

Oct / Nov 2023

Investor Updates

deco.cx

Your First and Last Web Editor



Highlights

- **Signed MRR grew 26% in Oct and 25% in Nov** (MoM)
- **First Black Friday with 99.99% uptime** from Thu to Mon
- **October launch month:** new admin & editor raised bar on UX
- **play.deco.cx** lets developers try our editor without a signup
- **Our 4th Hackathon** attracted 600 developers (up 50%)
- **Our 3rd offsite** aligned the entire team on a powerful future
- **ZeeNow website and ZeeDog deco.cx case** both launched
- **New integrations complete:** Nuvemshop, Linx and Shopify
- **New enterprise customers:** Tania Bulhões, Coteminas
- **Average PageSpeed increase of 562%** after moving to deco.cx

Lowlights

- We've had our first customer churn, Lolja, mid-market in influencer apparel. Lesson learned on lack of project QA.
- ZeeDog **44x** pageview surge caused 1 hour of degraded service on pre-BF (slow site and ~30% errors on add to cart) as our platform provider faced scaling issues.
- First US client is on track but took much longer than expected — learning for slow mid-market GTM.
- We had to allocate more effort than anticipated in prof. services and integrations, slowing down product dev.
- Actual ARR (20K USD this month) continues to lag a full ~6 months behind projected ARR from signed contracts, reinforcing our learning that **relying exclusively on Sales-led B2B model is insufficient for our desired growth trajectory.**

Signed contracts

For more details, see table below

59

Projected ARR from signed contracts*

in USD

\$219,948.00

ARR in pipe

in USD

\$15,711,360.17

Signed contracts in the last month

6

Projected ARR acquired last month

\$36,480.00

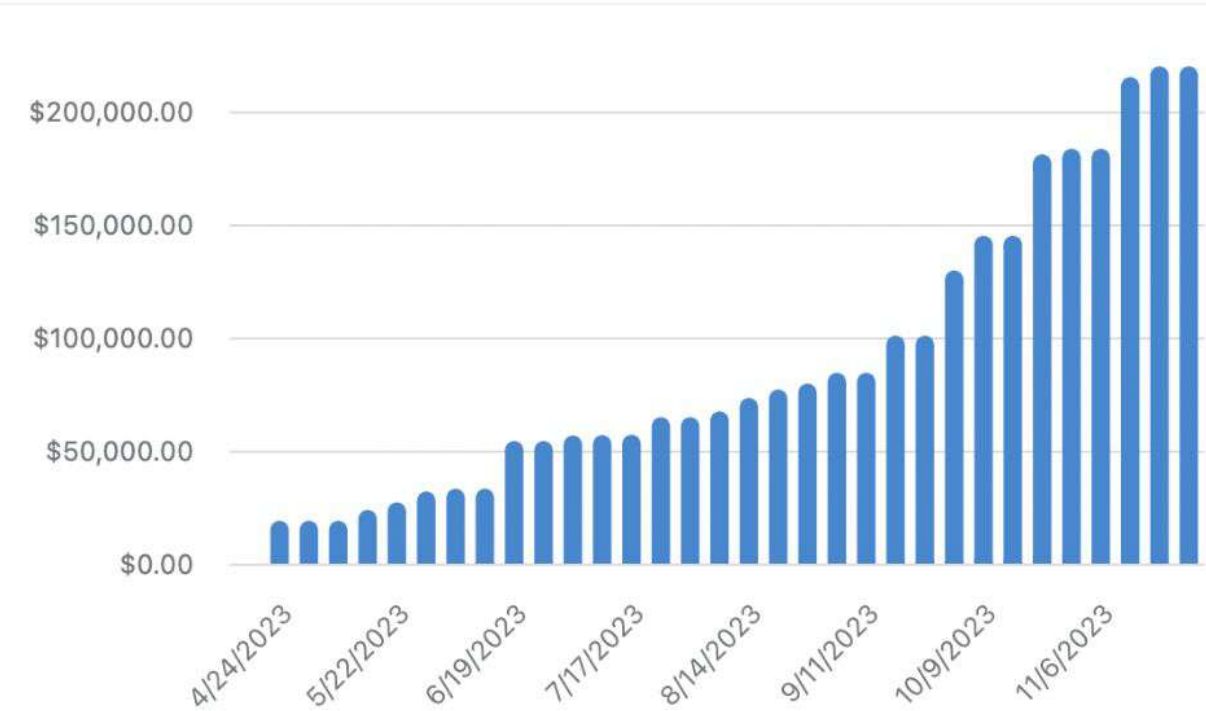
Growth MoM

(ARR)/(ARR D-30)

