

November 2023



deco.cx

The simple and scalable frontend platform

Growth at all costs is dead

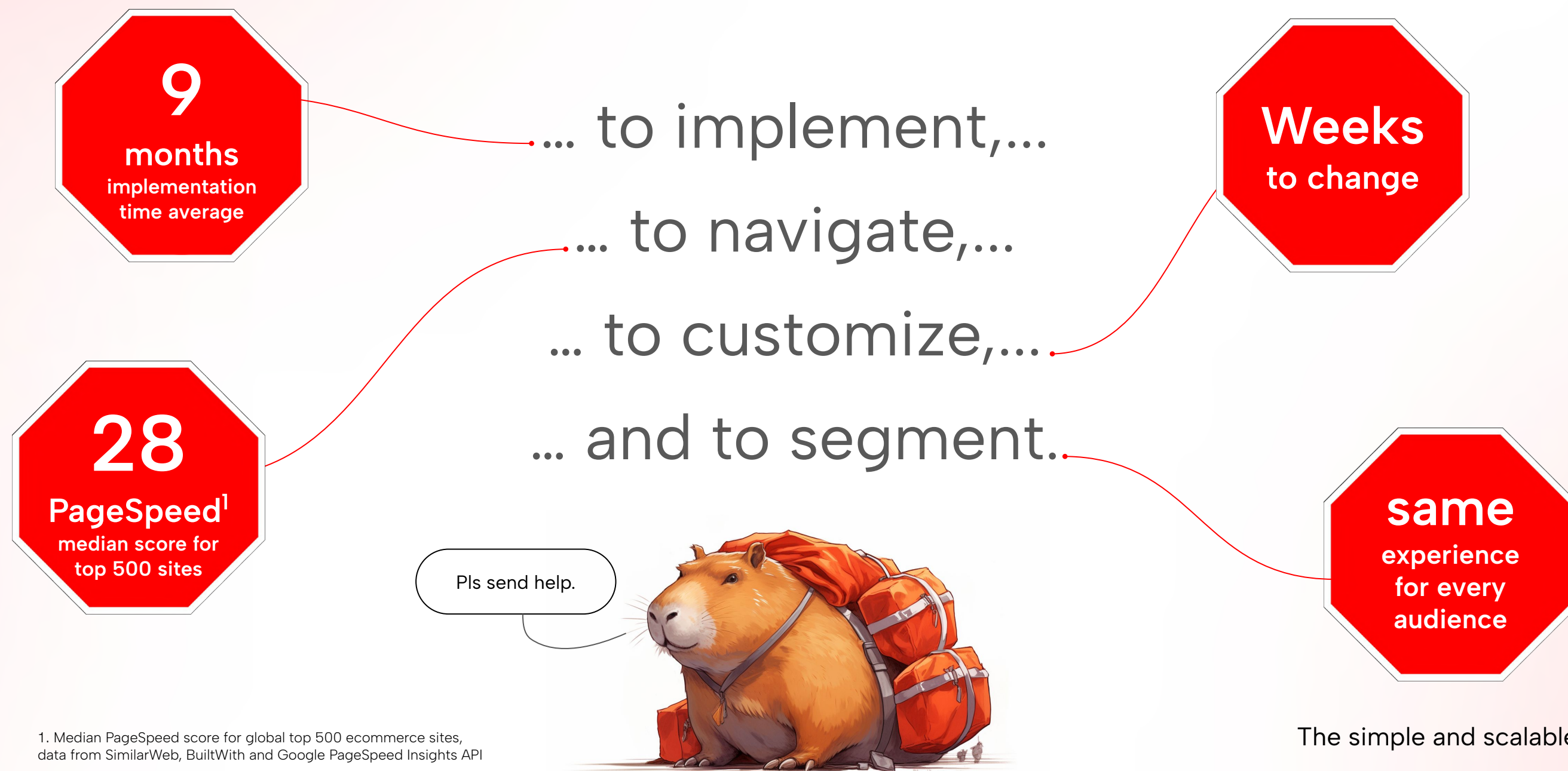
We are living the era of profitability

Everyone is looking to:

- **Simplify** operations
- **Decrease** cost of ownership
- **Accelerate** evolution speed – iterate!



