

DEC / JAN 2024

Investor Updates

deco.cx

The open-source **frontend platform** for pros



Highlights

- **Signed MRR grew 10% in Dec and 67.8% in Jan** (MoM).
- **Cash inflows increased by 385%** (Dec/Jan vs. Nov/Oct) as we start to charge efficiently.
- **NRF: 92 new leads**, more than half from USA, Europe and Asia, 40 retailers, 15 SIs and 37 tech partners.
- **Seed PR on TechCrunch**, Brazil Journal, Bloomberg and others led to 5.9k unique visitors (up 280% from week before).
- **Euro Colchões** used deco.cx to redesign its digital strategy, leading to 50% increase in revenue (MoM) – see our [case study](#).
- **New go-lives:** [Osklen](#), Baw (Arezzo Group), Euro Relógios (Grupo Technos) and first Wake store ([Dental Proclin](#)) – fast API!
- **Site Clinic launched**, leading to 2x community call attendance.

Lowlights

- Reduced bounty flow noticed by community devs.
- Discord community organic growth stalled.
- A/B test results feature being requested by live customers.
- Deno KV is prohibitively expensive: rerouting.
- Some rookie mistakes on NRF — no printed marketing material (requested by 99% of public), infrastructure for live demos not ideal, reverted to videos on laptop.
- Slow Admin UI is a common complaint which we are taking longer than expected to address.



