

Aug / Sep 2023

Investor Updates

deco.cx

Own your frontend. Own your future.



Highlights

- **We raised a 2M USD seed round led by MAYA** 🎉
- **2 new enterprise customers:** Technos Group & Miess.
- **Signed MRR +54%** (\$7k → \$10.8k USD).
- **deco.hub launched** with 10 templates and 12 integrations.
- **New integrations:** Shopify, Wake, Linx, Algolia, Typesense, Yourviews, Power Reviews.
- **New low-overhead, real-time analytics** launched for paying customers.
- **Observability advancements** on our infrastructure with real time tracing and logging using OpenTelemetry.
- **38 contracts on auto-pilot** (i.e., full SI sales cycle; no effort from deco.cx's sales team)

Lowlights

- We didn't address part of the product backlog, especially billing metrics on our admin and the new onboarding process, which were postponed.
- Documentation did not keep up with the product and our "Hello World" doc was broken for a couple of weeks.
- Our admin and editor had some bugs in production, affecting CMS users.
- We've had two 20min outages due to our main infra. We're negotiating a special tier with slower cycle.
- We're still dealing with the tradeoffs between Google Analytics and PageSpeed performance.
(First step to improvement was taken with new real time analytics engine)

Signed contracts

46

Signed contracts ARR
in USD

\$129,648.00

ARR in pipe
in USD

\$4,365,888.00

Signed contracts in the last month

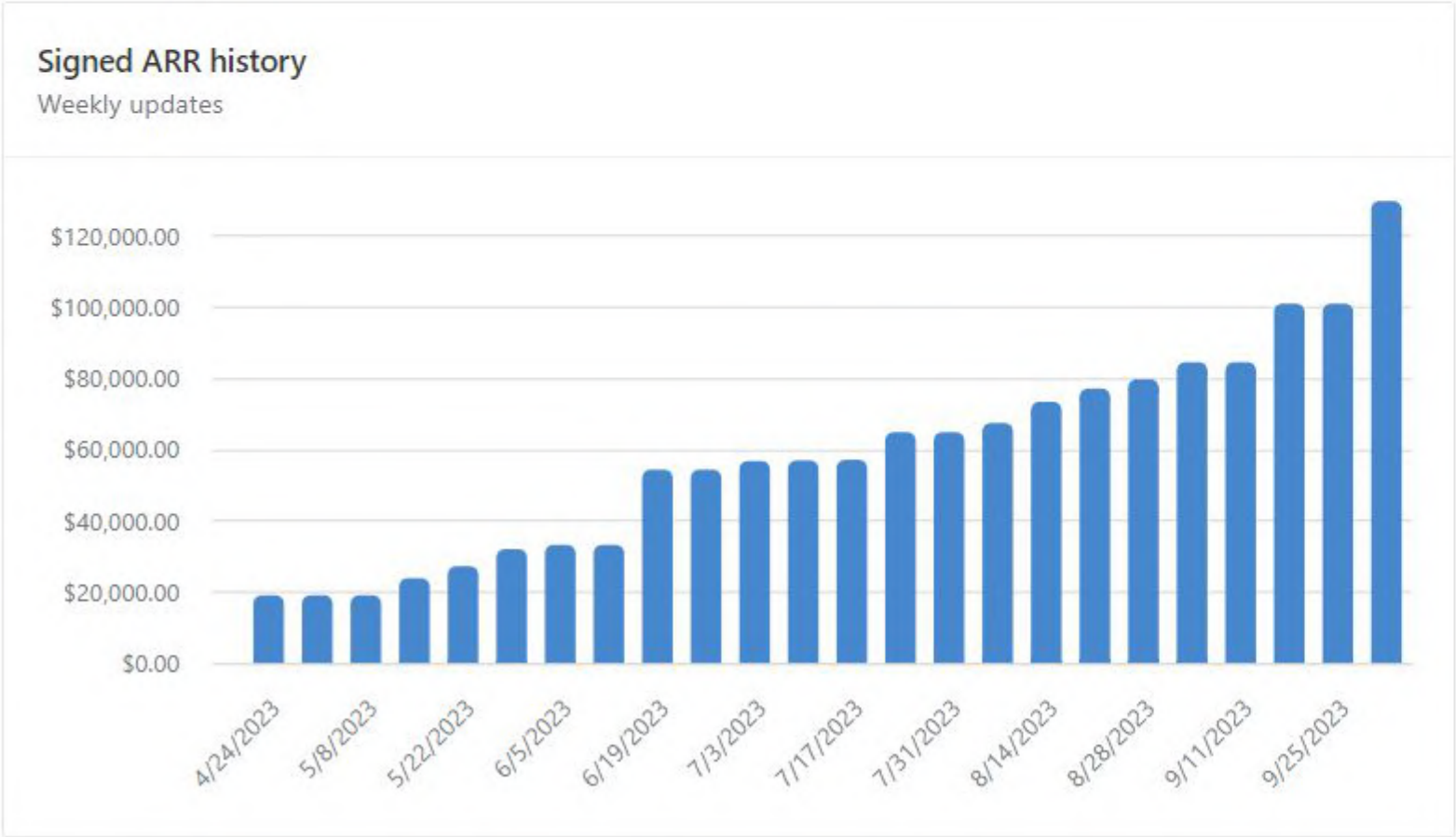
5

ARR acquired in the past month

\$37,680.00

Growth MoM
(ARR)/(ARR D-30)

53.60%



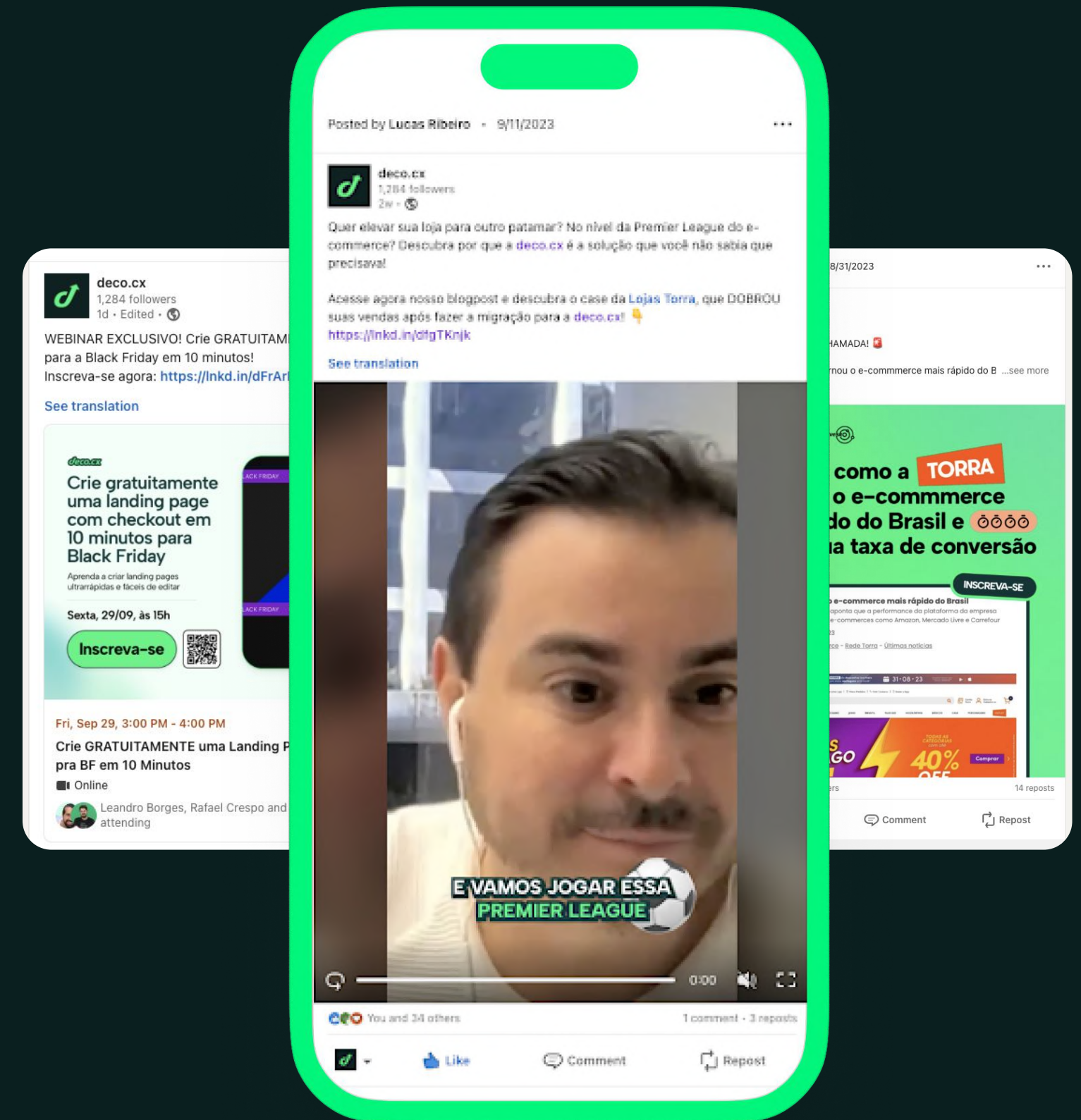
MAYA leads our 2M seed round!

