shopify

Technology Roadmap

Shopify Atlas

Traditional. Global. Now.

Shopify Atlas connects global shoppers with culturally authentic brands using AI-powered recommendations, creating personalized experiences that celebrate heritage and drive discovery.

★ **Target Market:** Globally-minded, culturally curious consumers aged 20-45 who frequently shop online, seeking authenticity and uniqueness.

★ **Market Size & Potential:** Cross-border e-commerce market projected to reach $7.9 trillion by 2030; specific target segment growth at 15% annually.

★ **Key Trends:**
   ○ Increased demand for authentic and ethical products.
   ○ Rise of personalized shopping experiences leveraging AI.
   ○ Expansion of accessible global payment and logistics.

Minimum Viable Product

MVP

An **AI-powered cultural recommendation engine** launching on Shopify's platform.

Target Regions for MVP Launch:

🇰🇷 **South Korea**
🇧🇷 **Brazil**
🇰🇪 **Kenya**

Recommendations

Features

🌍 **Cultural Profiling**: AI analyzes purchase behavior, browsing activity, and demographics.

🤖 **Smart Recommendations**: Algorithm curates culturally authentic product suggestions.

🔁 **Learning Feedback Loop**: Real-time user engagement refines recommendations continuously.

Initial Value Proposition

For Customers:

🎯 **Personalized Discovery**: Effortless access to culturally aligned, authentic products.

For Vendors:

📈 **Niche Customer Reach**: Connects artisans with the right audience, expanding market access.

Long-Term Vision
From MVP to Global Cultural Commerce Ecosystem

Vision   **Statement:**

Building the world's most personalized and immersive cultural commerce platform, redefining how consumers **discover and engage with culturally** authentic products through advanced AI-driven personalization engine.

Phase 1 (Year 1)

Launch and optimize MVP in 3 cultural markets

• Build AI based Cultural Profiling
• Hyper-Personalized recommendations
• Feedback Loop for enhanced interactions

Phase 2 (Year 2-4)

Regional Expansion & Advanced AI integration

• Extended multi-regional rollout
• Embedded Sentiment analysis through NLP
• Branding Tools & Creator Empowerment

Phase 3 (Year 4-5)

Full Ecosystem & Immersive Commerce

• Completely seamless AI Sidekick experience
• Enhanced AR/VR Shopping Experiences
• Transparent blockchain-enabled supply chains

Strategic Impact:

• Hyper-personalized Customer Journeys

• Industry Standard for AI-driven Cultural Shopping

• Empowerment of Local & Global Creators

• Ethical & Transparent Commerce via Blockchain

Business Case

Revenue Model:

★ **Transaction Commissions:** Tiered commission based on vendor sales.

★ **Premium Placement Fees:** Paid visibility through targeted ads.

★ **Culturally Specific Ads:** AI-driven ads based on cultural preferences.

Pricing Strategy:

★ **Dynamic Pricing:** Adjusts based on demand, regional economics, and market conditions, ensuring competitiveness

★ **Performance-Based Fees:** Discounts for top-performing vendors.

Break-Even & Revenue Growth:

★ **Break-Even:** Projected within **18-24 months** post-launch.

★ **Year-over-Year Growth: 25%** after MVP launch, driven by expanding markets and increasing transaction volume.

Business Case

Cost Category	Line Item	Estimated Cost (USD)
Initial Setup	Google Cloud licenses	$ 10,000
	Infrastructure & data storage	$ 20,000
	Data acquisition & preparation	$ 20,000
Development	AI & data science personnel	$ 1,00,000
	Software engineering & integration	$ 80,000
	Project management & QA	$ 45,000
Operational	Ongoing cloud usage	$ 35,000
	AI monitoring & retraining	$ 15,000
	Customer support & infrastructure	$ 20,000
Additional	Training & change management	$ 10,000
	Regulatory compliance	$ 7,500
	Risk contingency	$ 35,000
Total		$ 3,97,500

Business Case

Path to Profitability

- ★ **Scalability:** AI improves with new markets, reducing costs and enhancing personalization.
- ★ **Engagement:** Authentic products and experiences drive transactions and premium services.
- ★ **Efficiency:** AI automates processes, increasing profitability.

Challenges & Mitigation

- ★ **Cultural Sensitivity:** Work with consultants and an Advisory Board.
- ★ **Data Privacy:** Ensure GDPR compliance and transparency.
- ★ **Vendor Acquisition:** Provide tools, flexible commissions, and support.
- ★ **Scalability:** Expansion requires more data, AI updates, and support.

Conclusion: Key Success Factors

- ★ **Authenticity & Personalization:** AI-driven recommendations for diverse, authentic products.
- ★ **Global Expansion:** Reaching culturally curious consumers and vendors globally.
- ★ **Operational Efficiency:** AI automation streamlines operations, boosting profitability.

