



PITCH DECK MAKEOVER

Deyan Kenarny

Last order

6 days ago

Total spent

\$156.22

Average order

\$65.54

Paid

Fulfilled

\$1,268.60

Total sales

View report

Buddies™

Cloud Vases

\$64.00

Textured Cup

\$56.00

Buddies™

Show order summary

\$64.00

Information

Shipping

Payment

Review

Contact

deyankenarny@gmail.com

Ship to

6602 St Vallier, Montreal QC H2S2P7, Canada

Method

Canada Post Expedited Parcel · \$10.08

1 to 7 business days

Payment

Credit card

VISA

MasterCard

AMEX

shopify

Pay now

200,000+

ACTIVE SHOPIFY MERCHANTS

\$1.9B+

GMV IN Q3 '15

Store #1

Snowdevil

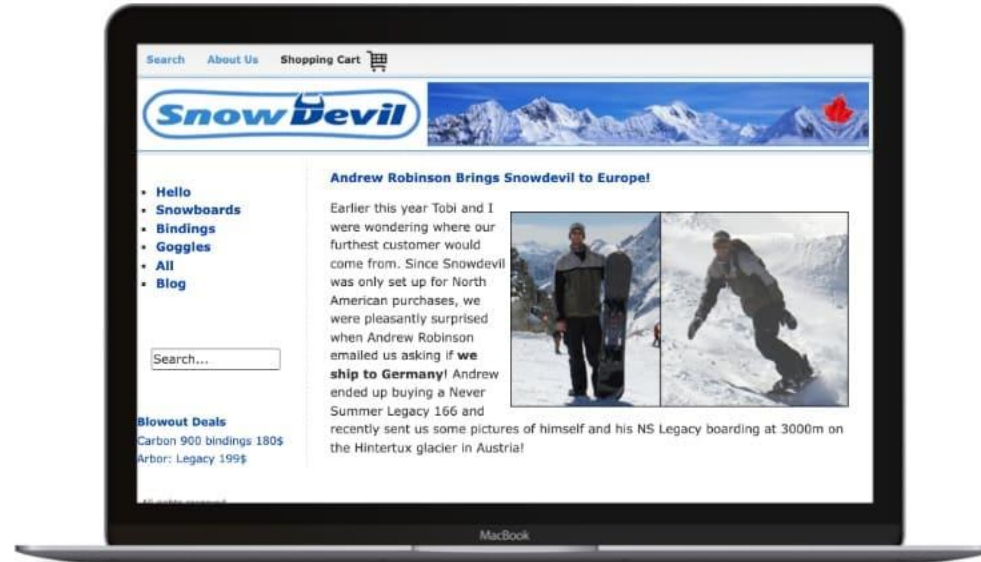
