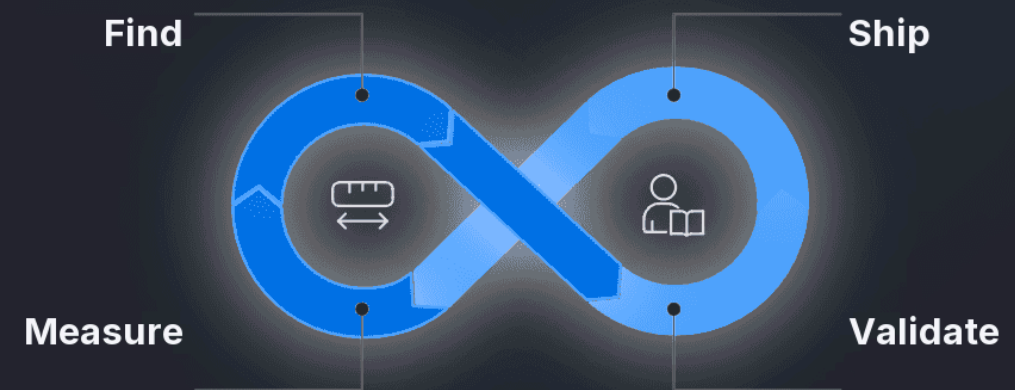


Parbat

Pricing infrastructure for commerce.

Find the price changes worth making —
before customers see them.



We don't ask brands to trust a recommendation blindly. Parbat finds the price moves worth making and validates each one on simulated shoppers before a customer sees it. The brand stays in control: one click to ship, one click to roll back. Then Parbat measures what actually happened — **evidence before exposure.**

Pricing has extraordinary leverage. **Demand response is the unknown.**

A 1% price increase can move operating profit ~9%¹ — but commerce pricing is still run reactively.

01

Bestsellers remain untouched

Margin leaks because teams are afraid to touch winners.

02

Discounting destroys avoidable margin

Brands cut price to move stock, even when it destroys gross profit.

03

Decisions are delayed or made by instinct

Teams suspect a move is right, but lack the evidence to ship it.

The unanswered question is not “Can price affect profit?” It’s “What will demand do when this price changes?”

¹McKinsey: average 1% price increase translates into 8.7% operating profit increase, assuming no loss of volume.

Current tools answer adjacent questions. Parbat closes the decision gap.

Analytics

What happened?

Repricers

What does the market charge, and what rule should run?

Intelligems

Which selected price wins on live traffic?

Parbat

Which moves deserve action, what are they likely worth, and do they clear our constraints before exposure?

Parbat is the pre-exposure decision layer. Live A/B tools still have a place when confirmation is worth the traffic and time; Parbat answers the question before any traffic is spent.

Parbat turns pricing into an Evidence-Before-Exposure system.



Find

Every morning, rank the price moves most likely to add incremental gross profit, from the brand's own traffic, conversion, margin, inventory and price history.



Validate

Test each candidate on brand-calibrated simulated shoppers at every price, and check it against the brand's guardrails, before any customer sees it.



Ship

Only the brand ships. One click puts the price live and one click rolls it back. Every shipped move carries its Evidence Pack.



Measure

Measure each shipped move's realized gross profit against its projection, misses included.



Learn

Feed measured outcomes back into finding and validation, so each brand's projections become more accurate over time.

Models propose. Validation tests. The brand ships. Measurement recalibrates.

A pricing decision workspace, not a black box.

Action plan · Ship moves

Action plan

Ship moves

4 validated moves ready to ship · 1 move shipped

These moves are validated and ready to ship. View the evidence on any move first if you'd like, then ship. Shipped moves stay here with live monitoring and rollback.

View: Comfortable Compact

Cornice Threader

3 variants

Move ready to ship

\$54.56 → \$57.00 (+4.5%) · 1 variant

\$58.28 → \$60.89 (+4.5%) · 1 variant

\$62.00 → \$64.77 (+4.5%) · 1 variant

This moves 3 variants — every variant +4.5%.

Fresh today.

