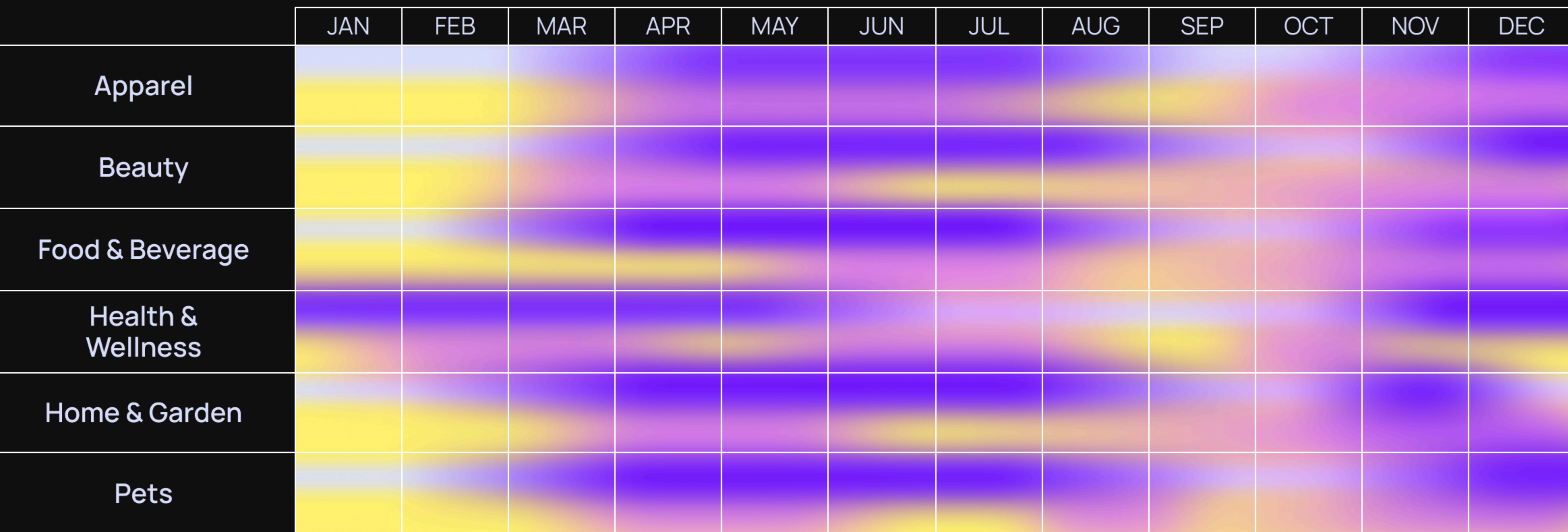


ECOMMERCE DEMAND CALENDAR



Cash usually leaves ecommerce businesses before demand arrives. Use this heatmap to see when you'll need capital the most (and use Clearco to get ahead of these cash gaps).



White
Lower consumer demand

Yellow
Inventory cash gaps

Pink
Ad spend peaks

Purple
Demand surge