

# Investor Updates



The **frontend platform** for  
continuous evolution

**TIMEFRAME**  
JUNE & JULY '24





## HIGHLIGHTS & LOWLIGHTS

JUNE, JULY & AUGUST

INVESTOR UPDATES

### TOP-DOWN GTM {SALES-LED GROWTH}

- ✓ Enterprise dinner moved the needle with 20+ tech executives
- ✓ Successful PoCs for Leroy Merlin (live!) and Electrolux
- ✓ Growing demand outside retail industry (e.g. banking)
- ✓ Granado: first Magento store go-live by Carcará & IBM
- ✓ Oficina using deco.cx as Headless CMS for mobile app
- ✓ Beta Multi-Language and “Roles & Permissions” now live



### BOTTOM-UP GTM {PRODUCT-LED GROWTH}

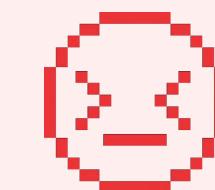
- ✓ First global hackathon, Discord grew +1,300 members (+38%)
- ✓ Self-service experience had breakthrough improvement
- ✓ Admin UX revamp took product to new level
- ✓ Task force on hosting margin shows first results



# Highlights & Lowlights

## LOWLIGHTS

- ✗ Stable ARR MoM
- ✗ Partner dinners brought us 30 low-quality leads
- ✗ Infra optimization work caused five short-duration downtime incidents that prompted complaints from customers
- ✗ Bot wars – very aggressive AI bots sunk our June margin
- ✗ *The long and winding road to self-service:* 12 subscriptions
- ✗ GetSiteDone is slower than we expected to traction
- ✗ Hackathon rules incentivized low-quality projects for prizes
- ✗ Cloudflare being hard on pricing negotiations





## REVENUE EVOLUTION



JUNE, JULY &amp; AUGUST

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Signed contracts  
For more details, see table below

**97**

Projected ARR from active customers\*  
in USD

**\$1,163,849.31**

Growth YoY  
(ARR)/(ARR D-360)

