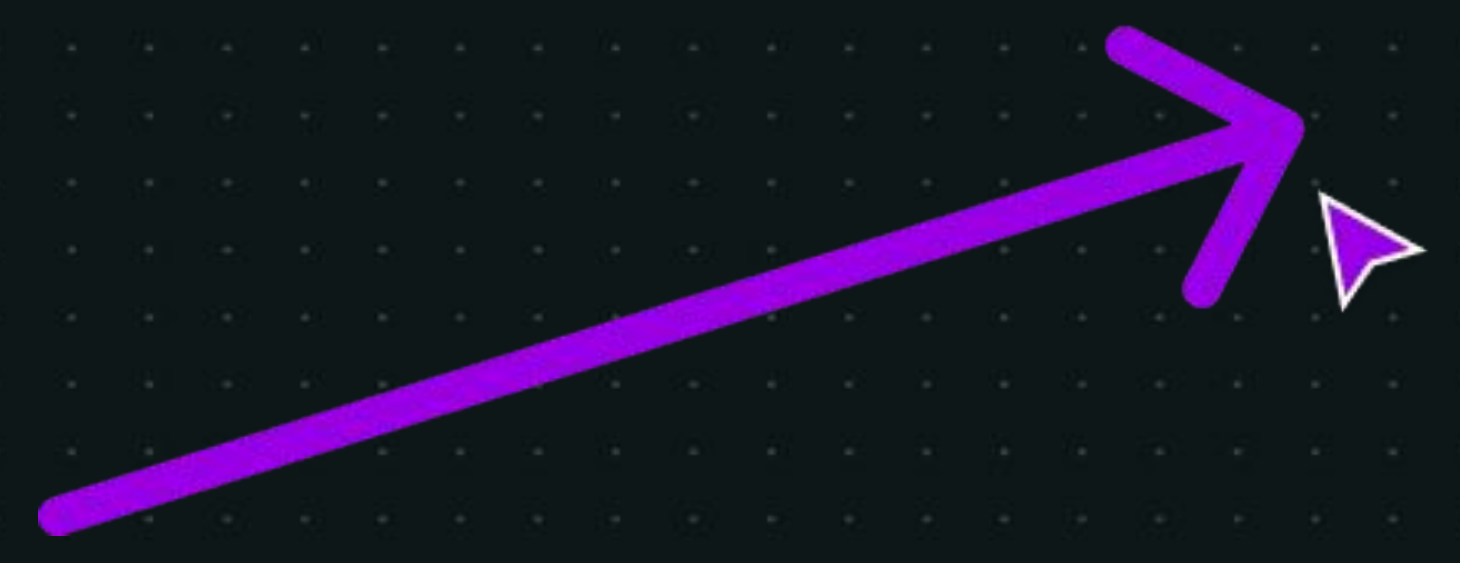
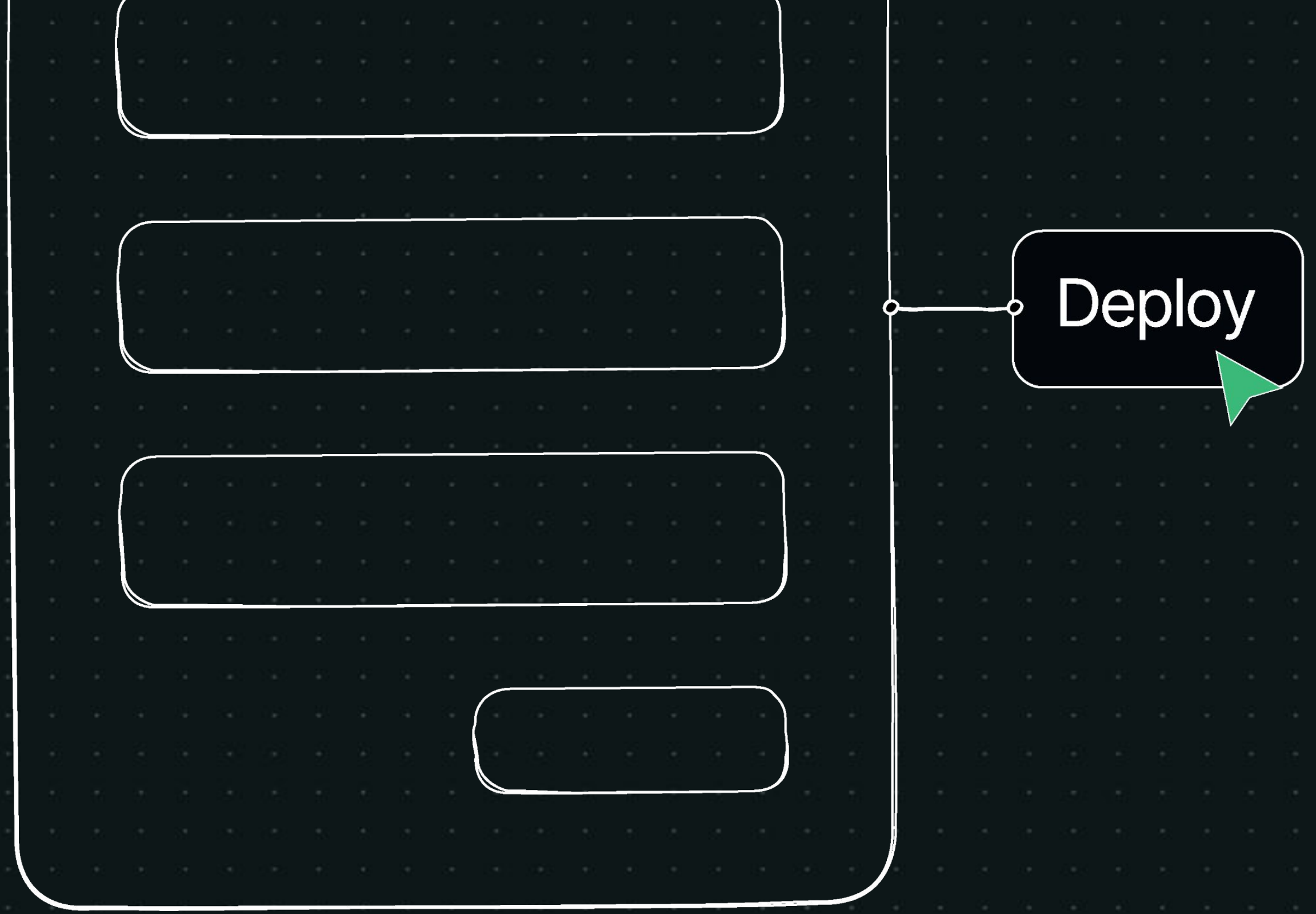


# Investor Updates



The frontend platform for continuous evolution

TIMEFRAME  
AUGUST & SEPTEMBER '24

## Top-down GTM SALES-LED GROWTH

- ✓ **Dev Collab First Results:** Blumenau Hering Hackathon
- ✓ **GO LIVES!** Farm, Fila, Baggagio, LeBiscuit
- ✓ Logicommerce: **First European platform** demanding native self-hosted integration
- ✓ In talks with **Brazil's largest electronics and hardware retailer**, the 10th largest e-commerce overall.

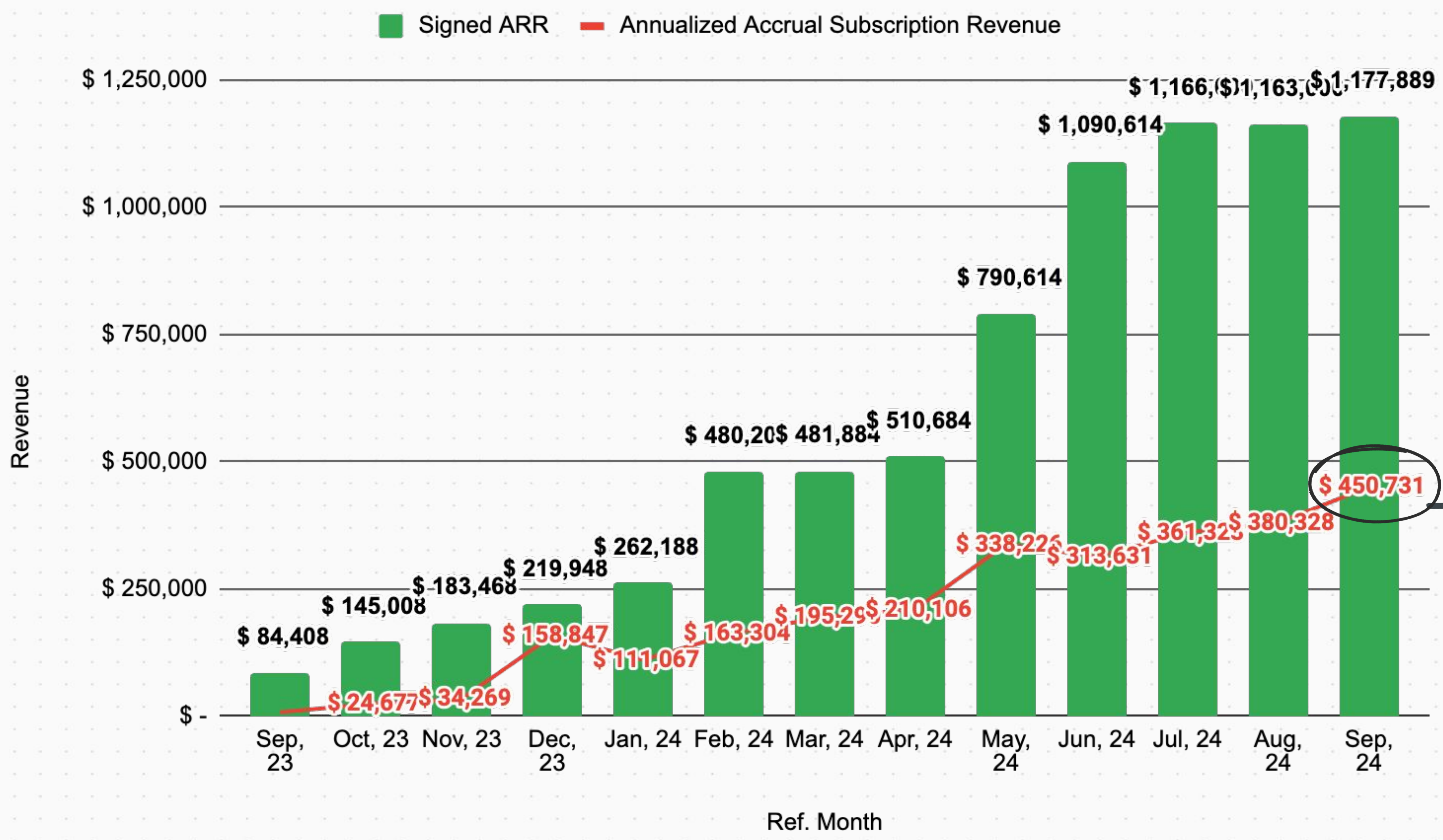
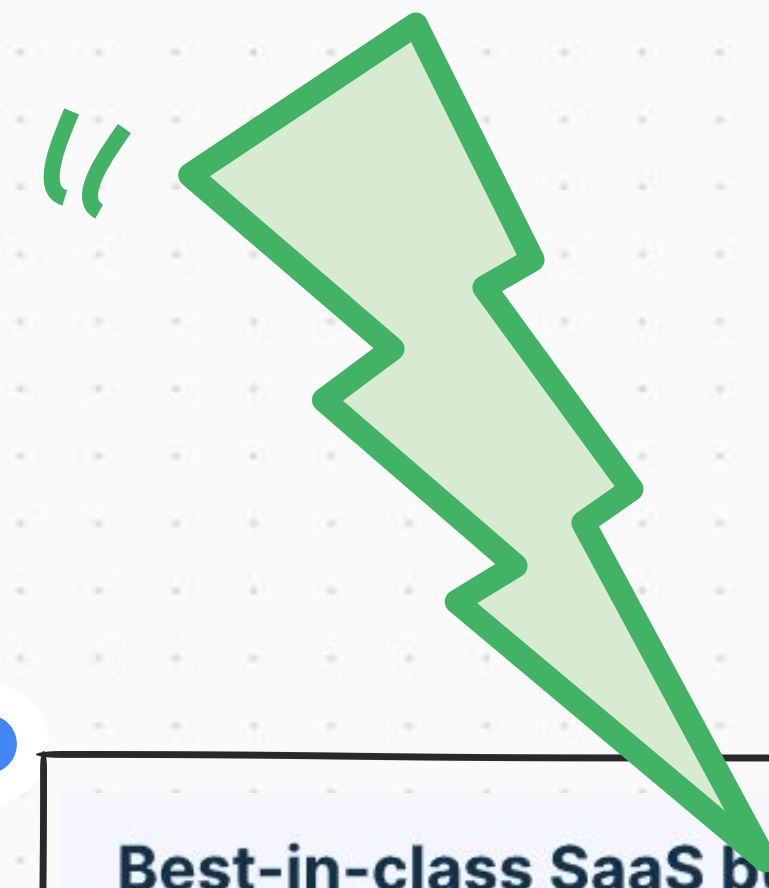
## Bottom-up GTM PRODUCT-LED GROWTH

- ✓ **ADMIN WORKS! Hundreds of bugs fixed.**
- ✓ decopilot **BREAKTHROUGH!**
- ✓ Achieved the **best gross margin ever** (43%), an efficiency increase of >60% compared to last month.

