

THE STORE BECAME A SYSTEM.

What started as a focused B2B storefront is evolving into a more connected purchasing experience built around how businesses actually buy.

A SIMPLE EXPERIENCE ON THE SURFACE.
MORE INTELLIGENCE BEHIND EVERY STEP.

THE STOREFRONT IS ONLY THE BEGINNING.

The goal is not simply to sell supplies. It is to remove friction from finding, ordering and reordering what a business needs.

FIND → MATCH → ORDER → REORDER

FROM SEARCHING TO CONFIDENCE.

Business purchasing becomes easier when customers can identify what they need with greater confidence and move forward without unnecessary friction.

01

KNOW WHAT YOU NEED?

FIND IT FASTER**02**

NOT SURE?

GET MORE CONFIDENCE**03**

READY?

MOVE TO ORDER

LESS GUESSING

CLEARER PRODUCT DISCOVERY

A FASTER PATH TO THE RIGHT SUPPLY

THE SECOND ORDER SHOULD BE EASIER THAN THE FIRST.

Maple should never ask a business twice for information it already knows.

REORDER EXPERIENCE

Over time, the purchasing experience should become faster, more familiar and require less repeated work.

- 01 FIRST PURCHASE**
More discovery. More decisions. More setup.
↓
- 02 RETURNING PURCHASE**
Less searching. Less repetition. Faster action.
↓
- 03 REORDER**
Simple and familiar.

The first order starts the relationship.
The next one should benefit from it.

WHAT CHANGED THIS WEEK.

01

PRODUCT DISCOVERY

The path from knowing what you need to finding it is becoming clearer.

02

PURCHASING CONFIDENCE

The experience is being refined to reduce uncertainty before ordering.

03

BUSINESS CONTINUITY

Returning customers are becoming central to the purchasing experience.

04

REORDER

The next purchase should be easier than the first.

WEEK 01

THE IDEA



WEEK 02

THE CONNECTED
EXPERIENCE

NEXT

VALIDATE & REFINE

Still in development: real-world testing, refinement and controlled activation ahead.