- We are happy to welcome MAYA to our cap table.
- Last details and round followers are being finalized so we can disclose all the relevant info. **For now, please keep this round confidential.** 🤫 🤫
- Raising in this economic scenario was tough, but we ultimately managed to demonstrate the potential of our product and team through our traction and strong customer and partner feedback.
- Day one — we still think and operate as a hungry and lean startup. Next milestone: break-even!



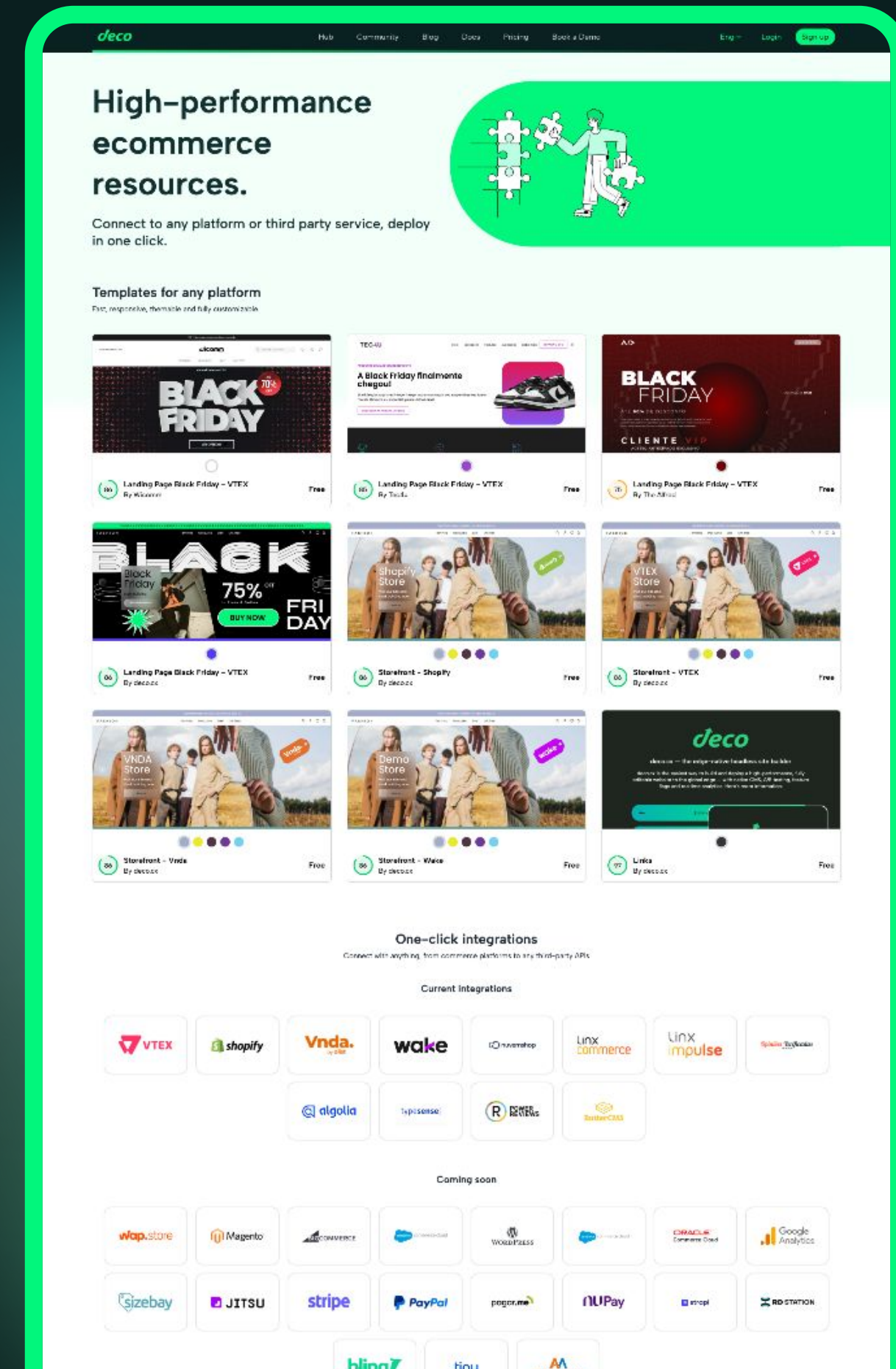
Our awareness strategies have exceeded expectations