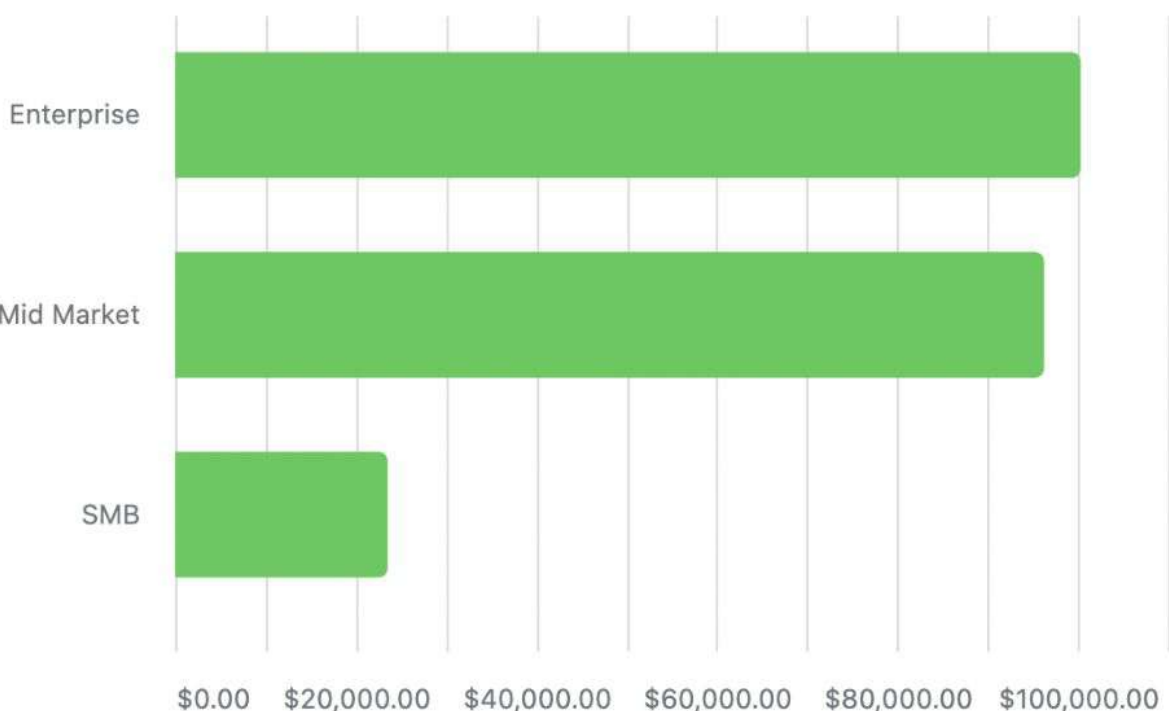
25.00%

Signed ARR history

This chart shows the week-by-week ARR due to total deco.cx contracts

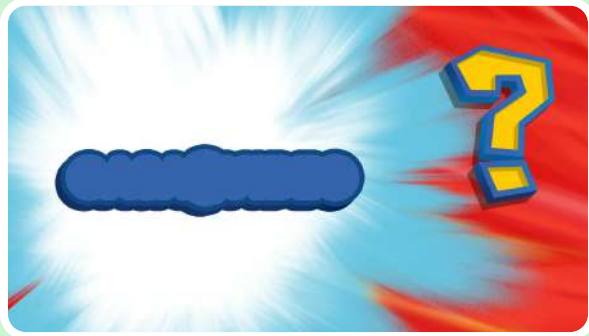


Signed ARR per tier



A wild enterprise appears!

This new customer is about to increase our ARR by 65%. Can you guess the brand?



Stay tuned for next update!



