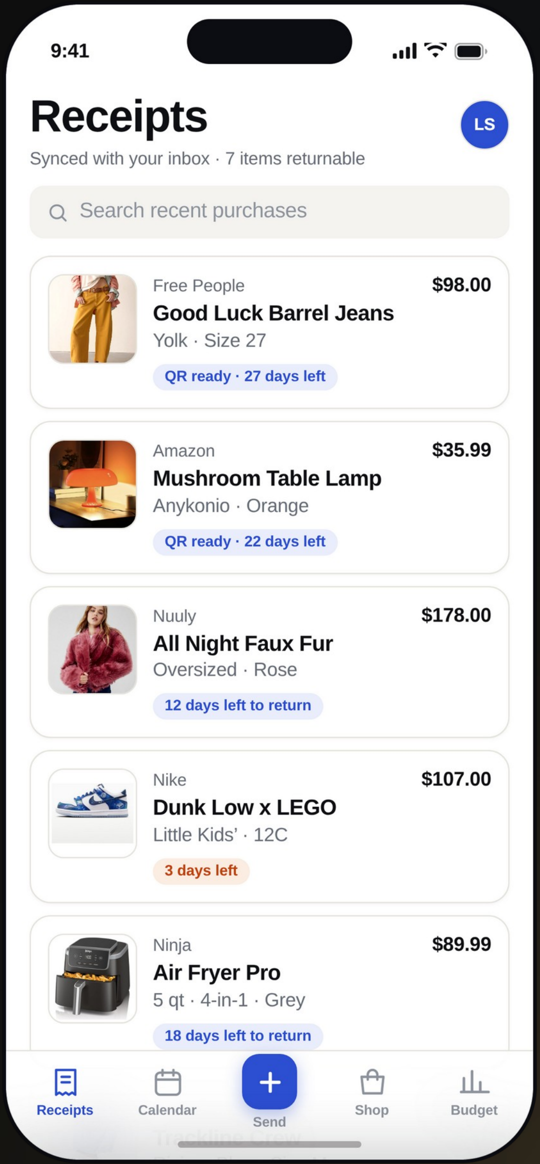
ReTaped

Buying takes one click.
Returning should too.

No printers. No lines. No errands.



Founded 2026 · Philadelphia, PA

01 · PROBLEM

How many times have you kept something that didn't fit?

69%

have kept an unwanted item because returning it was too much hassle

$849.9B

of US merchandise sent back in 2025 — 19.3% of everything bought online

71%

won't shop a retailer again after one bad return

40%

have abandoned a purchase because the return looked like too much work

WHY NOW Free returns ended — over half of retailers now deduct $5–$12 from the refund. Codeless QR returns became standard, so a return can be authorized in the inbox and finished at a counter. And gig supply is abundant at $12.43 an active hour.

Three steps, and it's off your hands.

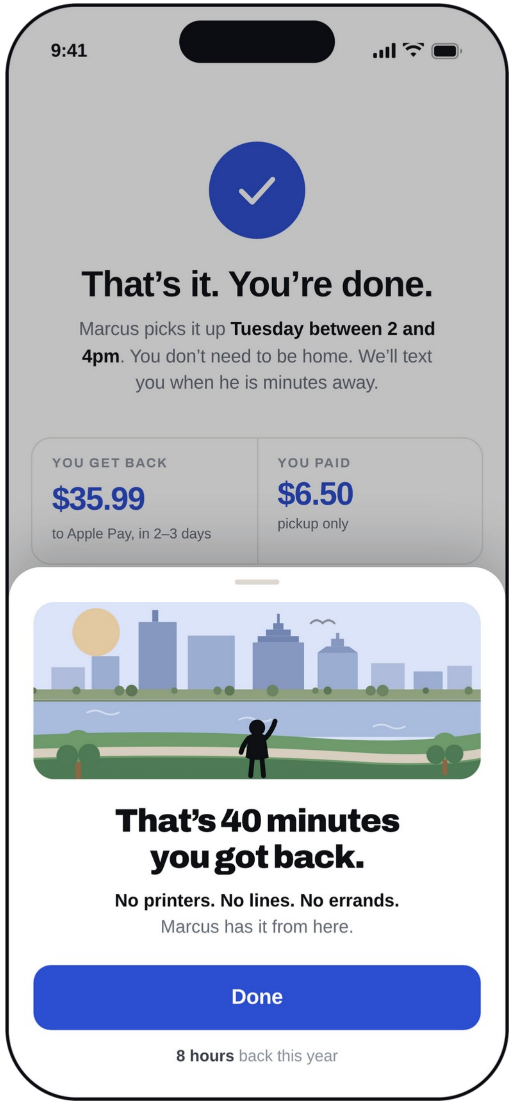
Returning it was work. Now it isn't.

