

Feb 2023

Investor Updates



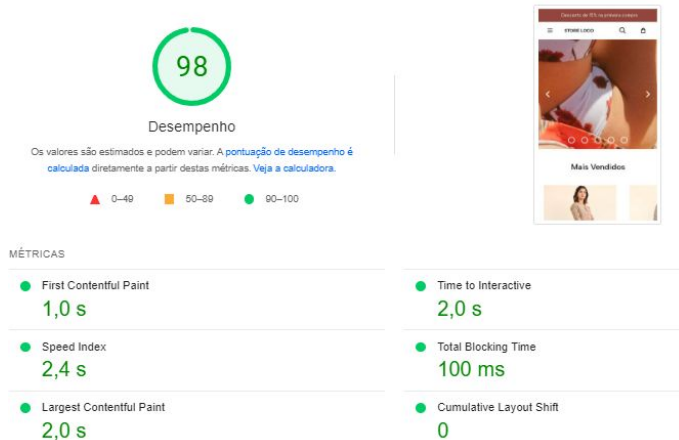
Deco

High-Performance Commerce Experience Platform



Highlights

- We have two new customers: **Lojas Torra** and **BHub**.
- We demo'ed **80% of the leading VTEX agencies**.
- Fashion template achieved **PageSpeed 98**○
- Launched **error logs and monitoring** for sites.
- Strong interest from new angels, 3 new confirmed.



Lowlights

- Osklen negotiation delayed one more month.
- VTEX legal team surprised us with an extrajudicial notification based on an **incorrect claim**○ regarding **alleged** proprietary code use.
- We responded immediately pointing out the mistake (showing the public code on GitHub). They've issued a **formal retraction** and emphasized their commitment to maintaining a fruitful partnership.

“VTEX BRASIL (...) vem, por meio desta, formalizar **retratação** das alegações proferidas na notificação extrajudicial datada de 13/02/2023, no que se refere à cópia de código e acesso indevido a ambientes virtuais restritos a colaboradores VTEX, assim como demais implicações penais e cíveis deles decorrentes.


Após segunda análise, identificou-se que o código em comento constava em repositório público, conforme informado na contranotificação, tornando **inverídicas as premissas** das seções I a III da referida notificação. Por esta razão, estendemos nossas **sinceras desculpas** pelo ocorrido e esperamos manter o respeito e estima mútuos que sempre pautaram nosso relacionamento.”

Results and progress

Product

- Fashion starter new features including: minicart, carousel, product image, rich results compatibility.
- Custom feature flag matchers allows developers to select any audience for experiments.
- GitHub deploy preview integration on admin.

Community

- We keep growing our community which by the end of February had achieved 570 members (+19% over last month).
- We started to profile our community to better understand who is joining deco.cx.
- New PoCs delivered: [Samsung](#), [New Balance](#) and [Tamashii](#). 

Team & Operations

- We are now offering a health plan benefit for our team that extends to their dependents.
- We have onboarded a solid accounting firm that will allow deco.cx to scale while maintaining high levels of compliance and internal controls.
- SAFE signed by 92% investors.
- Cayman and Delaware incorporated.
- We were accepted in the "Cloudflare Startup Enterprise Plan".

first 100% organic lead

Cash Flow Statement

(+) Cash flows from operating activities		MoM%
(-) Customer acquisition ¹	11.519	
(-) Administrative structure	38.677	-4%
(-) Capital expenditures – platform ²	97.244	+128%
(-) Other expenditures	4.392	+28%
(=) Net cash from operating activities	(151.832)	
(+) Cash flows from financing activities	2.990	+77%
(+) Cash injections (investors)	130.765	-76%
(=) Net cash	(18.078)	

1. Sales & Marketing team compensation
2. Equipment acquisition & engineering team compensation

Cash

Opening balance (R\$)	489.549
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Closing balance (R\$)	471.863
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Committed Capital (R\$)	1.366.936
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Burn (R\$)	148.450
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Burn rate (%)	8%
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Runway (months)	15
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Burn rate = cash burn / (closing balance + committed investment)

Revenue

SaaS

Gross revenue (R\$)	0
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Total ACV (R\$)	28.800
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Marketplace

GSV (R\$)	0
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Net revenue (R\$)	0
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Variable Platform Infrastructure costs

Deno deploy	R\$ 54
Google Cloud	R\$ 0
Fly.io	R\$ 45
Jitsu	R\$ 509
Supabase	R\$ 159
Cloudflare	R\$ 214

Sales

Pageviews



PoC

AMERICAN PET



SAMSUNG



MAKAIBIKINI



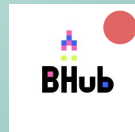
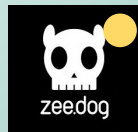
Evaluating



Closed



Running



Aware

HÍBRIDO@

pivotree™

b8one

driven^{CX}

m3

BRANDLIVE

AVANTI

agência N1

Onboarding

ACCT

codeby[®]

corebiz.

enext
A WUNDERMAN THOMPSON COMPANY

MAEZTRA

Implementing

agênciaePlus
ecommerce and digital marketing

Go-Live

Partner
Agencies

Future-driven planning and roadmap

Causative milestone 2025

Platform of choice for commerce experience

Verification milestones

- # active experts
- time to go-live

Planned for this month

- deco.cx hackathon v2
- Reusable blocks v1
- Rich docs and blog
- Zero-to-hero guide

Causative milestone 2025

Deliver reliable performance

Verification milestones

- avg. site pagespeed
- avg. site uptime

Planned for this month

- Fashion starter launch
- E2E monitoring (fashion)
- Optimized config. engine
- Perf. diagnostics UI

Causative milestone 2025

Optimize on autopilot

Verification milestones

- # experiments live

Planned for this month

- Audiences self-service v1
- Commerce events (fashion)
- GTM integration guide

Feb 2023

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

deco

