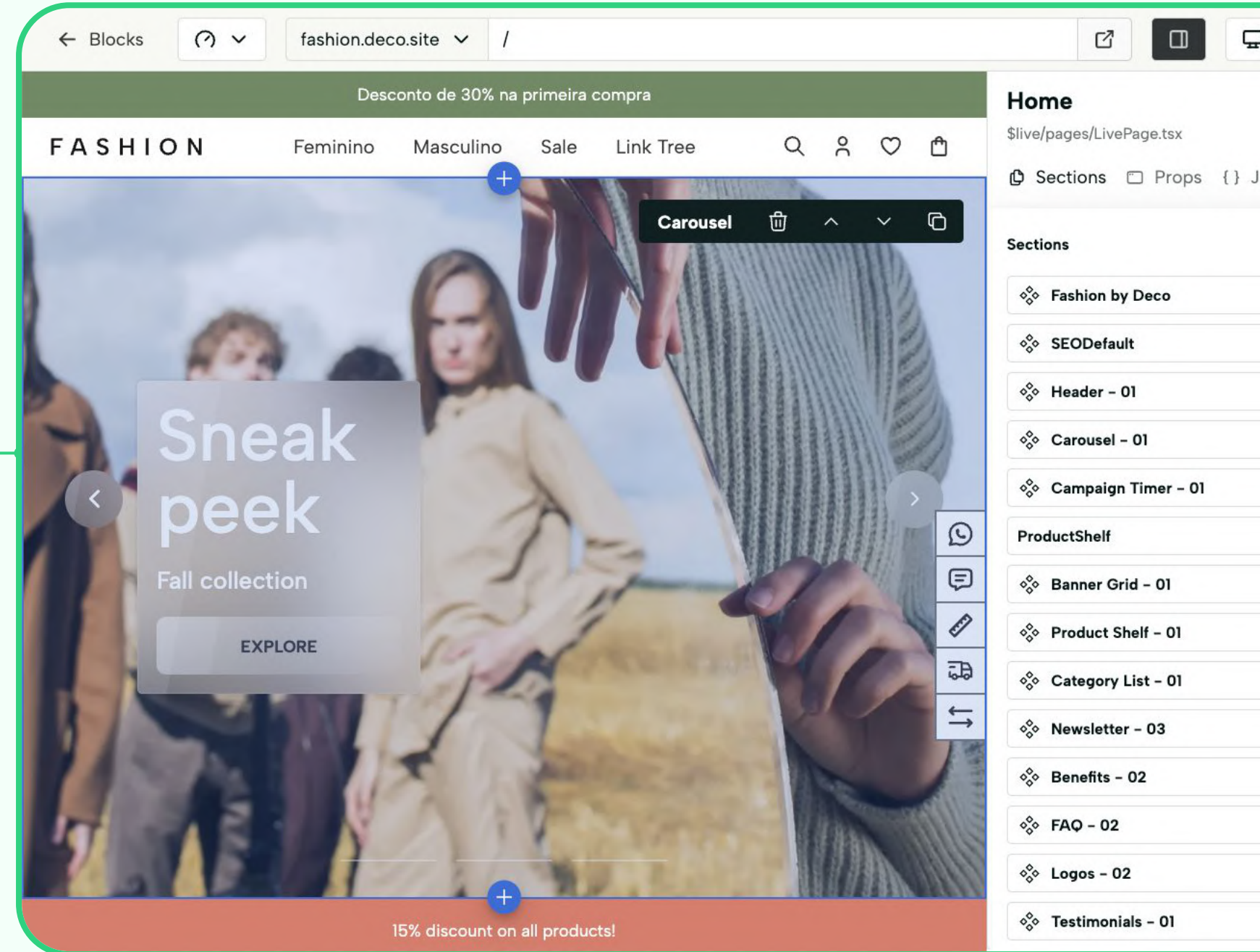May / Jun 2023

Investor Updates

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Own your frontend. Own your future.

