

Jun / Jul 2023

Investor Updates

A man in a workshop is working on a large, green, bear-like robot. The robot is standing on a workbench, and the man is kneeling beside it, focused on its internal mechanical components. The workshop is dimly lit, with a single lamp illuminating the work area. The robot has a green, metallic-looking exterior with visible internal wiring and mechanical parts. The man is wearing a dark shirt and glasses, and is looking intently at the robot's chest area.

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Own your frontend. Own your future.

Highlights

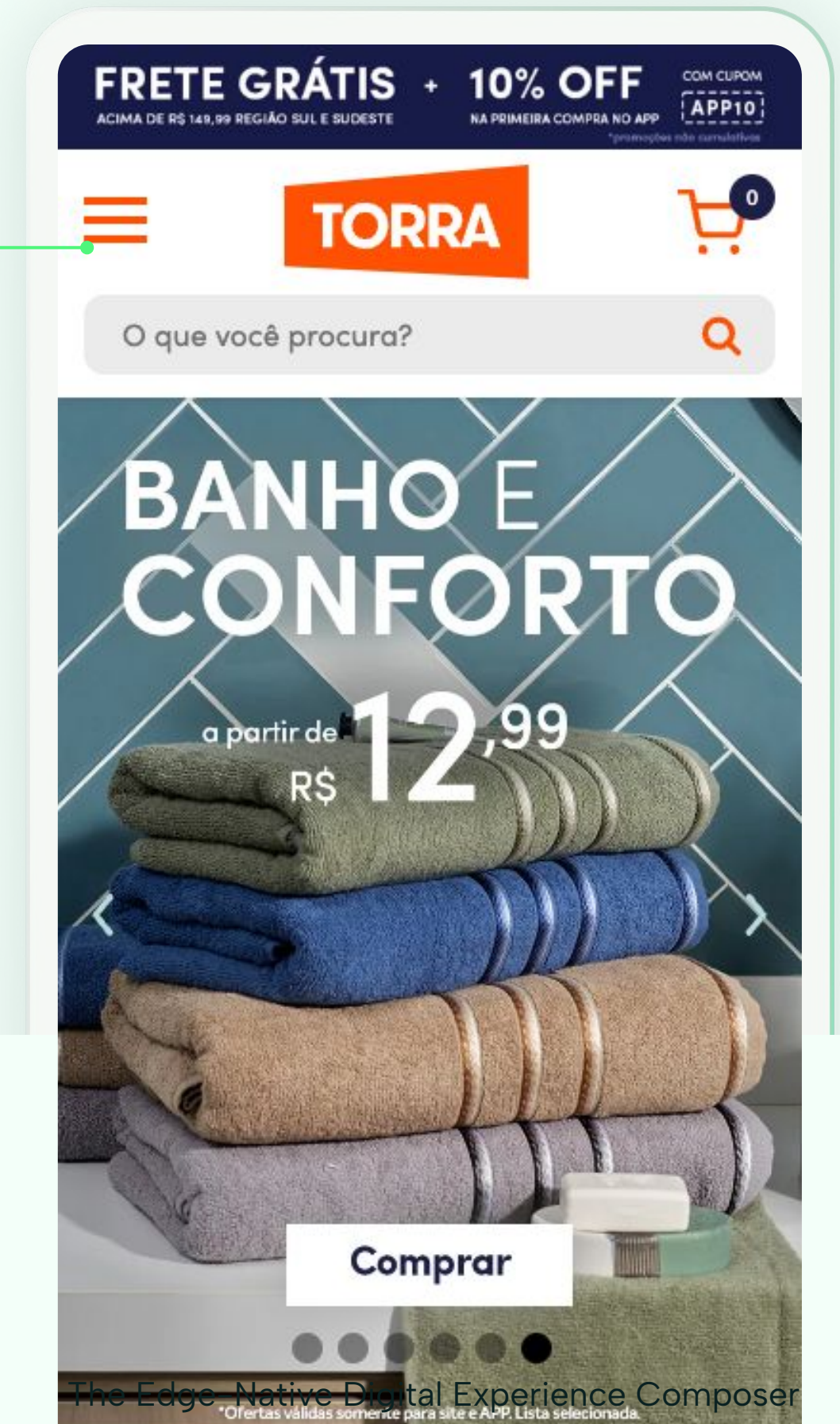
- **AMAZING results** in second store: 156% increase in conversion
- **Three new live stores**, including our first VNDA integration
- **Contracts signed grew 228%** (16 new contracts in 2 mo)
- **Our community grew 17%** (248 new members in 2 mo)
- **Optimized pricing model** to boost our gross margin
- **Self-service billing** allows us to scale for simpler sites
- **Over 138 trained** in 5 commercial and 2 technical training sessions
- **Bounty AI bot** makes it easy to post a bounty in our community

