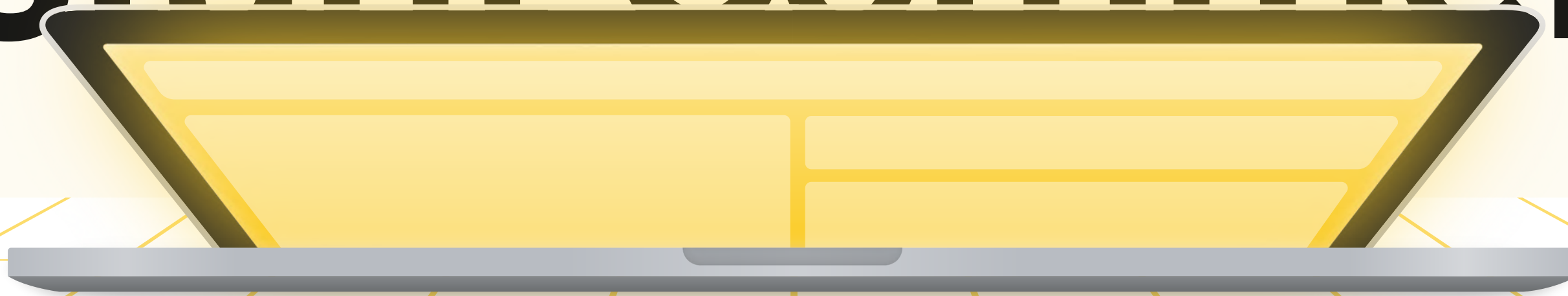


Headless Commerce made Simple

Instant Commerce



About us

In 2016 development studio Story of AMS was founded. Later we grown in a full-service, award-winning eCommerce & branding agency.

On a daily basis our team of 35 talents designed and developed Headless eCommerce platforms on Shopify, helping brands creating online experiences that customers love.

Now in 2022, we're using our experience to create the world's leading headless storefront platform.



Vision & Mission

VISION

**Build the world's leading
headless storefront platform.**

MISSION

**Our mission is to empower all
eCommerce brands to go headless.**

The Problem

eCommerce brands are stuck on outdated monolithic solutions provided by eCommerce platforms such as Lightspeed, Magento & Shopify.

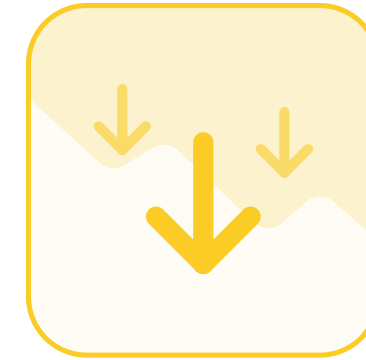
Why headless eCommerce in the first place?

- Rapid site speed for better conversion
- Unique customer experience
- API first approach, connecting with best in class tools
- Internationalisation, multiple storefronts, languages and currencies

They want to upgrade & go headless but it is:

- Too complex
- Too expensive
- Far too time-consuming to go live

The Solution



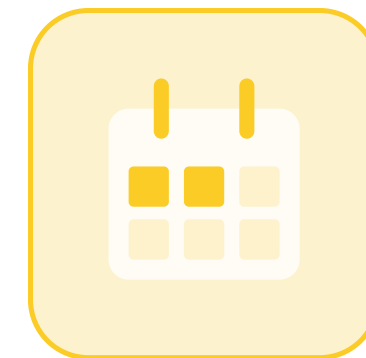
Low Cost

Headless eCommerce at a fraction of the cost.



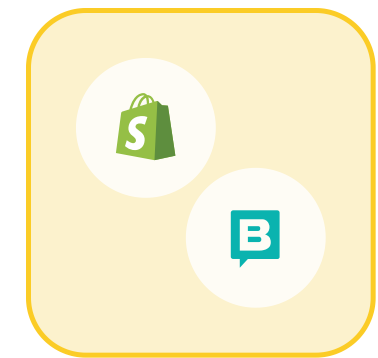
No-Code

No developers necessary, plug and play solution.



Launch Fast

Go live with your headless Storefront in a few days.