Projected impact

\$86.49

Gross profit over 30 days across all 3 variants

≈ 3 fewer sales over 30 days

View evidence

Find: ship-ready moves

Cornice Threader

Decision summary

Recommended Oct 3, 2026

Recommendation ready to ship

Evidence supports a move to \$57.00.

PROJECTED 30-DAY IMPACT

+\$86.49 Low impact

Incremental gross profit

vs. staying at \$54.56

≈ 3 fewer sales over 30 days

Decide: the Evidence Pack

Dihedral Band

Decision summary

Recommended Sep 16, 2026 · carried forward 18 days

Measured: below my projection

In the 14 days I measured, this move added \$447.62 in gross profit. I projected about +\$1,220 for those 14 days (likely +\$503 to +\$1,937), so it came in below what I expected.

PROJECTED 30-DAY IMPACT

+\$2,614 High impact

Incremental gross profit

vs. staying at \$86.00

≈ 8 more sales over 30 days

Projected Sep 16, before the Sep 25 update to how shoppers respond to price. Today's model expects a price change to move sales more than this projection assumed.

Measure: against the projection

Every move is backed by an Evidence Pack that shows Projected Impact, Guardrail Checks and Decision Context.

Watch Parbat at work: product demos on YouTube →

↗ TRACTION

Live on Shopify. Now proving realized economics.

Jul 31, 2026

Shopify public app launched

Intentionally unlisted until beta concludes

1

Design partner in production

Operating live end-to-end

11

Live price changes shipped

Across 2 products with our design partner; a cohort of 20+ moves is next

8

Beta brands planned

Ready to onboard

First measured outcomes from our design partner, with confidence ranges: **Q4 2026**

 WHY NOW

AI made recommendations cheap. Trustworthy execution is still scarce.

Shopify provides a standardized data and execution surface

Modern demand modeling makes catalog-wide screening feasible

Governance, calibration, and accountability are now the bottlenecks

The missing layer is not another recommendation engine. It is a controlled system that validates and governs changes before exposure.

Pre-exposure pricing decisioning is feasible now in a way it wasn't a few years ago.

Start where pricing pain and usable evidence overlap.

Initial ICP

- \$2M–\$20M in annual Shopify sales
- 15+ products each doing 20+ orders a month
- 40%+ gross margin on target products
- Real price-change history across the catalog
- 80%+ of revenue through their own storefront
- Founder, GM, or head of ecommerce decides price changes — including markdowns

We land with one narrow promise: **help ship a small number of profitable, safe price changes quickly.**

A \$60–\$120M U.S. Shopify beachhead before international and product expansion.

~10,000 brands

Matching U.S. Shopify DTC brands*

× \$6K–\$12K ACV

Annual Contract Value

= \$60–\$120M ARR

Serviceable addressable market

Expansion paths



Global Shopify pricing



Multi-store and enterprise governance



Broader measurable commerce decisions

* Filtered for \$2M–\$20M Shopify revenue, order density (15+ products at 20+ monthly orders, proxied externally by store traffic), margin, and decision authority. Manually verified fit rate on a 100-store sample.

One modest pricing win per month can cover the software.

Initial pricing

Standard ACV \$12K / year — annual subscription	Beta conversion ~\$6K in year one (50% pre-agreed beta discount)
Expansion Additional stores, catalog complexity, review workflows, governance, and integrations	