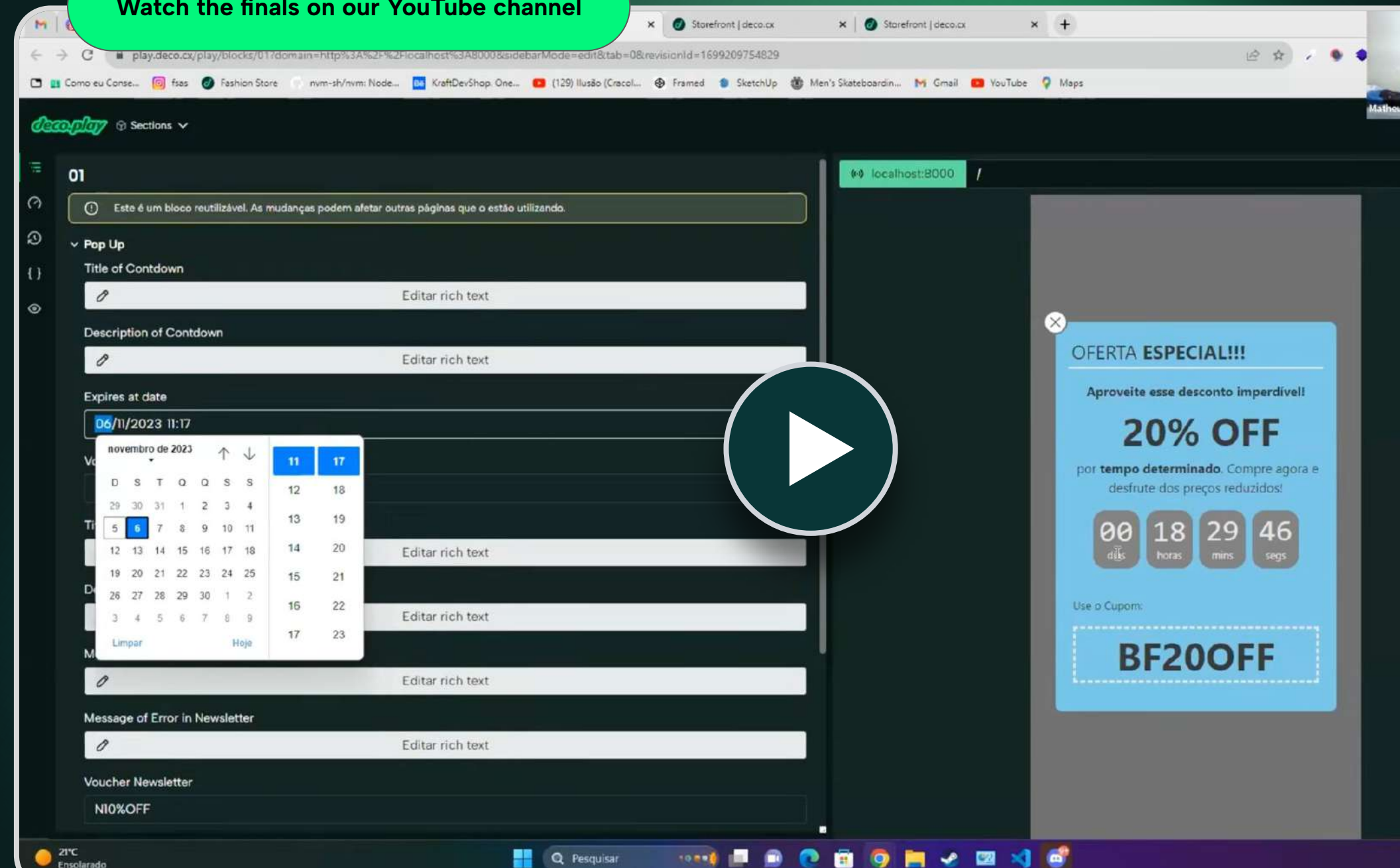
* Projected ARR is based on the customer's number of pageviews on signing date and may vary. Due to implementation time, this ARR currently lags 3 to 6 months behind actual receivables.