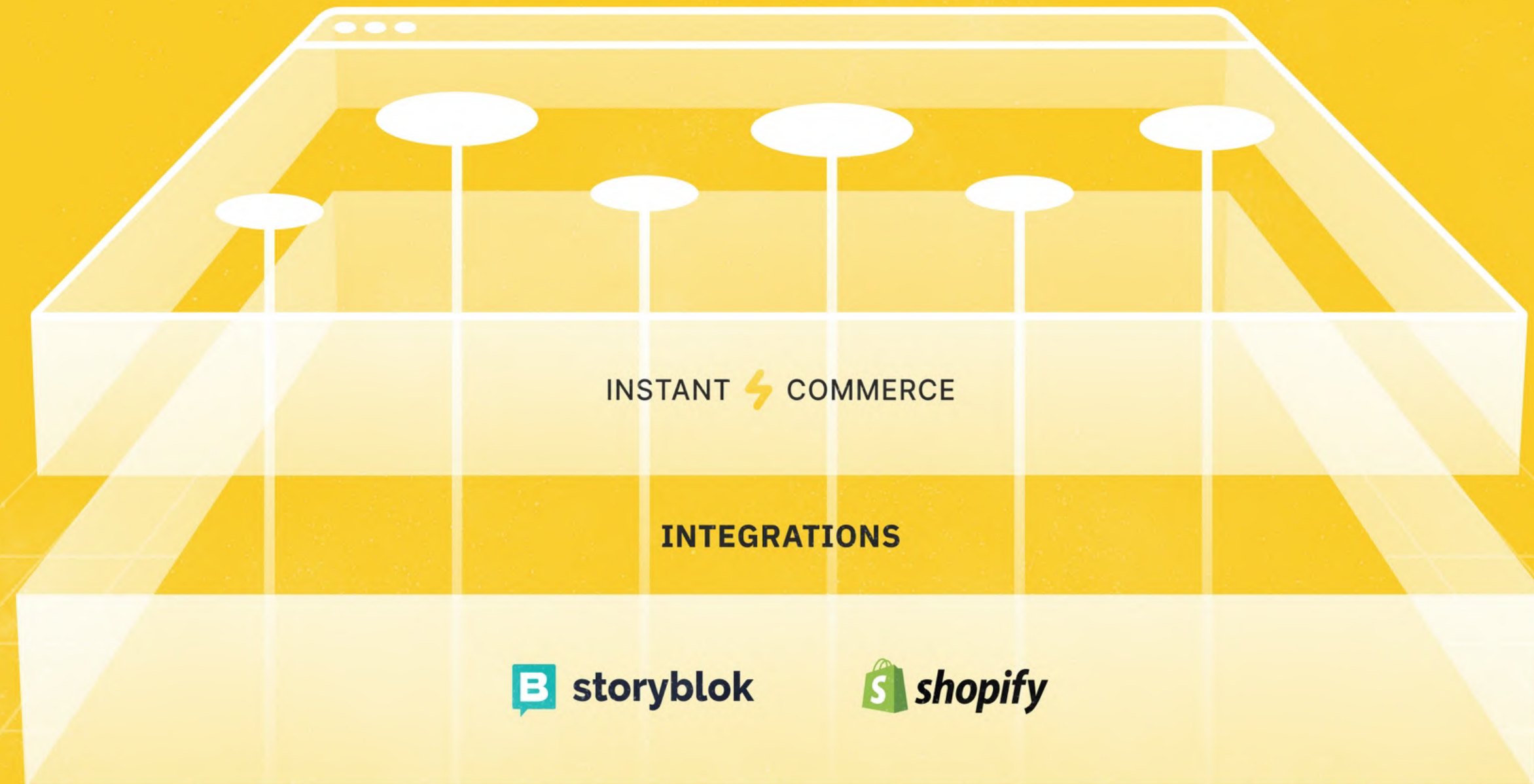


Integrate easily

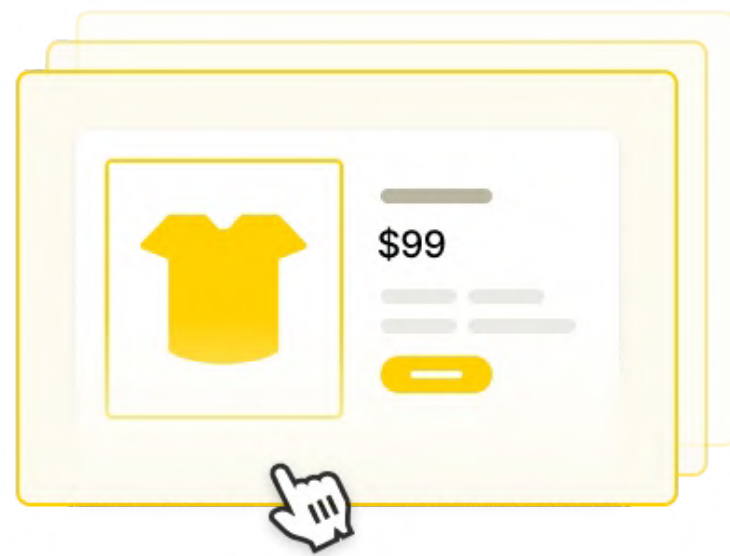
Integrates with Storyblok and Shopify in seconds.

We empower eCommerce brands
to go headless faster, easier and cheaper.

