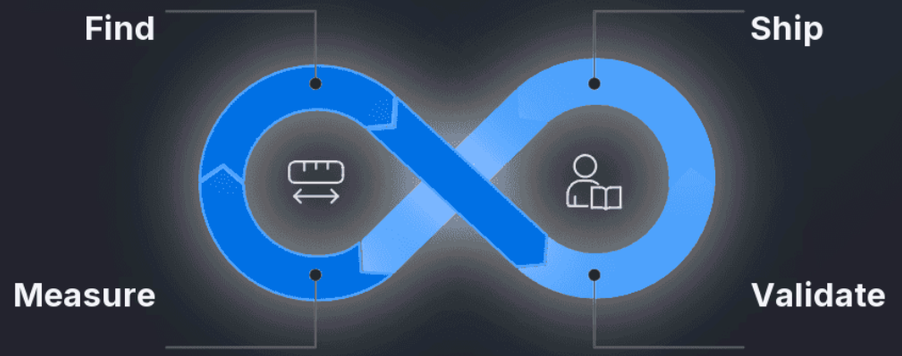
Parbat

Pricing infrastructure for commerce.

Know what a price move will do — before a customer sees it.

Patent pending. U.S. provisional filed November 2026.



We find the price moves worth making, validate each one on brand-calibrated simulated shoppers, and project its business impact. The brand stays in control: one click to ship, one click to roll back. Then we measure what actually happened — misses included. **Evidence before exposure.**

PROBLEM

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?”

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

COMPETITION

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.

∞ HOW IT WORKS

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 its margin floor, MAP and exclusions before it can ship, and again on every variant when it does.

Ship

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

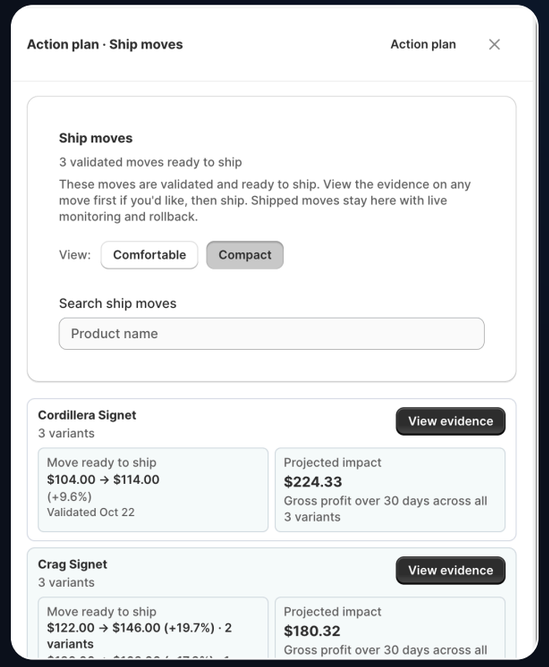
Measure

Measure each shipped move's realized gross profit against its projection, misses included. Built to feed those outcomes back into finding and validation once a brand has 20+ scored moves per direction.

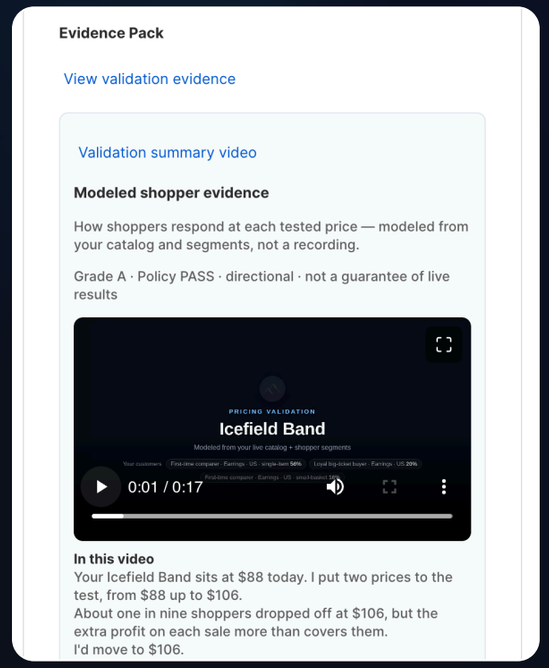
> Models propose. Validation generates evidence. The brand ships. Measurement recalibrates.

PRODUCT LENS

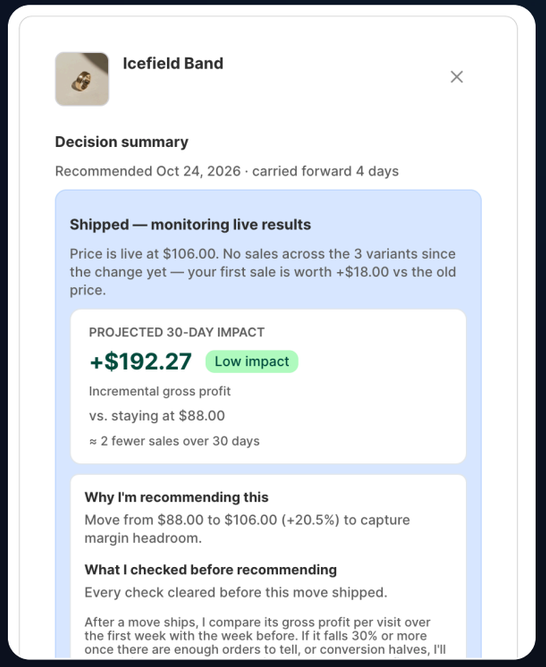
A pricing decision workspace, not a black box.