Highlights

- **First live store with positive customer feedback**

- **May Hackathon attracted 150+ devs** to learn about deco.cx

- **VTEX DAY tripled our pipeline** from 85 to 300+ leads

- **Our community grew 35%** MoM (363 new members)

- **New admin launched** with visual editor and library, revisions, and new blocks engine
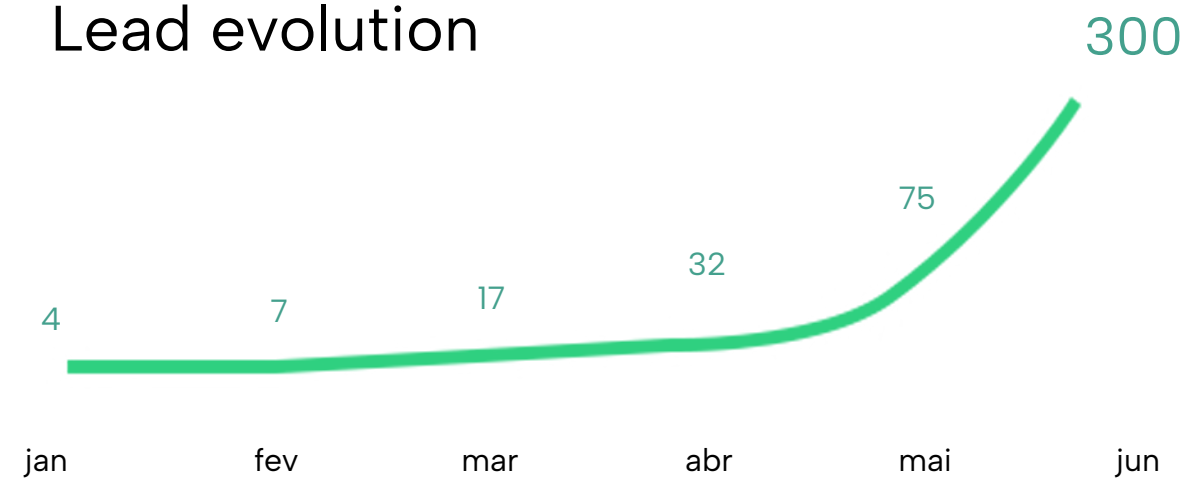
Lowlights

- ZeeDog PageSpeed score has room for improvement

- Two incidents – admin (24") and stores (16")