1. **We already have your receipt.**
   ReTaped syncs your email and turns order confirmations into digital receipts — return window and policy attached.

2. **One tap to return or exchange.**
   Tap return and choose a reason. The merchant's code lands in your inbox, and because we're synced, we already have it.

3. **A local driver picks it up at your door.**
   They take it as it is. Nothing to print, nothing to find, and you don't have to be home.

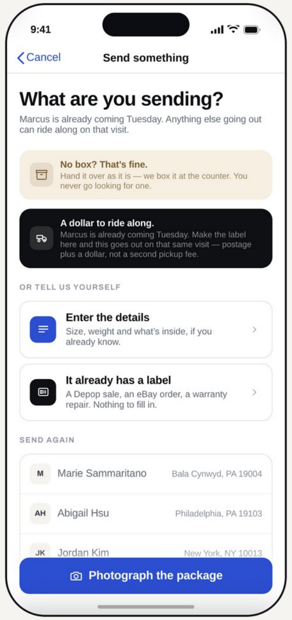
Couch to curb.



The moment after — in the live demo

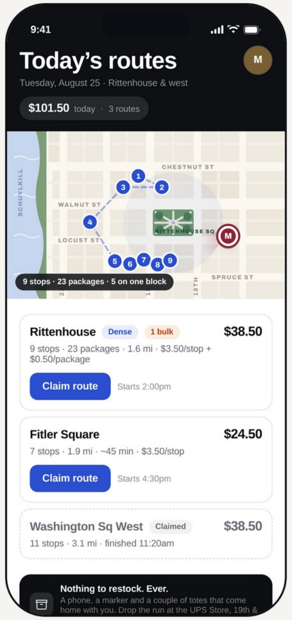
Going back or going out, we come to you.

A return, a gift, a resale — collected in one stop.



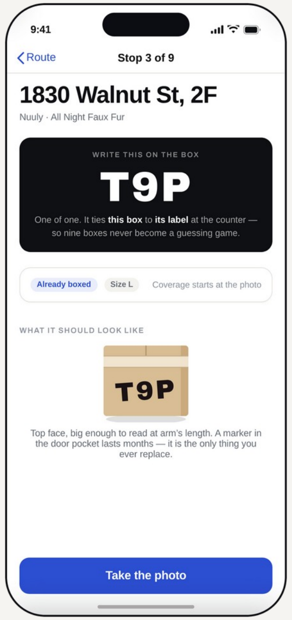
Send

Any package out the door. No box, no label to print, no trip to make.



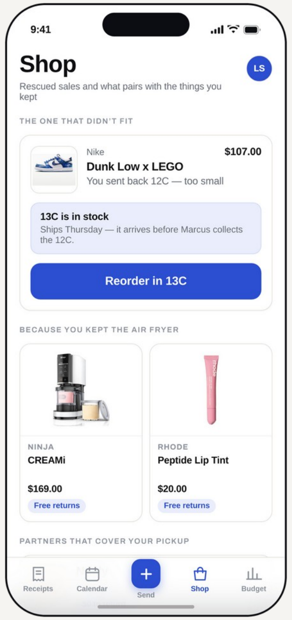
Driver

Claim a route. Batched neighborhood pickups, paid per stop plus tips.



Pickup

A unique code, photographed at your door. Coverage starts there.



Shop hub

A suggested product at the moment of intent, right after a return.

You authorize every return yourself. We never hold your store logins, and we read only what a receipt needs. A budget tab shows what you have recovered each month — which is why people open ReTaped when nothing is broken.

04 · BUSINESS MODEL

Five ways a package makes money.

01 **We charge for the trip, not the package**

A delivery fee and a service fee per stop, itemized, plus a tip that goes entirely to the driver. Every extra package at the same door adds a dollar — half to the driver, half to us. No cap.

02 **No box? We pack it at the counter**

41% of people have put off a shipment because they needed a box or a printer. Hand it over as it is. Some merchants take returns box-free; where they don't, we buy one and charge for it.

03 **Every package going out is a label we sell**

We buy postage at commercial rates and sell it at the counter price. All packages going out carry one.

04 **Shop hub & retargeting**

Affiliate commissions plus contextual placements — brands paying to reach a customer at the moment a return completes.

05 **Brand partnerships**

Brands subsidize their own customers' return cost, removing the friction that drives cart abandonment.

The return gets us in the door. The brand pays the margin.

05 · MARKET OPPORTUNITY

$850 billion goes back. Nobody owns the trip.

ONE · WHAT SHOPPERS ALREADY PAY

$5–12

comes out of the refund at over half of retailers. Paying to send something back is already normal — we are entering an established cost, not inventing one.

TWO · WHAT BRANDS ALREADY PAY

$203.9B

US retail media spend in 2026, growing 14% a year — brands buying access to people who own the receipt.