Signed contracts

For more details, see table below

72

Projected ARR from active customers*

in USD

\$408,108.00

ARR in pipe

in USD

\$16,105,296.17

Signed contracts in the last month

6

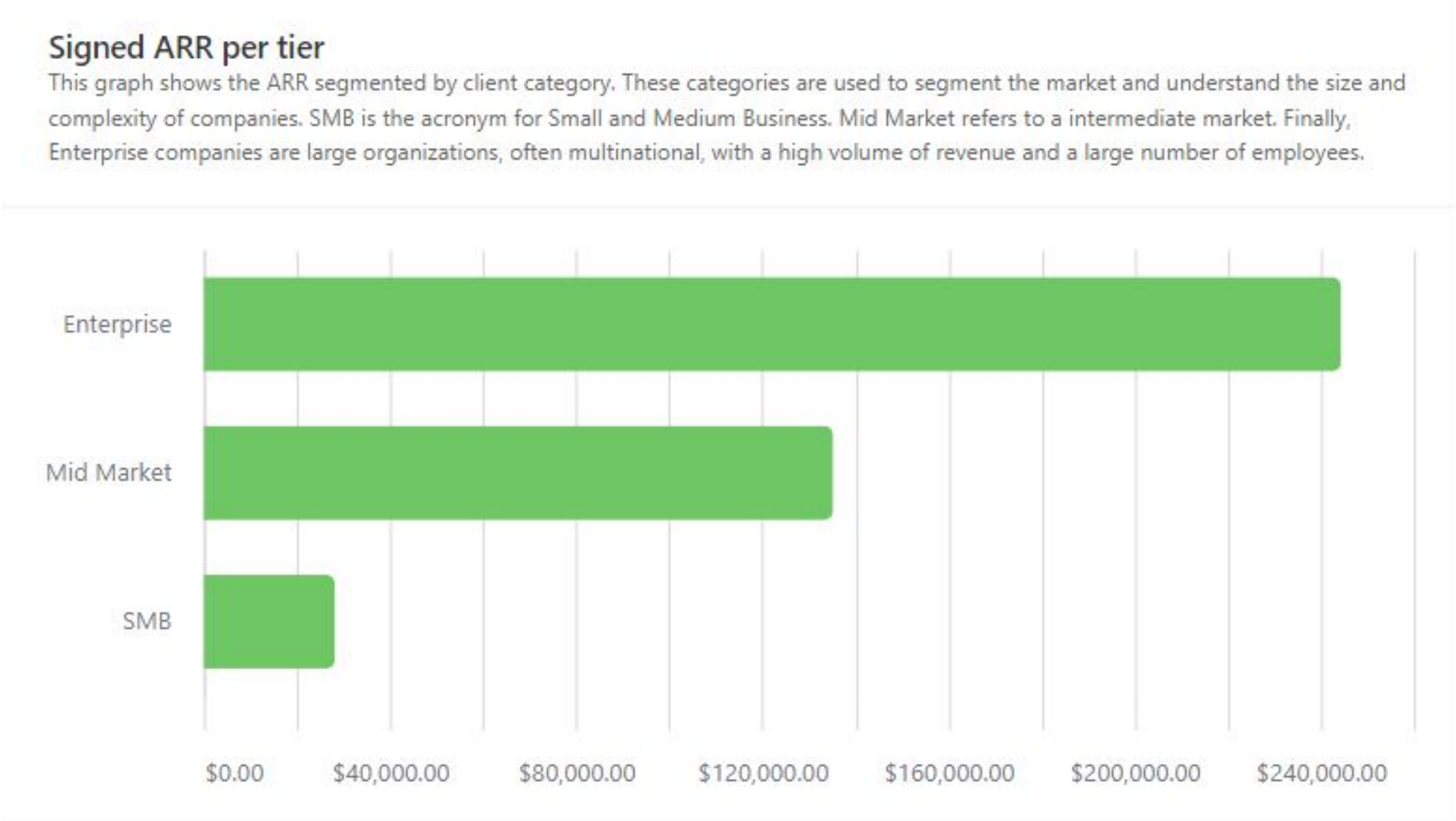
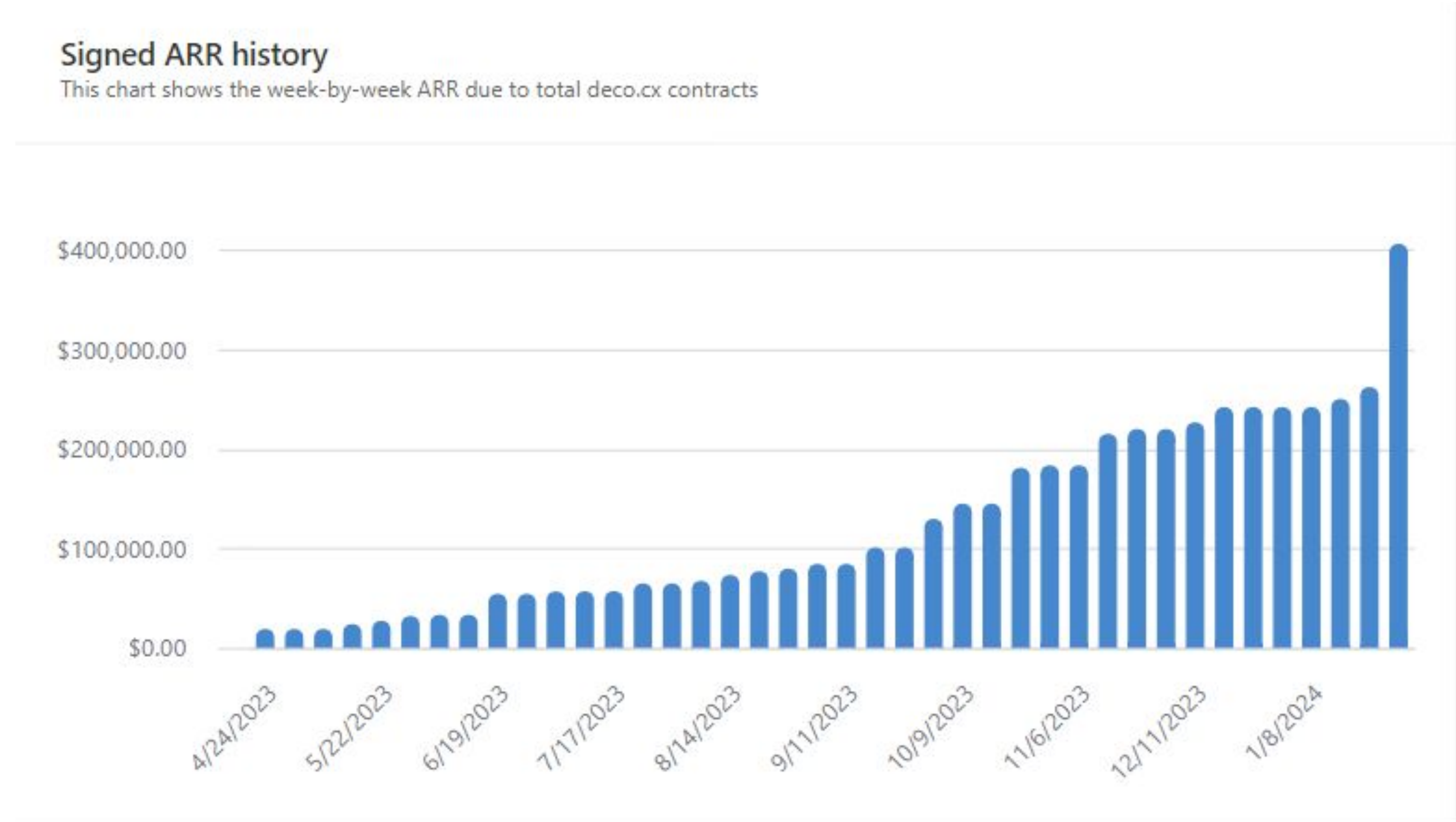
Projected ARR acquired last month

