



Raising Series A

# Web Dorado by numbers (2016)

A startup founded in 2013(Q4) specialized in development and sales of WordPress Plugins and Themes

**\$875 000**  
ARR

**800 000**  
ACTIVE INSTALLS

**650 000**  
TOTAL UNIQUE  
CUSTOMERS

**56 000**  
PAYING UNIQUE  
CUSTOMERS

**12.5%**  
SHARE OF  
RECURRING  
REVENUE

**50% YoY (2013-16)**  
REVENUE GROWTH

**65+**  
PLUGINS

**11+**  
THEMES

## TOP COUNTRIES BY SALES

United States	41.00%
United Kingdom	7.00%
Germany	6.00%
Australia	5.00%
Canada	5.00%



# THE PROBLEM

Building a quality WordPress website in average requires 20 plugins, 7 themes and a hosting provider

- Is **Time** consuming
- **Costs** a lot more when purchased from different vendors
- **Inefficiency** when dealing with multiple vendors
- Poses **Compatibility** issues



# The Solution/Service

WordPress site builder where the customer can find all the necessary components to build and run a robust website or blog – high quality themes, plugins, ecommerce solution, website to mobile app converter, hosting bundled with superior technical



## WORDPRESS SITE BUILDER

**300+**

**PLUGINS**

(In house + 3<sup>RD</sup> PARTY)

**500+**

**THEMES**

(In house + 3<sup>RD</sup> PARTY)

**200+**

**ADDONS FOR**

**ECOMMERCE SOLUTION**

**MOBILE APP CONVERTER +  
BACKUP + CACHE + SEO + SECURITY  
HOSTING  
TECHNICAL SUPPORT**



# Market Validation

## VC Financing



**\$40.72M**  
WP Engine



**\$56.9M**  
Pantheon



**\$190 M**  
Automattic  
(WordPress.com)

## IPO



**\$2.1B**  
Wix.com IPO



**\$3.86B**  
Shopify IPO

## M & A



**Undisclosed**  
Godaddy WP Manage



**\$ 30M**  
Automattic WooCommerce

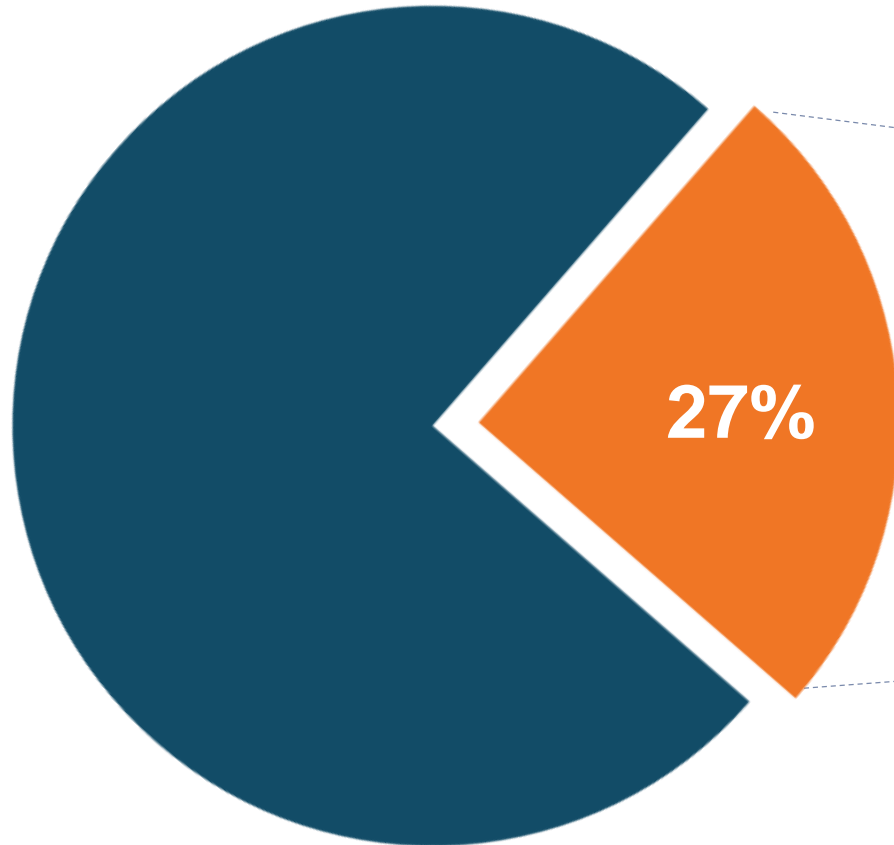


# Market Size

WP currently powers 27% (up from 13% in 2011) of websites across the globe and 59.4 % of top 5 CMS