**1,628%**

Signed contracts in the last month

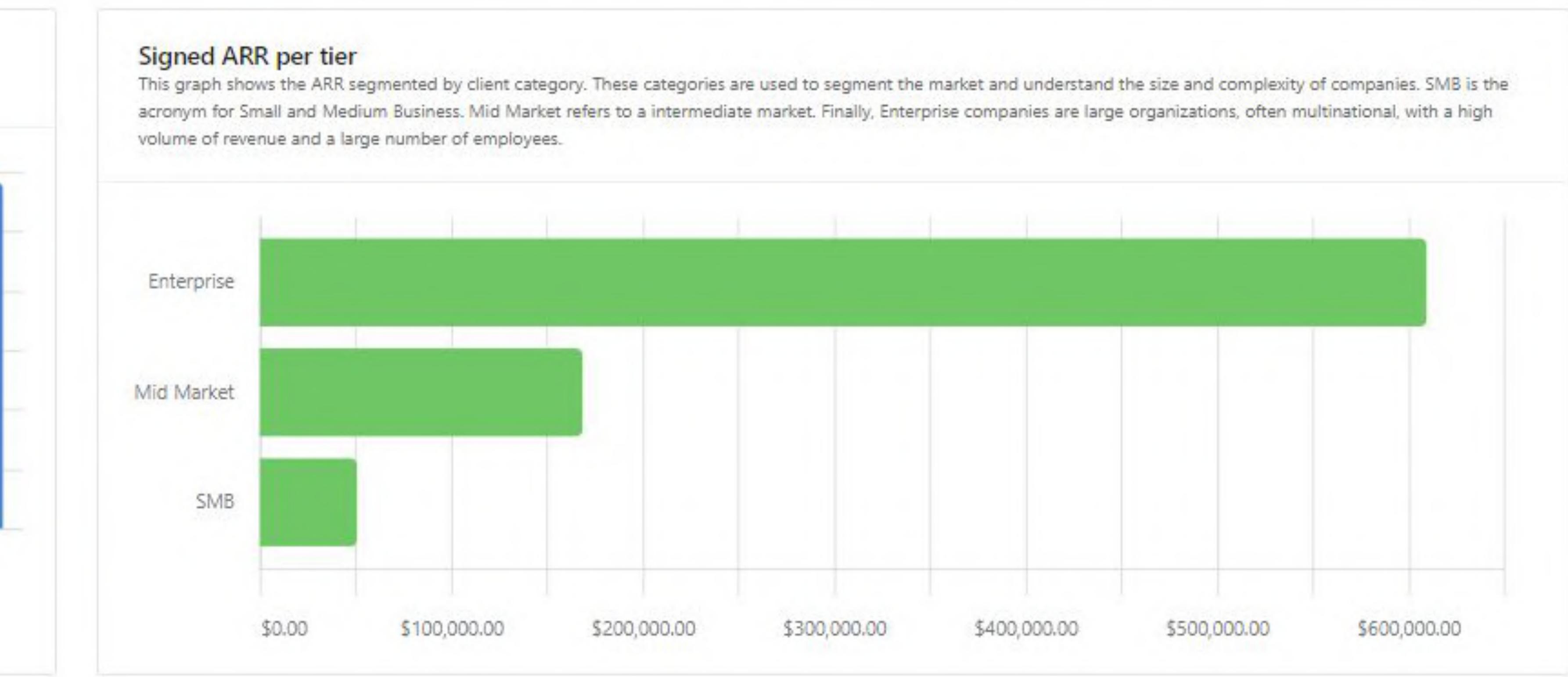
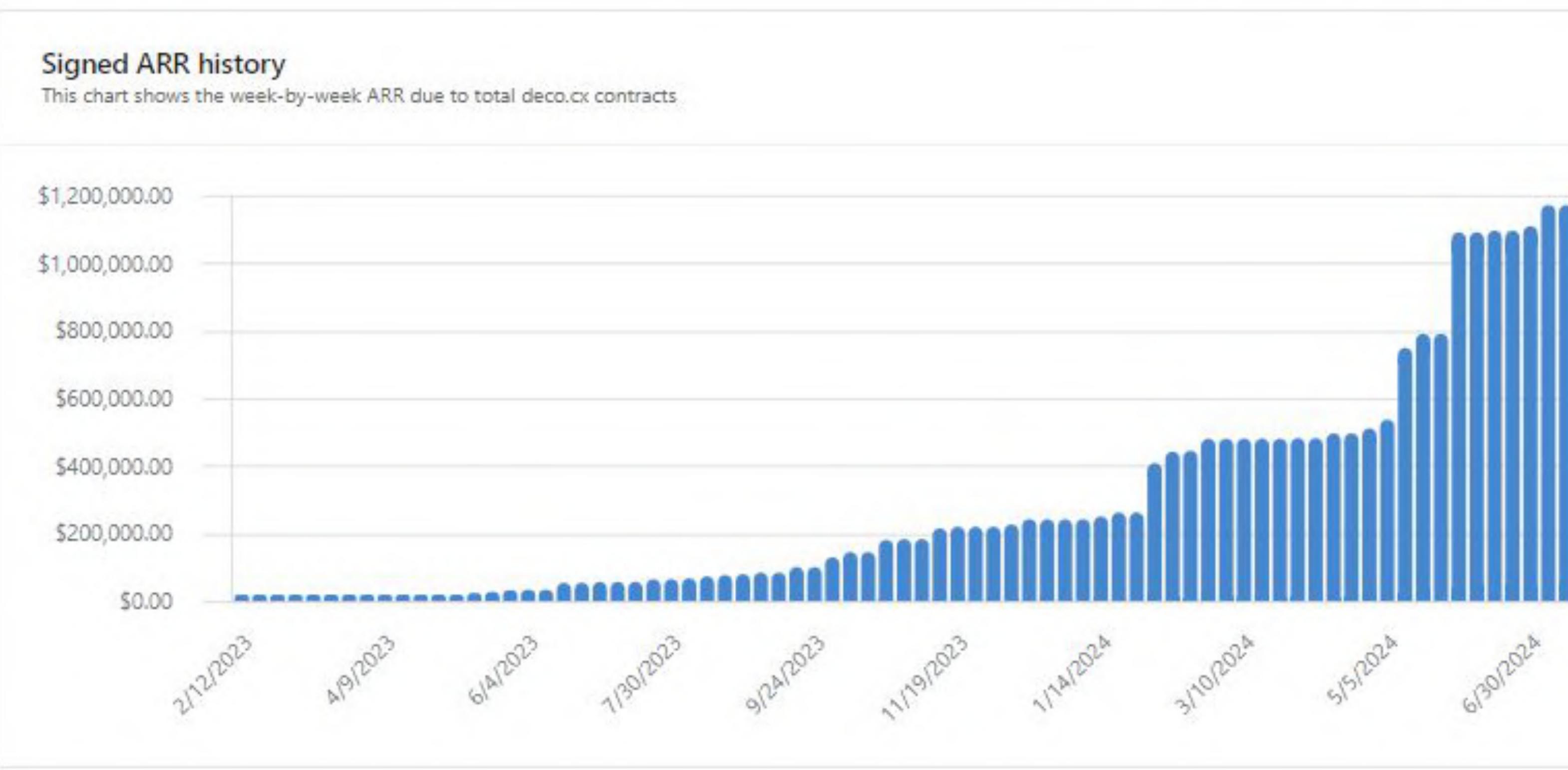
**0**

