



## Meet the seller



**Paul Wang**  
Olababy!  
Portland, OR



Scan to visit the  
seller's storefront

When Paul Wang launched his baby products startup Olababy! in 2012, he knew from the beginning that Amazon would be the ideal store to sell his first product, a silicone sleeve to protect glass baby bottles. And over a decade later, Amazon remains the cornerstone of his business.

"If you're a big company with thousands of products, your size allows you the luxury of waiting for a sales cycle that often takes a year and a payment cycle of 30 days. If you're Olababy! and launching a new business, you don't have that luxury," Wang explained. "For small businesses, it's not feasible to work with a big box (store) in the beginning."

By contrast, Amazon offers the speed and flexibility that Olababy! needs to thrive as a small, innovative business. "Amazon is small business-friendly and perfect for inventive people," said Wang. "In the Amazon store, even if you only have one good product, you can immediately sell globally. If people like your product, you sell, make a profit and then invest that profit in more products."

Over the years, Olababy!'s partnership with Amazon has been instrumental to the company's growth. Wang credits the data insights provided by the Seller Central dashboard as a key competitive advantage. "The data aspect of Amazon is the best out of all the stores we sell in," he said.

Thanks in large part to this strategic alliance, Olababy! has grown its business by 40% year-over-year for the last two years. And as Wang looks to the future, he sees Amazon as a critical foundation for his goal of creating an enduring, community-focused brand.

"My partnership with Amazon has been instrumental in getting Olababy! to where we are today in leveling the playing field and allowing us to thrive based on the merit of our products and the value we offer," he shared.

By tapping into the speed, scalability, and data-driven insights of the Amazon platform, Paul Wang has been able to transform his startup dream into a thriving small business poised for continued growth and impact.

### Independent Sellers

**5,500**

There are more than 5,500 independent sellers in Oregon selling in Amazon's store.

### Average Annual Sales

**\$185,000**

In Oregon, average annual sales per independent seller was more than \$185,000.

### Items Sold

**31 million**

Independent sellers in Oregon sold more than 31 million items in 2023.