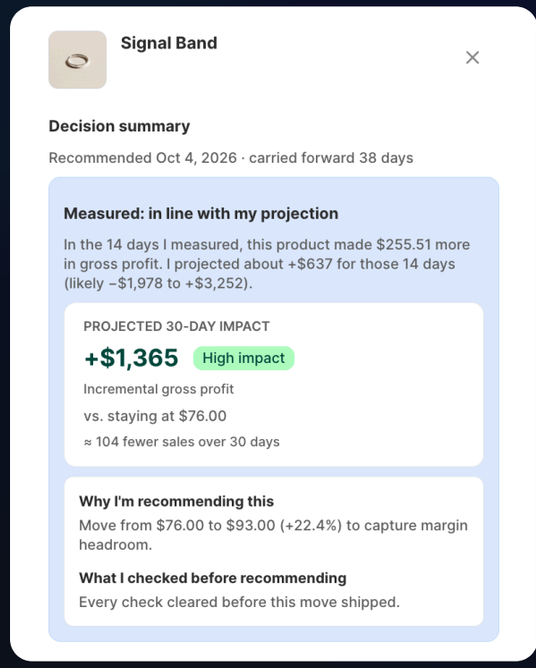
Find: ship-ready moves



Validate: the Evidence Pack



Ship: rollback by name



Measure: against the projection

Synthetic demo store

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

10+

Live price changes shipped

With our design partner, on its own products

8

Founding-beta seats, all open

Filling them is this round's first milestone

> 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.

IDEAL CUSTOMER PROFILE

Start where a price change matters, and its result can be measured.

Pricing matters

- $1M–$20M in annual Shopify sales
- 40%+ gross margin on target products
- Founder, GM, or head of ecommerce decides price changes — including markdowns

Results can be measured

- 15+ products each doing 20+ orders a month
- Real price-change history across the catalog
- 80%+ of revenue through their own storefront

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

MARKET SIZE

A $36–$72M U.S. Shopify beachhead before international and product expansion.

~6,000 brands

U.S. Shopify DTC brands that fit*

× $6K–$12K ACV

Annual Contract Value

= $36–$72M ARR

Serviceable addressable market

Expansion paths

- **Global Shopify pricing: ~10,000 brands, $60–$120M**
- **Multi-store and enterprise governance**
- **Broader measurable commerce decisions**

Top-down TAM: $0.7–$1.4B a year, every $1M+ online store worldwide at $6K–$12K, once we reach other storefront platforms. Assumed, not measured: Shopify's 25–40% share of those stores, and the ACV.

** Estimate: ~9,000 U.S. Shopify DTC brands at $1M–$20M in annual sales (range 5,000–15,000), of which ~6,000 have the order density we need (15+ products at 20+ monthly orders). Built from Store Leads store counts and Shopify FY2025 filings. Margin and decision authority are checked at onboarding. The DTC share (40–60%) is an unsourced assumption and the largest uncertainty. Global: the ~6,000 fitting U.S. brands divided by the U.S. share of Shopify GMV (55–65%; U.S. merchants brought in 63% of Shopify's 2025 revenue), about 10,000 brands.*

BUSINESS MODEL

One modest pricing win per month can cover the software.

Initial pricing

Standard ACV	Beta conversion
$12K / year — annual subscription	~$6K in year one (50% founding-beta discount, terms set in advance)

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.

GO-TO-MARKET

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

Founder-led selling fills the first eight brands. After the beta, the Shopify App Store becomes the main way in, so growth does not hang on a large sales team.



Land

Founder-led outreach fills the 8 founding-beta seats: design-partner referrals, heads of eCommerce, and brands in the beachhead segment.

Prove

Measure every beta move against its projection, misses included, and publish 3 case studies with measured profit impact.

Scale

After the beta, the App Store listing (direct link only today) goes fully visible. Repeatable onboarding, agencies and case studies will bring brands to it.

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

MOAT

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 scores every shipped move's projection against its outcome, by brand, and adds bias and interval coverage as scored moves accumulate. 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.

VISION

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.

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

TEAM

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, and that’s the work he's done for years. He took Parbat from zero to a Shopify-approved app with a live design partner.

Zahara Malik

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

Comes from Dynata and Ipsos. She helped build our core IP: measuring how buyers actually respond to prices, rather than what models simply project. She joins full-time after the raise and will own sales.

> 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.

ASK

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

Milestones

- Run the 8-brand beta to measured results
- Publish 3 case studies with measured profit impact
- Convert to 10–15 paying brands and about $100K ARR in year one; $120K–$180K at list run-rate
- Make onboarding and calibration repeatable, so new brands go live without hand-holding

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

connect@parbat.ai · www.parbat.ai/contact

Appendix

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