Projected ARR acquired last month

**\$73.235,00**

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

**4.96%**



\* We changed the definition of a 'Signed Contract', so a client with more than one website implemented is now considered as one client instead of many

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.



HIGHLIGHTS DEEP DIVE

26 JUNE & 3 JUNE

INVESTOR  
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# Enterprise Dinner

## Significantly Engaged

# Top Tech Executives

+20 leads, including:

accenture

ambev

AR&CO

bemol

CASASBAHIA

cencosud

CENTAURO

Cobasi

DECATHLON

FAST  
SHOP

IBM

level up

Multi

newtail

Pague  
Menos

r RENNER

stone

vivo

VTEX

VULCABRAS

KOBE

xp

GRUPO  
DPSP





HIGHLIGHTS DEEP DIVE

24 JUNE & 3 JUNE

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# PoCs: Successful Implementations for Blog and Catalog

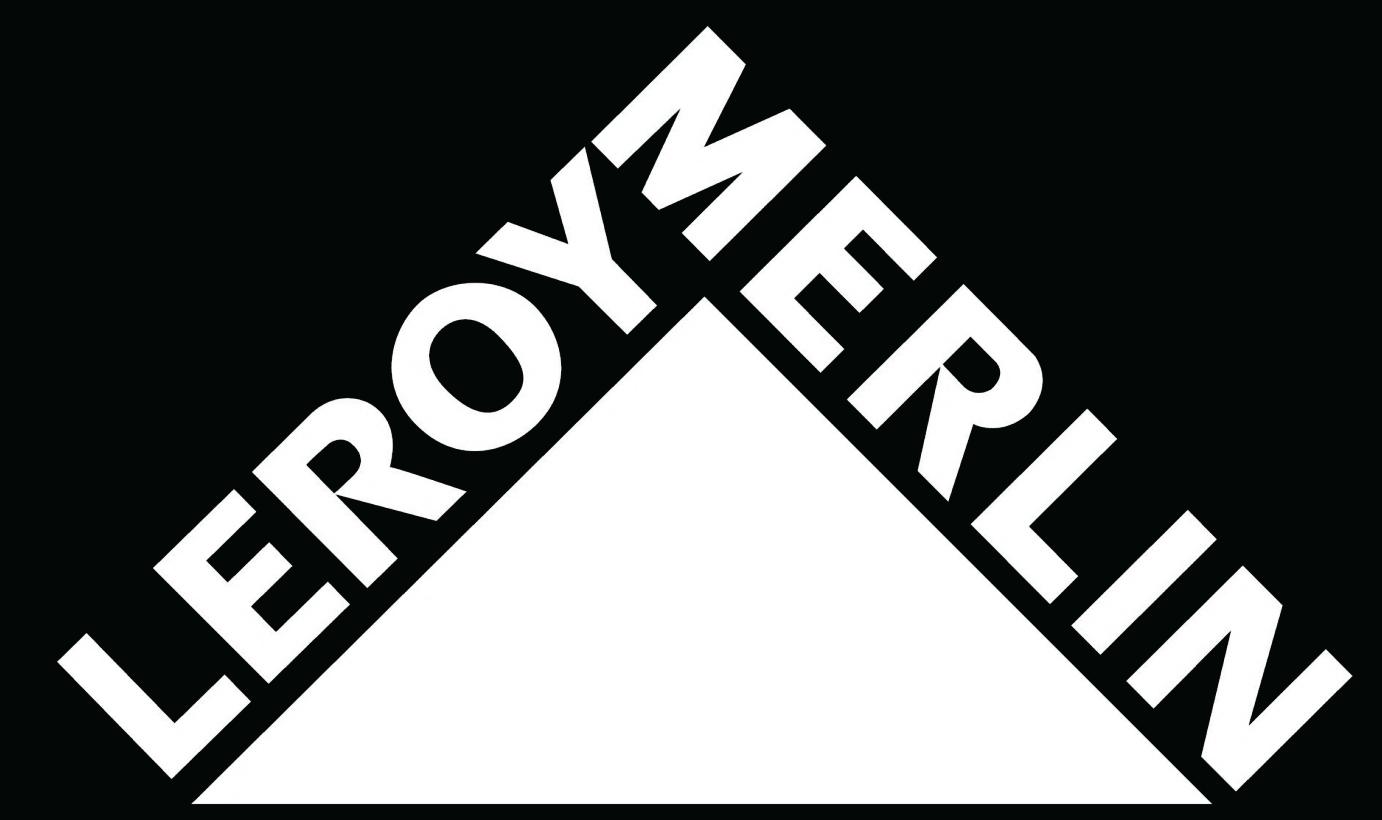
## Leroy Merlin | Catalog

Digital catalog with regional pricing segmentation. The new design attracted +150K users in 10 days, leading to full project launch. The deco.cx bundle is replacing several tools that before had to be manually integrated.

## Electrolux | Blogging

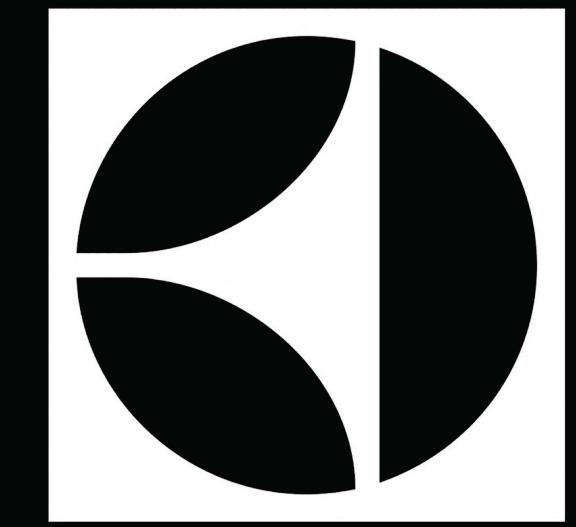
Projeta, a blog and ecommerce site on VTEX focused on architects. Following the PoC reception, we're not only implementing Projeta via Carcará, but also all of Electrolux's LatAm institutional landing pages.

CATALOG



LEROY MERLIN

BLOGGING



Electrolux

ELECTROLUX



# Demand Beyond Retail Industry: Market: Stone and Santander

## Stone | Financial Services

LP for Stone payment machines is live and implementation has served successful PoC. Stone's team is becoming familiar with deco stack and starting project with deco field engineers. Initially using Strapi, believe deco is better suited for their needs.

## Santander | Banking

Migration of a relevant Santander web property. Implementation by IBM with part-time contribution from Carcará devs, including workflow application for login and contract generation.