- Mixed feedback on hackathon admin onboarding

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May / Jun 2023

Scorecard

Lead evolution

300
75
32
17
7
4

jan fev mar abr mai jun

Bounties evolution

99
67
19
17
13
9

jan fev mar abr mai jun
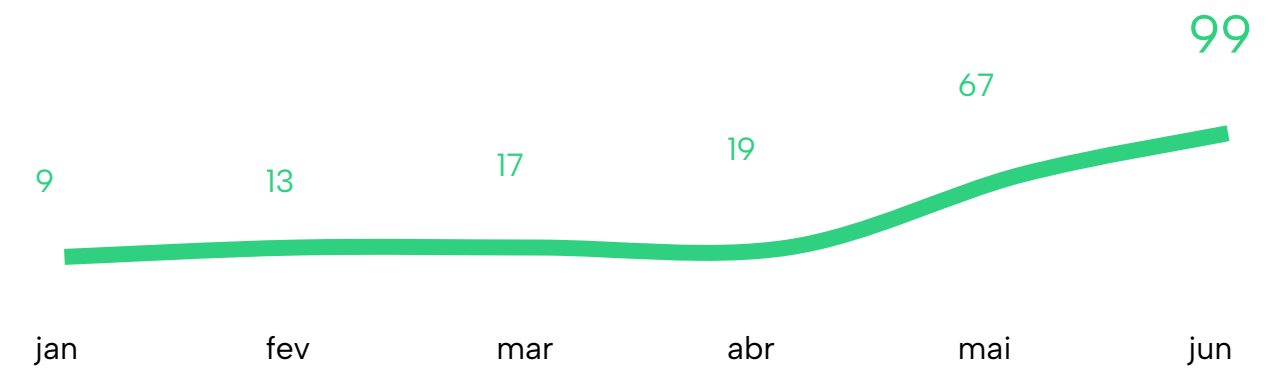
Stores online 1

Stores being implemented 17

Members evolution

1483
1081
768
603
483
405

jan fev mar abr mai jun
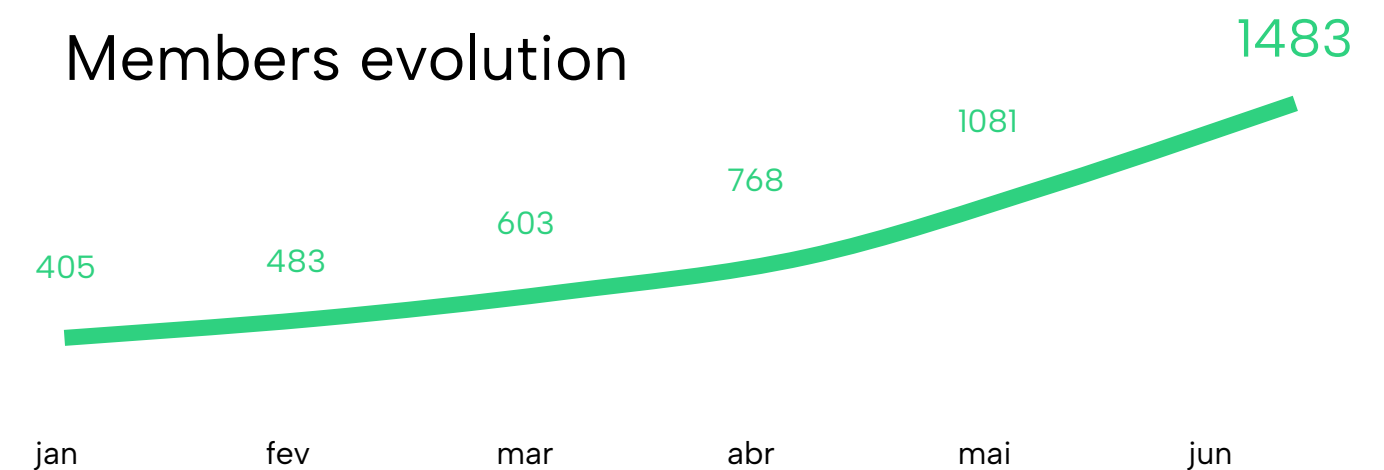
Total signed ACV (mo): **$12.000,00**

Total month GSV: **R$36.250,00**

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May / Jun 2023

First live store, three in testing

· Enterprise customer (GMV > R$ 50M / year)

· In-house frontend team with heavy customization on VTEX, total of 5 months in training and implementation (Jan → May)

· PageSpeed score grew from 26 to 38 (46%) in mobile and from 40 to 72 in desktop (80%), with a lot of room for improvement

· Preliminary analysis indicates 15–30% conversion lift, 50% page load time decrease

· Client brought new projects to deco.cx (US store, delivery web)

