

April 2023

Investor Updates

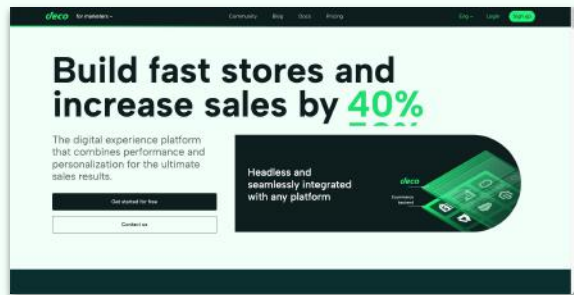
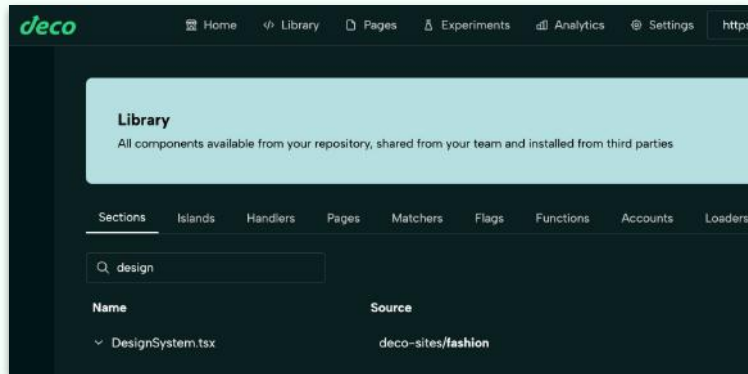
Deco

High-Performance Commerce Experience Platform



Highlights

- ❑ live.ts version 1 released + lots of new features on Admin.
- ❑ Go-live task-force has **accelerated our strategic projects**.
- ❑ More than **300 devs** joined our Discord community from partnership with **iFood/MovTech Potência Tech** project.
- ❑ Our **new landing page** is now live at <https://deco.cx>.
- ❑ And so is our blog at <https://deco.cx/pt/blog>.



Lowlights

- ❑ Delay with the planned go-lives for April.
- ❑ First churn: customer didn't want to proceed with go-live due to stack (preferred to keep PHP).



Results and progress

Product Evolution Highlights

- ❑ Custom domain setup on Admin.
- ❑ Theme editor to customize colors, fonts and more.
- ❑ New: Blocks Library and Editor with previews.
- ❑ New: Actions simplify DX and improve performance.

Team & Ops

- ❑ We had the last new angel join our round (\$20K).
- ❑ Two new hires have accepted to join the team.
- ❑ Two new interns from PUC-Rio joined our team and are working on AI-integration projects.
- ❑ Great feedback and connections on Wake launch event and WebSummit Rio de Janeiro.

New this month

- Live.ts v1 released: blocks, improved error debugging, auto cache.
- Base store migrated to TailwindCSS for zero JS blocking time.
- Client-side invocation of Loaders allows deferring data loading.
- Invite users from outside deco.cx to join your team.
- Add custom domains to Sites and rollback deployments instantly.
- Edit the Site's theme (color, fonts, spacing) using DaisyUI spec.
- Complete Wishlist working on Fashion base store.
- KitLook components now supported in Standard Library.
- VTEX Orderform Attachments and Subscriptions support.
- Updated Documentation: Client-side invocation, inline loaders, and universal components.

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

\$ Cash Flow Statement

Values in BRL

| | | |
|--|------------------|------|
| (+) Cash flows from operating activities | - | |
| (-) Customer acquisition ¹ | 9.000 | -19% |
| (-) Administrative structure | 49.634 | +71% |
| (-) Capital expenditures – platform ² | 114.064 | -5% |
| (-) Other expenditures | 27.576 | +57% |
| (=) Net cash from operating activities | (200.274) | |
| (+) Cash flows from financing activities | 1.206 | -57% |
| (+) Cash injections (investors) | 403.947 | +94% |

