

deco.cx Investor Updates — January 2023

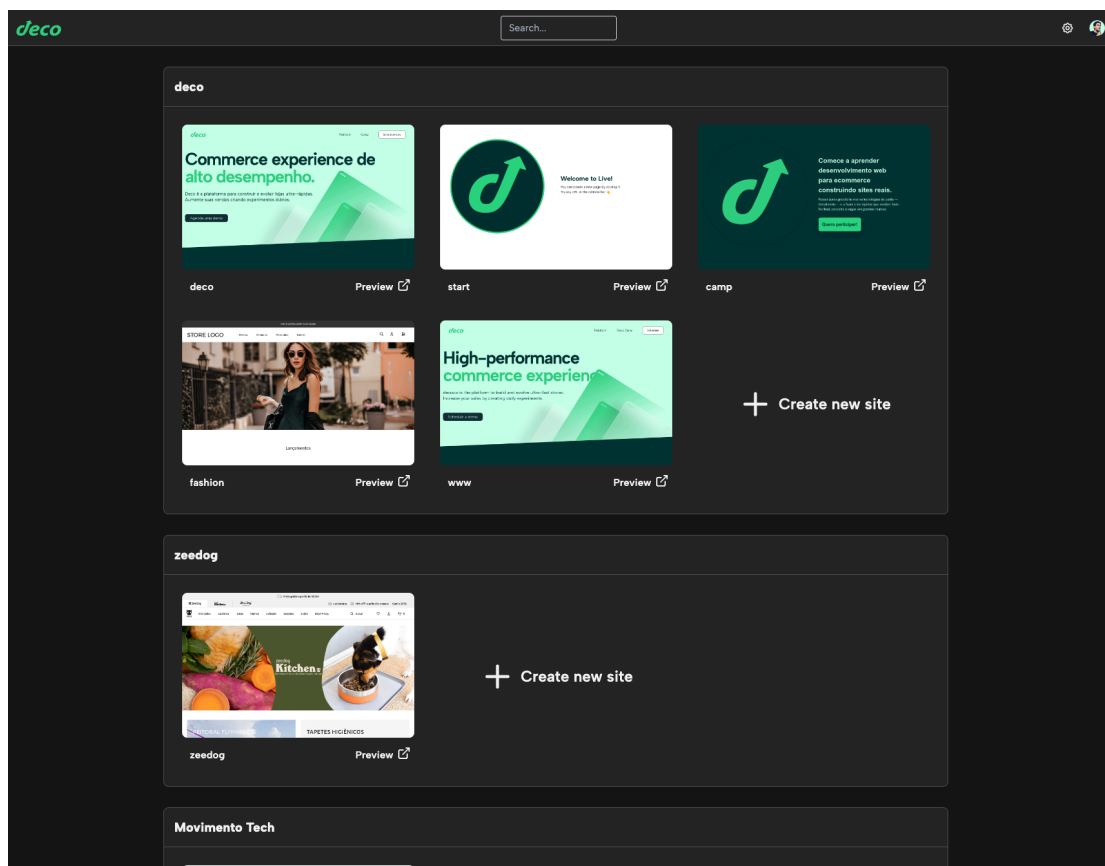
Dear investor,

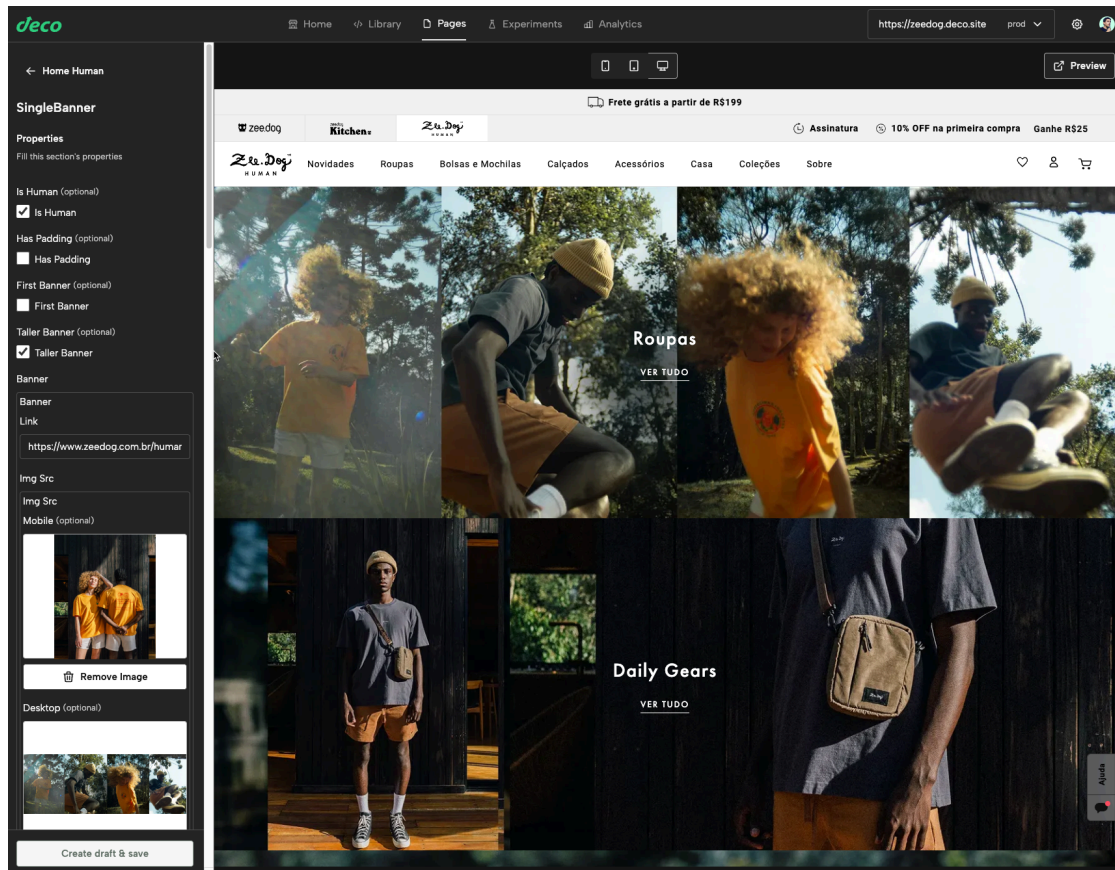
Hello, and welcome to the first-ever deco.cx Investor Updates.