· Three other stores are ready for A/B test and go-live

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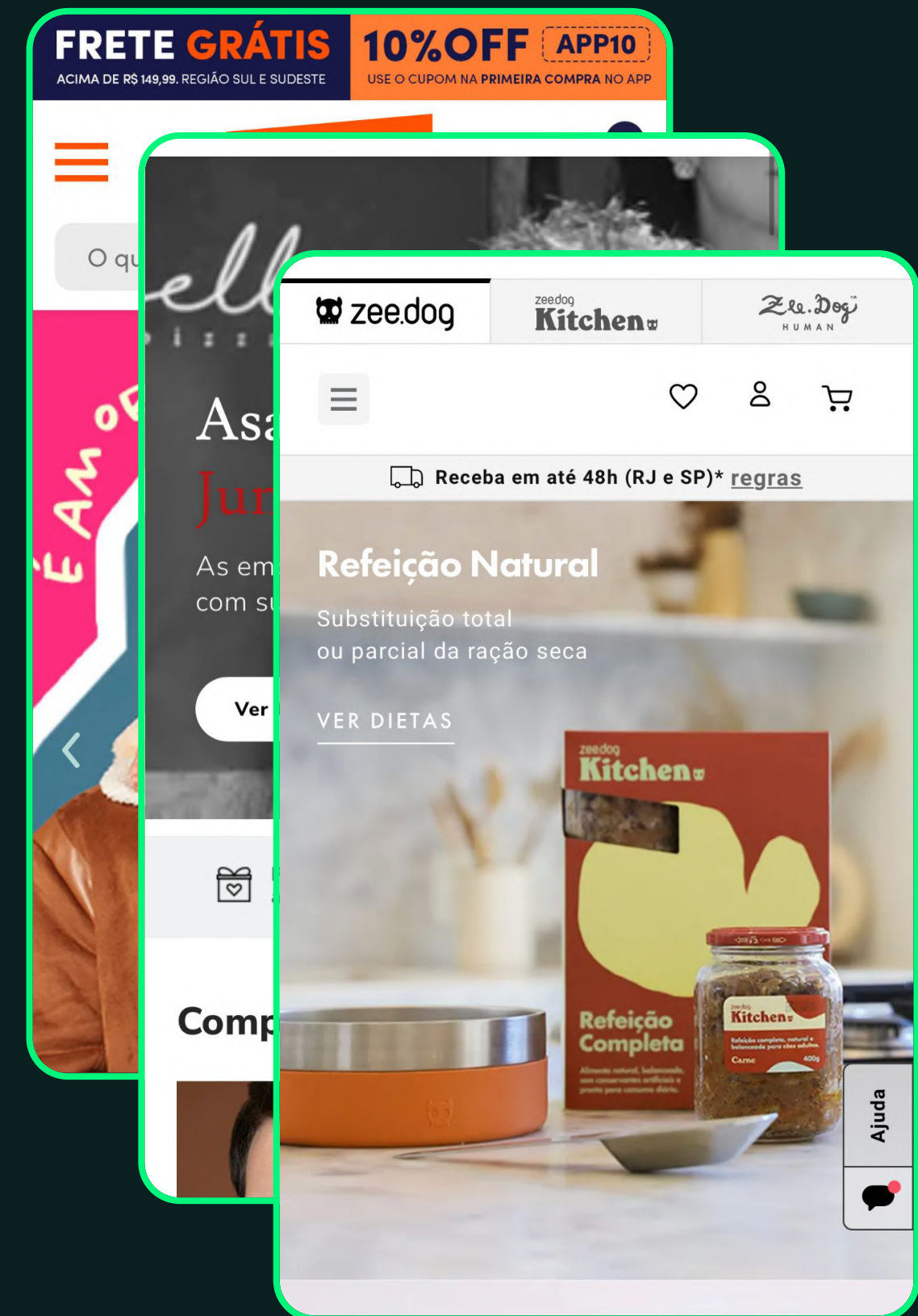
III Hackathon
attracted 150+ devs

