HARBOR TOOLS · NEW BUSINESS PROPOSAL

Stockline

Inventory software that gives a small factory back 90 minutes a day — and asks the board for $400K to prove it.

DECISION REQUESTED
Approve Phase 1 — $400K

FORUM
Executive approval meeting

DATE
7 November 2026

WHAT WE WILL COVER

Six questions stand between this proposal and a signature.

01	**The problem on the floor**	90 minutes a day counting stock; stockouts cost 3% of revenue.
02	**The market we can reach**	120,000 factories, 8% adopted, $240M a year.
03	**Why Stockline wins**	Against large ERP and against the spreadsheet.
04	**Three years of revenue**	60 → 220 → 600 customers; profitable in Year 3.
05	**What the $1.2M buys**	Released in phases against dated checkpoints.
06	**The decision today**	Approve Phase 1: $400K, pilot in November.

A small factory loses an hour and a half every day just finding out what it already owns.

90 min

spent checking stock, every working day

A supervisor walks the racks, counts, and retypes. The count is already out of date when it is written down.

3%

of revenue lost to stockouts

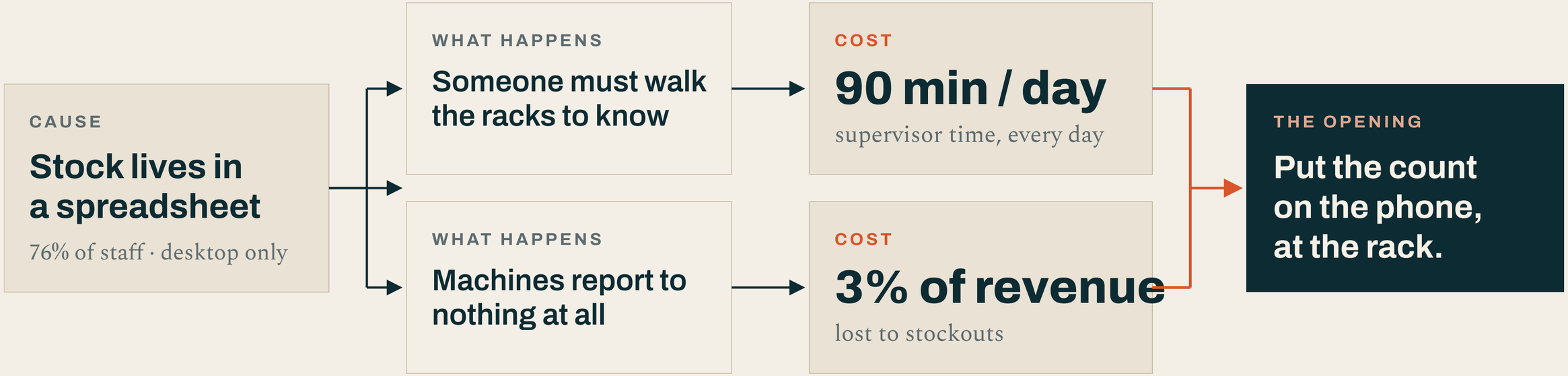
A missing part stops a line. The cost is rush freight, idle labour and a late delivery the customer remembers.

76%

of staff manage stock in spreadsheets

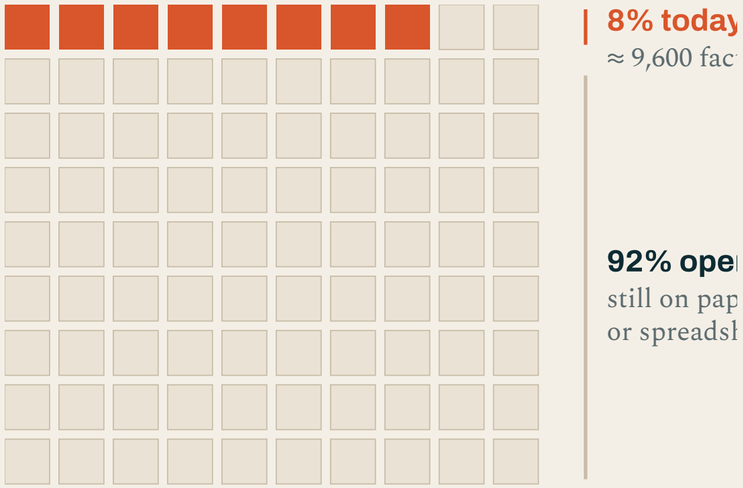
The incumbent is not a competitor's product. It is a file on one person's desktop, with no copy on the floor.