But evolving digital experiences is **suuuuper slow and complex...**



Brands are stuck between constrained or complex

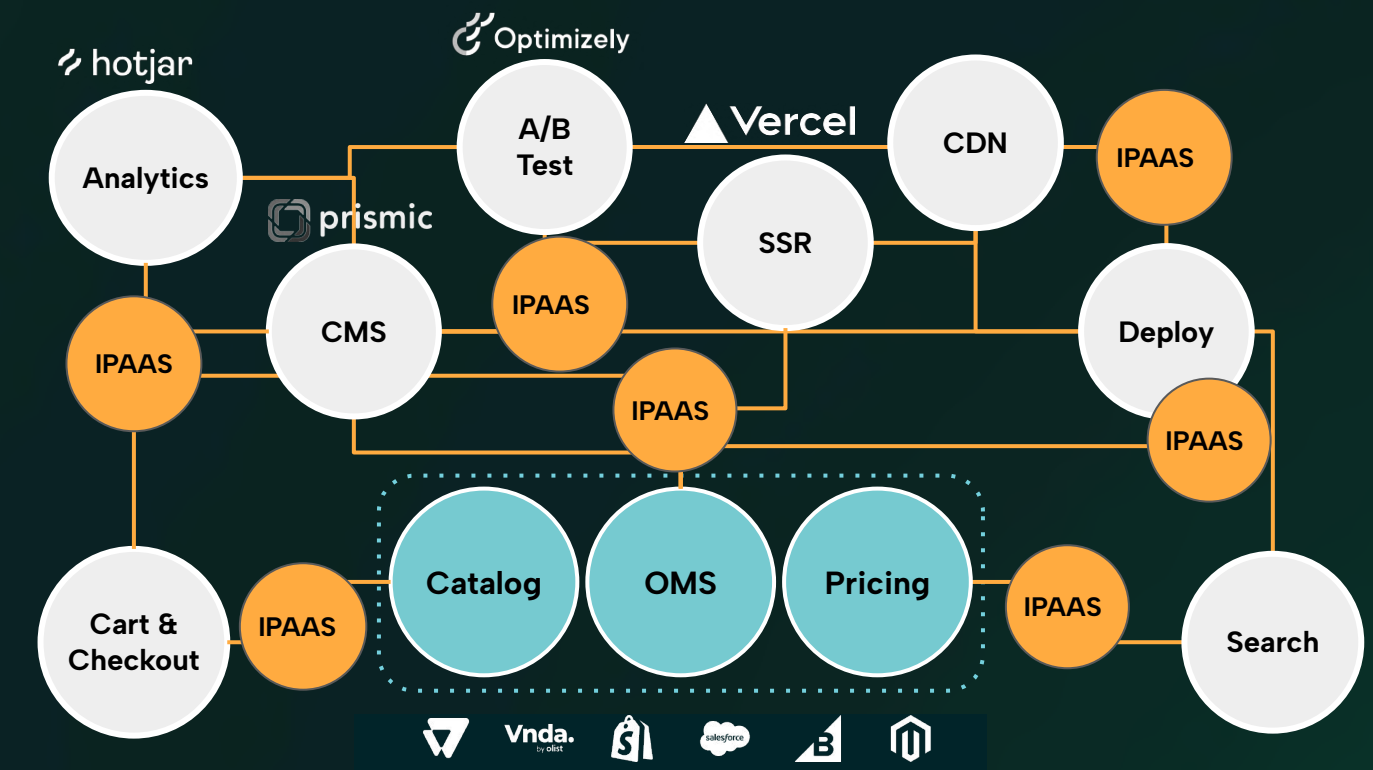
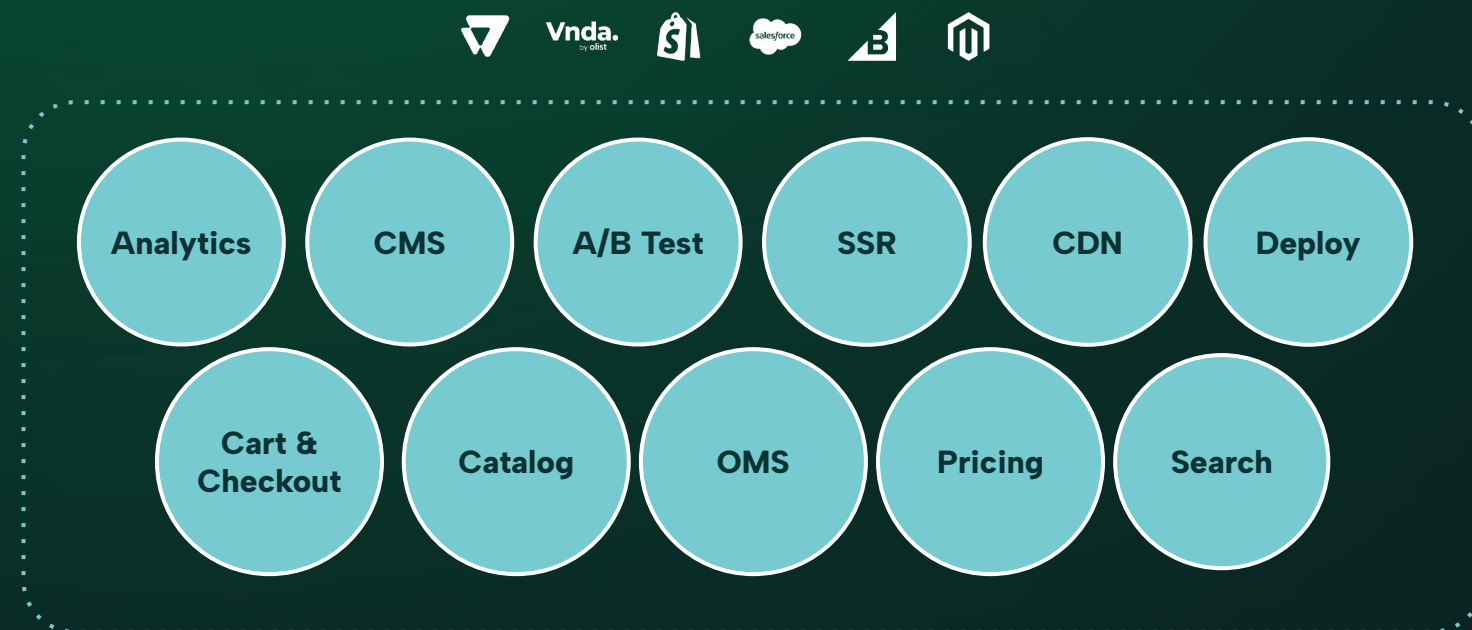
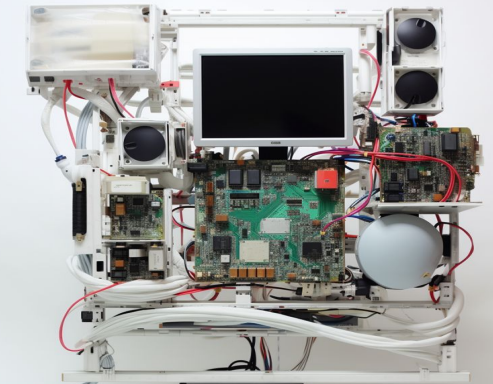