Our Hackathon sparked new energy in our community

- **+500 devs** joined our discord community in 3 weeks
- **play.deco.cx** exponentially reduced time to onboard new developers
- **deco ventures:** we invited all finalists to transform their hackathon projects into apps on deco.hub



Watch the finals on our YouTube channel

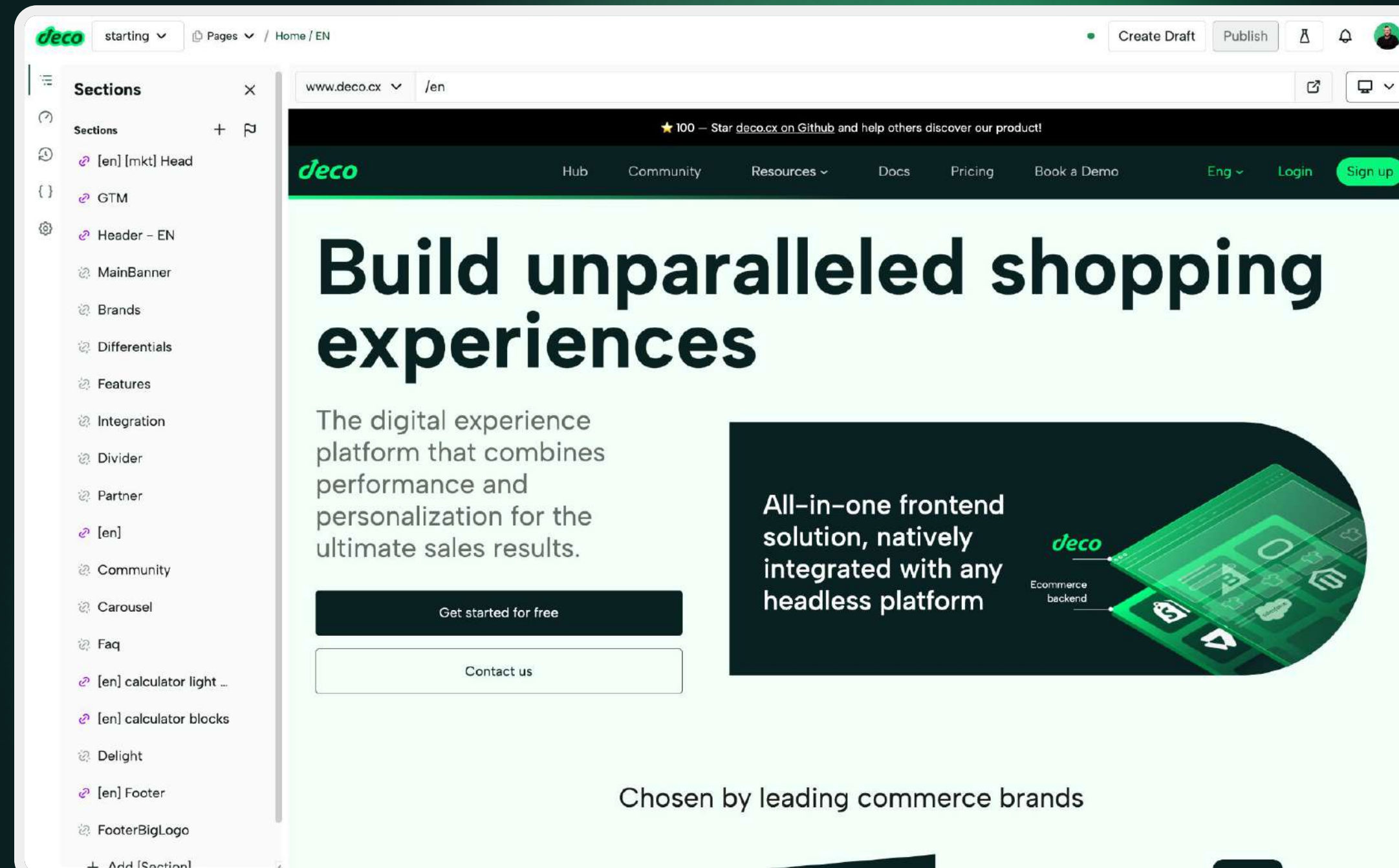


Admin Reloaded launch: New features, better UX

- Easy personalization using Variants
- Better UX based on customers' feedback
- JSON editor with Intellisense
- New visual section library
- New redirects UI
- New logs visualizer

More info at www.deco.cx/en/blog/admin-reloaded.md

Next step: create a new web page in 5 seconds on deco.cx Playground, shareable on the web, with no dev environment.



