FEB / MAR 2024

Investor Updates

deco.cx

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

Highlights

- **Cash inflows increased by 225%** (Feb/Mar vs. Dec/Jan) as more customers go live.
- **New go-lives:** Miess, Daniela Tombini, Austral, Liga Retro
- **deco.cx 2.0 is ready to launch** with great new features like realtime collaboration, in-browser code editing, and much more.
- **deco.day** was an amazing success - 72.5k BRL / 5 sponsors.
- **deco.camp** launched with 111 subscriptions and 76k BRL rev.
- **Carcará 🦅 was born** to accelerate strategic projects' implementation, Lead developer hired.
- **We were selected** to the Endeavor Scale-up program
- **First stores on AWS + Kubernetes** - our own infrastructure allows us to ramp up our margin and increase performance

Lowlights

- We decided to postpone our Product Hunt launch. Product and communication plan were not there yet.
- Signed MRR grew 17% in Feb and 0.35% in Mar (MoM). Total focus on product and enterprise events: zero focus on sales.
- Cloudflare Enterprise for Startups is over, we must pay adult price now. (BUT we negotiated an amazing price and three months free)
- Incident with blocked IP in Google Cloud — status.deco.cx
- Migration to new Kubernetes infrastructure often uncovers implementation bugs which were hidden in Deno Deploy. This is good, as it offers an opportunity to solve the problems, but creates incidental backlog for our team.

Signed contracts
For more details, see table below
82

Projected ARR from active customers*
in USD
$481,884.00

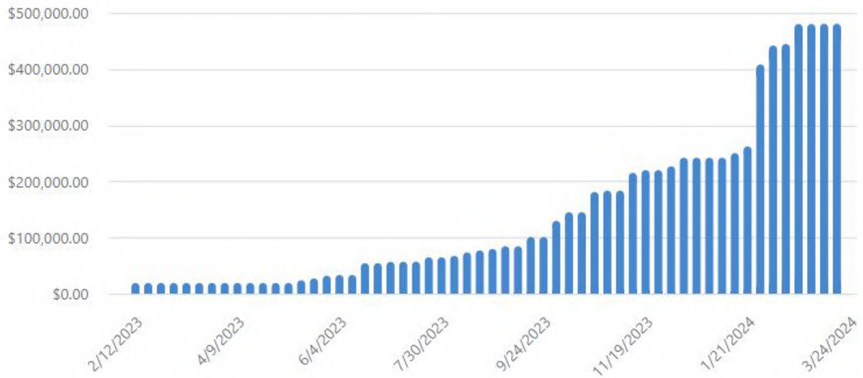
ARR in pipe
in USD
$18,526,704.17

Signed contracts in the last month
1

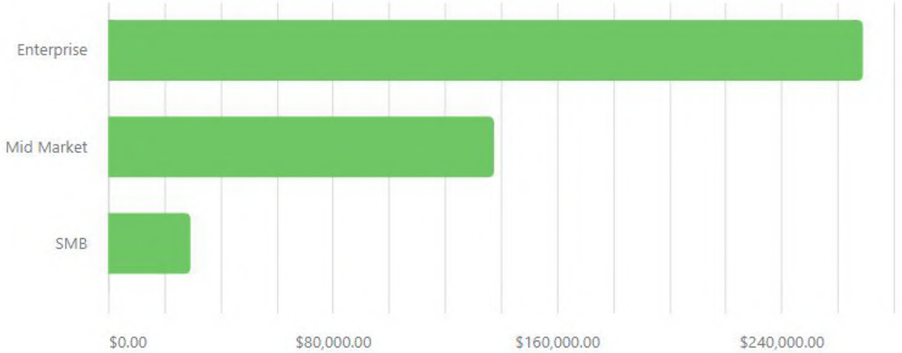
Projected ARR acquired last month
$480.00

Growth MoM
(ARR)/(ARR D-30)
0.99%

Signed ARR history
This chart shows the week-by-week ARR due to total deco.cx contracts



Signed ARR per tier
This graph shows the ARR segmented by client category. These categories are used to segment the market and understand the size and complexity of companies. SMB is the acronym for Small and Medium Business. Mid Market refers to a intermediate market. Finally, Enterprise companies are large organizations, often multinational, with a high volume of revenue and a large number of employees.