\$165,600.00

Growth MoM

(ARR)/(ARR D-30)

68.62%



A wild enterprise appears!

This new customer is about to increase our ARR by 65%. Can you guess the brand?

It's Casa&Video e LeBiscuit!



* 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.

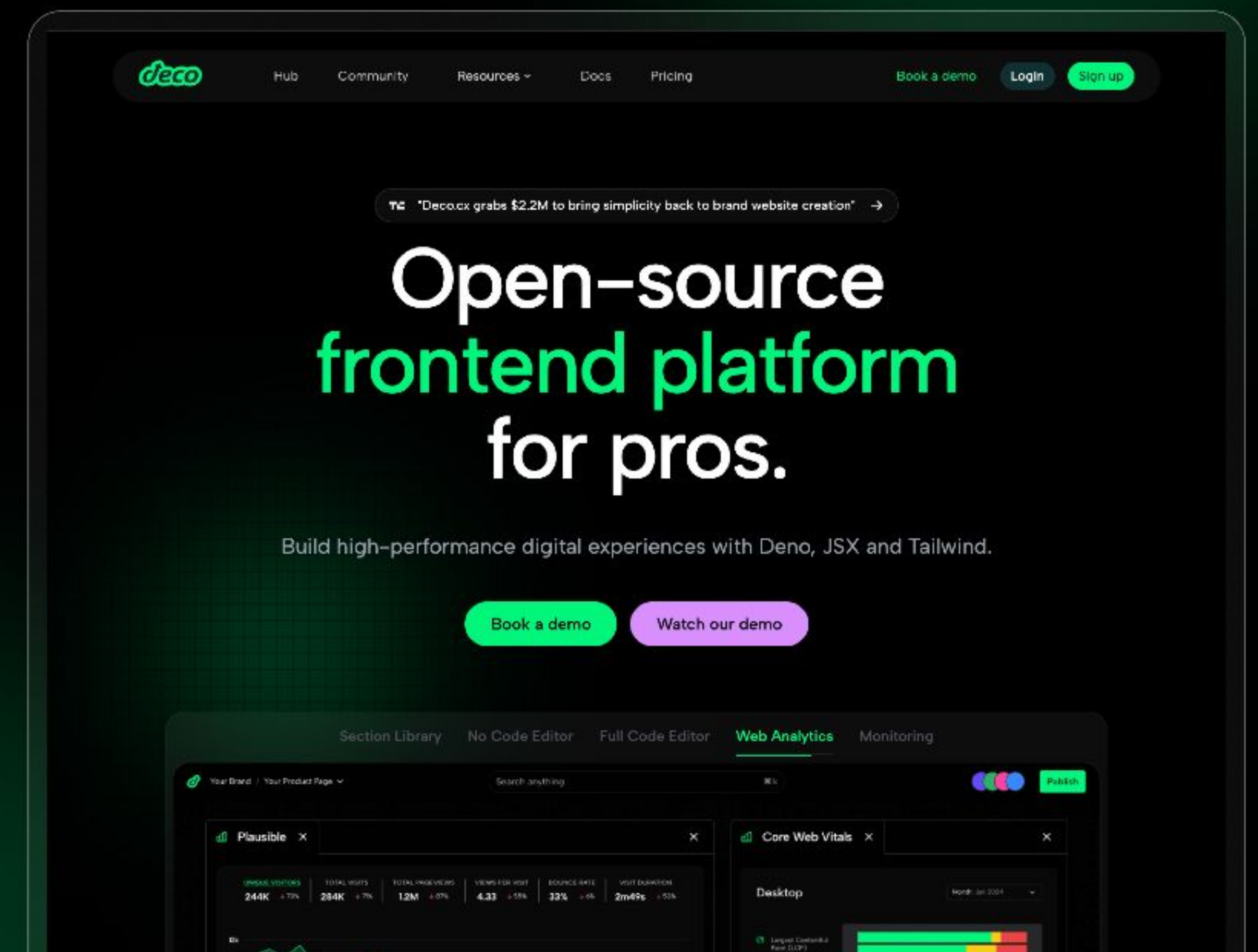
The open-source **frontend platform** for pros.