All capybaras **complete and aligned** on our third offsite

Goals

- **Celebrate** first year results
- **Restore the integrity** of all conversations
- **Declare and align** on a powerful shared future
- **Recognize** peers and **explore** new breakthroughs

Results

- **Full future-based language** workshop (9h)
- **New strategy:** AI-first + PLG + US
- **3 new MVPs:** AI sales assistant, QA testing on autopilot, AI site and component generator



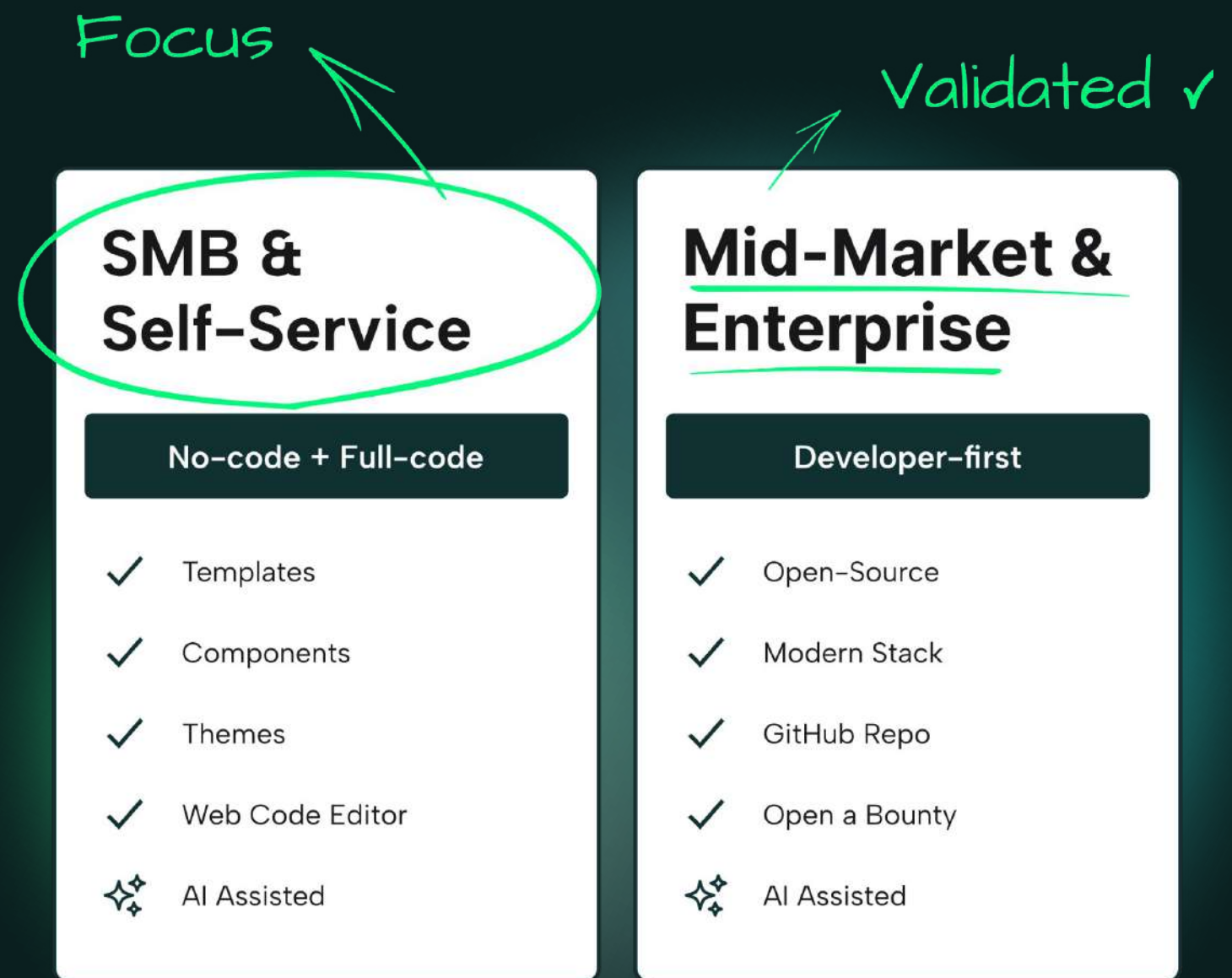
Leveraging AI to power the next 100M web creators

We started by building *your last web editor*...