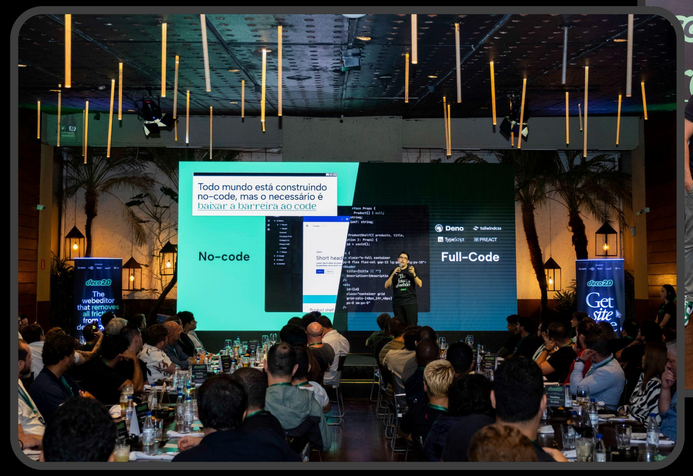
* Projected ARR is based on the customer's number of pageviews on signing date and may vary. Due to implementation time, this ARR currently lags 3 to 6 months behind actual receivables.

deco.cx 2.0 launches on PH next week!

- Realtime collaboration and in-browser code editor are live
- New SEO and Themes editing experience is live
- A/B test results in product