Lowlights

- Partial outage for cities with special characters in their names lasted 3h
- We're dealing with the trade-offs between Google Analytics & performance

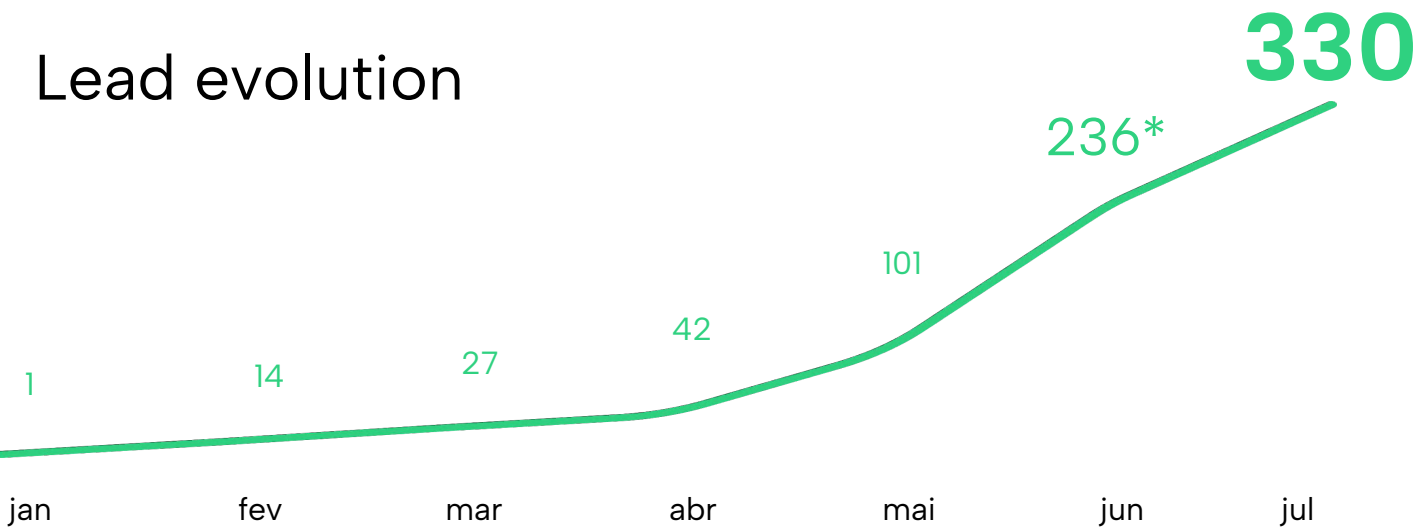


1. Conversion rate represents average daily transactions divided by average daily sessions; the average rates were calculated based on measurements taken two weeks before and two weeks after the migration to deco.cx, which happened on June 26th; the same days of the week were considered for both rates;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