Monolith Architecture
& No-Code platforms

"wasn't this supposed to get easier?"

"Best of Breed" or
Build Your Own Infra*

*zero interest rate phenomenon

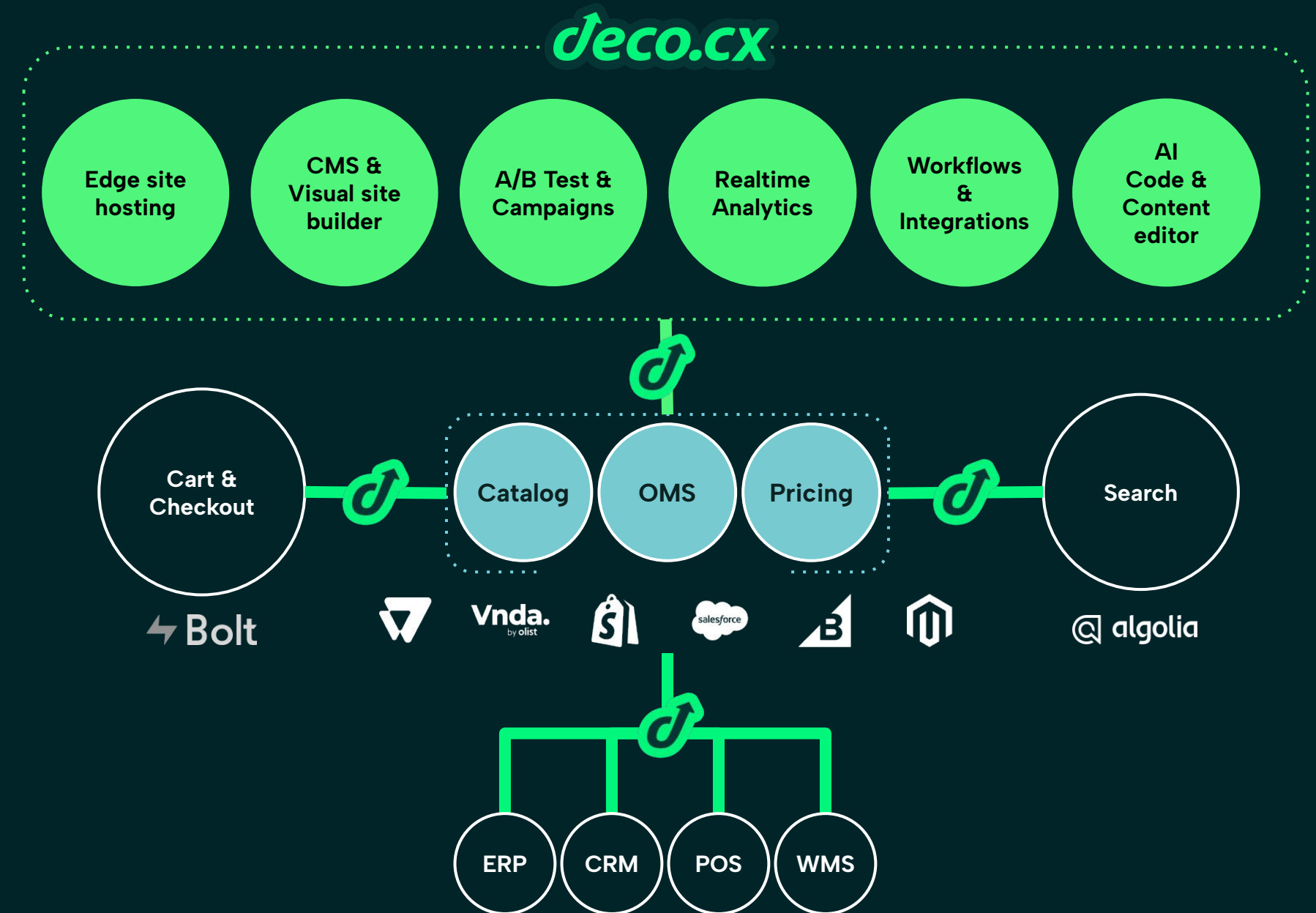


deco.cx is a **complete, simple & scalable** frontend platform for enterprise-grade sites.