New positioning: focus on frontend developers

- We used the PR push of our seed round to update our positioning as a **frontend platform**.
- Featured at: [TechCrunch](#), [Brazil Journal](#), [Info Money](#), [Bloomberg](#), and [Isto É Dinheiro](#).
- 5.9k unique visitors (up 280% from previous week).
- We accelerated our organic social media presence (X, Instagram and LinkedIn), and kickstarted remarketing and paid channels (Google, Meta, LinkedIn).
- This reflects our strategy of going into the US market as a developer tool that replaces Wordpress or "React + Headless CMS" combo.



Take a look at our spanking new website at deco.cx! →



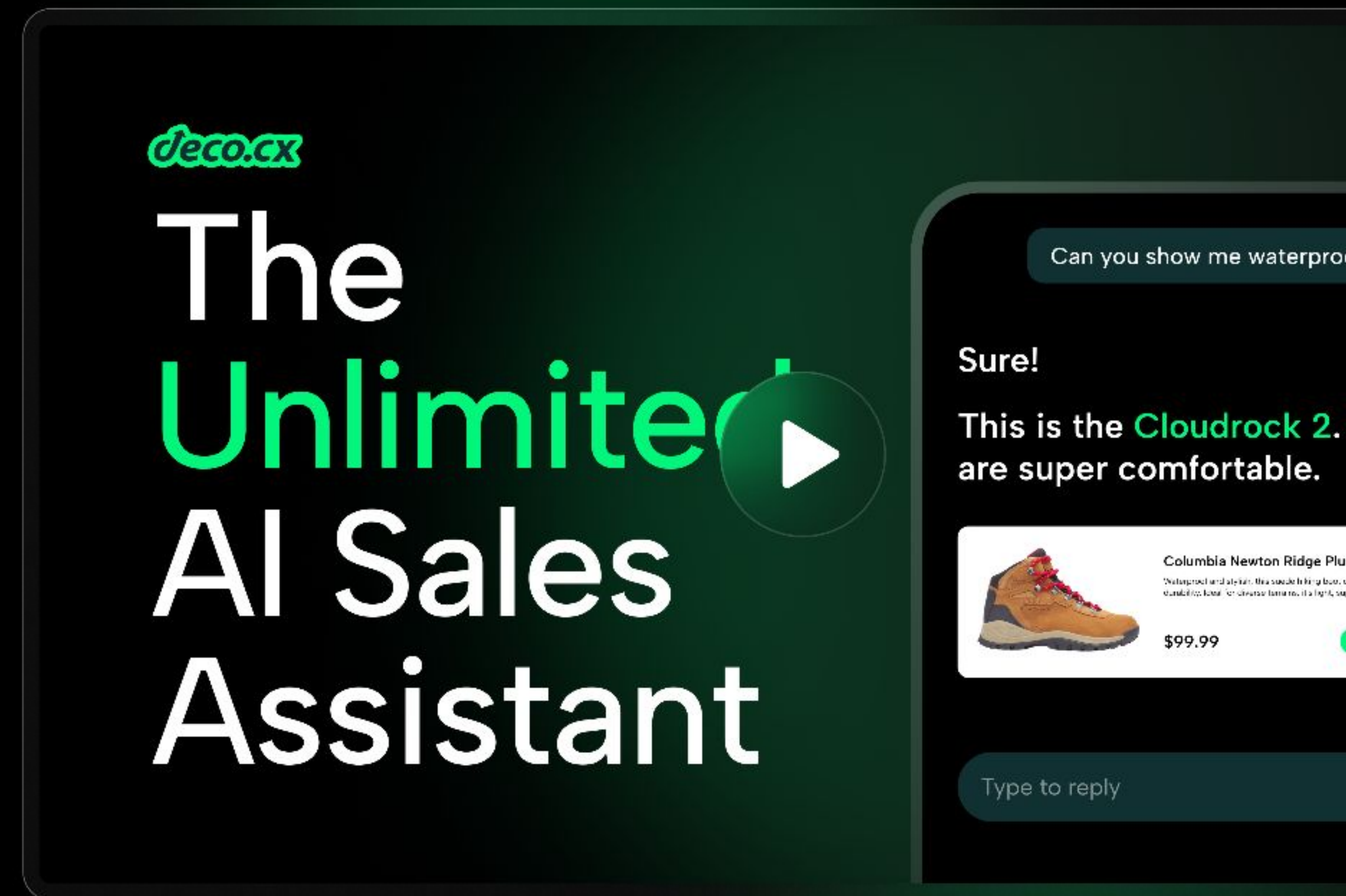
NRF, our first step into the US market

- Our booth at NRF attracted 92 new organic leads, more than half from the USA, Europe and Asia.
- 40 retailers, 15 System Integrators (SIs) and 37 tech partners.
- Most visitors interested in our AI Assistant.
- Established commercial contact with 4 headless ecommerce platforms.



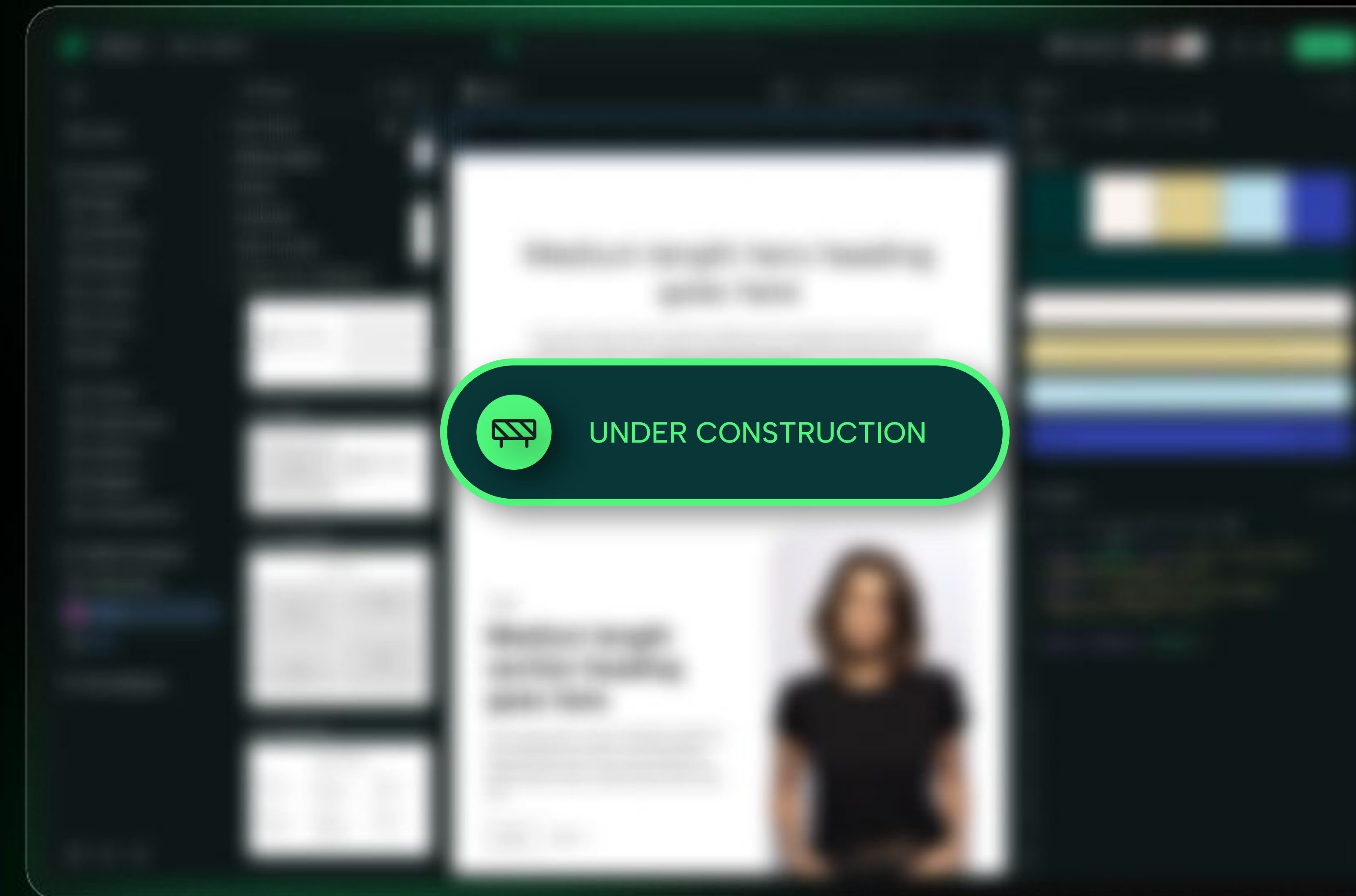
AI sales assistant is a low friction project for new clients