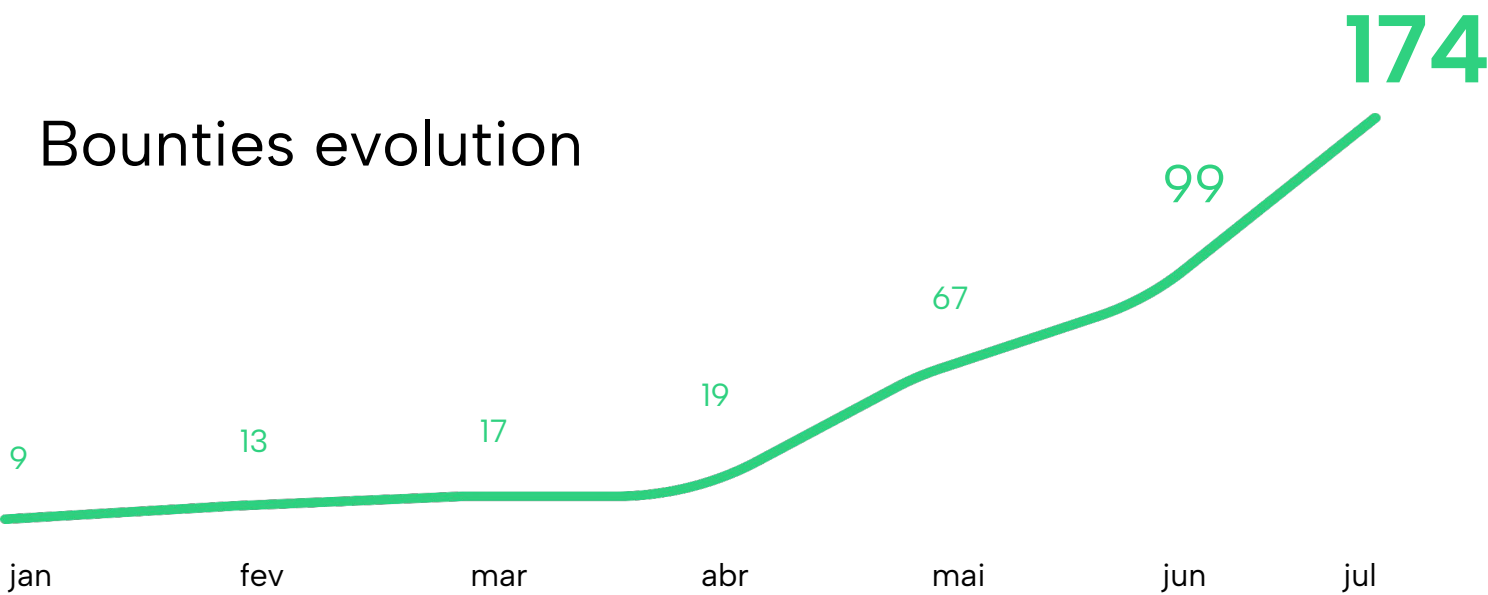


Scorecard

Lead evolution



Bounties evolution



Stores online

4 +3

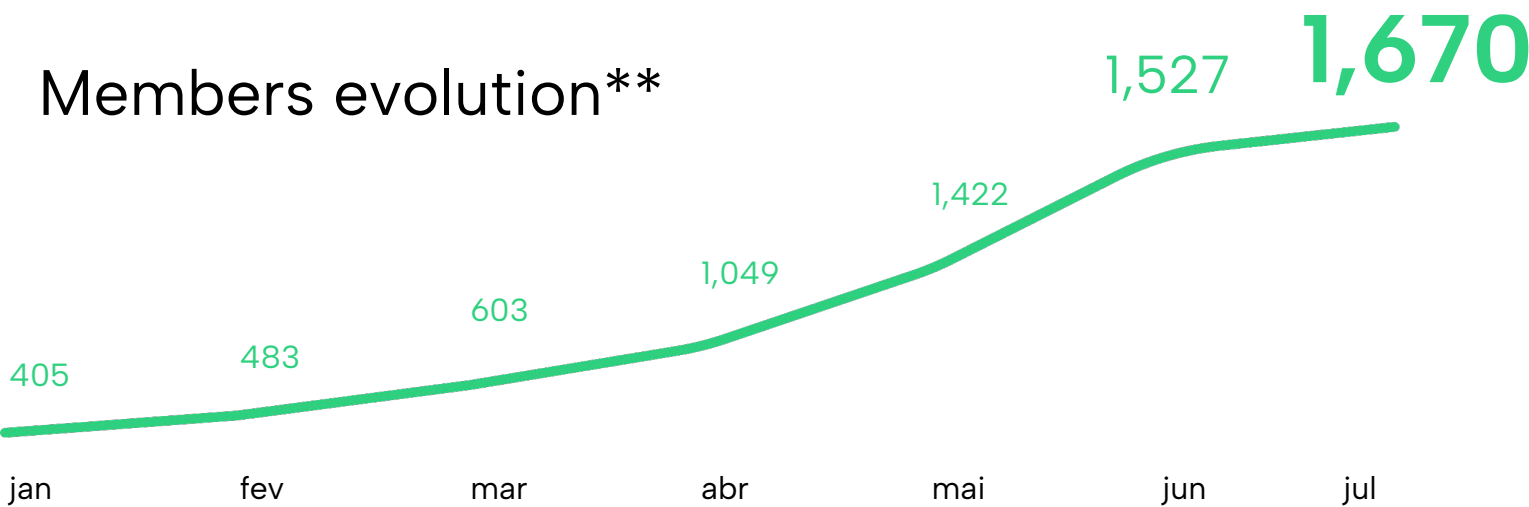
Stores being implemented

29 +70% MoM

Total signed ACV:

\$65,000.00 + 53,000.00

Members evolution**



Total month GSV:

R\$46,000.00 +26% MoM



* June leads were initially reported incorrectly as 300 due to a CRM transition; the accurate count is 236 leads.
** Number of members of our Discord server in the end of each month.

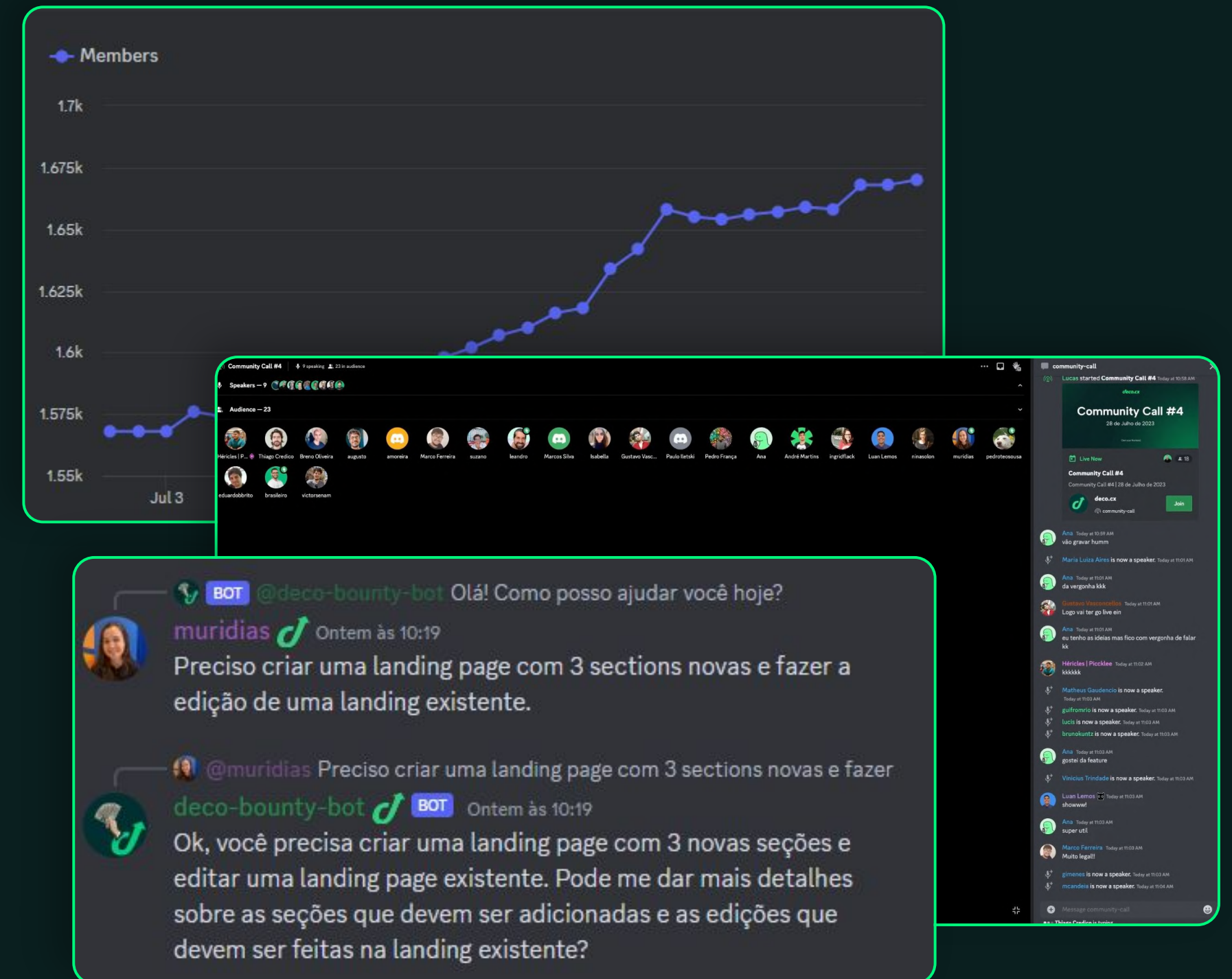
Second live customer with **amazing results**