- Webinar on Torra's migration to deco.cx had 189 live attendees, and 148 people downloaded the [business case ebook](#).
- Playbook for production of business cases has been created and is being easily replicated for other customer stories – Zee.Dog's ebook coming soon!
- We aired our first webinar showing how to create landing pages for Black Friday and had +40 representatives from top 100 most relevant Brazilian Enterprises and digital agencies (SIs).



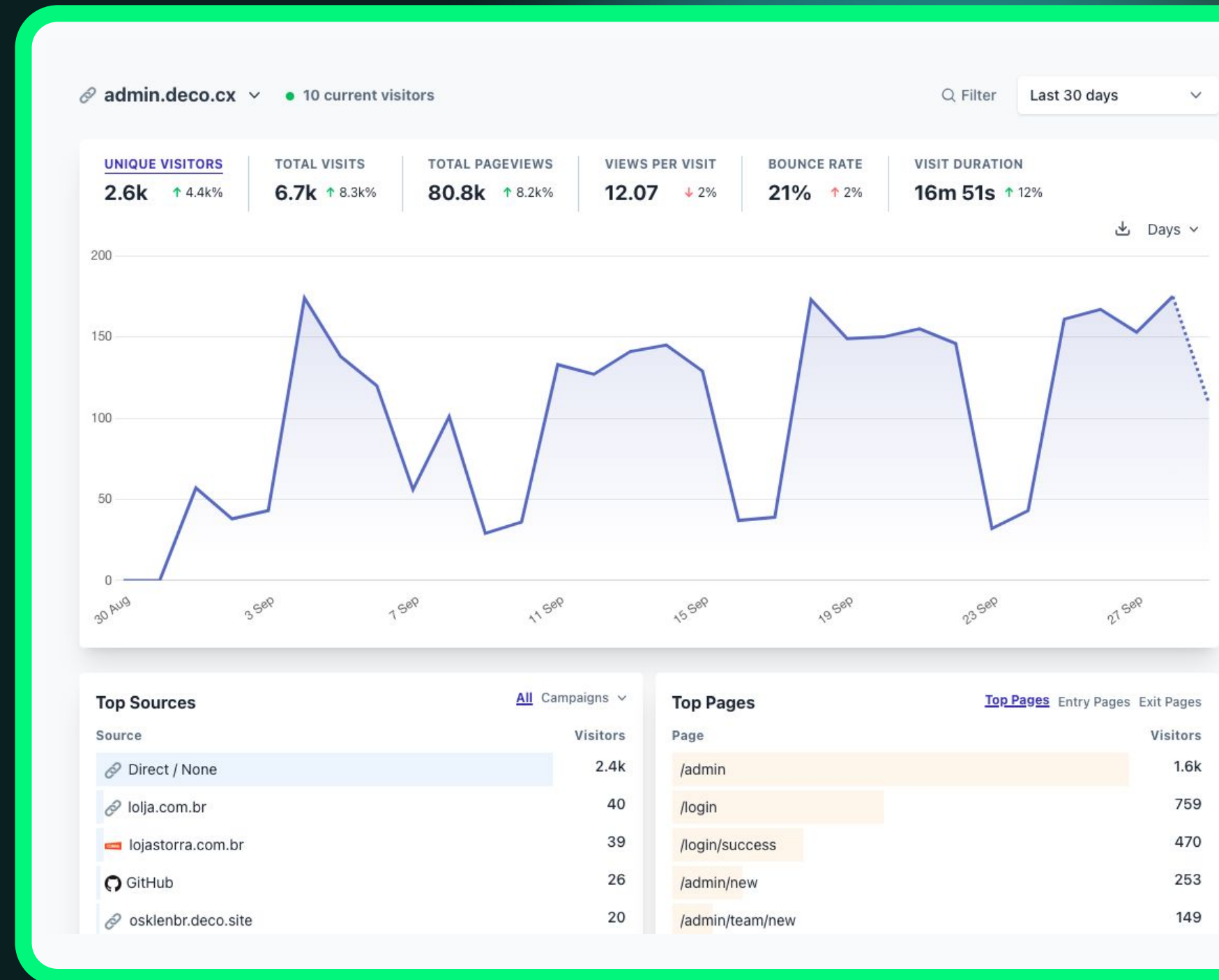
deco.hub is the home for "next-next-finish" integrations with ecommerce APIs

- We have launched the first version of deco.hub at <https://www.deco.cx/en/hub>
- In one month, we already had **8 external contributors** developing and improving integrations.
- New integrations include: Shopify, Wake, Linx, Algolia, Typesense, Yourviews, Power Reviews.



New real-time analytics launched with near-zero frontend overhead

- Real-time analytics with 1 kilobyte frontend script. This means that our users can leverage full visibility of their audience's behaviour with **no impact on PageSpeed**.
- Next step: we are working on a server-side integration with Google Analytics, allowing the best of both worlds: no frontend cost, whilst maintaining compatibility with the enormous GA ecosystem.



