

March 2023

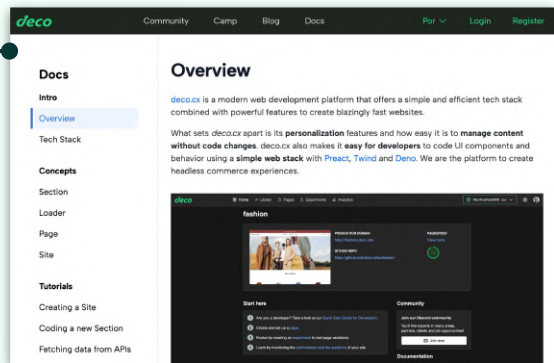
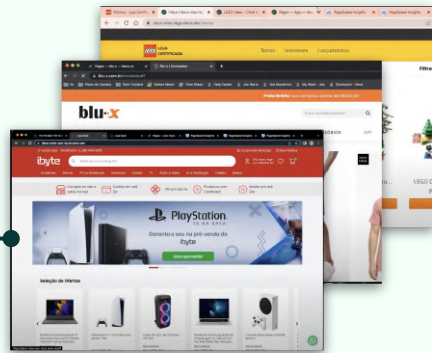
Investor Updates



High-Performance Commerce Experience Platform

Highlights

- ❑ deco.cx's **march hackathon** hosted **54 devs** who delivered **21 stores in 48 hours with 4-5x performance** improvement. The platform and stack got praise from developers.
- ❑ Exciting **VNDA** partnership opportunity: we've integrated their API and ported their store template in under a week.
- ❑ **New documentation portal** covers everything a junior developer needs to build a high-performance site.

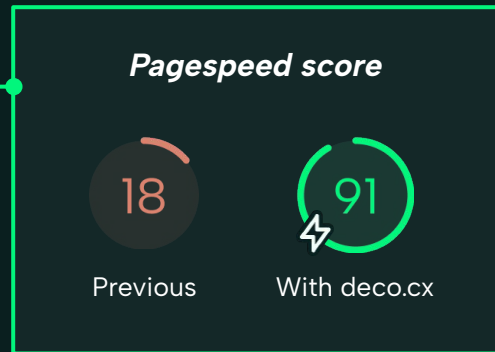
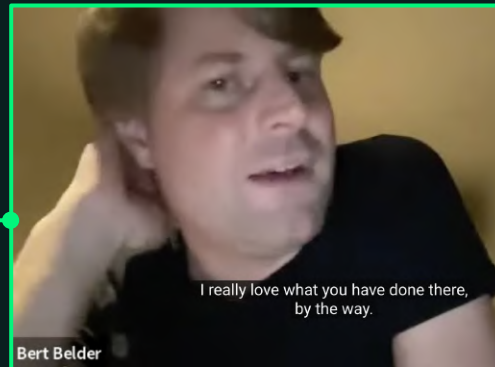


Lowlights

- ❑ Closing-to-coding time is longer than expected.
- ❑ VTEX Legacy search integration was a bottleneck for our hackathon — we mistakenly assumed most accounts would be using Intelligent Search, where we focused integration efforts prior.

March Hackathon results

- ❑ Our second hackathon on Mar 17th–19th attracted 167 developers and featured a Q&A with **Bert Belder**, co-founder and **CTO of Deno**.
- ❑ Out of 167 registrants, *54 completed* the creation of an online store, with *21 teams submitting* their final results and *13 teams selected as finalists*.
- ❑ The migrated stores achieved **increased performance**, with the average PageSpeed score rising **from 18 to 91**.
- ❑ On the following week, we had over [20 organic LinkedIn mentions](#) for deco.cx and the Hackathon. Overall [developer feedback](#) is stellar.
- ❑ After the hackathon, we saw 7 new agencies interested in partnership, representing a 50% increase over last month.



Results and progress

Product Evolution Highlights

- ❑ Realtime performance metrics in the editor
- ❑ New site home gives all site details at a glance
- ❑ End-to-end monitoring of deco.cx stores
- ❑ Step-by-step publishing modal with traffic split

Team & Ops

- ❑ US Brex account opened – first deposits received
- ❑ We had three more angels join our round (\$90K)
- ❑ We have started our SOP implementation
- ❑ Marcos Candeia (Staff SWE) started full-time

Shipped this month

- New loaders: YourViews, VTEX category tree and product suggestions.
- New sections: LinkTree, Cookie consent.
- URL switcher on Pages to test different URLs.
- Automatic top searches in fashion search bar.
- Invite and remove GitHub users directly from your site home.
- Create global sections that affect multiple pages at once.
- Team owners can now delete sites,
- Team owners can now execute our base E2E tests.
- vtexProductList now accepts a collection filter.
- Better colors on dark mode and removed some borders.
- Carousel with interaction, stop on hover, better autoplay.
- Less Javascript sent to browser for LiveControls feature.
- SKU Selector with multiple variations.
- Create site now adds all team members to Github project.
- Avoid scroll on top when editing sections with dropdown..
- Inspect working on Pages editor when in localhost.
- ... and lots more.

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

\$ Cash Flow Statement

Values in BRL

(+) Cash flows from operating activities	-	
(-) Customer acquisition ¹	11.098	+96%
(-) Administrative structure	29.653	-23%
(-) Capital expenditures – platform ²	119.755	+123%
(-) Other expenditures	50.308	+1.146%
(=) Net cash from operating activities	(210.813)	
(+) Cash flows from financing activities	3.366	+13%
(+) Cash injections (investors)	208.165	+59%

1. Sales & Marketing team compensation

2. Equipment acquisition & engineering team compensation

\$ Cash

Values in BRL

Opening balance (R\$)	471.049
Closing balance (R\$)	493.716
Committed Capital (R\$)	1.571.951

Burn (R\$)	185.498
Burn rate (%)	9%
Runway (months)	14

**Burn rate = cash burn / (closing balance + committed investment)*

\$ Revenue

SaaS	
Gross revenue (R\$)	0
Total ACV (R\$)	41.600
Marketplace	
GSV (R\$)	12.500
Net revenue (R\$)	0

Variable Platform Infrastructure Costs

Deno deploy (R\$)	2.806
Fly.io (R\$)	2
Jitsu (R\$)	29

Sales

PoC

March 2023



MICHAEL KORS

kipling

ibyte

blu-x



Evaluating



SACADA



OH, BOY!



Implementing



Live



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Pageviews

- 10M +
- < 10M
- < 1M
- < 100K

Partner Agencies

Aware

March 2023



Onboarding



Implementing



Go-Live

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⌚ Future-driven planning and roadmap

Causative milestone 2025

Platform of choice for commerce experience

Verification milestones

- ☐ # active experts
- ☐ time to go-live

Causative milestone April 2023

- ☐ Self-service store implementation

Planned for April

- ☐ New admin
- ☐ Themeable starter store
- ☐ Self-service domain

Causative milestone 2025

Deliver reliable performance

Verification milestones

- ☐ avg. site pagespeed
- ☐ avg. site uptime

Causative milestone April 2023

- ☐ Flawless admin experience

Planned for April

- ☐ Site creation workflow
- ☐ Deno deploy redundancy
- ☐ Admin stability

Causative milestone 2025

Optimize on autopilot

Verification milestones

- ☐ # experiments live
- ☐ # AI content pieces

Causative milestone April 2023

- ☐ Primary source for storefront performance

Planned for April

- ☐ Sales funnel by audiences
- ☐ AI-suggested text input

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

deco