Structure



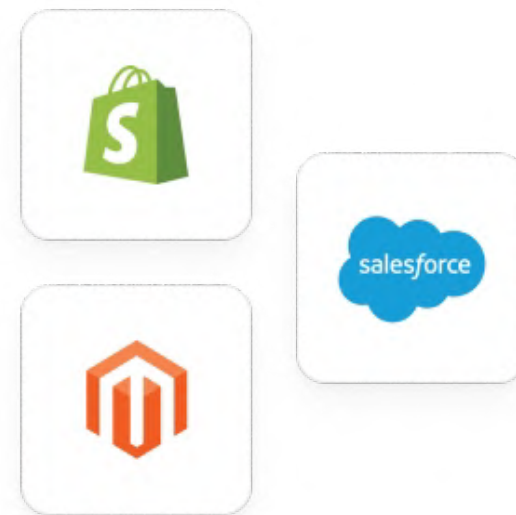
The Product



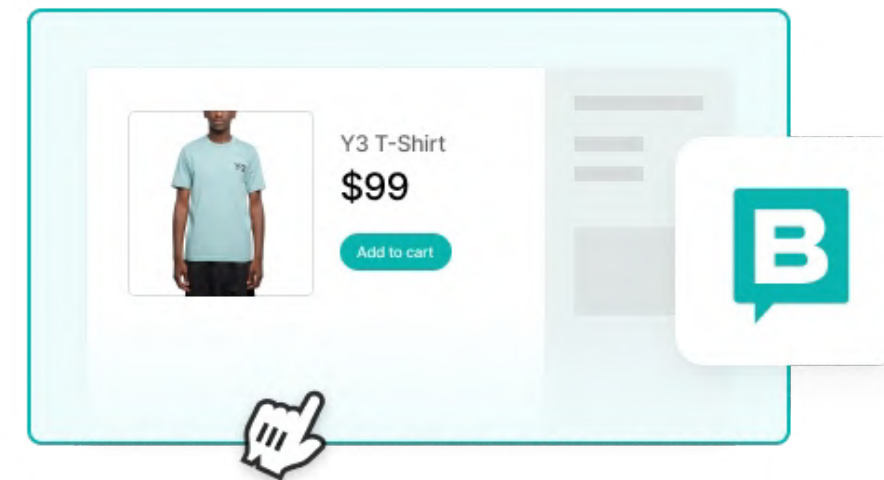
Select blocks



Connect eCom platform



Content population



Go live!