Online



Brick and Mortar



Pinterest



Facebook



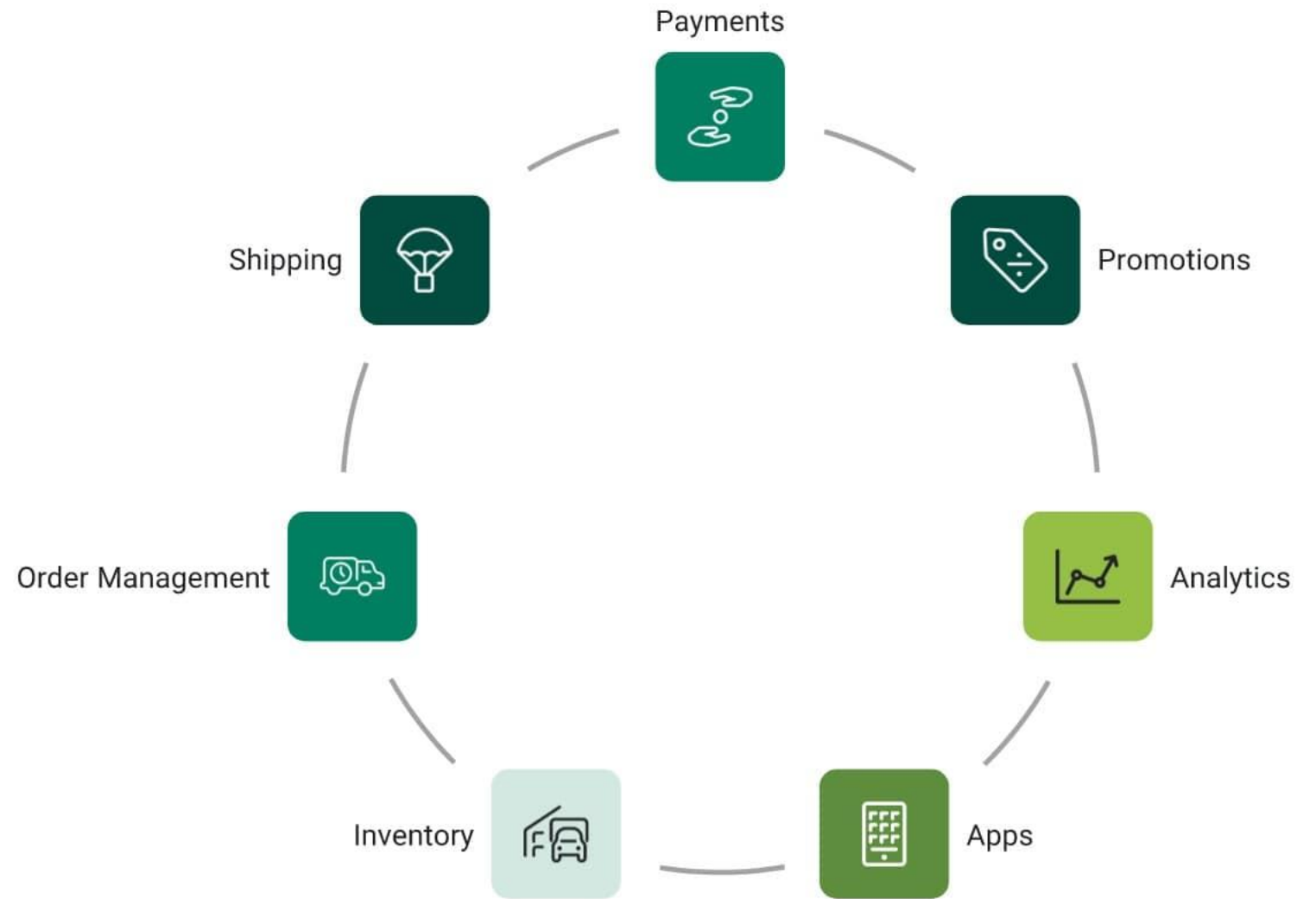
Twitter



Pop-up

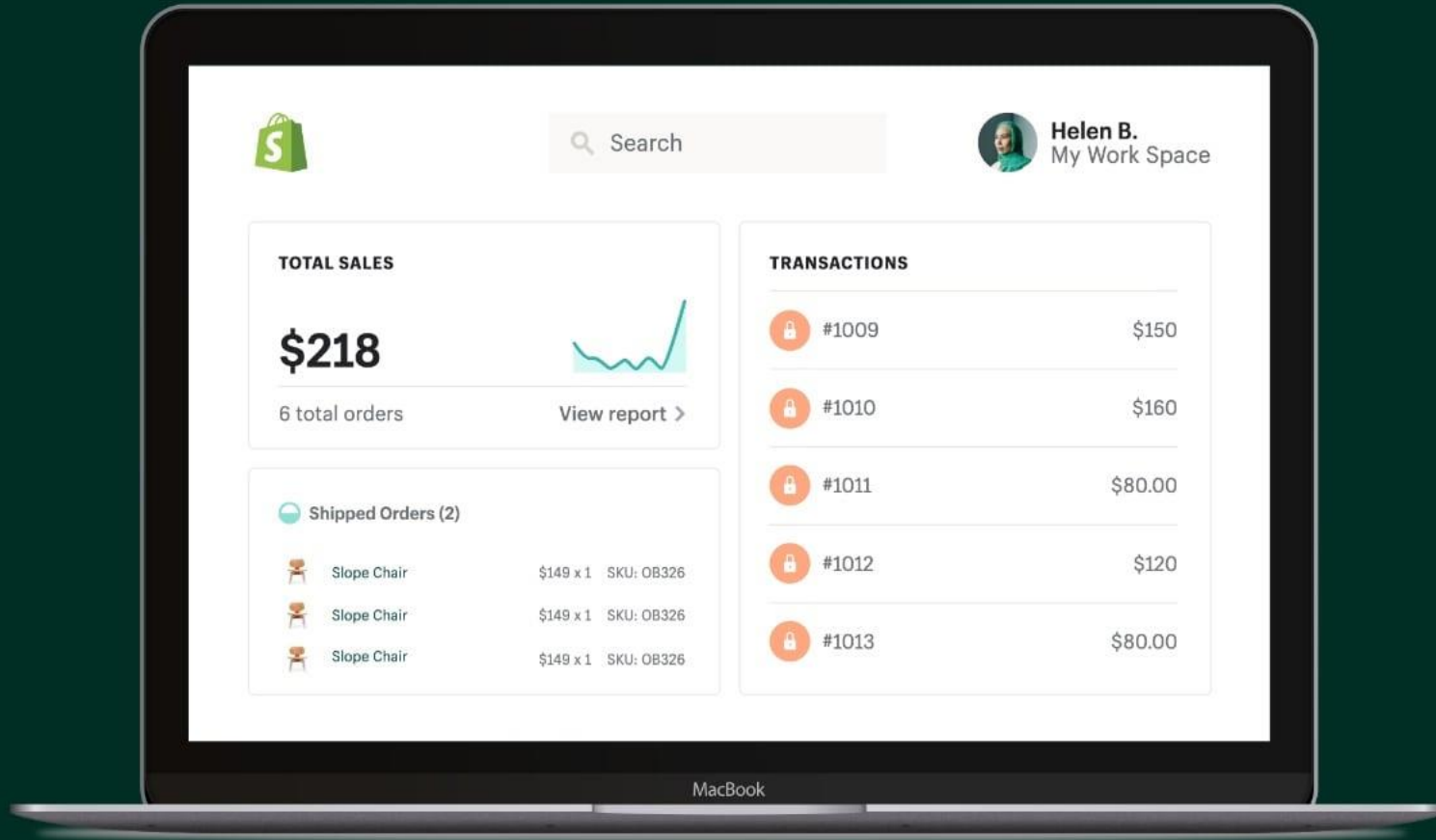
One Platform, Every Channel, Any Device

A single, integrated back office



One Platform, Every Channel, Any Device

Multi-Channel Commerce Platform



- A single, simple to use back office
- Powering all of your sales channels
- Everything integrated



\$179 /mo

UNLIMITED

\$79 /mo

PROFESSIONAL

\$29 /mo

BASIC



Our Market

Enterprise

SMB

Entrepreneurs

Build-a-Business



\$3.5M SOLD

Tim Ferris



\$12M SOLD

Seth Godin



\$55M SOLD

Gary Vaynerchuk



\$100M SOLD

Daymond John



\$250M SOLD

Sir Richard Branson

Headroom on SMB TAM



Source: AMI Partners

Shopify's Unique Recipe



Great Technology

Multi-tenant, scalable, high-availability architecture



Beautiful Design

Simple, limitless customization of gorgeous themes



Robust Ecosystem

Hundreds of Apps, Themes, and Experts

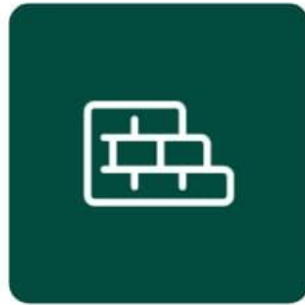


Financial Highlights



Growth

Strong, consistent growth in revenue, MRR and GMV



Powerful Business Model

Success-based revenue stream built on a large recurring subscription (SaaS) base



Long-term Focus

Strong track record of cash management and investing for long term.