A lot has happened this month, but here are the highlights that deserve your 5 minutes read:

Product

- We have a working MVP of the full "evolution cycle", which we are now iterating on with real users — they can code sections and loaders, compose pages, create A/B tests, and view their traffic data in our native analytics. You can watch [a 5 minute demo of our MVP](#) at our YouTube channel (in Portuguese).
- ZeeDog has a deco.cx page in production (<https://new.zeedog.com.br/human>). Their feedback on the platform so far is very positive. We have a weekly meeting to discuss what's working and what's not, and then quickly iterate on their feedback.





Angel round

- Brazilian investors signed and started transfers (~400K BRL out of ~900K BRL in bank).
- Cayman "Deco.cx Holding" is open, SAFE for the remaining ~1.1M BRL is being reviewed by lawyers.
- In total, we have raised ~2M BRL and diluted ~7%. At current burn, this gives us ~1.5 year runway. We have received feedback that we could afford to dilute a little more. We are open to accepting a few more "smart money" angel investors in order to top up 10% and extend our runway to ~2 years.

Team

- We have the team we need to execute for this cycle and will slow down hiring from now on. Having said that, we're happy to announce two exceptional final additions to the team:
- **Bruno Kuntz**, from [Growyx](#), has built their freelancer marketplace operations from the ground up. He will focus on revenue generation in our freelance jobs marketplace, initially focused on landing pages and web dev students (projects with low complexity, low cost, and fast delivery). He also brings to the table his expertise in Finance and Accounting.
- **Marcos Candeia**, ex-VTEX and now ex-Microsoft, Staff Software Engineer, has been contributing over the weekends, now joined to work on our edge-native workflow engine.

Community

- Discord has grown from 100 (December) to 482 members (January 30th)
- On the jobs marketplace: we have posted a total of 12 jobs, of which 4 have been completed, 2 are open, and 6 are in progress. A total of R\$1500,00 has been paid out to developers.
 - <https://deno-land.deco.site>; <https://resilia.deco.site>; <https://als.deco.site>;

Customers

- We have our first paying live customer: **ZeeDog**.
 - Their internal frontend team is using deco.cx to rewrite their storefront and the first landing page went live on Jan 26th. Pagespeed went from 55 to 92 on Desktop, and from 18 to 67 on Mobile. Their team is still working on a few performance improvements that will boost Mobile performance.
- As of now, we have **7 prospects** in varying levels of progress:
 - Lojas Torra – (approx. R\$150K ACV)
 - Osklen – <https://osklen.deco.site> – native Oracle OCC loaders – (approx. R\$110K ACV)
 - Brastemp – <https://brastemp.deco.site> – (approx. R\$600K ACV)
 - Fila – <https://fila.deco.site> – (approx. R\$110K ACV)
 - Orthocrin – (approx. R\$5K ACV)
 - Usecar – (approx. R\$1K ACV)
 - Als Sports – <https://als.deco.site> – (approx. R\$110K ACV)

Partnerships

- New partner agencies
 - We continue onboarding new partner agencies via our discord server. This month, devs from **eight** new agencies have started using our platform.
- Deno Deploy
 - We have celebrated a partnership with our main infrastructure provider, [Deno](https://deno.com).
 - This gives us the right to pass on their 99.9% SLA to our customers, legally speaking.
 - They have also waived the "50 custom domains per org" limit (trivia: we were the *second team ever* to have requested such a limit raise)
 - We presented the product to the CTO and COO, and they appreciated our product and the potential it brings to their infrastructure. They have recently raised 20M USD with Sequoia, so it's good to be on their radar.
- VTEX
 - We are offering to implement a deco.cx store as "default demo store" for the VTEX US sales team.
 - We are offering to implement vtex.com in deco.cx, in negotiation with the Brand team.

Events

- We are participating in **Websummit**, (Rio, May 1–4). They have a startup program called ALPHA, and our main goal is to build relationships with global-tier investors and prospects.
- We are sponsoring **VTEX Day**, which will take place in São Paulo (June 5–6). We will have a small booth right next to VTEX. Our goal is to generate 100+ leads during the event and close 20+ deals.

Thanks for your continued support. We will have a video meeting to discuss these results and take any questions next week, on **February the 6th (Monday), 19:00 GMT–3**. Please come say hello!

We wish you a great February,

Guilherme, Luciano, Rafael and the deco.cx team