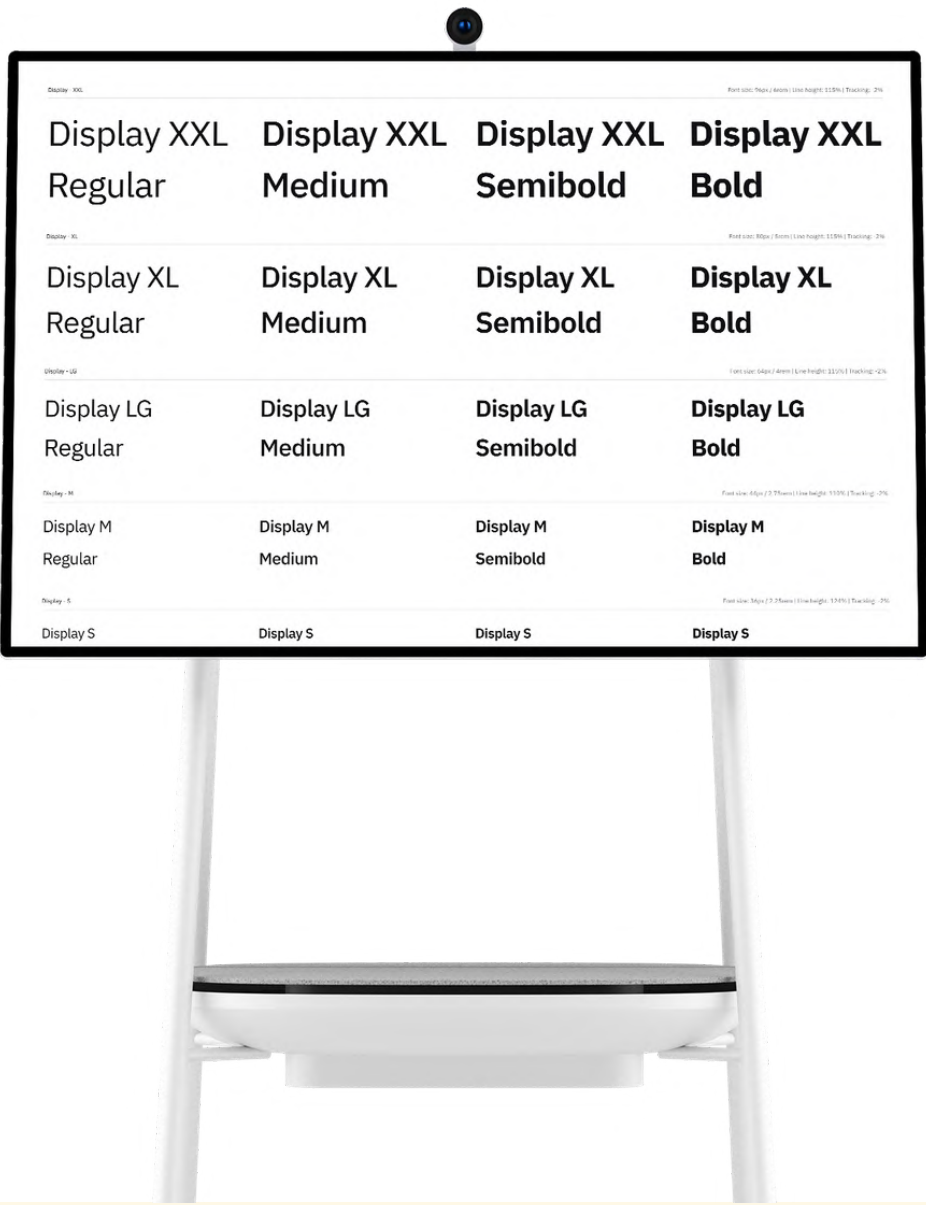


Use your own branding

✓ Custom Colors



✓ Custom Fonts



✓ Custom Content



Customizable Blocks

✓ Hero Sections

✓ Category Overview

✓ CTA Banners

✓ Modals

✓ Headers

✓ Reviews

✓ Navigation

✓ Rich Text Blocks

✓ Account Section

✓ Shop USP's

✓ Image Sliders

✓ Blog sections

✓ Shop Locator

✓ 404

✓ Sign in / Log in

✓ Footers

✓ Order Summaries

✓ Social Proof

Admin Panel

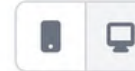


Design system

Theme settings

Components

Blocks



