



## MASTERCLASS SERIES



5. 10. 2021, 17:00 (CEST)

# HASSLE-FREE E-COMMERCE FULFILLMENT WITH BYRD: THE CASE STUDY OF PRIMAL STATE



**Petra Dobrocka**  
Chief Commercial Officer  
at byrd



**Nicolas Martin**  
Founder and CEO at  
Primal State

byrd

x

PRIMAL  
STATE

**HASSLE-FREE E-COMMERCE  
FULFILLMENT WITH BYRD:  
THE CASE STUDY OF  
PRIMAL STATE**



## **Nicolas Martin**

Founder and CEO at Primal State

Nicolas Martin is the Founder and CEO of Primal State. According to Business Insider, Primal State is the 26th of Germany's fastest-growing startups and is considered the most productive office in Germany according to business punk.



## **Petra Dobrocka**

Chief Commercial Officer at byrd

Petra is co-founder at byrd and has 10+ years of startup experience, with a strong focus on logistics. At byrd she is responsible for commercial topics, mainly relating to Marketing, Strategic Partnerships and Sales.

## Primal State

Primal State is a company consisting of a diverse team of scientists, psychologists, coaches, and everyday adventurers who set out on a mission more than 10 years ago.

Through a combination of modern science and the wisdom of ancient traditions, they have developed natural smartfood products that bring the body into powerful balance. A motivated team and excellent products were already in place, so all that was needed was a strong partner to get the logistics right. Primal State found the right partner in byrd.

[www.primal-state.de](http://www.primal-state.de)



## About byrd

We are a tech-driven third-party logistics and fulfillment company that provides scalable fulfillment services for e-commerce businesses and fast-growing d2c (direct-to-consumer) brands. From warehousing, pick and packing, delivery, and returns management, we take care of the whole fulfillment process for online shops. We aim to become the #1 European e-commerce fulfillment provider, by enabling our customers to access our pan-European fulfillment network and manage their whole fulfillment with our cloud-based all-in-one tool.

[www.getbyrd.com](https://www.getbyrd.com)



# AGENDA

## 1. ABOUT PRIMAL STATE

- How it all started
- Growth & key success factors

## 3. ASK ME ANYTHING

## 2. FULFILLMENT AS A SUCCESS FACTOR

- Challenges with previous solutions
- Tips for finding a fitting fulfillment provider
- How byrd facilitates e-commerce growth

## 4. Q&A

# PRIMAL STATE

# Energy for life.

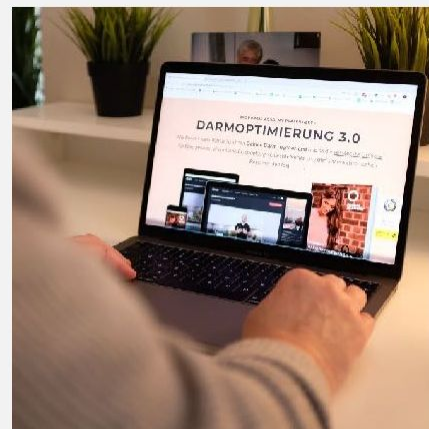
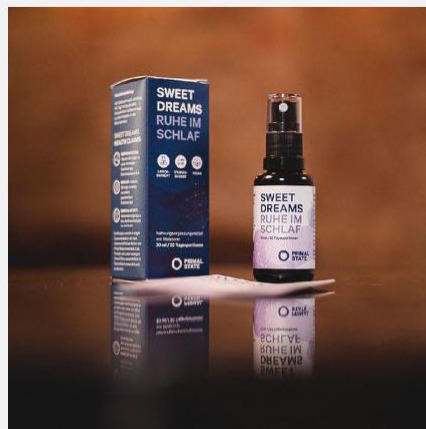


## PRIMAL GREENS

# Hi, we are Primal State!

Germany's leading biohacking platform for holistic health and wellbeing.

We develop habit building product experiences for more energy and balance in daily life.