ReTaped $6.50 base

Delivery and service, itemized. One package, one trip — add-ons priced on top, postage separate.

The item goes back. The intent doesn't.

The peak of re-purchase intent — and the retailer standing in it can only show you its own shelf. We can show you anyone's.

~$470M serviceable today — dense-metro pickup fees plus brand subsidy. Philadelphia first, ~6.2M metro residents, one neighborhood at a time.

06 · COMPETITION

Everyone built returns software for the store. We built it for the shopper.

	WHAT THEY NEED FIRST
Loop · Narvar Merchant-first software. You still pack it and ship it.	A signed merchant
Happy Returns (UPS) · Amazon · Kohl's Merchant-contracted drop-off. You still make the trip.	A signed merchant
DoorDash · Uber — $5 package pickup Must already be sealed and labeled. They will not pack or print.	A printed label
Sway (formerly Returnmates) — $25.6M raised Customers scheduled through a partner retailer's app.	A signed merchant
ReTaped Shopper-first. Doorstep. Every merchant at once.	Nothing

WHY DRIVERS CHOOSE US

Cargo, not passengers

No rider ratings, no temperature complaints, no conversation. Boxes don't have opinions.

Consolidated drop-offs

Pickups cluster on one block, and the whole run drops at the end of it.

Paid per stop, not per mile

Sitting in traffic earns nothing. Nine doors inside 1.6 miles earns all day.

Own Philly first. Then let it repeat.

PHASE 1

0–10K users

Own Philly

Philadelphia's number one return and shipping service. Local creators, universities, apartment communities, referrals.

PHASE 2

10–50K users

Scale through brands

Partner with high-return retailers and let brands subsidize returns for their own customers.

PHASE 3

50K+ users

Monetize the return

Every return becomes a marketing moment. Personalized recommendations at peak intent.

PHASE 4

Philly → NYC → US

Take it national

Replicate a proven city-by-city playbook. Become the default way people return and ship.

Two things compound. Coverage — inbox sync gives us every merchant on day one, where selling contracts takes years. Density — whoever gets dense first in a neighborhood is permanently cheaper there.

08 · TRACTION

Eight weeks ago this was an idea.

Late June	Aug 5	Aug 21	Aug 24	Sept 28
The idea	**Entered SWC**	**Delaware C-corp**	**Prototype and brand** 29 screens, inbox to counter. Palette, wordmark, app icon.	**On stage at FIT**

SEE IT YOURSELF

demo.tryretaped.com

NEXT

01 Close the $1M seed

02 Hire the mobile engineer

03 Build the Philadelphia waitlist

Contribution positive from pickup #1.

Pre-launch model — assumptions, not reported results.

TARGET

$3.50 + $3.00

delivery fee + service fee, itemized — a $6.50 base rate per pickup

MODELED

– $4–5

driver pay, card processing, insurance per pickup

TARGET

23–38%

contribution margin — funded entirely by the customer

Incremental delivery fee — +$1.00 per additional package. Fifty cents to the driver, fifty cents retained.

MILESTONE

Contribution positive

From pickup one — funded entirely by the delivery and service fees the customer pays. No brand subsidy required.

MILESTONE

Fixed costs covered

Once monthly pickup volume clears our operating line. Pilot data will set the real threshold.

MILESTONE

EBITDA positive

After driver-network and city-expansion spend tapers relative to contribution profit.

Unit economics: modeled, unproven · Pricing: itemized delivery + service fee · Next: validate fee tolerance with real pickups

10 · TEAM

One built it. One priced it.

Lia Sammaritano

Co-founder · Product & Brand

FIT ALUMNI · WOMENSWEAR DESIGN, 2020

- Almost a decade of fashion industry and design experience
- Hundreds of styles brought to life, concept to store
- Designed and built the ReTaped prototype, end to end

FIT | THE NORTH FACE

Abigail Hsu

Co-founder · Finance & Operations

- Columbia University B.A. (Economics) · Series 65, SIE
- 2024 Ivy League Player of the Year · 2× Ivy champion · 2× USA silver medalist · All-Met Player of the Year · Columbia's all-time leading scorer, first ever WNBA draft pick
- Owns the unit economics

COLUMBIA | Bailard WEALTH & ASSET MANAGEMENT





We were raised by people who started things.

A factory floor, a house built by hand, a medical practice, companies that are still running.

What the investment builds.

$1M

SEED

01 **Ship the app**

A mobile engineer is the first hire. The prototype becomes a live app.

02 **Put drivers on the road**

An operations lead, driver recruiting, and the first hundred routes.

03 **Fill Philadelphia**

One neighborhood at a time, where density makes us cheaper than anyone.

04 **Sign the first brand**

The subsidy that turns a return into margin — and proof the brand side works.

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ReTaped · Philadelphia