- 407 devs enrolled

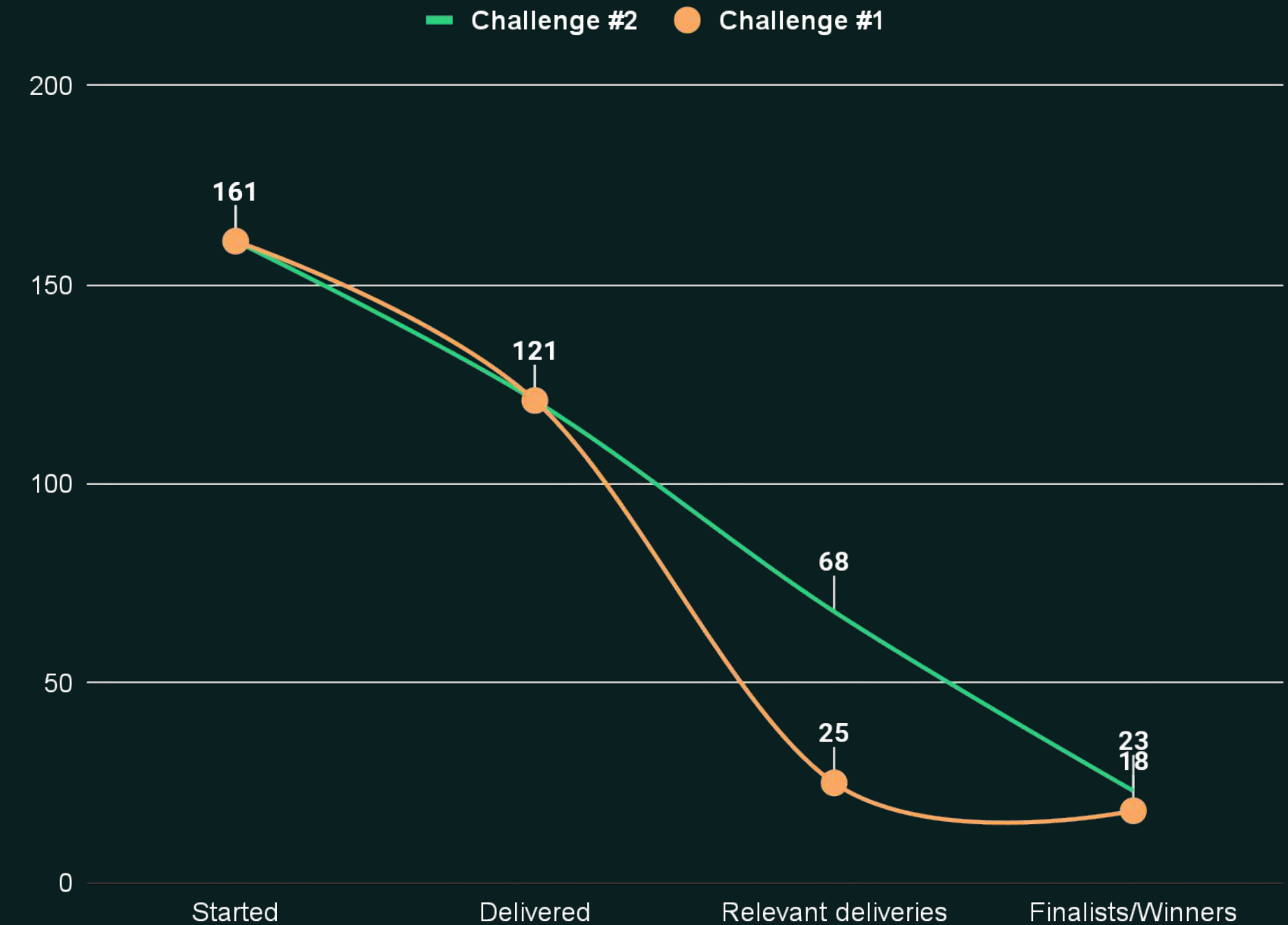- 161 started the first challenge

- 121 devs `delivered` at least a PR

- 68 had their PRs approved in Challenge 1

- 25 had an `excellent score` in Challenge 1

- 23 got to the final stage in Challenge 2

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May / Jun 2023

VTEX DAY
tripled our pipeline

▶ Watch the video

· At least 200 new leads (still being processed)

· At least 10 new agencies interested in partnership, 2 of them signed partnership `on the spot`

"Fala Baby!! Parabéns pelo VTEX Day! Vocês já nasceram gigantes! O sucesso é certo meu querido. Cumpriram o desafio com sucesso e o stand de vocês ficou apinhado de gente os 2 dias! Consegui levar os clientes que eu queria pra lá. Agora é colher os frutos. Tmj e bom descanso! Merecido"

