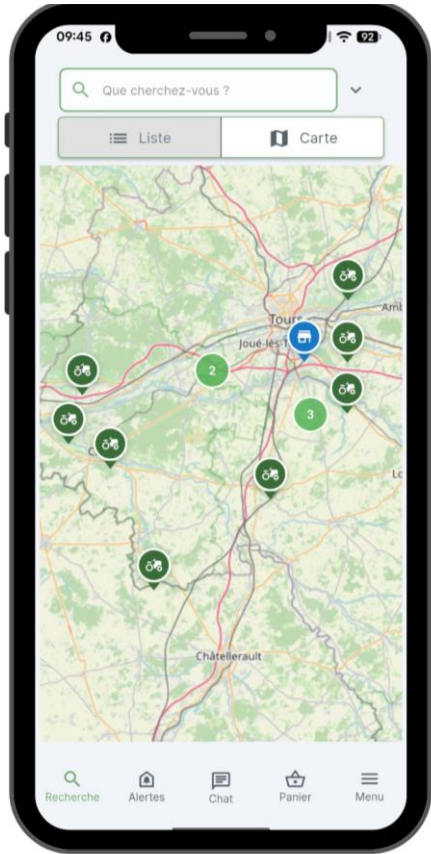


FRAIS POUR VOUS

End-to-End Product & GTM Execution Mobile-first marketplace platform



PRODUCT CHALLENGE

- ◆ Manual ordering workflows
- ◆ Low producer visibility
- ◆ Fragmented customer experience

PRODUCT APPROACH

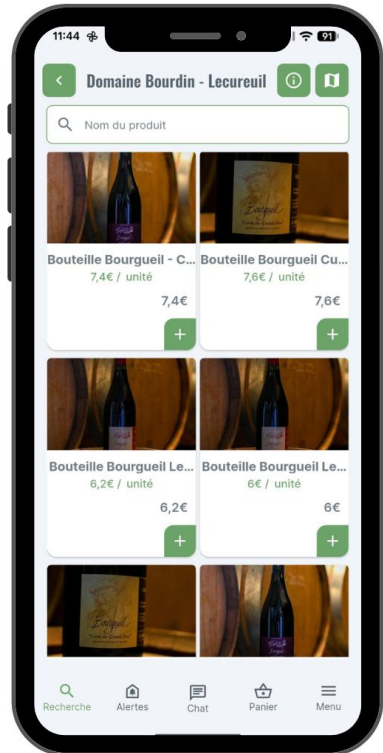
- ◆ Mobile-first marketplace
- ◆ Simplified ordering flows
- ◆ Product-led acquisition
- ◆ AI-assisted product, marketing & development workflows

TRACTION

- ◆ 1,000+ users acquired in 3 months
- ◆ 15+ onboarded producers
- ◆ Organic acquisition without national campaigns



FRAIS POUR VOUS



MY ROLE Co-founder / Product Lead

- ◆ Defined product positioning & go-to-market strategy
- ◆ Designed user journeys & feature prioritization
- ◆ Led acquisition, messaging & customer communication
- ◆ Leveraged AI tools across product, GTM & development workflows
- ◆ Iterated rapidly based on user feedback



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