



Shopify

Taking the hassle out of online retail

Company Overview

Shopify is an e-commerce platform that allows anyone to easily sell online, at their location and everywhere in between.

Merchants can customize the site design, manage orders, create promotions, manage content, track inventory and collect payments.

The company is a leader in the industry, and currently supports over 90,000 online retailers in 100 different countries. These include companies such as General Electric, Amnesty International and Tesla Motors.

Shopify handles all the hassles of online retail letting entrepreneurs focus on their business.

Competitive Advantage

Simple

Shopify's competitive advantage lies in its simplicity and turn-key approach; web designers and developers are not needed. No technical or design experience is required to create an online store.

Customizable

With Shopify's online platform you can choose from over 100 beautiful templates or completely custom design your store online. Shopify also lets you accept VISA, MasterCard and AMEX credit cards. No payment gateway is required meaning customers never leave the site to process a payments.

Innovative

Shopify's advanced marketing features are Search Engine Optimized (SEO) This allows potential customers to find stores using search engines like Google, Yahoo and Bing.

Point of Sales (POS) terminal enables users to unify their online shops with their physical locations by accepting payment via smartphones and tablets. POS allows sharing information on inventory and sales more seamlessly between online and physical locations.



Investment Rationale

Strong market opportunity for Small and Medium size e-Commerce Software. Across the entire retail industry, revenue for digital commerce applications is forecast by International Data Corp. (IDC) to grow at an 18.8 percent compound annual growth rate to \$4.1 billion through 2017.

Big Data for small retailers. Shift away from cash registers will be the ability of managers to glean more insight about sales trends and customer habits.

Acceleration of mobile commerce. Mobile transactions increased by almost 56 percent year-over-year.