Live stores

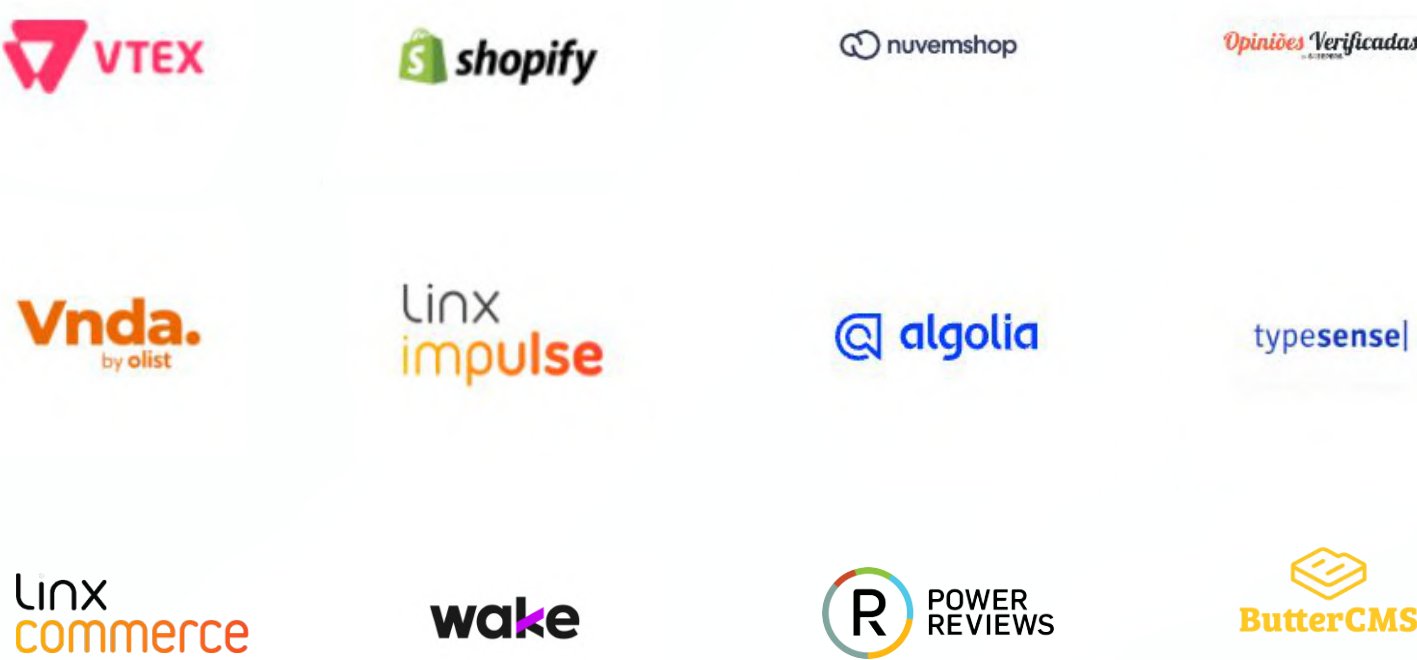
13



From the 9 rollouts, **7 were completed on "autopilot"**, through partner SIs that conducted sales and implementation processes with little or no involvement from deco.cx team

Integrations

12



In one month, **we already had 8 external contributors** developing and improving integrations.



Product Evolution Highlights

- Algolia and Typesense integration with catalog live indexing using deco's Workflows.
- Save, reuse and copy data across the CMS.
- New Apps architecture unlocks great customization and powers deco Hub.
- Plausible Analytics collects data with minimal overhead.

Team & Ops

- One new-hire: Software Engineer
- Commercial Training launched.
- Kick-off LGPD, SOC-2 and other certification processes.

New this month

- Login with Discord and Email.
- Pagination and filtering improvements on Pages list.
- Ahead-of-time build reduces hiccups after deployment.
- Manage Site's redirects easily.
- Section's preview rendered in real-time using WebSocket.
- Manage Billing inside deco.cx's Admin.
- Custom fetch implementation with caching and logging.
- Secrets: encrypt sensitive data for passwords and keys.
- Shopify shopping cart integration.
- SEO improvements for Search Page.
- Font loader allows serving it from the Site's domain.
- Image optimization on the edge.
- Documentation: How to use and create apps.
- New integrations: Wake, Linx, Opiniões Verificadas, PowerReviews.
- + 8 contributions from the Community.

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

\$ Cash Flow Statement

	09/2023	
(+) Cash flows from operating activities	4.700	
(-) Customer acquisition ¹	(204.307)	
(-) Administrative structure	(35.531)	
(-) Platform development	(130.245)	
(-) Other expenditures		1. Sales & Marketing team compensation + events
(=) Net cash from operating activities	(370.083)	
(+) Cash flows from financing activities	982	2. Equipment acquisition & engineering team compensation
(+) Cash injections (investors)	2.503.500	