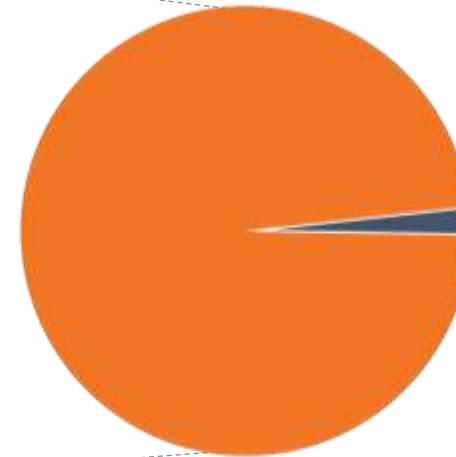
## TOTAL MARKET

300M active websites



## WordPress websites

81 M websites



**TARGET**  
3.2 M  
WordPress  
websites\*

\*At \$27/month average pricing = \$ 1.036B ARR



# Business Model

Free and paid versions of Plugins/themes with enhanced functionality

	Existing Revenue	New Revenue
One Time	<b>Plugin/theme with renewal option</b>	<b>3rd party themes and plugins purchased from our platform</b>
Recurring	<b>Plugin/theme bundles</b>	<b>1.Site building (bundled with plugins/theme) + Hosting</b> <b>2.Managed hosting only</b>



# Market Adoption

- **Conversion** of existing free and paying customers to recurring subscribers
- **New free backup plugin** with high functionality which makes transfer to our hosting one click away
- Continuously **adding new free & pro plugins/themes**
- **Raising brand awareness** through sponsorships and contribution to WP community
- **Incentive programs** to engage 3<sup>rd</sup> party developers
- **Online marketing** channels





# Milestones

Customer Acquisition	Current	2017-18	2018-19
Free	800,000	1,440,000	2,160,000
Plugin/Themes One Time paid	69,000	124,000	186,000
Plugin/Themes Recurring	3,300	4,700	6,500
Site Builder/Hosting Recurring	0	3,700	11,000
Revenue			
Plugin/Themes One Time paid	\$765,000	\$1,377,000	\$2,065,000
Plugin/Themes Recurring	\$110,000	\$220,000	\$308,000
Site Builder/Hosting Recurring	0	\$352,000	\$2,515,000
Total	\$875,000	\$1,949,000	\$4,888,000



# Competition & Advantages

	Web Dorado	WP Engine	Flywheel	WPMU DEV	Elegantthemes	WordPress.com
Website builder	✓				✓	
Ecommerce solution	✓					
Plugins	✓			✓	✓	
Themes	✓			✓	✓	✓
Hosting	✓	✓	✓			✓
Technical support	✓	✓	✓	✓	✓	✓



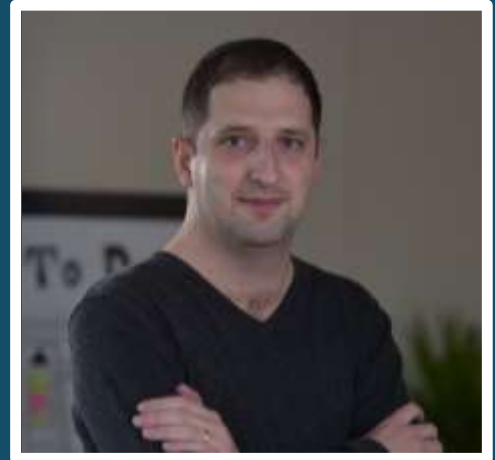
# The Team



**Artavazd Minasyan**  
Founder/CEO



**Armen Saghatelyan**  
COO



**Sergey Markosyan**  
CTO

**+40**  
**seasoned professionals**

Sales made through US representation  
Development in Armenia (low cost)

**Raising \$4 M**

**Thank You**

Contact Us: [art@web-dorado.com](mailto:art@web-dorado.com)



**WEB DORADO**

# Appendices

## Customer testimonials

### Google Analytics Pro by Web-Dorado

Excellent support team and great user manuals. It is very easy to learn and make it accurate for your needs. The details of this plugin are so intricate and so important for any web user. If you're looking for a great Analytic plugin, this is the only way to go in my opinion. All of Web Dorado Products are amazing. You just can't go wrong with this company. I must say that the number 1 thing about any Web-Dorado product is the support team. They will go out of their way to help with any issue or question you might come across. Way to go team!

“

### A company that cares

“

This company really stands behind their product. Not only is this a great product it has legitimate support. I emailed the support team regarding a problem I was having and to my surprise there was no asking for a fee to fix the problem, it was simply fixed. I highly recommend this company not only for their great product but their customer service.

+

**More than 2000 reviews (Average 4,53/5)**

