



A Social Media Marketplace · Built in India

Commerce that takes back.

Retalery brings a seller's presence, content, products and buyer relationships into one place.



Text



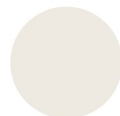
Photo



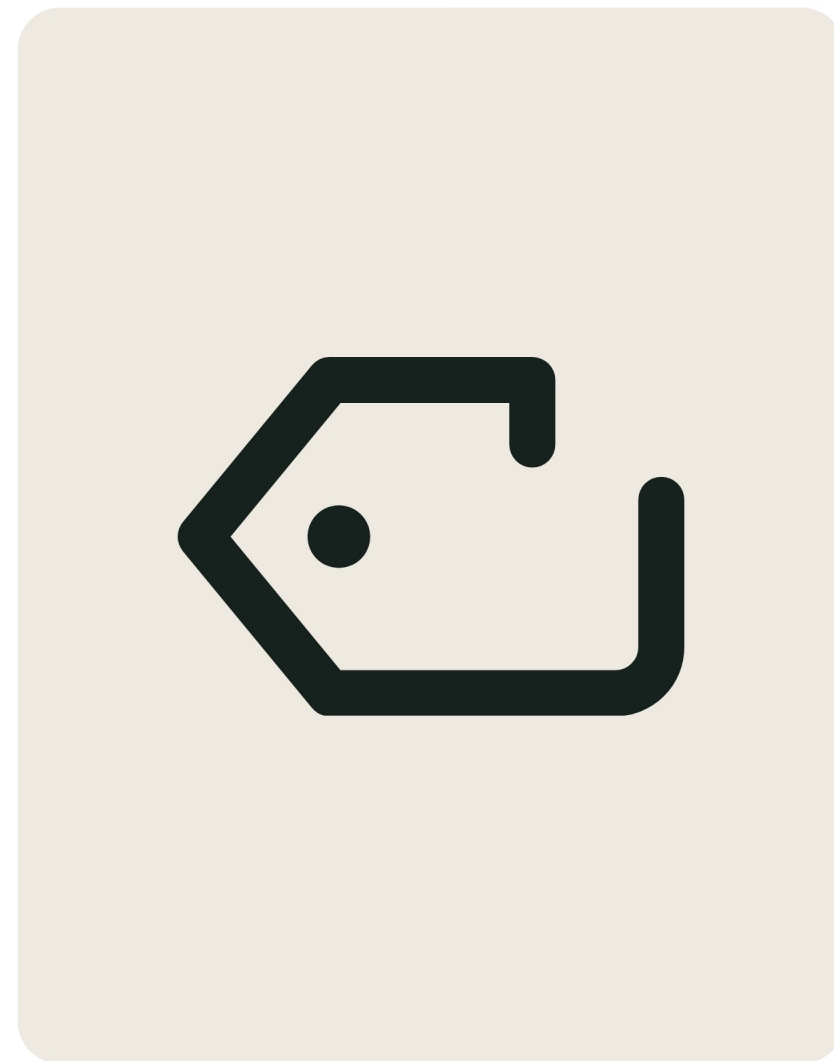
Video



Audio



Play



Selling online is fragmented.

A seller has one business, but runs it across places that were never designed to work together.

Seller fragmentation

Identity, catalogue, content, conversations and transactions live in separate accounts and tools.

Content fragmentation

One idea becomes five or more pieces of work: a post, photos, a video, a listing, a newsletter.

Buyer fragmentation

A buyer discovers in one place, asks in another, buys in a third and the relationship ends there.

Profile

Catalogue

Posts

Photos

Videos

Newsletter

Messages

Checkout

Community

Reviews

The idea is one. The workflows are many. The buyer relationship is lost.

Commerce has become communication.

Four structural shifts make a connected seller system both possible and necessary.

1

Businesses are becoming publishers

Sellers now teach, demonstrate and tell their story directly to buyers.

2

Content is part of commerce

Products are discovered through stories.

3

AI makes one idea many formats

One core idea can become several human-reviewed expressions.

4

Direct relationships matter

A sale can begin a relationship: repeat buyers, feedback and early testers.