Preview

Save

Blocks

Hero block
Fashion

Category block
Fashion

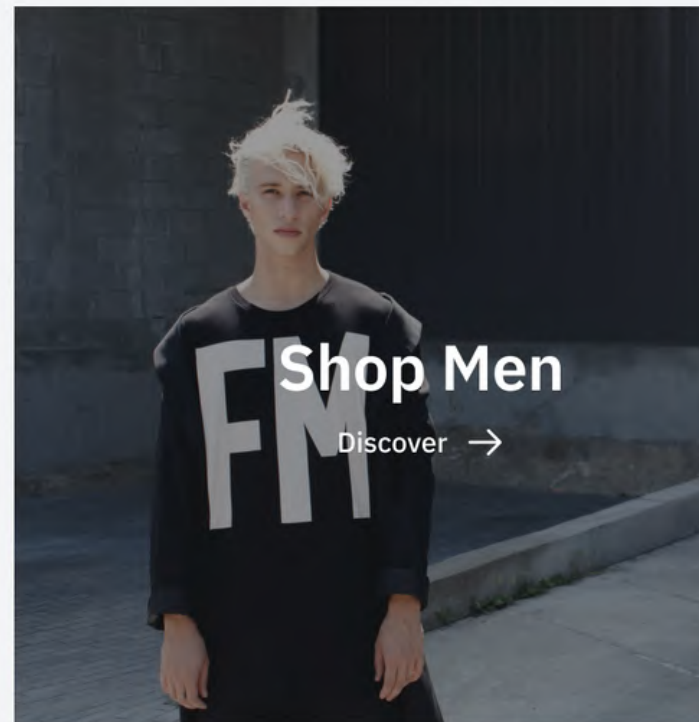
Newsletter
Fashion

Block name
Fashion

Block name
Fashion

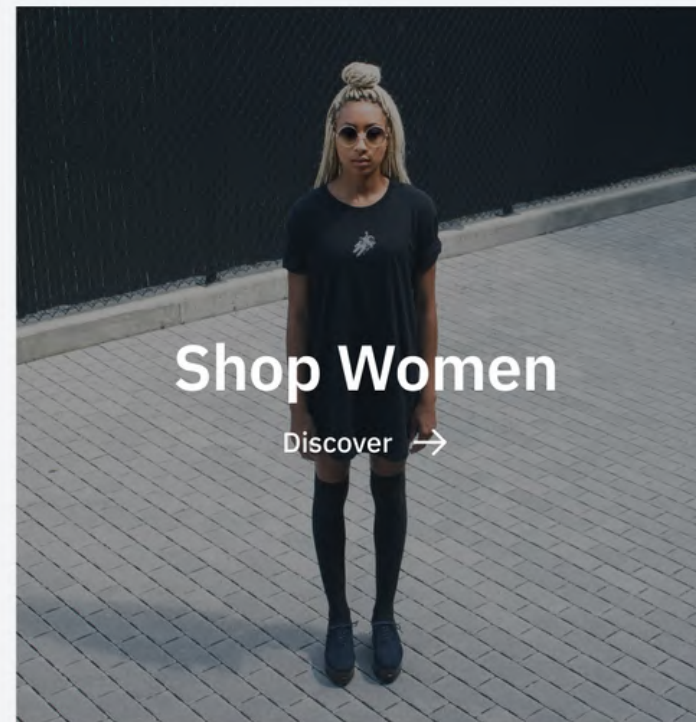
⛶ Manage blocks

Explore the Campaign



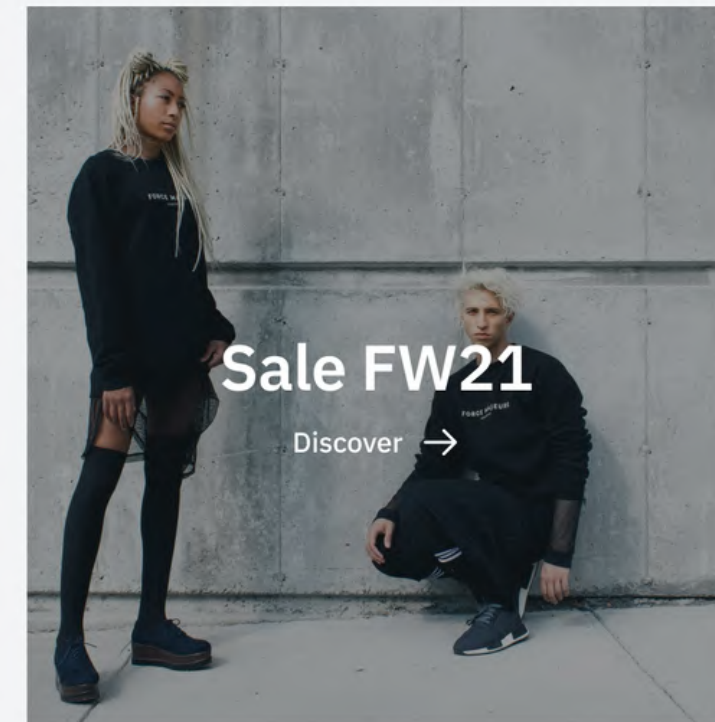
Shop Men

Discover →



Shop Women

Discover →



Sale FW21

Discover →

LIMITED PROMO

Sign up for our newsletter
and get 20% off

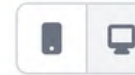
Sign up for early sale access, new in, promotions and more...