- Besides building entire sites or storefronts, deco.cx can be used to create any web-based experience, including **our new AI sales assistant that plugs into any existing site and ecommerce backend.**
- Our assistant combines the ChatGPT capabilities with the context from product catalogues to simulate our customers' best salespeople.
- First demos had a good reception; aiming to have assistant live for 2 customers by EOM.
- Some agencies have started using the Assistant as a "Trojan Horse" to acquire new customers, which is exactly what we intended.



Save the date for our 2.0 launch on **April 2nd!**

- We're gearing up for our **Product Hunt launch**, where every upvote counts! Your support is crucial to amplify our impact. Here's how you can help make this launch a success:
 - Upvote our product when we launch it.
 - Spread the word in your network.
 - Share our launch posts.
- We'll provide a media kit soon for easy sharing.



We have
15 new live
projects

Baw®
OSKLEN

EURO

 **CRISTAIS
TAVARES**

**TRI
SEX**

uncle k

 A M A R I M

 **maximus**
TECIDOS FINOS


CONECFIT

 **velocite**

 **Dental
Proclin**
A DENTAL DO FUTURO

petfarma
vet marketplace

 **ótica online**
ISABELA DIAS

 **Coopercompany**
Cooperativa de Plataforma em Telecom e Tecnologia

 **TECIPLAST**
TECIDOS E DECORAÇÕES

deco.cx

The open-source **frontend platform** for pros.

Product Evolution Highlights

- New deploy target: deco's own Kubernetes infrastructure (already serving our Admin and Landing Page).
- AI assistant app available for install and customization (featured at NRF).
- Media Gallery to manage uploaded assets, allowing users to select images that were previously used and create pictures with AI (behind feature flag).

Team & Ops

- New hires:
 - 1 Growth Market Specialist;
 - 1 Solutions Engineer.

New this month

- Users can invite team members to join deco.cx via email.
- Full visibility over the latency of the data loader functions.
- New Block Library with filtering, sorting and full-text search.
- Dynamic Options on the editor allow users to select their own catalog collections directly on deco's CMS.
- Users can check their consumption and estimated charges on the Billing page.
- Improved Domain Management flow with DNS validation and support for adding apex domains (without www).
- Developers can now return different UIs for mobile and desktop, saving bandwidth and improving performance.
- Page variants with the new Query String Matcher can split traffic based on media campaigns and UTM metadata.
- Deployments page lists all site deploys with logs included.
- New routing algorithm improves performance for websites with multiple routes (e.g: numerous redirects).
- Major improvements in VTEX, VNDA, Shopify and Wake integrations.
- Windowed Mode (next-gen Admin) working on Play.

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

The open-source **frontend platform** for pros.



\$ Cash Flow Statement

	01/2024	
(+) Cash flows from operating activities	5.205	
(-) Customer acquisition ¹	(30.598)	
(-) Administrative structure	(39.288)	
(-) Platform development	(76.101)	
(-) Other expenditures		1. Sales & Marketing team compensation + events
(=) Net cash from operating activities	(145.987)	
(+) Cash flows from financing activities	1.156	2. Equipment acquisition & engineering team compensation
(+) Cash injections (investors)	–	

Values in USD

Opening balance	1.949.855
Closing balance	1.785.574
Committed Capital	4.000
Recurring Burn	66.262
Total Burn	164.281
Burn rate (%)	3.7%
Runway (months)	25

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





We discovered
that, in **2027**,

Authentic brands win.

First web editor

Anyone can build the web

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

By the end of March 2024...

- Ready for epic Product Hunt launch.
- One-click install apps from deco.hub.
- Step-by-step onboarding guide.
- In-browser IDE used by 100% sites.

Last web editor

Scale to global success

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

By the end of March 2024...

- Kubernetes/AWS for all new sites.
- Roles and permissions for teams.
- Embedded HyperDX on admin.
- Automatic QA tests run hourly.

Generative personalization

Deliver unique experiences

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

By the end of March 2024...

- GPT co-pilot from code to content.
- Get A/B test results natively in admin.
- Scheduled releases with multiple changes.
- 10 stores using our AI Sales Assistant.



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

deco.cx

See you again on April 2nd, 2024