THE OPENING

**Seller, content,
product and buyer in
one system.**

The opportunity is not to build another social media network. It is connecting what sellers already do.

The world is ready for connected commerce.

Retalery starts in India, home to one of the world's largest bases of small businesses and online buyers. Worldwide, buying now begins on social media. What is missing is one place where seller, story and product stay connected.

78.3 million

enterprises registered with India's
small-business ministry

Government of India, February 2026

1.09 billion

internet subscribers in India

TRAI, India's telecom regulator, March 2026

5.79 billion

social media user identities
worldwide

DataReportal (Kepios), April 2026

Built in India, for global use. Retalery's first market holds one of the world's largest bases of small businesses. The behaviour it serves, discovering and buying through content, is global.

One place for a seller's content, products and potential buyers.

Retalery is a Social Media Marketplace where businesses and independent sellers build their presence, express what they offer, meet buyers and sell.

Presence

A place to be. The home of a business or an independent seller.

Expressions

Text, Photo, Video, Audio and Play: five ways to show what a seller offers.

Market

Products and services, each connected to a story behind it.

Discover

Search first, with ELO to help.
Recommendations explaining themselves.

Chat

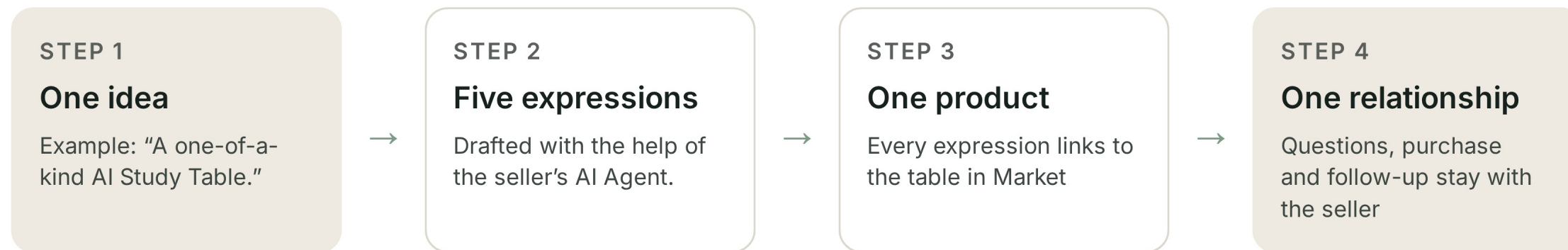
Talk to the seller or their AI Agent.

Circles

Relationships that continue after the sale: repeat buyers, feedback and early access.

Create once. Stay connected forever.

One idea becomes many expressions, all connected to the product and to the people who buy it.



Today

The seller recreates the idea in five places. The buyer is lost after checkout.