The spreadsheet is the root cause: it sits off the floor, so every count is stale before it is used.



Stockline's single design decision: entry happens where the stock is, on a phone, and machines feed the same record.

120,000 target factories, only 8% using inventory software — a $240M market that is still 92% unopened.



One square = 1% of the 120,000 target factories.

120,000 target factories

Small manufacturers — the segment large ERP vendors price themselves out of.

$240M annual market

Our Year 3 plan of 600 customers is 0.5% of the factories and 0.6% of the market — growth does not depend on dominance.

WHY NOW

8% adoption means the category is proven but uncontested at the small end. The buyer already knows they have the problem — 76% have built a spreadsheet to cope with it.

Stockline is the only option a small factory can afford *and* actually use on the floor.

	STOCKLINE	LARGE ERP	SPREADSHEETS	WHAT IT MEANS
Monthly price	**$200**	**$2,000**	**$0**	One tenth of ERP — a line-item, not a capital decision.
Rollout time	**2 weeks**	**6 months**	**Same day**	No consultant, no shutdown, no six-month act of faith.
Entry on the floor	**Phone**	**Desktop only**	**Desktop only**	This is the row that removes the 90 minutes.
Machine integration	**Yes**	**Yes**	**No**	ERP parity here; the spreadsheet can never get there.

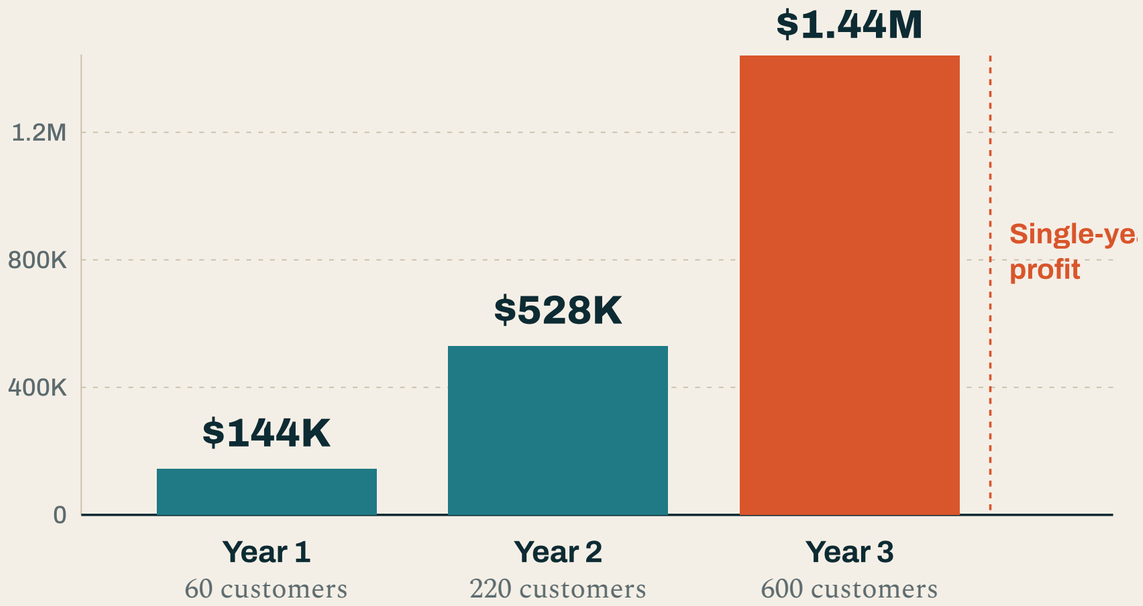
AGAINST LARGE ERP

Same machine integration at one tenth the price and one twelfth the rollout time.

AGAINST SPREADSHEETS

$200 buys the two things a file cannot do: entry at the rack and a live feed from machines.

600 customers by Year 3 takes revenue to $1.44M — and that is the year we turn a single-year profit.



YEAR	CUSTOMERS	REVENUE
Year 1	60	**$144K**
Year 2	220	**$528K**
Year 3	600	**$1.44M**

CHURN ASSUMPTION

5% per year, assumed

Customer counts above are net of this churn. Two-week rollouts mean little sunk cost — retention is the number to watch at the February review.