new date
April 10th

Notify me



deco.cx

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

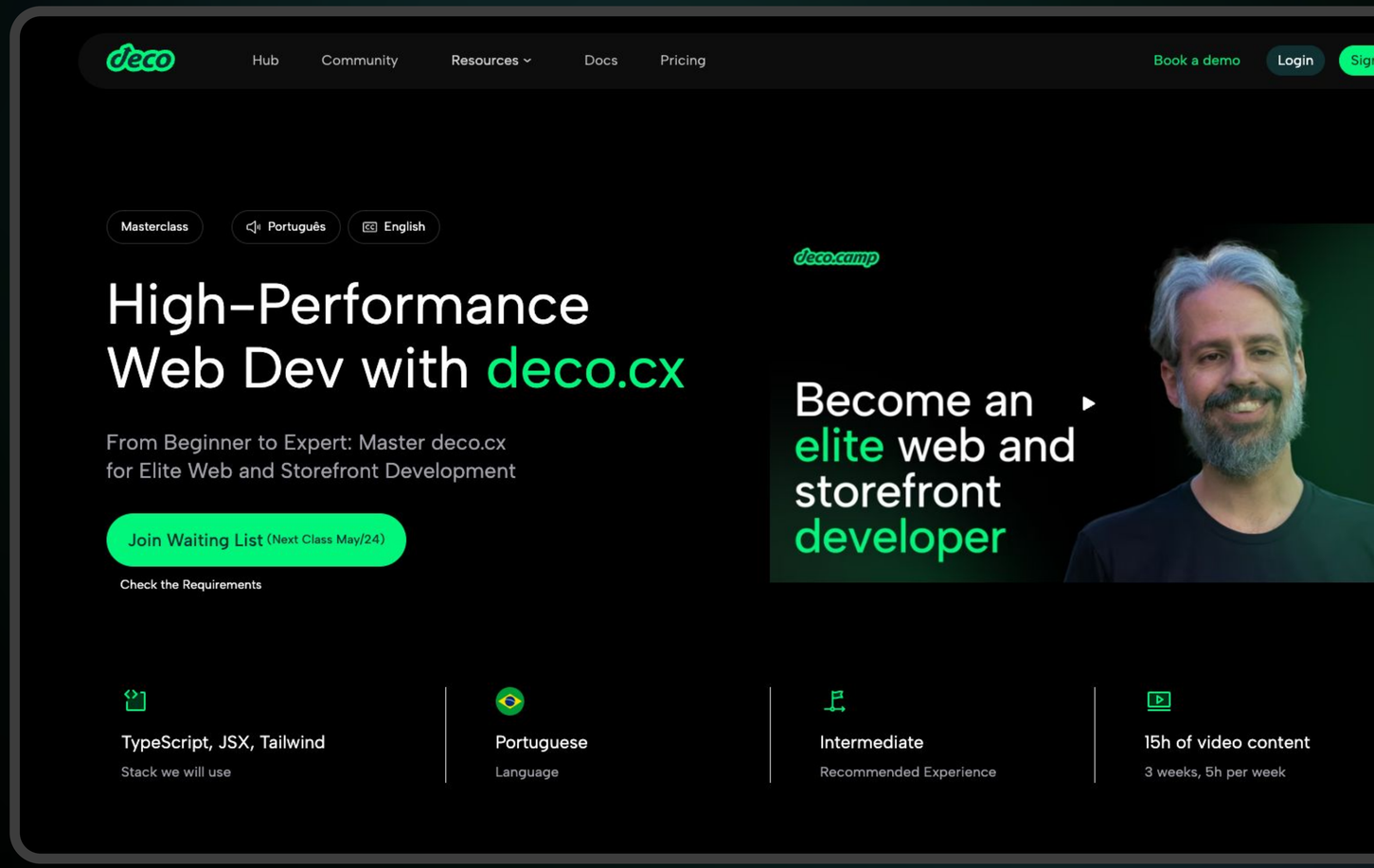
deco.day

deco.cx

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

deco.camp launched!

- 111 subscriptions
- 76k BRL revenue.
- 15 hours of pre-recorded content
- 15 hours of live Q&A



Expansion & Carcará

- Field Engineering for Strategic Projects
- After over 50 sites live and 80 signed contracts, it has become clear that initial project implementation is currently a negative factor in both (a) generating support backlog for our team and (b) increasing time from signed contract to cash inflow.
- Therefore, we're creating a new subsidiary solely focused on **accelerating strategic projects alongside partners and customer teams** and we're hiring a first squad of Forward Deployed Frontend Engineers.
- First european customer implementing!

Endeavor Scale-up!

80%

of the people who founded technology companies valued at over $1 billion in Brazil

US$5bi

generated by entrepreneurs in Brazil in 2022

+25

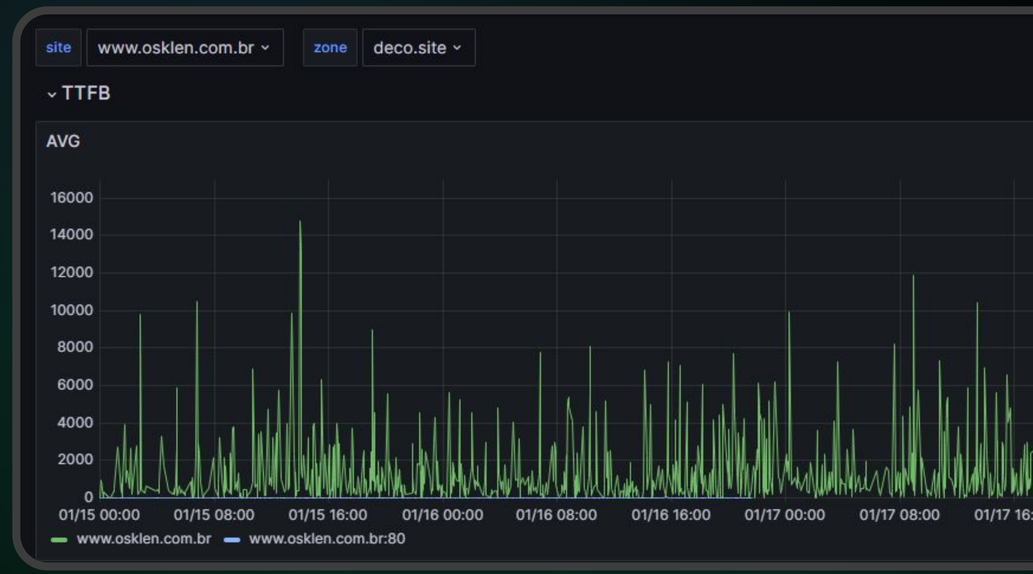
Venture Capital and Private Equity Partners