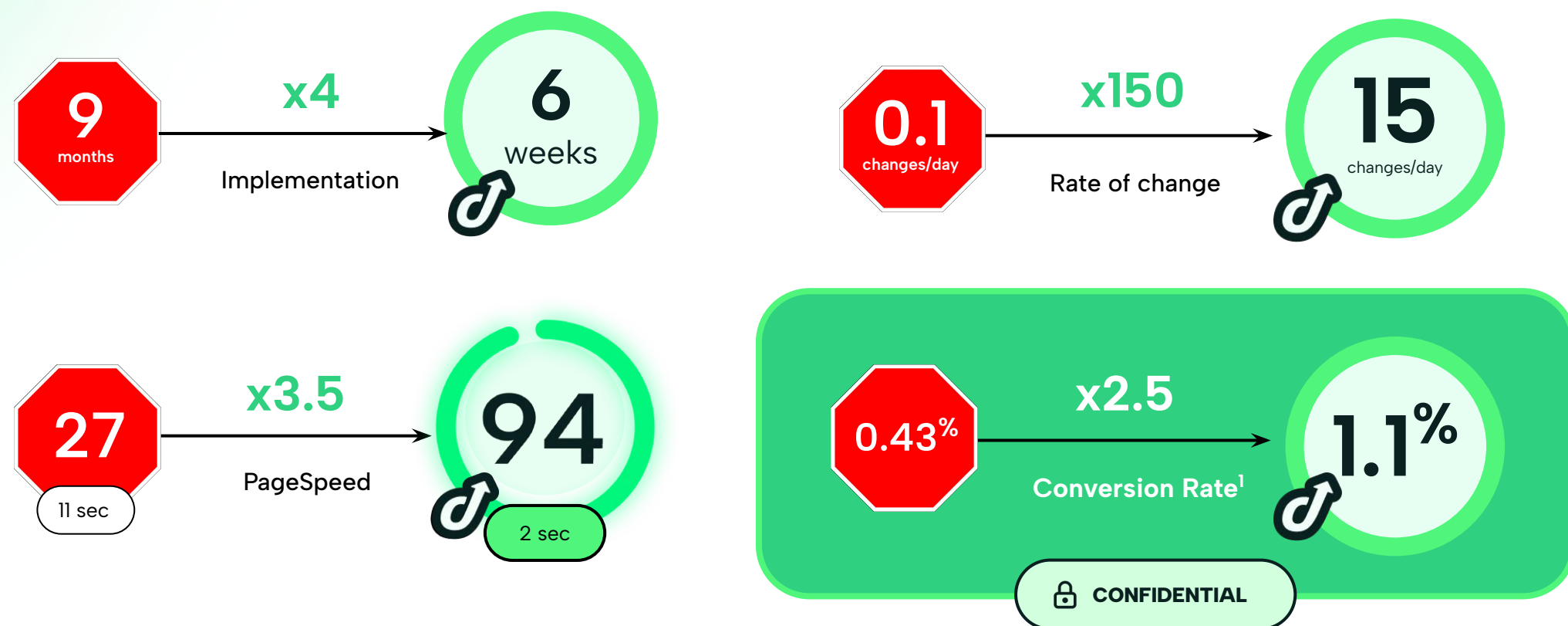
deco.cx

This allows brands to **Own their frontend.**



The simple and scalable frontend platform

With **deco.cx**, Lojas Torra became the fastest store in Brazil in just 6 weeks



1. Conversion rate represents average daily transactions divided by average daily sessions; the average rates were calculated based on measurements taken two weeks before and two weeks after the migration to deco.cx, which happened on June 26th; the same days of the week were considered for both rates; there were no abnormalities such as new media campaigns, marketing initiatives, inventory shortages or any other services' migrations during the time period observed.



A capybara is shown floating in a vast, green-hued space filled with nebulae and stars. The capybara is looking upwards, and the overall atmosphere is dreamlike and futuristic.

deco.cx helps brands create
authentic digital experiences
that evolve at the speed of AI.

*100% powered
by capybaras*

deco.cx

The simple and scalable frontend platform

Say bye to the 4 horsemen of profitability apocalypse 🖐️

9 months to implement

PageSpeed 28

One site fits all

2 weeks to change a banner

We make the web grow

10x faster

deco.cx brings a sports car
to a world of horses

1. Implement in **weeks**, not months.
2. Navigate in **2 seconds**, not 20.
3. Customize **instantly**, no-code & full-code.
4. Segment in **seconds**, not days.

Wanna ride?

