# NovaCart Company Profile

## General Information

Company Name: NovaCart Technologies Inc.

Founded: September 15, 2018

Headquarters: Istanbul, Turkey

CEO: Zehra Sağın

CTO: Tugan Başaran

Number of Employees: 250+

Website: www.novacart.com

Industry: E-commerce & Technology

Stock Symbol: NVCT (Istanbul Stock Exchange)

## Company Description

NovaCart Technologies Inc. is a leading e-commerce technology company that offers innovative solutions for online retail businesses. With a focus on artificial intelligence and machine learning, NovaCart provides cutting-edge technologies that help businesses optimize their operations, enhance customer experiences, and drive growth in the competitive digital marketplace.

## Mission Statement

Our mission is to revolutionize the e-commerce landscape by providing intelligent, scalable, and user-friendly solutions that empower businesses of all sizes to thrive in the digital economy.

## Vision

To become the global leader in AI-powered e-commerce solutions, setting new standards for innovation, efficiency, and customer satisfaction in the retail technology sector.

## Core Values

1. Innovation: We constantly push the boundaries of what's possible in e-commerce technology.

2. Customer-Centricity: We put our clients' needs and success at the heart of everything we do.

3. Excellence: We strive for the highest quality in all our products and services.

4. Integrity: We conduct business with transparency, honesty, and ethical standards.

5. Collaboration: We believe in the power of teamwork and partnerships.

6. Diversity & Inclusion: We embrace diverse perspectives and create an inclusive environment.

## Products and Services

### NovaCart Platform

Our flagship product is the NovaCart Platform, an all-in-one e-commerce solution that includes:

* \*\*Intelligent Inventory Management\*\*: Real-time tracking with predictive analytics for stock optimization.
* \*\*Smart Pricing Engine\*\*: Dynamic pricing strategies based on market trends, competition, and customer behavior.
* \*\*Omnichannel Integration\*\*: Seamless connection between online stores, mobile apps, and physical retail locations.
* \*\*Personalized Customer Experience\*\*: AI-driven recommendations and personalized shopping journeys.
* \*\*Advanced Analytics Dashboard\*\*: Comprehensive insights into business performance and customer behavior.

### NovaCart AI Assistant

A sophisticated virtual assistant powered by natural language processing that helps customers find products, answers queries, and provides support 24/7.

### NovaCart Marketplace

A curated marketplace connecting retailers with qualified suppliers, streamlining the sourcing process while ensuring quality and reliability.

### NovaCart Payment Solutions

Secure, flexible payment processing with support for multiple currencies, payment methods, and subscription models.

### NovaCart Logistics

End-to-end supply chain management with optimized routing, real-time tracking, and automated warehouse operations.

## Technology Infrastructure

NovaCart leverages cutting-edge technologies including:

* \*\*Cloud Architecture\*\*: Built on AWS and Microsoft Azure for maximum scalability and reliability.
* \*\*Machine Learning\*\*: Custom algorithms for demand forecasting, recommendation systems, and anomaly detection.
* \*\*Big Data Processing\*\*: Real-time analytics using Apache Kafka, Spark, and Hadoop.
* \*\*Microservices Architecture\*\*: Modular design for rapid development and deployment.
* \*\*Security Infrastructure\*\*: Enterprise-grade security with ISO 27001 certification and GDPR compliance.
* \*\*Mobile Technologies\*\*: Native iOS and Android development with React Native for cross-platform solutions.

## Target Markets

* \*\*Enterprise Retail\*\*: Large-scale retailers looking for comprehensive e-commerce transformation.
* \*\*Mid-Market Businesses\*\*: Growing companies seeking scalable technology solutions.
* \*\*Direct-to-Consumer Brands\*\*: Digital-native brands focused on customer experience and growth.
* \*\*Traditional Retailers\*\*: Brick-and-mortar businesses transitioning to omnichannel operations.
* \*\*Global Markets\*\*: Presence in Europe, Middle East, North America, and expanding to Asian markets.

## Competitive Advantages

* \*\*Proprietary AI Algorithms\*\*: Advanced machine learning models developed by our team of data scientists.
* \*\*Seamless Integration\*\*: Easy integration with existing systems through our comprehensive API ecosystem.
* \*\*Scalability\*\*: Architecture designed to handle from 100 to 1,000,000+ transactions per day.
* \*\*Localization Capabilities\*\*: Support for 40+ languages and regional compliance requirements.
* \*\*Dedicated Customer Success\*\*: Personalized onboarding and continuous support from industry experts.
* \*\*Rapid Implementation\*\*: Average deployment time of just 6 weeks compared to industry standard of 3-6 months.