100% natural ingredients



sugarfree



glutenfree



without gmo



study & science based



HACCP-, ISO und GMP certified

# WHY BIOHACKING



## **fatigue**

the majority of working people regularly suffer from fatigue and exhaustion



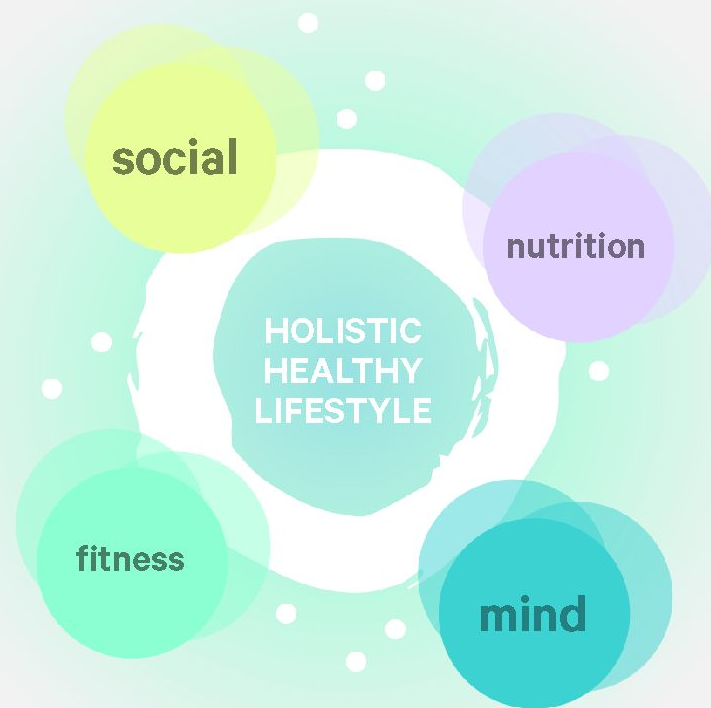
## **stress**

more than half of German adults feel stressed in everyday life



## **overweight**

more than half of all German adults are overweight



# WHY PRIMAL STATE



## community

15.000 people go through our digital video courses every year



## platform

200.000 people are on our platform per month and read articles, recipes and guides



## science based

all products & programs are developed with a team of PhD level scientists



**+101.000**  
happy customers



**+5.300**  
5★ recommendations



# **FULFILLMENT AS A SUCCESS FACTOR**

# HOW IT ALL STARTED...

**Nicolas Martin**  
CEO at Primal State



## Challenges in fulfillment at the beginning:

- Unpleasant experiences with the previous fulfillment provider
- Damaged products
- Loss of products
- No transparency of invoices
- Very high logistics costs



# SWITCHING FULFILLMENT PROVIDER

Nicolas Martin  
CEO at Primal State



## Tips for finding the right fulfillment provider:

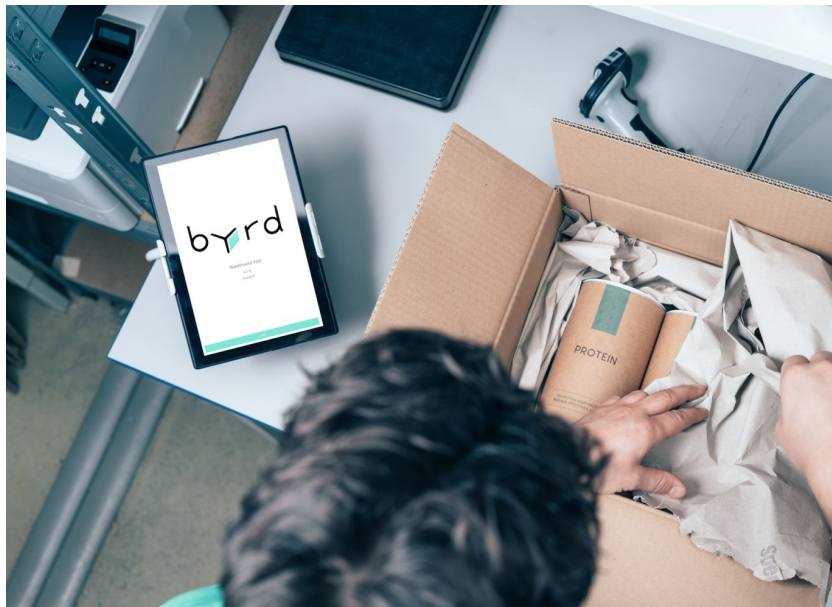
- Calculate costs for a sample order
- Know your CM1, CM2, CM3
- If you have < 100 shipments per month, you should start in-house

*“How much can I pay for fulfillment?”*



# GROWING WITH BYRD

Nicolas Martin  
CEO at Primal State



## Scaling e-commerce operations with byrd:

- Highly focused on the process and software
- Fair prices
- Excellent service level

*“With byrd we have found a fulfillment partner that leverages technology to provide an excellent service level.”*



**ANNA**

Q&A

# UPCOMING...

**MASTERCLASS SERIES**

12. 10. 2021, 17:00 (CEST)

**OPTIMIZE THE POST-PURCHASE EXPERIENCE WITH BRANDED COMMUNICATION DURING PEAK SEASON**

**Katharine Biggs**  
Head of Marketing Communications  
EMEA at ParcelLab

**Petra Dobrocka**  
Chief Commercial Officer  
at byrd

byrd x parcelLab

## Peak season tips & real-life learnings: how to reduce WISMO by 25% and increase retention by 75%

*Date: 12 10. 2021 at 17:00 (CEST)*

Customer experience continues to be a hot topic. Retailers who invest in creating enjoyable customer journeys stand out and are rewarded with loyal customers. They expect an Amazon-like shopping experience especially when it comes to post-purchase and delivery. In addition to being the most frequently asked question, WISMO requests take up valuable time for customer care. Discover how to improve processes and create a better customer experience.

**THANK YOU**

**[www.getbyrd.com](http://www.getbyrd.com)**