"Passando para agradecer a parceria! Quero te dar parabéns pelo sucesso. Quero dizer que hoje ouvi muito falar de vocês, em diversas frentes. Consultores parceiros meus de outras frentes me chamaram hoje para falar de deco. Parabéns, sensacional"
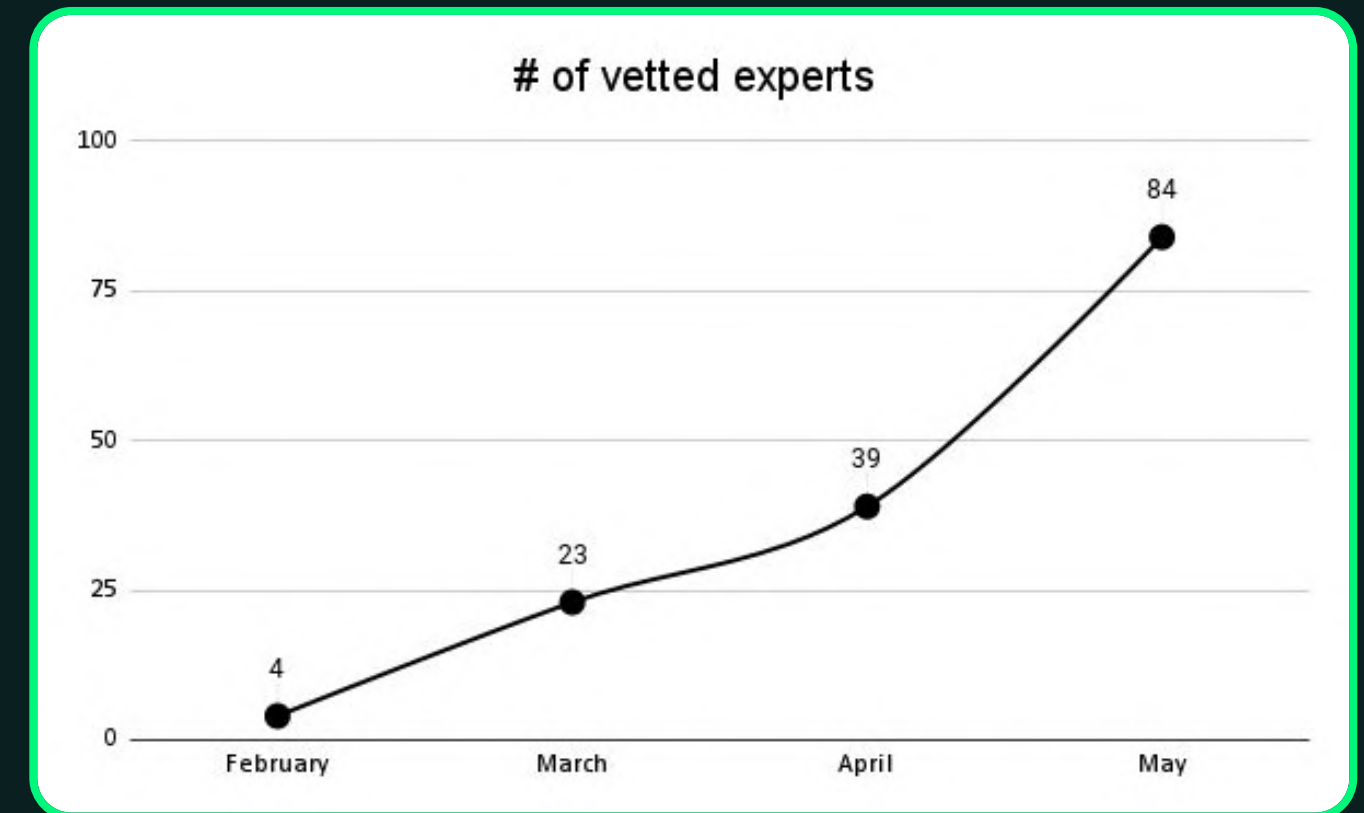
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May / Jun 2023

Our community grew 35%

· From 1050 to 1489 members

Bounties Evolution Highlights

· From a total of 177 jobs opened, 82 already delivered (Approved/Done)
· 22 are now in Progress & Under Review

Total membership over time   Export CSV

# of vetted experts

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New blocks admin launched 🎉

Product Evolution Highlights

· Visual editor and library with instant feedback.
· Proxies and redirects now configurable on admin.
· Personalize page content based on device type.
· First GPT integration: edit block textual content.

Team & Ops

· Four new hires: Engineering, Sales, Ops and Brand.
· New advisor joined to help with fundraising.
· First step towards new API-driven payment infrastructure for bounties.
· HubSpot became the central repo for tracking leads.