- We validated a dev-first, enterprise-grade approach.
- This continues to be our **long-term goal**: to power the most dynamic commerce experiences in the world.
- Now, we're onto phase 2: to create new avenues for **faster growth on more audiences**, starting with US.

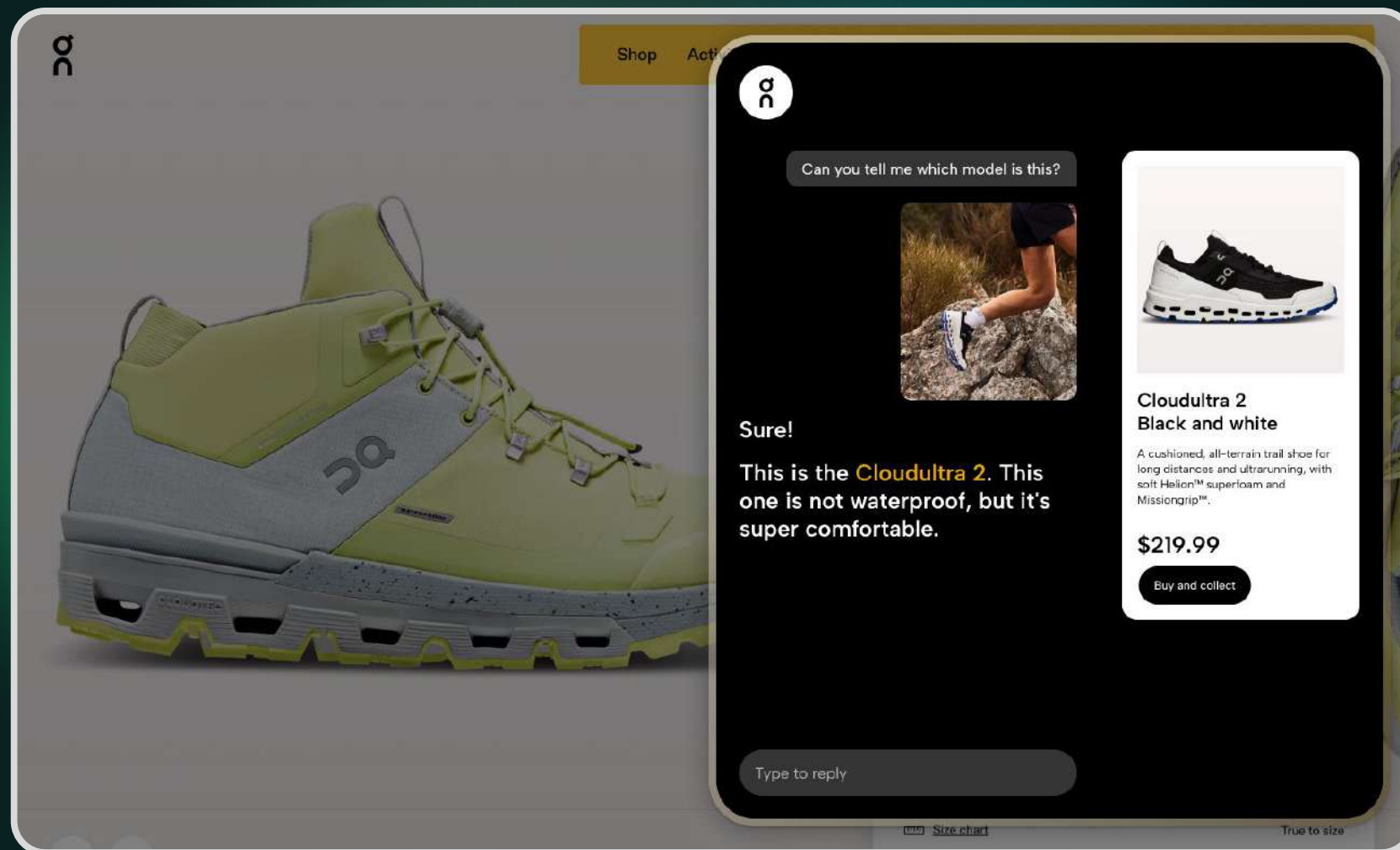
Inviting everyone to become a professional web creator.