# Highlights & Lowlights

- ~~✗~~ Failed to hire SRE
- ~~✗~~ Flat signed ARR
- ~~✗~~ GSD failed as design first channel
- ~~✗~~ A/B testing on high-traffic websites often faces rocky setup until the data becomes reliable.
- ~~✗~~ Reserva's implementation delayed for another 6 months.
- ~~✗~~ Financial Services leads postponed projects to 2025

# Revenue Evolution



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.

- Navigation icons: cursor, square, pencil, T, sun.





# \$ Cash Flow Statement

5,5 BRL to 1 USD  
Values in USD

09/2024

(+) Cash flows from operating activities	19.575
(-) COGS	-8.200
(-) Customer acquisition <sup>1</sup>	-13.253
(-) Administrative structure	-11.589
(-) Platform development <sup>2</sup>	-37.177
(-) Other expenditures	-28.722
(=) Net cash from operating activities	-109.747
(-) Taxes	-3.020
(=) Net cash	-106.727

Opening balance 900.181

Closing balance 793.454

\*

Recurring Burn 73.597

Total Burn 106.727

Burn rate (%) 10,8%

Runway (months) 13

<sup>1</sup> Sales & Marketing team compensation + events

<sup>2</sup> Equipment acquisition & engineering team compensation

\* **Burn rate** = recurring cash burn / (closing balance + committed investment)

\*\* **Runway** is given in a worst case scenario not considering future revenue beyond current pipeline



## Team & Ops

New hires:

- 1 Head of Operations
- 5 SWEs (2 Interns)
- 1 Technical C-Level

Reduced our workforce by 4 team members and 4 interns

## New this Month

- Fill Props with AI: decopilot works on CMS data
- New Infra: Deno Cluster serving production traffic
- JSR (JavaScript Registry) support for package management
- Deco framework refactored to use Web-compliant Hono
- New Apps: Posthog, Anthropic. Improvements on VTEX and Shopify integrations





**BAGAGGIO**



We have

→ 7 new live ←

projects

JUNE & JULY '24

INVESTOR  
UPDATES



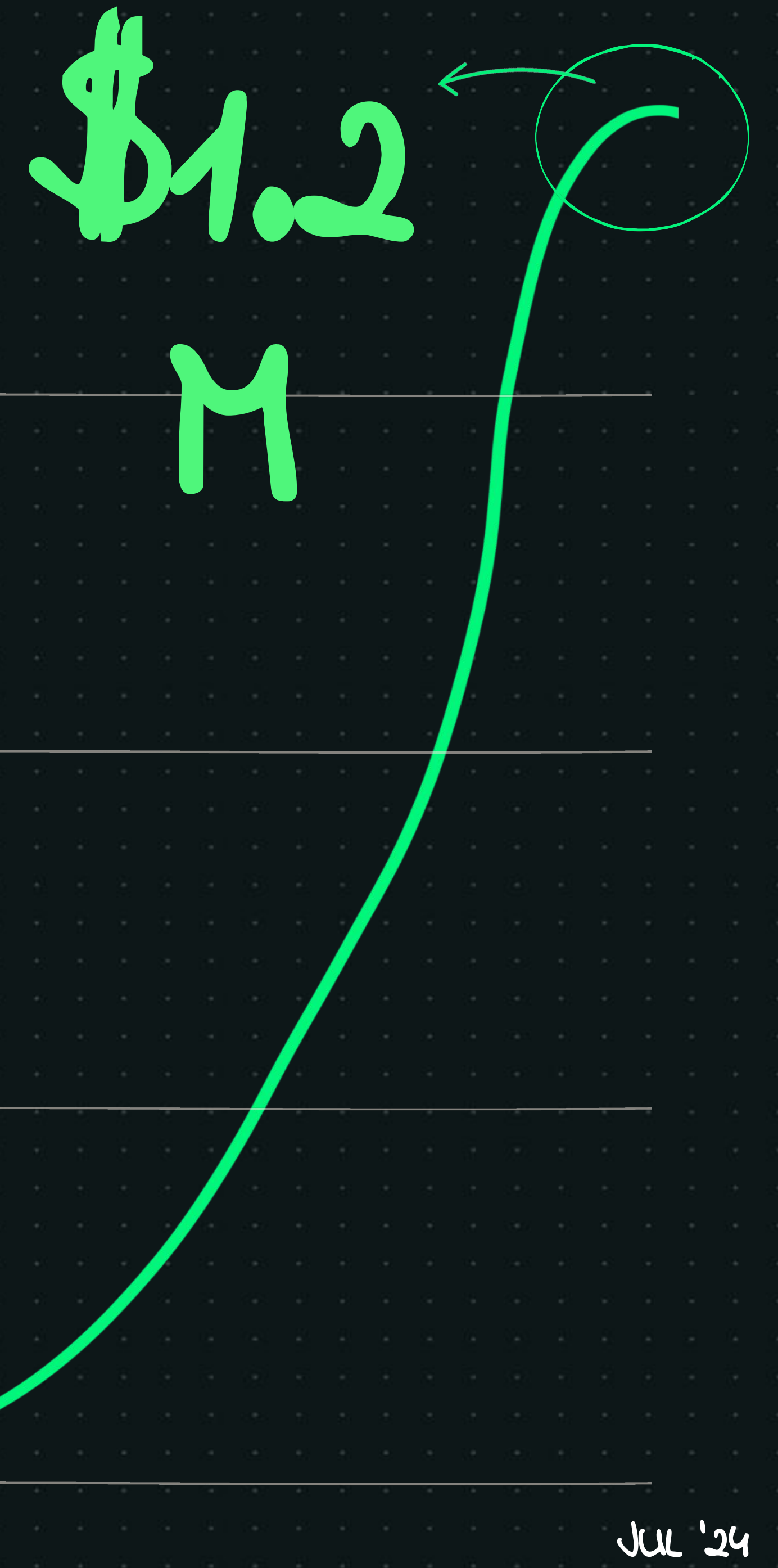
Farm • Baggagio • LeBiscuit • Fila • Phytoterápica  
Ladeira Armarinhos • Dryzun



*deco.cx*

# From 0 to \$1.2M CARRR in 12 months with **deco.cx**

Committed ARR Progression:



- ✓ Raised **\$3M** in Seed funding
- ✓ Grew to **100+ paying customers**
- ✓ Already serving **largest brands** in Brazil
- ✓ **5k+ developers** in our community

## \* Key Learnings:

- Selling to and integrating with Enterprise
- Works beyond e-commerce and frontend

IBM

Electrolux

LEROY MERLIN

Whirlpool

magalu

stone

FILA

OSKLEN

+soma

Petz

AR&CO

CASA & VIDEO

Mysterious Koala

# Why We Web

We built the web with audacious ambitions: to wire the world, to connect every human mind, to accelerate progress. But, as we advanced, web development got tangled in complexity. What was once straightforward now feels like navigating a maze of frameworks and services, making it harder for new voices and ideas to emerge.

The need to simplify is urgent. Web development shouldn't feel like a boring puzzle. It should be easy and fun. It should be scalable and observable by default. It should be realtime and collaborative. It should give anyone the autonomy to test new ideas and evolve without fear of "breaking". And it should just work.

With AI, TypeScript, modern browsers, fast runtimes, and affordable edge infrastructure, the web is ready for a breakthrough. This is an invitation for the contrarians, the doers, the ones eager to make their mark: it's time to cut through the clutter, to build the simpler tools we deserve. It's time to "get site done."

*deco.cx*

Get site done.

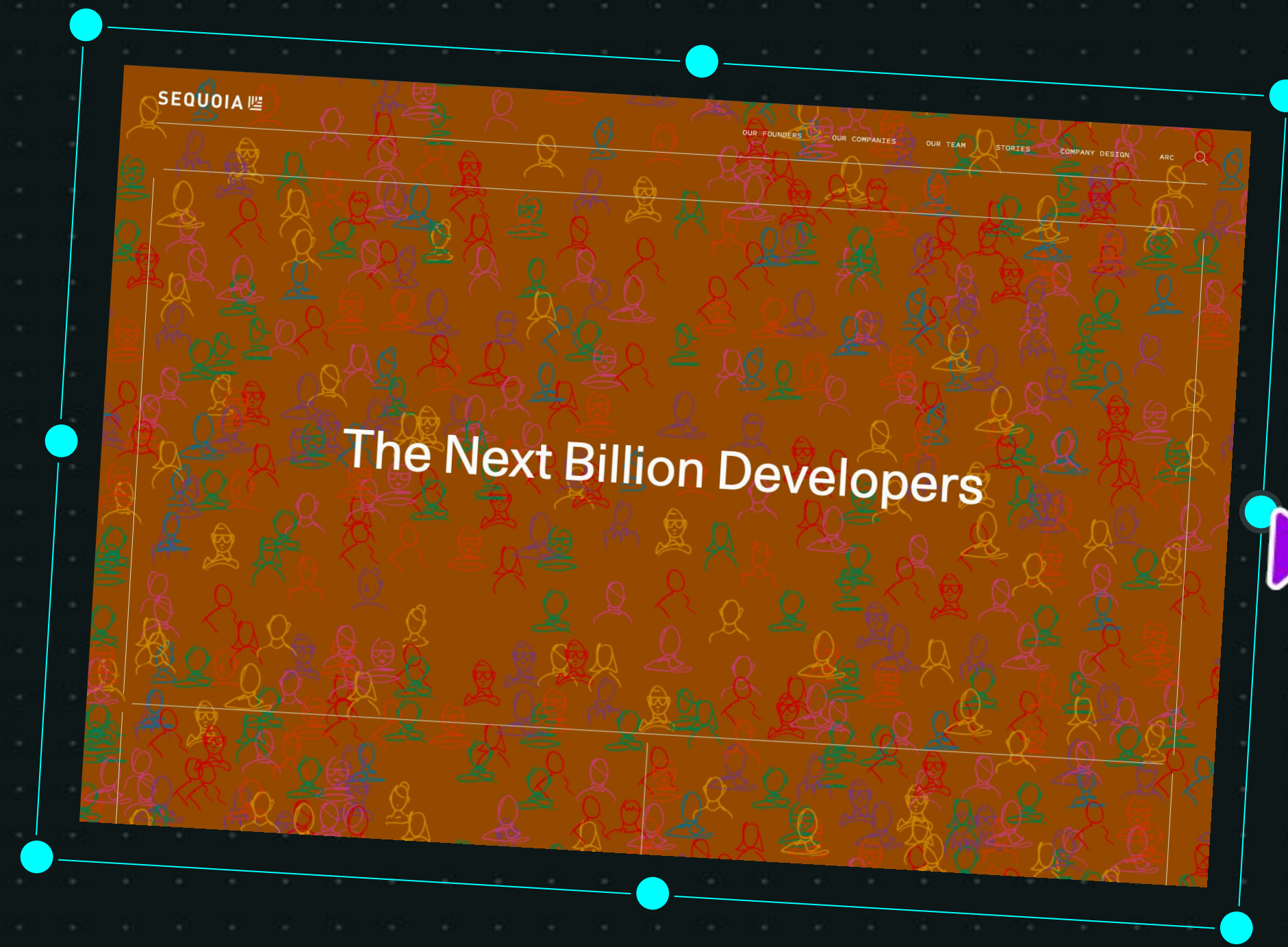
We always started from the future. Frustrated with the direction webdev was heading, from the beginning, we chose to create the Future of webdev.