FINANCIAL SERVICES

stone

STONE

BANKING



Santander

SANTANDER



HIGHLIGHTS DEEP DIVE

# First Magento Go-Live: Granado

24 JUNE & 3 JUNE

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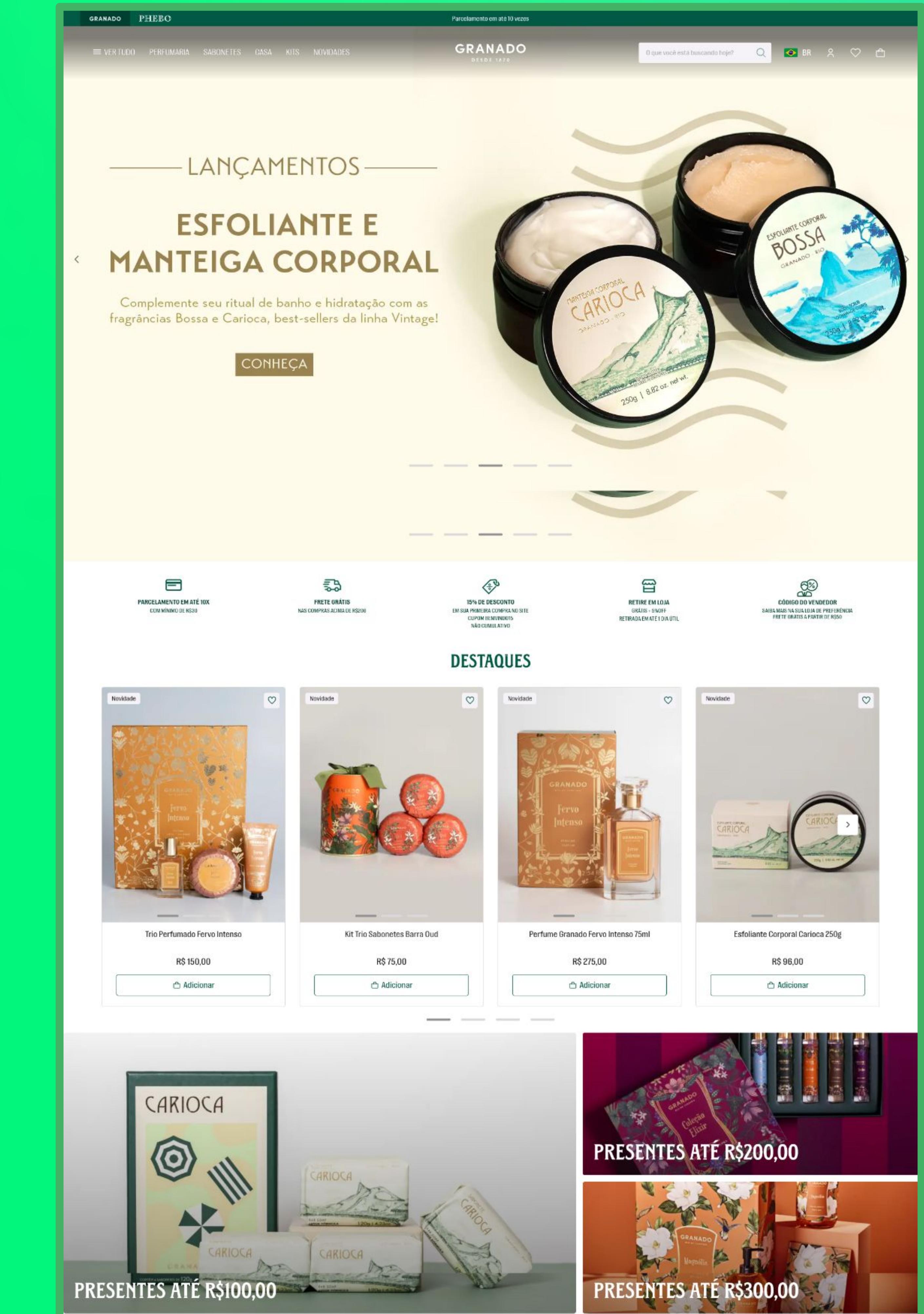
## Implementation by IBM

IBM's first frontend project with deco.cx. High-performance website, took little over two months to go live, launching just before the Semana Granado event.

## Magento Integration now Generally Available

The Magento app can be installed in other deco sites and provide connection to Adobe's ecommerce platform.