PROFIT POINT

Year 3 delivers a single-year profit. The three-year investment of $1.2M is carried by Years 1 and 2.

We are asking for $400K now, not $1.2M — the rest is released only after the February review.

THREE-YEAR TOTAL

$1.2M

ON THE TABLE TODAY

$400K

One third of the programme, spent to put the product in three real factories and come back with evidence.

PHASE 1 · APPROVE TODAY

$400K

Build the pilot release, run 3 factories, reach general release in April.

GATE

Feb review

PHASE 2 · NOT REQUESTED YET

Balance of $1.2M

Scale selling and support toward 100 customers by October.

GATE

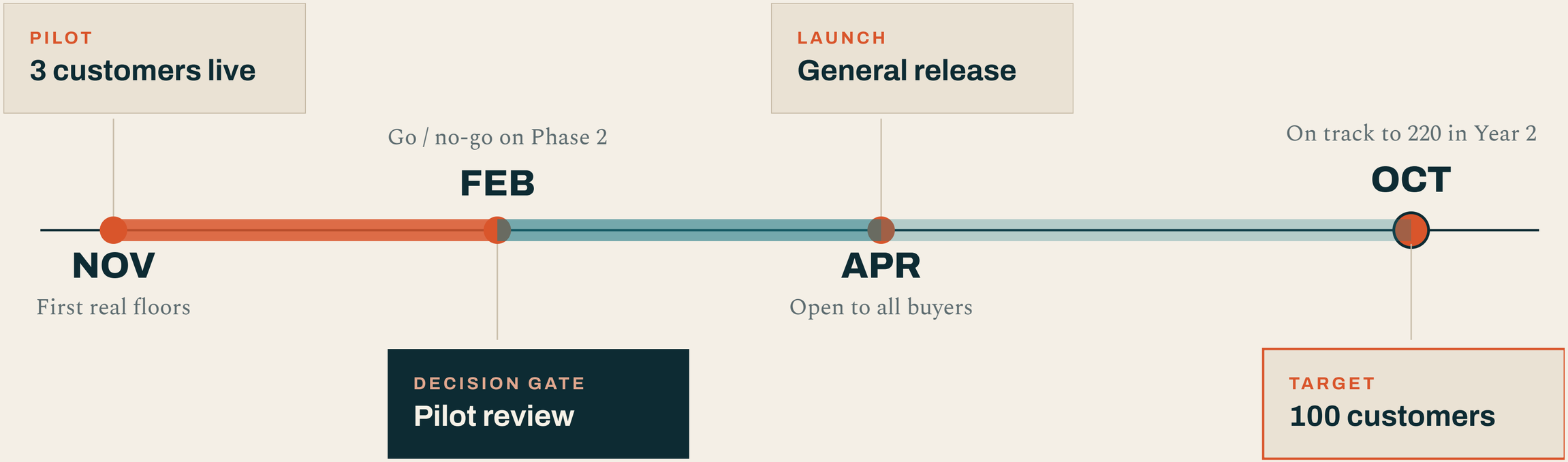
Year 1 close

YEARS 2–3 · OUTCOME

600 customers

$1.44M revenue and a single-year profit in Year 3.

Eleven months from three pilot factories to a hundred paying customers.



Five claims, and the number behind each one.

01	The pain is daily, measured, and expensive	90 min/day · 3% of revenue
02	The market is proven but barely entered	120,000 factories · 8% adopted
03	Only Stockline is cheap enough and on the floor	$200/mo · 2 weeks · phone
04	The plan reaches profit inside three years	600 customers · $1.44M
05	The risk is capped by a February gate	$400K of $1.2M at risk

Churn is assumed at 5% a year throughout; all customer counts are net of it.

THE DECISION

We ask the committee to approve Phase 1 — $400K — and start the pilot in November.

WHAT YOU APPROVE

$400K

Phase 1 of a $1.2M three-year programme.

WHAT YOU GET BY FEBRUARY

3 pilots

Live factories, measured against the 90 minutes.

WHAT YOU DECIDE NEXT

Feb review

Continue to April release, or stop.

Harbor Tools · Stockline · prepared for the executive approval meeting of 7 November 2026.