Values in BRL

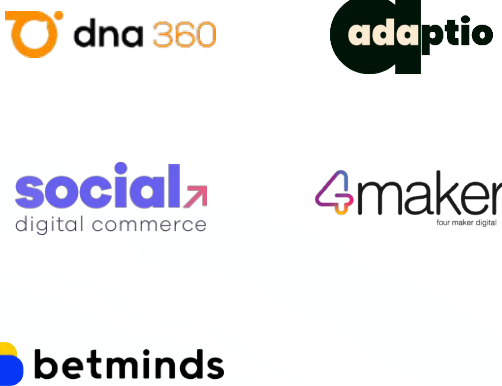
Opening balance (R\$)	5.759.514
Closing balance (R\$)	7.852.829
Committed Capital (R\$)	2.649.000

Recurring Burn (R\$)	176.037
Total Burn (R\$)	410.185
Burn rate (%)	2%
Runway (months)	20

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

We're happy to welcome new partners

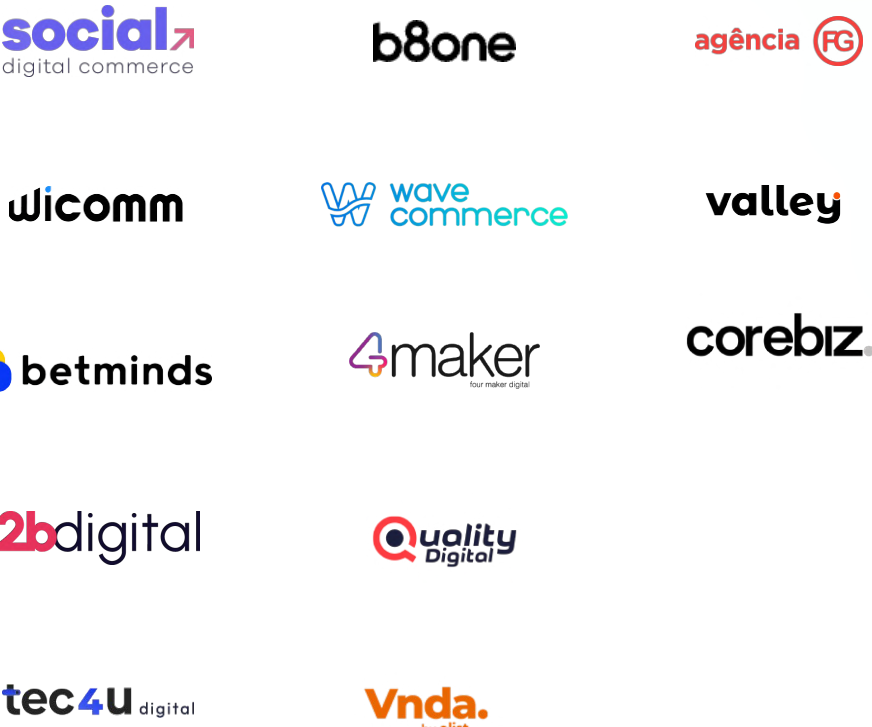
Newcomers:



Go-live:



Implementing:



Ongoing:



We went to 2025 and we discovered that...

Developers have full power

Builders **get site done**

We are the platform of choice for modern devs who deliver complete projects with zero friction.

Causative milestones November 2023

- Install apps from deco.hub into your site's Library with one click
- Amazing dev onboarding and app setup
- Native GPT-4 integration with search
- Auto-join team with same domain

Reliable and fast edge infra

Sites **load fast**

AI-optimized rendering and data caching. Edge-native, reliable & global platform.

Causative milestones November 2023

- Time to first byte under 500ms for 90% of pageviews
- Achieve 99.99% SLA during entire Black Friday season
- Full platform observability with error logging and tracing for enterprises

Business users have full autonomy

Sales **grow faster**

AI-based continuous experiment generation. Data informed, test driven decisions.

Causative milestones November 2023

- Customizable roles and permissions for content management
- Create segmented variants for individual sections inside a page
- Ecommerce funnel on Analytics integrated with segments



📍 100% remote: Discord + Zoom

📅 Tuesday 10/31, 6PM – Sunday 11/05, 4PM

HACKATHON



4th EDITION

[register now](#)

for a chance to win over **R\$ 20,000** in prizes

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

deco.cx

See you again on December 4th, 2023