So we started with what we dominate and could take us a step closer to this future: storefronts

- ✓ dynamic site
- ✓ high volume
- ✓ enterprise
- ✓ many teams

⋮

Now that we have the biggest brands in Brazil, how do we upsell these contracts???

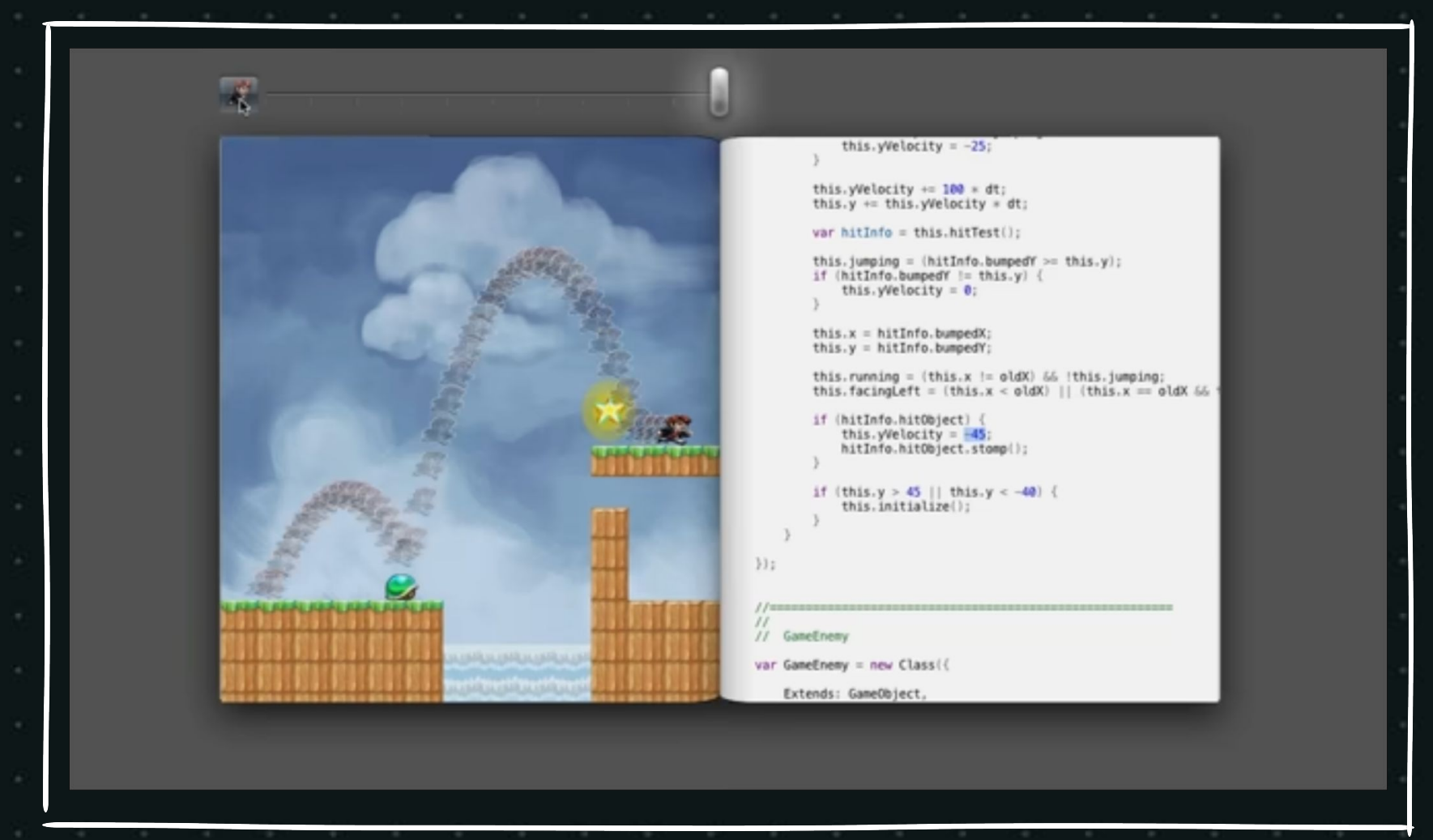


Hidden Phoenix

# Inventing on Principle

Bret Victor

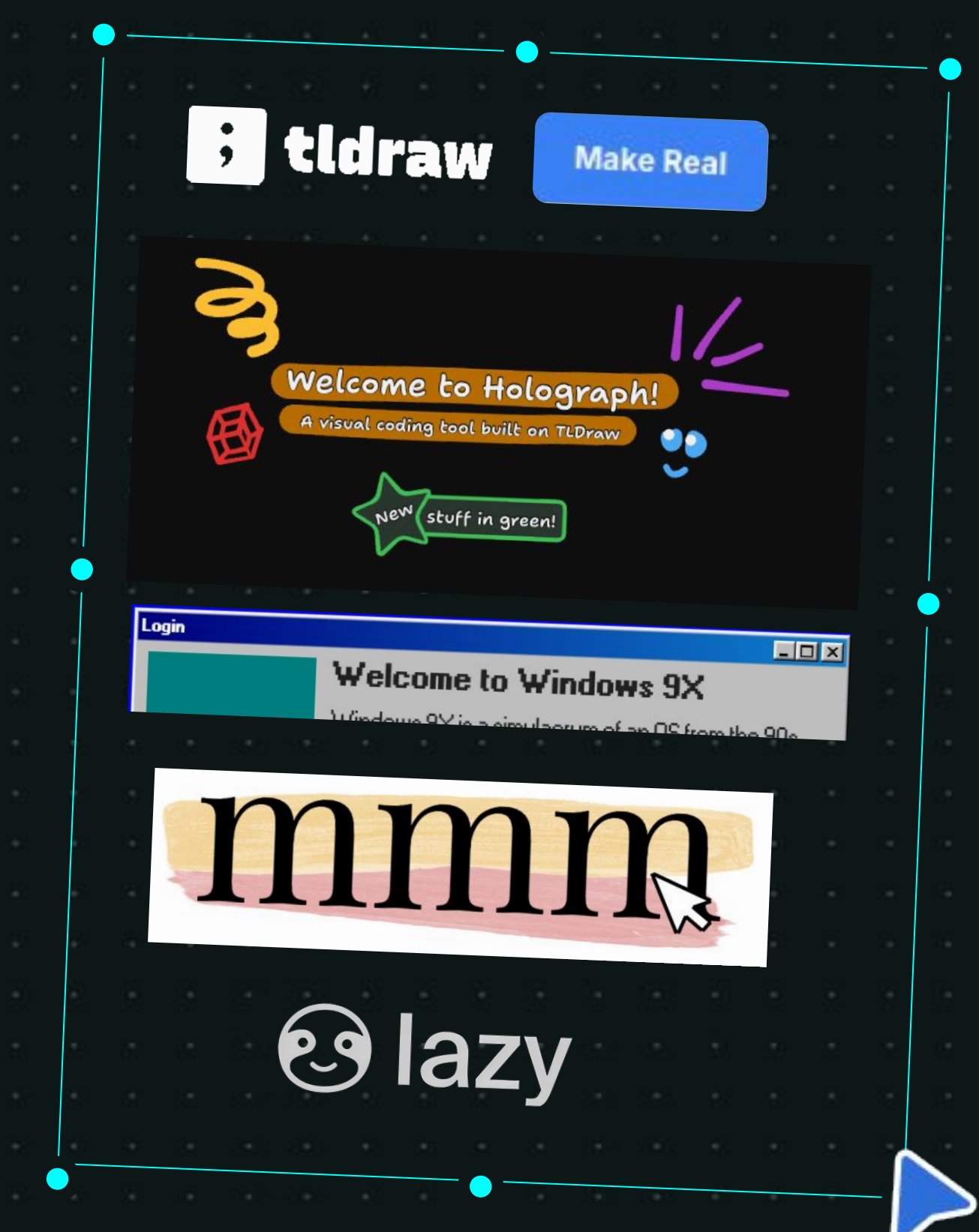
Shy Capybara



We investigated various paths: Retail Media, Content Syndication, Retool alternative, etc.

In the future, how can we onboard the next 1 billion developers that create custom software?

We discovered a new medium, a new interface.



Mysterious Koala

We went to Hering's factory in Blumenau and tested this theory.