1. Sales & Marketing team
compensation

2. Equipment acquisition &
engineering team compensation

\$ Cash

Values in BRL

| | |
|-------------------------|-----------|
| Opening balance (R\$) | 499.813 |
| Closing balance (R\$) | 712.949 |
| Committed capital (R\$) | 1.203.936 |
| <hr/> | |
| Burn (R\$) | 190.811 |
| Burn rate (%) | 10% |
| Runway (months) | 13 |

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



\$ Revenue

| SaaS | |
|---------------------|--------|
| Gross revenue (R\$) | 0 |
| Total ARR* (R\$) | 55.218 |
| Marketplace | |
| GSV (R\$) | 5.450 |
| Net revenue (R\$) | 0 |

Variable Platform Infrastructure Costs

| | |
|-------------------|--------------|
| Deno deploy (R\$) | 2.774 |
| Cloudflare (R\$) | 102 |
| Fly.io | 56 |
| Jitsu (R\$) | 511 |
| TOTAL | 3.443 |

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

Sales pipeline status

| Confidence Group | ACV (USD) | Lead Count |
|------------------|---------------------|------------|
| 1. Signed | \$33.600,00 | 3 |
| 2. High | \$166.140,00 | 23 |
| 3. Medium | \$67.200,00 | 5 |
| 4. Low | \$588.000,00 | 44 |
| Total | \$854.940,00 | 75 |

OH,BOY!

zee.dog

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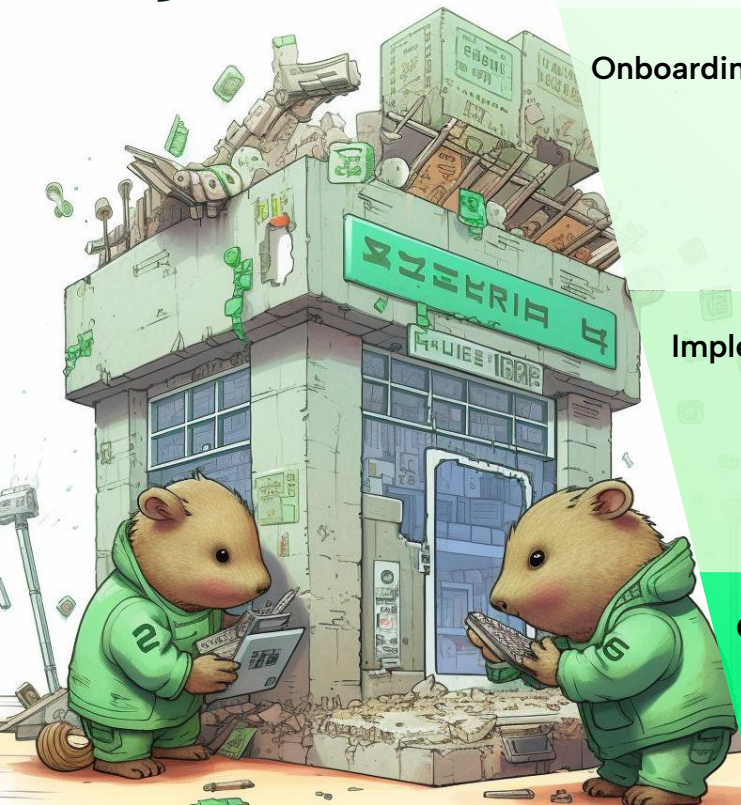
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agência **ePlus**
ecommerce and digital marketing

Go-Live

deco



We went to 2025 and we discovered that...

With Open-Source Tools and Community

Builders **get site done.**

We are the global community of digital experience builders who get site done in days, not months.

Causative milestones May 2023

- ❑ Visually edit and theme any component in the site.
- ❑ Hundreds of high-quality components and integrations.
- ❑ Import site from URL to blocks automatically.

With Reliable Performance

Sites **load fast.**

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

Causative milestones May 2023

- ❑ Five live stores with average 30% increase in conversion.
- ❑ One multi-language and multi-currency store live.
- ❑ In-product high-performance store creation tutorial and hints.

With Continuous Evolution

Sales **grow faster.**

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

Causative milestones May 2023

- ❑ Easily A/B test content for multiple audiences.
- ❑ AI prompt-based, on-brand landing page generation.
- ❑ AI-suggested audience segmentation insights.

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

deco