Design system

Theme settings

Components

Blocks



Preview

Save

← Block settings

Category block

Fashion • category block

Variant

Image text cover ▼

Width

Full width ▼

Overlay

None ▼

Text alignment

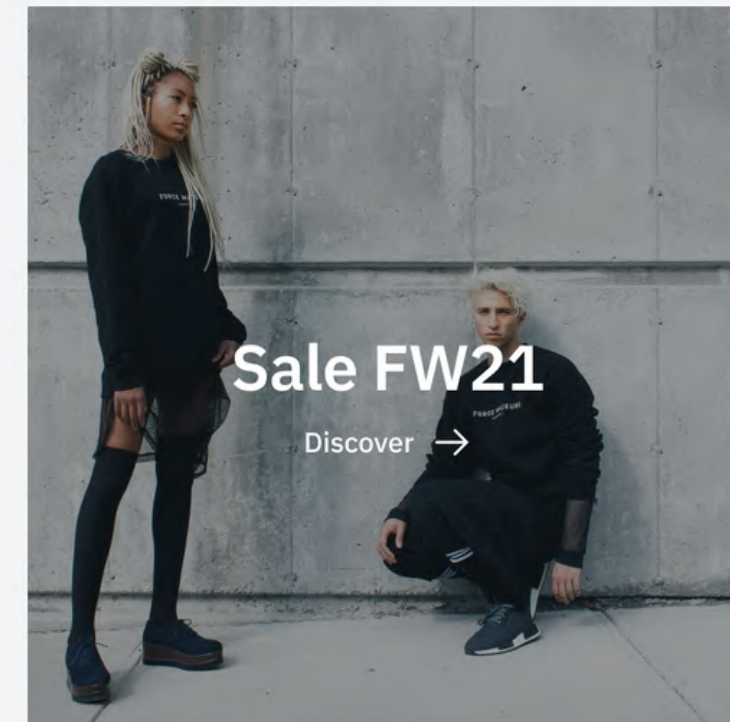
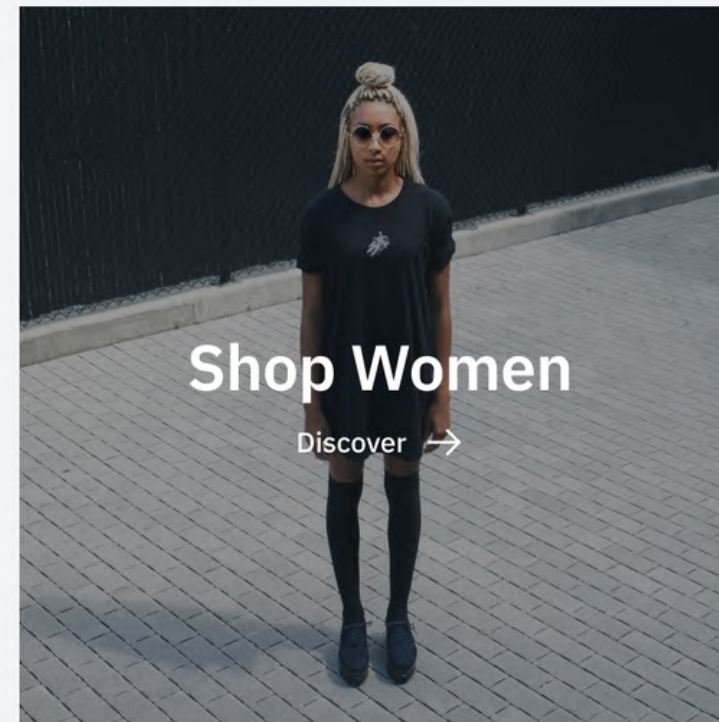
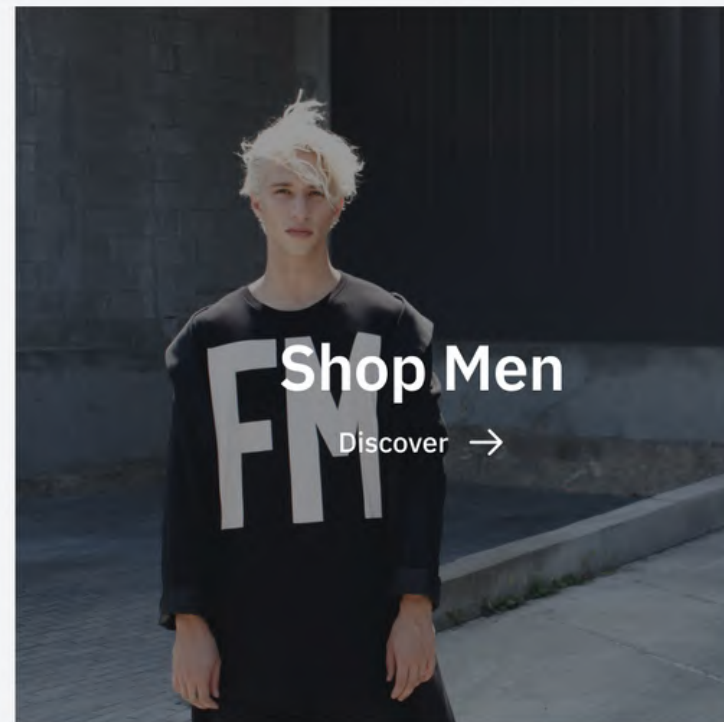
Left ▼