Made by Carcará 



The screenshot displays the Granado ecommerce website's homepage. At the top, there's a navigation bar with links for VERTUDO, PERFUMARIA, SABONETES, CASA, KITS, and NOVIDADES. The main banner features two jars of body scrub and butter with labels 'BOSSA' and 'CARIOLA'. Below the banner, a section titled 'LANÇAMENTOS' highlights 'ESFOLIANTE E MANTEIGA CORPORAL' with a call-to-action button 'CONHEÇA'. The page includes promotional banners for 'PARCELA EM ATÉ 10X', 'PRETE GRÁTIS', '10% DE DESCONTO', and 'RETIRAS EM LOJA'. A 'DESTAQUES' section shows four product cards: 'Trio Perfumado Fervo Intenso' (R\$ 150.00), 'Kit Trio Sabonetes Barra Dud' (R\$ 75.00), 'Perfume Granado Fervo Intenso 75ml' (R\$ 275.00), and 'Esfoliante Corporal Carioca 250g' (R\$ 96.00). At the bottom, there are sections for gift sets: 'PRESENTES ATÉ R\$100,00' and 'PRESENTES ATÉ R\$300,00'.



HIGHLIGHTS DEEP DIVE

24 JUNE & 3 JUNE

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# deco.cx, the New Headless CMS for Oficina Mobile App

Product Data in Milliseconds with deco Cache

Mobile apps using deco's CMS leverage the custom-made caching layer for ecommerce APIs, lowering the PLP latency from seconds to <800ms.

Soft Onboarding for Storefront Project

After integrating UI components and inviting Content Editors, the effort to also migrate the Web storefront is minimal.





# First Global Hackathon: Discord Grew 38% with +1,300 Members

26 JUNE &amp; 3 JULY

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- ✓ Fully sponsored event, with contributions from deno, Azion and HTMX global community support.
- ✓ Promoted valuable user feedback, especially on new features like deco records.

## Global Brand Awareness & Opportunities

Of the 1750 devs and designers who registered, over half live outside Brazil, mainly in India. The event has opened doors with Indian System Integrators who serve the US and Europe.

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# UI Upgrades & Onboarding Changes

## Elevate Product Quality

### Product Walkthrough

We've introduced a new product walkthrough in our onboarding to quickly familiarize users with our platform's key features, enhancing their initial experience.

#### UI Upgrades

Our admin interface now features modern and more legible typography, refined spacing and padding, and updated Material Design icons. Color palette refinement and component adjustments coming soon.

#### BONUS!

- ✓ Roles & Permissions now live
- ✓ Beta Multi-Language

The screenshot shows the Deco admin interface. On the left is a sidebar with 'Menu' and 'Files' tabs, containing sections like Site Home, Content (Pages, Sections, Blog, Records, Assets), Advanced (SEO, Themes, Redirects, Loaders, Actions, Segments, Experiments, Apps), and Management (Analytics PRO, Logs PRO). The main area displays the 'landing' page's overview, which includes the URL <https://sites-landing--showcase.deocdn.com>, 1 Page, 13 Sections, and a note about PageSpeed: 'How fast is your website loading? Learn more' (0 seconds ago). Below this are sections for Error logs (Real-time errors in the past hour) and Docs (Overview, Getting Started, Concepts, Developing new capabilities, Reference, Performance). A 'Welcome!' modal is open in the top right, stating 'You are now in a view-only mode. Here, you can explore the admin settings and features with this template without making any changes.' It also says 'Ready to start customizing? Click 'Use this template' to begin editing with your team.' with a 'Next' button. A green callout line from the 'BONUS!' section points to the 'Use this template' button.



# Task Force on Hosting Margin Shows First Results

## Blocking Bot Traffic Effectively

Bots accounted for over 90% of data transfer usage in our main infrastructures. By leaving only essential bots such as the ones from Google and Meta, we managed to save up to 50% on infra costs.

## Improving Efficiency on AWS and DD

New edge cache strategy achieved from 70% to 90% cache hit rate on initial sites, significantly reducing the load on our primary (and more expensive) infrastructure.