## Research and Development

NovaCart invests 30% of its annual revenue in R&D, focusing on:

* Next-generation AI capabilities for retail operations
* Voice commerce and conversational shopping experiences
* Computer vision for virtual try-on and smart fitting rooms
* Blockchain solutions for supply chain transparency
* Augmented reality for enhanced shopping experiences

## Partnerships and Integrations

NovaCart has strategic partnerships with:

* \*\*Technology Partners\*\*: Google Cloud, IBM, Oracle, SAP
* \*\*Payment Processors\*\*: Stripe, PayPal, Adyen, iyzico
* \*\*Logistics Providers\*\*: DHL, FedEx, UPS, Yurtiçi Kargo
* \*\*Marketing Platforms\*\*: Salesforce, HubSpot, Mailchimp, Facebook
* \*\*Analytics Solutions\*\*: Tableau, Power BI, Google Analytics

## Data Security and Privacy

NovaCart is committed to the highest standards of data security and privacy:

* ISO 27001 certified for information security management
* GDPR, CCPA, and KVKK (Turkish Data Protection Law) compliant
* Regular security audits and penetration testing
* Data encryption at rest and in transit
* Transparent data collection and processing policies
* Strict vendor security assessment procedures
* Regular employee security awareness training

## Corporate Social Responsibility

NovaCart is dedicated to making a positive impact through:

* \*\*Environmental Initiatives\*\*: Carbon-neutral operations by 2026, sustainable packaging solutions
* \*\*Education Programs\*\*: Technology training for underserved communities
* \*\*Diversity in Tech\*\*: Scholarships and internships for women and minorities in technology
* \*\*Ethical AI Development\*\*: Research on bias-free algorithms and ethical AI frameworks
* \*\*Local Community Support\*\*: Volunteering and donation programs in operating locations

## Company History and Milestones

* \*\*2018\*\*: Founded in Istanbul by Zehra Sağın and Tugan Başaran with a team of e-commerce experts
* \*\*2019\*\*: Secured $5 million in seed funding from Teknasyon Ventures
* \*\*2020\*\*: Launched the NovaCart Platform with first 50 enterprise clients
* \*\*2021\*\*: Expanded to European markets, opening offices in Berlin and London
* \*\*2022\*\*: Raised $30 million in Series A funding led by Sequoia Capital
* \*\*2023\*\*: Reached 500+ client milestone and launched NovaCart AI Assistant
* \*\*2024\*\*: Expanded to North American market with office in New York
* \*\*2025\*\*: Acquired analytics startup DataRetail to enhance AI capabilities

## Financial Information

* \*\*Annual Revenue (2024)\*\*: $78 million
* \*\*Growth Rate\*\*: 65% year-over-year
* \*\*Profitability\*\*: Achieved profitability in Q2 2023
* \*\*Funding\*\*: $87 million total raised across three funding rounds
* \*\*Valuation\*\*: $650 million (as of latest funding round)

## Executive Team

* \*\*Zehra Sağın, CEO & Co-founder\*\*: Former CTO of TurkishCart, 15+ years in e-commerce technology
* \*\*Tugan Başaran, CTO & Co-founder\*\*: PhD in Computer Science, previously led AI research at Teknasyon
* \*\*Beril Eda Teberci, CFO\*\*: Former investment banker with Goldman Sachs, MBA from Harvard Business School
* \*\*İrem Akova, COO\*\*: 20+ years of operations experience with Amazon and Trendyol
* \*\*Hüseyin Ulusoy, CMO\*\*: Previously VP of Marketing at Shopify, expert in digital marketing strategies
* \*\*Taner Star, CHRO\*\*: Specialized in scaling tech companies, previously with Google and Microsoft

## Contact Information

* \*\*Headquarters\*\*: Nova Tower, Floor 15, Maslak, 34398 Istanbul, Turkey
* \*\*Phone\*\*: +90 212 555 1234
* \*\*Email\*\*: info@novacart.com
* \*\*Media Inquiries\*\*: press@novacart.com
* \*\*Investor Relations\*\*: investors@novacart.com
* \*\*Customer Support\*\*: support@novacart.com

## Additional Offices

* \*\*Europe\*\*: Europaplatz 2, 10557 Berlin, Germany
* \*\*UK\*\*: 30 St Mary Axe, London EC3A 8BF, United Kingdom
* \*\*USA\*\*: 350 Fifth Avenue, New York, NY 10118, USA
* \*\*R&D Center\*\*: ODTÜ Teknokent, 06800 Ankara, Turkey