Customer break-even

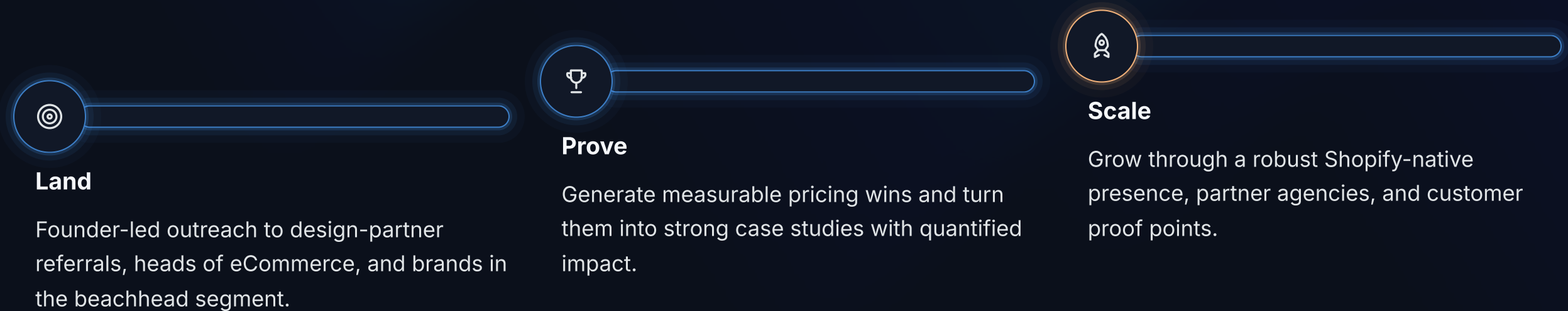
\$1,000

per month incremental gross profit to break even at \$12K ACV

Annual SaaS subscription. No performance fee in the initial model.

Land beta brands → prove lift → scale through Shopify-native distribution.

Our go-to-market strategy focuses on a disciplined, three-stage approach to acquire and grow customer relationships.



Key GTM metrics: Install to first Evidence Pack, Beta-to-paid conversion, Time to first shipped move, Onboarding cost, Gross retention and expansion

The compounding asset is brand-specific calibration.

Every shipped move creates a proprietary intervention record:

Decision context	Candidate price	Projected outcome
Uncertainty	Policy state	Brand decision
Realized outcome		

What improves

Parbat tracks forecast bias, error, and interval coverage by brand. As the system observes more interventions, brand-specific calibration should improve and uncertainty should narrow only where the evidence supports it.

Why switching has a cost

A new provider can access historical orders. It does not inherit Parbat's exact projection, policy, ship, rollback, and outcome lineage—or the calibrated model state produced by those interventions.

The moat exists only if calibration error improves with use. We measure that directly.

Pricing is the first decision category. The infrastructure is broader.

Parbat starts with Shopify pricing because pricing is frequent, high-leverage, measurable, and under-operationalized.

But the core system is not limited to price changes.



Validate Economic Impact

Predict the outcome of proposed commercial actions before they go live.



Enforce Safety & Governance

Ensure changes align with business guardrails and policies.



Ship Optimized Decisions

Launch only what is economically attractive and validated.



Learn from Outcomes

Continuously refine models based on realized results.

That same loop can extend from pricing into promotions, markdowns, merchandising, inventory, and other profit-sensitive commerce decisions.

We're building simulation-led decision infrastructure for commerce — starting with pricing, and expanding only where the economics can be measured.

Three years inside the workflow. Product live in 2026.

Parbat did not start as a generic AI pricing idea. We spent the last three years embedded with a live design partner, observing how pricing decisions were actually made in practice: too much manual judgment, too little evidence, and no safe path to ship.

That led to the belief that brands do not need more pricing analytics. They need a system that helps them find, validate, and ship pricing decisions with confidence.

Farrukh Zaman

Founder and CTO (full-time)

Built production platforms at Cisco and Salesforce. Changing prices on a live store is a systems-trust problem before it's a modeling problem — rollback, feed sync, failure modes at load — and that's the work he's done for years.

Zahara Malik

Co-Founder (advisory → full-time post-raise)

Comes from Dynata and Ipsos, where measuring how people actually respond to things — rather than what they say they'll do — was the entire job.

This is not a market thesis that we formed from the outside. **It's a decision process which was learned first-hand and built into software.**

Raising \$500K SAFE to turn one live loop into repeatable, paid proof.

Milestones

- Complete the 8-brand beta
- Generate 20–30 measured pricing interventions
- Publish 3 quantified case studies
- Convert 10–15 paying brands (*founding cohort + first post-beta brands at list*)
- Reach approximately \$120K–\$180K ARR
- Establish repeatable onboarding and calibration benchmarks

The next financing milestone: **measured, repeatable pricing outcomes across brands.**

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Appendix

Diligence appendix available on request: simulation architecture, measurement methodology, market-sizing method, beta design, security and governance, fundraising, intellectual property.