## Established Margin Control Systems

Deep dive analysis on service and client margins allowed for efficiency gain and inefficiency mapping that resulted in a detailed roadmap of [short and medium term improvements](#).



## MORE TO COME!

Image optimizations live since last week is expected to reduce data transfer in up to 30% for most clients.



## Team & Ops

- Current team: 38 (deco.cx) + 11 (Carcará)
- New hires:
  - 1 SWE (deco.cx)
  - 2 Interns (Data & Legal)
  - 1 Growth
  - 2 Developers (Carcará)
- Hosting settings per site provide flexibility and accommodates different customer profiles
- HTMX optimizations for navigation transitions and inline scripts
- Windows support on development tasks using deco 2.0
- Location matcher with geo range selection
- decopilot with HTMX support and displaying proposed diff
- Rich CMS extension with API providers (e.g: search products from ecommerce platform)
- Automatic domain validation with non-www support
- Major UX improvements on Admin spaces
- New Apps from community: EmailJS, Trustvox, SmartHint

## New This Month

- Async Render strategy optimized for instant page navigation and best use of CDN cache
- Permission-based authorization (custom roles soon!)



MONTE CARLO

SCARCOM  
INFORMÁTICA

We have  
10 new live  
projects

click  
House

Monte Carlo • Notta • Clovis • Bolovo • Granado  
Click House • Scarcom • Nutrilatina • Brandili • Fossil

GRANADO

brandili

CLOVIS

**Bolovo®**



# Cash Flow Statement

5,5 BRL to 1 USD  
Values in USD

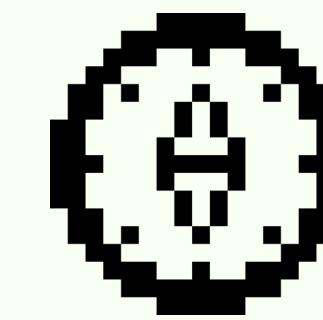
	07/2024	
(+) Cash flows from operating activities	22.003	Opening balance
(-) COGS	(28.669)	Closing balance
(-) Customer acquisition <sup>1</sup>	(79.423)	Committed Capital
(-) Administrative structure	(11.014)	
(-) Platform development <sup>2</sup>	(50.552)	
(-) Other expenditures	(8.231)	
(=) Net cash from operating activities	-	Recurring Burn
(-) Taxes	(7.114)	Total Burn
(=) Net cash	(185.003)	Burn rate (%)
		Runway (months)

<sup>1</sup> Sales & Marketing team compensation + events

<sup>2</sup> Equipment acquisition & engineering team compensation

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

\*\* Runway is given in a worst case scenario not considering future revenue beyond current pipeline



We discovered  
that, in 2027,

# Evolving brands Win

## FIRST WEB EDITOR

### Anyone Can Build the Web

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

## LAST WEB EDITOR

### Scale to Global Success

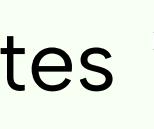
Edge-native global platform that grows to any traffic amount, with full observability and control.

## GENERATIVE PERSONALIZATION

### Deliver Unique Experiences

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

#### BY THE END OF SEPTEMBER 2024...

- Share templates at deco.store 
- Extensible web analytics for free sites 
- High quality video-based documentation
- Next-next-finish setup for VTEX & Shopify

#### BY THE END OF SEPTEMBER 2024...

- 65% operating margin for standard contracts
- Enable edge caching for 80% of traffic
- AWS/GCP traffic split for Black Friday
- Self-hosted runtime on customer infra

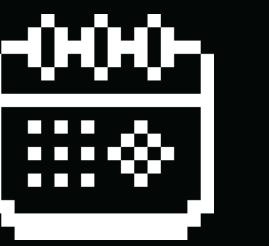
#### BY THE END OF SEPTEMBER 2024...

- First-class chat UI for decopilot assistant
- External CDP integration for personalization
- Mockup to landing page generation using [htmx.store](#) Section library 



Tasks we committed to last cycle but didn't complete, so we will now redouble our efforts

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



See you again on  
October 7th, 2024



The **frontend platform** for continuous evolution