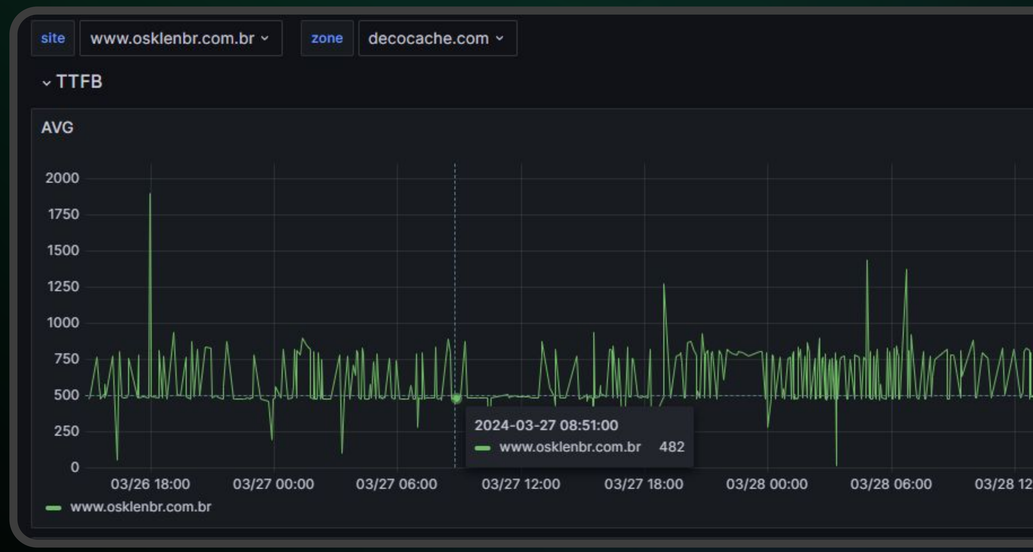
400%

average growth in the year following participation in the program

First stores in Kubernetes + AWS

- We have established a new cluster in AWS running our own dedicated, auto-scaling Kubernetes
- Average TTFB got **138% faster**
  - 1w before: 1.485,45
  - 1w after: 623,62





Team & Ops

- New hires:
    - Andrielly Lucena (SWE)

New this month

- Search and command bar: Search anything or type / for commands in your team or site
- Shortcuts: Get more tasks done with keyboard shortcuts
- Spaces and windows: New way to quickly open and edit different blocks in the same space
- Real time collaboration: See your teammates avatars in the space they are currently working and their changes in real time
- Self service onboarding: Try deco for free directly from our landing page and claim your creation to save it in your team
- Self service billing: Easily upgrade your plan for exclusive benefits
- Advanced SEO configuration: Configure your site default SEO
- Advanced Theme configuration: Create new themes and preview in real time your styled components and its application in a page
- Developer profile: Create you deco profile and showcase all your completed bounties
- Blog: Create pages using records and easily manage your blog posts content
- Code editor: A real time built in code editor
- Decopilot: AI to help you create or edit your blocks using prompts or images
- New and redesigned templates: Start, Blog, Landing, Linktree, Storefront and AI assistant
- Release Diff: easy way to compare changes before publishing
- Staging environment: create and test changes in a controlled environment before going live
- Assets library: Store and find media assets such as image, audio, or video files

We have 12 new live projects

First 100K month

1. deco.camp: 45K
2. Subscription revenue: 39K
3. Sponsorships: 15K
4. Professional hours: 2K
5. Agency partnership: 1.6K

Values in BRL

$ Cash Flow Statement

	03/2024
(+) Cash flows from operating activities	20.083
(-) COGS	(9.721)
(-) Customer acquisition[1]	(74.425)
(-) Administrative structure	(11.135)
(-) Platform development[2]	(50.694)
(-) Other expenditures	(6.974)
(=) Net cash from operating activities	(132.866)
(+) Cash flows from financing activities[3]	77

1. Sales & Marketing team compensation + events

2. Equipment acquisition & engineering team compensation

3. 70% of our funds are invested in US bonds, whose returns are not immediately reflected in cash basis income

Values in USD

Opening balance	1.716.953
Closing balance	1.639.280
Committed Capital	70.000

Recurring Burn	69.144
Total Burn	132.866
Burn rate (%)	4.2%
Runway (months)	20

**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, Evolving 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 May 2024...

- Bounties marketplace directly on admin.
- Extensible, open-source admin UI.
- One-click install apps from deco.hub.
- Easy to use SQL database.

