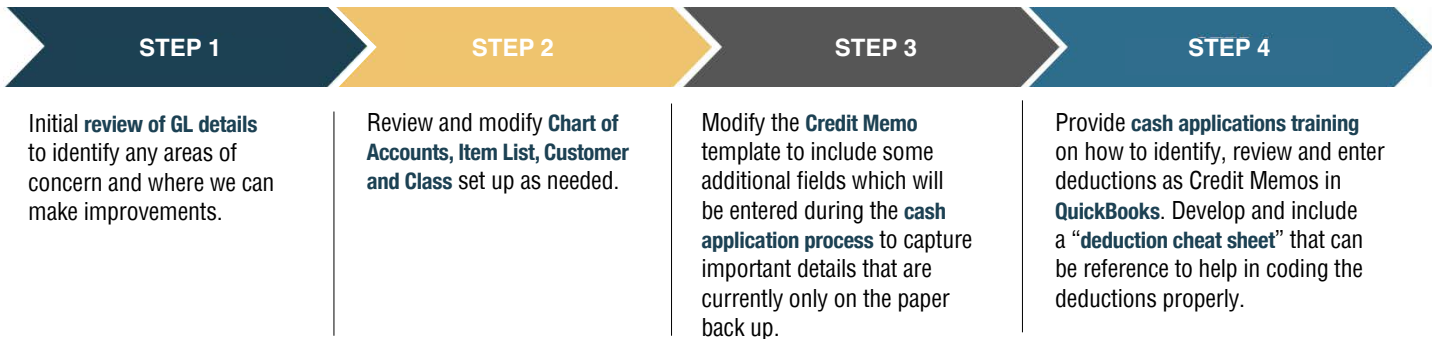
Audit Traceability: Integrating and analyzing data from various sources, such as sales, marketing, and supply chain, can be complex.



Why Choose Propeller?

TRADE SPEND

Our Trade Spend Process for Consumer Brands



Propeller Industries is *the* trusted financial partner for growing startups

15

Unicorns

250

Full-time staff
(no contractors)

20+

\$20B capital raised
by our clients

1,000+

Current and
alumni clients

\$70B+

Unicorns Enterprise value
created by our clients

15+

Years of experience
with startups

In Good Company.



“

Because I had the right systems and processes in place and an experienced partner like Propeller, I was able to focus on other areas of the business that led to our growth and ultimately our sale to Unilever. As a startup, it's sometimes hard to justify the upfront investment in a premium outsourced financial partner. But in my opinion, it's well worth the cost to set yourself up correctly from the beginning.”



MARK RAMADAN CEO, HU
(Co-Founder/Former CEO of Sir Kensington's)

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