Button type

Left ▼

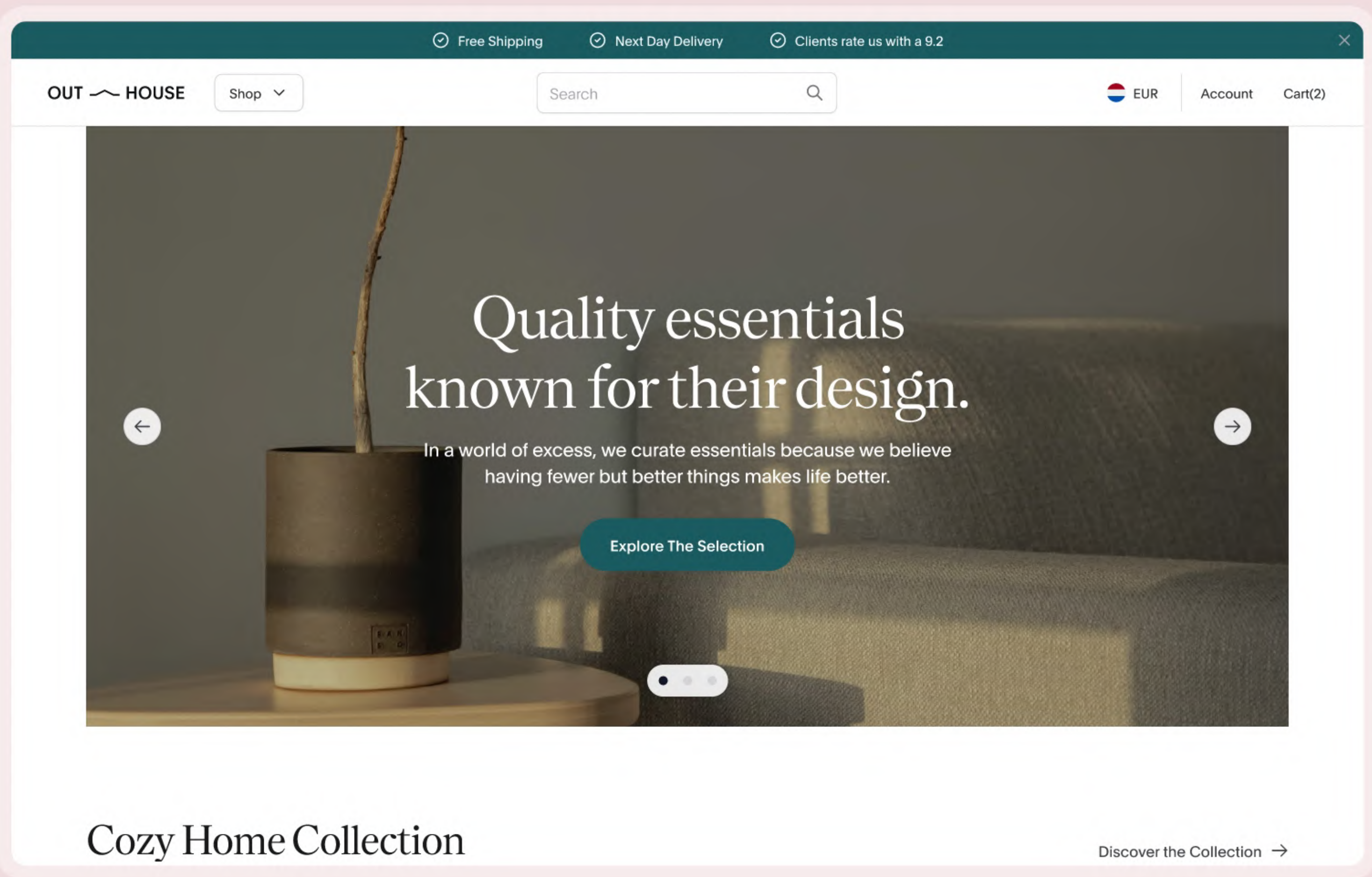
[Set preview options](#)

[Set style overrides](#)



Sneak Peak






Home / Kitchen / Essentials

Kitchen Essentials

Our new collection is build from softshell materials creating extra warmth and comfort. Meet the trending styles of the season, courtesy of Palm Angels, Jacquemus, Rolex and more.

Filters 

20 PRODUCTS

Sort by 

Materials

- ☐ Polyester (2)
- ☐ FSC Certified Wood (4)
- ☐ Stainless Steel (13)

Color

- ☒ Black
- ☐ Gray
- ☐ Charcoal
- ☐ White

Price

€ 20 — € 2.380



We are now shipping to the Netherlands



MENU ITEM MENU ITEM MENU ITEM MENU ITEM

CHALK.

SEARCH

ACCOUNT

CART(2)

PRODUCTS FOR REAL SKIN.

We created CHALK. with the aim of making skincare easy and stress free, fun and bold. And we forgot - all of our products are also vegan and cruelty free