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 May 2024...

- Roles and permissions for teams.
- Unified analytics for operation data.
- Multi-region Kubernetes cluster.
- Cache & latency visibility for devs.

Generative personalization

Deliver unique experiences

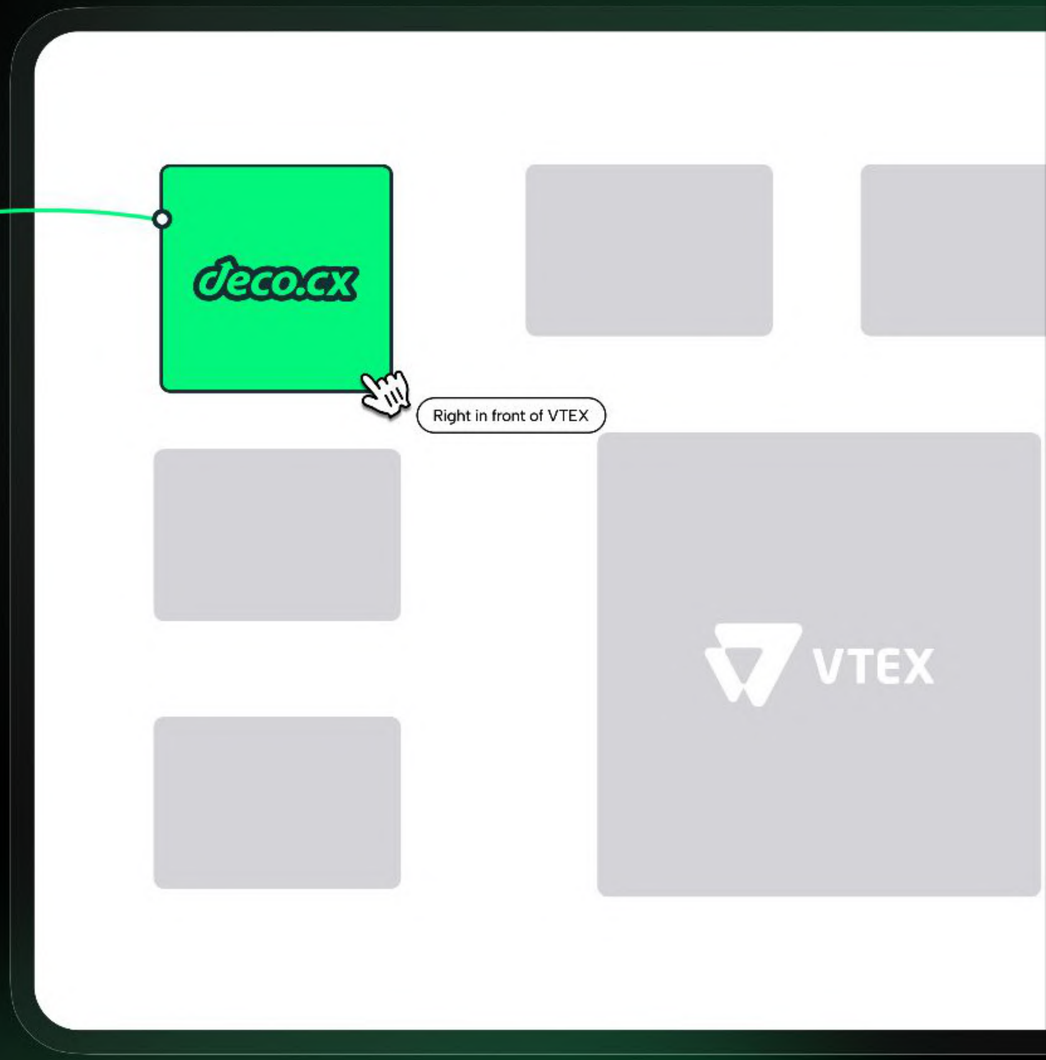
AI-based experiences that evolve and personalize in auto-pilot. Reach audiences intimately.

By the end of May 2024...

- AI project manager for landing pages.
- Get A/B test results natively in admin.
- 10 stores using our AI Sales Assistant.
- AI suggestions for performance and content.

We will be at VTEX DAY

Come visit us
at booth 63A



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

deco.cx

See you again on June 3rd, 2024