With Retalery

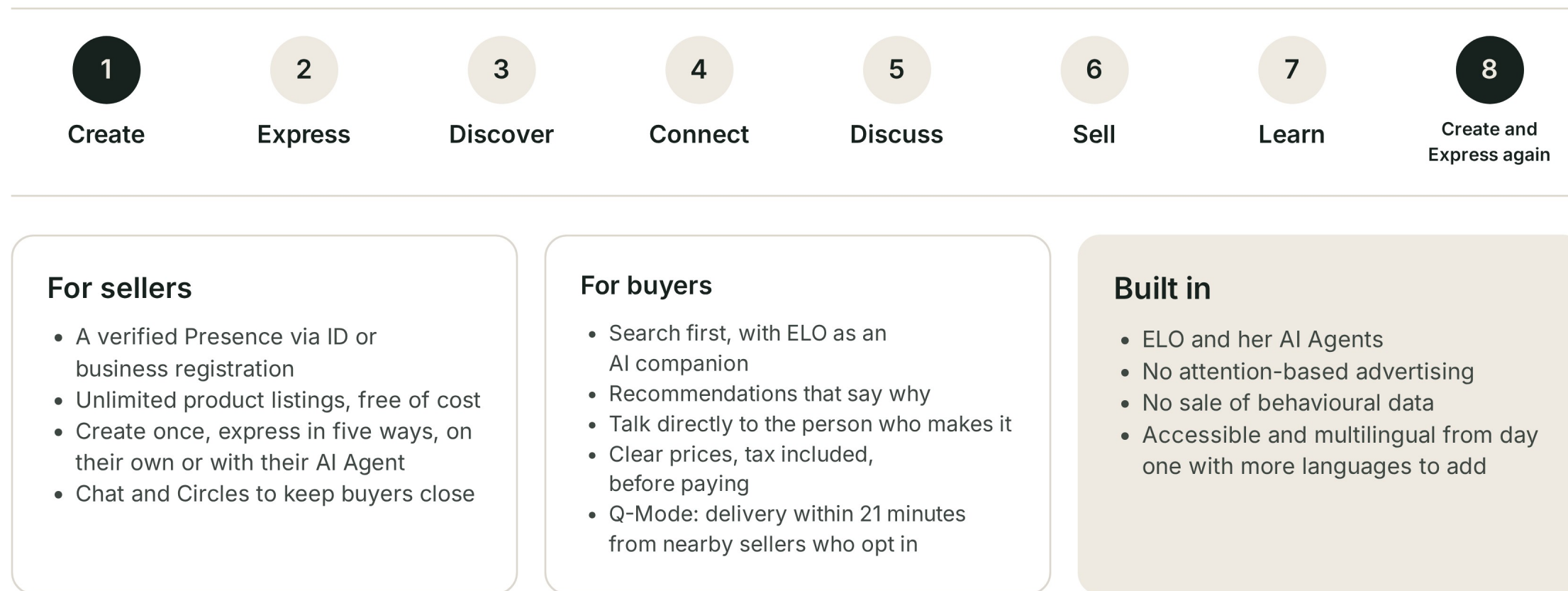
The seller creates once. Every expression, question and sale stays connected.

The Solution

One idea. One workflow. One marketplace. Many expressions.

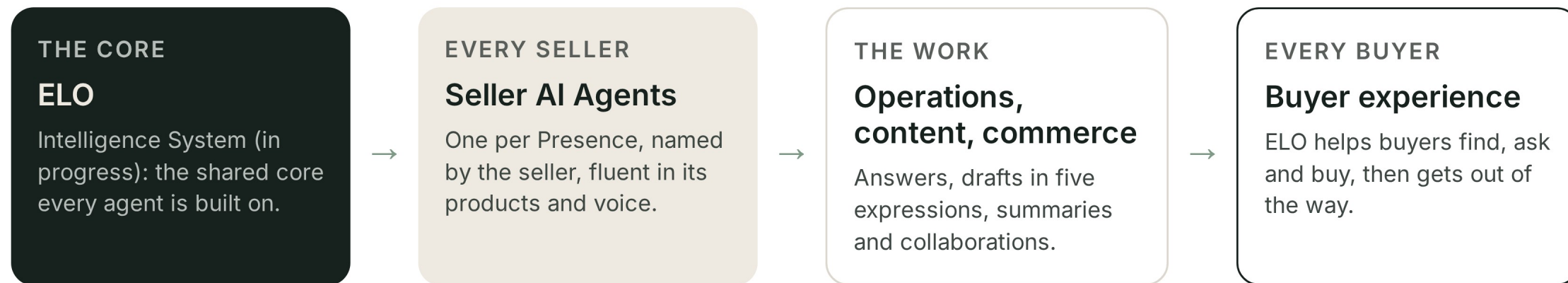
How the platform works.

Seller and buyer journeys meet in one loop; each turn makes the next one better.



Intelligence that works for both sides.

Every seller gets an AI Agent they can name and personalize. Every buyer has ELO. Both are built on one core, grounded in a set of 3 Pillars and 33 Principles.



Why every seller gets an agent

Less effort: it drafts text, generates photos, 10-second video, 30-second audio, reads a business summary aloud and finds partners for joint launches.

Why every buyer has ELO

Better discovery: ELO asks sellers' agents for the buyer, compares only stated facts and explains every suggestion.

Why it holds

Agents propose; people decide.

Revenue grows when sellers succeed.

Two core sources with extensions, each paying for something a seller can see. Never for attention.