Strong Consistent GMV Growth

2012

\$700M

2013

\$1.6B

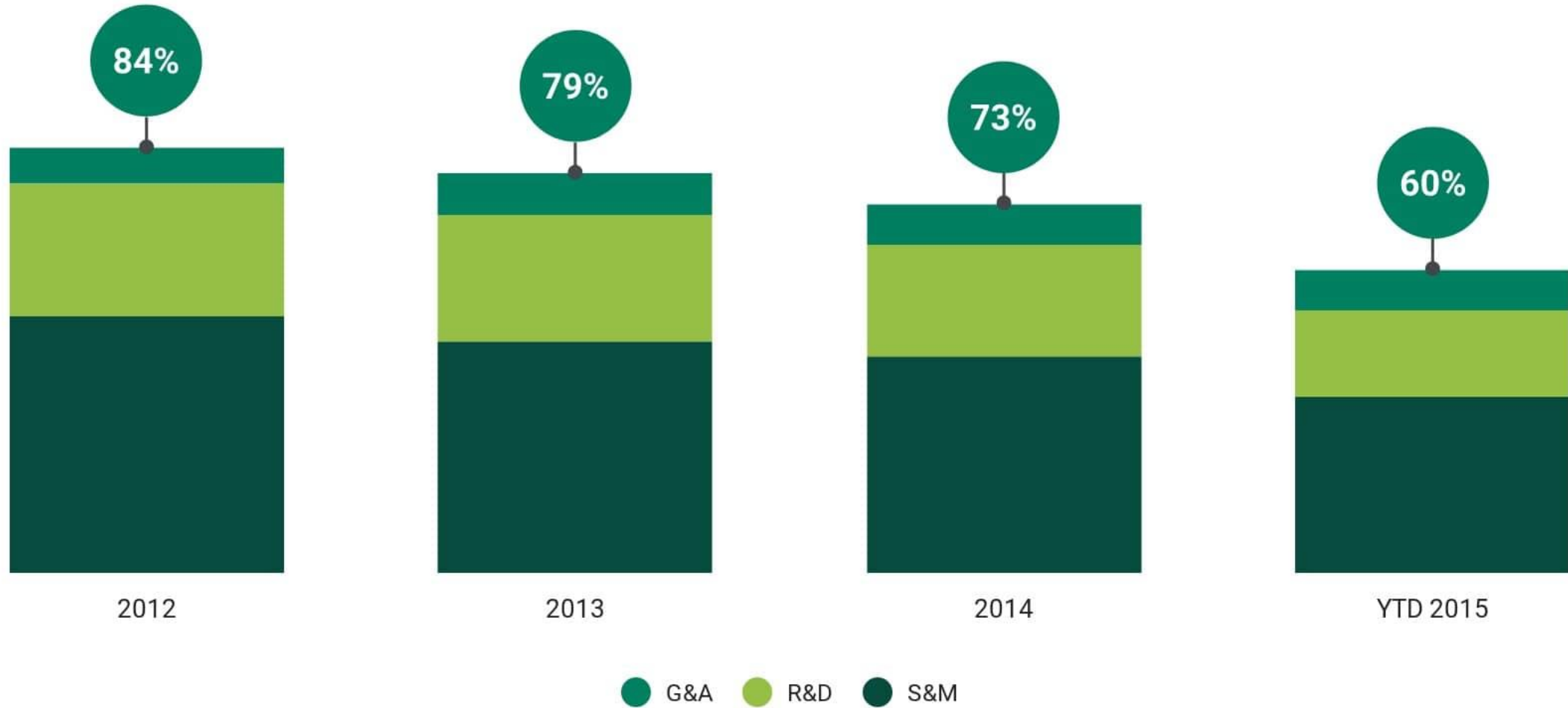
2014

\$3.8B

Drivers

- More merchants
- Higher avg GMV per merchant
- Introduction of POS

Operating Leverage



Growth Vectors

1 More merchants + GMV

2 More solutions

3 More channels

4 More partners

5 More international penetration



**Make commerce
better for everyone.**