Dev collab



**webdraw.ai**  
by *deco.cx*

**World's first AI Canvas IDE**

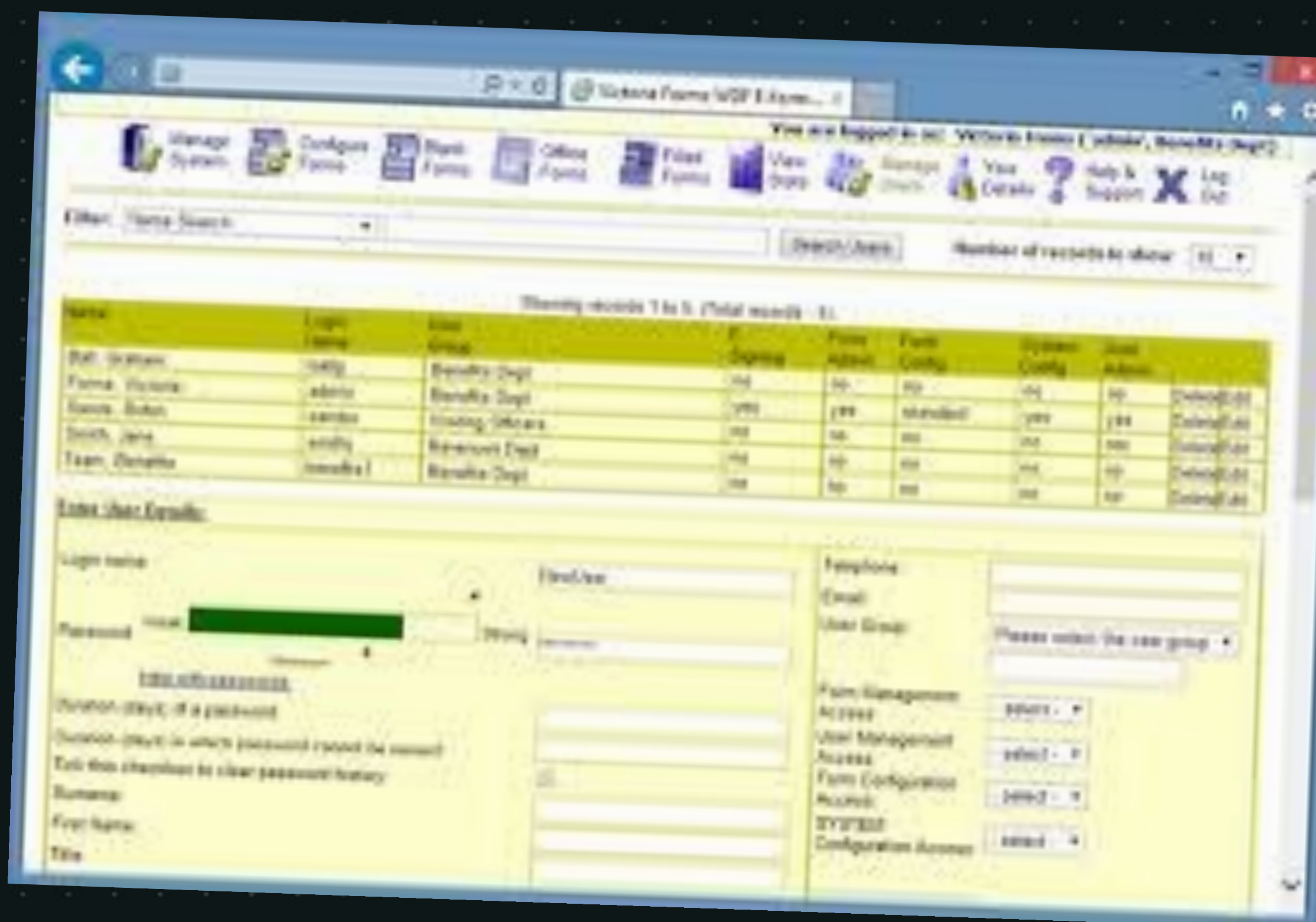
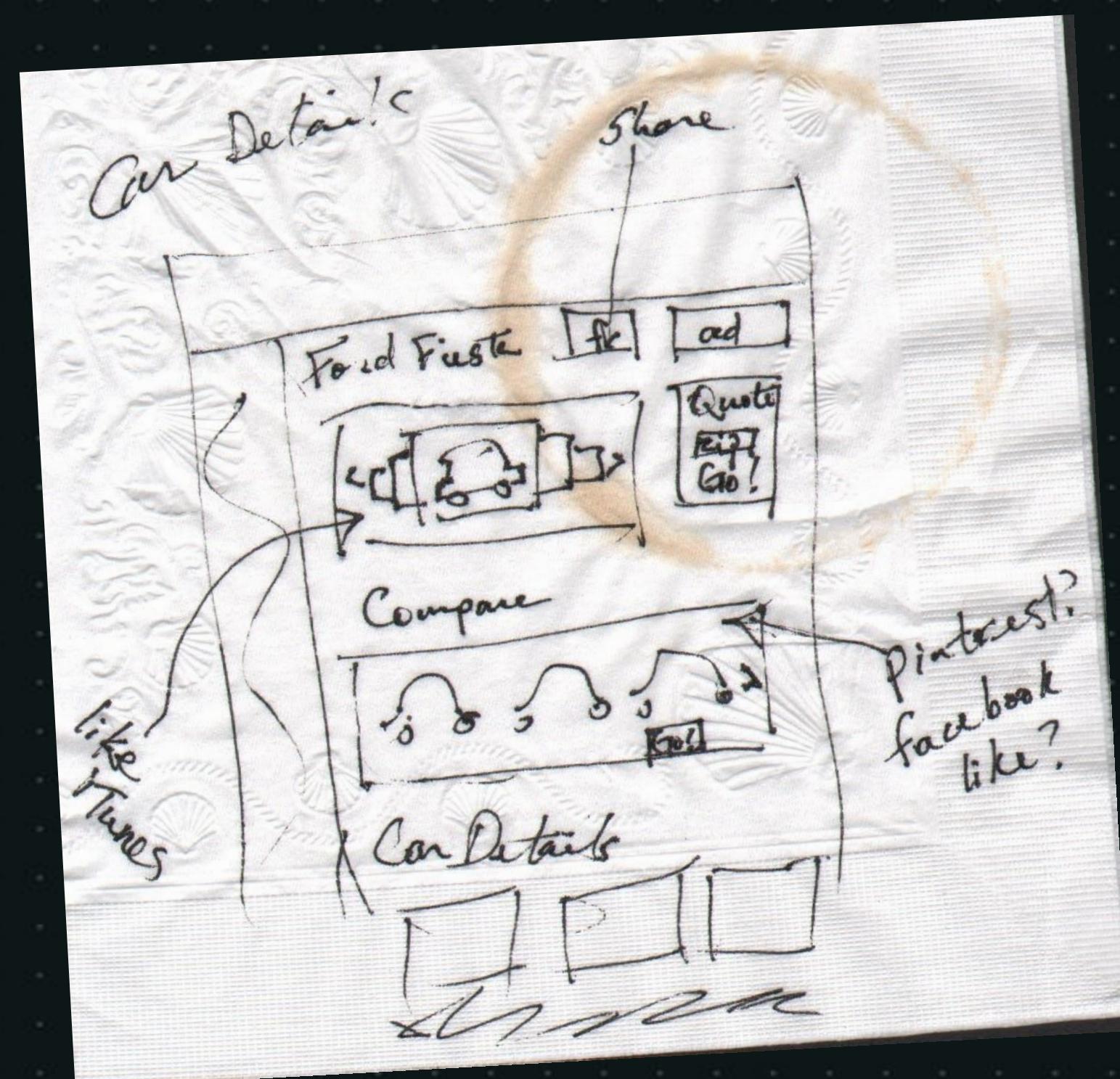


# Everyone has encountered a problem and pictured their **ideal custom software.**

Either being a small startup with a new idea...

OR

...creating internal tools as a Fortune 500 engineer.





# But 50% of companies take **over 6 months** to put ideas into production.

## Non-tech users:



**Depend on a developer** to create anything in production.



**Lack the autonomy** to iterate on existing production apps.



# And for devs, there's **endless incidental complexity** both before and after getting started.

## Tech users:



Waste a lot of energy on **setup and infrastructure**



Spend too much time **arguing on their favorite frontend frameworks**



**Nothing changed...**

Thirty years ago, developers fervently argued on their favorite assembly compilers.



AUGUST & SEPTEMBER '24



INVESTOR UPDATES



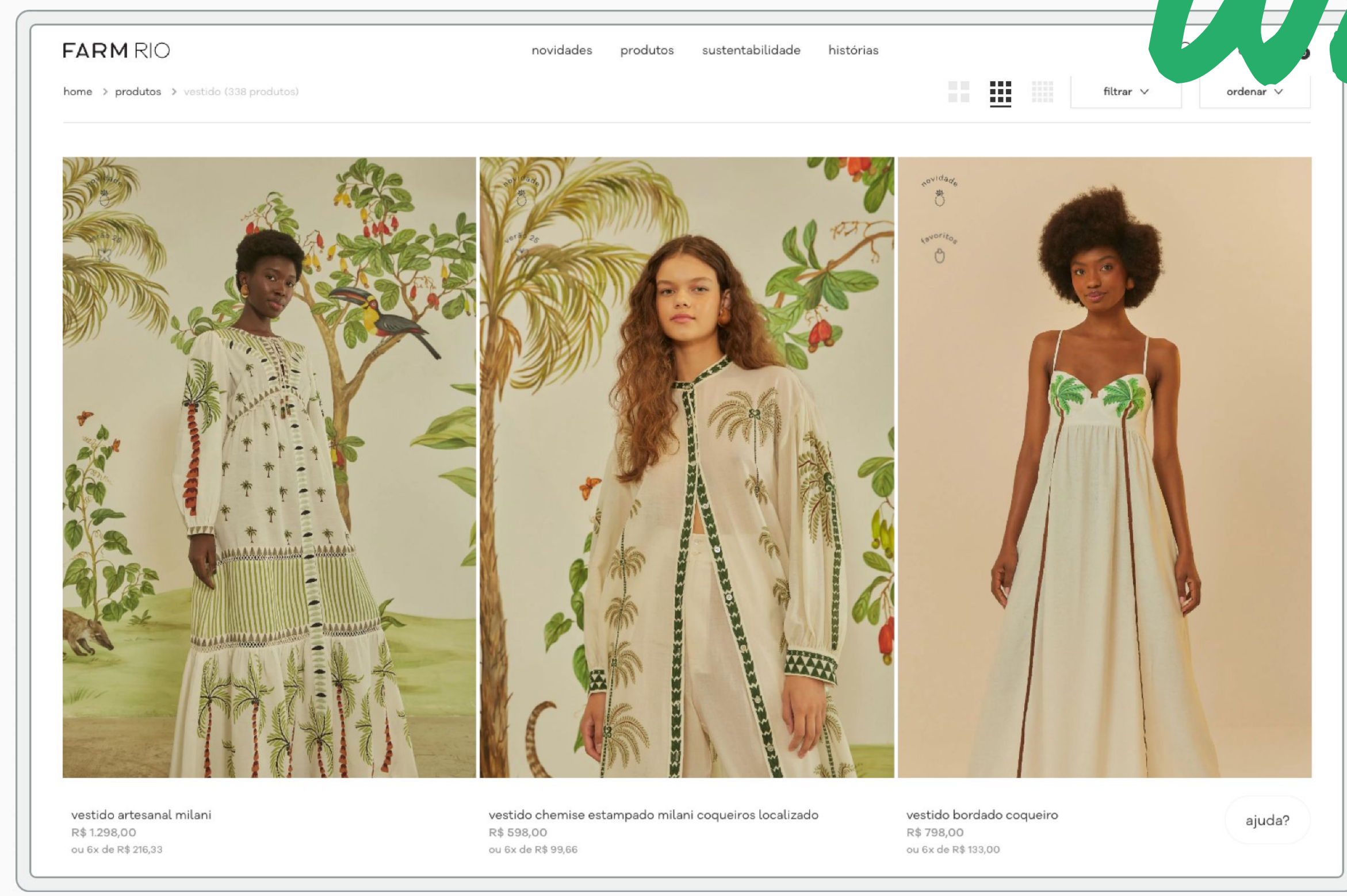
GitHub

```

1 import type { ProductListingPage } from "apps/commerce/types.ts";
2 import type { Sort } from "apps/vtex/utills/types.ts";
3 import Video from "apps/website/components/Video.tsx";
4 import { createContext } from "react";
5 import type { AppContext } from "site/apps/site.ts";
6 import { VideoWidget } from "apps/admin/widgets.ts";
7 import { type Section } from "@deco/deco/blocks";
8 import { type SectionProps } from "@deco/deco";
9 import { useDevice, useScript, useSection } from "@deco/deco/hooks";
10 interface Context {
11   page: ProductListingPage | null;
12   filtersToIgnore: string[];
13   selectedSort?: Sort;
14   url: string;
15   hideButton?: "previous" | "next" | "both";
16 }
17 export interface Props {
18   page: ProductListingPage | null;
19   /**
20    * @description Add sections like "CategoryFilters", "Breadcrumb", "ProductListingInfo", "ProductGallery", "ProductListingFilters", these sect
21    */
22   sections?: Section[];
23   /**
24    * @description Add sections that will be rendered when the no products is not found.
25    */
26   notFoundSections?: Section[];
27   /**
28    * @title Video de Carregamento
29    */
30   loadingVideo: VideoWidget;
31   /**
32    * @ignore
33    */
34   url?: string;
35   /**