- The fastest store in Brazil both in pagespeed score and CWV
 - Mid-market customer (GMV > R\$ 25M / year)
 - Implemented in 4 months by partner agency (first project)
 - PageSpeed score grew from 27 to 94 in mobile, CWV passed
 - A whopping **156% increase in mobile conversion rate**
 - Case repercussion in industry is bringing a lot of leads
-
- Three other stores are ready for A/B test and go-live
 - First Enterprise customer signed



Our community is more **engaged** than ever

- Our server grew from 1,422 in May to 1,670 members in July
- We broadcasted our first 4 community calls
- **@deco-bounty-bot** is live on our Discord server, an AI assistant designed to help users structure bounties in our freelance marketplace



We're providing the tools to **empower** our ecosystem

- Commercial & Technical Trainings
 - Over 138 trained;
 - **+10 hours** of recorded content;
 - Assets, exercises, commercial deck, product demo.

[WATCH THE TEASER](#)

primeiro treinamento comercial

Fórum Ecommerce Brasil grew our pipeline

- Four partners kindly invited us to their stands
- At least 12 new leads
- At least 3 new agencies interested in partnership
 - 2 partners paid on the spot
(*we love when that happens*)



Self-service billing launched

New pricing table

- Consumption-based pricing model based on requests
- Prices are ~2x higher (0 objections so far)
- For Enterprises we have additional GMV take rate
- Self-service billing available in the admin



Product Evolution Highlights

- Variants allows users to segment content based on date, location, URL and more.
- Themes allows changing the store's look with no code.
- Bulk-import redirects from CSV files into site.

Team & Ops

- Two new-hires: 1 SWE Intern and 1 Solutions Engineer.
- Commercial Data Room recorded.
- First international SDR in Mexico (*paid by closed-deals*).
- New pricing strategy aligned with the infrastructure costs.

New this month

- Polishing on new editor experience
- Documentation week: developer documentation vastly improved.
- Redesigned (and more) performance metrics available.
- New inline HTML editor with more features and flexibility.
- Store optimizations to reduce infrastructure costs.
- New integrations: VNDA, NuvemShop (*only products*) and Linx Impulse (*via community*).
- Search metrics are now sent to VTEX Intelligent Search.
- Fix: Storefront UI interoperability for older Safari browsers.
- Error boundaries now available for Section components.
- Pin favorite teams to Admin homepage.
- New Matcher: segment content by user's location.
- Google Analytics' integration improved with more data sent.