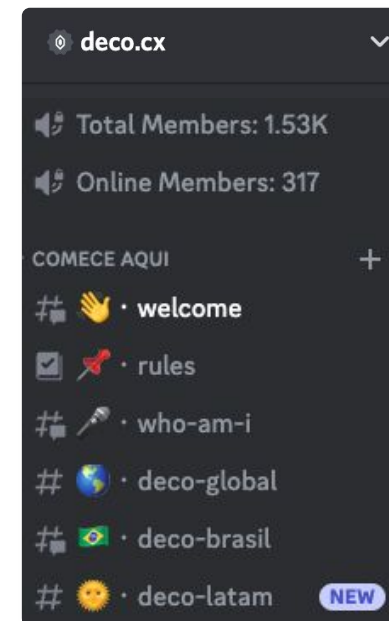
deco.cx

The simple and scalable frontend platform

① Implement **in weeks,** not months

- Platform agnostic
- Easy web dev tech stack
- Dozens of SI partners and **hundreds of devs**
- AI assistant to import and stylize content
- Integration hub

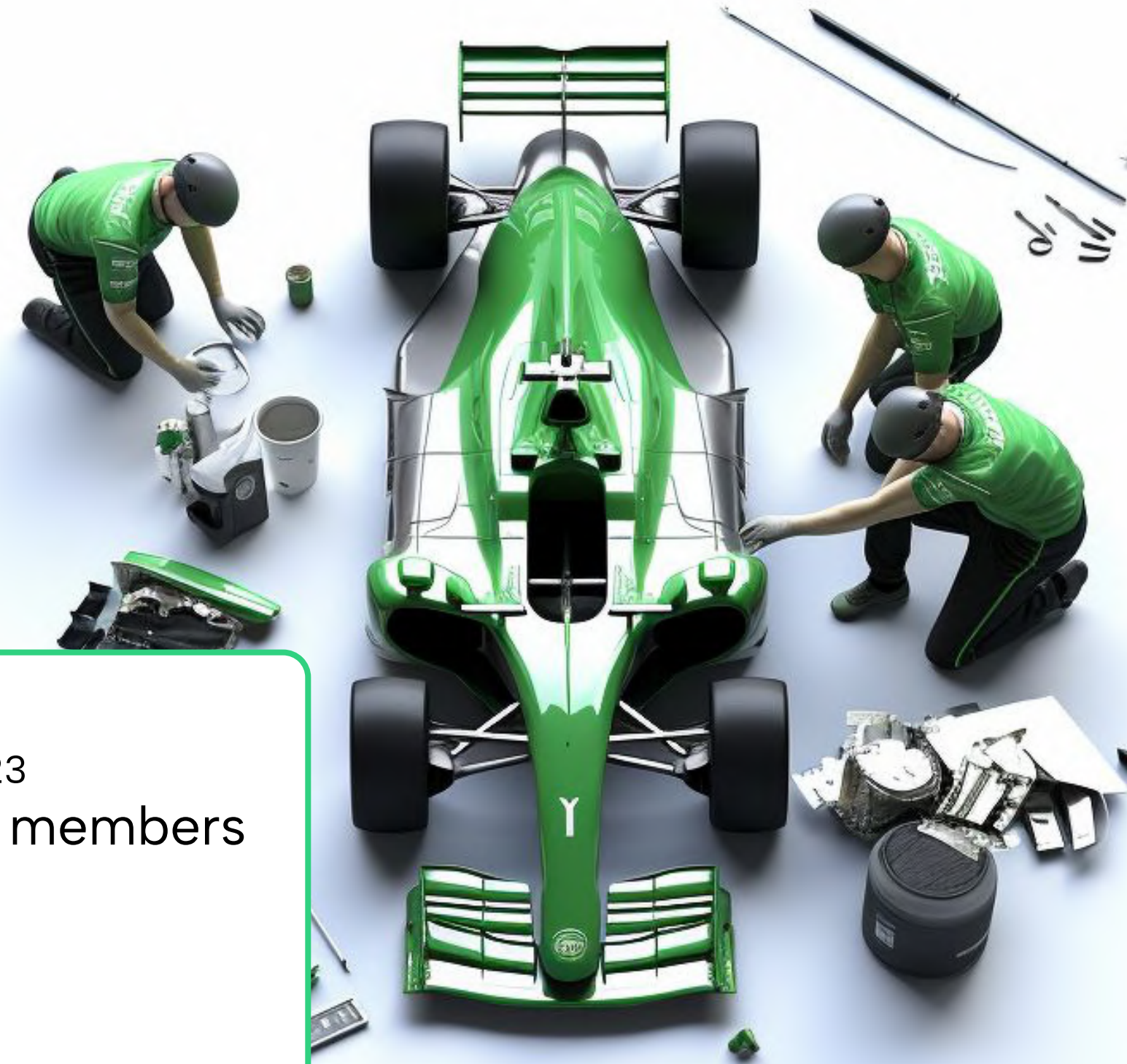
FAAAASTER!



nov 2023
2450 members

>16x

jan 2023
150 members



② Navigate in 2 seconds, not 20.

- **Edge-native infra** with minimal latency
- Server side stack with zero JS by default
- Optimized blocks and templates
- Real time metrics



Deno

③ Customize instantly, with or without code.