```

High Fidelity



WEB

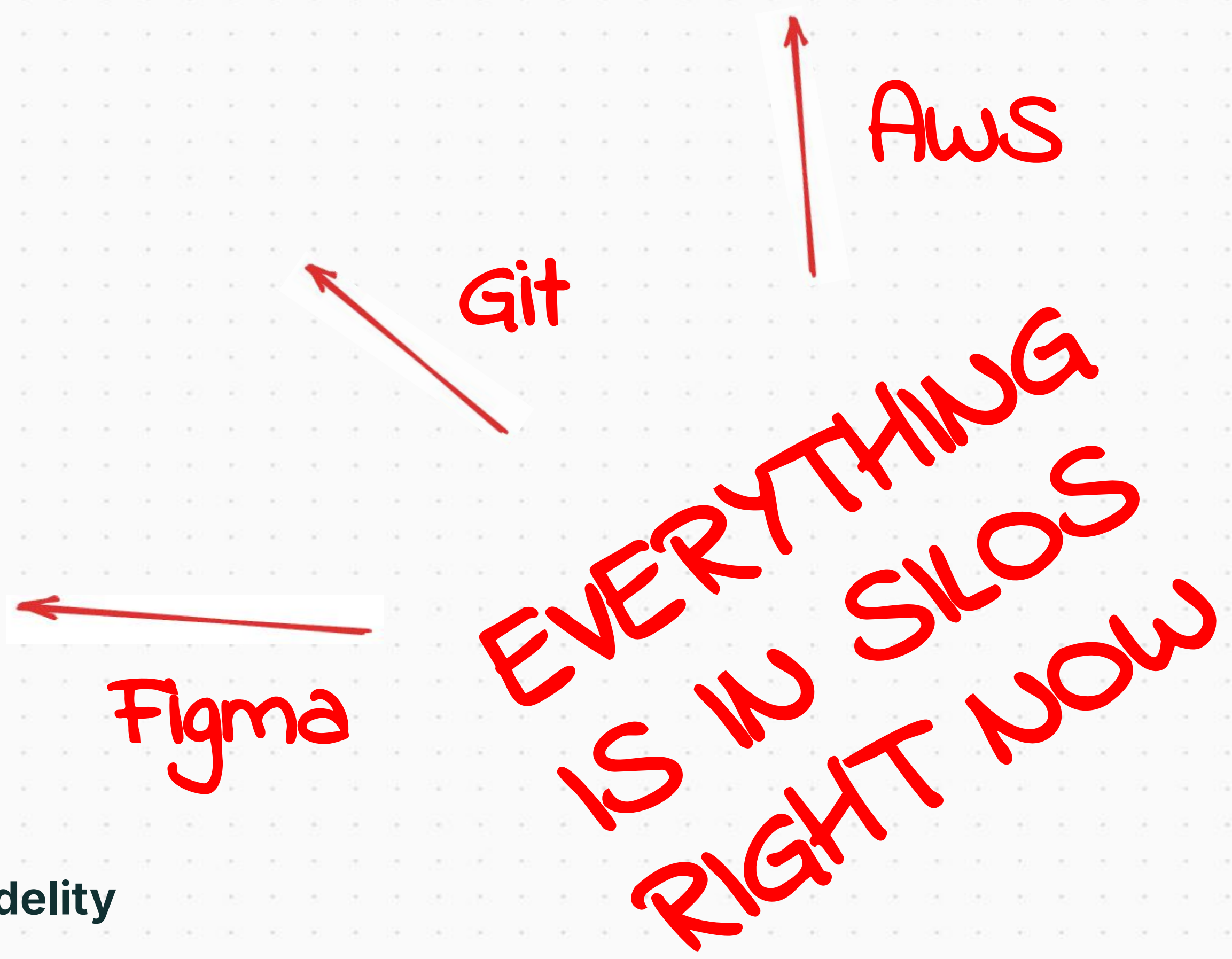
Ideation



DRAW

Production

Low Fidelity





AUGUST & SEPTEMBER '24



INVESTOR UPDATES



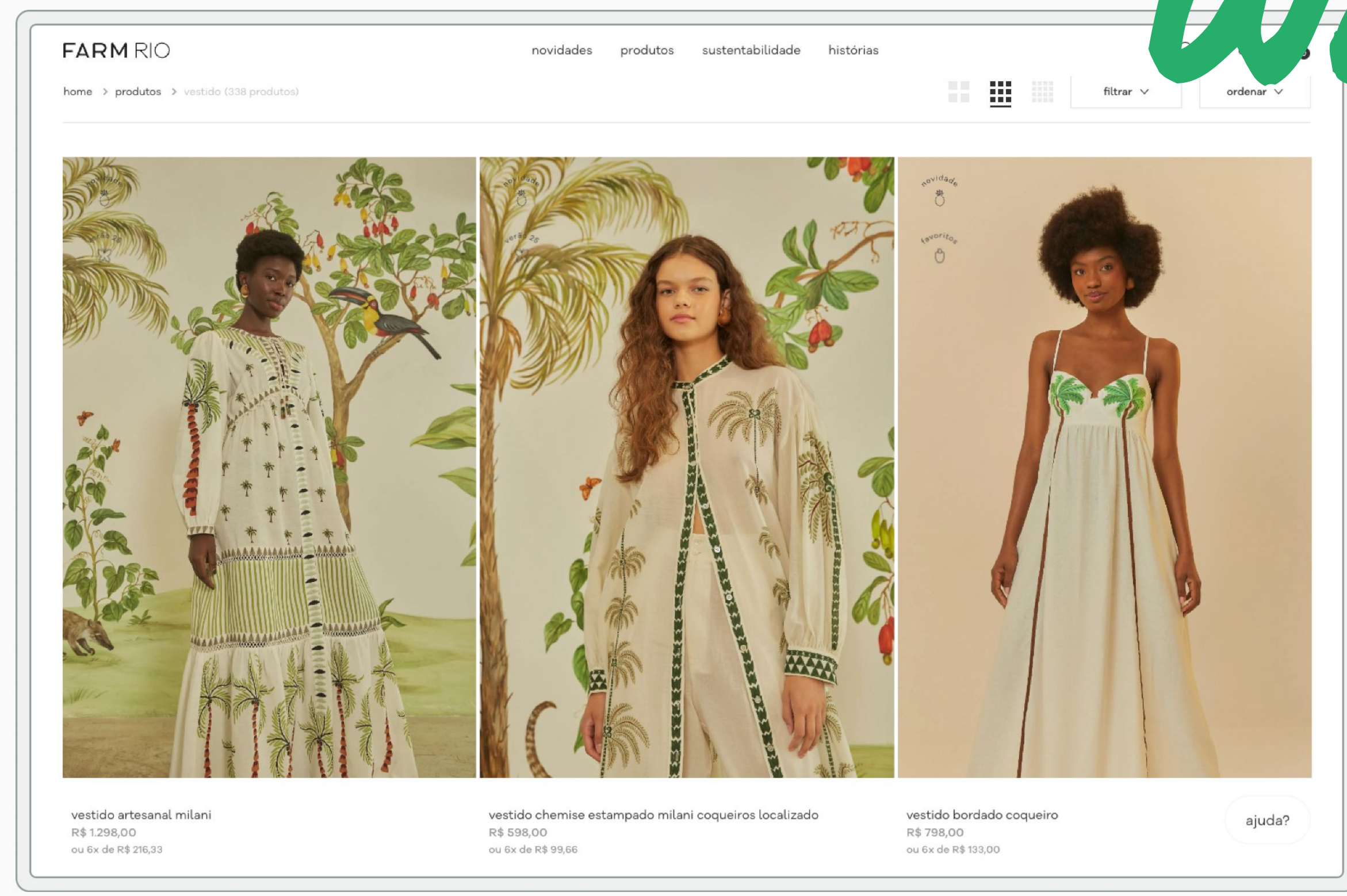
GitHub

```

1 import type { ProductListingPage } from "apps/commerce/types.ts";
2 import type { Sort } from "apps/vtex/utils/types.ts";
3 import Video from "apps/website/components/Video.tsx";
4 import { createContext } from "react";
5 import type { AppContext } from "site/apps/site.ts";
6 import { VideoWidget } from "apps/admin/widgets.ts";
7 import { type Section } from "@deco/deco/blocks";
8 import { type SectionProps } from "@deco/deco";
9 import { useDevice, useScript, useSection } from "@deco/deco/hooks";
10 interface Context {
11   page: ProductListingPage | null;
12   filtersToIgnore: string[];
13   selectedSort?: Sort;
14   url: string;
15   hideButton?: "previous" | "next" | "both";
16 }
17 export interface Props {
18   page: ProductListingPage | null;
19   /**
20    * @description Add sections like "CategoryFilters", "Breadcrumb", "ProductListingInfo", "ProductGallery", "ProductListingFilters", these sect
21    */
22   sections?: Section[];
23   /**
24    * @description Add sections that will be rendered when the no products is not found.
25    */
26   notFoundSections?: Section[];
27   /**
28    * @title Video de Carregamento
29    */
30   loadingVideo: VideoWidget;
31   /**
32    * @ignore
33    */
34   url?: string;
35   /**

```

High Fidelity



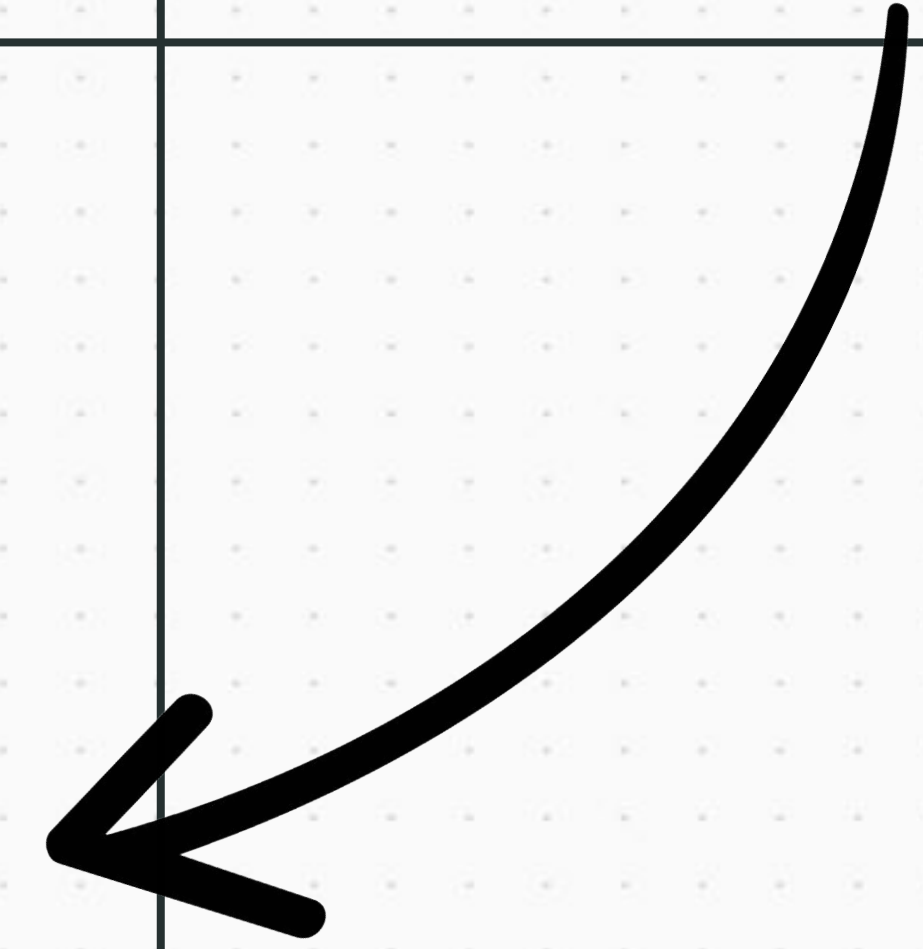
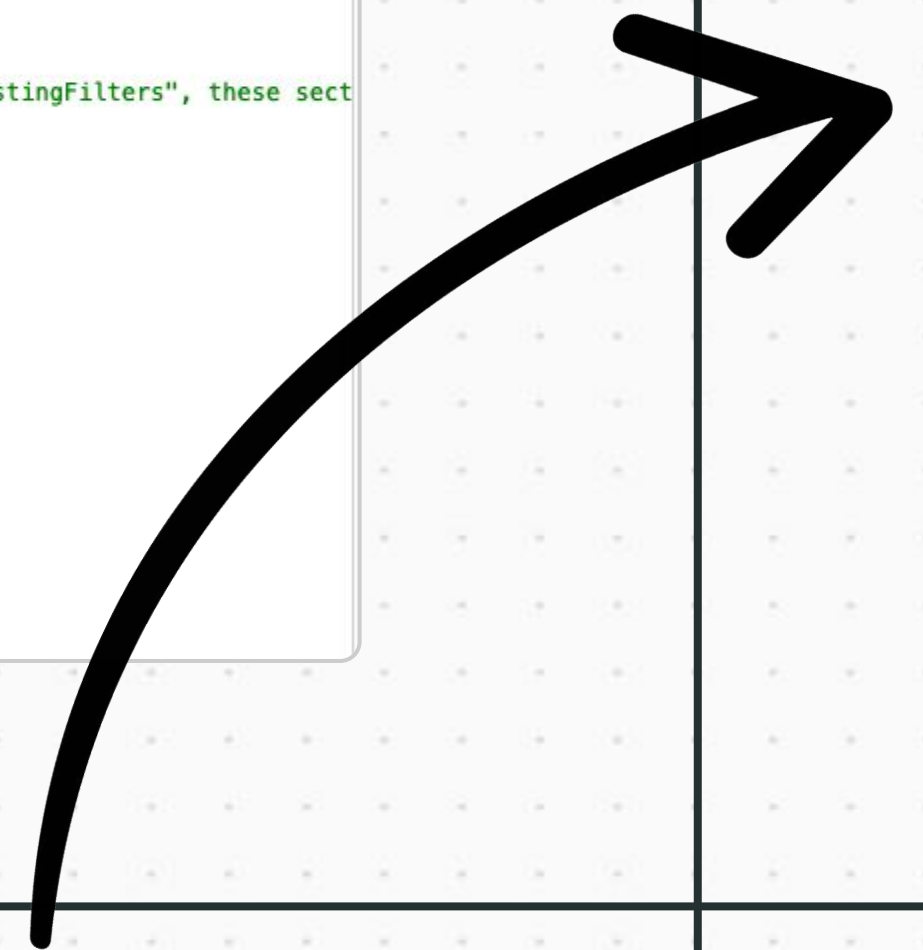
WEB