Implementation Approach

Technology Partners

- ★ **Google Cloud** - AI Backbone
- ★ **Gemini** - Cultural Profiles
- ★ **Shopify Dev Teams** - Platform Integration

Product & Vendor Partners

- ★ Ensuring Authenticity
- ★ Onboard Anchor Merchants
- ★ Offering Support to Merchants
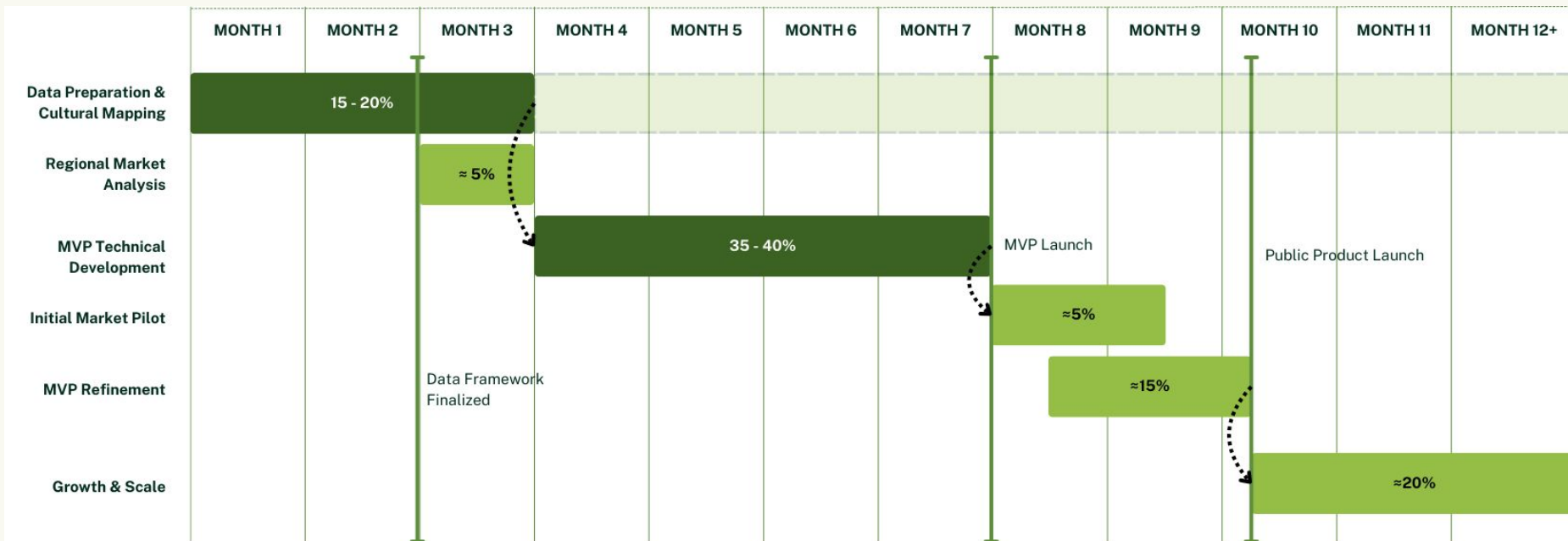
Payments & Logistics

- ★ **Stripe & PayPal** – Global Payments
- ★ **DHL & FedEx** – Reliable Shipping
- ★ **Local Partners** – Last-Mile Delivery

Cultural Oversight

- ★ Advisory Board for Oversight
- ★ Guide Ethical Representation
- ★ Appraise Products & Merchants

Execution Plan

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12+
Data Preparation & Cultural Mapping	15 - 20%											
Regional Market Analysis			≈ 5%									
MVP Technical Development				35 - 40%								
Initial Market Pilot								≈5%				
MVP Refinement									≈15%			
Growth & Scale										≈20%		

MVP Launch

Public Product Launch

Data Framework Finalized

Legend

- Critical processes that may take longer than expected
- Continuous process
- Denotes dependencies; the subsequent process cannot proceed until the previous process finishes
- **%** Estimated percentage of budget allocated to that phase

Execution Plan

Data Preparation & Cultural Mapping

★ Gather historical purchase data and product metadata
★ Tag products with cultural attributes using expert input and NLP
★ Identify sentiment and contextual cues (e.g. "celebratory" vs. "traditional")

Regional Market Analysis

★ Utilize AI agents to conduct deep market research
★ Identify local cultural vendors to onboard for the MVP

MVP Technical Development

★ Build cultural profiling model using behavioral and contextual data
★ Integrate into Shopify backend (Google Cloud, APIs, data streams)
★ Develop basic UI for personalized product discovery
★ Internal testing and compliance auditing

The Future of Global Commerce Starts Here

★ **Value Proposition:** Shopify Atlas delivers personalized, AI-powered access to authentic cultural products, transforming how people shop and connect across borders.

★ **Vision & Impact:** To become the global leader in cultural e-commerce - bridging cultures, empowering artisans, and creating deeply human, tech-enabled shopping experiences.

★ **Ask:**
  ○ Approval and Funding to scale MVP & global reach
  ○ Collaborators to build the future of cultural commerce

★ **Call to Action:** Let's strive to launch Shopify Atlas. Together, we can revolutionize commerce through culture.

Shopify Atlas is more than commerce - it's connection

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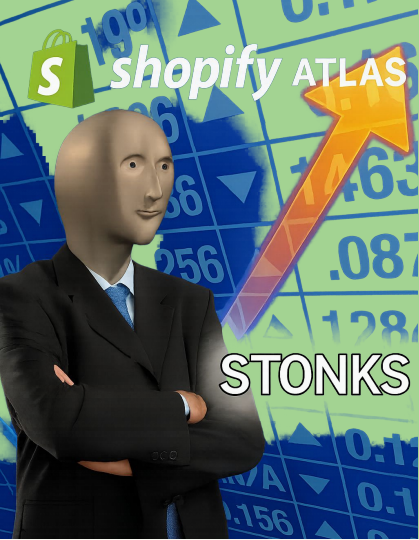
THANKS
ASANTE
감사해요
OBRIGADO

Shopify ATLAS

STONKS

Zachary Walsh (CDG)
Dhiraj Manicketh (CFF)
Maurya Shah
Poorav Desai
Adit Khalkar
Pratik Nesarkar