



Workforce Purchasing Distribution Channel

Expanding Premium Brands Into
Employer-Sponsored Markets

BenefitBridge

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A Private Workforce Channel for Premium Brands

BenefitBridge connects manufacturers to employed consumer markets through employer-sponsored purchasing programs.

- ✔ No public discounting
- ✔ Controlled distribution
- ✔ Incremental volume
- ✔ Brand-protected access

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The Market Gap

Retail Is Saturated. **Workforce Channels Are Not.**

Retail = price competition

Marketplaces = margin erosion

Direct-to-consumer = rising CAC

RETAIL



- ✔ Price competition
- ✔ Shrinking margins
- ✔ Inventory expense

MARKETPLACES



- ✔ Listing costs
- ✔ Discounting pressure
- ✔ Poor brand controls

DIRECT-TO-CONSUMER



- ✔ Rising CAC
- ✔ Ongoing ad spend
- ✔ Complex order logistics

WORKFORCE CHANNEL =

- ✔ Pre-qualified employed buyers
- ✔ No retail overhead
- ✔ No public price scraping

The Workforce Opportunity

U.S. workforce = 160M+ employed adults



Employers seek:

- ✔ No-cost benefit expansion
- ✔ Meaningful purchasing value

Employees seek:

- ✔ Trusted brands
- ✔ Real savings

This is an untapped distribution layer.

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Channel Architecture

How It Works



This is an **untapped distribution layer.**

Brand Protection Framework

Designed for Premium Brands



- ✔ No Amazon-style listing
- ✔ No public coupon exposure
- ✔ No price comparison indexing
- ✔ Workforce-only visibility
- ✔ Employer-sponsored environment



Vendor Value Proposition

Incremental Revenue Without Retail Conflict

- ✔ Access to employed consumer base
- ✔ No marketing spend
- ✔ No storefront cost
- ✔ Controlled SKU participation
- ✔ Optional volume tiering



Vendor ROI Model (Mass Market Example)

Assume:

- **20 Employers**
- **Avg 1,000 employees**
- **3% participation**
- **\$300 average order**

20 x 1,000 = 20,000 employees

3% = 600 orders

600 x \$300 = \$180,000 revenue

Now scale to **100 employers**.



Vendor ROI Model (Luxury Example)

Assume:

- 10 Employers
- 1,500 employees
- 1.5% participation
- \$1,200 average order

15,000 employees

225 orders

$225 \times \$1,200 = \$270,000$

Small participation → high ticket → controlled volume.

Luxury brands care about positioning, not mass discounting.



Volume Projection Chart



Category Expansion Roadmap





Controlled Prestige Channel

For luxury brands:

- ✔ Invitation-only employer access
- ✔ No public pricing display
- ✔ Curated catalog placement
- ✔ Limited SKU exposure
- ✔ Brand narrative preserved





High-Volume Workforce Channel

For broader brands:

- ✓ Scalable SKU inclusion
- ✓ Tiered pricing
- ✓ Seasonal promotions
- ✓ Higher participation rate
- ✓ Broader category placement



Operational Simplicity

- ✓ Direct ship or distributor
- ✓ Aggregated order flow
- ✓ No retail footprint required
- ✓ Confidential pricing
- ✓ Predictable fulfillment



Why Enter Early

First vendor in category:

- ✓ Category exclusivity
- ✓ Brand dominance
- ✓ Employer-level positioning
- ✓ Long-term channel equity





Let's Expand Your Brand

INTO WORKFORCE MARKETS



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