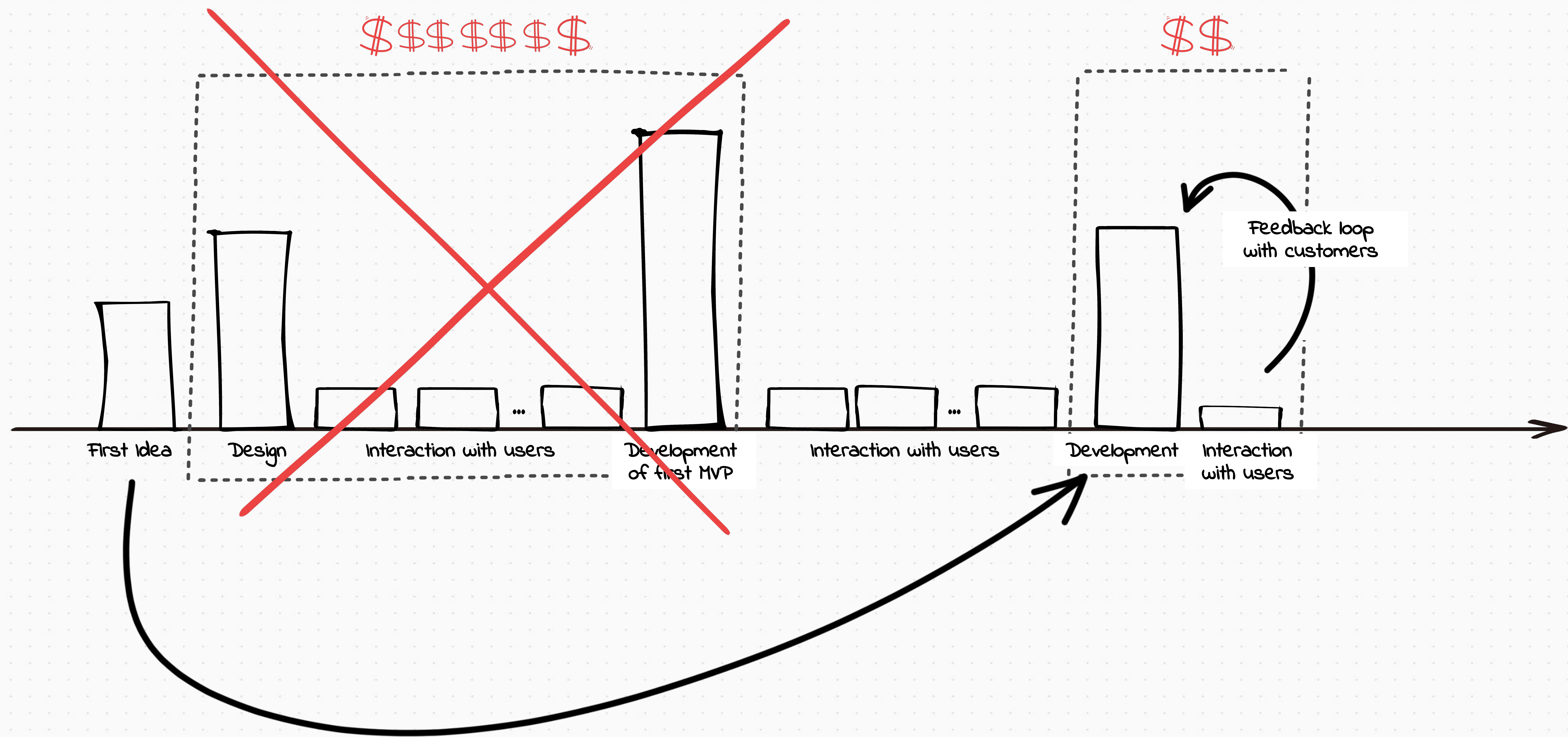
Ideation



Production

Low Fidelity







**webdraw.ai** takes you from **sketching** ideas to **fullstack, enterprise-grade web apps, instantly.**

Because the next **1 billion developers** will not care about what particular frontend framework is in this project



AUGUST & SEPTEMBER '24



INVESTOR UPDATES

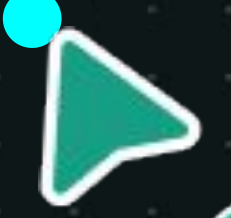
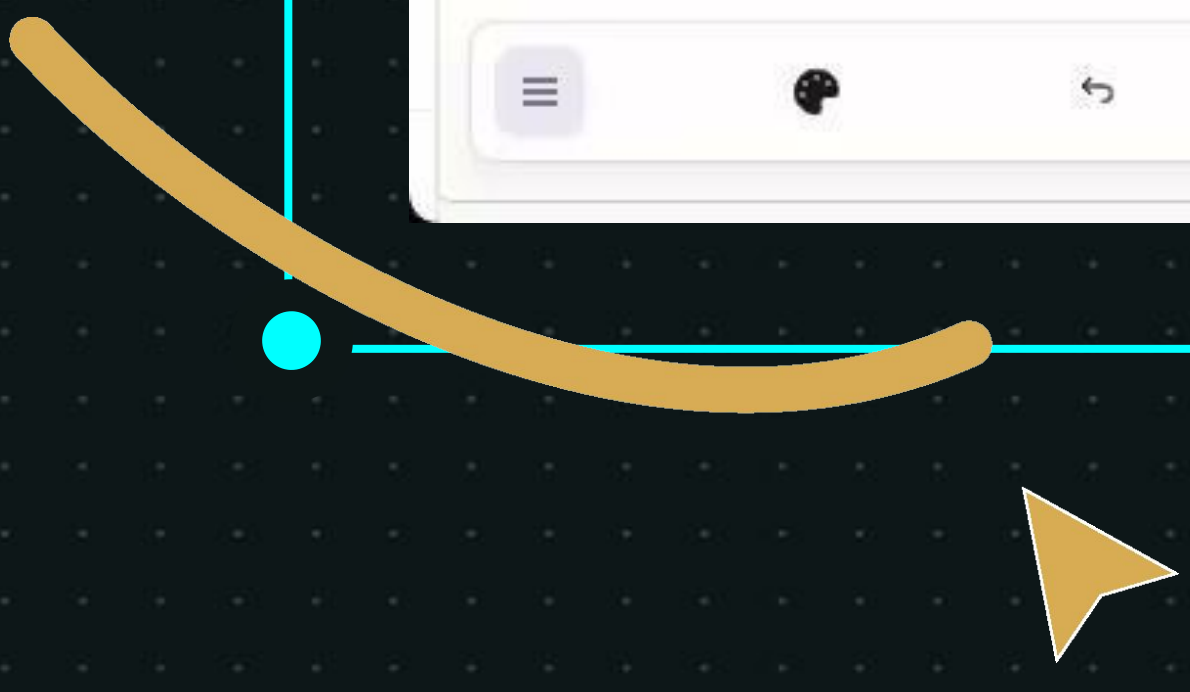
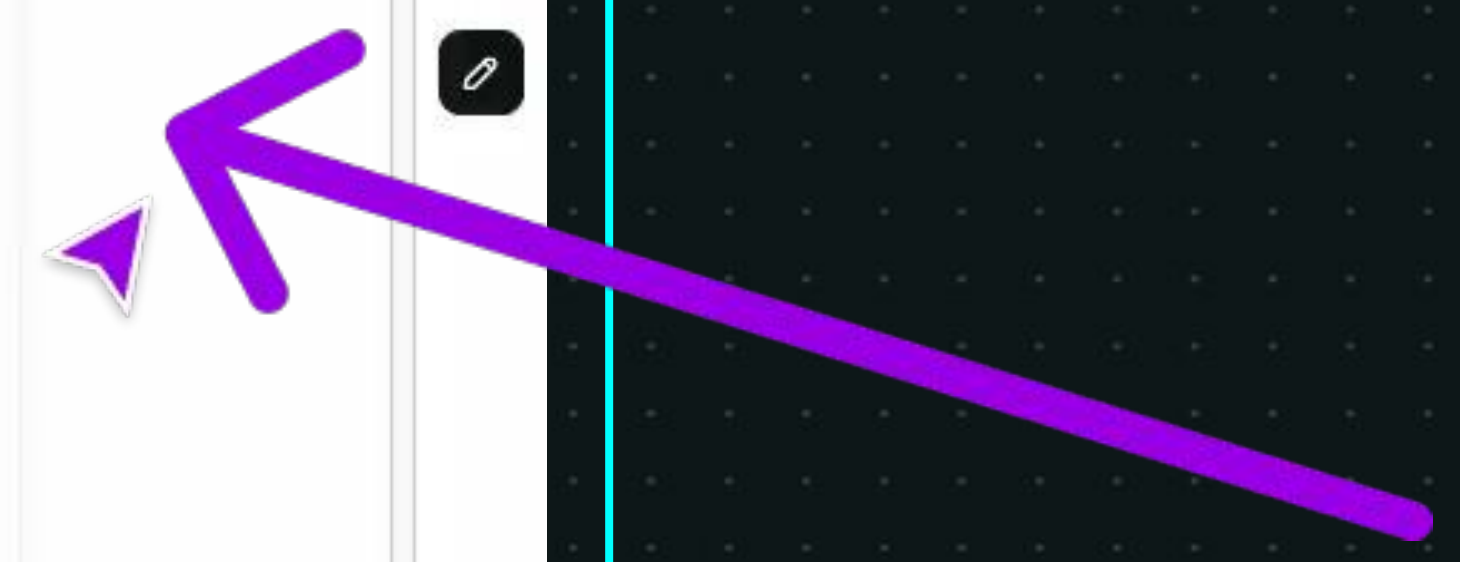


The screenshot displays the Deco editor interface, which is divided into three main panels:

- Studio:** The left panel shows a visual design tool with a toolbar at the top and a central canvas. The canvas contains a white rounded rectangle with a drop shadow. A vertical toolbar on the left side of the canvas includes a red stop button, a play button, a refresh button, a trash icon, and a pencil icon. A timer shows 0:00.
- Code:** The middle panel shows a code editor with the following code:

```
1 interface Props {  
2 }  
3  
4 export default function StarShapedImageCutter(props: Props) {  
5   return (  
6     <div class="w-full max-w-lg mx-auto p-6 bg-white rounded-lg shadow-md">  
7       Hello  
8     </div>  
9   );  
10 }
```
- Preview:** The right panel shows a preview of the rendered component, displaying the word "Hello" inside a white rounded rectangle with a drop shadow.