- Craft amazing experiences with generative AI.
- From idea to go-live in minutes: **start with natural language, switch anytime to no-code or full-code.**



Testing a strategy for customer acquisition at the speed of AI

From 5 months to 5 minutes



The next step for **any** ecommerce brand is to create **their own customized AI-powered assistant** that has full knowledge of the entire catalog and can provide contextual recommendations for each consumer.



At NRF, we'll launch our "next-next-finish" **GPT Sales Assistant** that can plug into **any existing ecommerce**, allowing us to quickly penetrate new brands with a **fully self-service setup** (and proceed to expand within).

11 new live projects



MEIA SOLA

FAIZ.AI



Product Evolution Highlights

- New Admin and CMS with improved UX and oriented towards low-touch customer onboarding.
- Kubernetes infrastructure gives us control over platform's uptime and will unlock new web code-editing capabilities.
- Immutable and unified release pipeline provides point-in-time recovery for code and config changes.

Team & Ops

- New hires: 3 full-time SWEs, 1 intern.

New this month

- OpenTelemetry integration provides observability to our Engineering team, coming soon to customer dashboard.
- play.deco.cx is a powerful-yet-easy way of testing deco's CMS unique capabilities.
- Ahead-of-time build option powers reliable and safe deployments.
- Secondary infrastructure can deploy and host sites, serving as backup on Black Friday.
- deco's Analytics collecting ecommerce events to power sales funnel.
- VTEX, VNDA and Shopify integrations supporting more ecommerce use cases.
- Algolia app can sync catalogs and serve as storefront search provider, tested on a real customer.
- Data-fetching layer now receives caching and optimization params to make sites load fast.
- New ecommerce integrations: Salesforce, NuvemShop and LinxCommerce.

Follow product updates at <https://deco.cx/discord>



\$ Cash Flow Statement

	11/2023	
(+) Cash flows from operating activities	1.692*	
(-) Customer acquisition ¹	(31.558)	
(-) Administrative structure	(15.101)	
(-) Platform development ²	(20.979)	
(-) Other expenditures		1. Sales & Marketing team compensation + events
(=) Net cash from operating activities	(67.638)	
(+) Cash flows from financing activities	958	2. Equipment acquisition & engineering team compensation
(+) Cash injections (investors)	9.772	

*includes slips paid in November/2023



Values in USD

Opening balance	2.140.307
Closing balance	2.069.023
Committed Capital	70.600
Recurring Burn	67.883
Total Burn	81.056
Burn rate (%)	-3%
Runway (months)	29

*Burn rate = recurring cash burn / (closing balance + committed investment)
**Runway is given in a worst case scenario not considering future revenue



We discovered
that, in **2027**,

Authentic brands win.

First web editor

Anyone can build the web

We are the platform of choice for modern web creators who deliver authentic experiences.

By the end of January 2024...

- [deco.new](#) starts a new page instantly,
- with generative content creation,
- hundreds of components and themes,
- and AI-powered code editor *in browser*.

Last web editor

Scale to global success

Edge-native global platform that grows to any traffic amount, with full observability and control.

By the end of January 2024...

- Sites have a clear release history,
- full error logging and tracing,
- and full page latency visibility,
- with automatic generative QA.

Generative personalization

Deliver unique experiences

AI-based experiences that evolve and personalize in auto-pilot. Reach audiences intimately.

By the end of January 2024...

- Create a GPT sales assistant in 1 min,
- integrated to any ecommerce backend,
- installed to any website with a script tag,
- with full self-service billing.

A huge **thank you**
for your support
from our team!

deco.cx

See you again on February 2nd, 2024