New this month

· Data fetching improvements, reducing infrastructure costs.
· TailwindCSS with local configuration support.
· Bug-fixes and new features on VTEX connectors.
· CSS and JS lazily-bundled: more performance and reliability.
· SEO & Analytics improved in deco.cx's stores.
· New Admin experience: Inline editor, redesign and advanced capabilities (proxy, redirects, state).
· Use natural language to change page's content using GPT.
· Improvements in Workflows engine (support for custom metadata and custom context)
· New components on Fashion store based on work from III Hackathon.

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

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May / Jun 2023

$ Cash Flow Statement

(+) Cash flows from operating activities	
(–) Customer acquisition[1]	(229.482)
(–) Administrative structure	(41.321)
(–) Platform development[2]	(131.087)
(–) Other expenditures	
(=) Net cash from operating activities	(401.890)
(+) Cash flows from financing activities	286
(+) Cash injections (investors)	549.630
(=) Net cash	147.740

1. Sales & Marketing team compensation

2. Equipment acquisition & engineering team compensation

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May / Jun 2023

$ Cash

Values in BRL

Opening balance (R$)	693.656
Closing balance (R$)	833.117
Committed Capital (R$)	713.558

Recurring Burn (R$)	239.169
Total Burn (R$)	410.169
Burn rate (%)	27%
Runway (months)	11

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

Non-recurring expenses in May/2023:

Hackathon & VTEX day (150K BRL)

Equipment acquisition (22K BRL)

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May / Jun 2023

$ Revenue

SaaS	
Gross revenue （R$)	0
Total ARR* (R$)	55.218

Marketplace	
GSV (R$)	36.250
Net revenue (R$)	1.500

*ARR (Annualized recurring revenue) = monthly recurring revenue*12

Variable Platform Infrastructure Costs

Values in BRL

(−) **Infrastructure Total**	**7.264**
(−) Deno deploy	2.658
(−) Fly.io	88
(−) ImageKit	255
(−) Jitsu	2.063
(−) Cloudflare	128
(−) Supabase	1.064
(−) Browserless	259
(−) Other	750

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May / Jun 2023

Sales pipeline status

Live

QA

TORRA | AVIATOR | AMERICAN PET | LOLJA°

Signed

velocita | openbox2 | BEAST MODE HEROES TO THE PODIUM | quatro estrelas EMPORIO | ABRA CADABRA | DOUX

Testing

OH, BOY! | BERGERSON | TECHNOS | Le biscuit | Austral | THE NORTH FACE | DAMYLLER

Negotiation

OSKLEN | Jequiti | LAÇOS de FILÓ | MONTE CARLO | ZEREZES | allbags | PG adesivos decorativos

Oficina RESERVA | Baw® | CAROL BASSI | rhiess | kipling | bobinex | HECTOR°ALBERTAZZi

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May / Jun 2023

Partner Agencies

Aware

auaha ADVENTURES THE Alfred/>

HÍBRIDO pivotree b8one driven cx 4maker four maker digital serie design

social digital commerce Castle frn one stop shop agência FG DIGITAL HUB econverse

Onboarding

capyba enext A WUNDERMAN THOMPSON COMPANY Vnda. by olist LAB CODES Quick

Implementing

CODEBLUE Le labs MAEZTRA corebiz m3 BRANDLIVE

valley AVANTI wicomm we.digi codeby Quality Digital

Go-Live

agência N1 agência e-Plus ecommerce and digital marketing

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May / Jun 2023

We went to 2025 and we discovered that...

Builders get site done

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

Causative milestones July 2023

· Self-service onboarding and billing with first organic users

· Partner agencies' teams are qualified to build and resell

· Design system & automatic QA checks accelerate projects

Sites load fast

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

Causative milestones July 2023

· New customers run on an operational margin of 80%–90%

· We point 10% of traffic to CDN and rendering redundancies

· Revisions and releases allow easy rollbacks in seconds

Sales grow faster

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

Causative milestones July 2023

· Timeline view shows store performance across releases and experiences

· Self-service GTM and Google Analytics complete setup for ecommerce

· Generate entire on–brand landing pages with AI

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

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See you again on August 2nd, 2023