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

\$ Cash Flow Statement

Values in BRL

| | 07/2023 | |
|--|-----------|--|
| (+) Cash flows from operating activities | 5.368 | |
| (-) Customer acquisition ¹ | (98.290) | |
| (-) Administrative structure | (20.201) | |
| (-) Platform development | (111.339) | |
| (-) Other expenditures | (29.819) | |
| (=) Net cash from operating activities | (259.649) | 1. Sales & Marketing team compensation |
| (+) Cash flows from financing activities | 570 | 2. Equipment acquisition & engineering team compensation |
| (+) Cash injections (investors) | 254.082 | |

| | |
|-------------------------|---------|
| Opening balance (R\$) | 634.396 |
| Closing balance (R\$) | 629.400 |
| Committed Capital (R\$) | 801.288 |
| | |
| Recurring Burn (R\$) | 176.037 |
| Total Burn (R\$) | 259.649 |
| Burn rate (%)* | 16% |
| Runway (months)** | 8 |

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

Partner Agencies

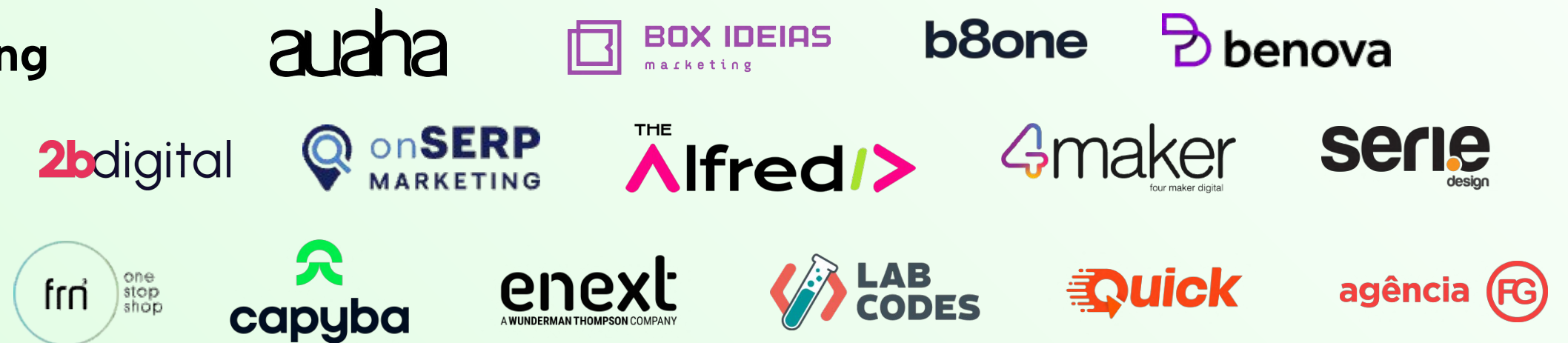
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Aware

JUN / JUL



Onboarding



Implementing



Go-Live



We went to 2025 and we discovered that...

Developers have full power

Builders **get site done**

We are the platform of choice for digital experience builders who get site done in days, not months.

Causative milestones September 2023

- Start with 1 click in our Playground
- Documented component library
- Extend your admin with new blocks
- Devs get recurring revenue on decoHub

Reliable and fast edge infra

Sites **load fast**

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

Causative milestones September 2023

- Manage structured data with Records
- 10% of traffic on secondary infra
- Continuous PageSpeed monitoring
- 20 stores live with 90+ PageSpeed

Business users have full autonomy

Sales **grow faster**

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

Causative milestones September 2023

- AI bounty bot lifts off
- Analytics filtered by segments
- AI assistant import web content to deco
- Realtime collaborative editor

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

deco.cx

See you again on October 2nd, 2023

