

## Shopify Pitch Deck - Text Context Extraction

--- PAGE 1: Title & Dashboard Preview ---

Brand: Shopify

Context: Pitch Deck Makeover by Deyan Kenarny.

Visuals: E-commerce dashboard showing "Buddies™", "Total spent: \$156.22", "Total sales: \$1,268.60".

--- PAGE 2: Key Traction Metrics ---

Active Shopify Merchants: 200,000+

Gross Merchandise Volume (GMV) in Q3 '15: \$1.9B+

--- PAGE 3: The Origin Story (Snowdevil) ---

Context: Founders Tobi and Scott started with an online/brick-and-mortar snowboard shop called Snowdevil.

Value Prop: "One Platform, Every Channel, Any Device."

--- PAGE 4: Core Product Features ---

Single Integrated Back Office: Shipping, Order Management, Inventory, Payments, Apps, Promotions, Analytics.

--- PAGE 5: Multi-Channel Platform ---

Capabilities: Powering all sales channels (Online, Retail, Mobile).

Summary: Everything integrated into a single, simple-to-use back office.

--- PAGE 6: Pricing & Market Segmentation ---

Basic: \$29/mo (Entrepreneurs)

Professional: \$79/mo (SMB)

Unlimited: \$179/mo (Enterprise/Shopify Plus)

--- PAGE 7: Social Proof / Build-a-Business Success ---

Total Sold via Shopify by influencers:

Sir Richard Branson: \$250M

Daymond John: \$100M

Gary Vaynerchuk: \$55M

Seth Godin: \$12M

Tim Ferriss: \$3.5M

--- PAGE 8: Market Opportunity (TAM) ---

Current Core Geographies: \$10B

Global Total Addressable Market (TAM): \$46B

Source: AMI Partners

--- PAGE 9: Shopify's Unique Recipe ---

Great Technology: Multi-tenant, scalable, high-availability architecture.

Beautiful Design: Limitless customization of themes.

Robust Ecosystem: Hundreds of Apps, Themes, and Experts.

--- PAGE 10: Financial Highlights ---

Growth: Strong, consistent growth in revenue, MRR, and GMV.

Model: Success-based revenue built on a large recurring subscription (SaaS) base.

Focus: Long-term track record of cash management and investment.

--- PAGE 11: GMV Growth History ---

2012: \$700M

2013: \$1.6B

2014: \$3.8B

Drivers: More merchants, higher avg GMV per merchant, introduction of POS (Point of Sale).

--- PAGE 12: Operating Leverage ---

Expense Ratios (G&A, R&D, S&M):

2012: 84%

2013: 79%

2014: 73%

YTD 2015: 60%

--- PAGE 13: Growth Vectors ---

More merchants + GMV

More solutions

More channels

More partners

More international penetration

--- PAGE 14: Mission Statement ---

"Make commerce better for everyone."