The browser address bar shows the URL: `admin.deco.cx/sites/lucispersonalblog/spaces/%2F.deco%2Fblocks%2FPreview%2520site%252Fsections%252FEditor.tsx.json`. The Deco logo and "Luciano Júnior's team" are visible in the top left of the editor. A search bar and a "Publish" button are in the top right.



Shy Capybara

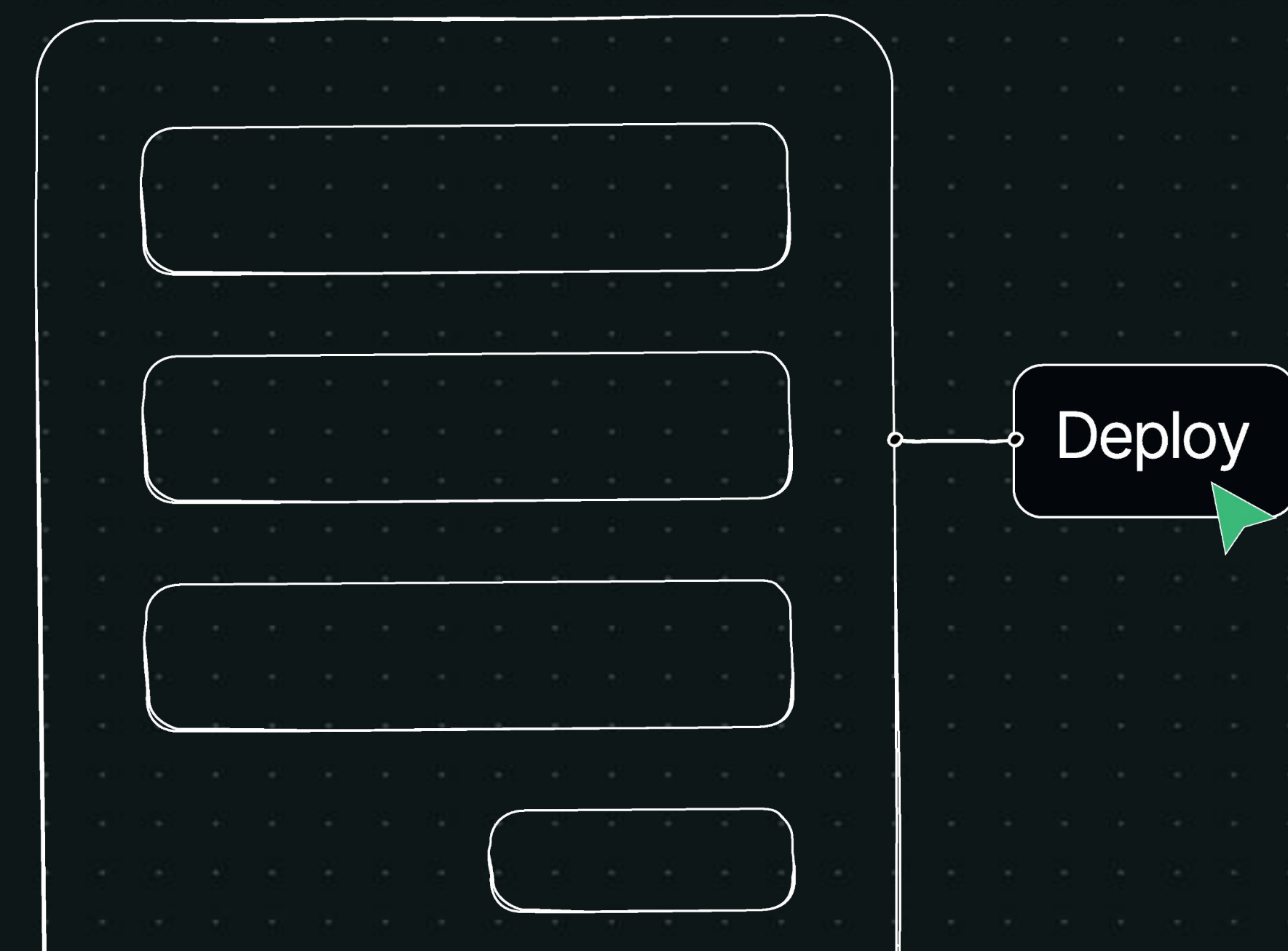


- AI-Native
- Draw-First
- Git-Based
- Modern Web IDE

# Meet **webdraw.ai**

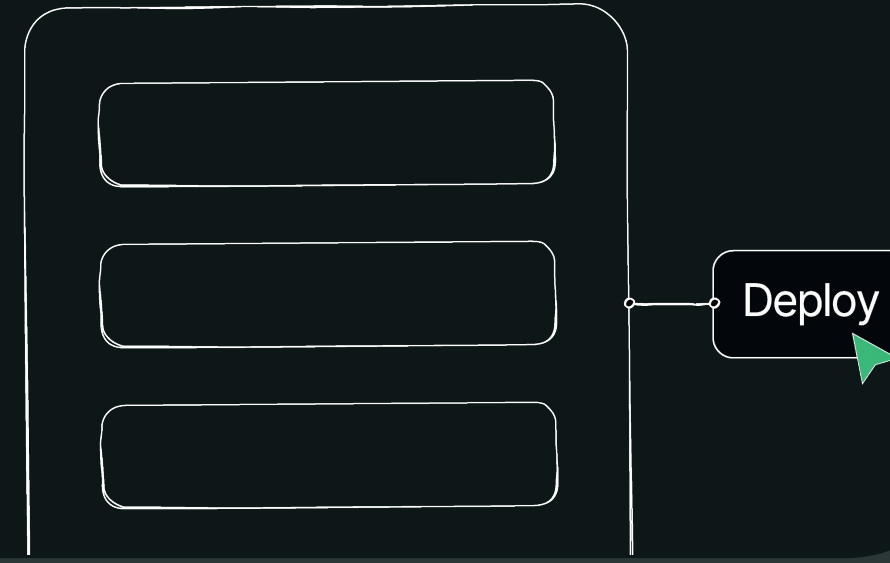
\* Any repo, open-source, all deco.cx features included.

How **web dev** draw developers create, evolve, and deploy custom web software 100x faster.



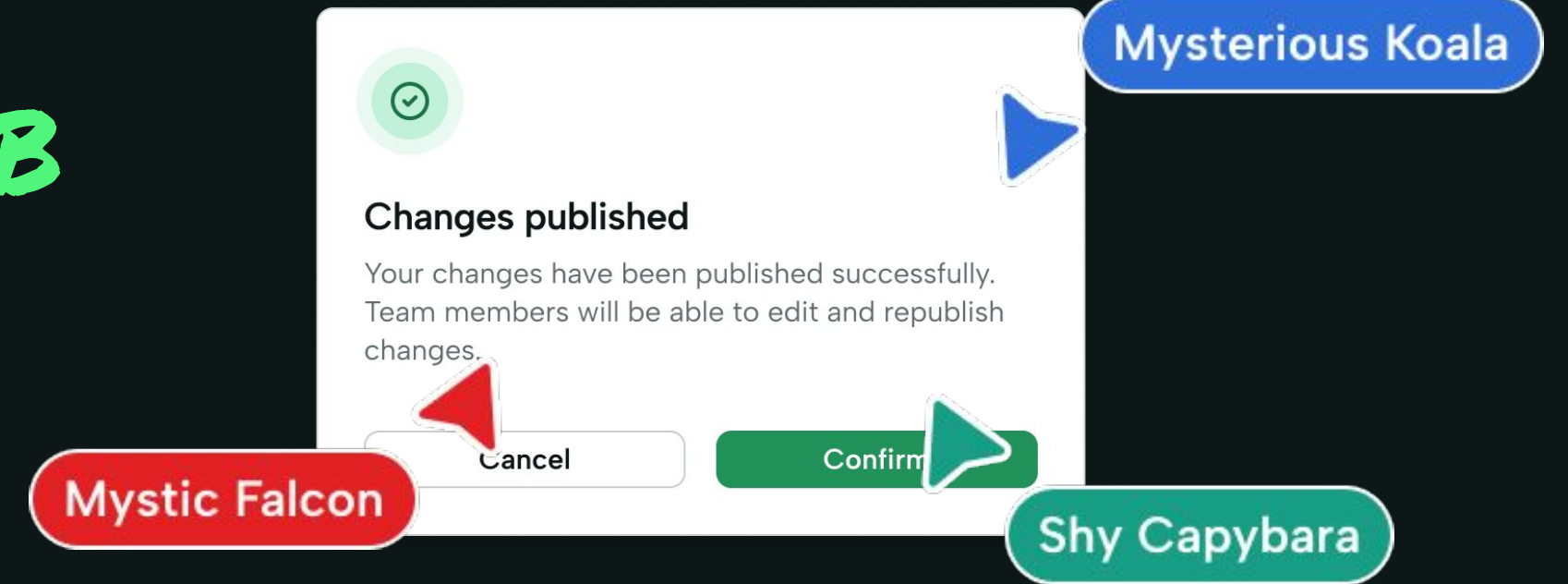


**ON-CANVAS**  
web IDE



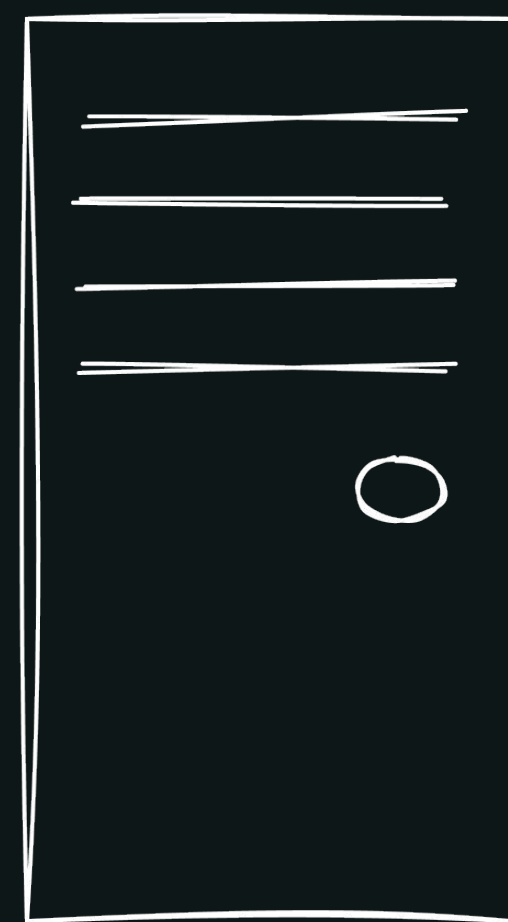
Extensible and  
**OPEN-SOURCE**  
to its core