Deno



tailwindcss

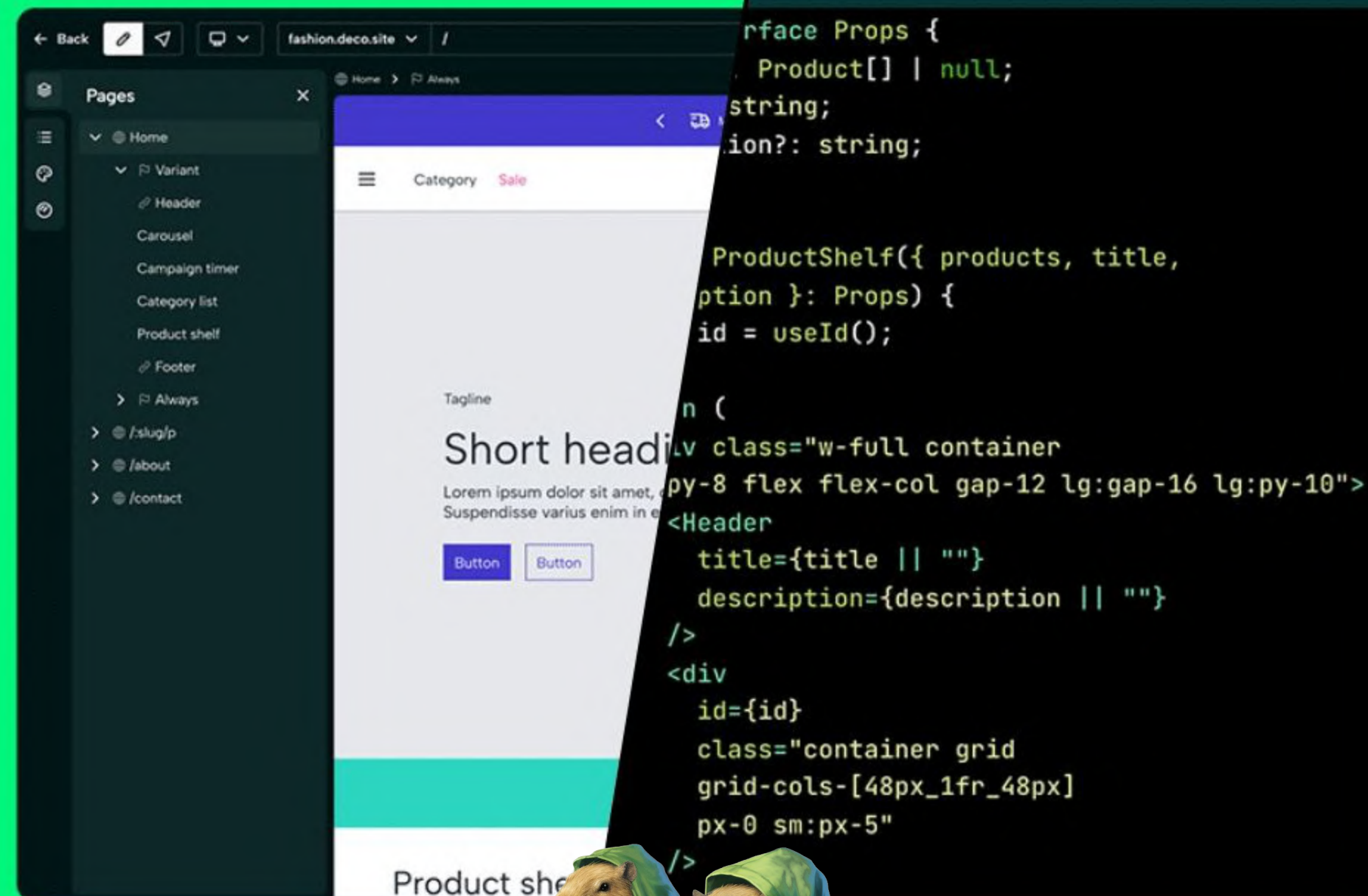


TypeScript



PREACT

A visual editor that
**allows anyone to
create & evolve
content in realtime...**



...with full access to
**an open-source,
modern & extensible
stack that devs love**



The simple and scalable frontend platform

④ Segment in **seconds**, not days.

Built-in split traffic testing and personalization for every audience

- **Out-of-the-box** segmentation or
- **Completely custom** segments;
- **Built-in** realtime analytics and
- **One-click** connect to GA & GTM

This is so me



We power coders & content creators to build the 1% fastest-growing sites.

Our platform **replaces** a bunch of silos with one integrated platform for faster collaboration.

NO-CODE SITE BUILDERS



Most no-code site builders **limit dev extensibility** to offer business user autonomy.



deco offers real time collaboration between business and tech teams, with **full autonomy & extensibility**.

COMPLICATED HEADLESS



Standard headless architecture is **costly** and **super challenging** for most devs to implement and maintain.



deco is an **easy to implement** solution for anyone, that **reduces TCO** while keeping the **same benefits of headless**.

OPTIMIZATION TOOLS



Average optimization tools **slow down** performance with **extra script** tags.



deco leverages **edge-rendering** to deliver **performance & personalization** without tradeoffs.



The simple and scalable frontend platform

Simple pricing that follows your growth

US\$8

for each 10,000 pageviews*

Usage-based infrastructure plan.
You pay for exactly what you need.