CORE 1 · MEMBERSHIP

Free to list. Paid to express better.

- Free: unlimited listings; text up to 1,000 characters, video up to 1 minute, audio upto 30 seconds, 3 photos in one go etc.
- Paid: text up to 5,000 characters, video up to 60 minutes, audio upto 30 minutes, 10 photos in one go. 3 Story modes that enhance the buyer's experience and 3 information modes that enhance the seller's.

CORE 2 · COMMISSION

A share of every sale.

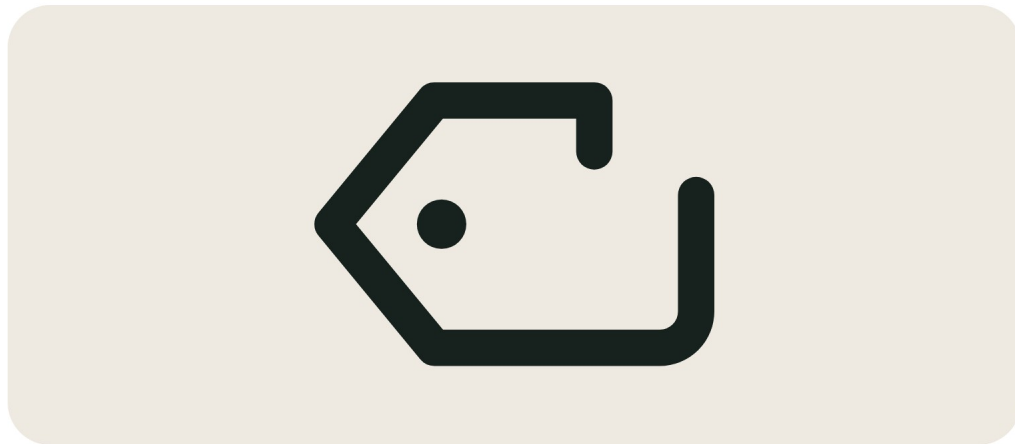
A lower rate for members, a higher one for non-members. Shown to the seller before they commit; never a hidden fee.

NEXT · EXTENSIONS

- Payment and commerce services
- Advanced AI Agent capacity
- Seller add-ons
- Enterprise services

The Brand: a calm frame.

The Turned Tip says commerce that tales back.



 retailery



The mark

A price tag in one line that stops short of closing, leaving room for the other side to answer.

Colour



Ink green



Bone



Sage

Deep, warm and quiet, so the seller's products and colours come forward.

Type

Inter: open letters and strong numerals for prices. Noto Sans for Indian scripts.

Where Retalery goes next.

From a marketplace to the place where a business is known: by what it makes, what it says and how it treats its buyers.

Now · V1

- Presence, market and the five expressions
- Discover, chat and circles
- Verified sellers, launching in India

Next

- ELO and an AI agents for every seller
- Stories, newsletter and launch
- Glimpse: a short narrative, seen once
- Agents that collaborate across presences
- Story and information modes

Horizon

- Enterprise services
- Payments and commerce services
- Integrations and APIs
- Advanced agents on the foundation of improved ELO
- Retalery beyond India

Part of the Empathy Ecosystem, whose vision is to help people live right.

For Retalery: commerce built on honesty, restraint and fair economics.
Shop right. Sell right.



Building for Retalery.

INVESTMENT SOUGHT

\$312,000

24 months · building from India

AI-native, capital-efficient build

To build, launch and validate Retalery: proving that sellers do better when presence, content, products and buyers are connected.

Currently, pre-revenue / MVP in progress

Ansh Jaisinghani · Founder, based in India

+91-8591334404 · ansh@empathy.in

PRIMARY USE OF CAPITAL

40%	Product, technology and team · \$125,000 Product leadership, AI development tools, building cloud and technical infrastructure
10%	Research, design and validation · \$31,000 Seller and buyer research, brand and trademark, product testing
10%	Trust, security and legal · \$31,000 Incorporation, compliance, verification and payments integration with safety and trust
40%	Launch, marketing and runway · \$125,000 Seller onboarding, community building, marketing & operations and contingency

A complete breakdown of the allocation is available on request.