**REAL-TIME COLLAB**  
and preview



**SELF-HOST**  
or managed  
edge infra

Server



Mysterious Koala

**AI-POWERED**  
code and  
drawing  
generation

Make this button green

Hidden Phoenix

Title

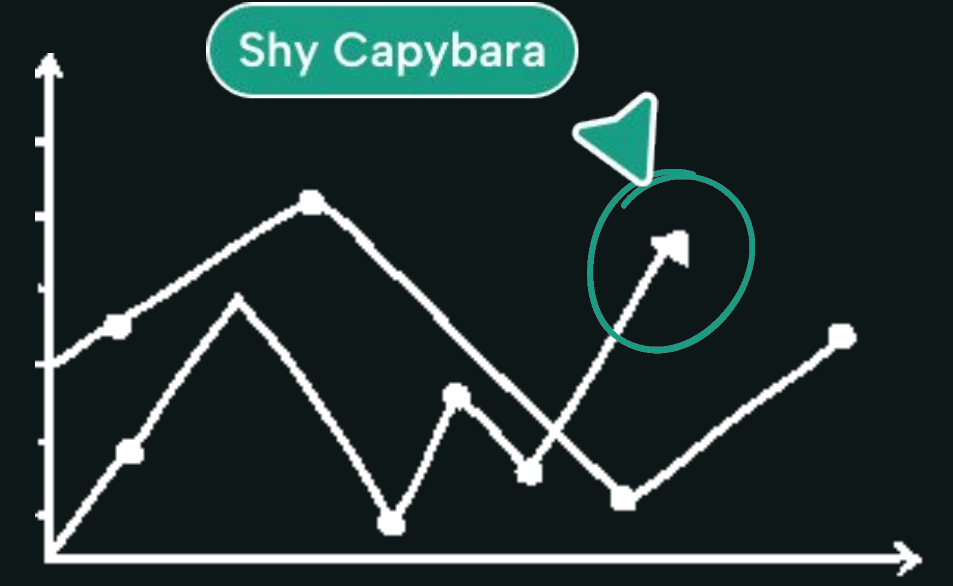
Description

Button

Hidden Phoenix

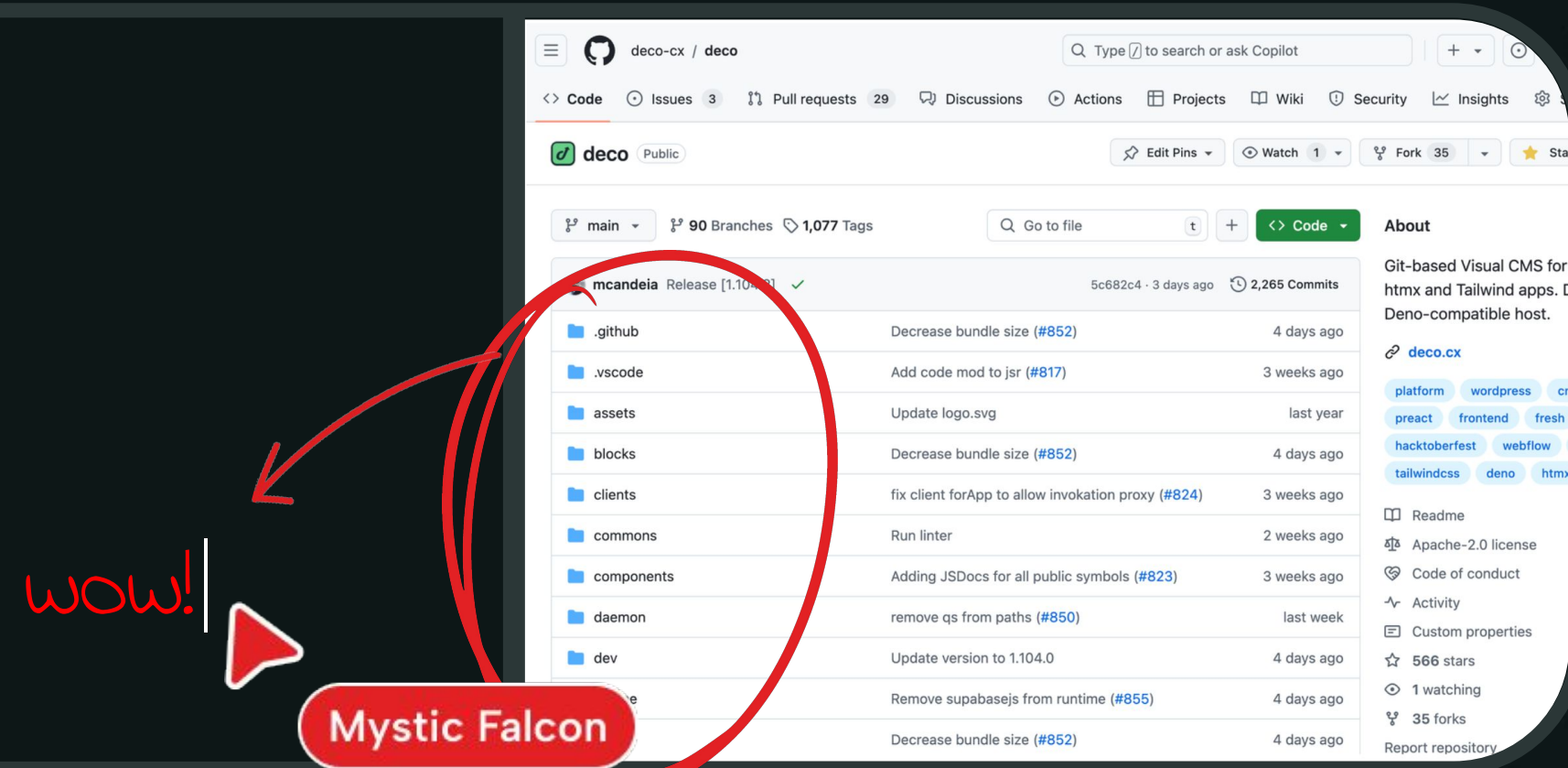
```
import React, { useState } from 'react';
interface FormData {
  title: string;
  description: string;
}
type FormComponent: React.FC = ()
const [formData, setFormData] = useState<FormData>({
  title: '',
  description: '',
});
const handleChange = (e: React.ChangeEvent<HTMLTextAreaElement>) => {
  const { name, value } = e.target;
  setFormData((prevData) => ({
    ...prevData,
    [name]: value,
  }));
};
```

**EVOLVE:**  
Database,  
Analytics,  
Monitoring,  
Personalization



Shy Capybara

**GIT-BASED** and  
version control



wow!

Mystic Falcon

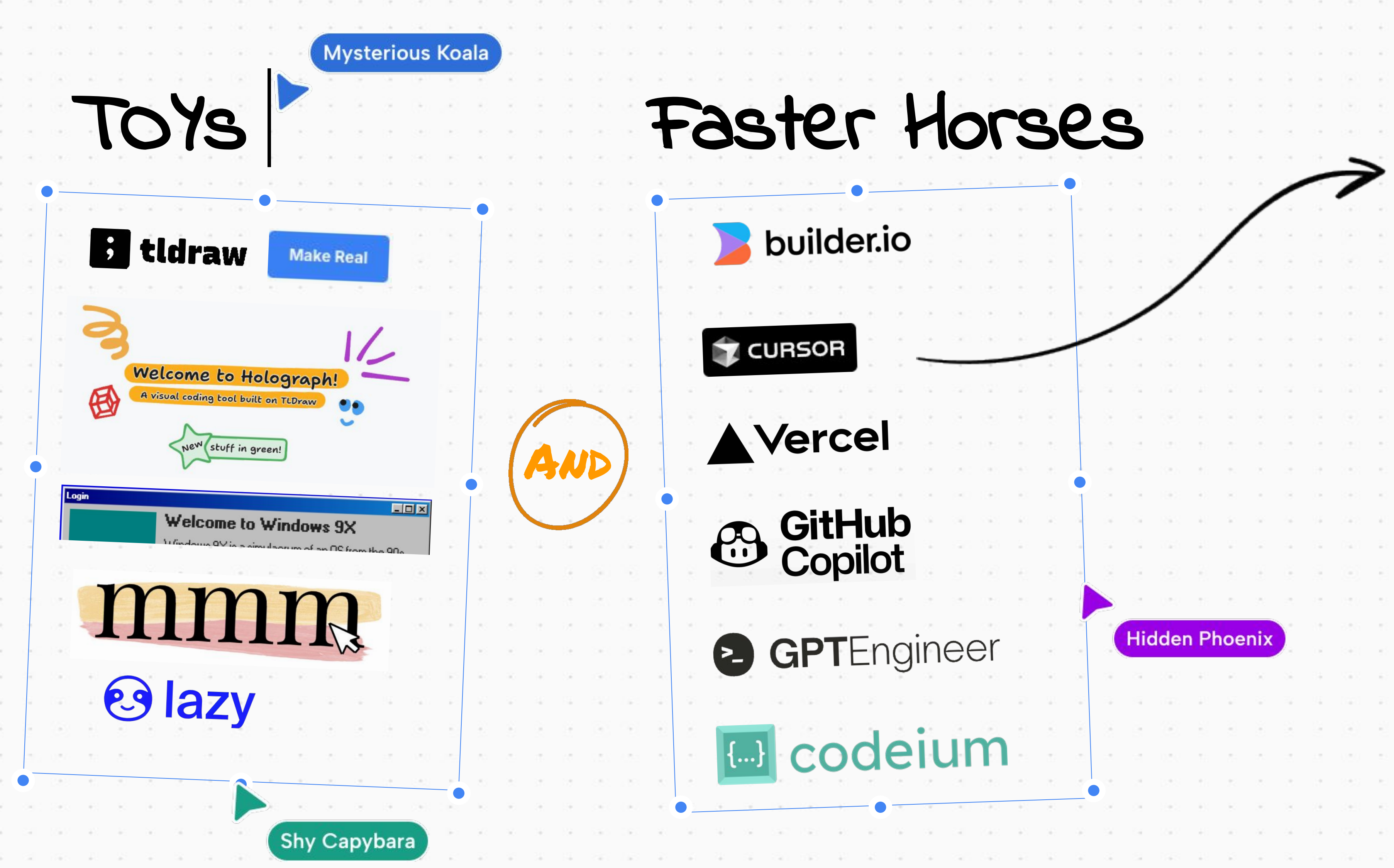
**ENTERPRISE-GRADE:**  
SSO, Roles & Permissions,  
Approval Workflows

**COMMUNITY-BASED**  
and easily  
shareable



# The industry is stuck at "TOYS" or "FASTER HORSES"

Trying to help current devs **WRITE CODE FASTER**



**codeium**

**GitHub Copilot competitor Codeium raises \$150M at a \$1.25B valuation**

**CURSOR**

**We Raised \$60M**

Our goal is to create a magical tool with the aim of writing the world's software.

Something beautiful is happening to code.

It can be difficult to discern amidst a flurry of demos, headlines, and waitlists, but AI is changing coding, and it's changing it today. Little by little, the molasses that characterizes building and changing software is being replaced by lightness and control.

Our aim with Cursor is to continue to lead this shift, by building a magical tool that will one day write all the world's software.

Already, in Cursor, hours of hunting for the right primitives are being replaced by instant answers. Mechanical refactors are being reduced to single "tabs." Terse directives are getting expanded into working source. And thousand-line changes are rippling to life in seconds. Looking forward, **much more** is yet to come.

erred coding assistants has achieved unicorn status.

General Catalyst that values the company at \$1.25 billion post-einer Perkins and Greenoaks, brings the company's total funding ince its launch.

eium hasn't even touched the \$65 million Series B tranche it raised half a billion dollars.

e that this injection of capital will allow us to significantly ramp up

low MIT grad, Douglas Chen. Prior to Codeium, Chen was at Meta, uest. Mohan was a tech lead at Nuro, the autonomous delivery

ocused on GPU optimization and virtualization for AI workloads. But ng and decided to rebrand — and pivot.

th time-consuming coding tasks," Mohan said. "Many of the AI- nual work to integrate and secure within existing codebases. That's

ode, serves up suggestions in the context of an app's entire with a number of popular development environments, including

**Codeium Autocomplete.**

# **webdraw.ai** is a new category of AI-native, draw-and-voice-first software builder

which will onboard the  
next

- ✓ **1 billion drawvelopers**  
No Alt-Tabbing between code editor and chat interface
- ✓ No need to remember the differences between **Remix and Next.js**
- ✓ Draw and talk, let **webdraw.ai** figure out the rest and hit publish!



# Built by 35+ copybaras from Brazil on a mission:

Enabling the creation of 10 unicorns from Latin America.



amazon	Google
VTEX	J.P.Morgan
∞ Meta	Microsoft
Uber	Stanford
ÉCOLE POLYTECHNIQUE	HARVARD
UNIVERSIDADE FEDERAL DE CAMPINA GRANDE	

Hidden Phoenix



AUGUST & SEPTEMBER '24



INVESTOR UPDATES



# Can you feel the *draw*?

\* Sign up for *early access*  
<https://webdraw.ai>

See you again on  
**January 10th, 2025**