Scalable and efficient GTM strategy



Direct Sales	Partner Relations	Developer Relations
<p>We focus initially on building mid-market cases before getting to Enterprises.*</p> <ol style="list-style-type: none">1. Target-list mid and large retailers2. Build cases on all verticals3. Land and expand via groups4. Launch a referral program5. Get into Gartner and IDC MQ	<p>We train System Implementation (SI*) agencies to resell deco and implement mid-market websites on autopilot.</p> <ol style="list-style-type: none">1. Map ideal partner profile2. Demo SI's teams3. Build one case with each SI4. Train agencies to autopilot5. Brand activation on retail events	<p>Our global open-source developer community drives bottom-up adoption with SMBs, mid-market, and enterprises.</p> <ol style="list-style-type: none">1. deco.camp: high-perf webdev bootcamp2. deco.bot: AI assistant for freelance jobs3. deconf: the largest global deno event4. deco.hub: cross-platform apps5. Community-driven content machine <p>The simple and scalable frontend platform</p>

**ie: Osklen leads to New Balance Brazil that leads to Nike Global*

**ie: IBM, Accenture Song, Pivotree, Wipro, Cognizant*

Powered by **high-energy nerds** on a mission to accelerate the web

(Yes! The next-gen global web platform is made in Brazil)

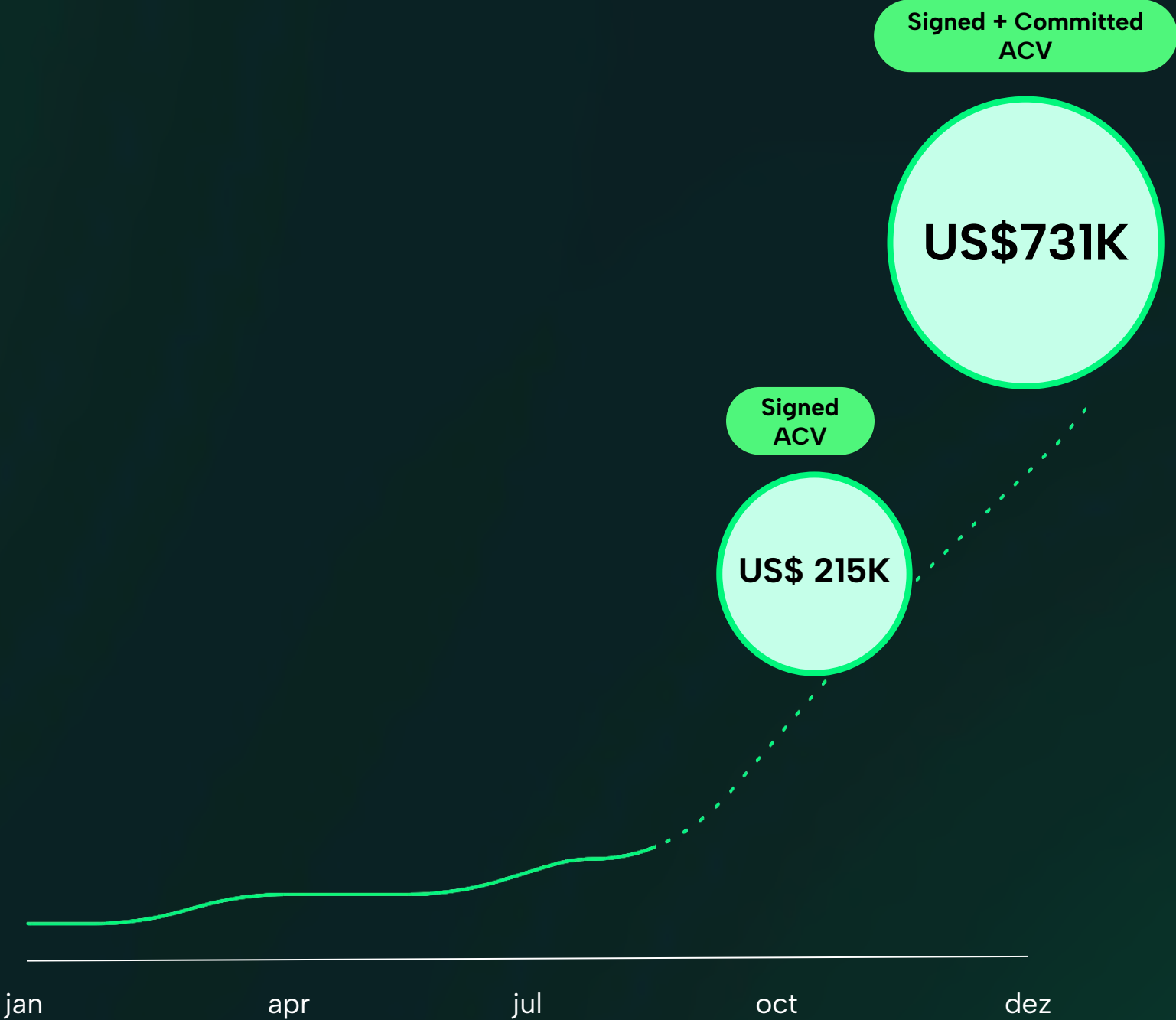


SEED ROUND

Signed ACV vs Committed ACV

While there is **US\$215K** ACV on our books, **over US\$516K** ACV has been either verbally committed to Deco or is already being implemented today.

We expect this revenue to be accounted in the upcoming months.