EXPLORE THE CAMPAIGN



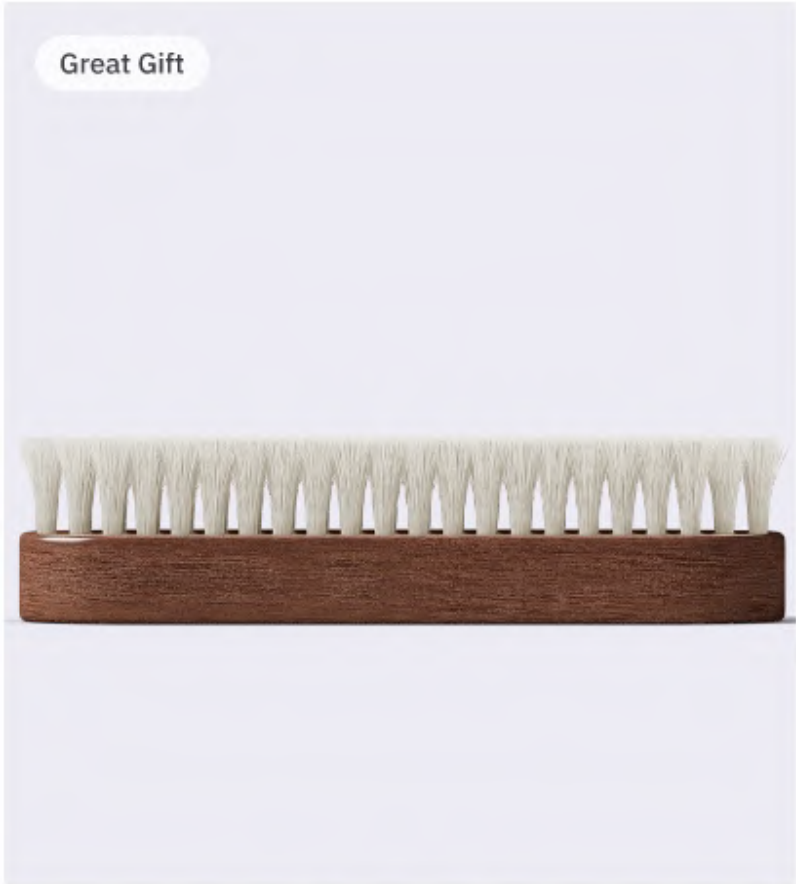
Home / Gifts

GIFTS FOR EVERYONE

Filters

20 PRODUCTS

Sort by



BRUSH
Polaroid

Embossed Product Description



CAMERA
Polaroid

Embossed Product Description



SOAP
Polaroid

Embossed Product Description

Menu Item Menu Item Menu Item

RUGG + ED

 USD



 2

Menu Item Menu Item Menu Item Menu Item Menu Item

Search ...



All-weather apparel for better living

Experience every detail with our new fabrics. We made them
lightweight yet warm for the coming season.

Explore the Campaign

Menu Item Menu Item Menu Item

RUGG + ED

USD



2

Menu Item Menu Item Menu Item Menu Item Menu Item

Search ...



🏠 / Essentials / Jackets



Winter Windbreaker

RUGGED Essentials

€275

★★★★★ 4.96 | See 233 reviews

Cyber Yellow



Select a Size

📏 Sizeguide

XS

S

M

L

XL

XXL

Add to bag



8 items left

Specifications



Care



Shipping



Returns



Free Shipping

Next Day Delivery

Rated 9.2 / 10

[Home](#)

[Lightning](#)

[Collections](#)

[Sale](#)

PHILIPS

 EUR

[Search](#)

[Account](#)

[Cart\(2\)](#)

More than a light. A statement.

Create interiors that truly stand out with one-of-a-kind, sustainable lighting designs made on-demand using pioneering 3D printing technology.

[Explore the Collection](#)



Free Shipping

Next Day Delivery

Rated 9.2 / 10

Home Lightning Collections Sale

PHILIPS



Search Account Cart(2)

Home > Lightning > Living Room

Living Room Lightning

Filters ^

8 PRODUCTS

Sort by v

Materials

- ☐ Mesh (2)
- ☐ FSC Certified Wood (4)
- ☐ Ocean Plastic (13)
- ☐ Ceramic (9)

Color

- ☒ Black
- ☐ Gray
- ☒ Salmon
- ☐ Brown
- ☒ Charcoal
- ☐ White

Price

- € 20
-
- € 2.380



★★★★☆ (32)

Cozy Light One
Hang Lamp



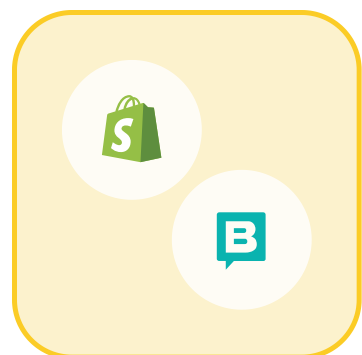
★★★★☆ (32)

Standing Lamp Two
Mesh Table Lamp

Product Roadmap

Phase 01 — Q1 '22

No code platform + default integrations



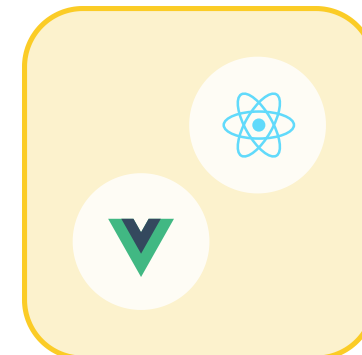
Phase 02

Adding low code tools + extensible API



Phase 03

Release SDK for Vue & React



Phase 04

Adding other eCommerce platforms



Integrations



Shopify eCom Layer • Q1



Storyblok Sync • Q1



Marketing Automation • Q1



Newsletters & Email • Q1



Advanced eCom events • Q1



Customer Loyalty • Q1



Customer Helpdesk • Q1



Subscriptions • 2022



Rewards & Loyalty • 2022



Subscriptions • 2022



Smart search • 2022



Customer Loyalty • 2022

Merchant licensing

LAUNCHING MERCHANTS

€1500 / MONTH

- ✓ Data driven component library
- ✓ 1TB bandwidth included
- ✓ Sandbox access
- ✓ API + SDK
- ✓ €500 for each extra storefront

MERCHANTS AFTER LAUNCH

€2000 / MONTH

- ✓ Data driven component library
- ✓ 1TB bandwidth included
- ✓ Sandbox access
- ✓ API + SDK
- ✓ €750 for each extra storefront

Seed Investors



First Minute Capital



Illusian Group



FundFire



DTC Ventures



Storyblok

Headless Storefront as a Service — Web Platform

Instant Commerce