The simple and scalable frontend platform



Seed Round

<https://seed.deco.cx>

Thank you!

deco.cx

SEED ROUND

Appendix

SEED ROUND

Backed by ecommerce innovators



Marcelo Cortes
CTO & Co-Founder at Faire



Geraldo Thomaz
Co-CEO & Founder at VTEX



Mariano Gomide
Co-CEO & Founder at VTEX



Santiago Naranjo
CRO at VTEX



Frederico Heitmann
CEO & Founder at ACCT



Renan Mota
Co-CEO & Founder at Corebiz



Pedro Turco
Founding Partner at Maeztra



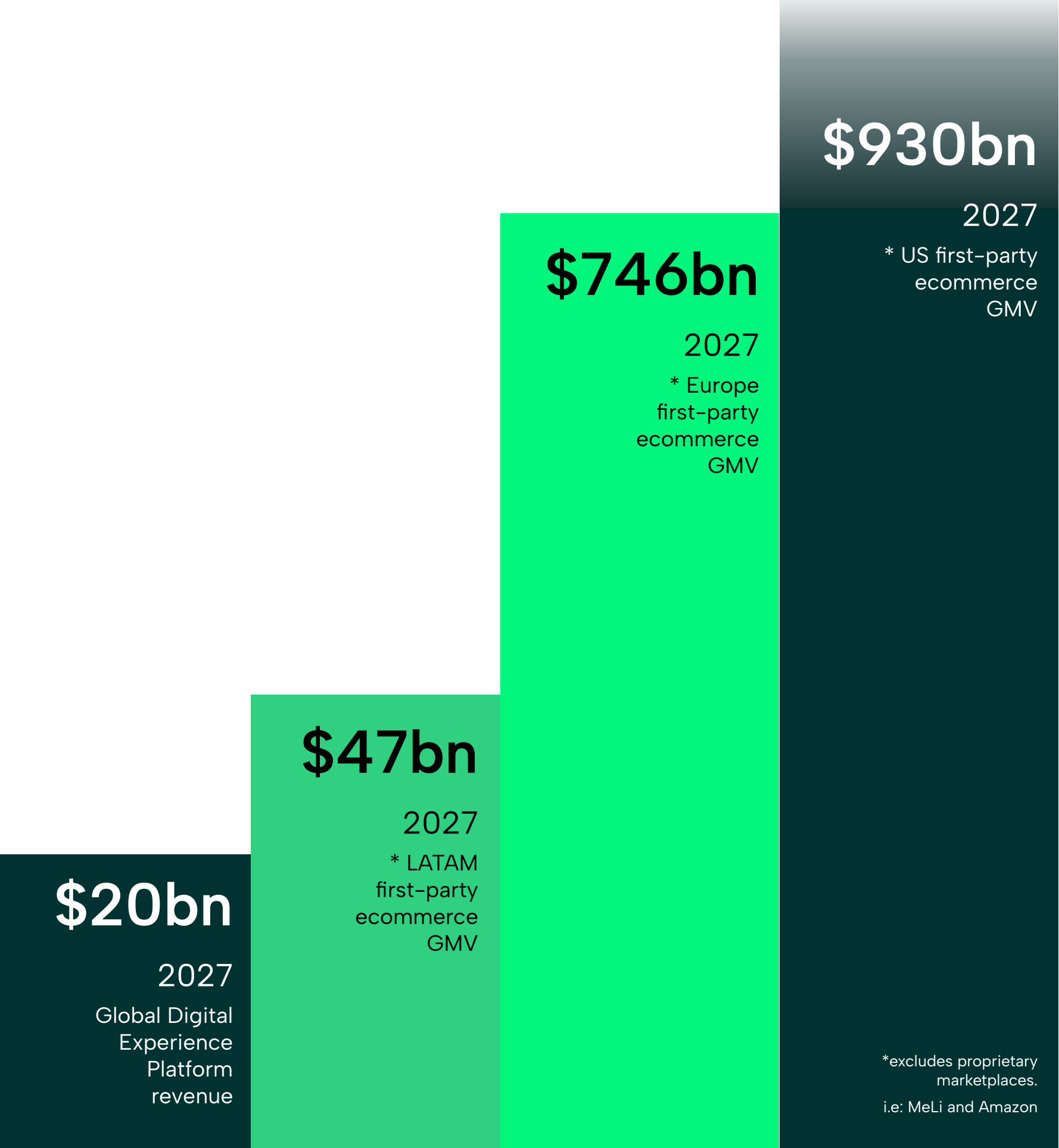
Luiz Paulo Ribeiro
Vice President, Sales &
Alliances at Intelipost

SEED ROUND

A unique cross-platform solution that can penetrate multiple markets

deco.cx Revenue 2027: stronghold in LatAm, going global

	Average ACV (USD)	# stores	Market penetration (%)	ARR (in MM of USD)	ARR contribution (%)
LATAM Enterprise*	60,000	506	20	\$ 30	24
LATAM Mid Market	5,000	4,838	10	\$ 24	19
LATAM SMB	1,250	33,892	10	\$ 42	33
US	7,400	1,304	0.05	\$ 10	7
EUR	5,000	4,566	0.1	\$ 23	17
	2,860	39,237		\$ 129 MM	100%



Source: [Statista](#)
* Enterprise = Annual GMV > USD 10M / Mid Market = Annual GMV > USD 1M / SMB = Annual GMV < USD 1M

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Our org chart

